

BMW CLUBS.

GUIDELINE APPAREL & ACCESSORIES.



BCCM, 12th Dec. 2017

BMW GROUP THE NEXT 100 YEARS 



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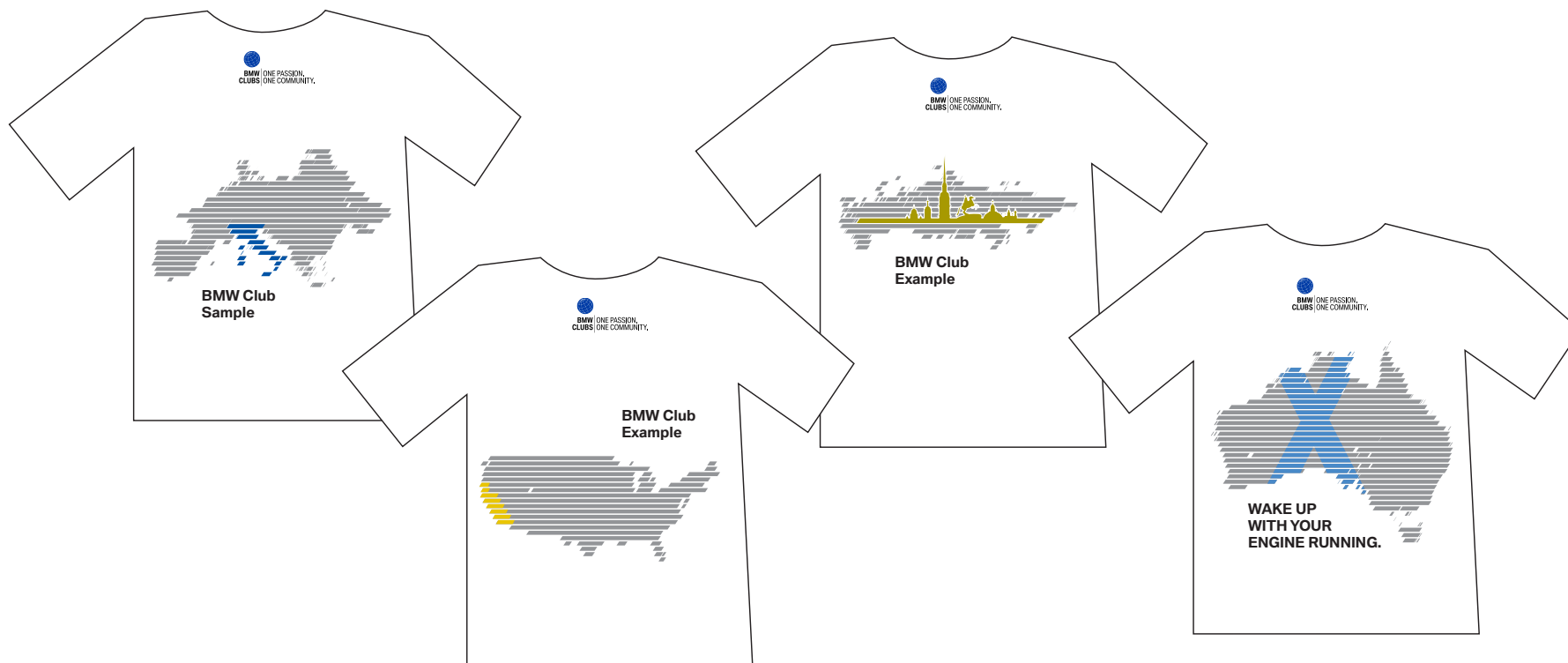
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THE BMW CLUBS COLLECTION 2017/2018. MORE COMMONALITY – GREATER INDEPENDENCE.

Promoting the specific identity of the individual BMW Clubs whilst at the same time establishing a clearly visible common appearance for the club apparel – a challenge we volunteered to rise to. The result is a collection of motives, which may either be used without any modifications or personalised by the Clubs.

With our new and common policy, BMW Clubs all over the world are able to show their independence as well as their affiliation with the brand and among each other. True to the spirit of our motto “ONE PASSION. ONE COMMUNITY“.

In addition to providing detailed information on our current collection and its motives, the document at hand features everything worth knowing about the production of new club apparel: Colour definitions, dimensions and positioning of the logos, and the proper selection of the correct templates for printing.



THE NEW VISUALS. OVERVIEW OF BASIC MOTIVES.

America



Europe and Russia

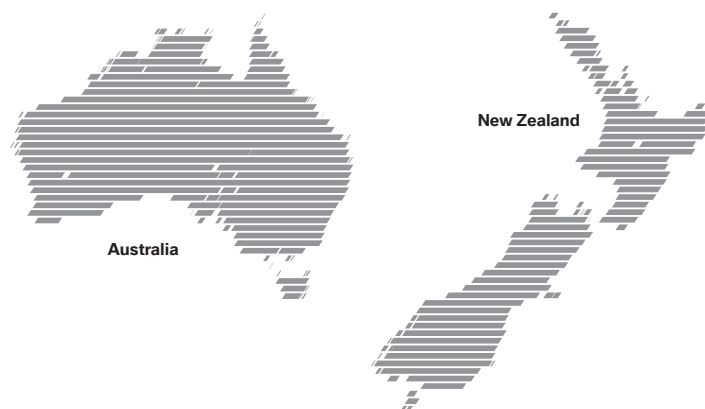


World



The dimensions of the visuals were chosen to cover the entire width of the back to where the respective motive may be fully capitalised. For this reason, the proportions of countries and regions in this overview do not correspond to the reality.

Australia and New Zealand



Africa



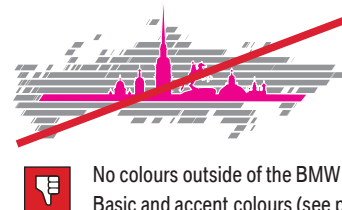
Asia



THE NEW VISUALS. PERSONALISATION AND POSITIONING.

When personalising the visuals, please ensure that the template satisfies the high quality requirements associated with the BMW brand. For this reason, please observe the notes outlined in the BMW Club CI Guideline No. 5, particularly those on page 11. The specifications that refer to the club signet apply in analogy also to the visuals of the BMW club apparel. Please refer to the following page for information on colours.

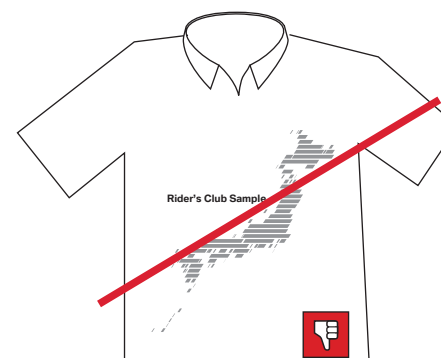
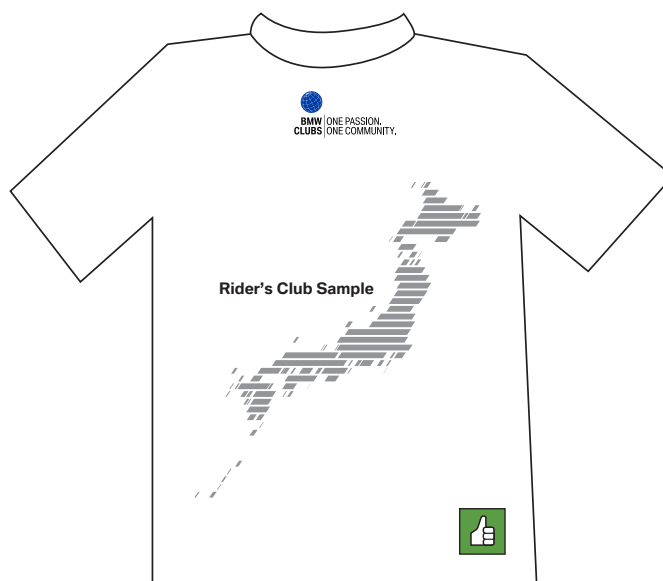
When it comes to shirts and sweaters, all motives – apart from logos – are generally positioned on the back. Please refer to pages 16 and 17 for the dimensions and positioning of your own club logos, the “Council” logo and the “ONE PASSION. ONE COMMUNITY.” logo. Jackets will – in line with the discreet colour scheme (see page 7 for details) – feature logos only, any other motives are avoided.



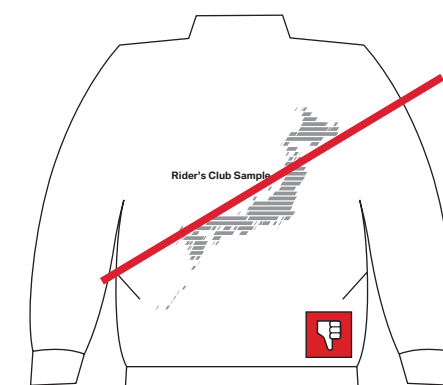
No colours outside of the BMW club Basic and accent colours (see page 6)



Two colours max. are used for a visual (either two basic colours or one each basic and accent colour – see page 6).






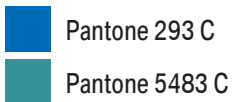
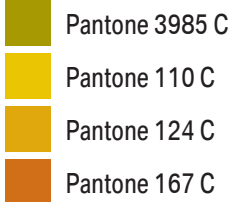


No visuals on the front



No visuals on jackets

THE WORLD OF COLOURS. BASIC AND ACCENT COLOURS.

Two groups of colours were defined for the colour scheme of club apparel. The discreet basic colours symbolise our values and sophistication and also emphasise the respectability of the BMW brand. The more powerful accent colours are used selectively and in a targeted manner. They express power, energy, and passion to thus convey the sporty and dynamic aspects of the brand.

| Basic colours | Accent colours | Season 2017 / 2018 | Prohibited colours |
|---|--|---|--|
| <p>Neutral basic colours:</p>  <p>White Neutral grey Black</p> <p>Cold basic colours:</p>  <p>Cold grey Greyish blue</p> <p>Warm basic colours:</p>  <p>Warm grey Earthy colours</p> | <p>Muted colours that provide an intensive contrast with the basic colours without being obtrusive.</p> <p>Cold accent colours:</p>  <p>Pantone 293 C Pantone 5483 C</p> <p>Warm accent colours:</p>  <p>Pantone 3985 C Pantone 110 C Pantone 124 C Pantone 167 C</p> <p> Clubs with a BMW M reference may additionally also utilise the colours Pantone 279 C, 654 C, and 186 C.</p> | <p>In order to establish a colour connection between the club apparel, whilst at the same time providing a differentiation from the collections of previous years, we recommend using two accent colours each, varied every year.</p> <p>Until the autumn of 2018, our recommendation is Pantone 293 (blue) for automobile clubs and Pantone 124 (ochre yellow) for motorcycle clubs. Mixed clubs may utilise both colours.</p> | <p>Pure colours with a high luminosity are not used.</p>  <p>Sky blue Turquoise / Mint Leaf green Apple green Lemon yellow Sunflower yellow Signal orange Signal red Magenta / Pink / Rose Violet</p> |

JACKETS, SWEATERS AND SHIRTS.

With their apparel, the members of official BMW clubs function as ambassadors of the BMW brand. It is consequently of tremendous importance that the material and workmanship of the garments, but also the design and print of all motives, take into account the premium claim, the respectability, and sporty character of the BMW brand. When selecting your textiles, please select merchandise with a top-grade finish in line with the above, respect the colour specifications, and obtain information on the utilisation of the correct print templates for the logos (see page 10 following).

Jackets

Neutral or cold basic colours are primarily used for **synthetic jackets**. **Jackets made of natural fibres or leather** are kept in neutral or warm basic colours.

To match the discreet colours of the jackets, they will be branded only with your own club logo and – optionally - the “Council” logo and the “ONE PASSION. ONE COMMUNITY.” logo.

All other motives and large prints are reserved for shirts and sweaters, which also applies to the accent colours.

Manufacturer logos

The CI Guidelines of BMW do not permit any display of the BMW logo together with other brand logos (with the exception of those of our official partners). Visible manufacturer logos on your textiles should consequently be removed or covered with your own sew-on patches.

Sweaters and shirts

When it comes to sweaters, hoodies, polo and T-shirts, basic as well as accent colours may be employed. Please pay attention to a harmonious colour combination (either tone-in-tone with basic colours or high-contrast with accent colours).



Top row: Jacket and shirt in basic colours



Bottom row: Jacket in basic colour, shirt in accent colour

CAPS.

The same recommendations that apply to jackets are also expressed for the colour selection of headgear: Cold basic colours are most suitable for caps made of synthetic materials; warm basic colours are an excellent match for leather, wool or other natural materials. Moreover, colours that are as similar as possible to accent colours may also be selected for caps. When it comes to caps, please also respect the requirements regarding quality and workmanship of material and print (see previous page).

Rasterised and two-dimensional motives

Irrespective of the cap's colour, motives with gradients and soft edges are always printed on either white sew-on patches or flock film (iron-on film).



Two-dimensional motives (without raster / gradients) with clearly limited edges may directly be printed onto white or very light-coloured textiles (silkscreen print).



Please refer to pages 10 and 11 for a differentiation between two-dimensional and rasterised motives (using the example of the BMW logo).

Coloured backgrounds



One of the following options is selected for coloured backgrounds (dark basic colour or one of the accent colours):

- white monochrome silkscreen print or embroidery (for dark backgrounds)
- black monochrome silkscreen print or embroidery (for light backgrounds)
- sew-on patch or flock film (iron-on film)

In case of sew-on patches/flock film, please respect the rules on the size of the white space around the respective logo and for sew-on patches, also the specifications regarding the seam (see page 15).

Manufacturer logos

The CI Guidelines of BMW do not permit any display of the BMW logo together with other brand logos (with the exception of those of our official partners). Visible manufacturer logos on caps should consequently be removed or covered with your own sew-on patches. Should both not be possible, please ensure that manufacturer logos and our own branding are located on different sides of the cap.

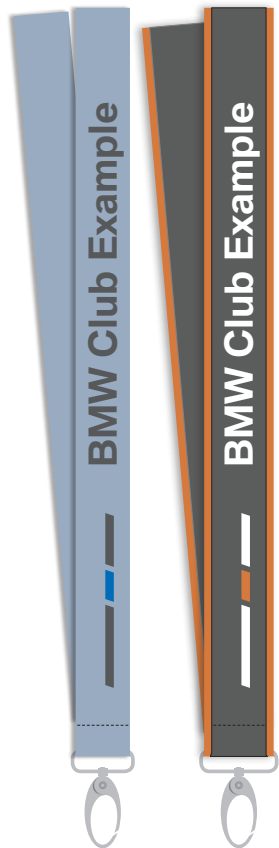
Wool



Sew-on patches are also used for wool or other materials that may not be directly printed.

LANYARDS.

Variants



- Flat strap 20mm
- Sew-on strap 25 / 20 mm

Colours and contrasts



If a cold basic colour is used for the strap, a cold accent colour will be used for the print. Warm basic colours are combined with warm accent colours. Cold as well warm accent colours may be used for neutral strap colours.

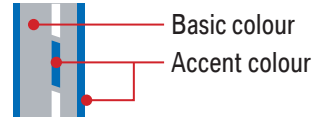


If an accent colour is used for the strap, only black, white, and grey may be used for the print.



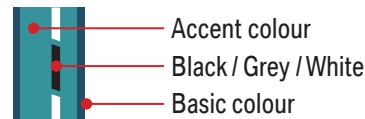
No similar degrees of brightness: Sufficient contrast between strap colour and print is mandatory.

Sew-on straps

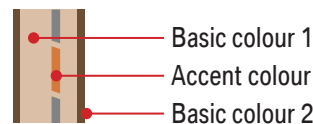


If the lower strap is kept in an accent colour, the same accent colour will be used for the print.

A harmoniously matching basic colour with a strong contrast should be used for the upper strap.



If the upper strap features an accent colour, a harmoniously matching basic colour with a strong contrast should be selected for the lower strap. Black, white, and shades of grey are available for the print.



If both straps feature a basic colour, two different brightness levels of the same colour should be used. A matching accent colour is then used for the print.

Hooks and closures



High-grade snap hooks (karabiners) are used (droplet or U-shaped, high-gloss chrome plated or matted). Avoid standard miniature snap hooks, simplex hooks, and brass-coloured pendants.



No plastic closures or metal-plastic combinations may be used for lanyards with buckles where the lower part may be removed. Closures made of high-gloss chrome-plated or matted metal are permissible and may also be upgraded with an engraving.



In order to minimise the risk of injuries, all lanyards should be equipped with a safety closure.

YOUR OWN CLUB LOGO – STANDARD VERSION WITH COLOUR GRADIENTS.

The standard version of the BMW club logo utilises the BMW logo with colour gradient. This (rasterised) version may be applied to textiles and accessories using digital or transfer print only.

Please refer to pages 11/12 for any type of production using silkscreen print, embroidery or any kind of engraving on metal accessories or leather embossing.

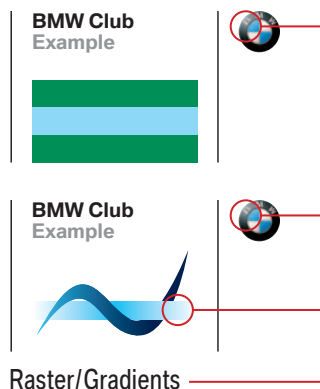
Basic

- Standard version of the club logo with rasterised version of the BMW logo (left).

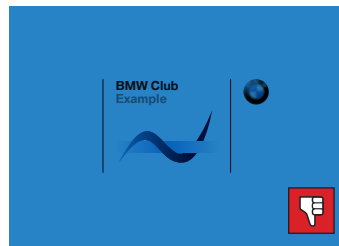


For comparison: The version without raster (colour gradient) to the right.

- Gradients and soft edges will also be possible for your own graphics.



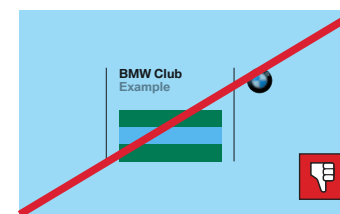
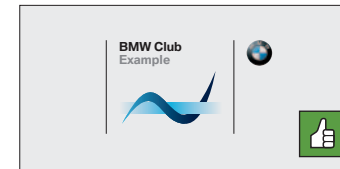
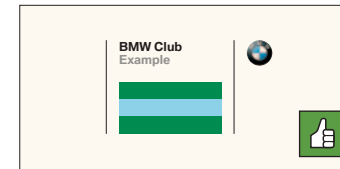
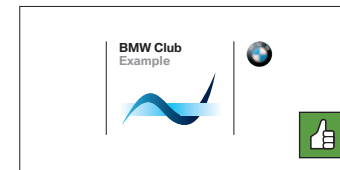
Coloured background



- White print will usually not be possible using digital or transfer print. On a coloured background, the colour of the respective background would thus be visible instead of the normally white spaces.

- The solution for coloured textiles will be a white sew-on patch, white transfer material (flock film, iron-on film) or a white sub-print. Please refer to page 15 for further information.

White background



- For direct prints the background should always be pure white.

- Provided that in the overall impression the BMW logo still appears as “white with a slight tint”, a very light coloured background may also be tolerated. (Reference value for the background brightness is a grey tone / total colour application of less than 10%).

- If this value is exceeded, a distinct shade will be noticeable in the white part of the BMW logo. Direct print will no longer be permissible in this case.

YOUR OWN CLUB LOGO – SPECIAL VERSION WITH NO COLOUR GRADIENTS.

If the logo is to be embroidered on textiles and/or applied by way of silkscreen print, the normal, rasterised template may not be used. A separate two-dimensional version of the BMW logo without raster/colour gradients is available for this purpose. This template may be used as a substitute for the rasterised version in your club logo. If rasterised elements (colour gradients/soft edges) appear in your own graphics, these will also have to be replaced by monochrome surfaces.

If you wish to have a monochrome print/embroidery realised or if you plan to engrave your club logo on an accessory or emboss it on leather, please see the next two pages.

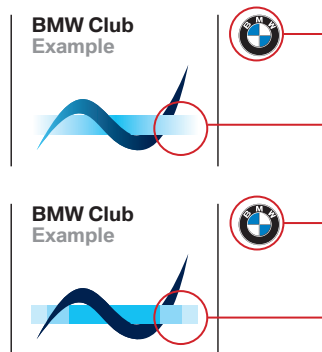
Basic

- Special version of the club logo with two-dimensional version of the BMW logo (left).

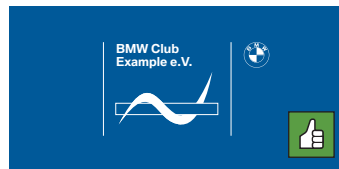
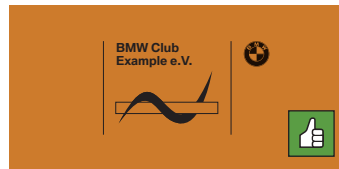


For comparison: The regular version to the right.

- In your own graphics, gradients will also have to be replaced by monochrome surfaces with sharp edges.



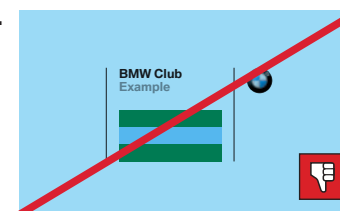
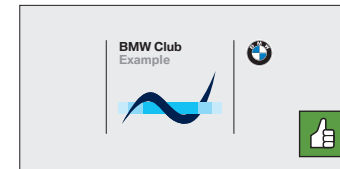
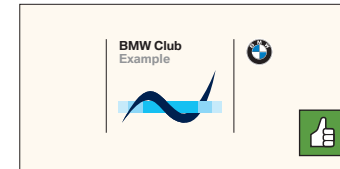
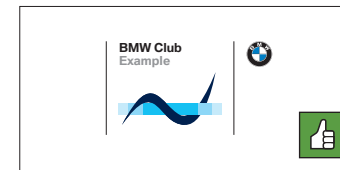
Coloured background



- The BMW logo may be represented correctly by way of silkscreen print and/or as embroidery on coloured backgrounds. The additional white colour required will, however, render production more complicated and expensive. There is furthermore a danger that the contrast between the background and other elements is too low, which will reduce their visibility.

- We consequently recommend using one of the following options for coloured textiles: White sew-on patches and/or flock film (see pages 10 and 15). Black or white monochrome print (see page 12).

White background



- If the logo is to be printed or embroidered directly, the background should always be pure white.

- Provided that in the overall impression the BMW logo still appears as “white with a slight tint”, a very light coloured background may also be tolerated. (Reference value for the background brightness is a grey tone / total colour application of less than 10%).

- If this value is exceeded, a distinct shade will be noticeable in the white part of the BMW logo. Direct print or embroidery will no longer be permissible in this case.

YOUR OWN CLUB LOGO – MONOCHROME.

Your club logo may also be printed in a monochrome black or white version on monochrome apparel or on monochrome sections. If you rather wish to have the logo embroidered in black or white, you may utilise the file for the black/white silkscreen print to have an embroidery program prepared.

Engravings will make metal usually appear darker. You should consequently utilise the same file for engraving that you would also use for black print on a white background. A further separate version of the BMW logo is available for blind embossing (e.g. on a leather jacket, a wallet or a key fob made of leather). Make sure to use this embossing template and proceed as you would for a black silkscreen print when adapting your club logo.

Basic

- The respective templates of the BMW logo are available for a special black or white monochrome version of your club logo. In order to ensure the correct representation, make sure to utilise the proper file.

Black on a light background:

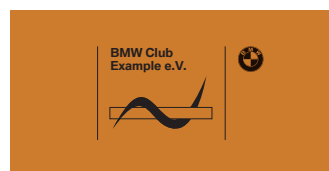


White on a dark background:

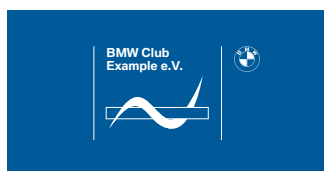


- You will also need to adapt your own graphics so that they consist of a monochrome line drawing only and no longer contain any raster (gradients, soft edges).

Black version for light backgrounds:

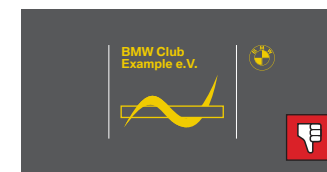
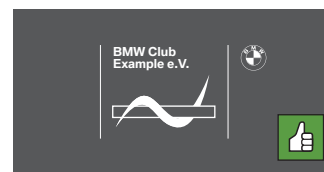


White version for dark backgrounds:

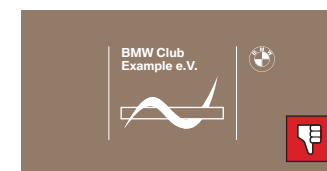
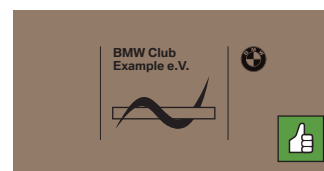
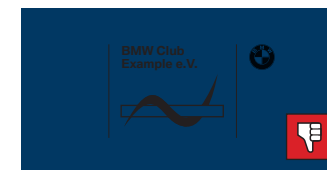
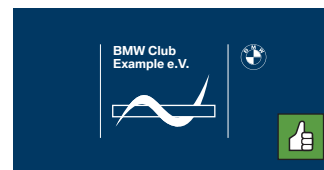


Colours

- Only black and white are available as print colours (or yarn colour in case of an embroidered logo). Other colours are not permissible.

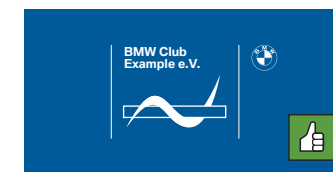


- In order to ensure excellent visibility of the motive, select the print and/or yarn colour to realise the maximum contrast possible between background and motive

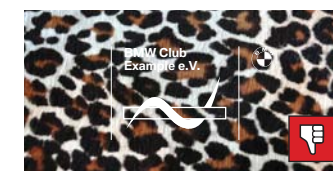
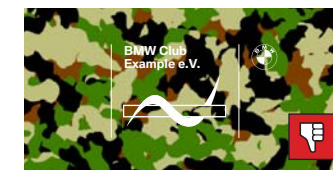


Background

- This is also the reason why printing may be realised on monochrome surfaces only.



- Patterns and strongly structured surfaces are not suitable as background.



THE LOGO “BMW CLUBS – ONE PASSION. ONE COMMUNITY.”

Ready-made templates of the “BMW CLUBS – ONE PASSION. ONE COMMUNITY.” logo are available for all common printing methods. You may also use these files for embossing the logo (e.g. on apparel or accessories made of leather), engraving the logo (e.g. on metal accessories) or to have it embroidered. In order to realise correct implementation with sufficient contrast between the logo and the background, make sure to use the proper template.

Print on light backgrounds

Print colours:

- 4-colour (4c, CMYK)
- 2-colour (Pant. 293 / black)

Background colours:

- pure white
- very light backgrounds (see notes on page 11)

Printing method:

- digital print, transfer print
- silkscreen print, embroidery



Print colours:

- 1-colour black

Background colours:

- pure white
- very light backgrounds (see notes on page 11)

Printing method:

- digital print, transfer print
- silkscreen print, embroidery



Print on dark backgrounds

Direct print:

- silkscreen print 1-colour white



- silkscreen print 2-colour (Pantone 293 + white)



Sew-on patch or flock film:



If you work with sew-on patches or flock film (iron-on film), please respect the notes on the white space (distances) and seams on page 15.

Engraving, embossing, embroidery

Please use the two templates for monochrome (black/white) print:

File for light backgrounds:

- blind embossing (independent of the background colour)
- black film embossing on light background
- laser engraving (laser engravings are usually darker than the surrounding metal)

File for dark backgrounds:

- white film embossing on dark background
- white laser engravings (there are some vendors capable of realising white laser engravings)

THE “BMW CLUBS – INTERNATIONAL COUNCIL” LOGO.

Ready-made templates of the “Council” logo are also available for all common printing methods. Please make sure to use the print file that matches the respective printing method and background colour. This is the only way to guarantee a correct representation of the BMW logo.

Print on light backgrounds



Print colours:
• 4-colour (4c, CMYK)

Background colours:
• pure white
• very light backgrounds
(see notes on page 11)

Printing method:
• digital print, transfer print



Colours:
• 2-colour (Pant. 299 / black)

Background colours:
• pure white
• very light backgrounds
(see notes on page 11)

Printing method:
• digital print, transfer print
• silkscreen print, embroidery



Colours:
• 1-colour (black)

Background colours:
• pure white
• very light, coloured backgrounds
(see page 11)

Printing method:
• silkscreen print, embroidery

Print on dark backgrounds



When using digital and transfer printing, a white print on a coloured background will usually not be possible. For this reason, please use one of the following options for dark, coloured textiles:

- sew-on patch with 4-colour print
- flock film (iron-on film) with 4-colour print
- sew-on patch with 2-colour print
- flock film (iron-on film) with 2-colour print
- 3-colour print (two-dimensional white sub-print)
- white monochrome silkscreen print

Please refer to the following page for more information on sew-on patches, flock film, and a two-dimensional white sub-print.

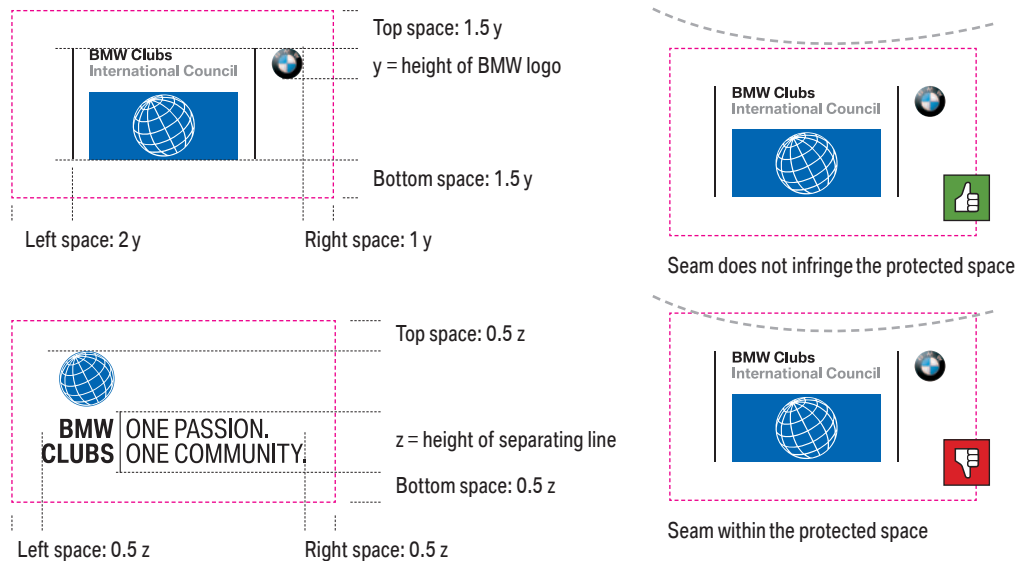
Engraving, embossing, embroidery

Please utilise the same files that you would use for monochrome (black/ white) print. To select the proper template, please use the rules for the “ONE PASSION. ONE COMMUNITY” logo for better orientation (see page 13).

THE LOGOS – MINIMUM SPACING.

In order to ensure that the effect of the logo is not impaired by any adjacent objects, a minimum spacing to other objects was also defined in addition to fixed dimensions and positions (please refer the following pages). No seams, buttons, zippers or other objects are permissible within this “protected space” (identified by the dotted pink rectangles in the drawings below).

Definition



For the “Council” logo and the logos of the BMW clubs, this so-called “protected space” is derived from the dimension of the BMW logo. With the “ONE PASSION. ONE COMMUNITY” logo, the space is defined by the height of the hyphen.

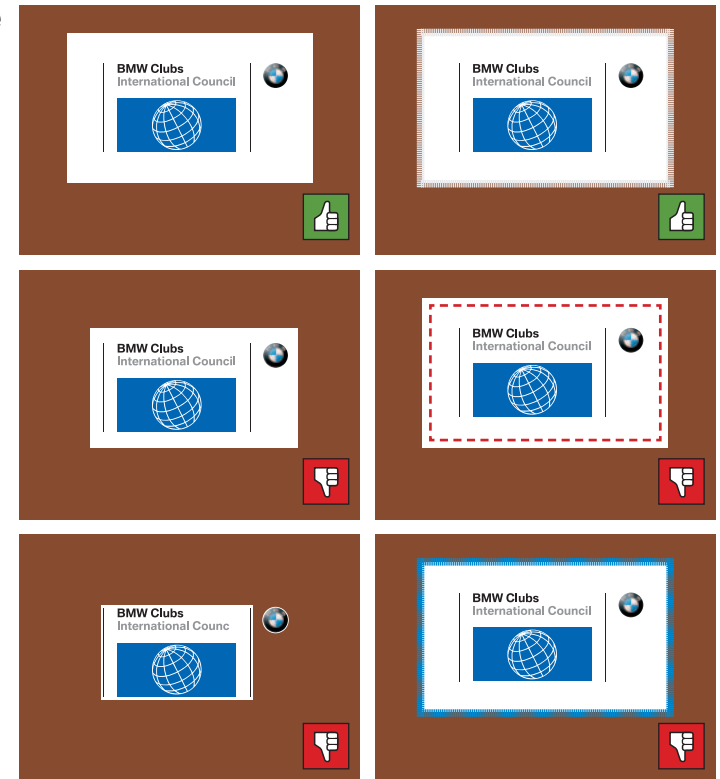
If a logo is to be positioned in an area with little free space (e.g. on the flap of a breast or sleeve pocket), the size of the space may – in exceptional cases – be reduced by 50 percent.

White space for sew-on patches, flock film, white sub-print

For dark coloured textiles, the size of the sew-on patch defines the protected space (or in analogy, the size of the flock film or of the white sub-print).

A smaller sew-on patch, a partial sub-print or a combination of several sew-on patches is not permissible.

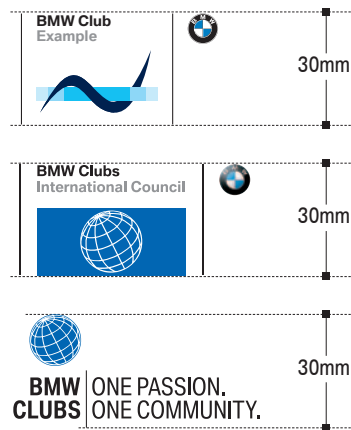
Sew-on patches are affixed using white thread. Trim stitching or stitching in contrasting colour is not permissible also outside of the protected space.



THE LOGOS – DIMENSIONS.

The principle “not larger than necessary” applies to logos, since it will be the maximum effect and not the largest dimension that is decisive. This is also the reason why logos shall always be affixed in the dimensions defined below and in the intended positions also on textiles that feature no other print and would provide sufficient space for a larger logo.

Regular dimension



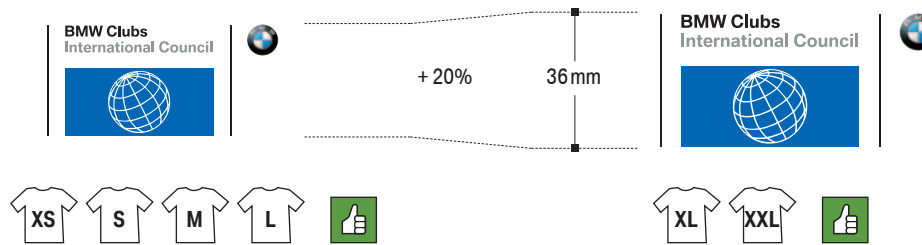
Since the width of the Club logos is variable, the reference size will always be its height.

For all logos, the standard height for the branding of garments is 30mm. With the “ONE PASSION. ONE COMMUNITY.” logo, do not measure to the lower edge of the script, but rather to the lower edge of the separating line.

Exceptions

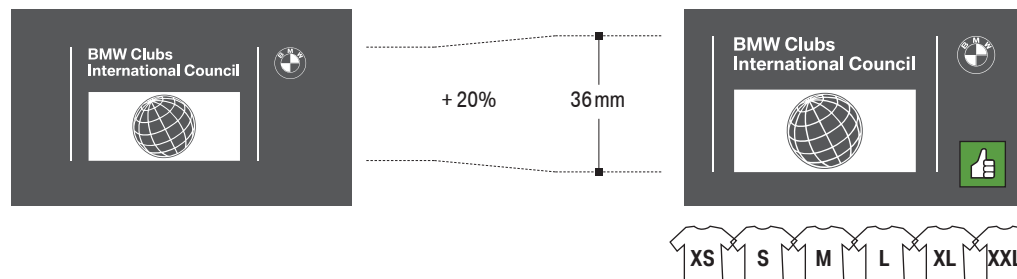
Larger dimensions

If the logos look rather small in proportion to very large garments, the logo may be enlarged by 20%. Please bear in mind the fact that higher costs may arise, if e.g. a different screen will need to be manufactured in case of silk-screen printing for XL-sized shirts than the one that is required for sizes S through L.

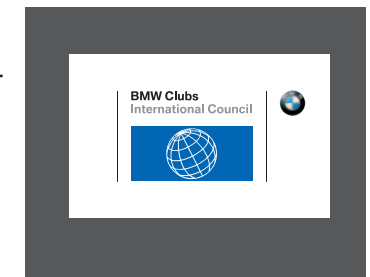


Monochrome logos

With a monochrome print, the logos may possibly look smaller, being the reason why their enlargement by 20% is also permissible (independent of the garment).



Sew-on patch/iron-on film

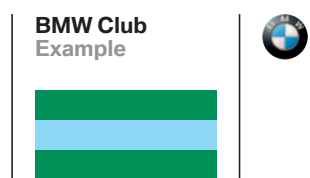


If sew-on patches or iron-on film are used, the logos may **not** be enlarged, since they already appear larger on account of the surrounding white space.

If required (e.g. for very small sizes or if there is little space available on account of the seams), a downsizing by up to 20% will be permissible. In this case, the height of the respective logo (without surrounding white space) will only be 24mm.

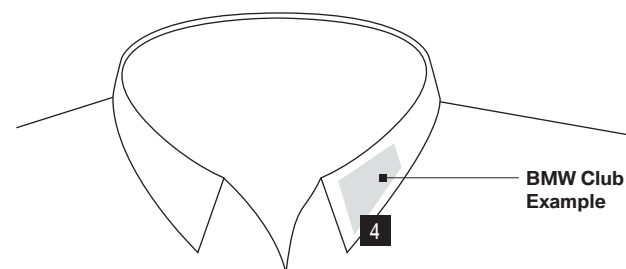
THE LOGOS – POSITIONING.

Own Club Logo and Text



1 2 The Club logo is the basic element of the club apparel and should be displayed on all shirts, sweaters, and jackets. Its position is either on the breast or on the left sleeve.

3 Text (e.g. event title) is positioned in front of and to the right, with its upper edge flush with the top edge of the club logo. Maintain a space of at least 15mm to the logo. Should this space not be possible in case of long text, the text may be split into two lines or the logo positioned on the sleeve.

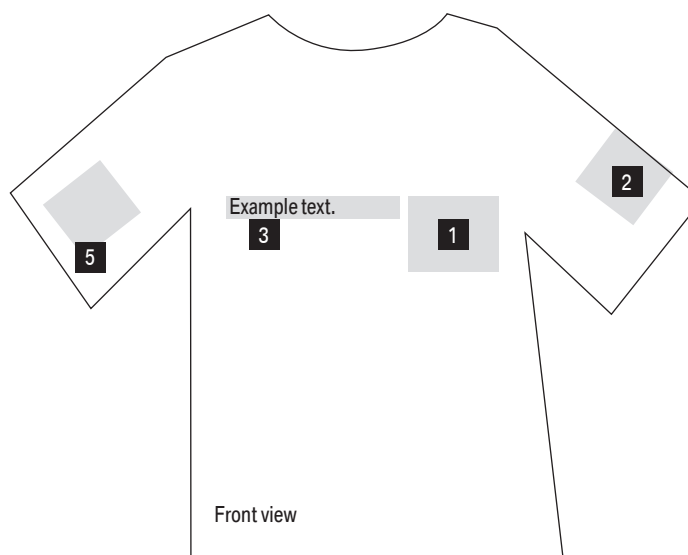


4 On shirts and polo shirts, the club's name may alternatively also be embroidered on the collar either in black or dark grey (monochrome). Font and alignments shall correspond to the layout of your own club logo.

The Logo “International Council”



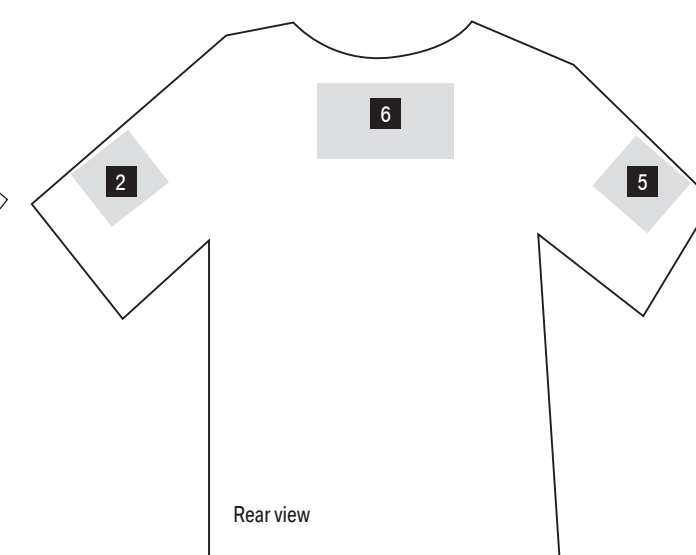
5 The Council logo may optionally be used. It will always be positioned on the right sleeve.




The “One Passion. One Community.” Logo







6 2 Utilisation of the “ONE PASSION. ONE COMMUNITY.” logo is also optional. It will be affixed in the rear center below the collar or neckline. If your club logo is on the breast, the “ONE PASSION. ONE COMMUNITY.” logo may also be positioned on the left sleeve.



 Please avoid positioning logos and text too close to seams, cuffs or edges. Please refer to page 15 for a definition of the permissible spacing.

PRODUCTS OF THE BMW LIFESTYLE COLLECTION 2017/2018.

In cooperation with the BMW Lifestyle Shop we were able to achieve attractive terms for the members of BMW clubs. The illustrations on this page show only a small excerpt of the current BMW Lifestyle product portfolio. Please refer to www.shop.bmw.com for a complete overview of the product range. Please do not order directly from the online shop, but rather send an e-mail to lifestyle-sales@bmw.com in order to enjoy the discounts. The employees of the BMW Lifestyle Shop will be glad to support you, should you require consultation for the composition of your club outfit.

-  Top quality of textiles and branding – longevity and plenty of pleasure with the product
-  Short waiting periods – the merchandise is “ready to use” and will be delivered as quickly as possible
-  BMW adequate appearance – all products have already been approved by the BMW CI department
-  Attractive prices – members of the BMW clubs will be granted special discounts

Lanyards



Caps



Shirts



Jackets



OVERVIEW OF ALL AVAILABLE FILES.

Your own club logo (rasterised) > Logo generator

<https://www.bmwgroup-classic.com/en/bmw-clubs/logo-generator.html>

The following files are available on request. Please contact bccm@bmwgroup-classic.com to receive your copy by email:

BMW logo (These files can be used to create silkscreen printing and blind embossing versions of your own club logo.)

- coloured version, two-dimensional for silkscreen printing > [bmw_logo_silkscreen_printing_blue_and_black.pdf](#)
- monochrome version, for black silkscreen printing on a light background > [bmw_logo_silkscreen_printing_monochrome_black.pdf](#)
- monochrome version, for white silkscreen printing on a dark background > [bmw_logo_silkscreen_printing_monochrome_white.pdf](#)
- for blind embossing > [bmw_logo_blind_embossing.pdf](#)

BMW Clubs International Council

- coloured version, three-dimensional for transfer printing > [council_logo_4c.pdf](#)
- coloured version, two-dimensional for transfer or silkscreen printing > [council_logo_silkscreen_printing_blue_and_black.pdf](#)
- monochrome version, for black silkscreen printing on a light background > [council_logo_silkscreen_printing_monochrome_black.pdf](#)
- monochrome version, for white silkscreen printing on a dark background > [council_logo_silkscreen_printing_monochrome_white.pdf](#)

BMW CLUBS – ONE PASSION. ONE COMMUNITY.

- coloured version for use on a light background > [opoc_logo_blue_and_black.pdf](#)
- coloured version for use on a dark background > [opoc_logo_blue_and_white.pdf](#)
- monochrome version, for black silkscreen printing on a light background > [opoc_logo_silkscreen_printing_monochrome_black.pdf](#)
- monochrome version, for white silkscreen printing on a dark background > [opoc_logo_silkscreen_printing_monochrome_white.pdf](#)

Visuals > [bmw_clubs_visuals.zip](#)

Printing template for lanyard > [bmw_clubs_lanyard_template.pdf](#)

PDF featuring the **colours** for simple transfer to your own system > [bmw_clubs_colours_overview.pdf](#)

CONTACT & SUPPORT.

The BMW Club & Community Management (BCCM) wishes you great fun when designing your own club apparel. Should you have any questions, require assistance or desire to give us a feedback, please feel free to contact us under bccm@bmwgroup-classic.com.

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D-80809 Munich

