CI STANDARDS.

THE BASICS AND PRINCIPLES OF THE BMW BRAND DESIGN.

Version 2.0 | March 2020 | For internal use only

SCOPE OF APPLICATION.

> These application principles form the basis for all brand design content and apply to print and digital media as well as trade fairs and events. Physical symbols in dealerships (OCS and ICS) and dealer-initiated events are not affected.

The consistent implementation of an appearance derived from the brand values, which conforms both visually and in terms of content to the CI Standards, generates a unique, high-quality and unified experience typical of the brand for customers worldwide.

The formal and procedural specifications described here are binding components of all BMW communications and label the application as an official brand offer. They are strictly binding for all employees of the BMW Group, as well as all external partners, service providers and business partners who are engaged worldwide in communication on behalf of the BMW Group. They are subjected to regular audits.

Those responsible for communication regarding the respective touchpoints, channels, NSCs and regions are required to check and ensure conformity at regular intervals.
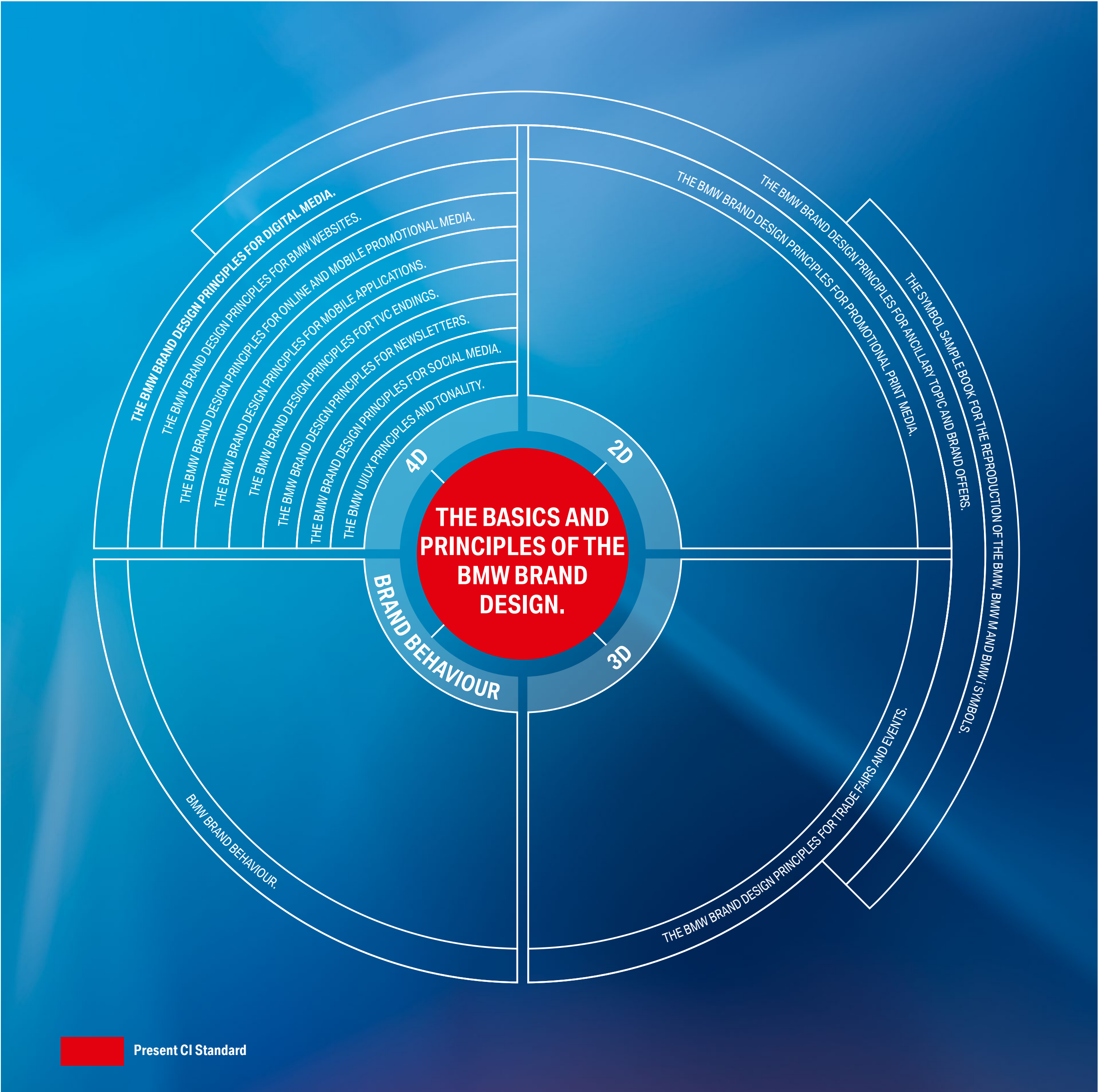
The new BMW Brand Design consists of graphically reworked and digitally optimised symbols for the BMW brand, as well as its subbrands BMW i and BMW M. A new brand typeface, optimised for all applications, will also come into use.

The BMW symbol is protected worldwide and may only be used by BMW AG, its subsidiaries, national distributors, BMW dealerships, as well as authorised workshops (outside EEC).

All symbols, as well as the new BMW Type Next, are available to download from the BMW Group Identity Net. Only the files available in the Identity Net are to be used. The reproduction or alteration of these data sets is not permitted.

All common printing processes are listed in the sample book for the reproduction of the BMW, BMW M and BMW i symbols.

THE BMW CI STANDARDS SYSTEM.

THE BASICS AND PRINCIPLES OF THE BMW BRAND DESIGN.

4D
2D
3D
BRAND BEHAVIOUR

THE BMW BRAND DESIGN PRINCIPLES FOR DIGITAL MEDIA.

THE BMW BRAND DESIGN PRINCIPLES FOR BMW WEBSITES.

THE BMW BRAND DESIGN PRINCIPLES FOR ONLINE AND MOBILE PROMOTIONAL MEDIA.

THE BMW BRAND DESIGN PRINCIPLES FOR MOBILE APPLICATIONS.

THE BMW BRAND DESIGN PRINCIPLES FOR TVC ENDINGS.

THE BMW BRAND DESIGN PRINCIPLES FOR NEWSLETTERS.

THE BMW BRAND DESIGN PRINCIPLES FOR SOCIAL MEDIA.

THE BMW UI/UX PRINCIPLES AND TONALITY.

THE BMW BRAND DESIGN PRINCIPLES FOR PROMOTIONAL PRINT MEDIA.

THE BMW BRAND DESIGN PRINCIPLES FOR ANCILLARY TOPIC AND BRAND OFFERS.

THE SYMBOL. SAMPLE BOOK FOR THE REPRODUCTION OF THE BMW, BMW M AND BMW i SYMBOLS.

BMW BRAND BEHAVIOUR.

THE BMW BRAND DESIGN PRINCIPLES FOR TRADE FAIRS AND EVENTS.

Present CI Standard

1 BASICS.

The new BMW Brand Design includes formally new BMW symbols (BMW, BMW i and BMW M) optimised for digital channels, the BMW brand claim as an optional design element and a new, openly designed typography: BMW Type Next. In the future, these brand design elements can be combined with each other in completely new design layouts.

The new BMW Brand Design opens up almost complete freedom of design for vehicle and brand communication for designers and users through its new progressive (plus) layout in combination with the iconisation, thus enabling a young, modern and yet unseen vehicle and brand communication of the BMW brand.

Brand offers, topics, business segments as well as cooperations also gain a higher attention in the default layout due to the new direct visual connection of symbols, message and sender.

As far as possible, no measurements or specific information about size and positioning in the layouts of the individual channels and communication media are used. This gives designers and users much more creative freedom for design.

In future, one single premise will be at the forefront of the new BMW brand design: the combination of brand (symbols) and message (headline) in the form of so-called block formation.

In the following, the new formal design elements as well as the essential premises for their use are presented and recommendations for their implementation are given.

POWER AND CLARITY.
THE FOUR ELEMENTS OF THE NEW BMW BRAND DESIGN.

The new BMW symbol:
Flexible and approachable

The new brand typeface:
Modern and strong in character

The new brand design: power and clarity

THE X5

Our claim

Sheer Driving **Pleasure**

The headline iconisation:
Reinforce cult, create desire.

THE iX

MAIN FEATURES OF THE NEW BMW BRAND DESIGN.

The new BMW Brand Design elements can be combined in three layout variants: "default layout, "progressive layout" and "progressive plus layout".

Default layout
The default layout uses the principle of "block formation": BMW symbol and message are linked together.

The subbrands BMW M and BMW i and the core brand are visually linked to each other by the principle of "pairing". This creates a strong connection and simultaneously strengthens the brand message. The brand claim is additionally placed in one of the layout corners (optional).

Vehicle messages are "iconised" and end without a full stop. The communication of further offer topics takes place in regular headline behaviour (optionally with subheadline) with a full stop behind the message.

Progressive layout
The progressive layout is only used for pure vehicle and brand communication. In headlines, up to three font sizes are possible, and their width can be freely selected. The BMW symbol(s) and headlines can be freely placed in the format, arranged creatively and in a way that matches the composition. The optional claim is placed in one of the four format corners. The headlines in the progressive layout always end without a full stop.

Progressive plus layout
The progressive plus layout is used exclusively for pure brand communication. In addition to the layout options mentioned above, the progressive plus layout provides maximum degrees of freedom in the use of the new BMW brand font in terms of size and typographical arrangement. The font can be integrated into the motif and is thus embedded into the image. The headlines in the progressive plus layout always end without a full stop.

The table below illustrates the principles mentioned above. Examples of visualisations can be found at the end of this document.

	Default layout	Progressive layout	Progressive plus layout
Brand communication			
Vehicle communication Headline iconisation only			
Dealer communication Communicative headlines only	Vehicle communication · Product communication		

AT A GLANCE.
KEY ELEMENTS AND APPLICATION PRINCIPLES.

A Design freedom
Symbols and headlines can be placed freely in the format.

B Font and typography (progressive plus layout)
Maximum degrees of freedom when using the new BMW brand typeface. Font can be integrated into the motif.

C Font and typography (progressive layout)
Headline sizes and character spacing are freely selectable, up to three font sizes are possible.

D Font and typography (default layout)
If the progressive layout cannot be used, headlines have a defined size in relation to the BMW symbol.
They then form a block together with the symbols. The distance between headlines and symbols is fixed defined.

E Pairing
The subbrands are linked to the BMW symbol in a defined ratio. They can only be freely placed in the format in conjunction with the BMW symbol.

F Brand claim
The brand claim can optionally be placed in one of the corners of the type area.

Default layout

Progressive layout

Progressive plus layout
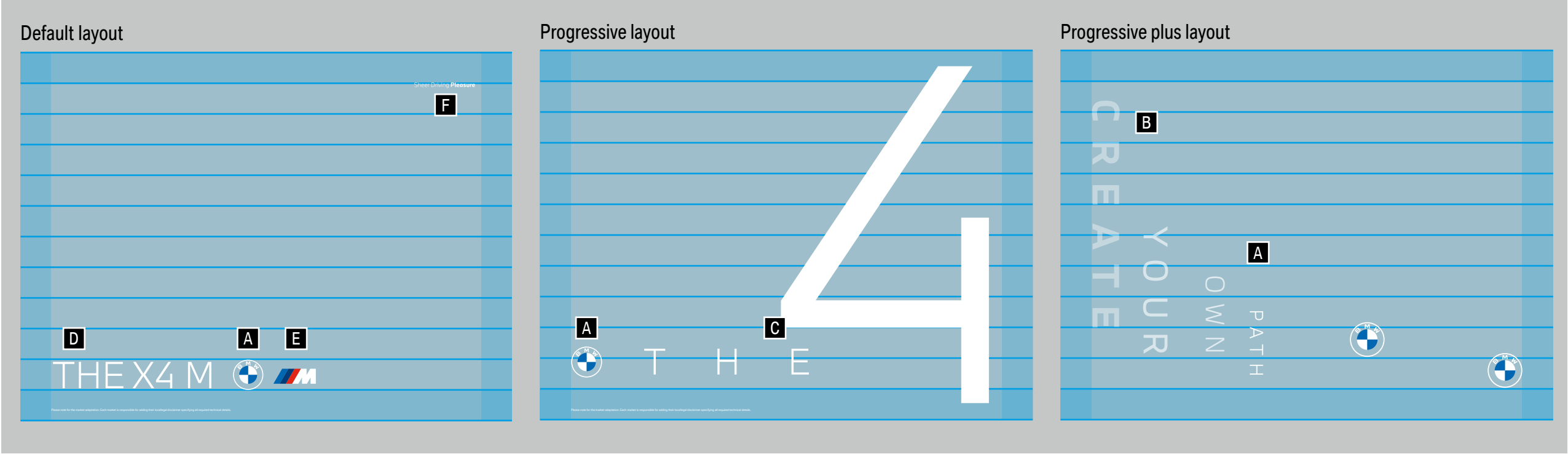
2 THE BMW SYMBOLS.

THE BMW SYMBOL. DEFAULT.

The new BMW symbol is an obligatory component of every BMW communication and has been adapted to a modern and more flexible application. It is placed primarily and whenever possible as a white line variant on the image or content background and thus creates a connection between brand and content.

Application examples can be found at the end of this document
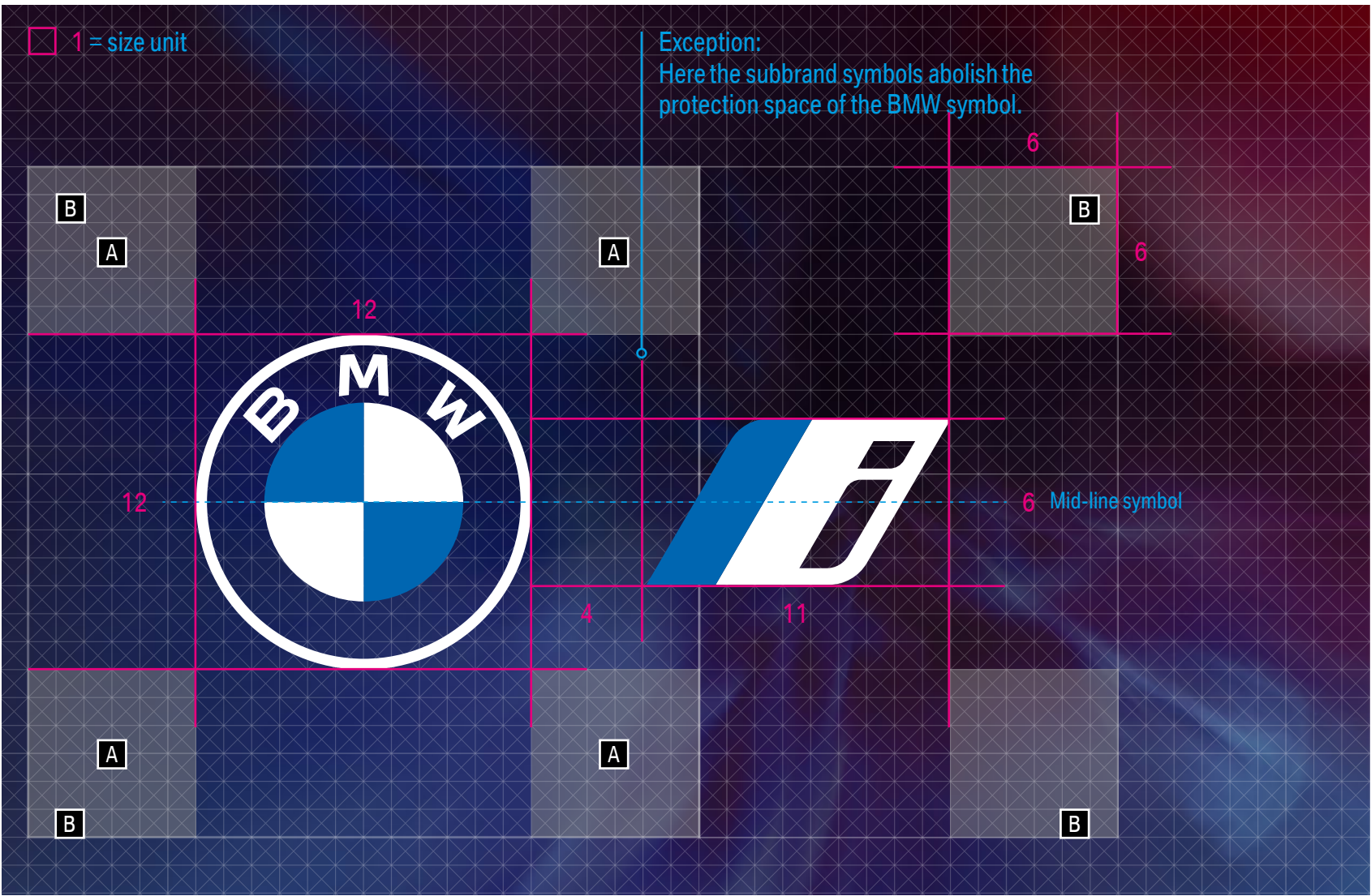

THE SYMBOLS OF THE BMW SUBBRANDS.

The symbols of the subbrands BMW i and BMW M were also optimised and formally adapted to the new BMW symbol in order to be perceived as a visual unit in the future with the so-called "pairing" process. The symbols of the subbrands are also used primarily and whenever possible in the white line variant on the image or content background.
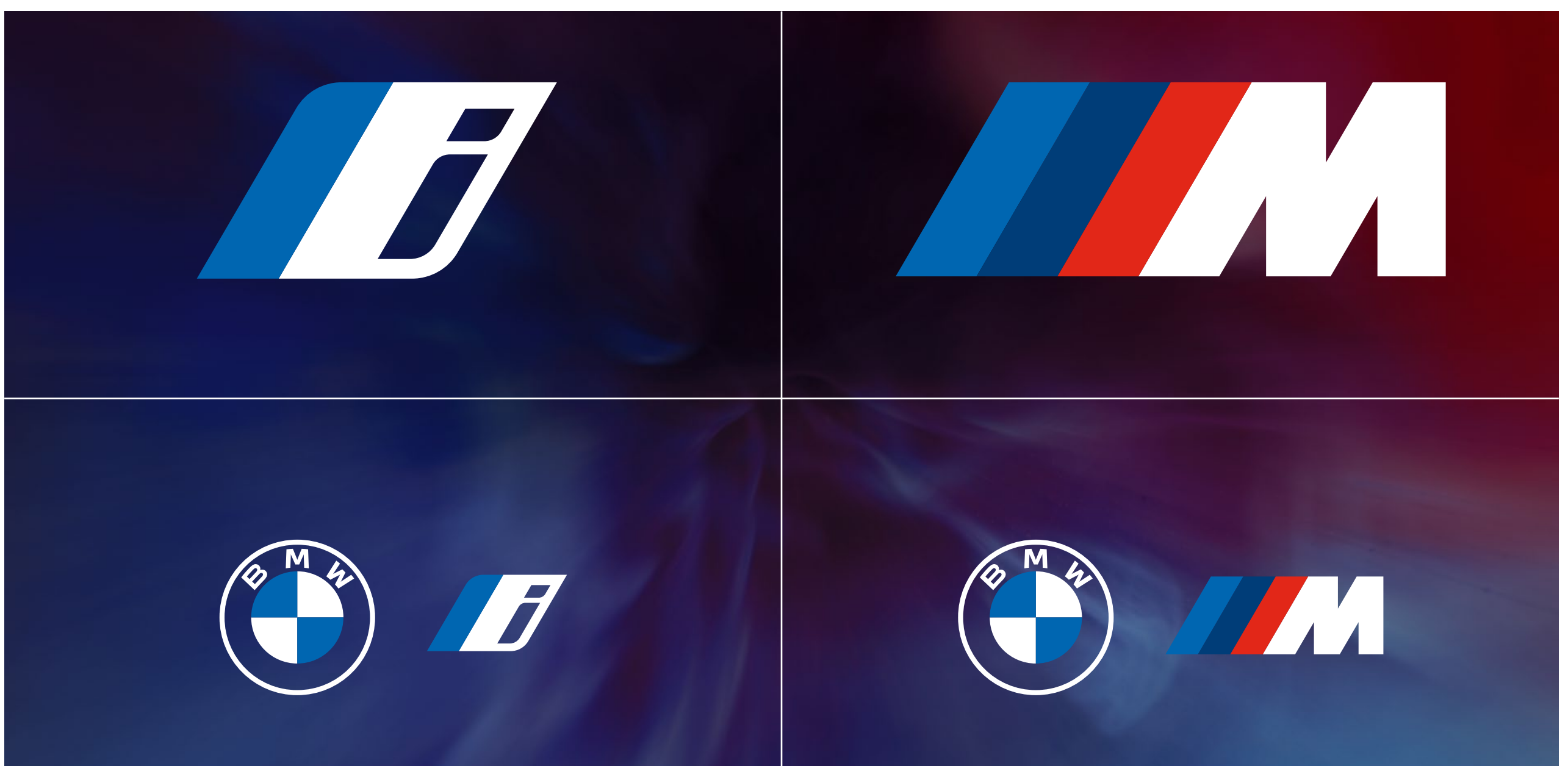
PROPORTIONS AND PROTECTION SPACE OF THE SYMBOLS.

The protection space describes the minimum distance around the symbol or symbol combination, within which no communicative elements may be placed. These can be partner logos, icons or other graphic or textual elements. The protection space is not to be confused with the type area, which defines the minimum distance between the symbol to the format edge. The type area cancels the protection space. There can be exceptions to the type area in extreme formats like banners or online banners.
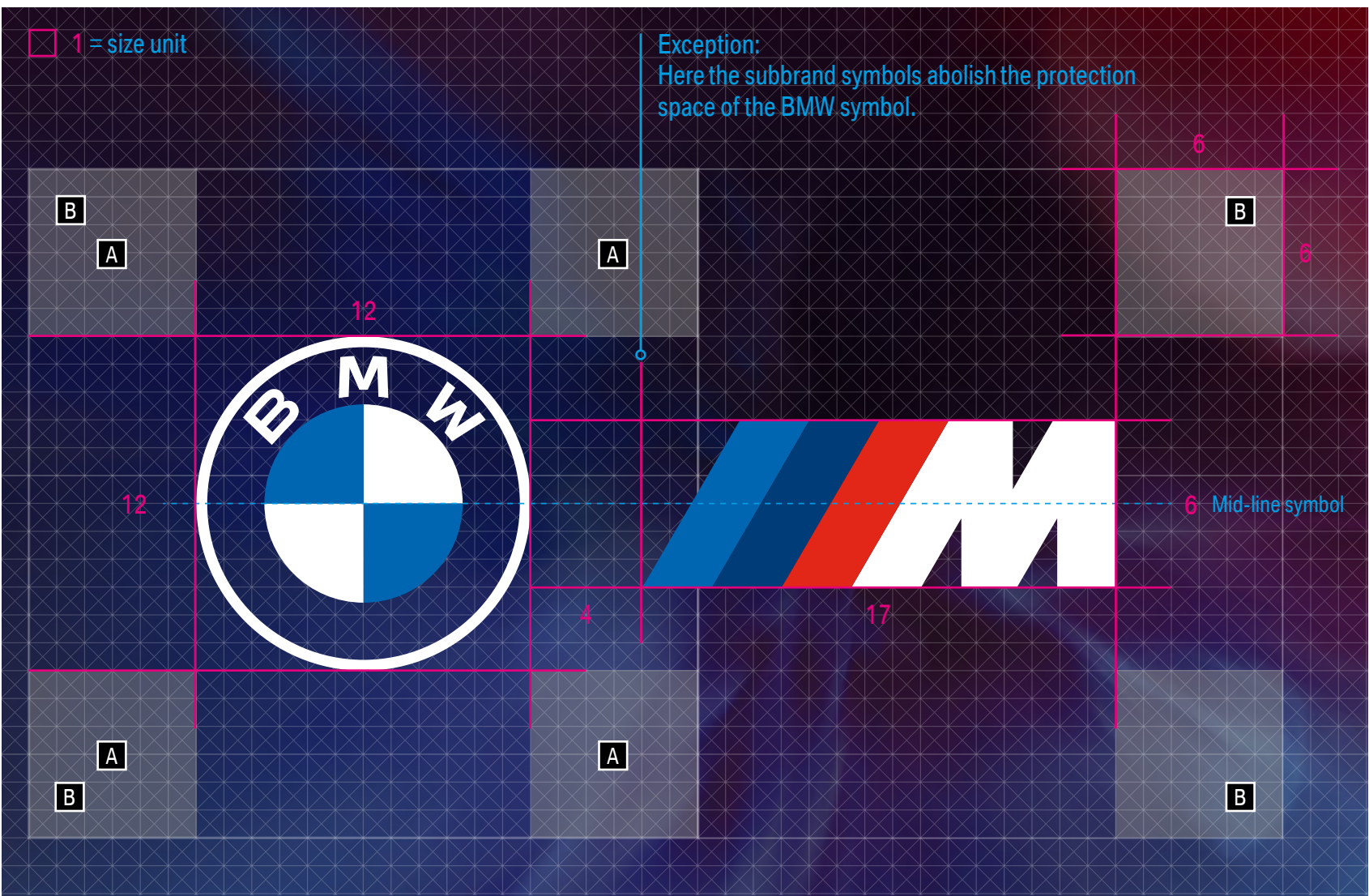
Symbol combination BMW with BMW i ("pairing").

1 = size unit

Exception:
Here the subbrand symbols abolish the protection space of the BMW symbol.

6

6

12

12

12

4

11

6 Mid-line symbol

A Protection space around the BMW symbol.

B Protection space around the symbol combination.

Symbol combination BMW with BMW M ("pairing").

1 = size unit

Exception:
Here the subbrand symbols abolish the protection space of the BMW symbol.

6

6

12

12

4

17

6 Mid-line symbol

A Protection space around the BMW symbol.

B Protection space around the symbol combination.

# APPLICATION PRINCIPLES FOR EXTREME FORMATS.

1 = size unit

A

As a general rule extreme formats like digital banners or banners have no type area. In these cases the BMW symbol is applied according to the principles shown here. The figure shows the maximum application size. Smaller reflections are possible.

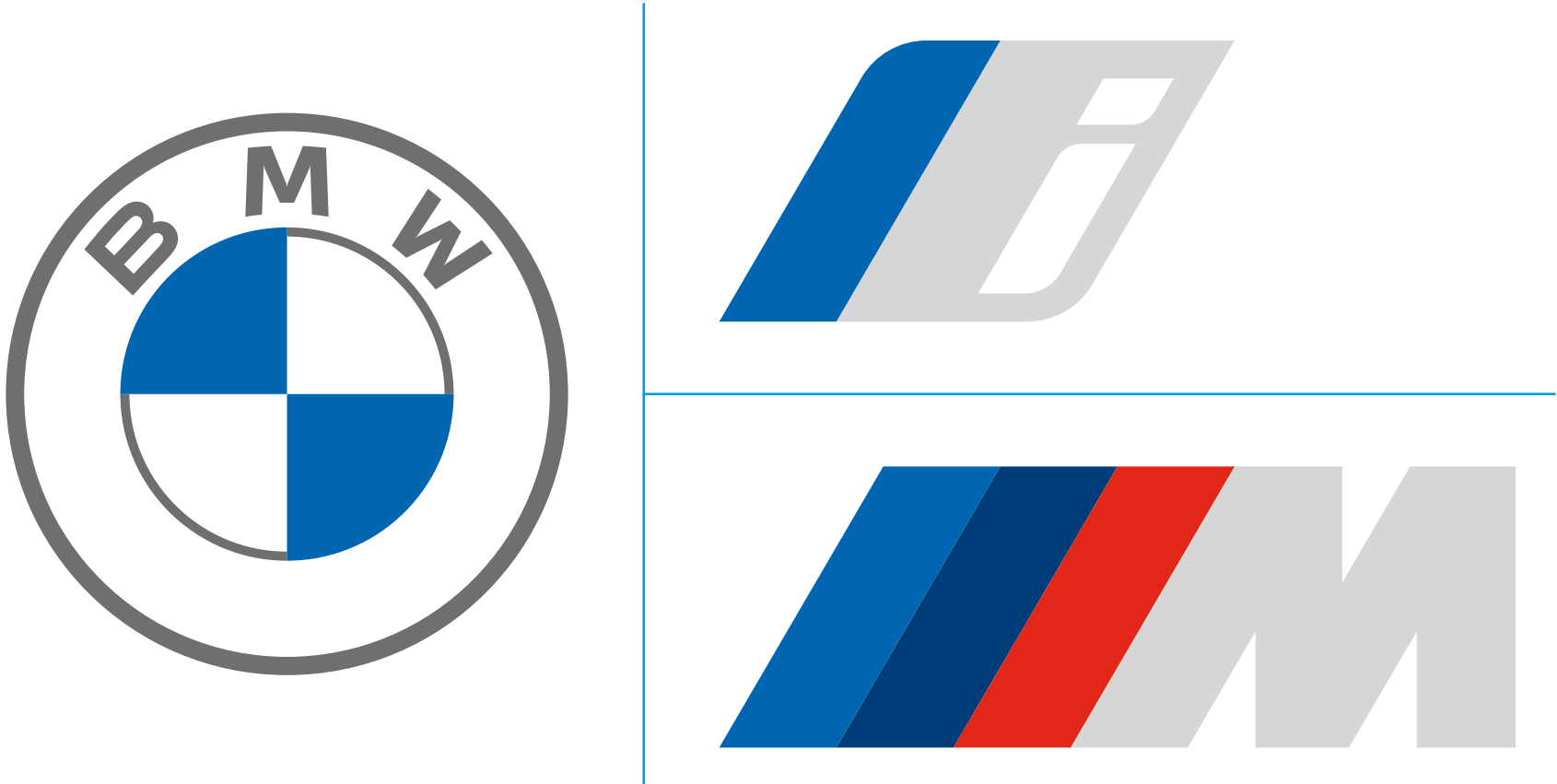A Type area around the BMW symbol.

Application example event

Application example digital banner *1
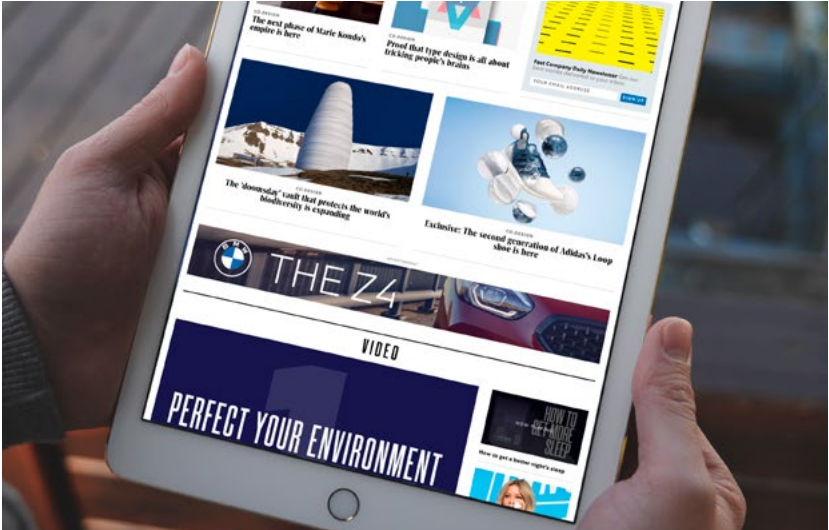
Application example banners

THE SYMBOLS ON WHITE BACKGROUND. FALLBACK.

In exceptional cases, it may be necessary to use the symbols on a white background. The implementations shown here have been created for these cases.

The proportions and protection space described above apply analogously here.

3 COLOURS.

THE SYMBOL COLOURS.

The BMW design colours are derived from the BMW symbol and are a binding component of BMW brand communication. They identify the channel or application as an official brand offer. The BMW design colours are white, black, grey or silver and blue and are used in their various gradations.

Default application of BMW symbols
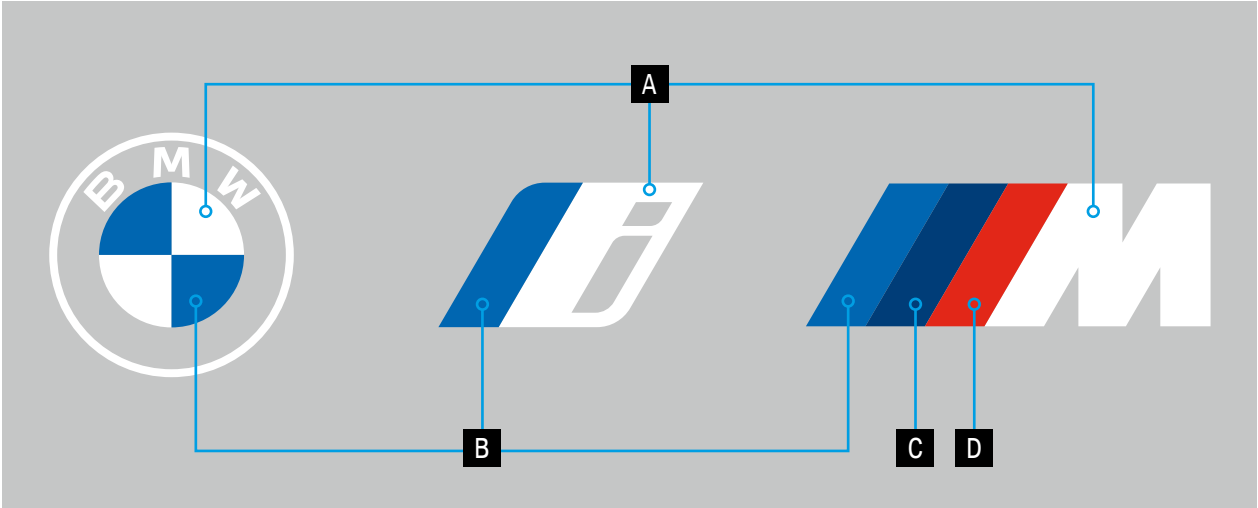
**Special case / fallback white space implementation of the BMW symbols**
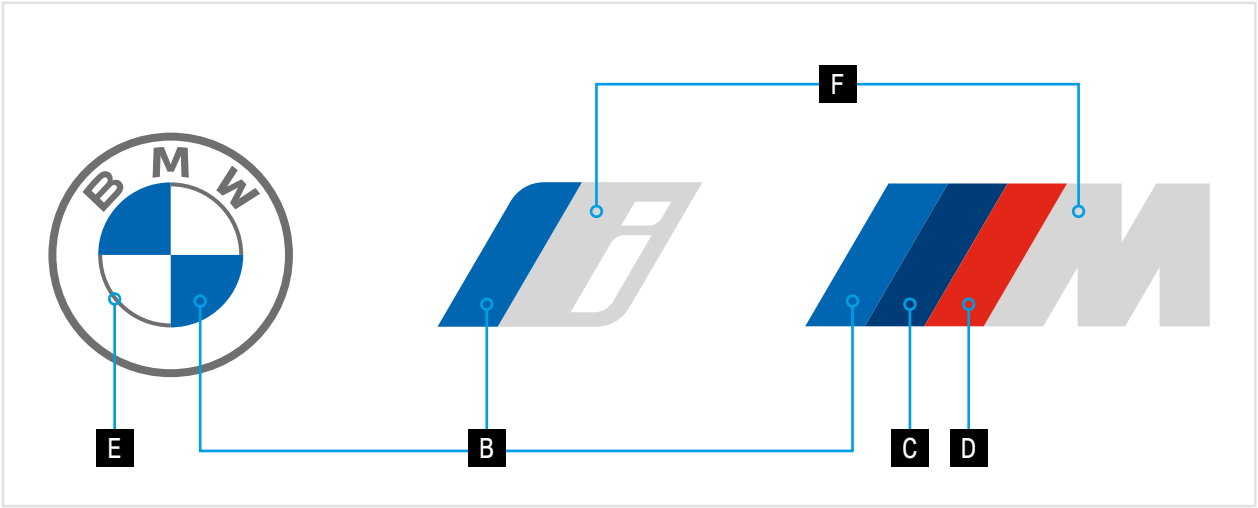
	A	B	C	D	E	F
Print						
Pantone Coated	–	2144 C	294 C	7626 C	Cool Gray 9 C	427 C
Pantone Uncoated	–	300 U	541 U	7626 U	Cool Gray 8 U	427 U
CMYK	0 / 0 / 0 / 0	100 / 52 / 0 / 0	100 / 69 / 7 / 30	0 / 93 / 95 / 2	0 / 0 / 0 / 70	0 / 0 / 0 / 22
Screen						
sRGB	255 / 255 / 255	0 / 102 / 177	0 / 61 / 120	226 / 39 / 24	111 / 111 / 111	214 / 214 / 214
Hexadecimal	#ffffff	#0066B1	#003D78	#E22718	#6f6f6f	#d6d6d6

GREYSCALE IMPLEMENTATIONS OF THE BMW SYMBOLS.
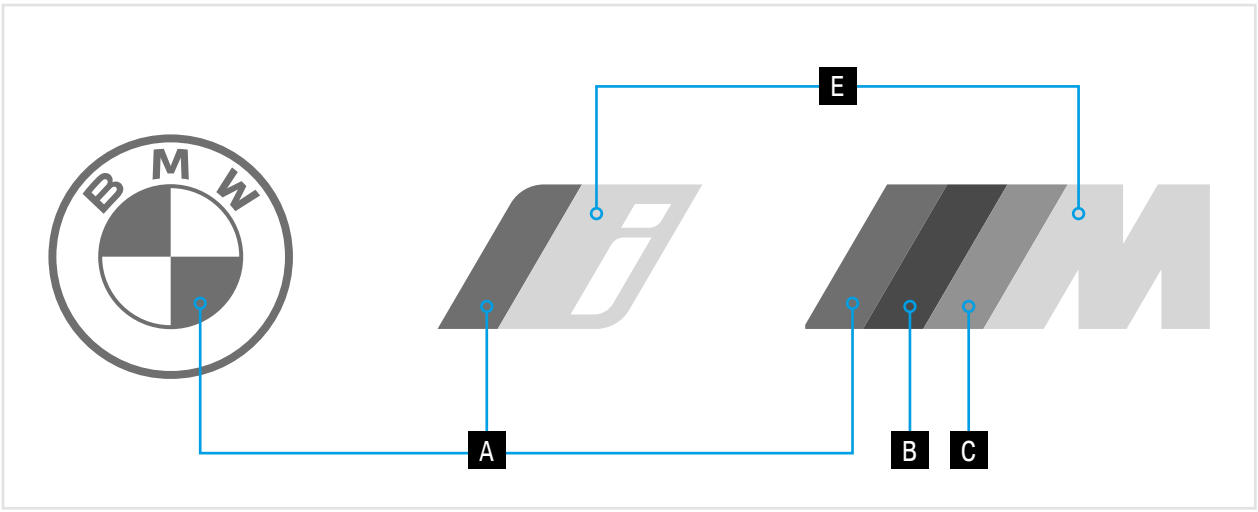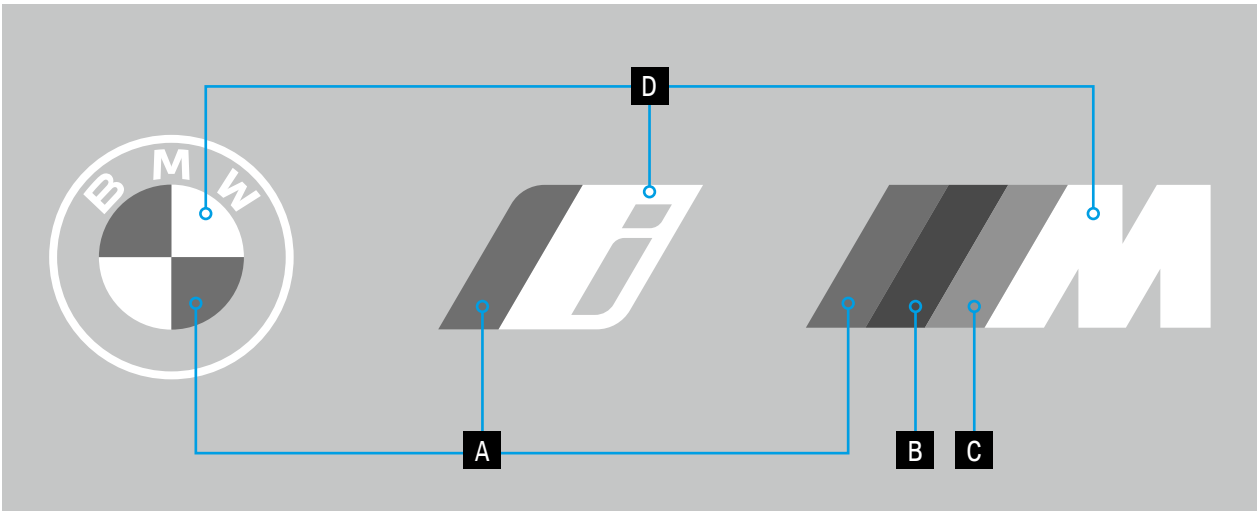
	A	B	C	D	E
Print					
Pantone Coated	Cool Gray 9 C	Cool Gray 11 C	Cool Gray 7 C	–	427 C
Pantone Uncoated	Cool Gray 8 U	Cool Gray 11 U	Cool Gray 6 U	–	427 U
CMYK	0 / 0 / 0 / 70	0 / 0 / 0 / 85	0 / 0 / 0 / 55	0 / 0 / 0 / 0	0 / 0 / 0 / 22
Screen					
sRGB	111 / 111 / 111	73 / 73 / 73	146 / 146 / 146	255 / 255 / 255	214 / 214 / 214
Hexadecimal	#6f6f6f	#494949	#929292	#ffffff	#d6d6d6

BMW GRADIENT FIELD.
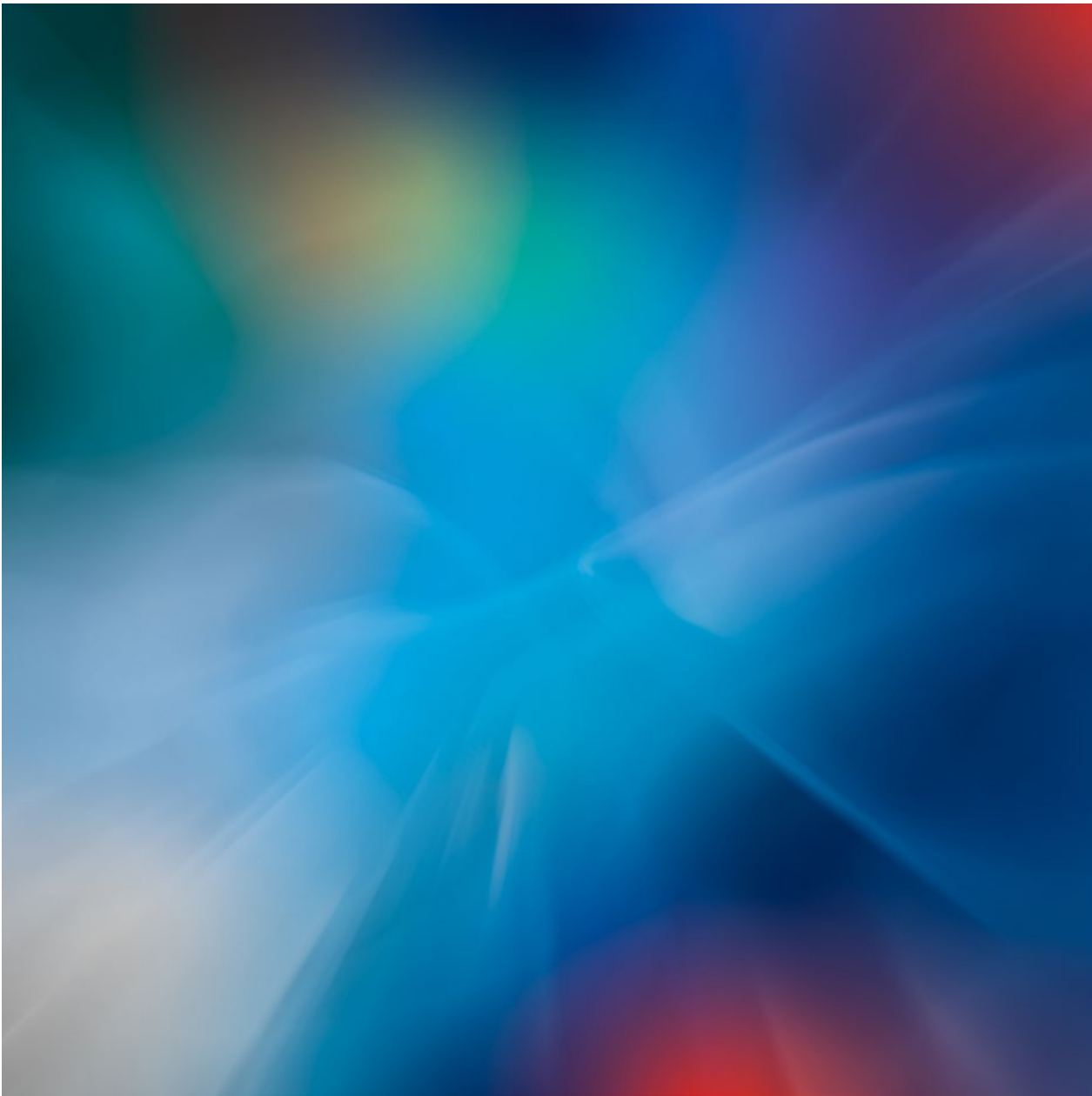
The colour gradient field is the carrier of the new BMW brand world. It overcomes the technical character of the BMW brand and opens it up towards a relationship brand.

It serves as a background for communication surfaces of all kinds, such as banners, flags, app icons or communication walls, on which no communicative motifs can be displayed.

Quiet and dynamic surfaces can be extracted equally to add liveliness, emotionality, proximity and tension. It is regularly adapted and thus remains up to date.

For offset and digital printing, the gradient field is available as a production-ready TIFF file in the format 5 x 5 meters at 200 dpi in the colour space CMYK. For digital applications the file is available in the RGB colour space.

The data may not be changed. According to requirements, any segments can be taken from a wide variety of sizes and angles.

A sufficient resolution without visible gradations, rasters or pixels is required in every implementation.

APPLICATION EXAMPLES.

BMW GRADIENT FIELD

BANNER / ONLINE BANNER

Extract 1

Extract 2

FLAGS

Extract 3   Extract 4   Extract 5

APP ICON

Extract 6

Extract 7

Extract 8
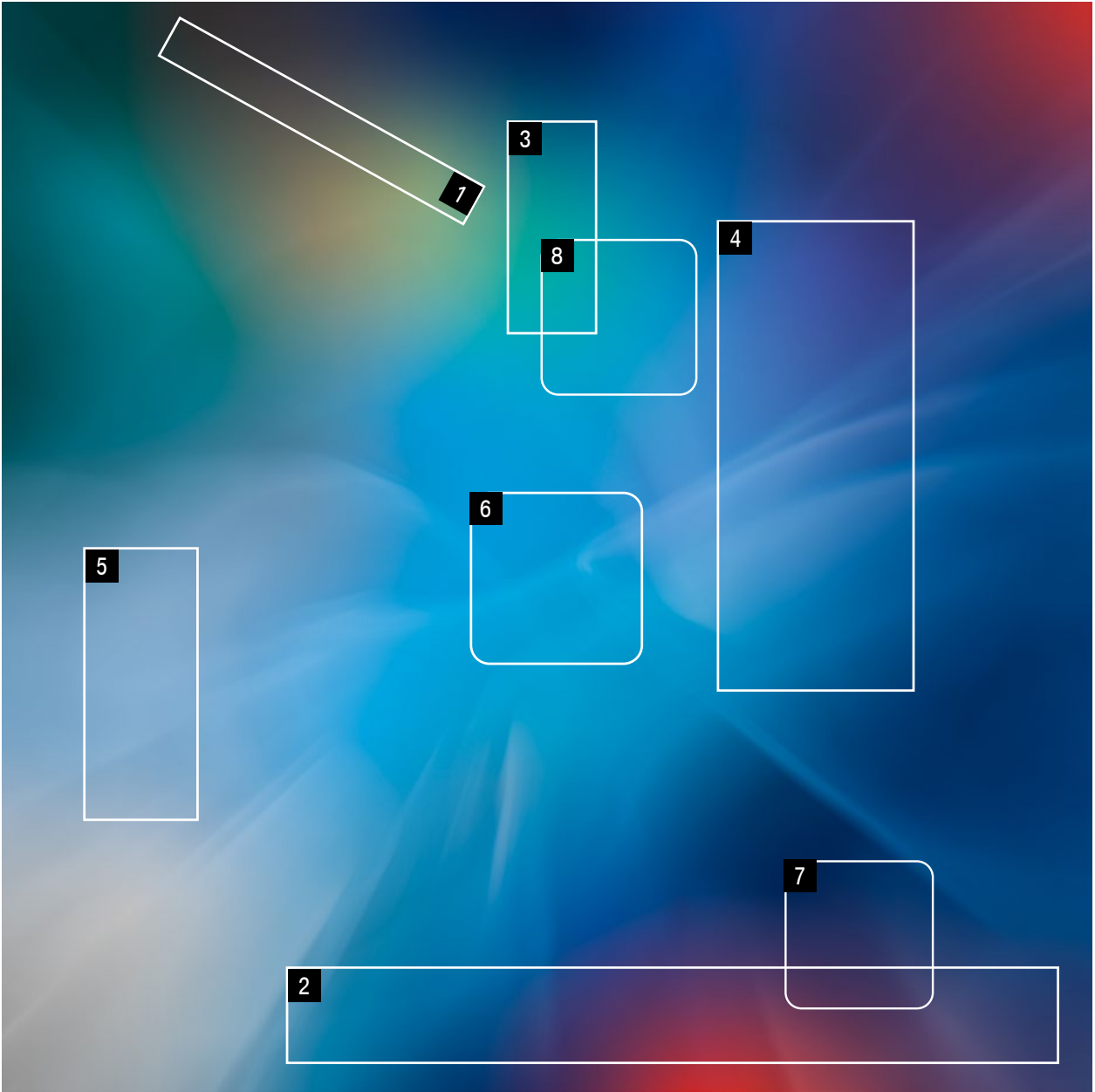
4 TYPE AND TYPOGRAPHY.

BMW TYPE NEXT TYPEFACES. SCOPE AND APPLICATION PRINCIPLES.

The rejuvenation and modernisation of the brand is also reflected in the form of a new BMW brand type. The previous BMW Type Global Pro will be replaced by the new, open and distinctive BMW Type Next. It is available in the typefaces "Light", "Regular", "Bold" and "Thin".

The BMW type is protected worldwide and may only be used by BMW AG, its subsidiaries, national distribution companies, BMW dealerships and authorised repair shops.

The BMW Type Next characters are available in a total of 219 languages: The Latin alphabet (pan-European language coverage) and the non-Latin languages (including Greek, Cyrillic, Russian, Belarusian, Ukrainian and various Slavic languages).

Note:
BMW Type Next does not contain Asian characters. The Asian region (CJK) continues to use the BMW Type Global Pro or the respective country substitutes.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 $ ¥ £ ; : % & ?   BMW Type Next Thin

A B C G J K M Q R S U W
a b c e f g j k m q r s t u w
1 2 3 4 5 6 7 8 9 0
€ $ £ ; % & ?   BMW Type Next Light
(Selection of characteristic signs)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z   BMW Type Next Regular
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 € $ ¥ £ ; : % & ? –

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z   BMW Type Next Bold
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 € $ ¥ £ ; : % & ? –

BMW Type Next typefaces
In principle, the BMW Type Next Light typeface is used. Headlines and subheadlines are set in capitals, continuous text in mixed spelling.

The default setting for kerning (metric) in the font data set must not be changed.

The other typefaces can be used to ensure optimum legibility and text structure, for example in body copy, intermediate headlines or price labelling. In digital media clickable elements are always set in bold.

In the detail standards, principles and use cases are explained for the use of the font.

The line spacing between the headline and subheadline is always the subheadline size. In body copy, the line spacing is set to automatic (Adobe InDesign). The line spacing is 0 in all cases and the kerning setting is set to metric.

BMW Type Next only includes the Latin, Greek and Cyrillic alphabets. For all other writing systems the fonts used so far will continue to be used.

HEADLINE PROPORTIONS, DEFAULT LAYOUT. PRINT AND DIGITAL MEDIA AND SPATIAL REALISATION AT TRADE FAIRS AND EVENTS.

The "block formation" between symbol and headline (for media-specific implementation see Detail Standards)
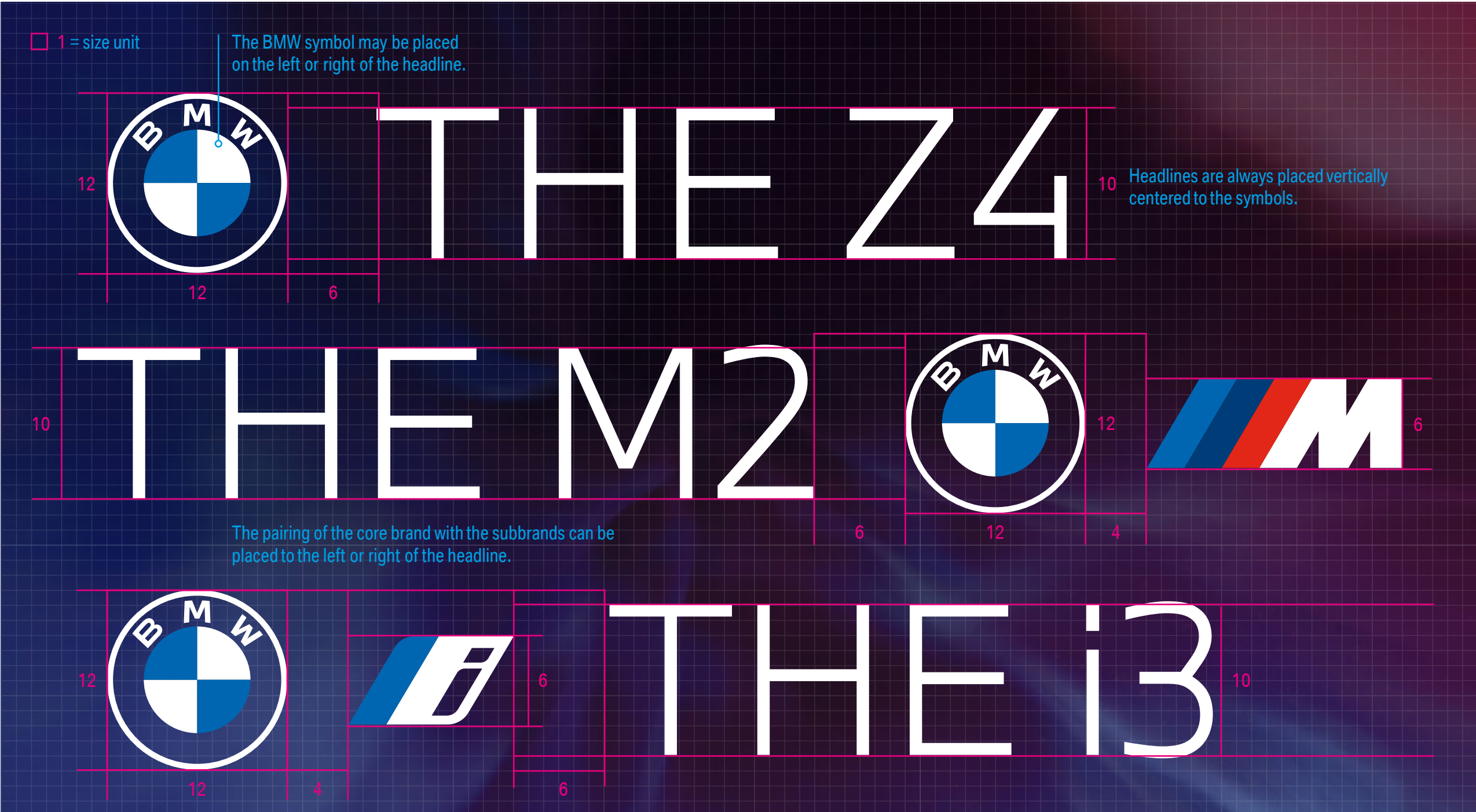
1 = size unit

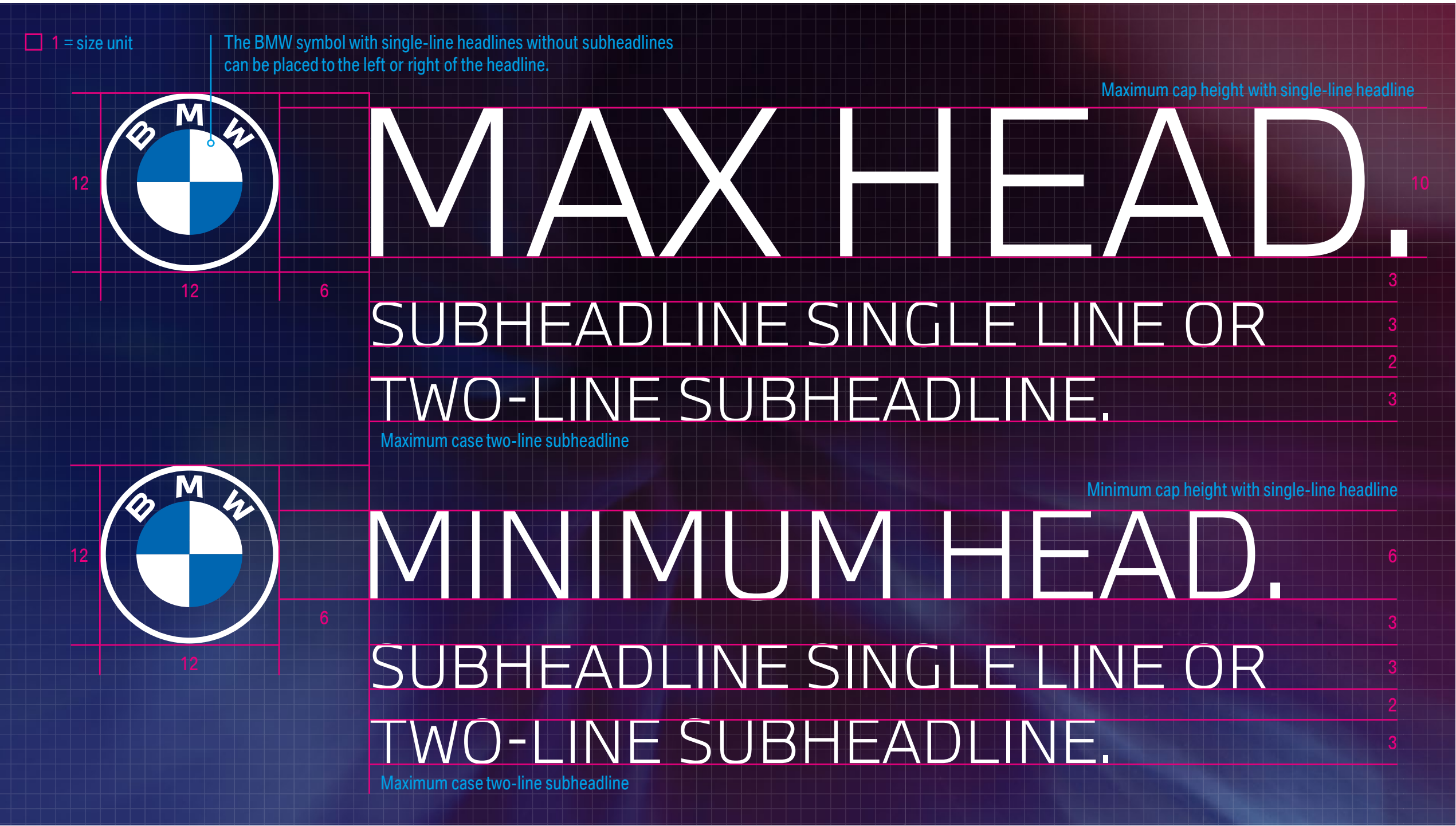The BMW symbol may be placed on the left or right of the headline.

THE Z4

Headlines are always placed vertically centered to the symbols.

THE M2

The pairing of the core brand with the subbrands can be placed to the left or right of the headline.

THE i3

HEADLINE PROPORTIONS, DEFAULT LAYOUT. PRINT AND DIGITAL MEDIA AND SPATIAL REALISATION AT TRADE FAIRS AND EVENTS.

Headlines without headline iconisation always end with a full stop (headline scaling of 6, 7, 8, 9 and 10 size units is possible)

1 = size unit

The BMW symbol with single-line headlines without subheadlines can be placed to the left or right of the headline.

Maximum cap height with single-line headline

MAX HEAD.

SUBHEADLINE SINGLE LINE OR
TWO-LINE SUBHEADLINE.

Maximum case two-line subheadline

Minimum cap height with single-line headline

MINIMUM HEAD.

SUBHEADLINE SINGLE LINE OR
TWO-LINE SUBHEADLINE.

Maximum case two-line subheadline

Maximum case two-line headline with two-line subheadline

1 = size unit

The BMW symbol is placed exclusively on the left in two-line headlines or headlines with subheadlines.

Absolute capital and overall height with two-line headline

HEADLINE SINGLE-LINE OR TWO-LINE.

SUBHEADLINE SINGLE-LINE OR TWO-LINE SUBHEADLINE.

12   12   6   4   2   4   10   3   3   2   3

Maximum case two-line subheadline

With all headline sizes the subheadline size remains unchanged.

EXCEPTION IN THE DEFAULT LAYOUT.
PRINT AND DIGITAL MEDIA AND SPATIAL IMPLEMENTATION AT FAIRS AND EVENTS.

The symbols can also be placed above or below the headlines (the distances shown also apply to two-line headlines and subheadlines)

1 = size unit

The placement options shown here apply to all applications where there is insufficient space for horizontal alignment of the symbols and headlines. These can be extreme portrait or landscape formats, but also all cases in which the headline is too long to be placed next to the symbols.
The principle applies equally to the core brand and the pairing.

12   12   4   3   6   3   6   6

HEADL.

HEADLINE TWO-LINE.

SUBHEADLINE ONE- OR TWO-LINE.

10   6   10   3   8   6

12   12   4   3   6   3

5 THE BMW BRAND CLAIM AND HASHTAGS.

Since the beginning of BMW brand communication, the brand claim "Sheer Driving Pleasure" has been a formative and image-creating element. Due to the elimination of the Identity Modules, the brand claim is now optional and can be used as an optional design element.

A The size of the brand claim corresponds to 1/72 of the shorter format side in print media.

B In print media, the BEV hashtag corresponds to a quarter of the type area.

C The PHEV hashtag (with BMW i symbol) corresponds to half of the type area in print media

Different principles for extreme formats or in digital and spatial media are described in the Detail Standards.

A Sheer Driving **Pleasure**

B #bornelectric

C #joyelectrified by

SPELLING AND TYPOGRAPHIC IMPLEMENTATIONS.

The claim is available in numerous languages and may not be modified. It is setin the font BMW Type Next. The word "Joy" is always placed in "bold" in each language, the other words of the claim are set in "Light". The claim does not contain a full stop.

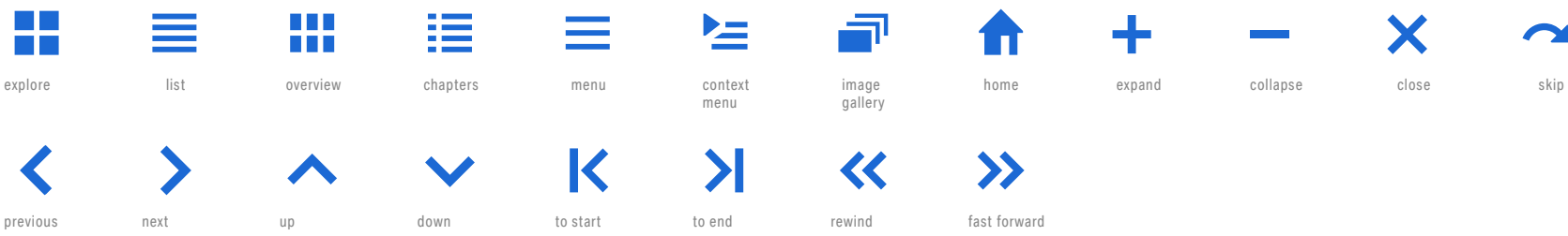In the production of cross-language media the brand claim "Sheer Driving Pleasure" is used.

The brand claim "The Ultimate Driving Machine®" is used exclusively in the USA.

Language	Brand claim	Language	Brand claim
Cross-lingual	Sheer Driving **Pleasure**	Latvian	**Bauda** braukt
Arabic	القمة في **متعة** القيادة	Lithuanian	**Nepaprastai malonu** vairuoti
Bulgarian	**Радостта** от шофирането	Macedonian	**Задоволство** во возењето
Danish	**Ren køreglæde**	Dutch	BMW maakt rijden **geweldig**
German	**Freude** am Fahren	Norwegian	Ren **kjøreglede**
English	Sheer Driving **Pleasure**	Polish	**Radość** z jazdy
English (USA)	The **Ultimate** Driving Machine The **Ultimate** Driving Machine® The **Ultimate** Driving Experience	Portuguese	Pelo **prazer** de conduzir Puro **Prazer** de Dirigir
		Romanian	**Plăcerea** de a conduce
Estonian	**Sõidurõõm**	Russian	**С удовольствием** за рулем
Finnish	Ajamisen **iloa**	Swedish	**När du älskar** att köra
Flemish	Echt **rijplezier**	Slovak	**Radost'** z jazdy
French	Le **plaisir** de conduire	Slovenian	**Užitek** v vožnji
Italian	**Piacere** di guidare	Spanish	¿**Te gusta** conducir? **El placer** de conducir **El Placer** de Conducir
Japanese	駆けぬける**歓び**		
Catalan	**T'agrada** conduir?	Czech	**Radost** z jízdy
Croatian	**Zadovoljstvo** u vožnji	Hungarian	A vezetés **élménye**

6 ICONS.

The BMW iconography has a style typical of the brand and is based on BMW typography.
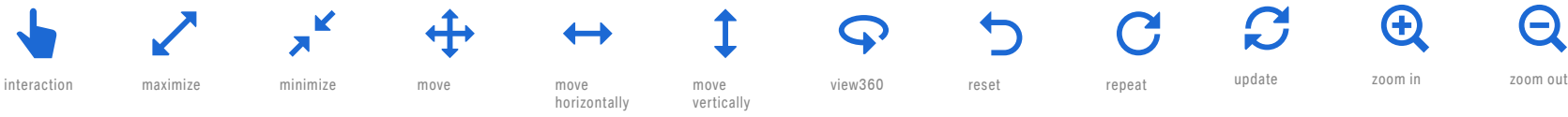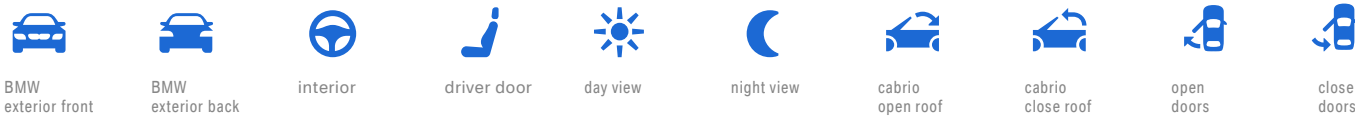
Navigation

explore	list	overview	chapters	menu	context menu	image gallery	home	expand	collapse	close	skip

previous	next	up	down	to start	to end	rewind	fast forward

Media

play	pause	stop	high quality	low quality	subtitle on	subtitle off	sound	mute	document / pdf	image	movie	audio	mobile device / app

Actions

action / recommend	download	upload	search	print	edit	register	delete	login	logout	shopping cart	add to playlist	map / location	open	save	replace

Communication

user / profile	discussion / message	toolbox / garage	settings	reference / notepad	favorite	share	rss	embed	tell a friend	calendar	mail	contact	phone	info	help	electricity

Interaction

interaction	maximize	minimize	move	move horizontally	move vertically	view360	reset	repeat	update	zoom in	zoom out

Car views

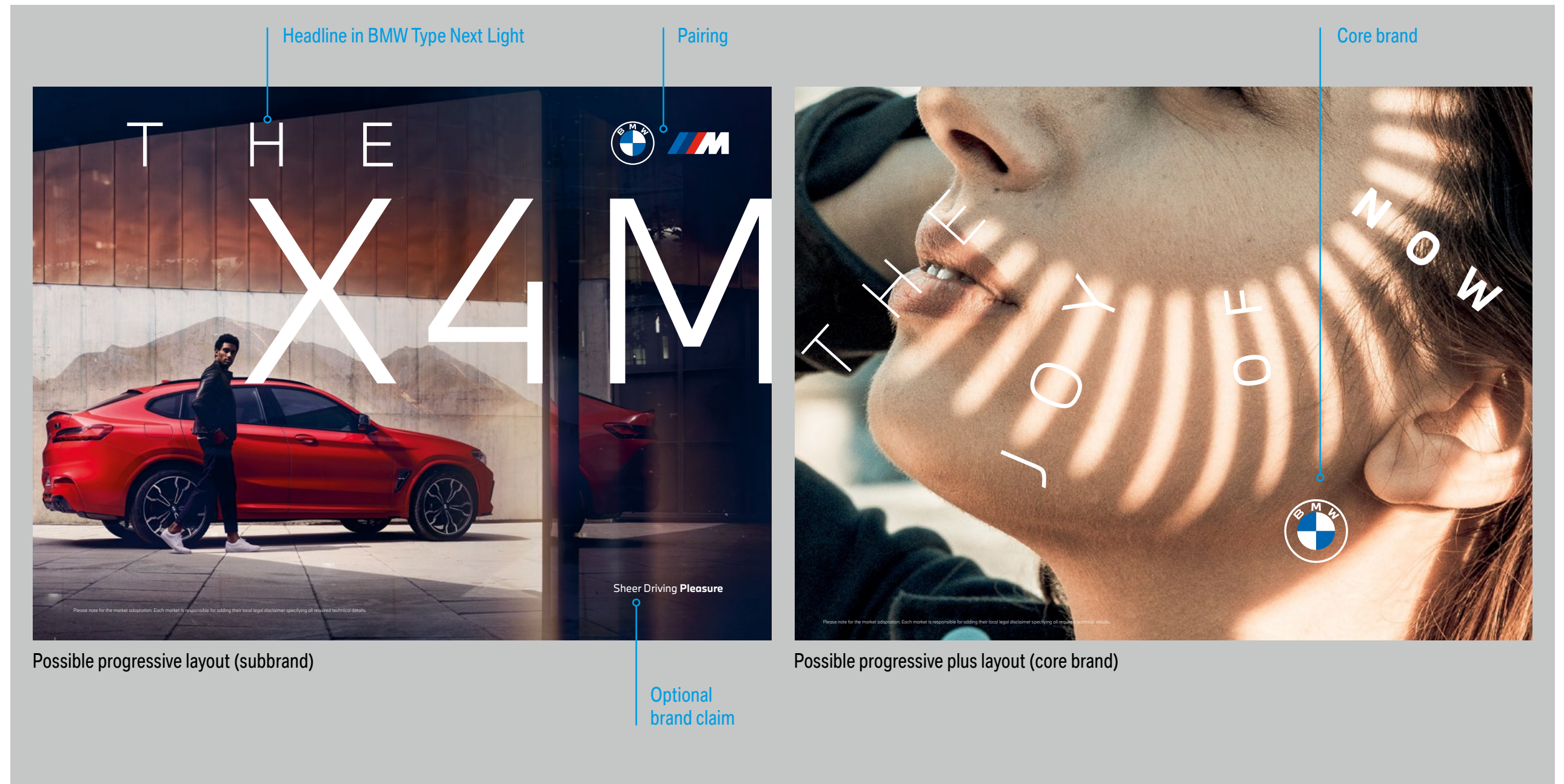| BMW exterior front	BMW exterior back	interior	driver door	day view	night view	cabrio open roof	cabrio close roof	open doors	close doors

Note
All BMW icons are available in the BMW Group Identity Net in scalable SVG format and in three sizes, ensuring lossless quality for the respective screen resolution. For complex icons there is also a reduced version available for small screen resolutions.

7 LAYOUT.

APPLICATION PRINCIPLES AT A GLANCE.

The example shows print applications in progressive and progressive plus layouts (further information can be found in the Detail Standards)

Headline in BMW Type Next Light   Pairing   Core brand

Possible progressive layout (subbrand)

Optional brand claim

Possible progressive plus layout (core brand)

APPLICATION PRINCIPLES IN PROGRESSIVE AND PROGRESSIVE PLUS LAYOUTS. PRINT MEDIA.

Progressive layout using the example of a DIN format – free headline design in progressive plus layout

The application principles shown here also apply to the „pairing" of the subbrands.
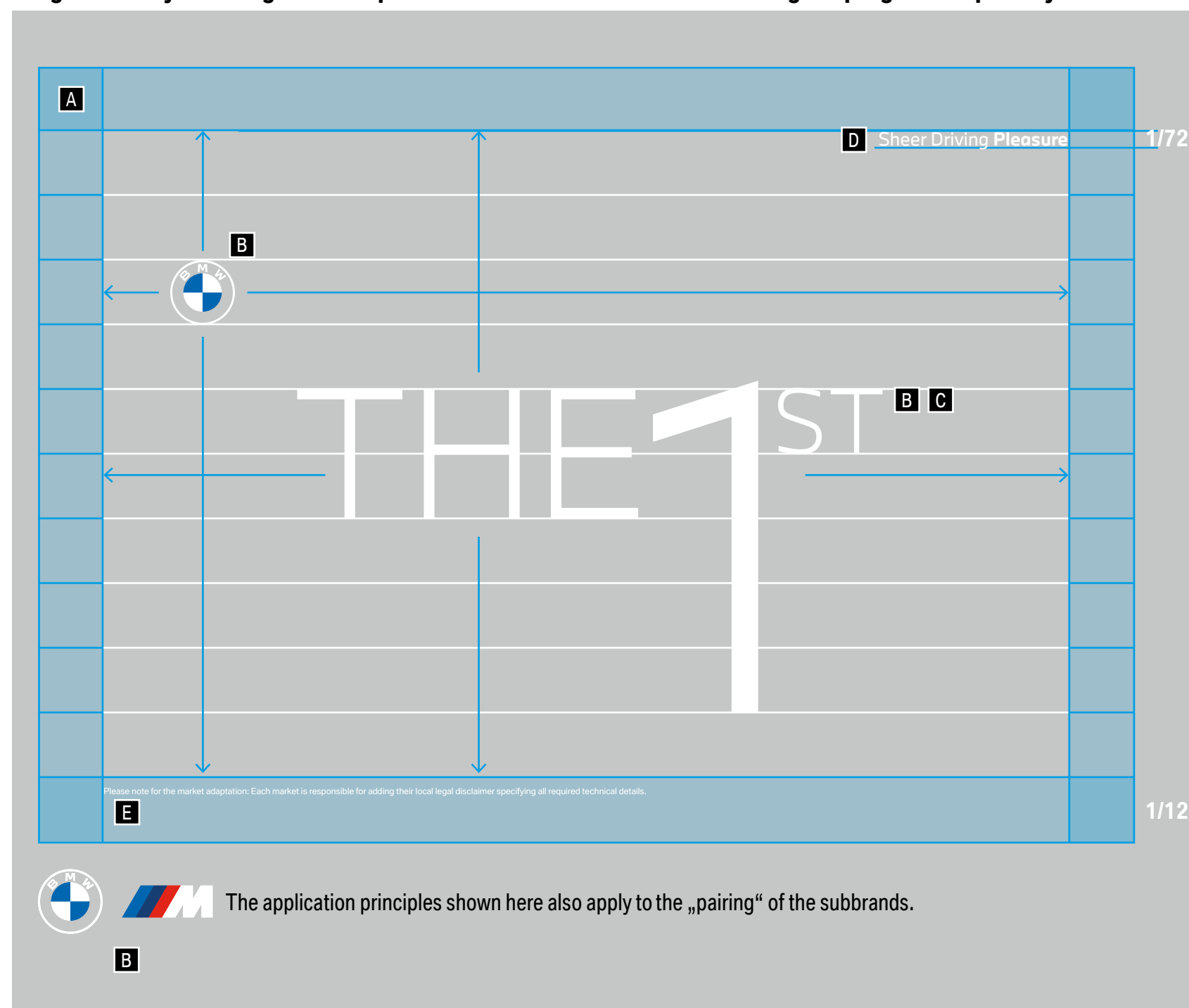
The minimum size of the symbol in all formats is 1/12 of the shorter format side. The designer is responsible for the size of the symbol under the premise to ensure their legibility. The protection space around the symbol must be taken into account.

A The type area corresponds to 1/12 of the shorter format side, extreme formats can diverge from this principle. Within the type area no communicative elements can be placed other than the image material and the legal disclaimer. Exception: headlines in progressive and progressive plus layout.

B Communicative elements can be freely placed in the type area. The image material, text and image axes are to be considered for a harmonic composition.

C The typographical possibilities are shown in exemplary layouts at the end of this document.
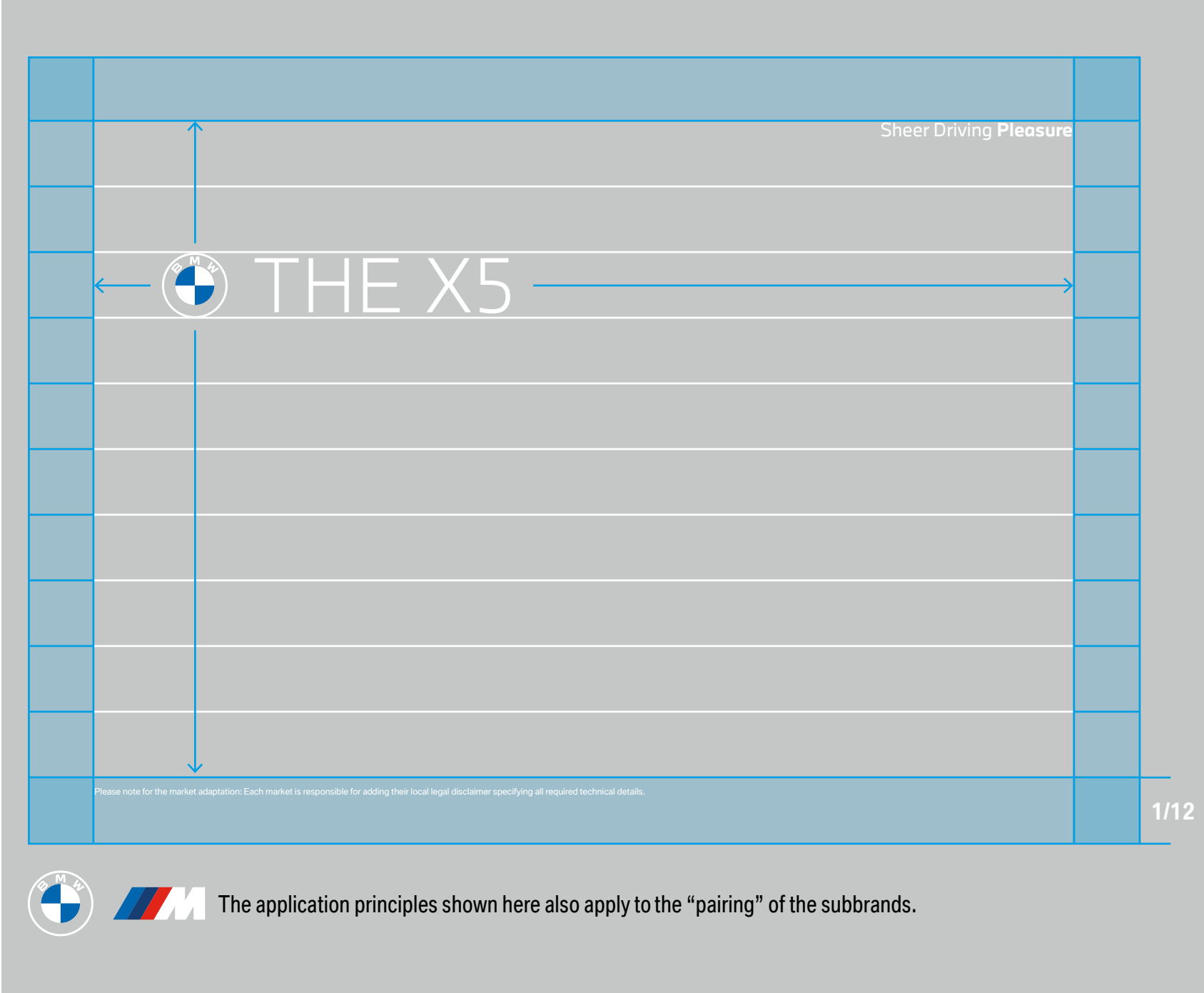
D The brand claim is optional and is placed in one of the four corners within the type area.

E The legal disclaimer is placed at the bottom located within the protection space. Its placement should not touch upon the other communication elements. It must be implemented according to the country-specific requirements.

Exemplary layouts from page 20.
Further information can be found in the Detail Standards.

APPLICATION PRINCIPLES IN THE DEFAULT LAYOUT. PRINT AND DIGITAL MEDIA.

Default layout using the example of a DIN format

Sheer Driving **Pleasure**

THE X5

Please note for the market adaptation: Each market is responsible for adding their local legal disclaimer specifying all required technical details.

1/12

The application principles shown here also apply to the "pairing" of the subbrands.

The application principles in the default layout correspond to the one shown for the progressive layout.

Only the "block formation" between the symbols and head-lines differs from the progressive layout.

The proportions between the symbols and the various head-line options described in the chapter "Type and Typography" must be observed.

APPLICATION EXAMPLE FOR SPATIAL MEDIA. EXPERIENTIAL FORMAT.

Application example in the spatial context of the core brand (e.g. in-depth exhibition room)

The symbol pairing between the core brand and the subbrands are not used at trade fairs and BMW events, if sub-brands are already in the BMW environment.

Application example subbrand exclusive event (e.g. closed room)

For subbrand specific events (= events outside of a super-ordinate BMW core brand environment) the symbol pairing is used.

The BMW symbol in the spatial context coincides in its formal expression with the symbol for print and digital applications.

The source for new physical and self-luminous symbols for event applications will be announced as soon as possible. If there is any urgent need on one of your event platforms / events, please contact the specialist department CB-43 "Motor Shows BMW Group, Events BMW", which can check the rental of symbols for the trade fair stand.

Physical symbol applications in retail (OCS / Welcome Element) are currently not planned.

Further details can be found in the CI Standards "The BMW Brand Design principles for trade fairs and events".

8 LANGUAGE USAGE.

THE BMW TERMINOLOGY SYSTEM. SPELLINGS IN HEADLINES AND BODY COPY.

A comparison of the spelling of common BMW terms

Spelling in headlines	Spelling in body copy
BMW 6er GRAN TURISMO	BMW 6er Gran Turismo
BMW 3er LIMOUSINE	BMW 3er Limousine
BMW 540i xDrive	BMW 540i xDrive
BMW Z4 ROADSTER	BMW Z4 Roadster
myBMW	myBMW
BMW iNEXT	BMW iNext
BMW CONNECTED DRIVE	BMW ConnectedDrive
xDRIVE	xDrive
BMW M PERFORMANCE PARTS	BMW M Performance Parts

There are special rules for the spelling of BMW specific terms and technologies. Deviating from the mixed spelling, some BMW terms in capital letters can be separated from each other with a space for optimal readability.

Fixed wordmarks of offers (e.g. Original BMW Parts and Accessories, BMW Individual or BMW Financial Services) will continue to be set in bold.

The BMW wordmark will be set in bold, when it acts as a sender. For communicative uses the light typeface is used.

The BMW wordmark will not be changed and, with the exception of correspondence media, is not used by itself. Furthermore, it must not be connected to other terms with hyphens. Typographical additions (apostrophes, full stops, etc.) may not be added.

BMW wordmark spelling

BMW — BMW wordmark bold

BMW — BMW wordmark light
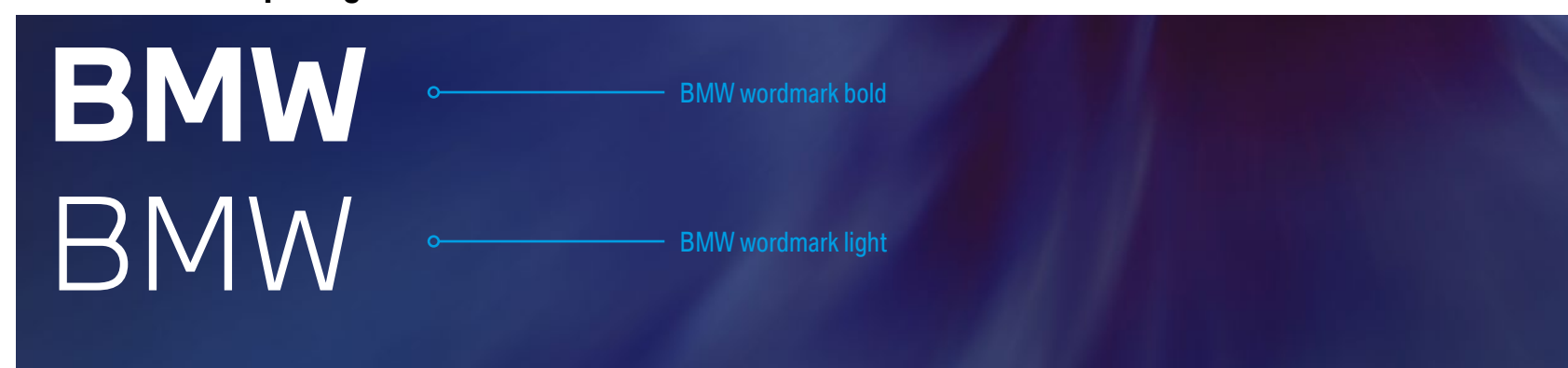
WRITTEN AND ORAL LANGUAGE.

Oral use of language

Use of High German
- for comprehensibility throughout Germany and
- for the transfer of competence and expertise.

Use of the Mid-Atlantic Accent in English
- for better comprehensibility in the USA and the United Kingdom and
- for universal applicability.

Written language use

Basically the rules of the respective language apply.
- German: Basically the rules of the new German spelling according to Duden (if not explicitly defined otherwise).
- English: In principle, the rules of the Oxford English Dictionary apply.

9 APPLICATION EXAMPLES.

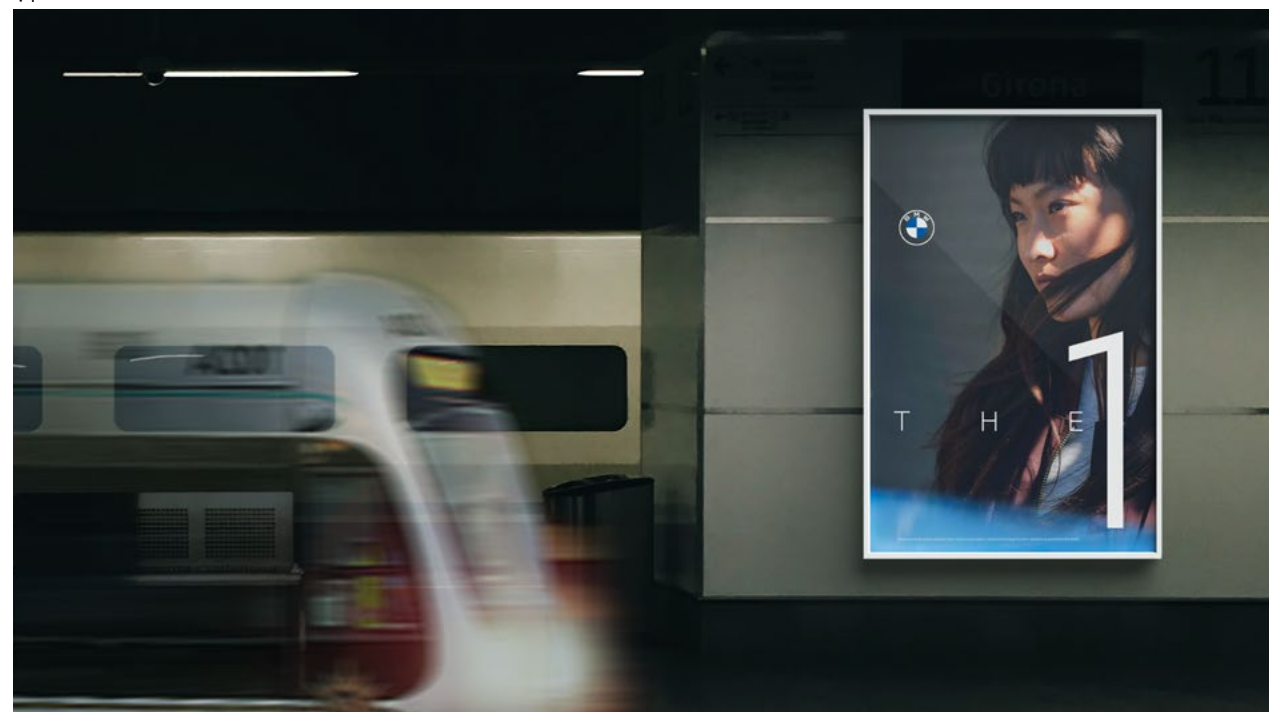## RECOMMENDED SYMBOL SIZES IN DIFFERENT FORMATS. PRINT AND DIGITAL MEDIA.

Newspaper ad:
Smallest symbol size 1/12 of the shorter format side.

Newspaper ad:
Recommended symbol size 1/10.
*1

City light poster:
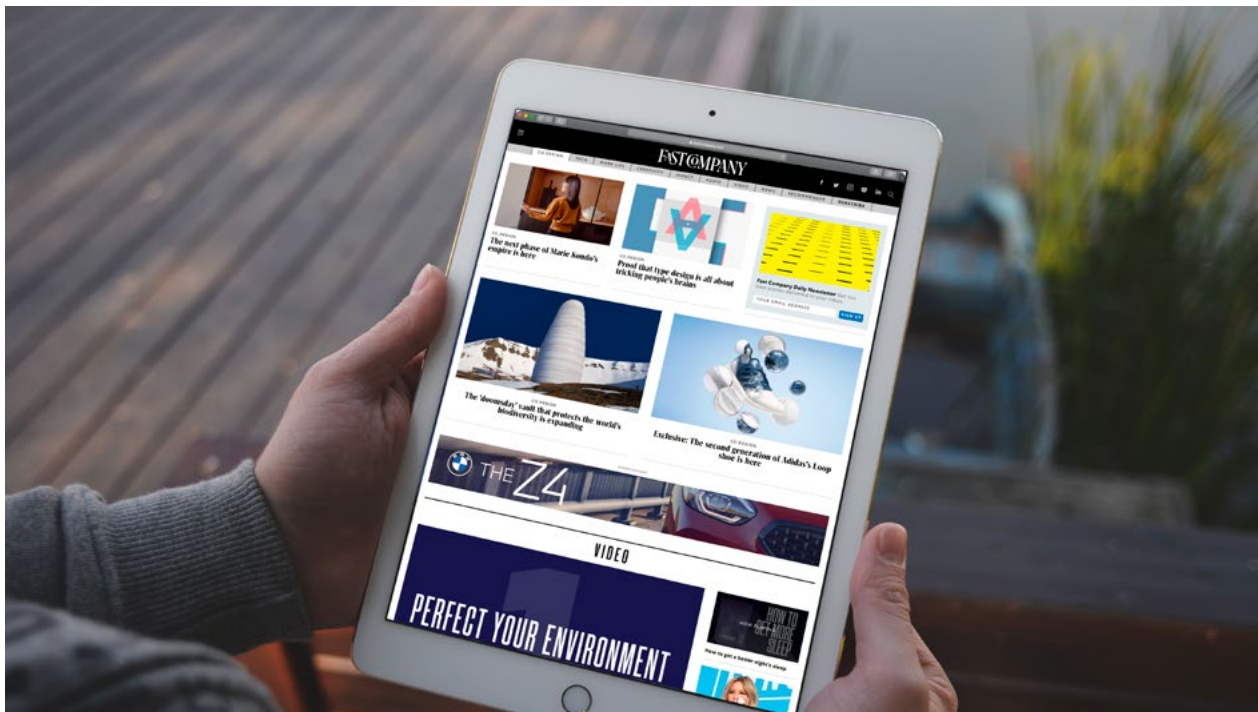Symbol size 1/8 of the shorter format side.

Large format poster:
Symbol size 1/8 of the shorter format side.

Flyer DIN long:
Symbol size 1/8 of the shorter format side.

Online and mobile advertising banners:
Symbol size 1/6 of the shorter format side.

Online and mobile advertising banners:
Symbol size 1/6 of the shorter format side.



300 x 600 px: symbol size
1/6 of the shorter format side.

300 x 250 px: symbol size
1/6 of the shorter format side.

120 x 90 px: symbol size
1/6 of the shorter format side.

Stopper display:
symbol size 1/4 of the shorter format side.

160 x 600 px: symbol size
1/4 of the shorter format side.

120 x 30 px: symbol size 1/2 of the shorter format side.

728 x 90 px: symbol size 1/2 of the shorter format side.

Online and mobile advertising banners:
symbol size 1/2 of the shorter format side.

Banner:
symbol size 1/2 of the shorter format side.

VISUALISATIONS OF THE BMW BRAND DESIGN. PRINT AND DIGITAL MEDIA.
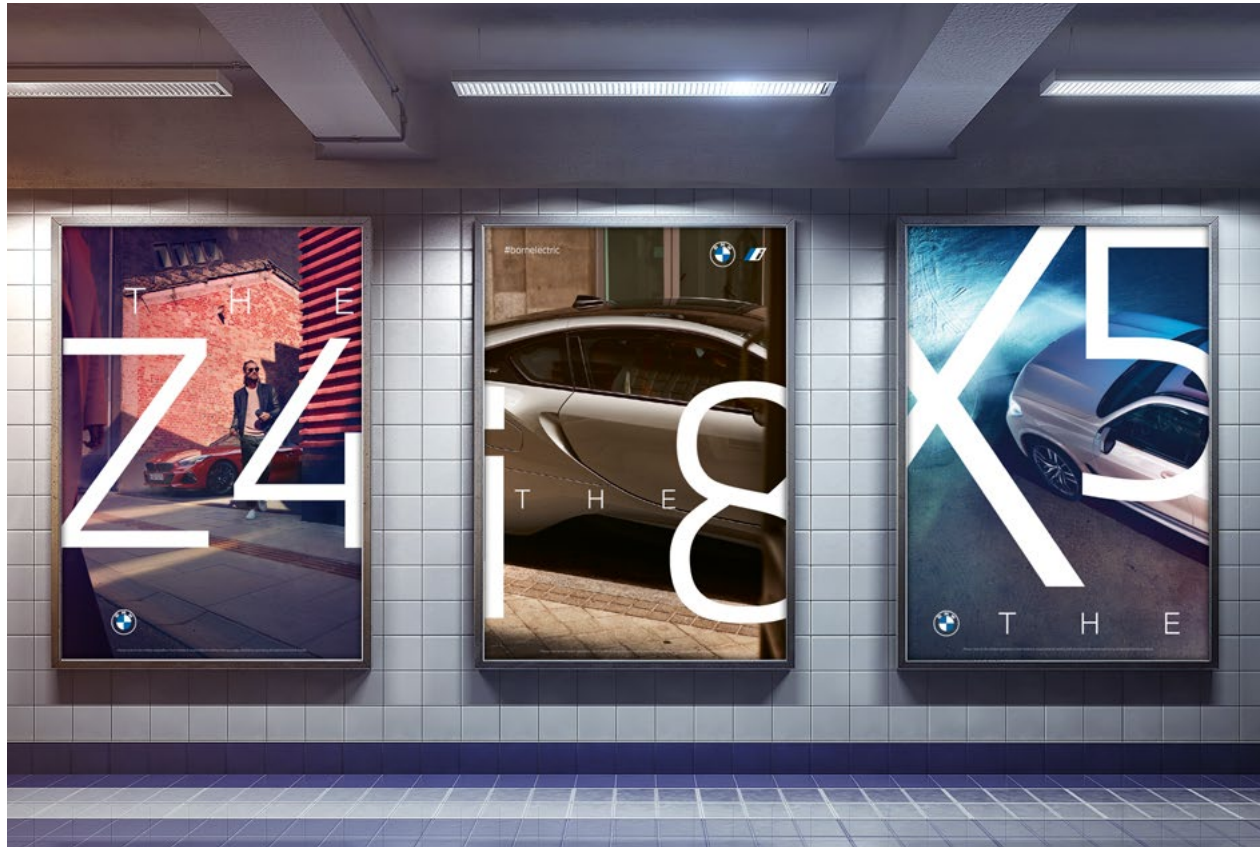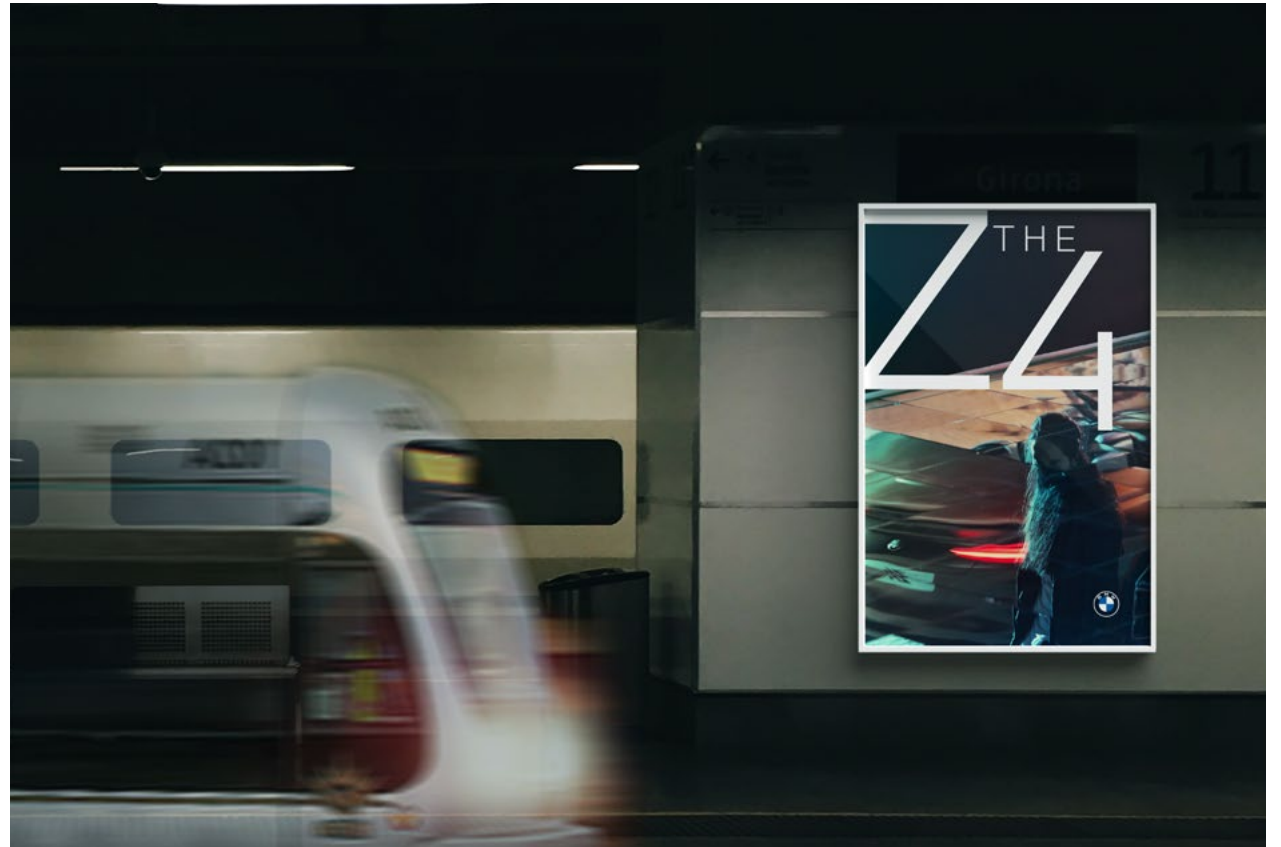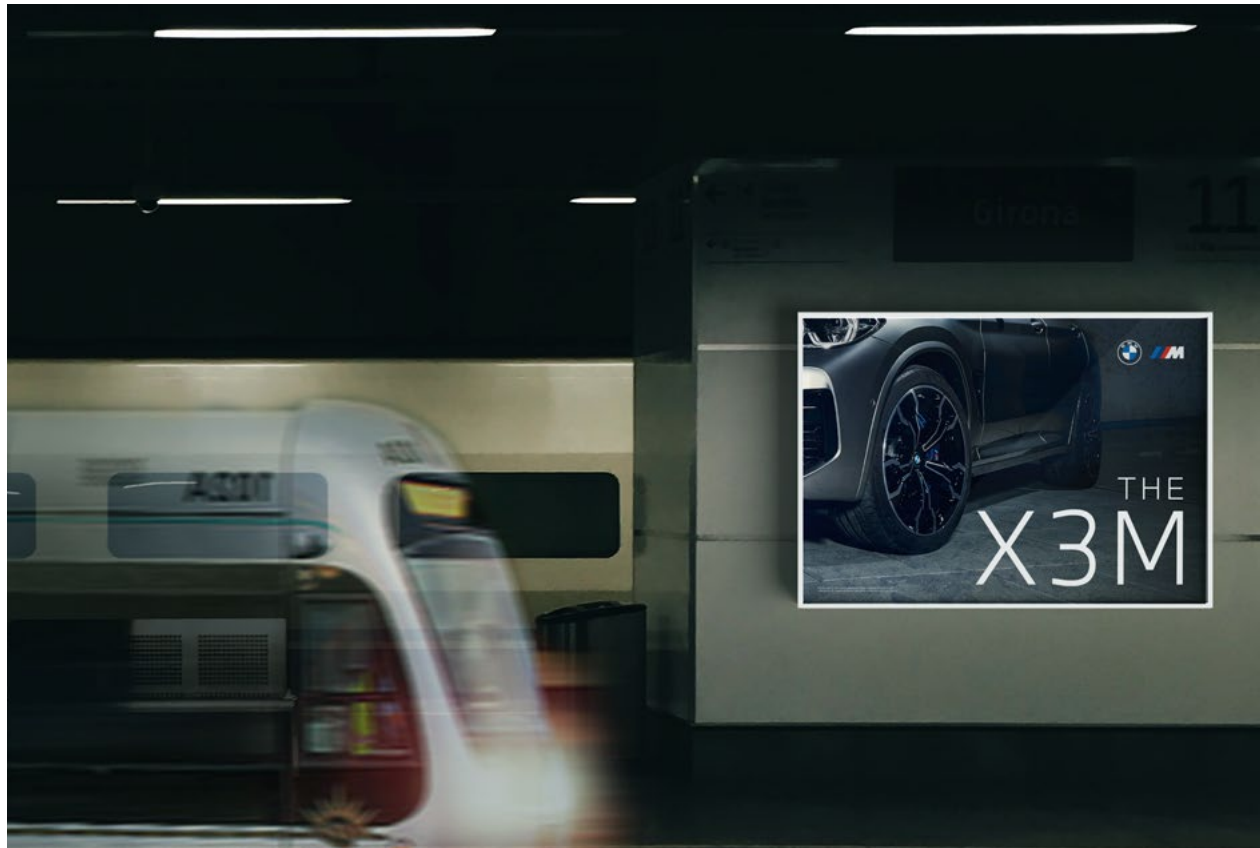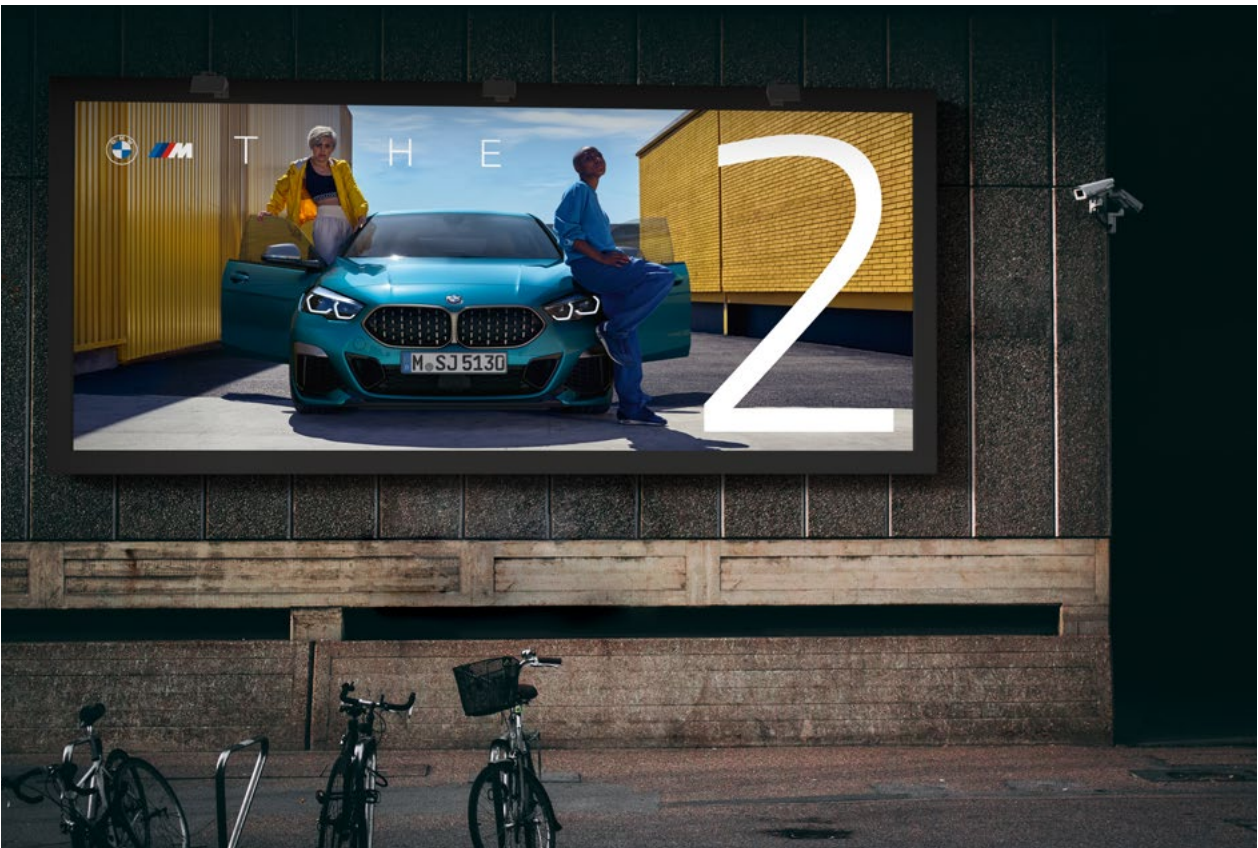
*1

*2

*3

*1

*2

*3

*4

*5

*6
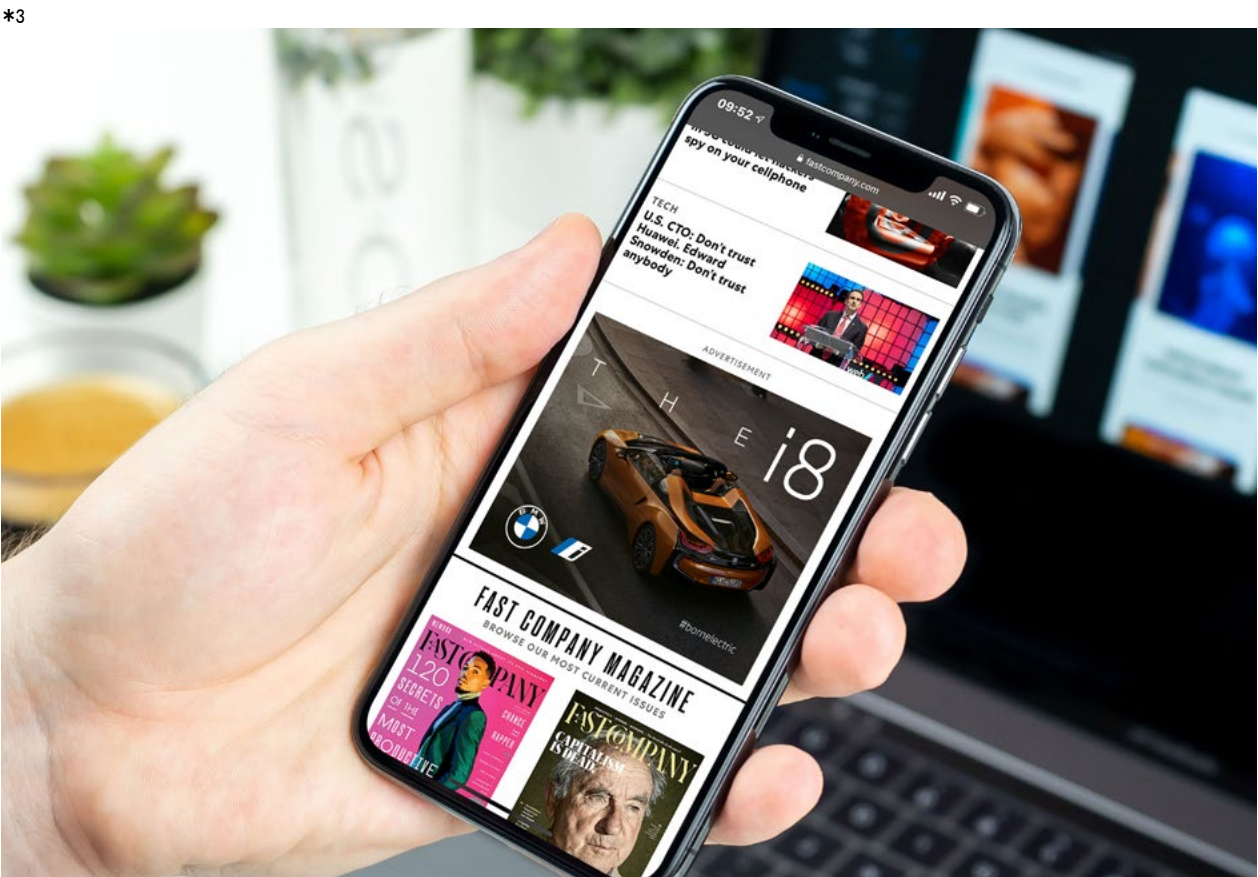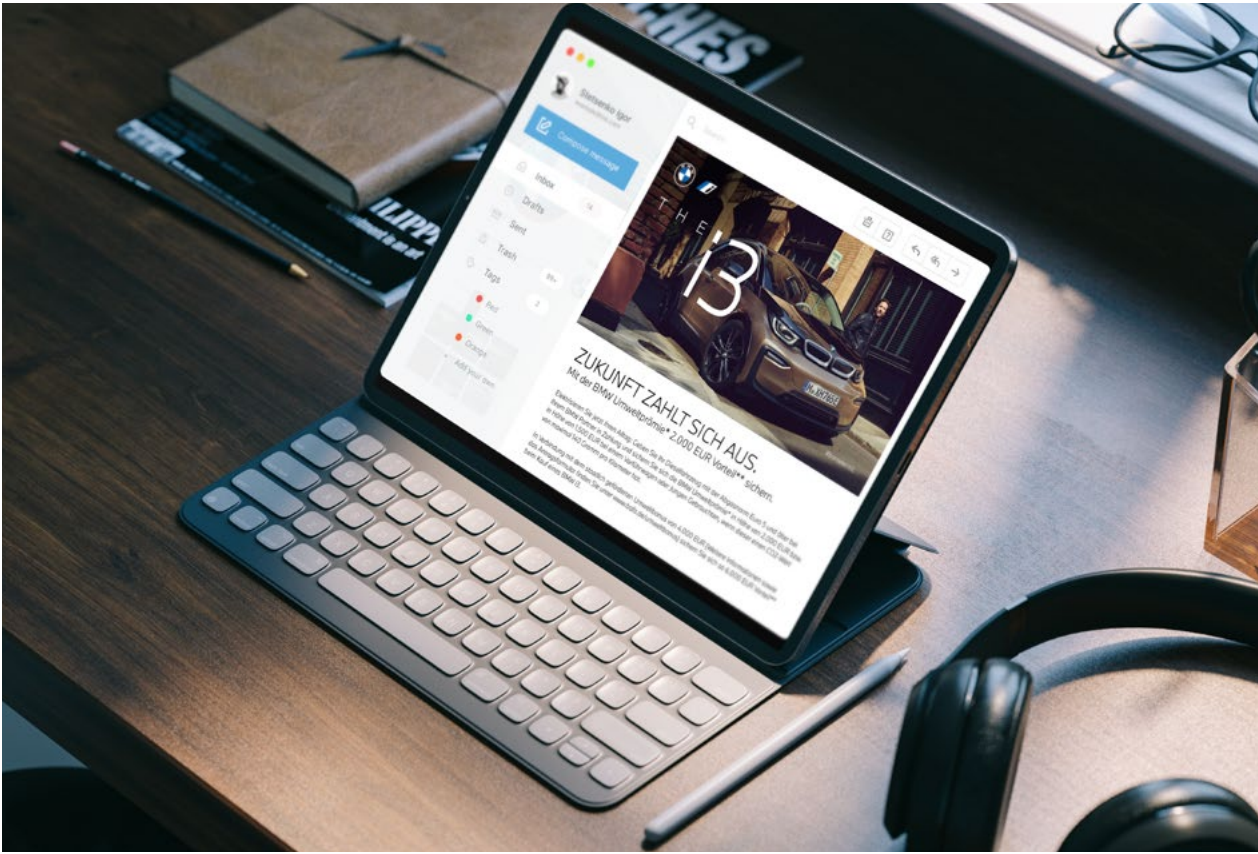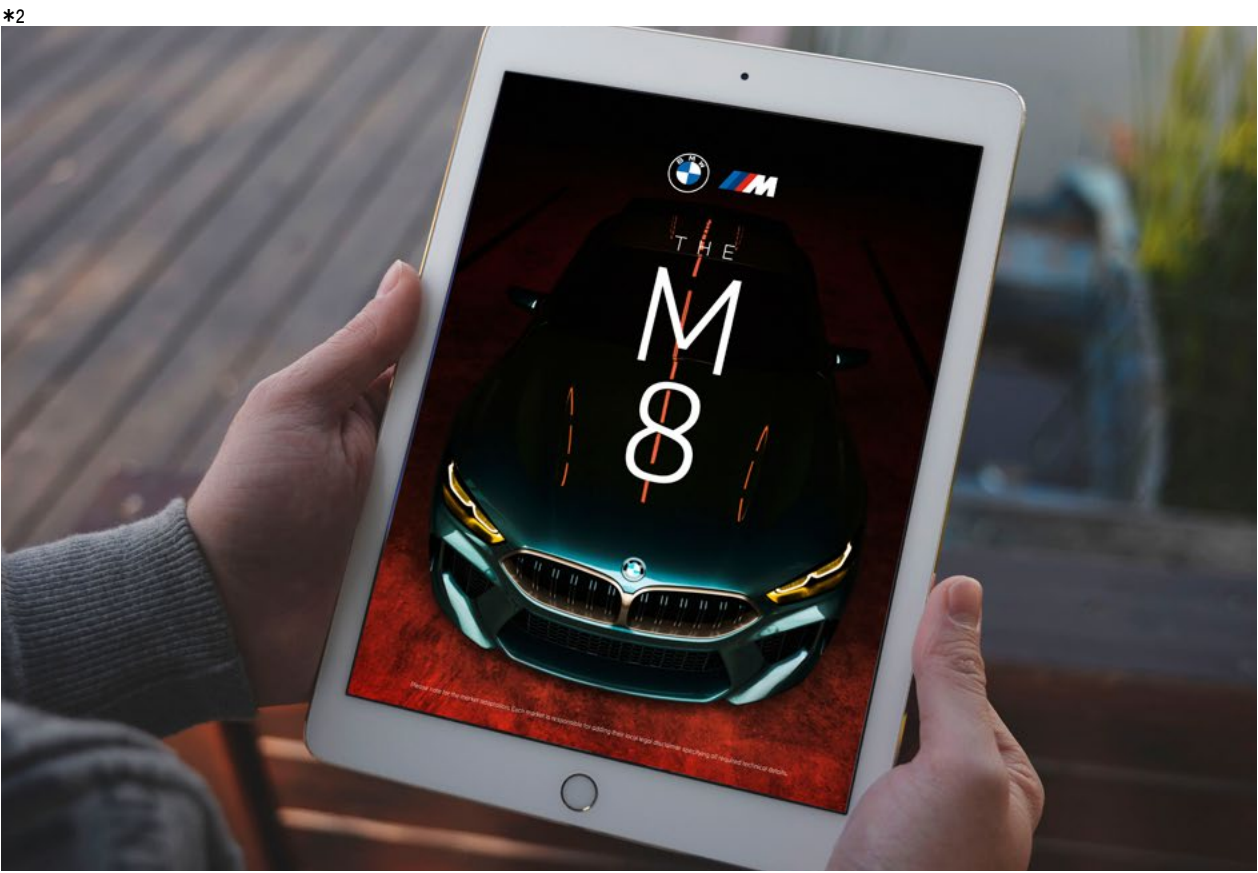
*1

*2

*3

*1

*2

LIST OF REFERENCES.

Page 08: Image *1, Mockup designed by www.freepik.com
Page 20: Image *1, Mockup of Mhd Muradi, graphiclist.com
Page 21: Image *1, Mockup of www.graphicwallet.com
         Image *2, Mockup designed by www.freepik.com
Page 22: Image *1, *2, Mockup designed by www.freepik.com
         Image *3, Mockup of www.free-mockup.com.
Page 23: Image *1, *2, Mockup designed by www.freepik.com
         Image *3, *4, *5, *6, Mockup of Mhd Muradi, graphiclist.com
Page 24: Image *1, Mockup of Dribbble Graphics, www.behance.net/dribbble-graphics
         Image *2, *3, *4, *5, *6, *7, *8, Mockup of Mhd Muradi, graphiclist.com
Page 25: Image *1, *2, Mockup designed by www.freepik.com
         Image *3, Mockup of mockuphero.net
         Image *4, *5, Mockup of freemockupzone.com
         Image *6, Mockup of designhooks.com
Page 26: Image *1, Mockup of Mhd Muradi, graphiclist.com
         Image *2, Mockup roll-up of www.free-mockup.com
         Image *3, Mockup newspaper designed by www.freepik.com
Page 27: Image *1, *2, Mockup of Mhd Muradi, graphiclist.com

CONTACT PARTNERS.

Identity Net
Intranet: https://smp.bmwgroup.net
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Internet for dealers / importers (S-Gate): https://smp.bmwgroup.com

CI Helpdesk
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Telephone: +49 89 232 - 38 70 09 00
(Telephone service, Tuesday: 1 pm – 6 pm, Thursday: 9 am – 1 pm)

Corporate and Brand Identity BMW Group,
Communication Design Customer Contact BMW
CB-10

BMW Group PLAZA
CI Group on BMW Group PLAZA
(access for internal departments only)

Disclaimer
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BECOME A BRAND AMBASSADOR.

What defines the value of the BMW Group and its brands?
How does brand management work?
Why are customer orientation and Brand Behaviour key success factors?

The answers to these questions are provided by the Brand and Customer Institute. After all, powerful brands create values. However, it is you that bring them to life.

For details, see:
https://smw.bmwgroup.net/en/group/smw/sales-retail-baci

CONTROL INFORMATION.

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2.0	Restructuring of the topics, inclusion of the BMW icon set and of BEV/PHEV hashtag.	A. Dannerbeck, CB-10 28/02/2020	N. van Ham, CB-10, 02/03/2020	J. H. Blickhäuser, CB-10, 02/03/2020	

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