# WHAT YOU WILL LEARN.

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<td>35</td>
</tr>
</tbody>
</table>
WHAT LIES IN STORE FOR YOU.

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 aspirations of the BMW brand. The club must always be clearly recognisable as the sender.

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 aspirations of the BMW brand.

2. The individual BMW Club logo ensures recognition of a 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 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.
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 aspirations. The rules set out here help create an individual BMW Club appearance.

THE BMW CLUB APPEARANCE. CONTEMPORARY, POWERFUL, FLEXIBLE.
BMW CLUB LOGO.
THE OFFICIAL EMBLEM OF A BMW CLUB.

Basics

This page presents a schematic overview of all elements of the BMW Club logo. The logo always appears against a white background. If this is not possible, a white badge is used (for exact details see page 19).

The BMW Club logo appears in the typeface BMW Type Bold.

As a supplement to the BMW Club logo, a so-called identifier can appear in selected applications which indicates an officially certified BMW Club. Only official members are permitted to use the BMW Club identifier.

BMW Club

The exact designation of the club (= club name) runs to a maximum of two lines.

BMW Club identifier

The BMW Club identifier is a fixed term and identifies the club as an official BMW Club.

BMW Club signet

The BMW Club signet appears in a prominent position, directly below the club name. Where possible it is adapted to the length of the line.

BMW symbol

The BMW symbol is a promise of quality and stands for mobility at premium level.

The term “BMW Club” always appears at the top and indicates that the club is an official BMW Club. In some cases the designation can be supplemented or adapted to the language in question (specifications on naming are provided in the guidelines section from page 12).
BMW SYMBOL.
VALUABLE OBJECTS MUST BE PROTECTED.

The symbol represents the BMW brand and thereby forms the core of the BMW Brand Identity. Careful use of this element guarantees uniformity of appearance as well as a high degree of recognisability.

The BMW symbol is subject to worldwide copyright and may only be used by BMW AG and its authorised contractual partners, including the official BMW Clubs. It must always be applied with the greatest of care, since it is a seal of quality for the products and services of the brand.

The BMW symbol always appears in three-dimensional form, in colour and positioned against a white background. The BMW symbol is never altered in any way, i.e. simplified or combined with graphic shapes. Any falsification damages the BMW symbol and therefore the brand in general. For this reason only original digital templates of the BMW symbol may be used.
BMW SYMBOL.
CLEAR RULES FOR A DISTINGUISHED BRAND.

The following rules apply to the application of the symbol:

<table>
<thead>
<tr>
<th>Do's</th>
<th>Don'ts</th>
</tr>
</thead>
<tbody>
<tr>
<td>The symbol is subject to clearly defined design guidelines, which enable a high degree of recognisability. It is never altered, simplified or combined with graphic shapes.</td>
<td></td>
</tr>
<tr>
<td>The symbol never performs a practical function and is never placed in positions or on objects which might have a negative impact in terms of image. It is never dyed and must never be used in an inflationary manner. The symbol or its component parts may not be used as functional design elements such as bell buttons, snap fasteners, floor mats, etc.</td>
<td></td>
</tr>
<tr>
<td>The symbol may not be used against colourful, restless or photographic backgrounds. In exceptional cases, for example in the field of sponsoring, the symbol can also be applied against coloured backgrounds or placed on photographs of one or more colours.</td>
<td></td>
</tr>
<tr>
<td>The symbol is never used in body copy or as a substitute for the wordmark.</td>
<td></td>
</tr>
</tbody>
</table>
BMW CLUB WORDMARK AND DESIGNATIONS.
CLEAR AND UNMISTAKABLE.

BMW Club is a fixed term which cannot be altered. As a representative of BMW products and services it is to be used with the greatest of care. The wordmark and symbol are subject to worldwide copyright protection and may only be used as a sender by official BMW Clubs.

<table>
<thead>
<tr>
<th>Do's</th>
<th>Don'ts</th>
</tr>
</thead>
<tbody>
<tr>
<td>The BMW wordmark always appears in uppercase letters within the term BMW Club, too.</td>
<td>BMW</td>
</tr>
<tr>
<td></td>
<td>Bmw</td>
</tr>
<tr>
<td>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.</td>
<td>BMW Club</td>
</tr>
<tr>
<td></td>
<td>BMWClub</td>
</tr>
<tr>
<td>In some cases, the term BMW Club can be expanded or linguistically adapted.</td>
<td>BMW Motorcycle Club</td>
</tr>
<tr>
<td>The term BMW Club always appears in 100 % black. The use of other colours or hyphens is not permitted.</td>
<td>BMW Klubben</td>
</tr>
<tr>
<td></td>
<td>Moto Club</td>
</tr>
<tr>
<td>If the term BMW Club is used as a communicative sender, it appears in the typeface BMW Type Bold. – Italic type weights and underscoring are not permitted. – The character spacing of the typeface may not be altered.</td>
<td>BMW Car Club</td>
</tr>
<tr>
<td></td>
<td>BMW Owners Club</td>
</tr>
</tbody>
</table>
### BMW CLUB SIGNET.
A STRONG BMW CLUB HAS A STRONG SYMBOL.

#### Rules regarding the BMW brand elements

<table>
<thead>
<tr>
<th>Recommendations for the design of a signet</th>
<th>Do's</th>
<th>Don'ts</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td><img src="Image" alt="X5" /></td>
<td><img src="Image" alt="BMW M" /> <img src="Image" alt="BMW i" /></td>
</tr>
<tr>
<td>For example, vehicle signage, Identity Modules or BMW symbols (including BMW M and BMW i) may not be used.</td>
<td><img src="Image" alt="Power Masters" /></td>
<td><img src="Image" alt="Power" /> <img src="Image" alt="BMW M" /> <img src="Image" alt="BMW i" /></td>
</tr>
<tr>
<td>The signet may not be similar in design to the BMW symbol in its shape and colour.</td>
<td><img src="Image" alt="X5" /></td>
<td><img src="Image" alt="BMW M" /> <img src="Image" alt="BMW i" /></td>
</tr>
</tbody>
</table>

#### 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.
The imagery reflects the premium aspirations 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.

**VISUAL WORLD.**
**DOING JUSTICE TO PREMIUM ASPIRATIONS.**
GUIDELINE.

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

A detailed explanation is provided of the construction of the logo, the correct naming of a club, the identifier and structure so as to ensure a consistent appearance of the organisation as a whole.
CONSTRUCTION OF THE BMW CLUB LOGO.
CLEAR RULES FOR CREATING A NAME.

The following naming rules are to be observed:

- The term BMW Club clearly identifies the club as a member of the official BMW Club Organisation. It always appears in the top line.

- In some cases the term BMW Club can be extended or linguistically adapted so as to avoid duplications in the name: e.g. BMW Motorcycle Club, BMW Klubben, BMW Car Club, BMW Owners Club.

- Line 1 and line 2 contain the club name and location.

The BMW Club logo appears in the typeface BMW Type Bold.

1. Check club name and adapt if necessary
2. Construct the logo from the BMW symbol, BMW Club term, club name and BMW Club signet (see page 14 and page 15)
3. Adapt the club signet in height and width (see page 15)

Schematic depiction

The diagram shows the placement of the BMW Club designation, line 1 and line 2, within the logo.
CONSTRUCTION OF THE BMW CLUB LOGO.
THE DIVERSITY OF CLUB NAMES REQUIRES A RANGE OF SOLUTIONS.

<table>
<thead>
<tr>
<th>Official designation</th>
<th>Adaptation</th>
<th>Correct naming according to the new nomenclature</th>
<th>Examples of incorrect naming</th>
</tr>
</thead>
<tbody>
<tr>
<td>With the term BMW Club or BMW Clubs</td>
<td>BMW Club Düsseldorf 1928 e. V.</td>
<td>Name already complies with guidelines</td>
<td>BMW Club Düsseldorf 1928 e. V.</td>
</tr>
<tr>
<td>With terms such as auto, motorcycle, car, etc.</td>
<td>BMW Auto Club Italia</td>
<td>Adapt the term BMW Club to the name of the club so as to avoid duplication</td>
<td>BMW Auto Club Italia</td>
</tr>
<tr>
<td>Club designation does not appear until the 2nd or 3rd line</td>
<td>The Trillium Chapter of the BMW Club of Canada</td>
<td>The term BMW Club is placed in the first line</td>
<td>BMW Clubs Canada Trillium Chapter</td>
</tr>
<tr>
<td>With translations</td>
<td>BMW Motoros Túraklub Magyarország</td>
<td>Replace term with translation into foreign language</td>
<td>BMW Motoros Túraklub Magyarország</td>
</tr>
<tr>
<td>With abbreviations</td>
<td>Choo-Choo Bimmers BMW CCA</td>
<td>– Abbreviations such as CCA (Car Club of America) and MC (Motorclub) are written out in full – Avoid duplication of the word “Club”</td>
<td>BMW Car Club of America Choo-Choo Bimmers</td>
</tr>
<tr>
<td>Without the terms BMW, Club or both</td>
<td>Isetta Club e. V.</td>
<td>Add the terms BMW and Club so as to ensure identification of the club as the sender and a member of the official BMW Club Organisation</td>
<td>BMW Isetta Club e.V.</td>
</tr>
<tr>
<td></td>
<td>Boxer Motorrad Club Morelia A. C.</td>
<td></td>
<td>BMW Boxer Motorrad Club Morelia A.C.</td>
</tr>
</tbody>
</table>
CONSTRUCTION OF THE BMW CLUB LOGO.

STRICT DIMENSIONS ENSURE PRECISE IDENTIFICATION OF THE SENDER.

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

**Guideline**

1. Type weight:
   - BMW Type Global Pro Bold
   - Character spacing 0
   - Type colour: black

2. Type weight:
   - BMW Type Global Pro Bold
   - Character spacing 0
   - Type colour: 50% black

3. Line thickness:
   - 3 pt/1.06 mm
   - total logo height: 100 mm
   - Line colour: black

The BMW symbol is available as a digital template on the web page “BMW Clubs – International Council” (www.bmw-clubs-international.com).
The BMW Club logo varies in width depending on the length of the name. It may run over no more than three lines.

The logo width depends on the length of the name.

The club name can run across two lines.

The maximum number of characters of 24 per line may not be exceeded.

The existing signet should be adapted to the length of the name (for details see p. 20).

However, the line break made so as to fit the club name and not simply take up the maximum number of characters.
**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. 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.

The BMW symbol is available as a digital template on the web page “BMW Clubs – International Council” (www.bmw-clubs-international.com).

<table>
<thead>
<tr>
<th>Logo height</th>
<th>Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 mm</td>
<td>business card, membership card with motif, give-aways</td>
</tr>
<tr>
<td>20 mm</td>
<td>A4 letterhead, DL flyer, US letter</td>
</tr>
<tr>
<td>25 mm</td>
<td>A4 brochure, caps, club badge, membership card without motif</td>
</tr>
<tr>
<td>30 mm</td>
<td>A3 poster, T-shirt</td>
</tr>
<tr>
<td>40 mm</td>
<td>A2 poster</td>
</tr>
<tr>
<td>50 mm</td>
<td>A1 poster</td>
</tr>
</tbody>
</table>

**BMW Brand Identity | CI Standards for design guidelines for the appearance of BMW Clubs | Guideline**

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

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


Reproduction technique: screen printing without grid
Application: T-shirts, caps
Minimum size: logo height 25 mm

Reproduction technique: offset print, 4-colour
Application: print media

Reproduction technique: 1-colour grey scale
Application: b/w laser printer

Reproduction technique: etching in metal
Application: club badge
Minimum size: logo height 25 mm

Reproduction technique: blind stamp
Application: print media

Reproduction technique: 1-colour black
Application: fax

Reproduction technique: screen printing without grid
Application: T-shirts, caps
Minimum size: logo height 25 mm

guideline

1. Positioning
The BMW Club logo is to be placed in the corners of the format in question. Media-specific applications are to be found in the section on communication applications from page 23.

2. Free space
The optimum effect of the BMW Club logo will depend on the white space surrounding it. For this reason a minimum spacing of one symbol diameter (2 x) is to be observed around the logo from other design elements such as photographs.

3. Background
The BMW Club logo always appears against a white background. In some exceptional cases, the background can have a different colour (e.g. on merchandising articles). Here the logo is applied as a white badge. The latter is to be created as shown in the illustration.
## 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.

### Language

The identifier can be used in English or German.

<table>
<thead>
<tr>
<th>LANGUAGE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>German</td>
<td>Offizieller BMW Club</td>
</tr>
<tr>
<td>English</td>
<td>Official BMW Club</td>
</tr>
</tbody>
</table>

### Use

The identifier is only used in certain media. Application examples are to be found in the sections on communicative and institutional applications from p. 23.

<table>
<thead>
<tr>
<th>MEDIA</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Print media</td>
<td>✔️</td>
</tr>
<tr>
<td>Internet</td>
<td>✔️</td>
</tr>
<tr>
<td>Membership card</td>
<td>✔️</td>
</tr>
<tr>
<td>Correspondence</td>
<td>✔️</td>
</tr>
<tr>
<td>Merhandising and lifestyle articles</td>
<td>✗</td>
</tr>
<tr>
<td>Give-aways</td>
<td>✗</td>
</tr>
<tr>
<td>Badges and pins</td>
<td>✗</td>
</tr>
<tr>
<td>Flags</td>
<td>✗</td>
</tr>
</tbody>
</table>

### Typeface and colour

The type size of the identifier must be no larger than that of the BMW Club wordmark. The type weight is BMW Type bold. The identifier should preferably be printed in black. Alternatively, the colours grey and white are permitted, for example on photographs.
APPLICATION OF THE BMW CLUB IDENTIFIER. ALWAYS IN RELATION TO THE BMW CLUB LOGO.

Positioning
The identifier is always positioned relative to the BMW Club logo. A protective spacing of one symbol diameter (2 x) must always be observed from the BMW Club logo. The identifier should preferably be placed as far as possible from the BMW symbol.

The BMW Club logo and the identifier may never be placed diagonally opposite one another.

The identifier and the BMW Club logo appear in the typeface BMW Type Bold.

Positioning example

Don’t

The identifier and logo may not be placed diagonally opposite one another.
# BMW CLUB STRUCTURE.
## A CONSISTENT APPEARANCE FOR THE ENTIRE ORGANISATION.

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Name</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Umbrella organisation</td>
<td>International Council of BMW Clubs</td>
<td><img src="#" alt="BMW Clubs" /></td>
</tr>
<tr>
<td>Continents, regions</td>
<td>BMW Club Europa e.V.</td>
<td><img src="#" alt="BMW Club Europa e.V." /></td>
</tr>
<tr>
<td></td>
<td>BMW Car Club of America</td>
<td><img src="#" alt="BMW Car Club of America" /></td>
</tr>
<tr>
<td></td>
<td>BMW Clubs Africa</td>
<td><img src="#" alt="BMW Clubs Africa" /></td>
</tr>
<tr>
<td></td>
<td>BMW Clubs Australia</td>
<td><img src="#" alt="BMW Clubs Australia" /></td>
</tr>
<tr>
<td>Countries and states</td>
<td>BMW Club Deutschland e.V.</td>
<td><img src="#" alt="BMW Club Deutschland e.V." /></td>
</tr>
<tr>
<td></td>
<td>BMW Owners Club of Hong Kong</td>
<td><img src="#" alt="BMW Owners Club of Hong Kong" /></td>
</tr>
<tr>
<td></td>
<td>BMW Club of Japan</td>
<td><img src="#" alt="BMW Club of Japan" /></td>
</tr>
<tr>
<td></td>
<td>BMW Club Quebec</td>
<td><img src="#" alt="BMW Club Quebec" /></td>
</tr>
<tr>
<td>Classic and types</td>
<td>BMW Z1 Club e.V.</td>
<td><img src="#" alt="BMW Z1 Club e.V." /></td>
</tr>
<tr>
<td></td>
<td>BMW Veteranen-Club Deutschland e.V.</td>
<td><img src="#" alt="BMW Veteranen-Club Deutschland e.V." /></td>
</tr>
</tbody>
</table>
COMMUNICATION APPLICATIONS.

The following section explains the communicative application of the basic elements so as to ensure a consistent sender designation and a premium-based appearance.

This includes application in print media and on the internet as well as on merchandising articles, badges, pins and the membership card.
Application examples and design suggestions

The posters and flyers are available as an InDesign template on the web page “BMW Clubs – International Council” (www.bmw-clubs-international.com).

A3 poster

A4 advertisement

DL flyer

PRINT MEDIA. PRINTED MATERIAL IN HIGH-QUALITY FORMAT.

34. Musterstadt Rennen. Melden Sie sich jetzt an.

Für weitere Informationen: www.BMWClubxy.de
COMMUNICATION APPLICATIONS

INTERNET: CLEAR APPEARANCE WITH A WIDESPREAD IMPACT.

The background of web pages is always white.

The colour defined for the navigation bar is BMW Grey 6 (R142 G142 B142, #8e8e8e). Navigation items in the navigation bar appear in BMW Type Bold in the colour white (R255 G255 B255, #ffffff). The mouseover and active status of navigation links appear in BMW Blue 2 (R6 G83 B182, #0653b6).

Arial is the recommended typeface.


A frame of 1 px thickness in the colour BMW Grey 1 (R230 G230 B230, #e6e6e6) appears around visuals and graphics.

Application examples and design suggestions

Internet page with motif in header

Internet page without motif in header
INTERNET.
CLEAR APPEARANCE WITH A WIDESPREAD IMPACT.

The BMW Club logo is always 90 px high on the web.

Dimensions

Internet page with motif in header

Internet page without motif in header
The creation of domains for BMW Club websites is based on the nomenclature rules defined as follows:

<table>
<thead>
<tr>
<th>Top-level domains with country abbreviations</th>
<th>Do’s</th>
<th>Don’ts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>When using country-specific or general top-level domains</strong> the BMW nomenclature rules apply. This applies to all top-level domains and is shown here with the examples of .de and .com.</td>
<td><a href="http://www.bmw-club-sample.de">www.bmw-club-sample.de</a></td>
<td><a href="http://www.bmw-sample-club.de">www.bmw-sample-club.de</a></td>
</tr>
<tr>
<td></td>
<td><a href="http://www.bmw-club-sample.com">www.bmw-club-sample.com</a></td>
<td></td>
</tr>
</tbody>
</table>

**Generic Top-Level-Domains (gTLDs)**

The introduction of the so-called Generic Top-Level-Domains (gTLDs) allows the sender or a thematic context to be emphasised. The gTLD “.club” also exists. BMW Clubs are permitted to use the gTLD “.club”.

BMW Clubs are recommended to continue using the country-specific top-level domains (e.g. .de, .at and .fr).

**The following applies when using the gTLD .club:**

The terms BMW and Club must appear in the domain as shown in the positive example.

<table>
<thead>
<tr>
<th>Do’s</th>
<th>Don’ts</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.bmw-club-sample.club">www.bmw-club-sample.club</a></td>
<td><a href="http://www.bmw-sample.club">www.bmw-sample.club</a></td>
</tr>
<tr>
<td><a href="http://www.bmw-sample-club.club">www.bmw-sample-club.club</a></td>
<td><a href="http://www.bmw.club">www.bmw.club</a></td>
</tr>
<tr>
<td><a href="http://www.sample.club">www.sample.club</a></td>
<td></td>
</tr>
</tbody>
</table>
MERCHANDISING ARTICLES. A COLLECTION WITH STYLE.

Application examples for club articles and event accessories

When reproducing the BMW Club logo and the identifier on merchandising articles, care must be taken to ensure a high-quality finish. The symbol is at its most effective when applied in the correct size, not the largest possible size. If several sizes might be considered for a given application, the smaller size is given preference. 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.
BADGES AND PINS.
SMALL SIZE, BIG EFFECT.

The design of the badge and pin follows the guidelines for badges (see page 17).

Application examples

BMW Club Sample Town

34th Sample Town Race

Club badge

Badge with topic reference

Pin
MEMBERSHIP CARD.
PROOF OF A POWERFUL IDENTITY.

Application examples and design suggestions

Front, without motif

Front, with motif

Back

Front, with motif

The membership card is available as an InDesign template on the web page “BMW Clubs – International Council” (www.bmw-clubs-international.com).
The design of letter paper and business cards is defined in the following section so as to ensure a consistent appearance of the BMW Club.
Institutional applications

CORRESPONDENCE.
STATIONERY IN HIGH-QUALITY FORMAT.

This template is to be regarded as a model which is to be adapted in detail to the restrictions of the various countries.

A minimum spacing of 3 x must always be observed from the right-hand, bottom and upper edges.

The variables 1 a and 2 a depend on postal restrictions, e.g. Germany:
1 a = 24 mm
2 a = 50 mm

1 Type weight:
Typeface: Arial regular
Size: 8 pt
Line spacing: 10 pt
Character spacing 0
Colour: black

2 Type weight:
Typeface: Arial bold
Type size: 10 pt
Line spacing: 12.5 pt
Character spacing 0
Type colour: black

3 Type weight:
Typeface: Arial regular
Type size: 10 pt
Line spacing: 12.5 pt
Character spacing 0
Type colour: black

The letter paper is available as an InDesign template on the web page “BMW Clubs – International Council” (www.bmw-clubs-international.com).
A minimum spacing of 2 x must always be observed from the edges.

1. **Type weight:**
   - **Typeface:** Arial regular
   - **Size:** 9 pt
   - **Line spacing:** 7.3 pt
   - **Character spacing:** 0
   - **Colour:** black

2. **Type weight:**
   - **Typeface:** Arial regular
   - **Type size:** 6 pt
   - **Line spacing:** 7.3 pt
   - **Character spacing:** 0
   - **Type colour:** black

The business card is available as an InDesign template on the web page “BMW Clubs – International Council” (www.bmw-clubs-international.com).
These design guidelines apply to the communicative and institutional image of the official BMW Clubs. They replace all previously applicable guidelines.

If you have questions regarding the appearance of the BMW Clubs, please contact:

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BCCM (Michael Kortenhaus)
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**Disclaimer**
The visuals, headlines, key visuals, etc. shown in the examples are provided solely to illustrate the applications and reflect the current status of Brand Identity, Brand Design and communication at the time of creation. For this reason it is not possible to guarantee that all the examples of communication materials shown are up to date.
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 Brand and Customer Institute provides you with the answers to these questions. After all: powerful brands create values. However, it is you that brings them to life. For more details, see http://brand-and-customer-institute.bmwgroup.net