GUIDELINES

MAY 2020

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1

B R A N D M A R K S

PRIMARY LOGO

To be used against black, picture, or color.

PRIMARY LOGO
(over picture)

FALLBACK LOGO

To be used in exceptional cases against white.

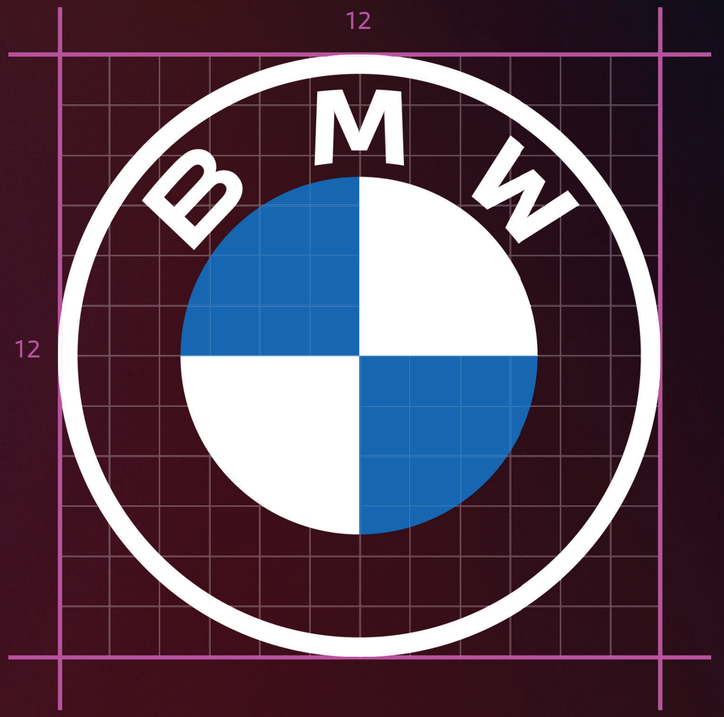
LOGO AGAINST GRADIENT

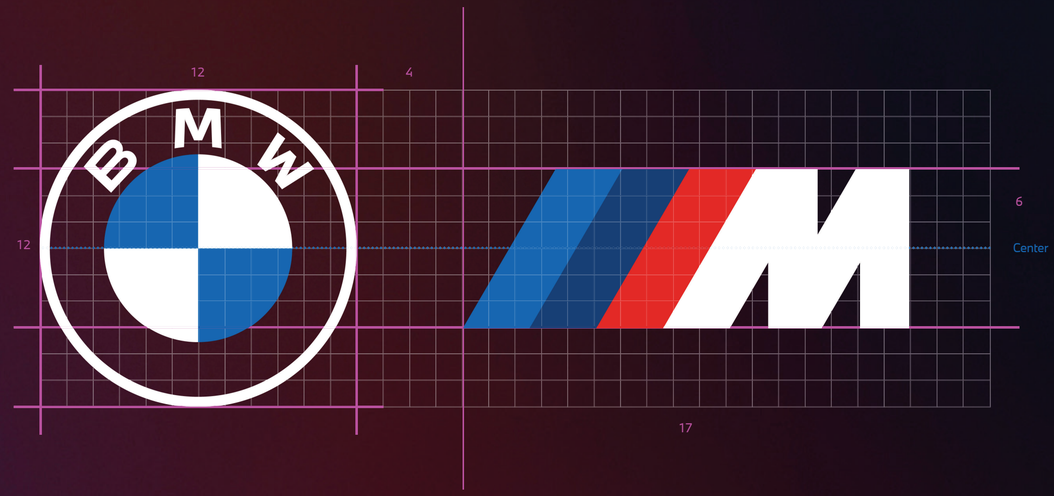
White logo can be added to any part of this gradient background for circle formats (primarily social media icon use).

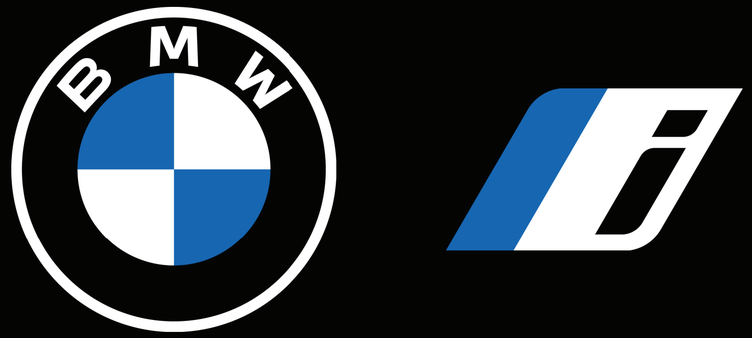
Gradient logo should NOT be used on campaign creative assets.

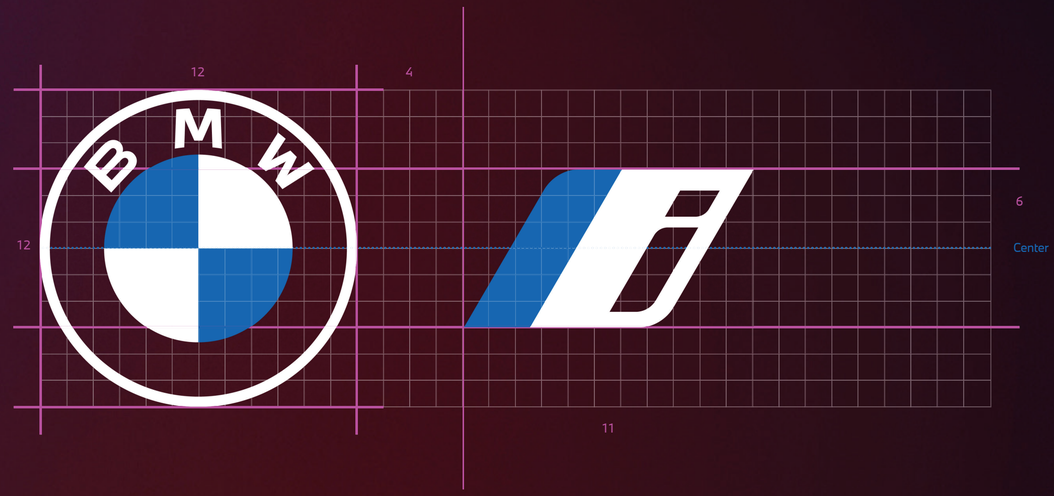
Three additional social media icons are available, but they must be cropped to fit a circle.

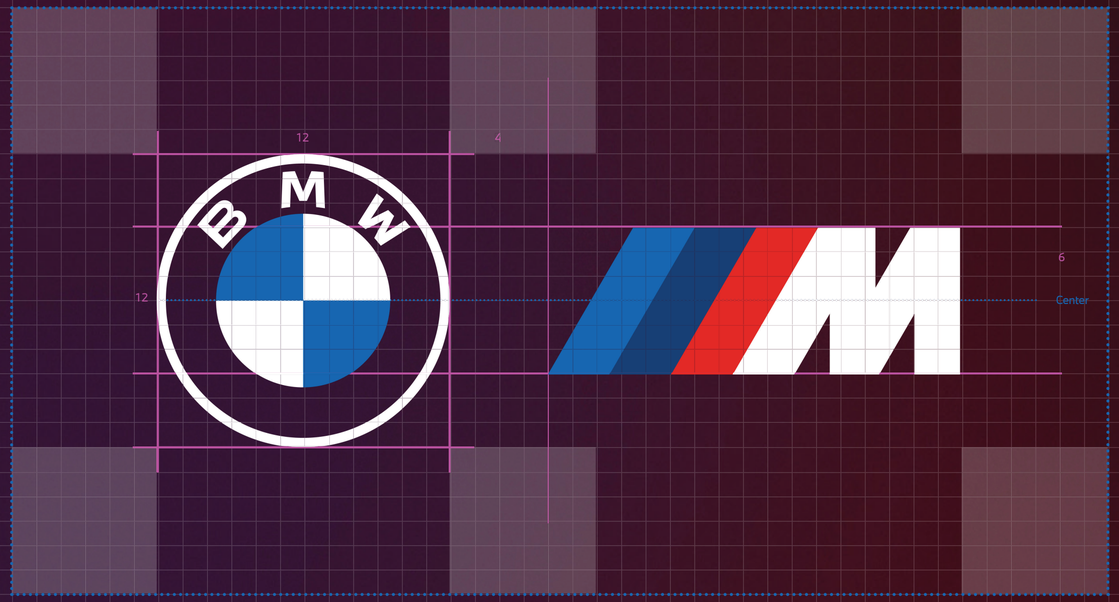
Incorrect


12
12

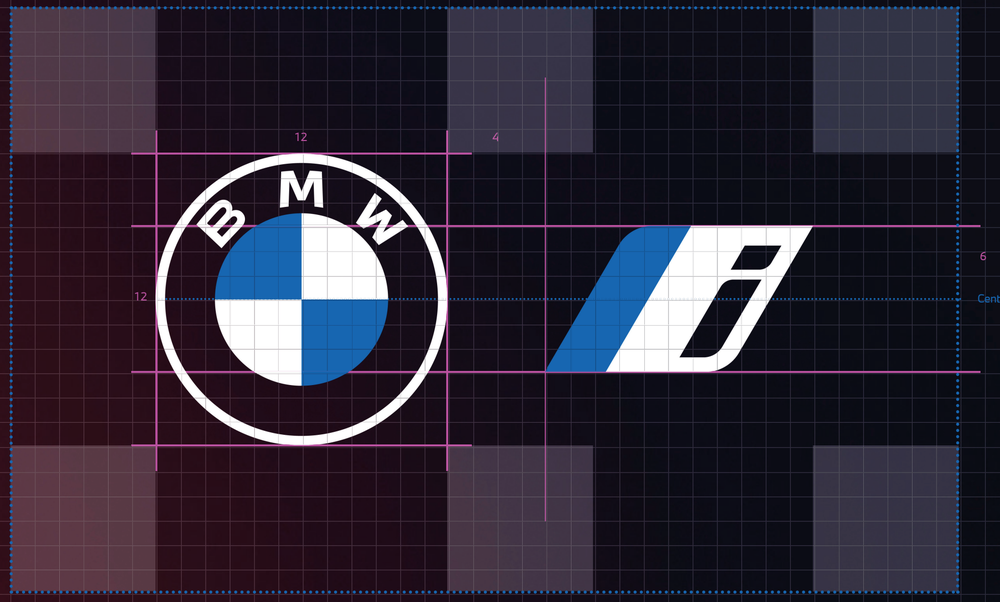

12
4
12
6
Center
17




12
4
12
6
Center
11



BMW & M Logo Saftey Zone



BMW & i Logo Saftey Zone

PRIMARY LOGO

BMW CERTIFIED

BMW CERTIFIED

FALLBACK LOGO

BMW CERTIFIED

BMW CERTIFIED

2

B R A N D C L A I M

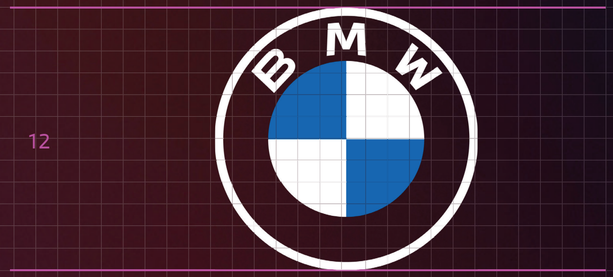
The brand claim should be included with the BMW logo on most creative assets (size and legibility permitting).

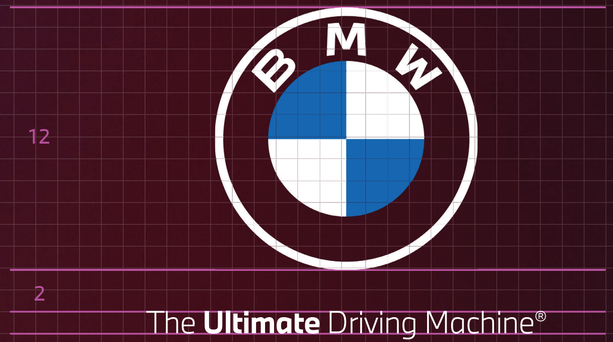
The **Ultimate** Driving Machine®

When the brand claim is written out in body copy or sentences, “Ultimate” does NOT need to be bolded.

The **Ultimate**
Driving Machine®

The **Ultimate** Driving Machine®





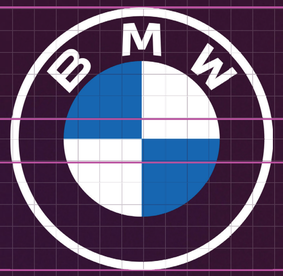
The **Ultimate** Driving Machine®

The **Ultimate** Driving Machine®

5

2

5

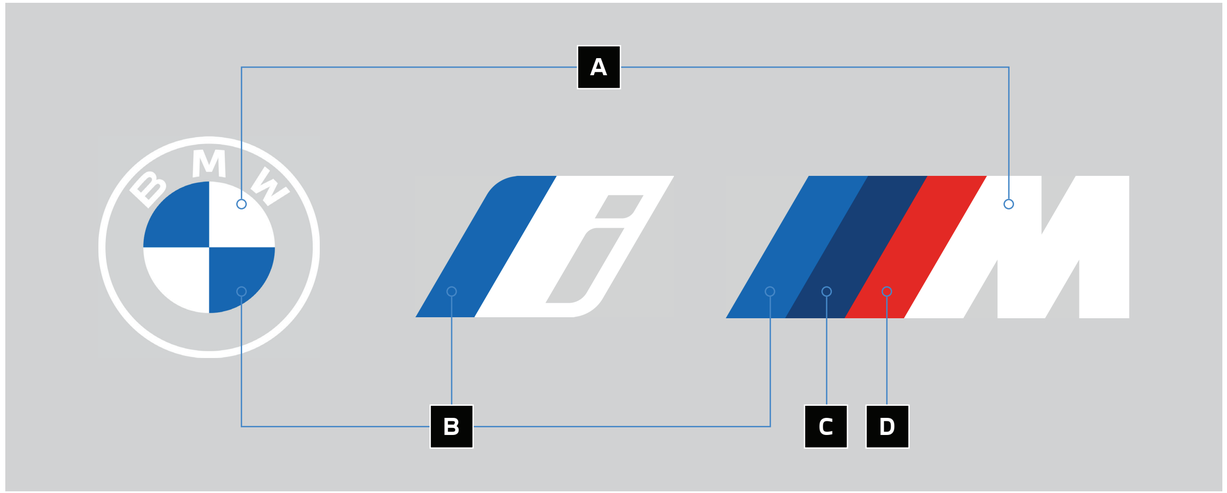


The **Ultimate** Driving Machine®

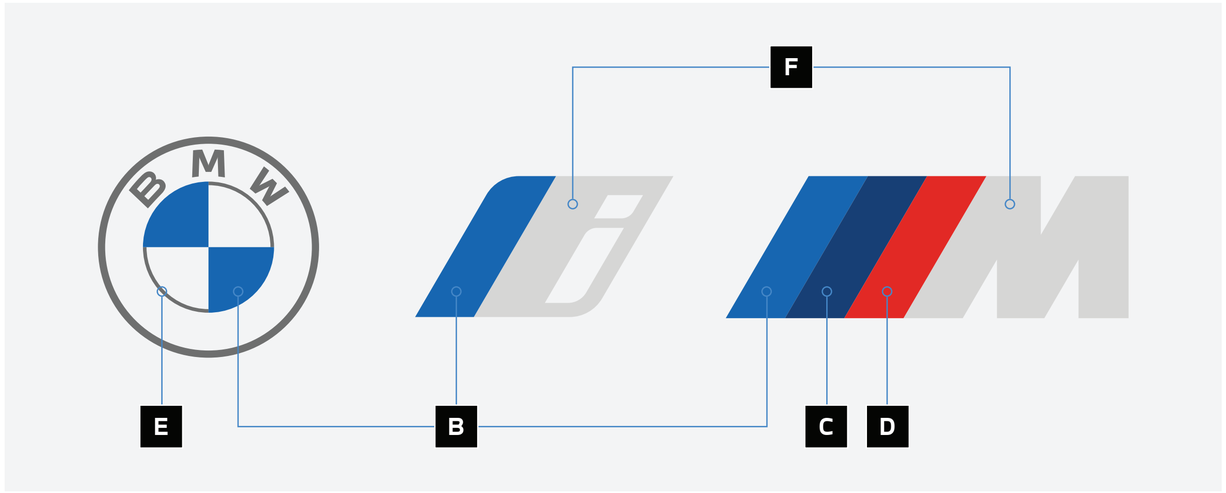
3

C O L O R S

Standard applications of BMW symbols



Exceptional white space implementation of BMW symbols



	A	B	C	D	E	F
PRINT						
Pantone Coated	-	2935 C	294 C	7626 C	Cool Gray 9 C	Cool Gray 2 C
Pantone Uncoated	-	2935 U	541 U	7626 U	Cool Gray 8 U	Cool Gray 2 U
CMYK	0/0/0/0	100/52/0/0	100/69/7/30	0/93/95/2	0/0/0/70	0/0/0/22
SCREEN						
sRGB	255/255/255	0/102/177	0/61/120	226/39/24	111/111/111	214/214/214
Hexadecimal	#FFFFFF	#0066B1	#003D78	#E22718	#6F6F6F	#D6D6D6

Primary CTA

LIGHT BACKGROUND

White BMW Type Next Bold on blue button.

For CTA copy, the first letter of each word should be capitalized.
e.g., View Offer, Learn More, Explore Now

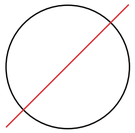
Primary CTA

DARK BACKGROUND

Black BMW Type Next Bold on White button.

For CTA copy, the first letter of each word should be capitalized.
e.g., View Offer, Learn More, Explore Now

BMW GUIDELINES / **WEB COLORS (ADA COMPLIANT)**



#FFFFFF

White
N/A

#F6F6F6

Grey 1
TBD

#CACACA

Grey2
TBD

#727171

Grey 3
TBD

#221F1F

BWM Grey
Text Copy

#1C69D3

Blue 1
CTA Default

#2658BB

Blue 2
CTA Hover

#5895E9

Blue 3
CTA disabled

#D83336

Red
Error State

#FFFFFF

White
N/A

#F6F6F6

Grey 1
TBD

#CACACA

Grey2
TBD

#727171

Grey 3
TBD

#221F1F

BWM Grey
N/A

#1C69D3

Blue 1
CTA Default

#2658BB

Blue 2
CTA Hover

#5895E9

Blue 3
CTA disabled

#D83336

Red
Error State

4

TYPOGRAPHY

In principle, the typeface BMW Type Next Light is used.

HEADLINES AND SUBHEADLINES ARE SET IN UPPER CASE,

while body copy is set in upper case and lower case.

The other typefaces can be used to ensure optimal legibility and text structure, for example in body copy, intermediate headlines or price labelling.

In digital media, clickable elements are always set in Bold. Offer copy is written in “Sentence” case.

PRIMARY WEIGHT

BMW Type NEXT Light

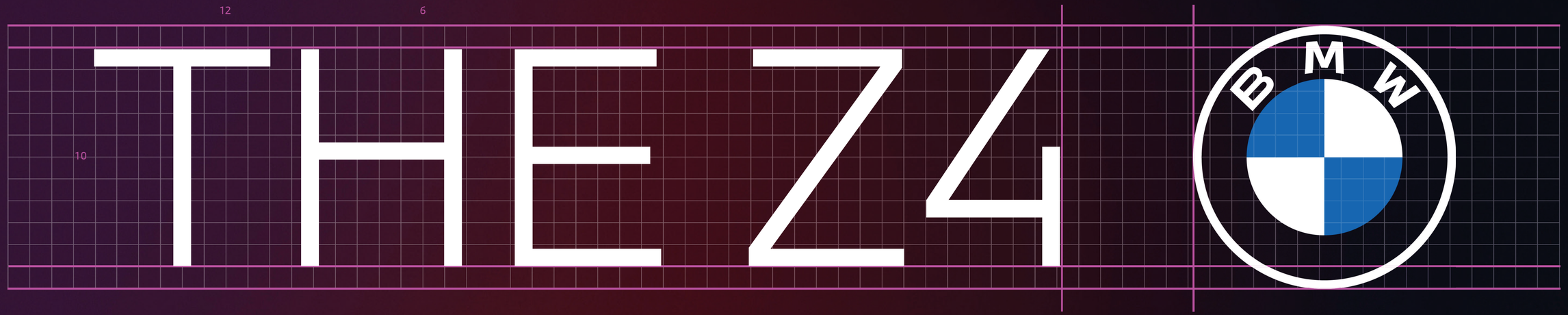
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0123456789$%&?!:#+/

BMW Type NEXT Thin **BMW Type NEXT Regular** **BMW Type NEXT Bold**

5

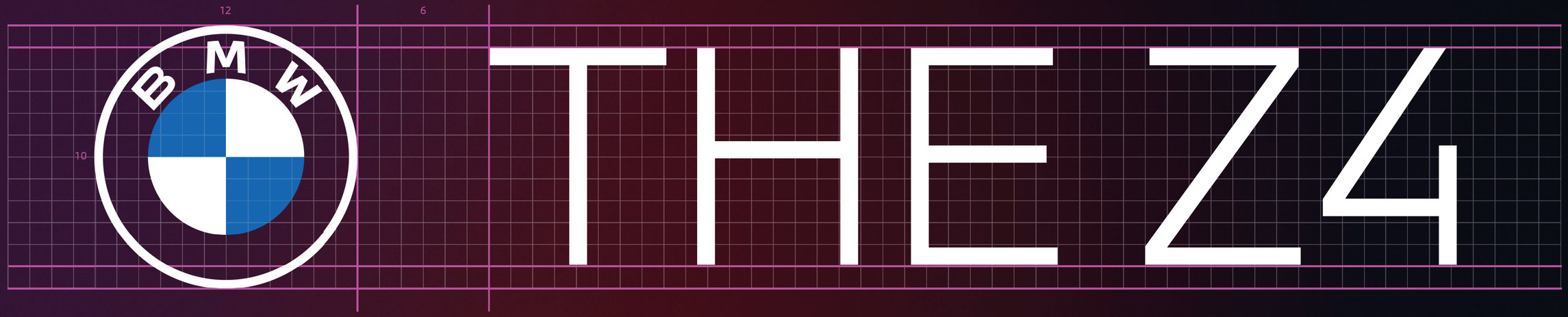
HEADLINE STRUCTURE

THE Z4



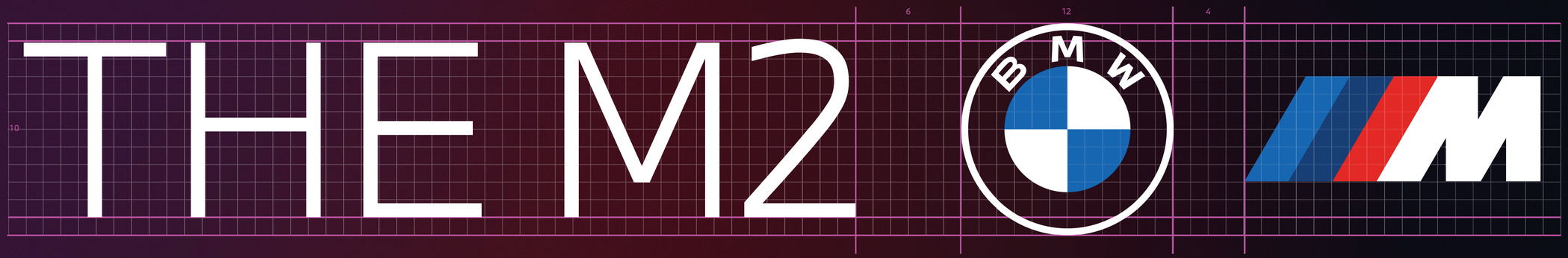
The BMW symbol can be positioned to the left or right of the headline.

THE Z4



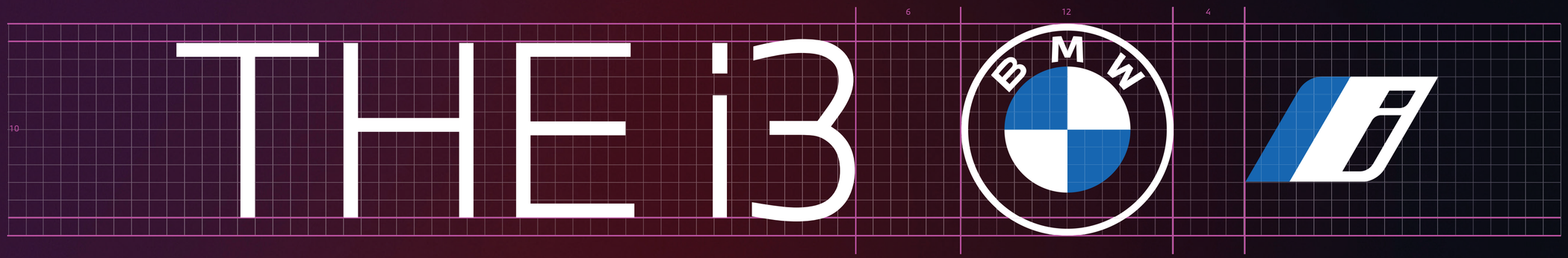
The BMW symbol can be positioned to the left or right of the headline.

THE M2



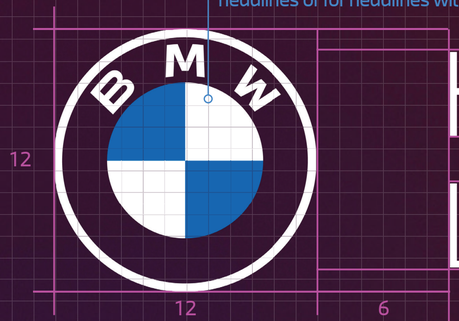
The combination of BMW symbol and subbrand symbol is positioned exclusively to the right of the headline.

THE i3



The combination of BMW symbol and subbrand symbol is positioned exclusively to the right of the headline.

The BMW Symbol is positioned only to the left for two-line headlines or for headlines with subheadlines.



Absolute upper case height and total height for two-line headline.

HEADLINE SINGLE LINE OR TWO-LINE.

SUBHEADLINE SINGLE LINE OR TWO-LINE SUBHEADLINE.

4
2
10
4
3
3
2
3

Maximum case for two-line subheadline

For all headlline sizes, the subheadline size remains unchanged.

Headlines and subheads with vehicle iconisation do not end with a full stop.

THE 3

THE X7

THE 8 GRAN COUPE

Headlines and subheads in which the vehicle name is part of a phrase, statement or sentence always end with a full stop.

In addition, all headlines and subheads without the vehicle name end with a full stop.

THE ALL-NEW BMW X5.

THE FIRST-EVER BMW X7.

VISIT AND TEST-DRIVE THE BMW 3 SERIES.

UNPLUG AND PLAY.

STYLING IN HEADLINES

THE X7
THE 3
THE 2 GRAN COUPE
THE X3 xDRIVE30e
BWM Z4 ROADSTER
myBMW
BMW iNEXT
BMW CONNECTED DRIVE
xDRIVE
BMW M PERFORMANCE PARTS

STYLING IN BODY COPY

BMW X7
BMW 3 Series
BMW 2 Gran Coupe
BMW X3 xDrive30e
BMW Z4 Roadster
myBMW
BMW iNext
BMW ConnectedDrive
xDrive
BMW M Performance Parts

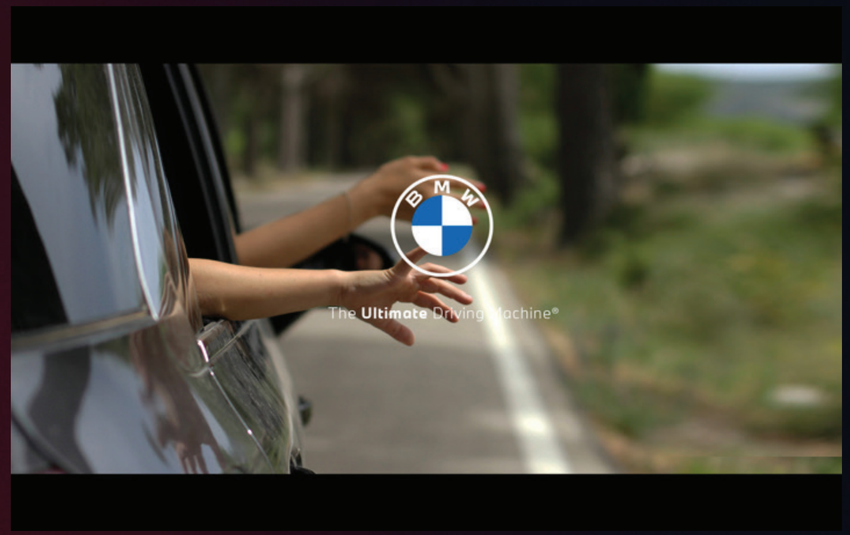
6

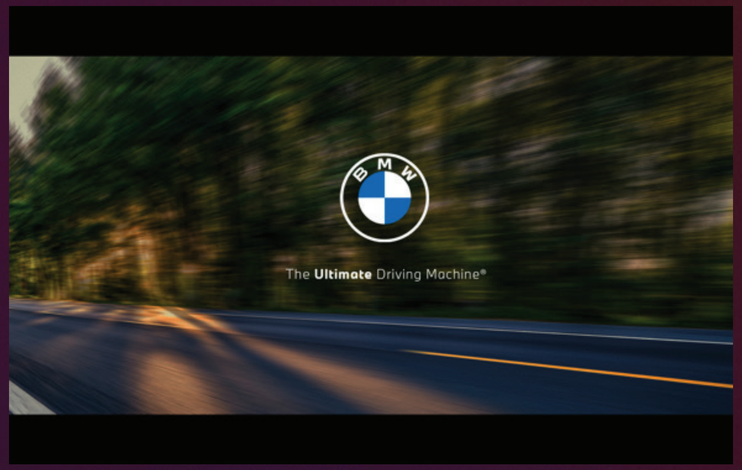
VIDEO ENDINGS & LOGO ANIMATION

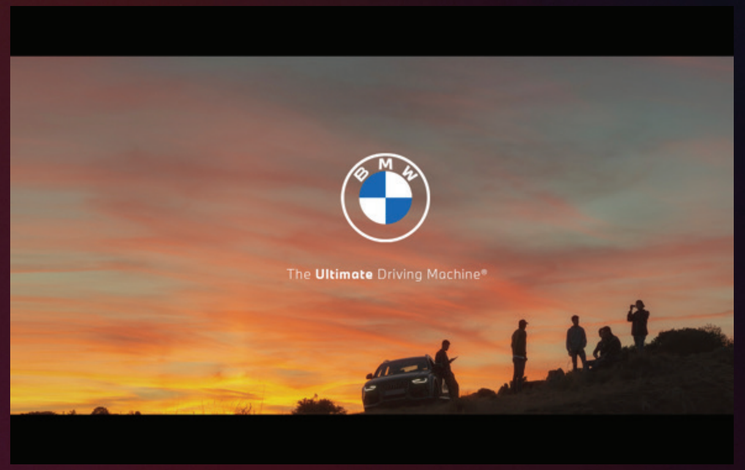
- Roundel should always be shown on moving footage that does not distract from the roundel itself
- Background footage will be considered and captured at every shoot to ensure suitable textural plates
- When animated, roundel will fade on first, followed by brand claim
- Static logo may be used in some cases

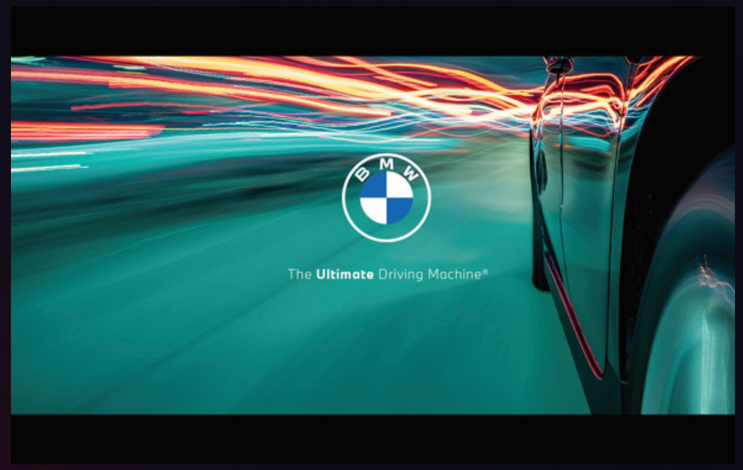
RIGHT

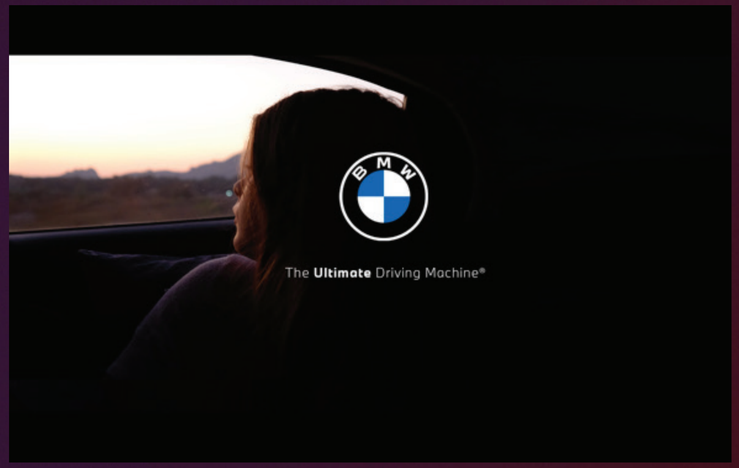
WRONG

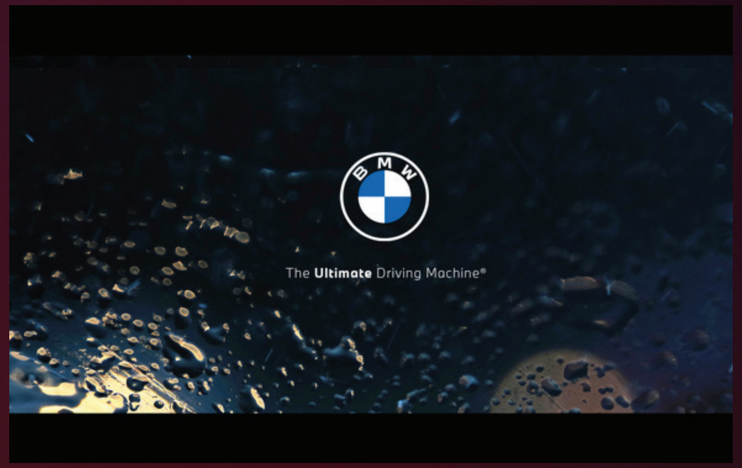



The **Ultimate** Driving Machine®


The **Ultimate** Driving Machine®


The **Ultimate** Driving Machine®

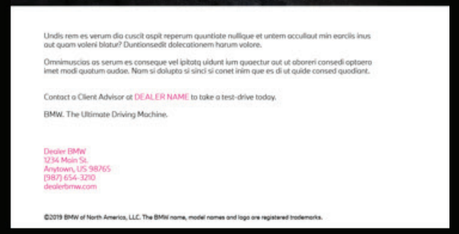

The **Ultimate** Driving Machine®


The **Ultimate** Driving Machine®

7

E X A M P L E S

NOTE:
The examples shown here purposefully vary in layout. There are no set templates or rules beyond ensuring the correct font, logos, and brand claim are used.



Undis rem es verum dia cuscit aspit reperum quuntiate nullique et untem accullaut min earcilis inus aut quam volenl blatur? Duntionsedit dolecationem harum volore.

Omnimuscias as serum es consequ vel ipitotq uldunt ium quaectur aut ut aboreri consedi optoero imet modi quatum audae. Nam si dolupta si sinci si conet inim que es di ut quide consed quodiant.

Contact a Client Advisor at DEALER NAME to take a test-drive today.

BMW. The Ultimate Driving Machine.

Dealer BMW
1234 Main St.
Anytown, US 98765
(987) 654-3210
dealerbmw.com

©2019 BMW of North America, LLC. The BMW name, model names and logo are registered trademarks.

THE
X4M
X TO THE
M POWER.
The Ultimate Driving Machine®

The Ultimate Driving Machine®
THE
i3
INNOVATION
NEVER STOPS.

THE
2
INTRODUCING OPTION 2.
The Ultimate Driving Machine®

THE
M8
ARRIVE
UNRIVALED.
The Ultimate Driving Machine®

THE X7
MAKE EVERY
DAY LEGENDARY.
The Ultimate Driving Machine®

LEASE A 2020 BMW 228i xDRIVE
GRAN COUPE.
$399 Per month for 36 months with $4,039 due at signing.
Now through March 31st.
Offer Details

THE
X5
CONFIDENCE DOESN'T
TAKE DETOURS.

300x250 Banners

970x250 Banners

728x90 Banners

970x250 Banners

MEET THE X5 M AND THE X6 M. View Online

COMPROMISE? WE DON'T EITHER.

Dear %First Name%,

What happens when you put the most powerful BMW production engine ever developed inside our spacious Sports Activity Vehicle® and Sports Activity Coupe®? Two high-performance vehicles that refuse to compromise on anything.

The X5 M and the X6 M may have big, powerful frames, but with a specifically tuned M suspension, they're just as agile as some of the fastest sports cars on the road. So if you're thinking of compromising on your next car, don't. Size, power and agility—you get everything.

Contact a Client Advisor at %DEALER NAME% to take a test drive today.

BMW. The Ultimate Driving Machine.®

LOCATION:
DEALER_NAME
DEALER_CITY_STATE_ZIP
DEALER_PHONE
DEALER_URL

Learn More

Competition models shown.

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8

W E B

A C C E S S I B I L I T Y

Designing for WCAG Level AA Compliance

All web assets for BMW must comply with WCAG Level AA Compliance requirements.

1.1.1 Non-text Content **Level A**

All non-text content that is presented to the user has a text alternative that serves the equivalent purpose.

1.2.5 Audio Description **Level AA**

Audio description is provided for all prerecorded video content in synchronized media.

1.4.3 Contrast (Minimum) **Level AA**

The visual presentation of text and images of text has a contrast ratio of at least 4.5:1, except for the following:

Large Text: Large-scale text and images of large-scale text have a contrast ratio of at least 3:1;

Incidental: Text or images of text that are part of an inactive user interface component, that are pure decoration, that are not visible to anyone, or that are part of a picture that contains significant other visual content, have no contrast requirement.

Logotypes: Text that is part of a logo or brand name has no contrast requirement.

2.4.6 Headings and Labels **Level AA**

Headings and labels describe topic or purpose.

Step 1: Open your choice of contrast ratio calculator:

Easy Contrast Ratio Check (Only tests for AA):

contrast-ratio.com

Advanced Contrast Ratio Check (Tests for AA and AAA):

webaim.org/resources/contrastchecker

Step 2: Acquire the hex code of a foreground element to check

For example: “MAKE EVERY DAY” is set in #FFFFFF (white)

Step 3: Acquire the hex code of lightest shade

in the immediate background

For example: the sky is approximately #696968

Step 4: Enter the hex codes into a calculator

and edit your artwork or design until the ratio passes the required minimum.

webaim.org/resources/contrastchecker

Foreground Color #FFFFFF
Lightness

Background Color #DCDCD8
Lightness

Contrast Ratio **1.37**:1
permalink

FAIL

Foreground Color #FFFFFF
Lightness

Background Color #696968
Lightness

Contrast Ratio **5.49**:1
permalink

PASS

Foreground Color #000000
Lightness

Background Color #FEFDFD
Lightness

Contrast Ratio **20.68**:1
permalink

PASS

Easy Contrast Ratio Check (Only tests for AA):

contrast-ratio.com

Advanced Contrast Ratio Check (Tests for AA and AAA):

webaim.org/resources/contrastchecker

Contrast Ratios Minimums

WCAG Level AA: Greater than or equal to 4.5 : 1

WCAG Level AAAA: Greater than or equal to 7 : 1

Summary:

1.1.1 Non-text Content **Level A**

All non-text content that is presented to the user has a text alternative in HTML that serves the equivalent purpose, like a hover-activated tool tip that displays alternative text.

1.2.5 Audio Description **Level AA**

Audio description is provided for all prerecorded video content in synchronized media.

1.4.3 Contrast (Minimum) **Level AA**

Using contrast-ratio.com or webaim.org/resources/contrastchecker, compare the hex codes for the foreground color and background color to ensure that the ratio between those colors is greater than 4.5 to 1.

2.4.6 Headings and Labels **Level AA**

Have a clear, intentional headline with an established hierarchy of information.

Source: Complete documentation for Level AA Visual Design

BMW