

# GUIDELINE NO 5.

DETAILING THE CI BASICS FOR OFFICIAL BMW CLUBS.



AK-50 | October 2020

**BMW  
GROUP**  
Classic



# WHAT YOU WILL LEARN.

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# WHAT LIES IN STORE FOR YOU.

**Official BMW Club members identify strongly with the BMW brand** and associate BMW products with their own values. As ambassadors and multipliers of the BMW brand and its products, however, they also bear **responsibility for representing BMW** in a way that is characteristic of the brand.

After all, **the BMW brand is highly valuable, and such value must be protected.** On the one hand this means adhering to certain shared basic rules, but it also means preserving individuality and setting oneself apart from other BMW Clubs.

The BMW Club appearance should be based on the **premium claim** of the BMW brand. The club must always be **clearly recognisable** as the sender.

Whenever the term “BMW Club” is used throughout the document, exclusively **official BMW Clubs** are addressed. The usage of this guideline is **obligatory** for the official BMW Clubs within the BMW Clubs International Council.

These design guidelines have been developed in close collaboration with the BMW Club & Community Management. **They outline the new appearance using examples for all the relevant media applications, are mandatory worldwide and apply without restriction to all communication and correspondence materials.**

## AT A GLANCE.

- 1** The communication and design of BMW Clubs are geared towards the **premium claim** of the BMW brand.
- 2** The individual BMW Club logo ensures recognition of an official BMW Club and is **designed according to binding guidelines**.
- 3** Every official BMW Club has an identifier which serves as **seal of quality**.
- 4** The BMW wordmark and symbol are subject to worldwide copyright protection and may **only** be used in connection with the club logo. **Any use of the wordmark and symbol outside the approved club logo is in breach of trademark law.**
- 5** The symbol **never** performs a utilitarian function and is **never** placed in positions or on objects which impact negatively on image.
- 6** Visuals must be of **high quality** in both content and appearance. Symbols with negative associations are to be avoided.

# BASICS.



We introduced our new BMW symbol in the spring of 2020. After more than 20 years of using our familiar logo, we now take yet another and clearly visible step into the automotive future with the modernisation of our appearance.

We would also like the BMW Clubs to accompany us on this exciting voyage for the benefit of a uniform appearance, to where the logos of the BMW Clubs will also be adapted to the new design until the **end of 2021**.

Please refer to the following paragraph in order to find out about the importance of a uniform and reputable external image for the premium brand BMW, to get to know the new BMW symbol, and to obtain information on the protection status of our brand.

# THE BMW CLUB APPEARANCE. CONSISTENT ALL OVER THE WORLD.

Why do strict rules apply to the BMW Club logos?

The BMW brand is perceived as a **premium brand** all over the world. It is indispensable that this premium claim also be reflected in the outward appearance of all BMW Clubs worldwide. The layout of the BMW Club logo is thus subject to standardized guidelines, making the official BMW Clubs all over the world easily recognizable as such and as part of our global family.

The individual layout of the respective logo in turn emphasises the independence of each individual BMW Club.

Examples

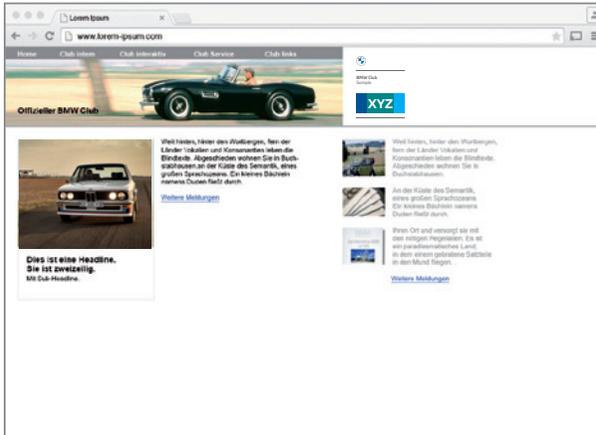
**\*Please note** that the logos shown in this document are conceivable implementations of the changes. These examples are currently not confirmed or used by the respective BMW Clubs.

| Organisation                             | Name (examples)   | Logo (examples)*  |
|--|---|---|
| Umbrella organisation                    | International Council of BMW Clubs  |    |
| Continents, countries, states or regions | BMW Auto Club Equador<br>BMW Car Clubs Indonesia<br>The BMW Club UK & Ireland<br>BMW Motorcycle Club of Northern California<br>BMW Club Garmisch-Partenkirchen und Oberland |   |
| Classic and types                        | BMW Youngtimer Club Italia  |  |

# THE BMW CLUB APPEARANCE. CONSISTENCY WITHIN THE INDIVIDUAL BMW CLUBS.

The appearance of the BMW Group is contemporary and striking. It is essentially uniform but offers clubs scope for differentiation.

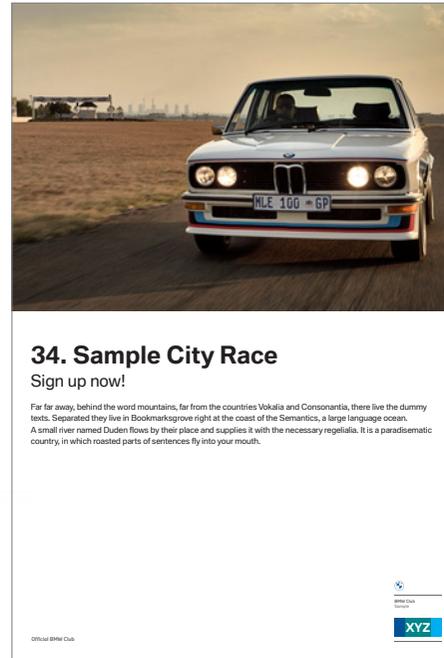
There are clear rules so as to ensure compliance with the BMW brand's premium claim. The rules set out here help create an individual BMW Club appearance.



Internet



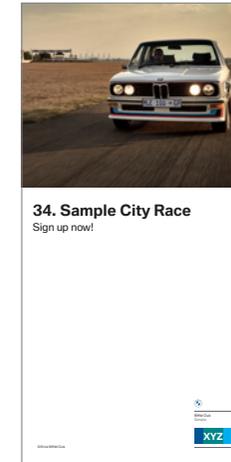
Polo shirt and Club jacket



Advertisement



Club cap



Flyer



Membership card



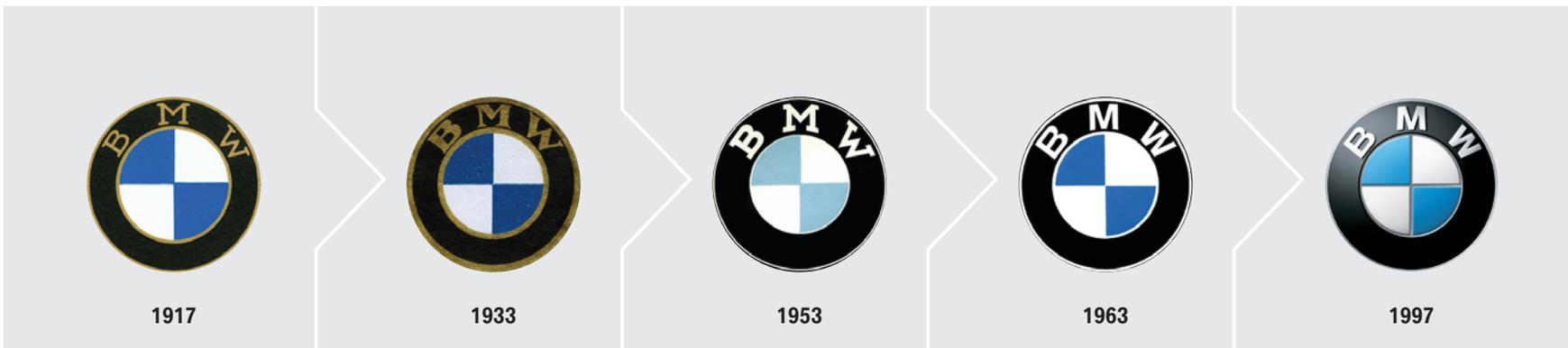
Coffee mug



Pin

# THE NEW BMW SYMBOL. CONSISTENCY AND REFINEMENT MAKE A VALUABLE BRAND.

1917 - 2020



2020

Since the introduction of the BMW emblem in the autumn of 1917, it has been revised in more or less regular intervals. It was modernised to adapt it to the respective times, whilst at the same time maintaining and strengthening the character of the brand.

After more than 20 years, the BMW graphic logo again experienced an “update” in March of 2020. However, this is much **more than a mere design update**. As an essentially modernised BMW brand appearance, it reflects the importance of the BMW brand for mobility and “sheer driving pleasure” in the future and is a synonym for the conversion of the BMW brand into a “**Relationship Brand**”.

With the candour and clarity the new transparent BMW symbol emanates, it entices more than ever before to **become a part of the World of BMW**.



The new BMW symbol is available on request:  
bccm@bmwgroup-classic.com

**Only the official file at hand may be utilised for the creation of a BMW Club logo.**

A transition period until 31.12.2021 applies for the use of the former BMW Club logo (the old BMW symbol).  
**From 01.01.2022 on, only the new BMW Club logo (featuring the new BMW symbol) will be permissible.**

# THE NEW BMW SYMBOL AND THE BMW CLUB WORDMARK. PROTECTING A DISTINGUISHED BRAND.

## Utilisation and protection of the BMW symbol

The BMW symbol is subject to worldwide copyright protection and may be utilised **only** with the permission of BMW. This permission is granted exclusively for utilisation within the respective BMW Club logo. Any other utilisation of the BMW symbol is **strictly prohibited** or will have to be **explicitly authorised by BMW**.

Under **no circumstances** will it be permissible to modify form or colour of the BMW symbol, to utilise it as a decorative or functional element, to combine it with graphics or text or to employ it within continuous text as a substitute for the name "BMW".

Do

Don't



## Utilisation and protection of the BMW wordmark

The BMW wordmark **always** appears in uppercase letters. This also applies if used as a part of the term BMW Club.

Similar to the BMW symbol, the BMW Club wordmark is subject to worldwide copyright protection and may only be used as a sender by official BMW Clubs and only to the extent permissible.

The term BMW Club unmistakably indicates that the club is an official BMW Club. The brand "BMW" always appears first, followed by the name of the club. In some cases, the term BMW Club can be expanded or linguistically adapted (for more information please see next page).

BMW Club / BMW Clubs / BMW [xyz] Club are fixed terms which cannot be altered. As a representative of BMW products and services they are to be used with the greatest of care.

**BMW Club**

~~**Bmw Club**~~

**BMW Club**

~~**BMW-Club**~~

**BMW Clubs**

~~**BMWClub**~~

**BMW Motorcycle Club**

~~**Moto Club**~~

**BMW Klubben**

~~**Club**~~

**BMW Car Club**

~~**B M W Club**~~

**BMW Owners Club**

~~**Club of BMW Owners**~~

# GUIDELINE.



The following section describes various elements in detail based on practical examples.

A detailed explanation of the correct designation of a BMW club, the layout of the BMW Club logo, and the identifier is provided to ensure a consistent appearance of the organisation as a whole.

# CLEAR RULES FOR CREATING A NAME. THE DIVERSITY OF CLUB NAMES REQUIRES A RANGE OF SOLUTIONS.

|  | Official designation                         | Adaptation   | Correct naming                                  | Examples of incorrect naming                         |
|--|--|--|---|--|
| <b>Names already containing the term BMW Club / BMW Clubs</b>        | BMW Club<br>Düsseldorf 1928 e. V.            | Name already complies with guidelines  |   |  |
| <b>Names containing expressions like auto, motorcycle, car, etc.</b> | BMW Auto Club<br>Italia                      | Combine the expression and the term BMW Club to avoid repetitions  | BMW Auto Club<br>Italia                         | BMW Club<br>Auto Club Italia                         |
| <b>The name does not start with the term BMW Club</b>                | The Allegheny Chapter<br>of the BMW Car Club | Place the term BMW Club / BMW Clubs / BMW [xyz] Club in the first line   | BMW Car Club<br>of America<br>Allegheny Chapter | Allegheny Chapter<br>BMW Car Club of America         |
| <b>Non-english names</b>   | BMW Motoros<br>Túráklub<br>Magyarország      | Replace the term BMW Club with the corresponding foreign language expression   | BMW Motoros Túráklub<br>Magyarország            | BMW Club<br>Motoros Túráklub Magyarország            |
| <b>Abbreviations</b>   | Choo-Choo Bimmers<br>BMW CCA                 | Abbreviations such as CCA (Car Club of America) and MC (Motorclub) are written out in full.<br>Avoid repetition of the word "Club"                       | BMW Car Club<br>of America<br>Choo-Choo Bimmers | BMW Club<br>Choo-Choo Bimmers<br>Car Club of America |
| <b>Names without the terms BMW, Club or both</b>                     | Boxer Motorrad Club<br>Morelia A. C.         | Add the term BMW Club / BMW Clubs / BMW [xyz] Club to ensure identification of the club as the sender and a member of the official BMW Club Organisation | BMW Boxer Motorrad Club<br>Morelia A.C.         | Boxer Motorrad Club<br>Morelia A.C.                  |
| <b>Exceptions</b>  |  | Independent BMW sub-brands may be granted an exemption by the BCCM in order e.g. to avoid repetitions of the term "Club".                                |   |  |

# CLEAR RULES FOR CREATING A SIGNET IMAGE. A STRONG BMW CLUB HAS A STRONG SYMBOL.

## Rules regarding the BMW brand elements

### Recommendations for the design of a signet

BMW Brand Identity elements are a fundamental component of BMW brand communication and may therefore not be used in the BMW Club signet or in communication.

Vehicle signage and any other BMW symbols (including BMW M and BMW i) may not be used.

Exception: The signets of the respective BMW Clubs may be expanded to feature the “BMW M” or “BMW i” logos and/or the “BMW Motorrad” wordmark. This, however, shall apply only if used in accordance with the specifications.

The signet may not be similar in design to the BMW symbol in its shape and colour.

## Notes on reproducibility

No use of elaborate signets or photographs which do not guarantee high-quality reproduction (e.g. on merchandising articles).

## Heraldic figures

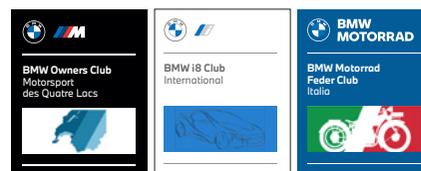
No use of political, racist or sexist symbols.

Exception: Crests or flags of your own country or of your own region or city/town may be utilised (please respect the copyright, if applicable).

### Do

X5

Empower



X6



### Don't



~~EMPOWER~~



## Guideline

# THE OFFICIAL SIGN OF A BMW CLUB. THE BMW CLUB LOGO.

### BMW Club logo

The “transparent” version of the BMW Club logo (white text, white lines, blue and white version of the BMW symbol) is to be used whenever possible.

Only if not possible (e.g. because of a pattern, a restless or a white background), please use the “**fallback**” version (see page 14).



BMW Car Club  
of Bavaria  
Munich Section



The BMW symbol is a promise of quality and stands for mobility at premium level. For some BMW Clubs, it may be supplemented with the symbols of BMW M or BMW i or the wordmark of BMW Motorrad (see below).

The Name of the club (containing the term BMW Club / BMW Clubs / BMW [xyz] Club) clearly identifies the club as a member of the official BMW Club Organisation. It always appears in the top line, extending at maximum to the second line. A more detailed specification is provided in the remaining lines (e.g. a region or a section).

The BMW Club signet has a fixed aspect ratio of 10:4 and appears in a prominent position, directly below the club name.



### Caution!

The aspect ratio of the BMW Club Logo is now **fixed**. The width of the logo will no longer be adjusted to the length of the text.

### Special variants

The pairing with “BMW i” or “BMW M” logo and the “BMW Motorrad” wordmark may be utilised only by clubs with the respective clear reference.

**Please note** that the logos shown in this document are conceivable implementations of the changes. These examples are currently not confirmed or used by the respective BMW Clubs.



## Guideline

# CONSTRUCTION OF THE BMW CLUB LOGO. STRICT DIMENSIONS ENSURE PRECISE IDENTIFICATION OF THE SENDER.

### Important:

Only original digital masters of the BMW symbol may be used for the reproduction of this logo.

The basic parameter for all dimensions is the diameter of the BMW symbol ( $x$ ).

#### Text block:

The font size (in pt) corresponds to  $1\frac{1}{4}x$  (in mm).  
The resulting height of uppercase letters is thus  $\frac{1}{3}x$ .  
The line pitch is  $\frac{1}{2}x$ .  
Typeface: BMW TypeNext Bold for the club's name  
and BMW TypeNext Regular for the name affix.  
The character spacing is always 0.

#### BMW Club signet and horizontal lines:

The size of the BMW Club signet is  $5x * 2x$ .  
The width of the two lines corresponds to  $5x$ ,  
the line thickness is  $0.05x$ .

#### Distance between the elements:

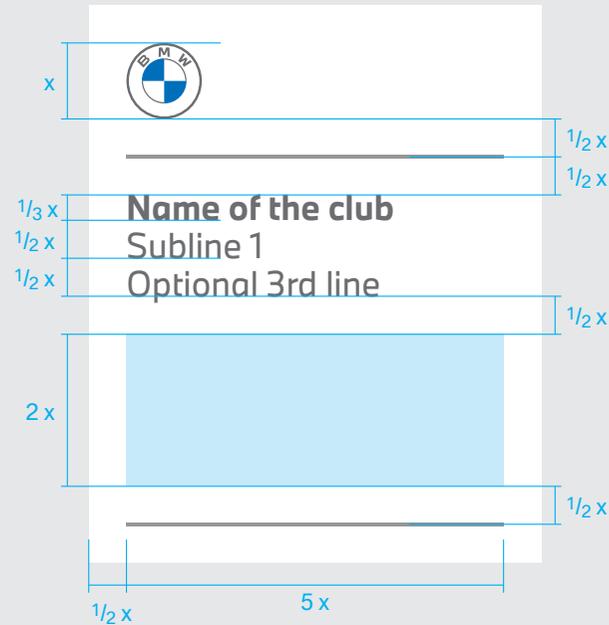
The distance between BMW symbol, lines, text block and BMW Club signet is  $\frac{1}{2}x$  each. With this, the text block is always considered a 3-line text, even if the text's actual length is only 2 lines. **In other words, the overall height, the position of the BMW Club signet and of the lines is always identical and thus independent of the number of lines.**

#### Fallback version:

If the logo (e.g. in order to provide a better contrast on a restless background) is placed within a white "box", its outer edges on all four sides will project  $\frac{1}{2}x$  over the actual logo.

#### Pairing (BMW M, BMW i, BMW Motorrad):

The combination of BMW symbol and "BMW M", "BMW i" or "BMW Motorrad" sports a fixed spacing that may not be altered (see page 15).

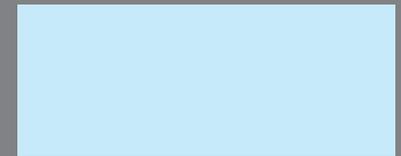


Only if the BMW Club logo is placed on a **purely white background** (or placed within a white box), the "fallback" version of the BMW symbol that features a dark grey line and the letters "BMW" in dark grey (70% black or RGB 111 / 111 / 111) shall be utilised.

The horizontal lines and the text shall be finished in the same colour shade (**70% black or RGB 111 / 111 / 111**), as well as all other texts on the page (including headlines).



Name of the club  
Subline  
Optional 3rd line



The BMW symbol that features a white line and white BMW letters shall be utilised on all other (i.e. non-white) backgrounds (including artwork). Accordingly, lines and texts and all other texts on the page (including headlines) shall also be white.

#### Caution!

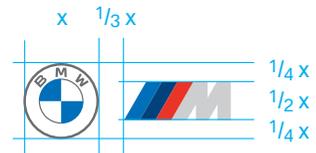
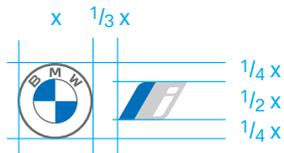
The two BMW symbols differ not only in colour. Consequently, the colour of the letters "BMW" and of the outer ring may never be changed arbitrarily, but **the correct original file will always have to be utilised.**

**Guideline**

# CONSTRUCTION OF THE BMW CLUB LOGO. PAIRING.

Paired logos may be utilised only by clubs with the respective clear reference.

Creation and decision of usage on request only. The individual case permission by BCCM is obligatory.



The spacing between the symbols may never be changed!

**Important:**

Only original digital masters of the combination of BMW symbol with “BMW i”, “BMW M” or “BMW Motorrad” may be used for the reproduction of this logo.

**BMW i8 Club**  
Sample Country

**BMW Car Club**  
of Sample Region  
M Chapter

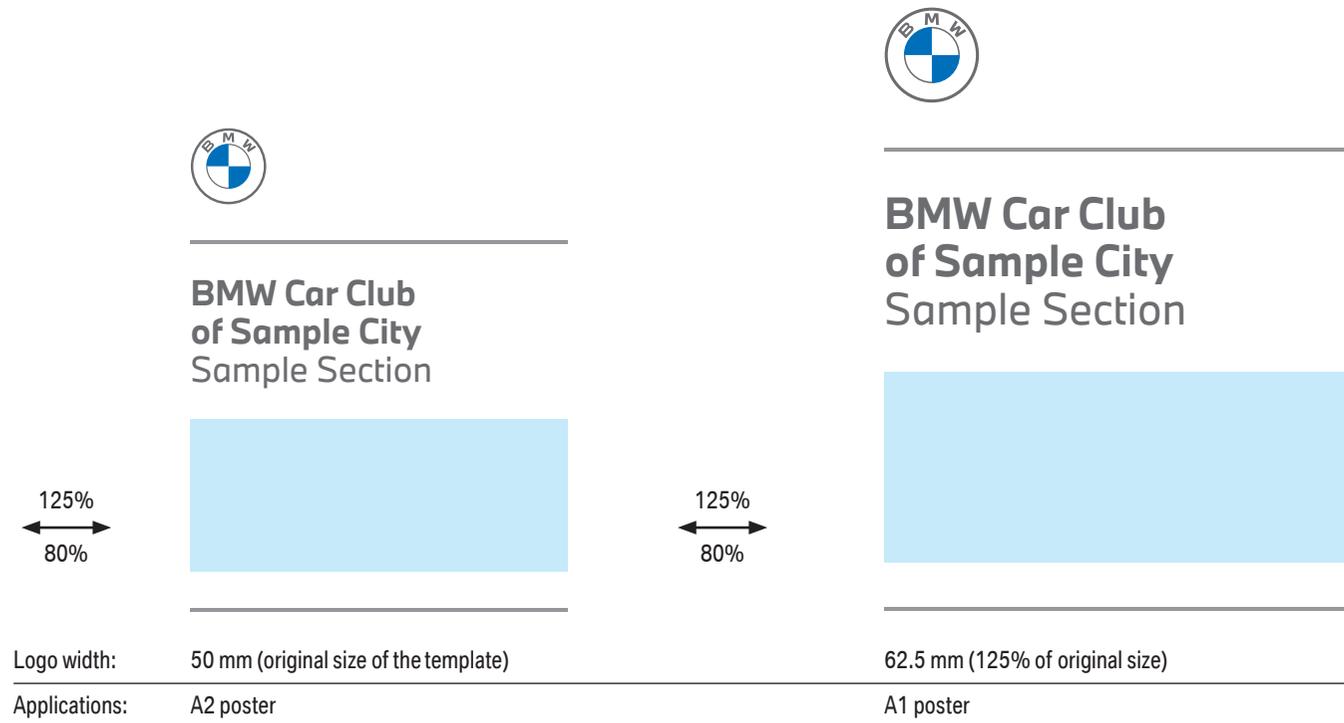
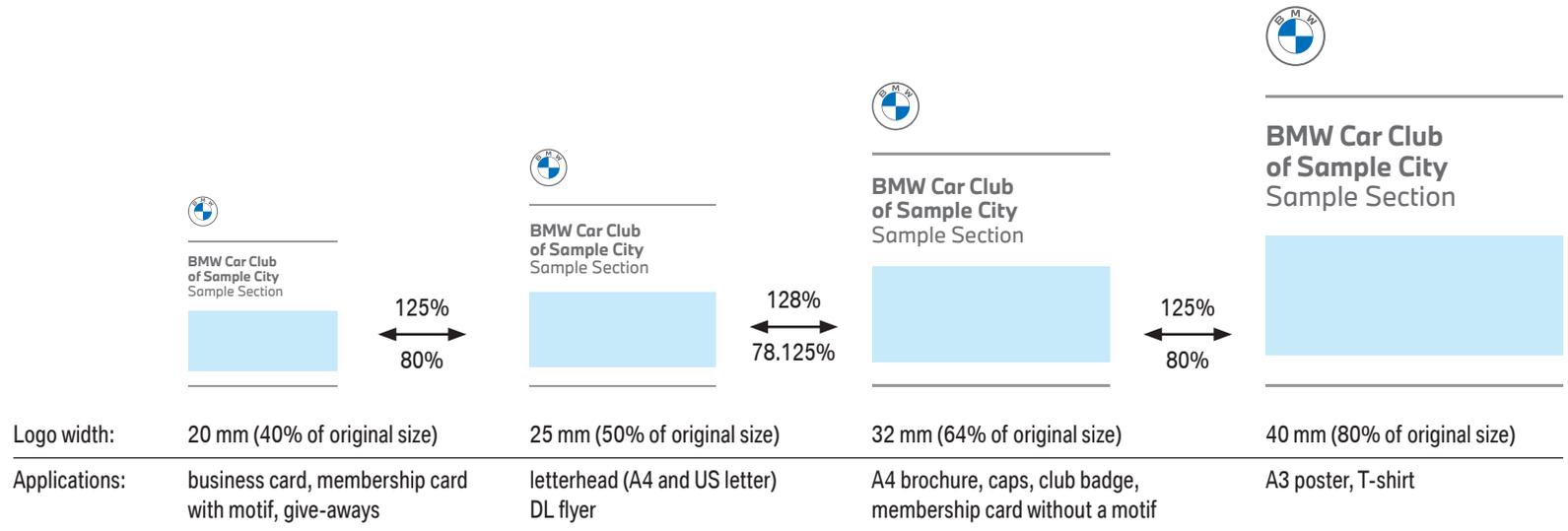
**BMW Motorrad Club**  
Sample City

## Guideline

# APPLICATION OF THE BMW CLUB LOGO. THE RIGHT SIZE FOR EVERY APPLICATION.

Rules are defined for application sizes according to specific media. The logo sizes shown are recommended for standard formats (e.g. US letter, DIN sizes) and standard objects (e.g. membership card, t-shirts).

Additional sizes may only be generated for special applications in exceptional cases by reducing or enlarging the nearest standard size, depending on the technique being used.



## Guideline

# APPLICATION OF THE BMW CLUB LOGO. POSITIONING WITHIN THE PAGE.

### 1. Positioning

The BMW Club logo is to be placed in the corners of the format in question.

### 2. Free space

The optimum effect of the BMW Club logo will depend on the space surrounding it. For this reason a minimum spacing of 1.5 symbol diameters is to be observed from the margin, from other design elements, and from objects in image motives.

### 3. Background

The BMW Club logo always appears against a background, which contrast clearly with the club's signet as well as the complete club logo. Colour fields and photos are also permissible in addition to black or white backgrounds; shades of grey and blue are, however, preferable.

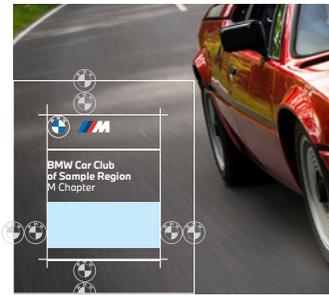
### 4. Main and fallback version of the BMW Club logo

The "transparent" version of the BMW Club logo (white text, white lines, blue and white version of the BMW symbol) is to be used whenever possible. If not possible (e.g. in case a direct printing on the object is not possible or because of a pattern or restless background), please use the "fallback" version (BMW Club logo in a white box, (please respect the dimensions, see page 14).

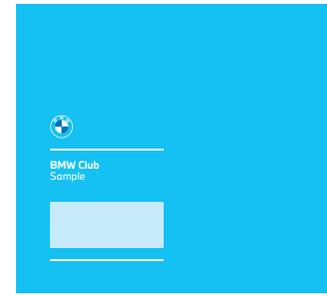


### Do

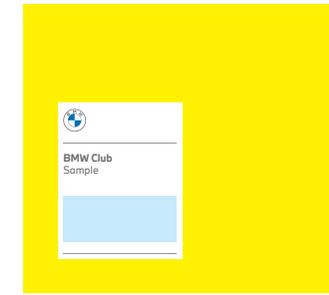
Protected space around the logo properly respected.



Blue background differs from the blue used in the BMW symbol.



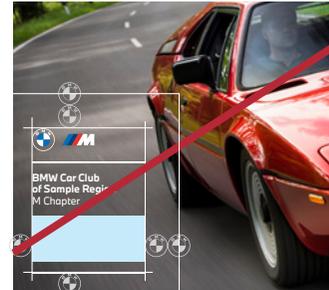
Logo version with white box enables better contrast with the background.



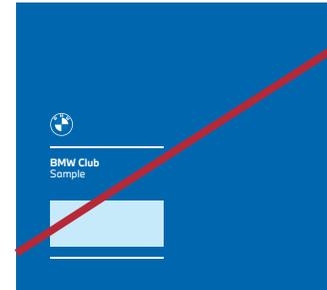
White box covers the restless background.



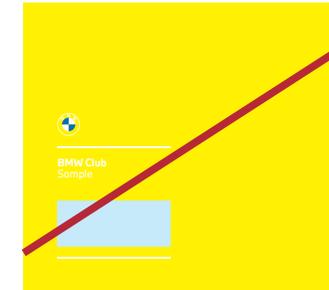
### Don't



The distances to the format edge and the dominant picture element are insufficient.



Poor contrast, background colour and blue used in the BMW symbol too similar.



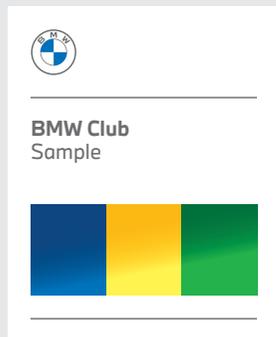
Background colour too light. BMW symbol and text poorly visible.



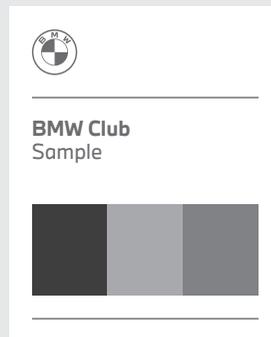
Logo on restless background hard to identify.

# APPLICATION OF THE BMW CLUB LOGO. THE RIGHT REPRODUCTION TECHNIQUE FOR EVERY APPLICATION.

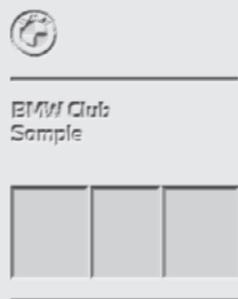
The examples shown are simulations and can only approximate the actual effect.



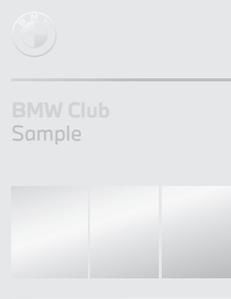
Reproduction techniques:  
offset print, digital print  
4-colour / CMYK  
Application: print media



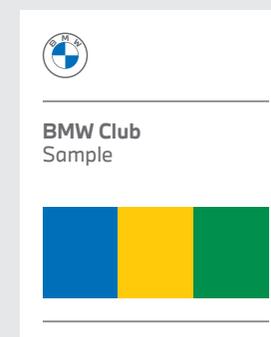
Reproduction technique:  
1-colour grey scale  
Applications: b/w laser printer,  
print media



Reproduction technique: blind stamp  
Application: print media  
Minimum size: width 25 mm



Reproduction technique: etching in metal  
Application: club badge  
Minimum size: width 20 mm



Reproduction technique: screen printing  
without grid  
Application: T-shirts, caps  
Minimum size: width 20 mm

## Guideline

# APPLICATION OF THE BMW CLUB IDENTIFIER. IDENTIFICATION AS AN OFFICIAL BMW CLUB.

The identifier shows a club to be an official BMW Club. The use of the identifier is optional.

The identifier is set in BMW TypeNext Bold and its font size is identical with that of the text in the BMW Club logo.

It will always appear as a single-line print and should preferably be printed in the colour of the text of the BMW Club logo (70% black or white).

The positioning of the identifier will be at the same format edge than that of the BMW Club logo, but in the opposite corner. Due to this, logo and identifier are to be either left-aligned or bottom-aligned.

If narrow formats are used, make sure that the spacing between the BMW Club logo and the identifier is at minimum the size of the diameter of the BMW symbol. Should this not be the case, the identifier will have to be positioned at the other format edge or omitted altogether, where appropriate.

| Language   | Use   | Don't use  |
|--|---|--|
| The identifier can be used in English or German. | The identifier is only used in certain media: | The identifier is not used in the following areas: |
| German <b>Offizieller BMW Club.</b>              | - Print media                                 | - Merchandising and lifestyle articles             |
| English <b>Official BMW Club.</b>                | - Internet                                    | - Give-aways                                       |
|  | - Membership card                             | - Badges and pins                                  |
|  | - Correspondence                              | - Flags  |

left-aligned

left- or bottom-aligned

left- or bottom-aligned

No positioning at the top, because the minimum distance possible between the BMW Club logo and the identifier is not valid.

## Guideline

# VISUAL WORLD. DOING JUSTICE TO PREMIUM ASPIRATIONS.

### Do

The imagery reflects the **premium claim** of the BMW brand. It is real, powerful and vibrant.



Negative messages such as accidents and breakdowns are to be avoided. Images with political, racist or sexist content are not permitted.



All images are of **high quality**, thereby guaranteeing high-grade reproduction.



### Don't



## Guideline

# MERCHANDISING ARTICLES. A COLLECTION WITH STYLE.

### Value of materials and reproduction techniques:

When reproducing the BMW Club logo and the identifier on merchandising articles, care must be taken to ensure a high-quality finish. If there is a choice of differing reproduction techniques, the technique which provides the most high-quality reproduction of the symbol is used wherever possible.

### Size of the BMW Club logo:

The BMW Club logo is most effective when applied in the correct size, not the largest possible size.

### Main and fallback version of the BMW Club logo:

The “transparent” version of the BMW Club logo (white text, white lines, blue and white version of the BMW symbol) is to be used whenever possible. If not possible (e.g. in case a direct printing on the object is not possible or because of a pattern or restless background), please use the “fallback” version (BMW Club logo in a white box, please respect the dimensions, see page 14).



Polo shirt



Polo shirt



Jacket (fallback version)



Cap



Lanyard

# DIGITAL MEDIA. FINDING A DOMAIN NAME.

**The creation of domains for BMW Club websites is based on the nomenclature rules defined as follows:**

Country-specific Top-level domains (TLDs) and Generic Top-level domains (e.g. .com / .net / .info)

The domain name should correspond to the club name featured in the club logo, replacing the spaces between the words with a dash (i.e. the words are not directly linked). It is mandatory that the term “bmw-club” (or “bmw-car-club”, “bmw-motorrad-club”, etc.) be included in the domain name.

Clubs with a rather long name (e.g. chapters) may utilize abbreviations.

A combination of subdomain and domain as well as subdirectories are not permissible.

New generic Top-level domains (e.g. .online / .blog / .club)

So called “new gTLDs” are basically possible, but they must be used in a reasonable way. If regional expressions are used (e.g. .berlin), duplications are to be avoided. Apart from this, the aforementioned rules apply.

The TLD “.club” is possible, but it should be avoided due to the duplication of the word “club”.

**Do**

bmw-club-samplecity.de  
bmw-car-club-samplecity.org.uk  
bmw-motorrad-club.net

bmwcca-alleggheny-chapter.org

bmw-motorrad-club-spandau.berlin

bmw-club-samplecity.club  
bmw-sample-club.club

**Don't**

~~BMWClubSamplecity.de  
bmwcarclub-samplecity.org.uk  
bmw-club.samplecity.com~~

~~bmw-car-club-of-america-alleggheny-chapter.com~~

~~bmw-club.international.com  
bmw-club-sampletown.yahoo.com~~

~~bmw-club-berlin.berlin  
bmw-club-samplecity.cool~~

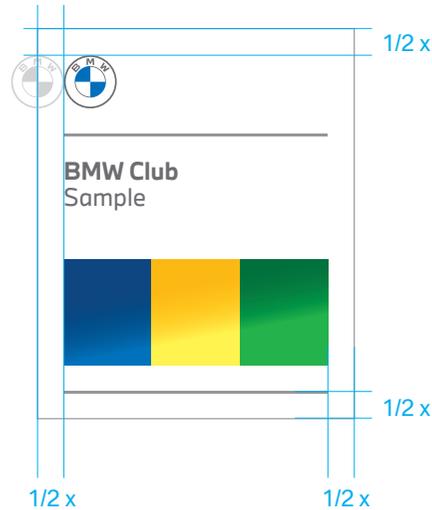
~~bmw-samplecity.club  
bmw.club  
sample.club~~

## Guideline

# DIGITAL MEDIA. CLEAR APPEARANCE WITH A WIDESPREAD IMPACT.

### The BMW Club logo

A wraparound edge (protected space) of half the diameter of the BMW symbol must be respected up to the edges of all other objects.



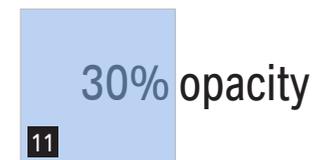
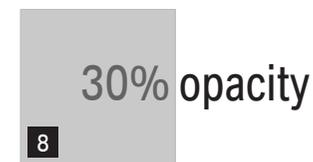
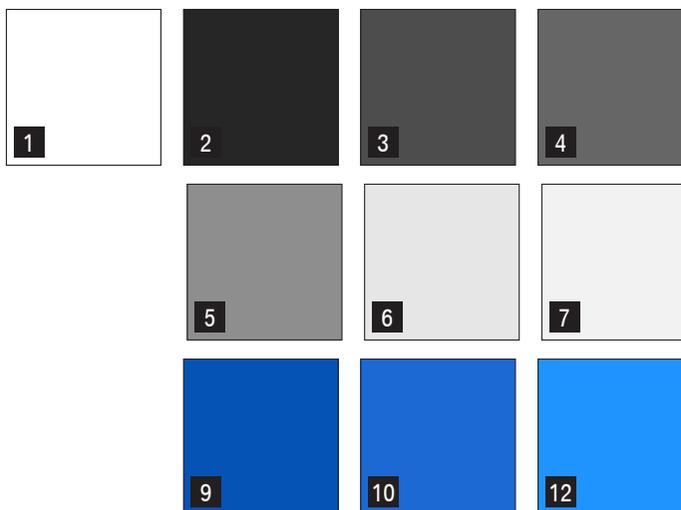
### Colours

The user interface background is always white (1).

User interface elements can be designed in shades of grey (3, 4, 5, 6, 7, 8).

The highlight or call-to-action colour is blue. It also serves as an indicator for active and selected states (9,10).

The font colour is anthracite or white (1, 2).



| Colour       | Hex code                  | RGB code                     |
|--------------|---------------------------|------------------------------|
| 1 White      | #ffffff                   | 255 255 255                  |
| 2 Anthracite | #262626                   | 38 38 38                     |
| 3 Grey 1     | #4d4d4d                   | 77 77 77                     |
| 4 Grey 2     | #666666                   | 102 102 102                  |
| 5 Grey 3     | #8e8e8e                   | 142 142 142                  |
| 6 Grey 4     | #e6e6e6                   | 230 230 230                  |
| 7 Grey 5     | #f2f2f2                   | 242 242 234                  |
| 8 Grey 6     | #4d4d4d<br>(30 % opacity) | 77 77 77<br>(30 % opacity)   |
| 9 Blue 1     | #0653b6                   | 6 83 182                     |
| 10 Blue 2    | #1c69d4                   | 28 105 212                   |
| 11 Blue 3    | #1c69d4<br>(30 % opacity) | 28 105 212<br>(30 % opacity) |
| 12 Blue 4    | #1f94ff                   | 31 148 255                   |

### Profile- / channel name

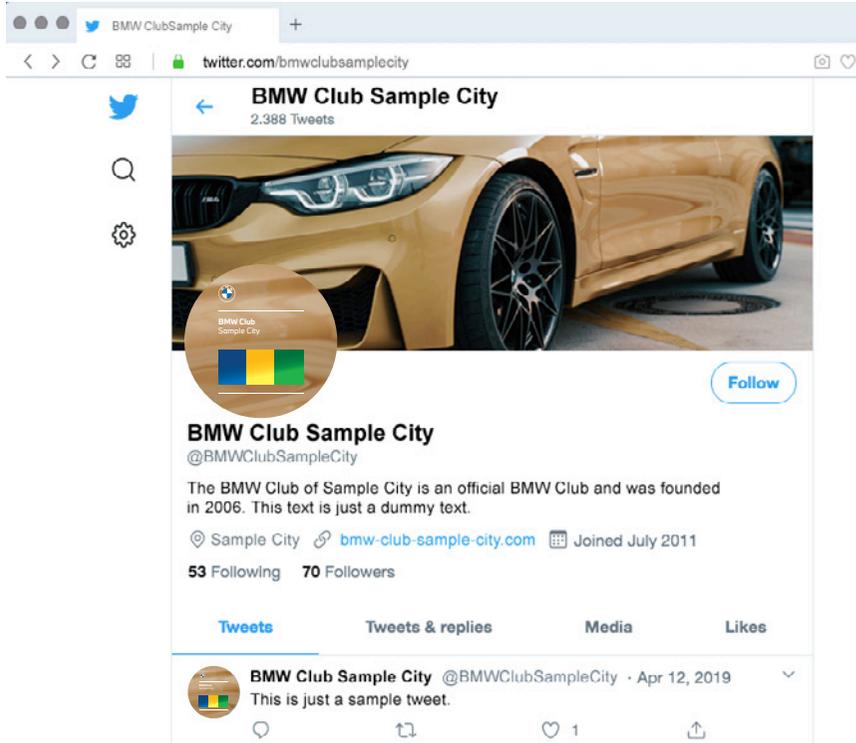
Basically, the rules for domain names apply. If dashes or underscores instead of spaces are not permitted, directly linking the words is possible.

### Profile pictures

The “transparent” BMW Club logo is to be used as profile picture. The title image (or an excerpt of it) shall be used as background. The used image detail must not be restless and it must be in a good contrast against the BMW Club logo to make the logo clearly recognizable.

### Title images

For title images the rules for high-quality images mentioned on page 20 apply.



These rules, illustrated using the example of Twitter, apply analogously to all other social media channels.

If you have any questions, please contact BMW Club & Community (see page 30) Management for further information or help.



### Circular profile pictures

The diameter of the profile picture corresponds 1.8 times the width of the BMW Club logo. The horizontal alignment is centered. The vertical alignment is based on the lower edge: The distance between the lower stroke of the BMW Club logo and the lower edge of the profile picture is 1.5 times the diameter of the BMW symbol.



### Rectangular profile pictures

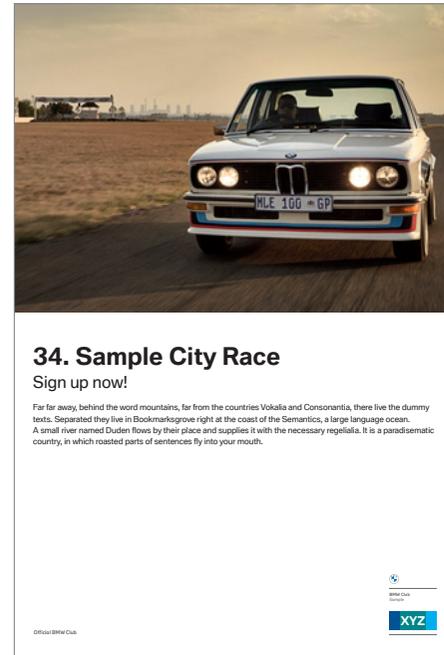
A wraparound edge (protected space) of at least half the diameter of the BMW symbol (top and bottom) and at least one diameter of the BMW symbol (left and right) must be respected up to the edges of the profile picture. The BMW Club logo shall be placed in the format of the profile picture as large as possible.

# PRINT MEDIA. PRINTED MATERIAL IN HIGH-QUALITY FORMAT.

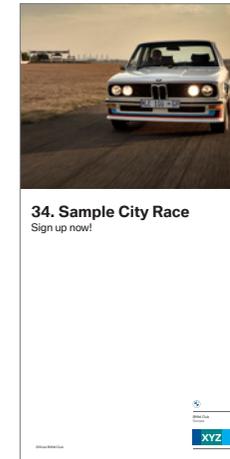
Application examples and design suggestions



Poster



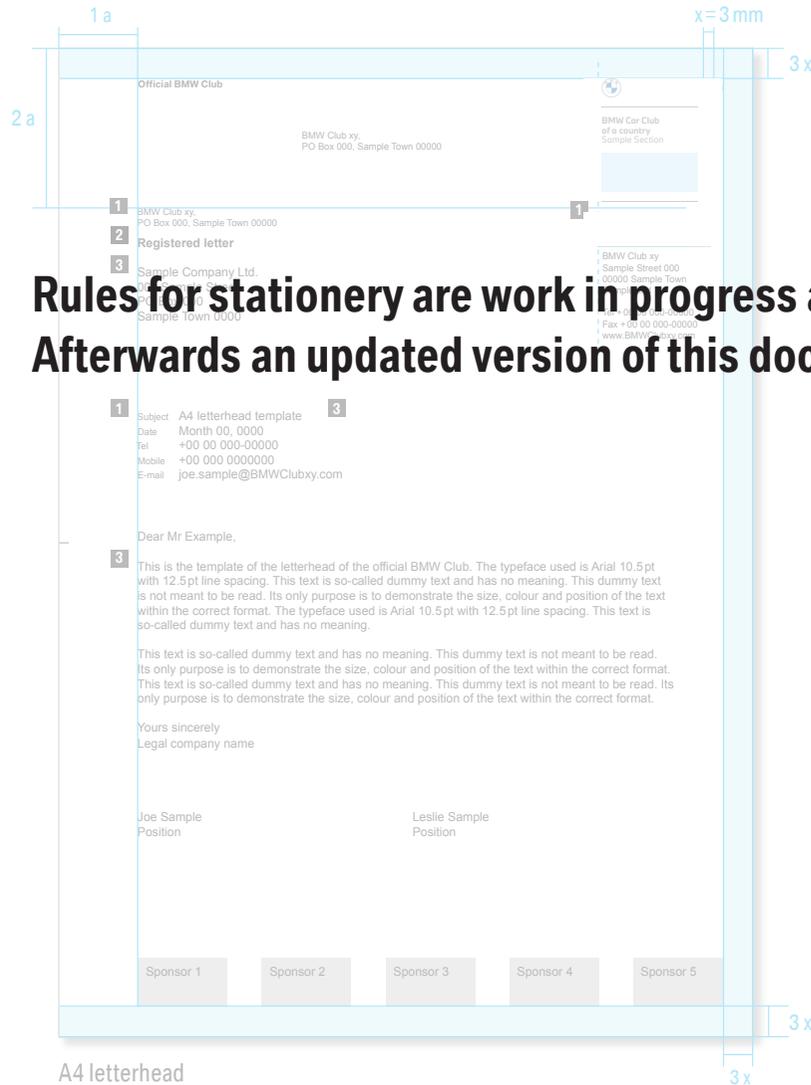
Advertisement



Flyer

# CORRESPONDENCE. STATIONERY IN HIGH-QUALITY FORMAT.

## Application example and design suggestion



**Rules for stationery are work in progress and will be finalized in December 2020. Afterwards an updated version of this document will be provided.**

## Guideline

# CORRESPONDENCE. STATIONERY IN HIGH-QUALITY FORMAT.

### Business card size: 85 x 55 mm

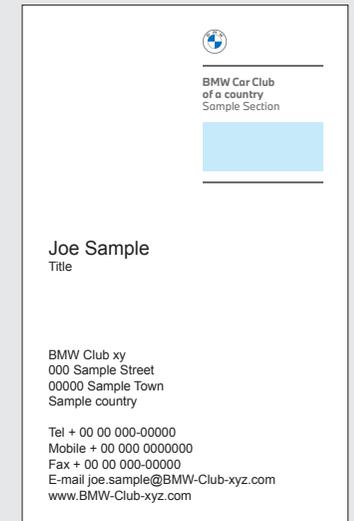
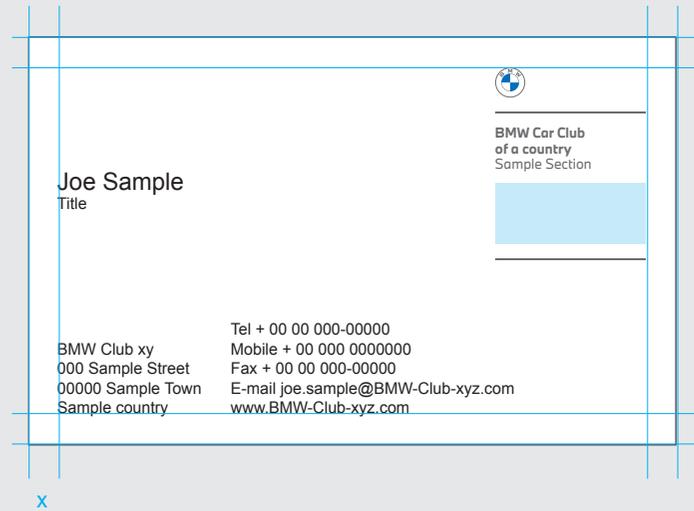
A minimum spacing of one diameter of the BMW symbol (x) must always be observed from the edges.

#### Type weight of the name:

Typeface: Arial regular  
Size: 9 pt  
Line spacing: 7.3 pt  
Character spacing 0  
Colour: black

#### Type weight of text:

Typeface: Arial regular  
Type size: 6 pt  
Line spacing: 7.3 pt  
Character spacing 0  
Type colour: black

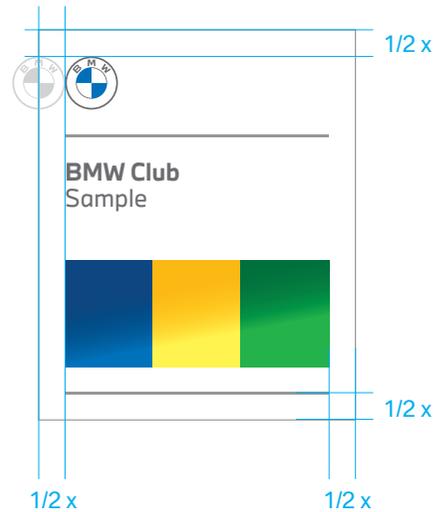


## Guideline

# BADGES AND PINS. SMALL SIZE, BIG EFFECT.

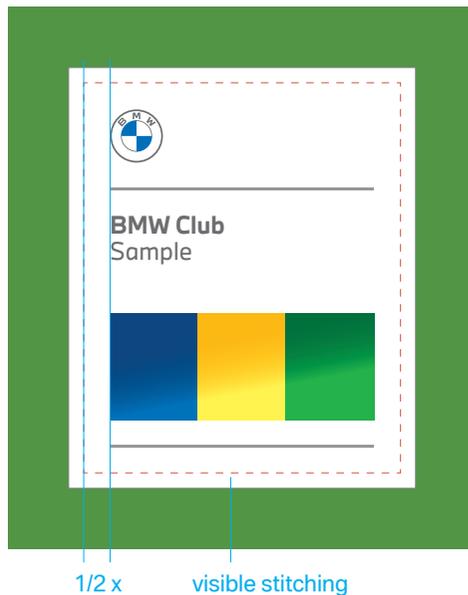
### Protected space

If the BMW Club Logo is utilised in the form of a full picture, it is essential for the impression given that it is not “squeezed” too tightly into the format. This is the reason why a wraparound edge (protected space) up to the edges of the object will have to be respected, which corresponds at minimum to half the diameter of the BMW symbol.



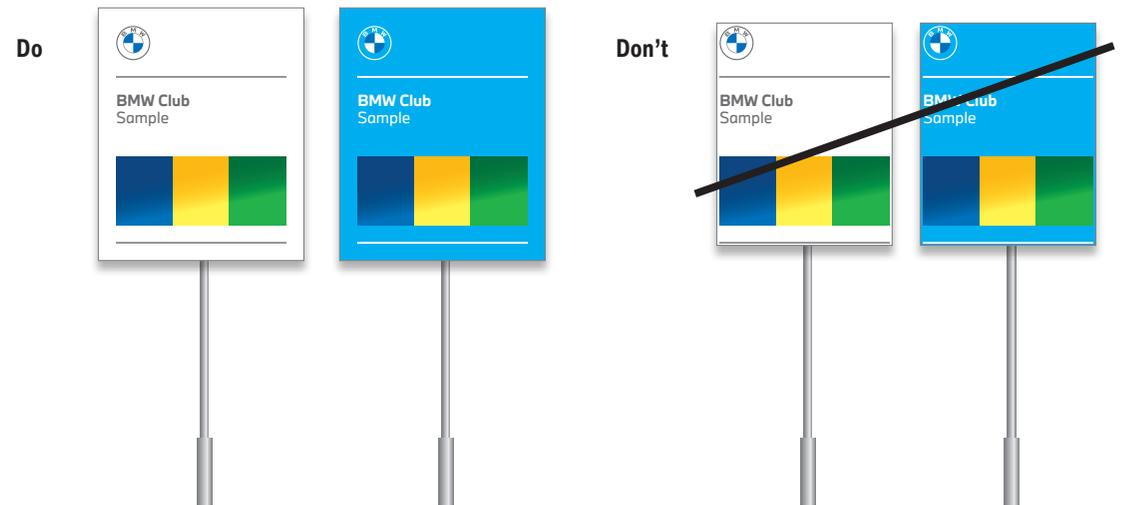
### Visible stitching

If sewn on with visible stitching, this dimension does not refer to the distance from the edge of the badge, but rather to the distance from the seam.



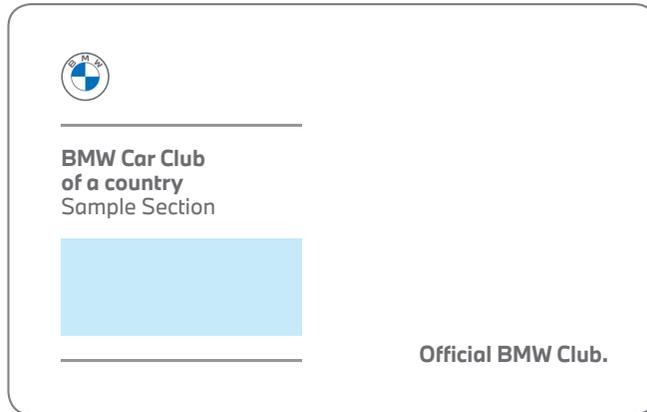
### Coloured background

If badges are applied on coloured background, please always use the **fallback version** of the BMW Club logo (white box).



# MEMBERSHIP CARD. PROOF OF A POWERFUL IDENTITY.

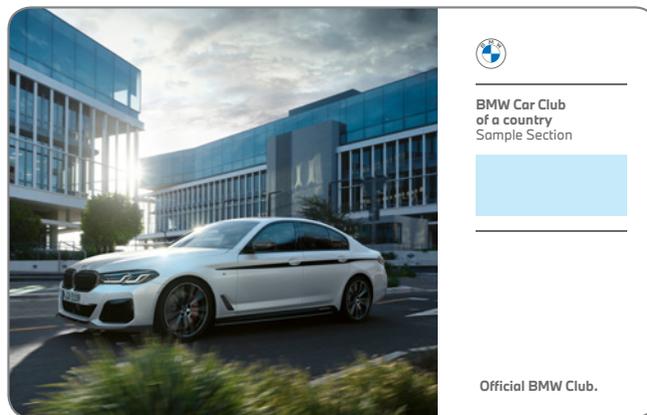
Application examples and design suggestions.



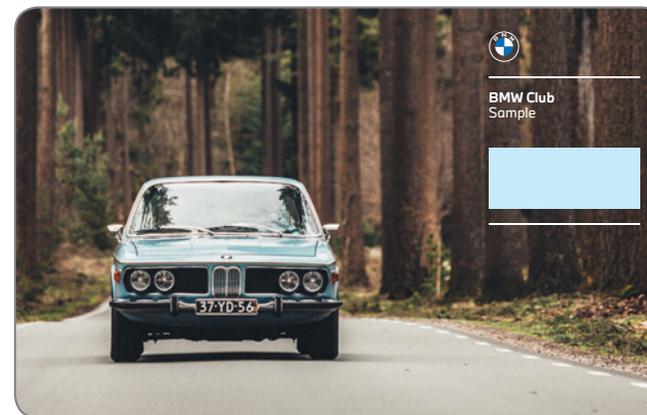
Front side, without a motif



Reverse side



Front side with motif



# CONTACT & SUPPORT.



If you have questions regarding the appearance of the BMW Clubs, if you need help or if you want to give feedback, please contact:

**BMW Club & Community Management**  
E-mail: [bccm@bmwgroup-classic.com](mailto:bccm@bmwgroup-classic.com)

BMW Group Classic  
BMW Club and Community Management  
Moosacher Straße 66  
80809 München  
Germany

German website:  
[www.bmwgroup-classic.com/de/bmw-clubs.html](http://www.bmwgroup-classic.com/de/bmw-clubs.html)

English website:  
[www.bmwgroup-classic.com/en/bmw-clubs.html](http://www.bmwgroup-classic.com/en/bmw-clubs.html)