BMW
GROUP
Classic

GUIDELINE NO 5.

DETAILING THE CI BASICS FOR OFFICIAL BMW CLUBS.

WHAT YOU WILL LEARN.

1. AT A GLANCE.

We introduced the current BMW symbol in spring of 2020. The modernisation of our appearance marked a clear and visible step on BMW's path into the automotive future.

By the end of 2021 the adaption of the BMW Club logos had also been completed, and today all official BMW Clubs are presented in the new design.

CHANGE OF THE BMW CLUB LOGOS.

Old
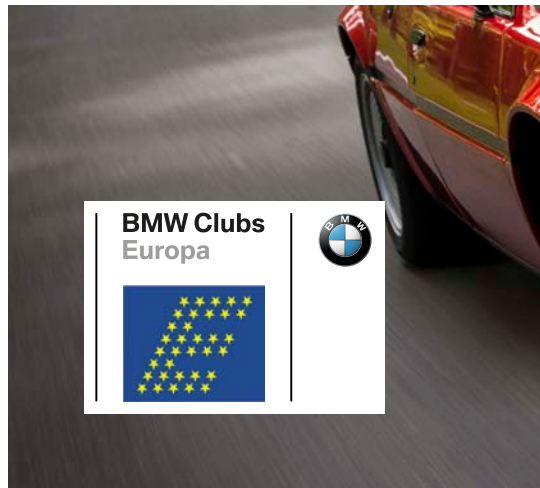
BMW Clubs
Europa

New: transparent logo

BMW Clubs
Europa

Special variants: Pairing

BMW Owners Club
Motorsport
des Quatre Lacs

BMW i8 Club
International

**BMW Motorrad
FederClub**
Italia

BASIC RULES FOR DEALING WITH THE BMW BRAND.

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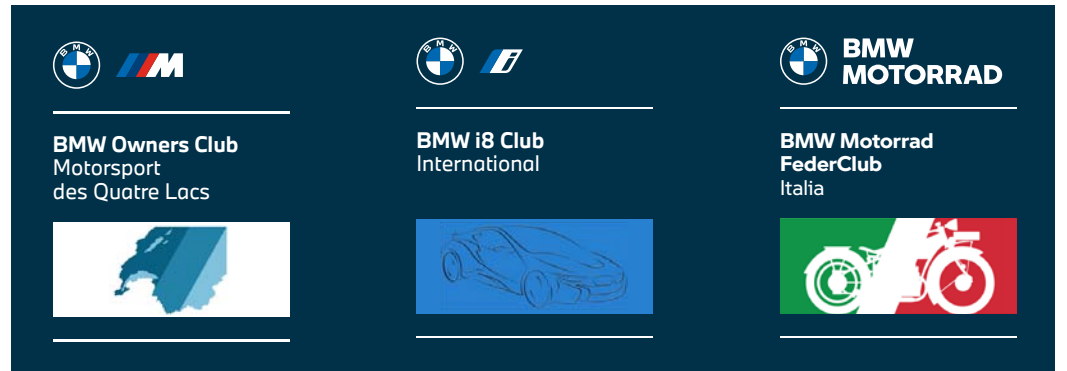As ambassadors and multipliers of the BMW brand and its products, however, they also bear **responsibility for representing BMW**
in a way that is characteristic of the brand.

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

1 The communication and design of BMW Clubs are geared towards the **premium claim** of the BMW brand.

2 The BMW Club appearance should be based on the **premium claim** of the BMW brand. The club must always be **clearly recognisable** as the sender. This means that every official BMW Club has a **BMW Club logo** and a **BMW Club identifier** which serve as **seal of quality**.

3 The individual BMW Club logo ensures recognition of an official BMW Club and is **designed according to binding guidelines.**

4 The BMW wordmark and the BMW symbol are **registered trademarks** of BMW AG. They may **only** be used as part of the BMW club logo. **Any** use of the BMW wordmark and BMW symbol outside the approved club logo **requires prior written authorisation** from BMW AG.

5 The BMW symbol **never** performs a utilitarian function and is **never** placed in positions or on objects which have a negative impact on the image.

6 Visuals must be of **high quality** in both content and appearance. Symbols with negative associations are to be avoided.

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

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

2. BASICS.

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

THE BMW CLUB APPEARANCE.
CONSISTENT ALL OVER THE WORLD.

Why do strict rules apply
to the BMW Club logos?

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

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

Examples

*Please note that the logos
shown in this document are
conceivable implementations
of the changes.
These examples may currently
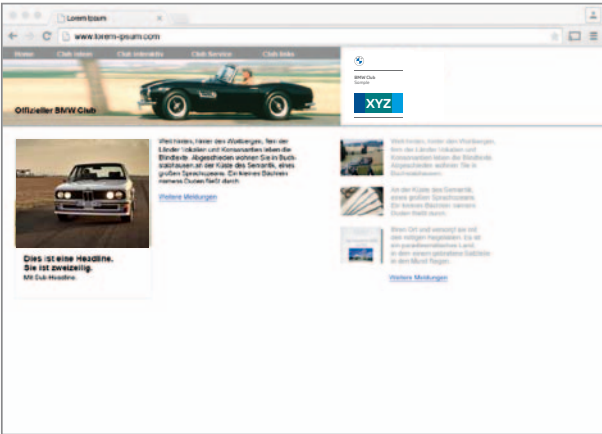neither be confirmed nor used by the
respective BMW Clubs.

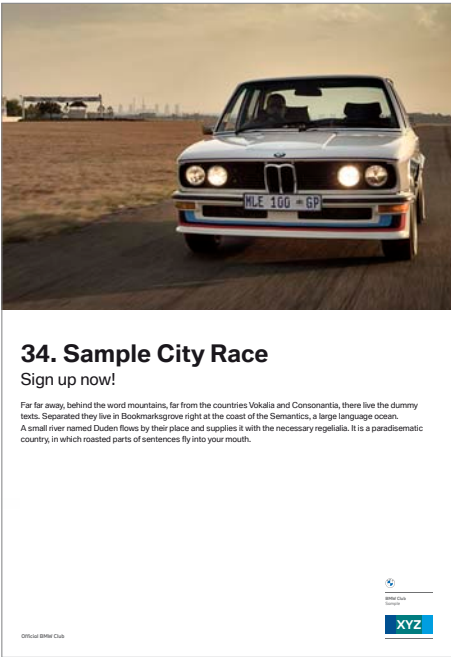| Organisation	Name (examples)	Logo (examples)*
Umbrella organisation	International Council of BMW Clubs	
Continents, countries, states or regions	BMW Auto Club Equador BMW Car Clubs Indonesia The BMW Club United Kingdom & Ireland BMW Motorcycle Club of Northern California BMW Club Garmisch-Partenkirchen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

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

The appearance of the brand is contemporary and striking. It is essentially uniform but offers clubs scope for differentiation.
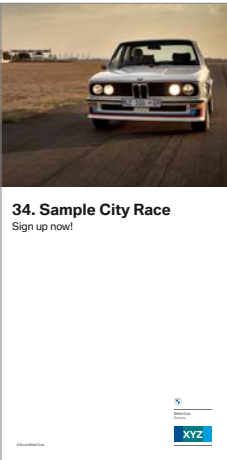
There are clear rules so as to ensure compliance with the BMW brand's premium claim. The rules set out here help create an individual BMW Club appearance.
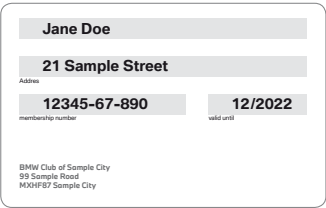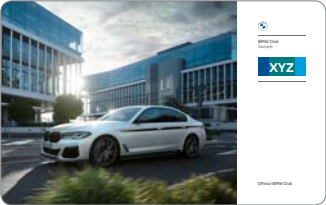

Internet

34. Sample City Race
Sign up now!

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the dummy texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth.

Advertisement

34. Sample City Race
Sign up now!

Flyer

Jane Doe

21 Sample Street
Adress

12345-67-890   **12/2022**
membership number   valid until

BMW Club of Sample City
99 Sample Road
MXHF87 Sample City

Membership card

Polo shirt and Club jacket

Club cap

Coffee mug

Pin

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

1917 - 2020

| 1917 | 1933 | 1953 | 1963 | 1997 |

2020

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

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

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

A file of the BMW symbol is available upon request: classic@bmwgroup.com

Only this official file may be used for the creation of a BMW Club logo.

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

	Do	Don't

Use and protection of the BMW symbol

The BMW symbol is **registered worldwide as a trademark.** It may only be used with the permission of BMW AG. Official BMW Clubs are granted permission to use the BMW symbol **only** as a part of their respective BMW Club logo. **Any other uses of the BMW symbol require prior written authorisation from BMW.**

The modification of the form or the colour of the BMW symbol, the use of the BMW symbol as a decorative or functional element, the combination of the BMW symbol with graphics or text or its use within continuous text as a substitute for the name "BMW" **will not be permitted**.

in die frühen 1960er Jahre reichen die Anfänge dieses 🅱 Clubs zurück, als Max Mustermann sich seinen ersten gebrauchten 🅱 von seinem gesparten Ausbildungslohn gekauft

Use and protection of the BMW wordmark

The BMW wordmark is registered worldwide as a trademark. It may **only** be used **by official BMW Clubs** as part of their **approved** Club name.

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

The term BMW Club unmistakably indicates that the club is an official BMW Club. The brand "BMW" always appears first and written in capital letters, followed by the name of the club. The club name itself shall always be written in uppercase and lowercase letters.

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

In some cases, the term BMW Club can be expanded or linguistically adapted (for more information please see next page).

Do	Don't
BMW Club	~~**Bmw Club**~~
BMW Club	~~**BMW-Club**~~
BMW Clubs	~~**BMWClub**~~
BMW Owners Club	~~**BMW OWNERS CLUB**~~
BMW Motorcycle Club	~~**Moto Club**~~
BMW Car Club	~~**B M W Club**~~
BMW Klubben	~~**Club**~~

3. THE BMW CLUB LOGO.

A detailed explanation of the correct designation of a BMW club and the layout of the BMW Club logo.

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

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

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

Transparent (main) version:

BMW Car Club
of Bavaria
Munich Section
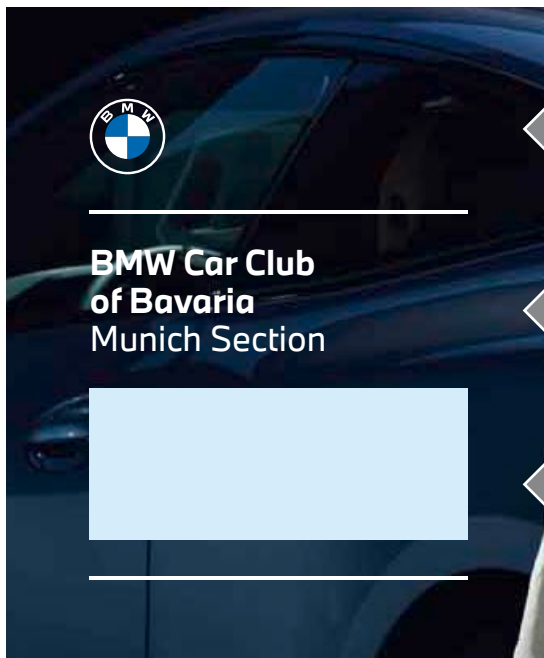
The **BMW symbol** is a promise of quality and stands for mobility at premium level.

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

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

Every BMW Club is required to create a master of both, the transparent and the fallback version of their individual BMW Club logo for approval by BCCM.

Fallback version:

BMW Car Club
of Bavaria
Munich Section
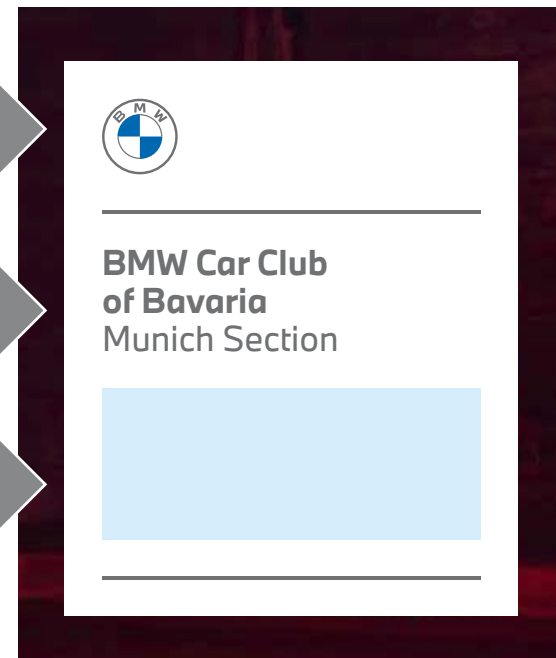
Special versions:

BMW i8 Club
International

BMW Owners Club
Motorsport
des Quatre Lacs

**BMW Motorrad
FederClub**
Italia

For some BMW Clubs, the BMW symbol may be supplemented with the symbols of BMW M or BMW i or the wordmark of BMW Motorrad (see page xx).

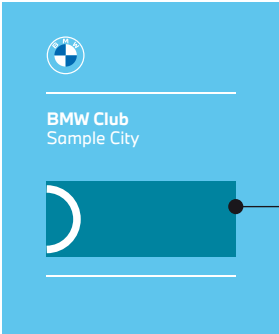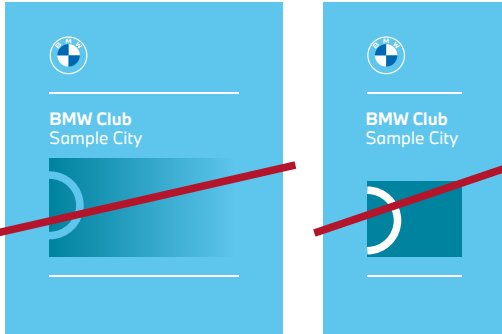The so-called pairing may be utilised **only** by clubs with the respective clear reference and the explicit approval of BCCM.

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

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

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

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

	Recommendations for the design of a signet	Do	Don't
Basis	The BMW Club signet always features a square picture with an aspect ratio of 10:4 (width : height). The background of the mark is always either white or coloured; transparent elements are not permitted. Caution! In the future, the fixed size of the mark will also define the width of the BMW Club logo. It's width will no longer be adjusted to the length of the text.	BMW Club Signet	
Rules regarding the BMW brand elements	Text elements within the BMW Club signet are generally permissible, the BMW Club name may, however, not be a constituent element of the BMW Club signet (no duplications). Vehicle signage and any other BMW Brand Identity elements (including BMW i, BMW M, the BMW M brand colours or similar) may not be used.		
Notes on reproducibility	It is imperative that the motive be chosen so that a high quality reproduction (e.g. on merchandising articles) will be possible. Ideal would be abstracted and planar elements with clear contours (no gradations and soft edges). Photographs, thin lines, and detailed motives are unsuitable and should be avoided.		
Heraldic figures	No use of political, racist or sexist symbols. Exception: Crests or flags of your own country or of your own region or city/town may be used, as far as this is permitted under local laws (it is the Clubs' responsibility to ensure compliance in this regard).		

BMW Club signets already used prior to the changeover shall benefit from the grandfather clause and will have to be adapted to the new page formatting only. The approval of the adapted version as well as that of newly designed BMW Club signet is the responsibility of BCCM.

Detailing the CI basics for official BMW Clubs.

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

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

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

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

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

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

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

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

Transparent (main) version:

Fallback version:

x	
$\frac{1}{2}$ x	
$\frac{1}{2}$ x	
$\frac{1}{3}$ x **Name of the club**	
$\frac{1}{2}$ x Subline	
$\frac{1}{2}$ x Optional 3rd line	
$\frac{1}{2}$ x	
2 x	
$\frac{1}{2}$ x	
$\frac{1}{2}$ x 5 x	

Name of the club
Subline 1
Optional 3rd line
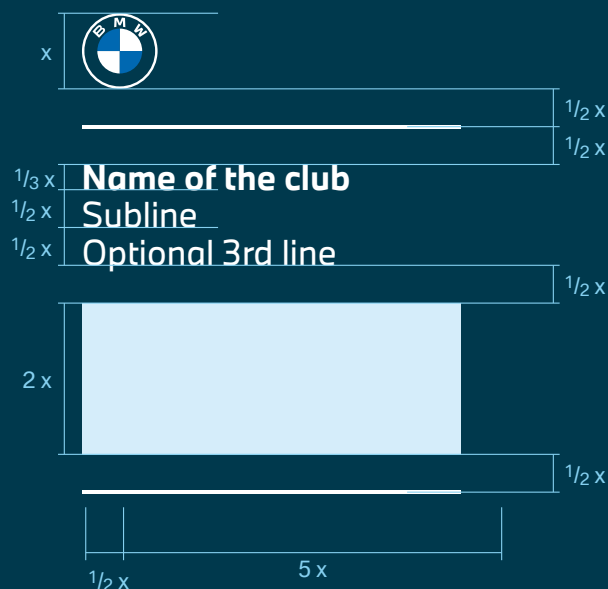
The transparent version of the BMW Club logo shall be used whenever possible. It contains the BMW symbol that features a white line and white BMW letters. Accordingly, lines and texts and all other texts on the page (including headlines) shall also be white.

Only if the BMW Club logo is placed on a **purely white background** (or has to be placed within a white box), the "fallback" version of the BMW symbol that features a dark grey line and the letters "BMW" in dark grey (70% black or RGB 111 / 111 / 111) shall be utilised. The horizontal lines and the text shall be finished in the same colour shade **(70% black or RGB 111 / 111 / 111)**, as well as all other texts on the page (including headlines).

Caution!
The two BMW symbols differ not only in colour. Consequently, the colour of the letters "BMW" and of the outer ring may never be changed arbitrarily, but **the correct original file will always have to be utilised.**
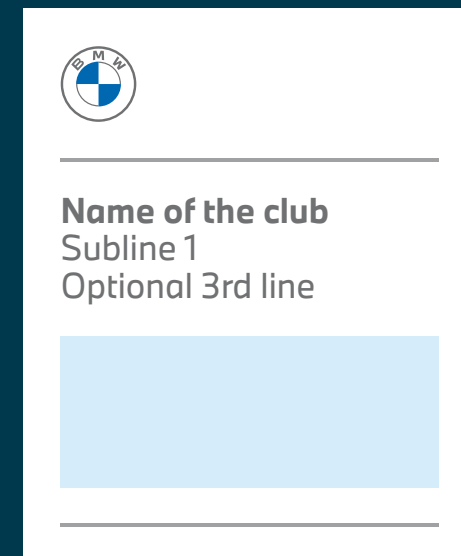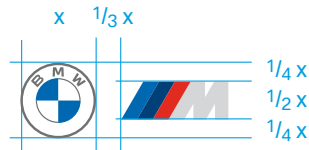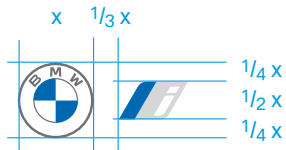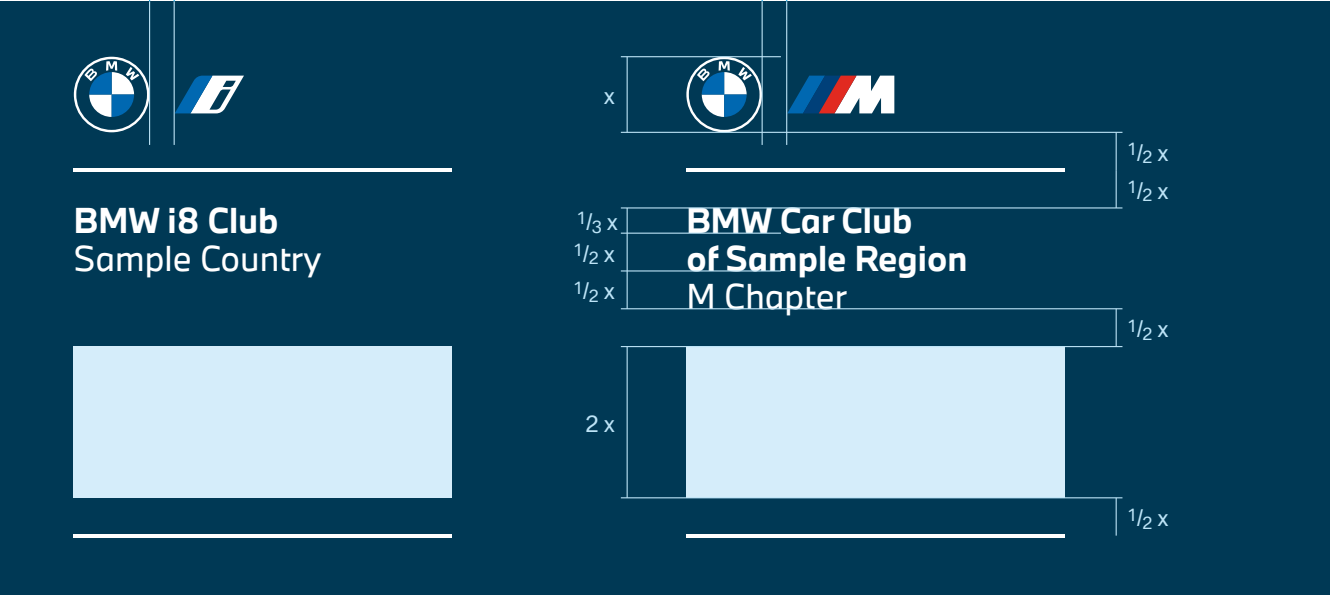
CONSTRUCTION OF THE BMW CLUB LOGO.
PAIRING (BMW i / BMW M).

Paired logos may be utilised only by clubs with the respective clear reference.
Creation and decision of usage on request only. The individual case permission by BCCM is obligatory.

Important:
Only original digital masters of the combination of BMW symbol with "BMW i" and "BMW M" may be used for the reproduction of this logo.

x $^1/_3$ x $^1/_4$ x
                                 $^1/_2$ x
                                 $^1/_4$ x

x $^1/_3$ x $^1/_4$ x
                                 $^1/_2$ x
                                 $^1/_4$ x

The spacing between the symbols may never be changed!

BMW i8 Club
Sample Country

x

$^1/_3$ x   **BMW Car Club**
$^1/_2$ x   **of Sample Region**
$^1/_2$ x   M Chapter

$^1/_2$ x
$^1/_2$ x

$^1/_2$ x

2 x

$^1/_2$ x

$^1/_2$ x

Transparent (main) versions

BMW i8 Club
Sample Country

BMW Car Club
of Sample Region
M Chapter

Fallback versions

Pantone Coated	Cool Gray 2 C	2935 C	294 C	7626 C
Pantone Uncoated	Cool Gray 2 U	2935 U	541 U	7626 U
CMYK	0 / 0 / 0 / 22	100 / 52 / 0 / 0	100 / 69 / 7 / 30	0 / 93 / 95 / 2
RGB	214 / 214 / 214	0 / 102 / 177	0 / 61 / 120	226 / 39 / 24
RGB (Hex)	#D6D6D6	#0066B1	#003D78	#E22718
	BMW i / BMW M (Fallback version)	BMW i / BMW M	BMW M	BMW M
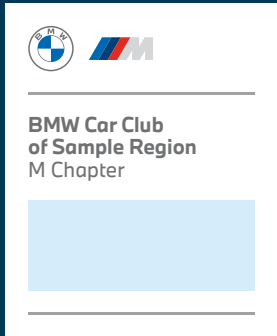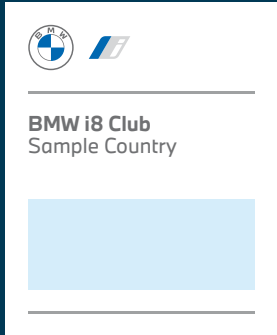
CONSTRUCTION OF THE BMW CLUB LOGO.
PAIRING (BMW MOTORRAD).

Paired logos may be utilised only by clubs with a clear BMW Motorrad reference. Creation and decision of usage on request only. The individual case permission by BCCM is obligatory.

x $^1/_3$ x

BMW MOTORRAD

x

The spacing between the symbols may never be changed!

Important:
Only original digital masters of the combination of BMW symbol with "BMW Motorrad" may be used for the reproduction of this logo.

BMW MOTORRAD

BMW Motorrad Club
Sample City

Transparent (main) version

BMW MOTORRAD

BMW Motorrad Club
Sample City

Fallback version
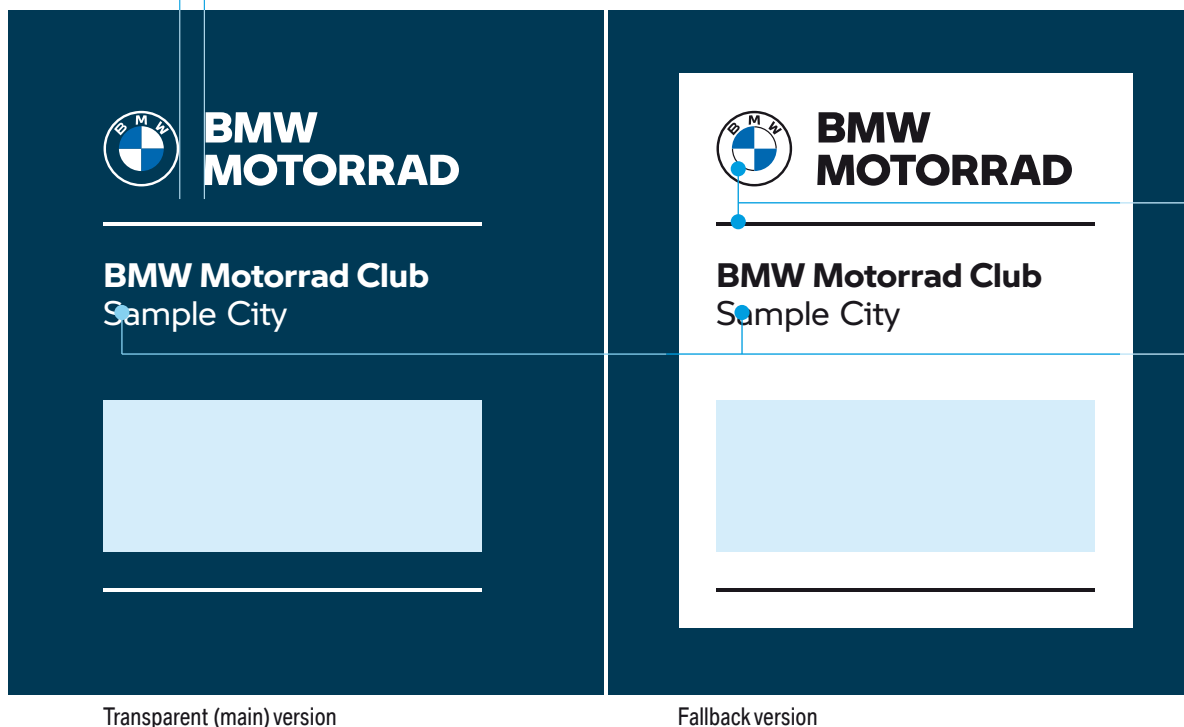
When it comes to BMW Club Logos with a BMW Motorrad pairing, the lines and letters of the BMW symbol in the fallback variant are finished in black instead of grey. The same applies to the two horizontal lines.

In case of BMW Club Logos with a BMW Motorrad pairing, the font "BMW Motorrad" is used for the name of the Club instead of "BMW Type Next".
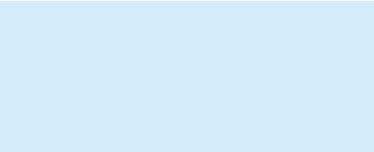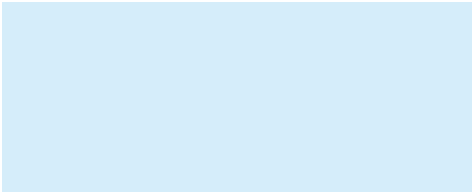
4. APPLICATION.
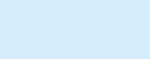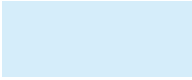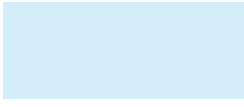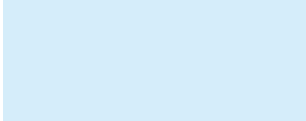
The following section describes various elements in detail based on practical examples.

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

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

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

BMW Car Club of Sample City Sample Section	**BMW Car Club of Sample City** Sample Section	**BMW Car Club of Sample City** Sample Section	**BMW Car Club of Sample City** Sample Section
125% / 80%	128% / 78.125%	125% / 80%	
Logo width:	20 mm (40% of original size)	25 mm (50% of original size)	32 mm (64% of original size)	40 mm (80% of original size)
Applications:	business cards, membership cards with motif, give-aways	letterhead (A4 and US letter) flyers (A5, DL)	A4 brochures, caps, club badges, membership cards without a motif	A3 posters, t-shirts, stickers

BMW Car Club of Sample City Sample Section	**BMW Car Club of Sample City** Sample Section
125% / 80%	125% / 80%
Logo width:	50 mm (original size of the template)	62.5 mm (125% of original size)
Applications:	A2 posters	A1 posters

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

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

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

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

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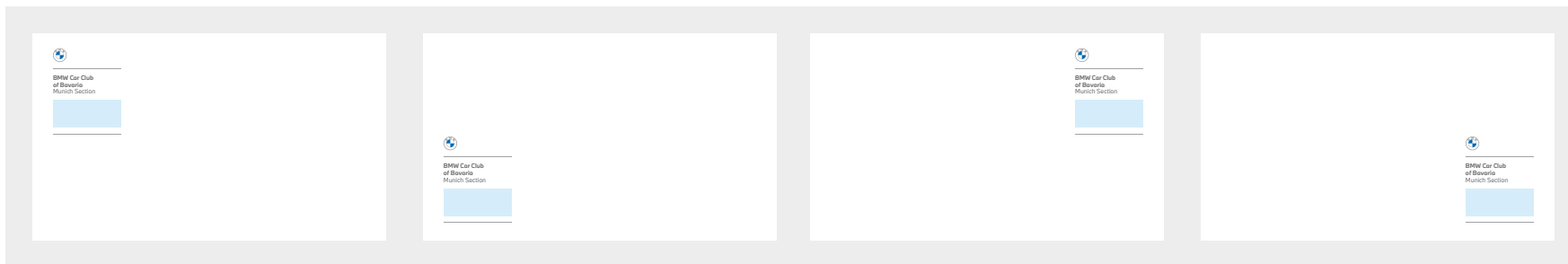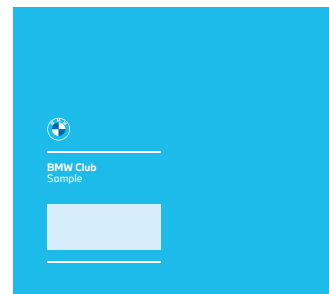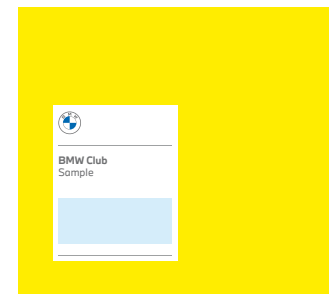

Do

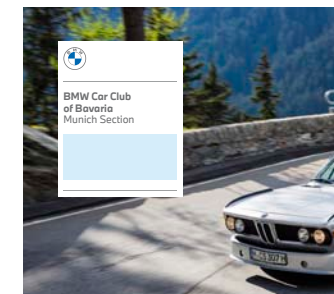Protected space around the logo properly respected.
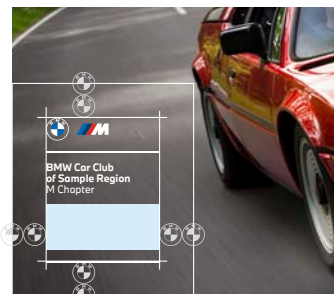
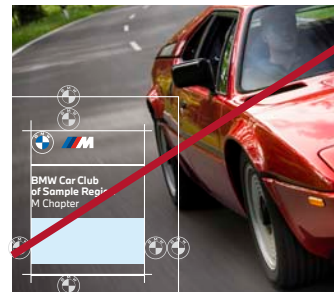Blue background differs from the blue used in the BMW symbol.

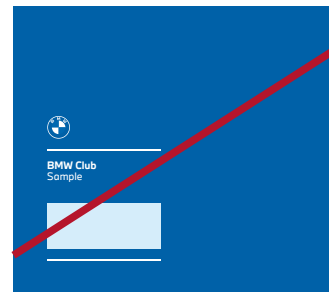Logo version with white box enables better contrast with the background.
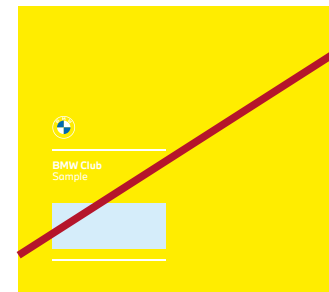
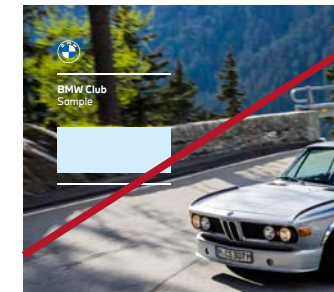White box covers the restless background.

Don't

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

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

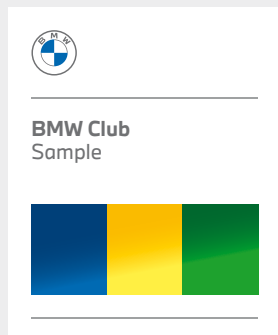Background colour too light. BMW symbol and text poorly visible.

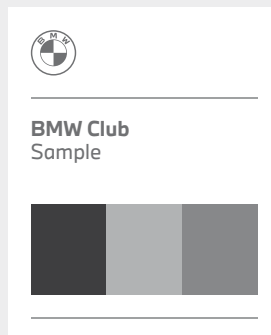Logo on restless background hard to identify.

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

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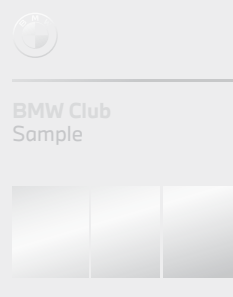
BMW Club
Sample

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

BMW Club
Sample

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

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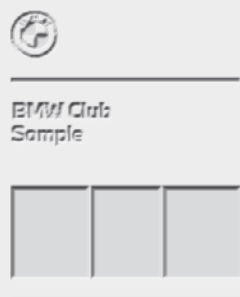
Reproduction technique: blind stamp
Application: print media
Minimum size: width 25 mm

BMW Club
Sample

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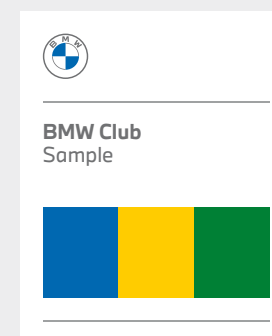
BMW Club
Sample

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

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

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

The identifier is set in BMW TypeNext Bold (BMW Motorrad Bold for Clubs who utilise a logo with BMW Motorrad pairing) and its font size is identical with that of the text in the BMW Club logo.

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

Files of the identifier (transparent and fallback variant) are available from BCCM upon inquiry.

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

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

Language
The identifier can be used in English or German.

German	**Offizieller BMW Club.**
English	**Official BMW Club.**

Use
The identifier is only used in certain media:

- Print media
- Internet
- Membership card
- Correspondence

Don't use
The identifier is not used in the following areas:

- Merchandising and lifestyle articles
- Give-aways
- Badges and pins
- Flags

left-aligned

left- or bottom-aligned

left- or bottom-aligned

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

Application

VISUAL WORLD.
DOING JUSTICE TO PREMIUM ASPIRATIONS.

Do

Don't

The imagery reflects the **premium claim** of the BMW brand. It is real, powerful and vibrant.
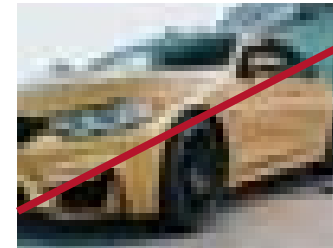
Negative messages such as accidents and breakdowns are to be avoided. Images with political, racist or sexist content are not permitted.

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

MERCHANDISING ARTICLES.
A COLLECTION WITH STYLE.

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

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

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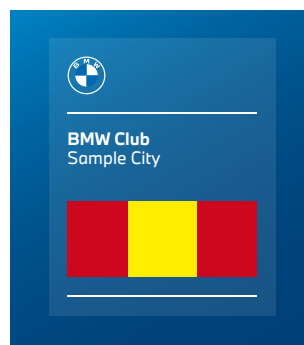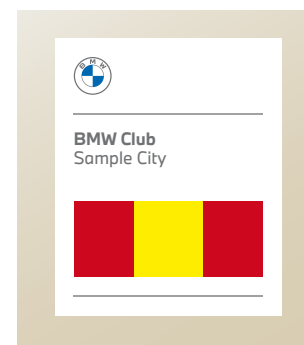
Polo shirt

Polo shirt

Jacket (fallback version)

Cap

Lanyard

Transparent sticker
on a dark background.

Avoid transparent stickers on a light background and utilise the fallback variant on white adhesive film instead.

DIGITAL MEDIA.
FINDING A DOMAIN NAME.

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

		Do	Don't
Country-specific Top-level domains (TLDs) and Generic Top-level domains (e.g. .com / .net / .info)	The domain name should correspond to the club name featured in the club logo, replacing the spaces between the words with a dash (i.e. the words are not directly linked). It is mandatory that the term "bmw-club" (or "bmw-car-club", "bmw-motorrad-club", etc.) be included in the domain name.	bmw-club-samplecity.de bmw-car-club-samplecity.org.uk bmw-motorrad-club.net	BMWClubSamplecity.de bmwcarclub-samplecity.org.uk bmw-club.samplecity.com
	If a country-specific TLD is used, the country code has to correspond to the country in which the club is based.	bmw-club-zuerich.ch	bmw-club-zuerich.de
	Clubs with a rather long name (e.g. chapters) may utilize abbreviations.	bmwcca-allegheny-chapter.org	bmw-car-club-of-america-allegheny-chapter.com
	A combination of subdomain and domain as well as subdirectories are not permissible.		bmw-club.international.com bmw-club-sampletown.yahoo.com
New generic Top-level domains (e.g. .online / .blog / .club)	So called "new gTLDs" are basically possible, but they must be used in a reasonable way. If regional expressions are used (e.g. .berlin), duplications are to be avoided. Apart from this, the aforementioned rules apply.	bmw-motorrad-club-spandau.berlin	bmw-club-berlin.berlin bmw-club-samplecity.cool
	The TLD ".club" is possible, but it should be avoided due to the duplication of the word "club".	bmw-club-samplecity.club bmw-sample-club.club	bmw-samplecity.club bmw.club sample.club

DIGITAL MEDIA.
CLEAR APPEARANCE WITH A WIDESPREAD IMPACT.

The BMW Club logo

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

1/2 x

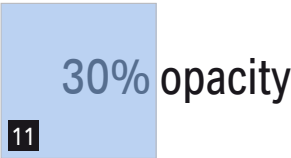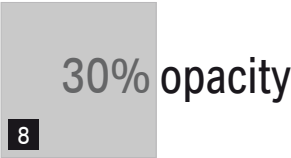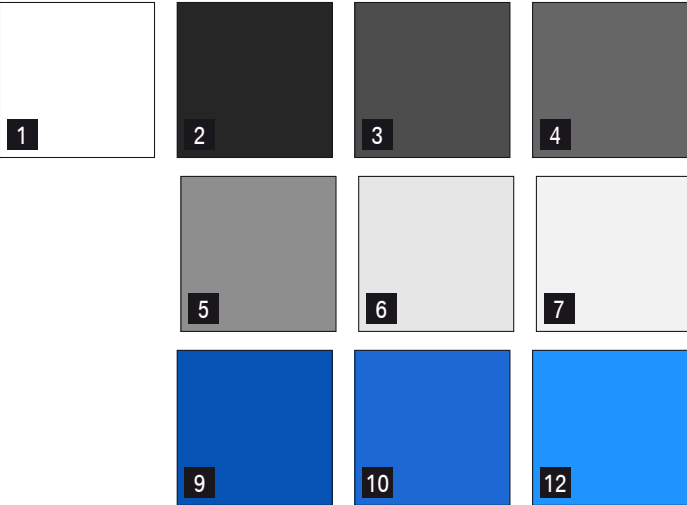**BMW Club**
Sample

1/2 x

1/2 x   1/2 x
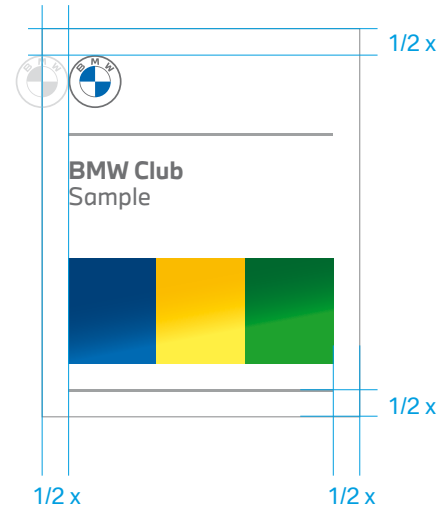
Colours

The user interface background is always white (1).

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

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

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

| 1 | 2 | 3 | 4 |
| 5 | 6 | 7 |

30% opacity
8

| 9 | 10 | 12 |
| 11 | 30% opacity |

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

# DIGITAL MEDIA.
SOCIAL MEDIA.

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

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

Title images
For title images the rules for high-quality images mentioned on page 20 apply.
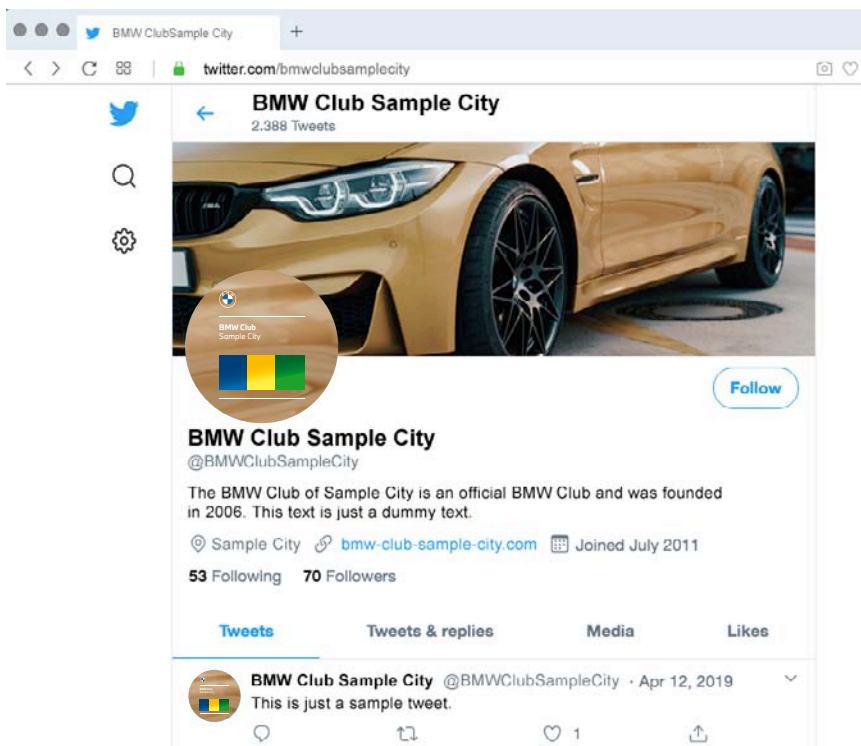
These rules, illustrated using the example of Twitter, apply analogously to all other social media channels.
If you have any questions, please contact BMW Club & Community (see page 30) Management for further information or help.


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


min. 1/2 x

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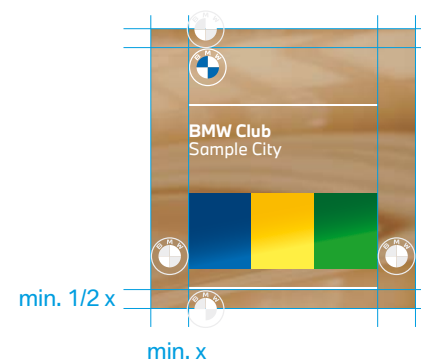
Rectangular profile pictures
A wraparound edge (protected space) of at least half the diameter of the BMW symbol (top and bottom) and at least one diameter of the BMW symbol (left and right) must be respected up to the edges of the profile picture. The BMW Club logo shall be placed in the format of the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

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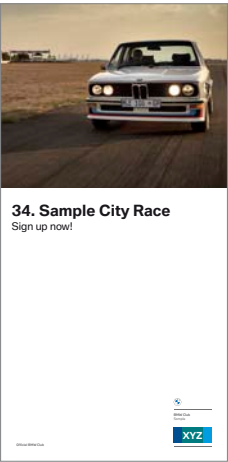# PRINTED MATERIAL IN HIGH-QUALITY FORMAT.

Application examples and design suggestions
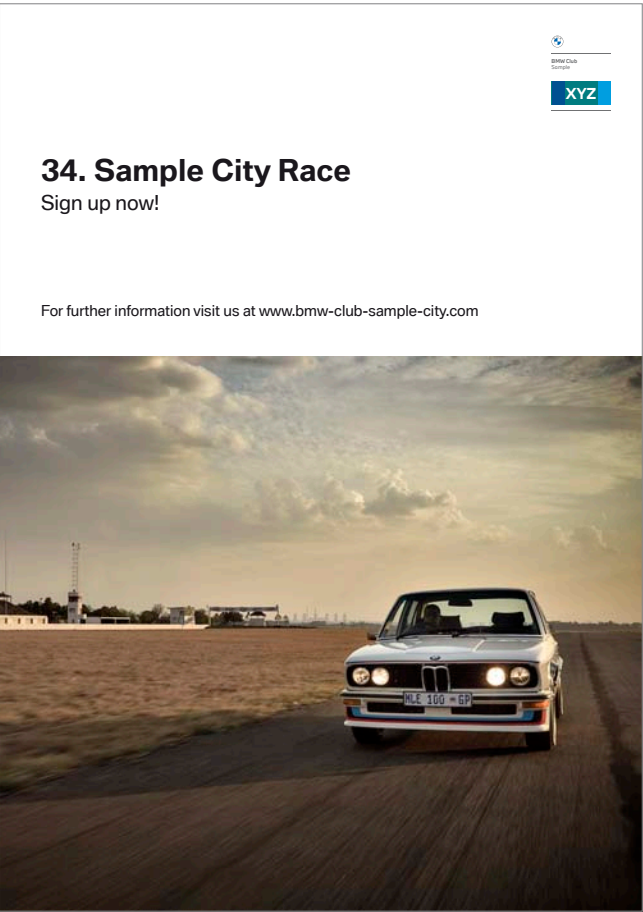
Poster
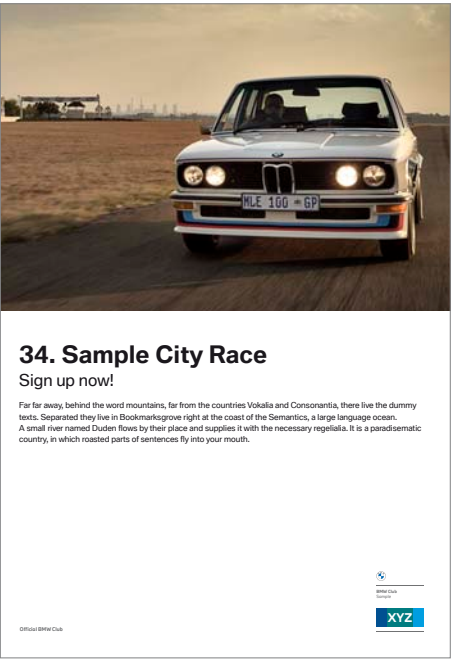
Advertisement

Flyer

CORRESPONDENCE.
STATIONERY IN HIGH-QUALITY FORMAT.

A4 letterhead

The mandatory minimum spacing from the edges is twice the diameter of the BMW symbol (x).
The left-hand margin – dependent on the position of the window on the envelope – is accordingly larger (5 x for DIN A4 format).
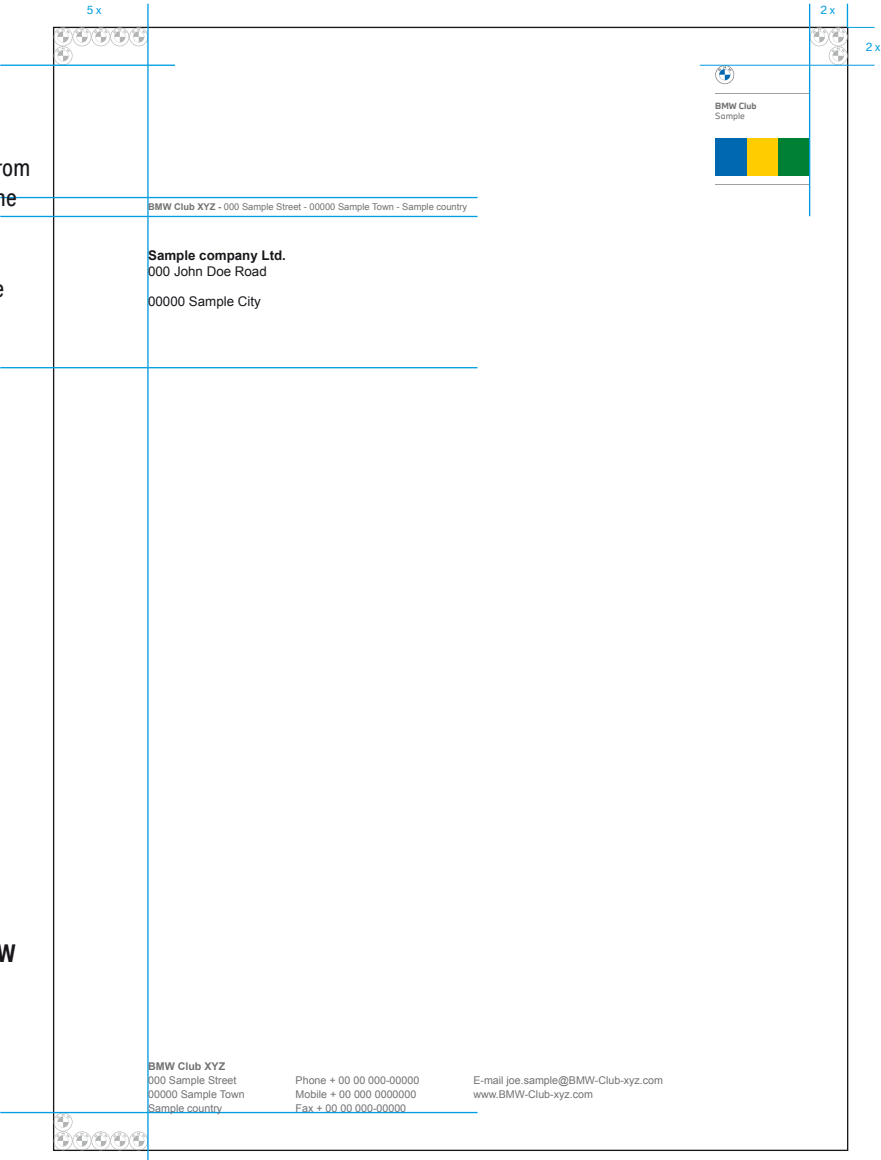
Our recommendation for the sender line in the window:
Typeface: Arial regular
Size: 6 pt
Character spacing 0
Colour: 70% black

Our recommendation for the recipient address and the main text:
Typeface: Arial regular
Type size: 10 pt
Line spacing: 11.5 pt
Character spacing 0
Type colour: 100% black

Our recommendation for the BMW Club name and the sender data:
Typeface: Arial bold / regular
Type size: 8 pt
Line spacing: 10.5 pt
Character spacing 0
Type colour: 70% black

5 x

2 x

2 x

BMW Club
Sample

BMW Club XYZ - 000 Sample Street - 00000 Sample Town - Sample country

Sample company Ltd.
000 John Doe Road

00000 Sample City

BMW Club XYZ
000 Sample Street   Phone + 00 00 000-00000   E-mail joe.sample@BMW-Club-xyz.com
00000 Sample Town   Mobile + 00 000 0000000   www.BMW-Club-xyz.com
Sample country   Fax + 00 00 000-00000

Application

CORRESPONDENCE.
STATIONERY IN HIGH-QUALITY FORMAT.

Business card size: 85 x 55 mm

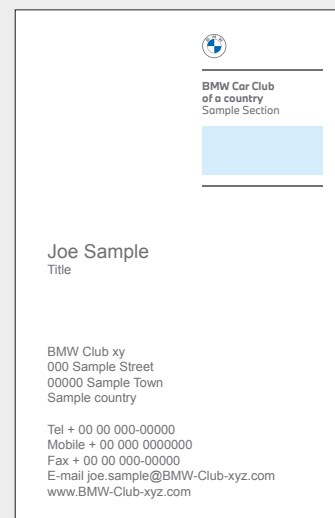A minimum spacing of one diameter of the BMW symbol (x) must always be observed from the edges.
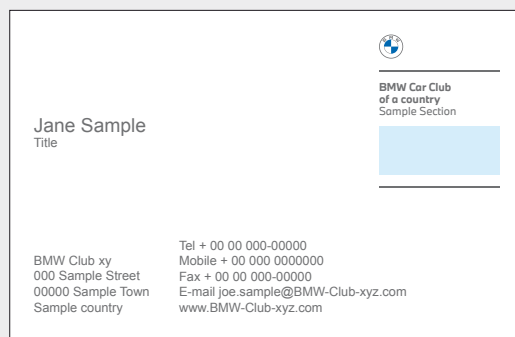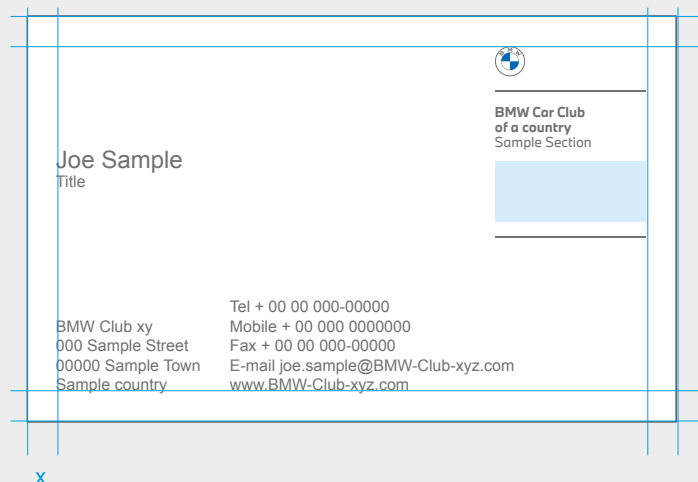
Our recommendation for the name:
Typeface: Arial regular
Size: 9 pt
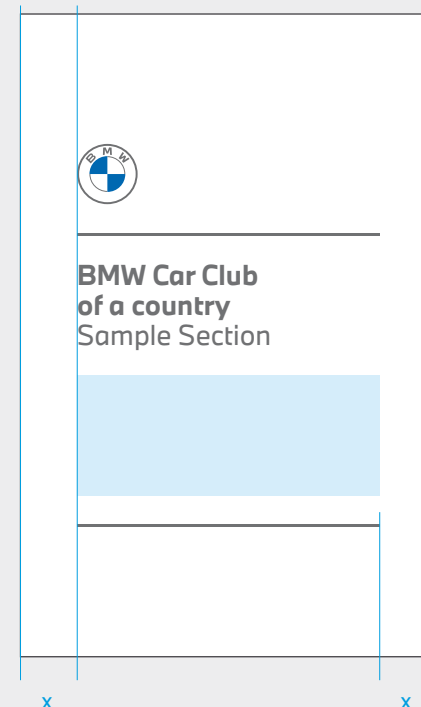Line spacing: 7.3 pt
Character spacing 0
Colour: 70% black

Our recommendation for the other texts:
Typeface: Arial regular
Type size: 6 pt
Line spacing: 7.3 pt
Character spacing 0
Type colour: 70% black

Front side:

BMW Car Club
of a country
Sample Section

Joe Sample
Title

BMW Club xy
000 Sample Street
00000 Sample Town
Sample country

Tel + 00 00 000-00000
Mobile + 00 000 0000000
Fax + 00 00 000-00000
E-mail joe.sample@BMW-Club-xyz.com
www.BMW-Club-xyz.com

x

Jane Sample
Title

BMW Car Club
of a country
Sample Section

BMW Club xy
000 Sample Street
00000 Sample Town
Sample country

Tel + 00 00 000-00000
Mobile + 00 000 0000000
Fax + 00 00 000-00000
E-mail joe.sample@BMW-Club-xyz.com
www.BMW-Club-xyz.com

BMW Car Club
of a country
Sample Section

Joe Sample
Title

BMW Club xy
000 Sample Street
00000 Sample Town
Sample country

Tel + 00 00 000-00000
Mobile + 00 000 0000000
Fax + 00 00 000-00000
E-mail joe.sample@BMW-Club-xyz.com
www.BMW-Club-xyz.com

Reverse side (optional):

BMW Car Club
of a country
Sample Section

x   x

The BMW Club logo may optionally be positioned on the reverse side of the card, centred and as large as possible (make sure to comply with the minimum spacing of one logo diameter required towards the edge!).

The logo on the front of the card may be omitted (e.g. for the benefit of a larger font size) in this specific case. No other logos are, however, permitted on the card.

BADGES AND PINS.
SMALL SIZE, BIG EFFECT.

Protected space
If the BMW Club Logo is utilised in the form of a full picture, it is essential for the impression given that it is not "squeezed" too tightly into the format. This is the reason why a wraparound edge (protected space) up to the edges of the object will have to be respected, which corresponds at minimum to half the diameter of the BMW symbol.
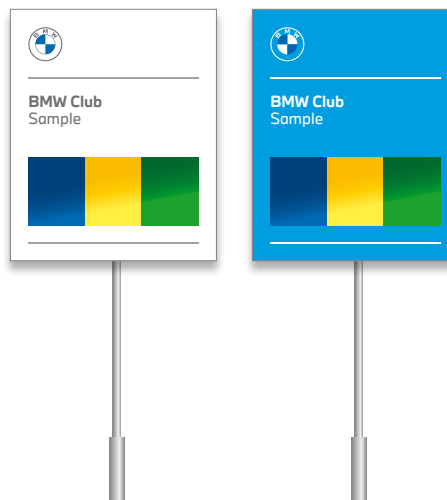
Visible stitching
If sewn on with visible stitching, this dimension does not refer to the distance from the edge of the badge, but rather to the distance from the seam.
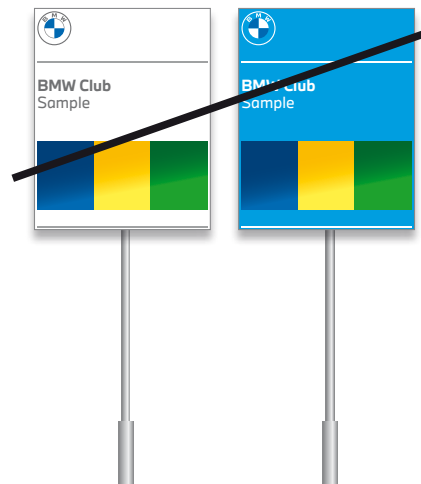
Coloured background
If badges are applied on coloured background, please always use the **fallback version** of the BMW Club logo (white box).
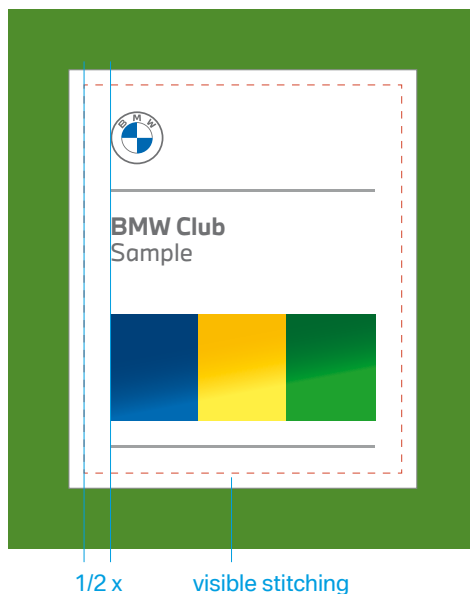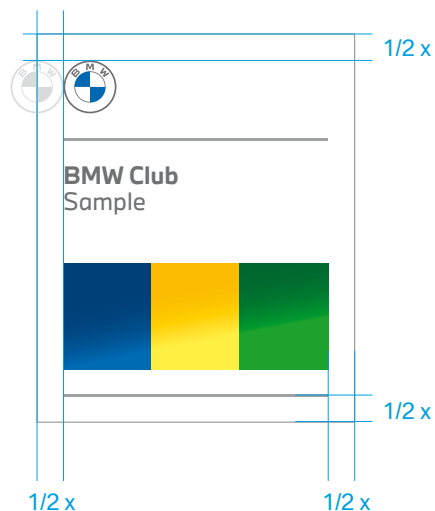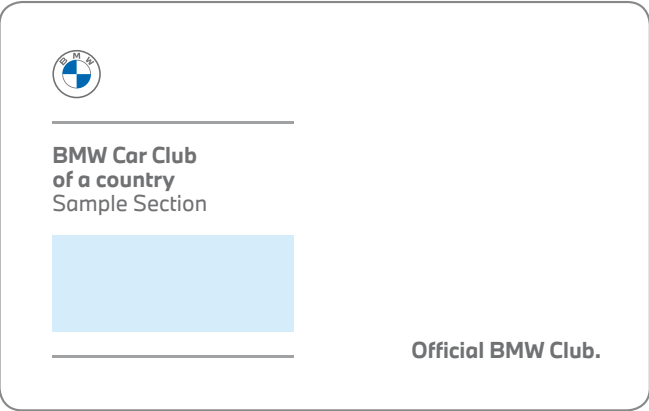
Do

Don't

Do

Don't

MEMBERSHIP CARD.
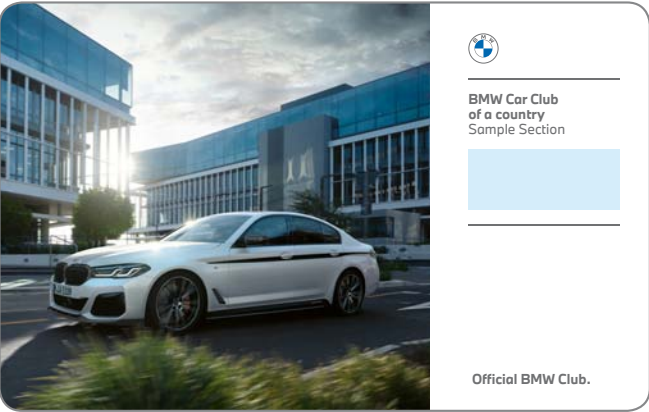# PROOF OF A POWERFUL IDENTITY.

Application examples and design suggestions.

Front side, without a motif

Reverse side

Front side with motif

CONTACT & SUPPORT.

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

BMW Club & Community Management
E-mail: classic@bmwgroup.com

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

German website:
www.bmwgroup-classic.com/de/bmw-clubs.html

English website:
www.bmwgroup-classic.com/en/bmw-clubs.html