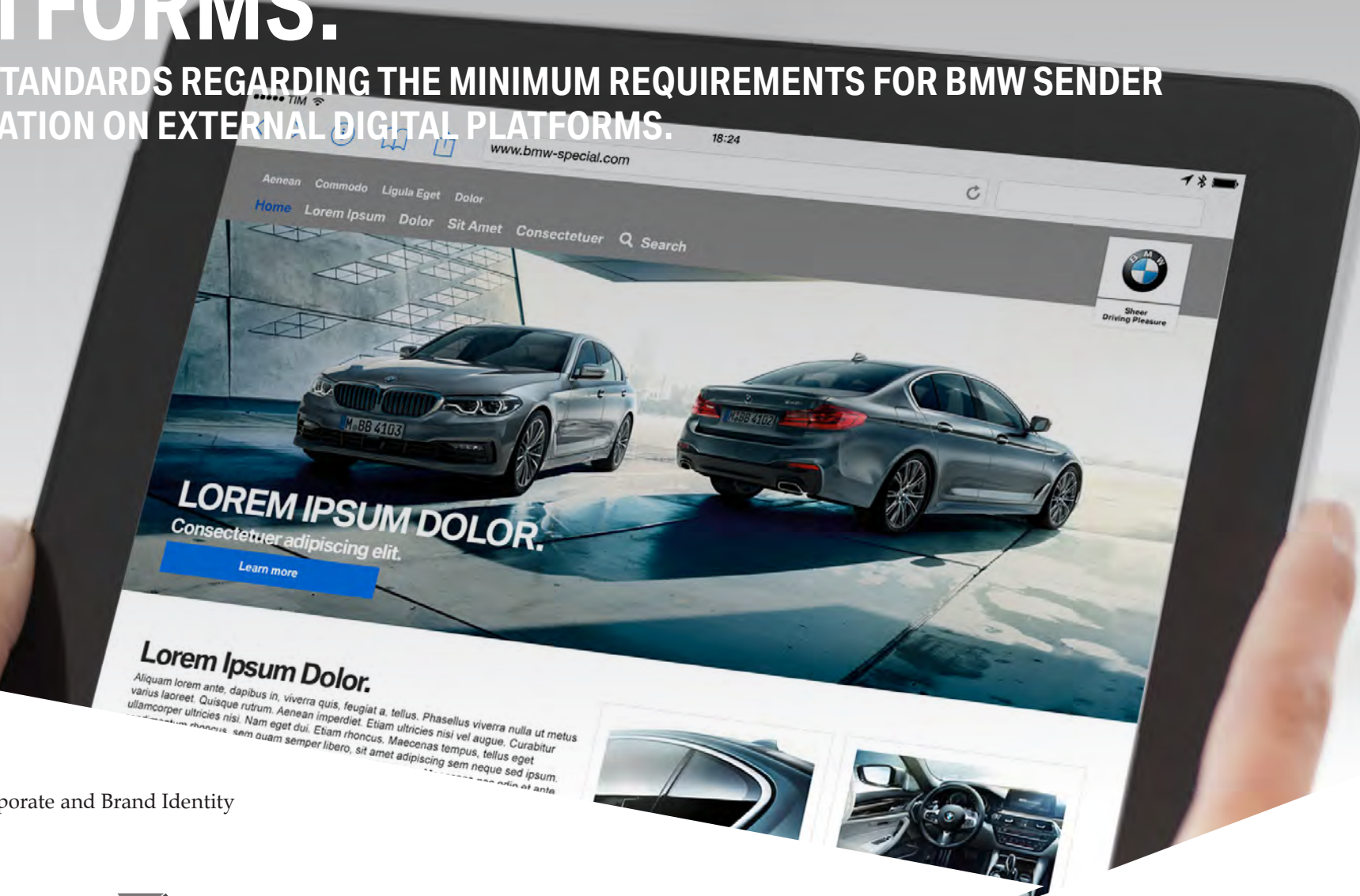# BMW ON EXTERNAL DIGITAL PLATFORMS.

CI BRIEF STANDARDS REGARDING THE MINIMUM REQUIREMENTS FOR BMW SENDER IDENTIFICATION ON EXTERNAL DIGITAL PLATFORMS.

BMW Group Corporate and Brand Identity
**June 2017**

AT A GLANCE.

The fundamental principles of BMW Brand Identity are documented in CI Standards.
These CI Brief Standards define the minimum requirements of BMW Brand Identity on external digital platforms such as websites, applications, etc. which should ideally be implemented in their entirety so as to ensure clear, brand-based labelling as an official BMW brand offer.

1 The focus is on fast and clear communication of the BMW brand. The BMW sender designation in the form of the Identity Modules must be used in all digital applications.

2 Digital applications are always to be designed for maximum clarity of layout and user friendliness.

3 The typography and visual style are to be applied as for BMW Brand Identity. Both are indispensable elements for brand communication in digital applications.

BMW SENDER IDENTIFICATION ON EXTERNAL DIGITAL PLATFORMS.

BMW Brand Identity is to be conveyed consistently and uniformly on all communication channels.
Ideally, external digital media such as websites and applications should be geared as closely as possible in their
structure and design to the BMW Stage 2 website.

Example of BMW Stage 2 website
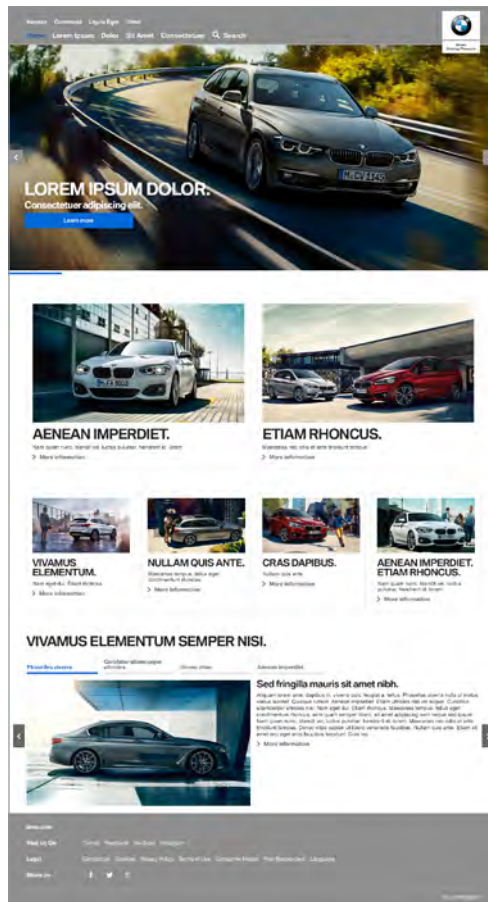
EXAMPLE OF BMW STAGE 2 WEBSITE CONTENT.

– The BMW Identity Modules, brand-based design colours and BMW visual style are compulsory elements on external digital platforms. The other elements should ideally be implemented, too, but can be replaced with systemic elements, for example, if this is necessary for technical reasons.

Generic display of the BMW Stage 2 website with the main design features of BMW Brand Identity in digital media

Example of BMW Stage 2 website

Identity Modules*

iconography

typography

UI elements

visual style*

design colours*

* compulsory elements
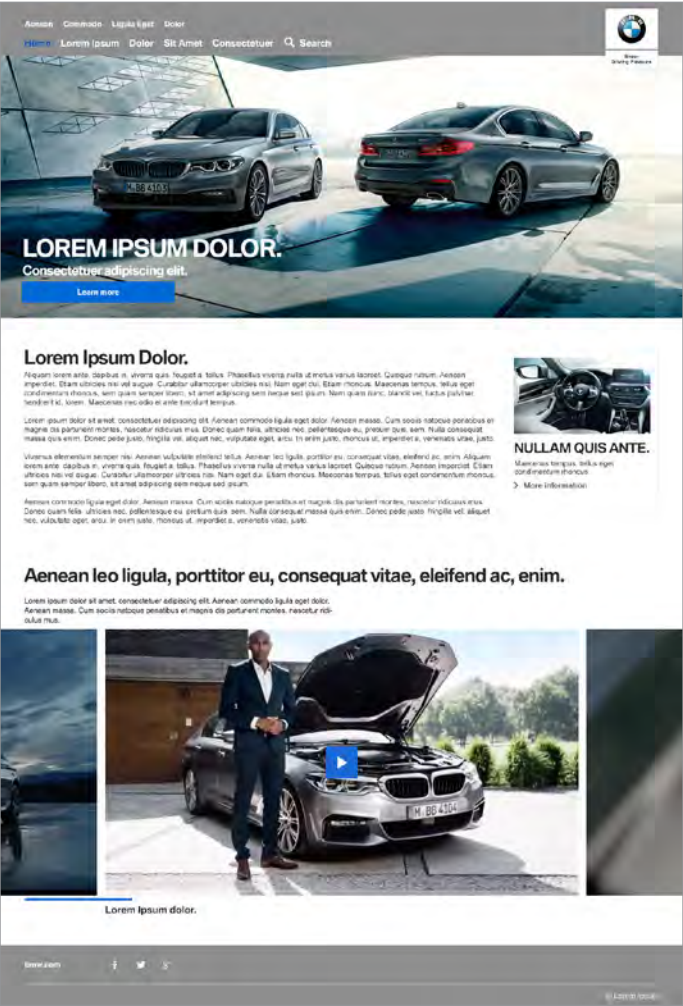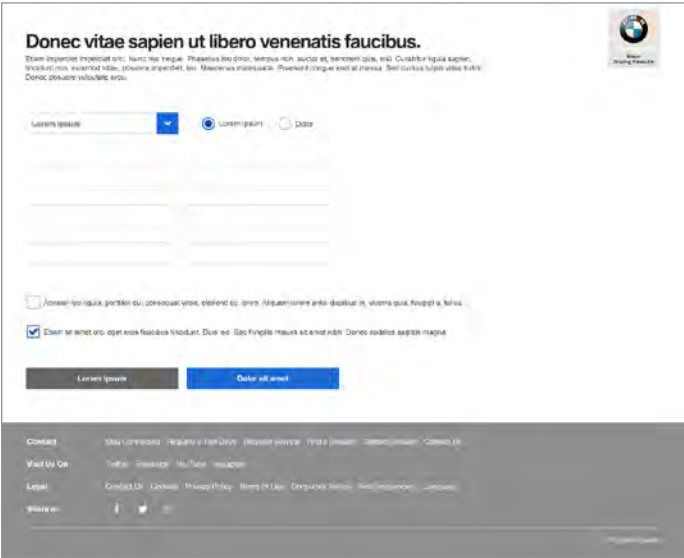
STRUCTURE AND LAYOUT.

PAGE STRUCTURE.

– The layout and structure should be adapted so as to match the function and alignment of the page.

The page structure can be freely designed in terms of form and complexity. The main priority is comprehensive communication of content.

Example of a complex page structure

Example of a reduced page structure

Example of an externally hosted form

DESIGN GRID.

- The design grid can essentially be freely selected. Ideally a four-column or a two-column and single-column grid are used so as to meet the needs of responsive design.

- If this grid cannot be used, the breakpoints, sizes and number of columns correspond to the digital format in question.

The design grid allows the page elements to be structured within the scope of digital display options available.

Schematic display of a model responsive page grid

4-column (desktop)

2-column (tablet)

1-column (phone)

SENDER DESIGNATION IN THE PAGE HEADER.

Page header

– A digital BMW application should ideally have a header. This is based on the BMW Stage 2 website in terms of content and design. It appears against a grey background and consists of navigation and the BMW sender designation.
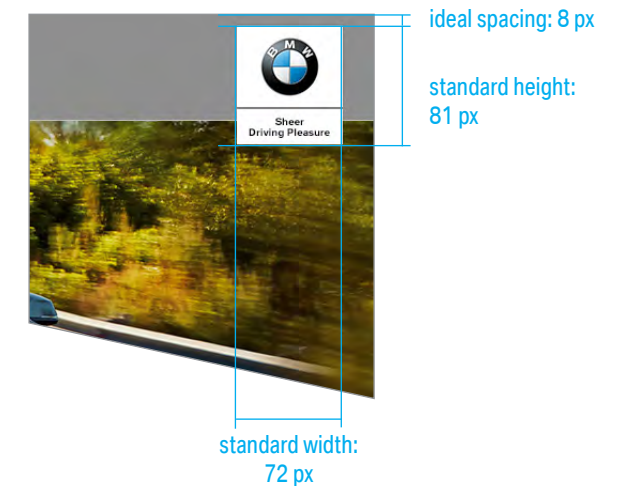
Sender designation

– The sender designation consists of the Identity Modules, i.e. the symbol module and the additional module.

– The Identity Modules are always positioned at the top right in the header or viewport of the digital application.

– The Identity Modules always appear in the stipulated size and in optimum resolution.

– Only official templates from the BMW Group Identity Net may be used for the sender designation.

– In the case of a white background, the grey Identity Modules are to be used that were created especially for this purpose.

The BMW sender designation in the form of the Identity Modules must be used in all digital BMW applications.
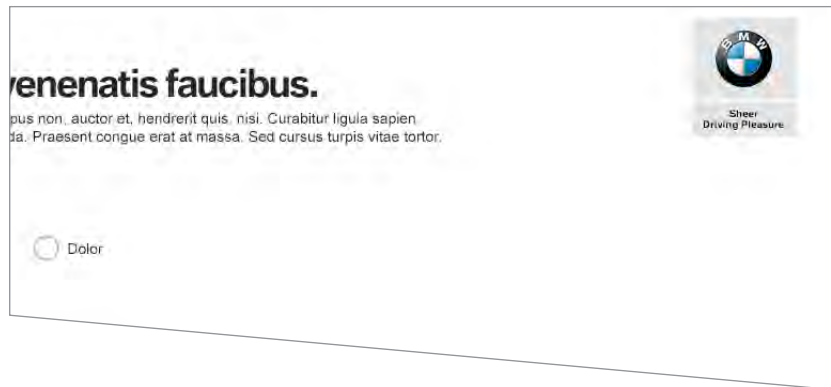
Example – desktop and tablet

ideal spacing: 11 px

standard height: 111 px

standard width: 99 px

Example – smartphone

ideal spacing: 8 px

standard height: 81 px

standard width: 72 px

Example showing the Identity Modules against a white background

venenatis faucibus.

pus non, auctor et, hendrerit quis, nisi. Curabitur ligula sapien
da. Praesent congue erat at massa. Sed cursus turpis vitae tortor.

Dolor

BMW i AND BMW M SENDER IDENTIFICATION.
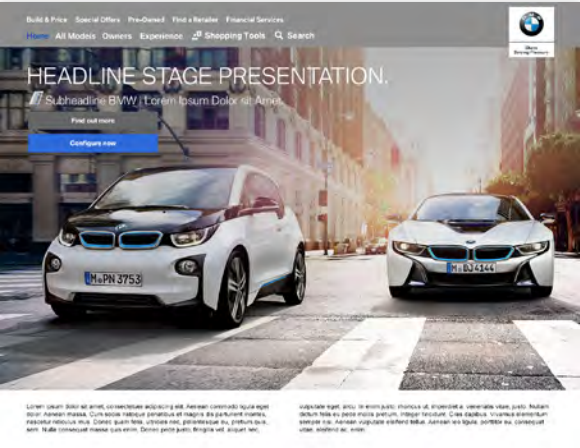# BRANDING OF CERTAIN COMPONENTS.

The sender identification for BMW i and BMW M is only implemented in combination with the headline and subheadline and varies according to the display format or component.

The following layout system applies to components for which the headline and subheadline are displayed directly on one image:
First line: Headline
Second line: BMW i / BMW M symbol before subheadline (the symbol is retained if there is no subheadline)

The following specifications apply to components with text elements outside the image:
First line: Headline
Second line: Subheadline
Third line: BMW i / BMW M symbol (the symbol is placed under the headline if there is no subheadline)

The examples provided on this page illustrate a teaser component that has a changing responsive design. On a desktop display, the text elements are displayed on the image, while on smaller tablet and smartphone screens they are displayed outside the image area. The layout system must also be observed for these component forms.

BMW i branding of certain components including headline and subheadline in front of the image
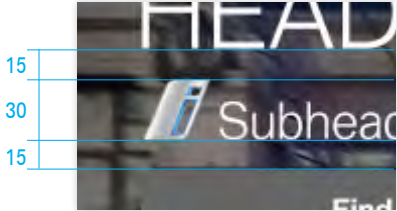

Four columns (desktop)
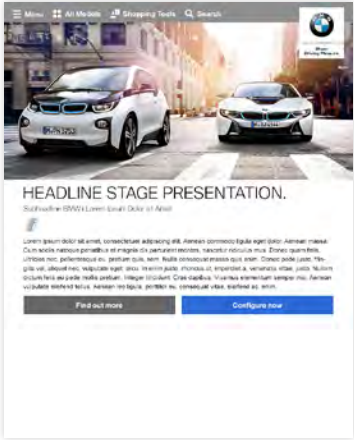
Two columns (tablet)

One column (smartphone)

BMW M branding of certain components including headline and subheadline in front of the image

Four columns (desktop)

Two columns (tablet)
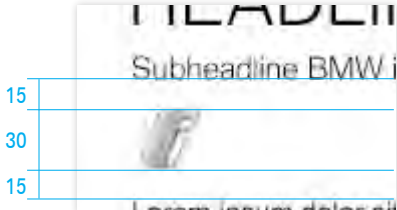

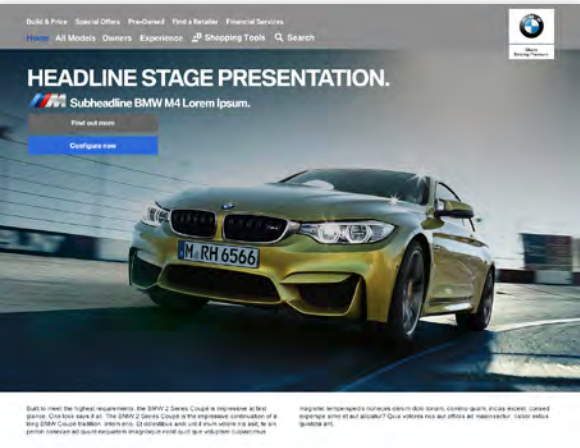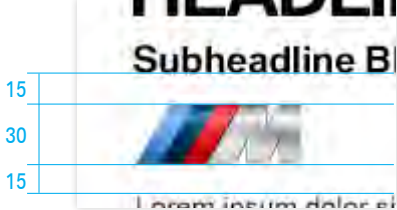One column (smartphone)

Size specifications

Four columns for full width format

Two columns and one column

Size specifications


Four columns for full width format

Two columns and one column

BMW i AND BMW M SENDER IDENTIFICATION.
BRANDING OF A FULL SUBPAGE.

If all of the content on a subpage relates to BMW i or BMW M, then the subpage is branded with the relevant symbol located above the page content and below the main navigation.

In all resolutions, the symbols have a height of 30 px. The spacing above and below the symbols always equates to 30 px.

BMW i branding of a full subpage
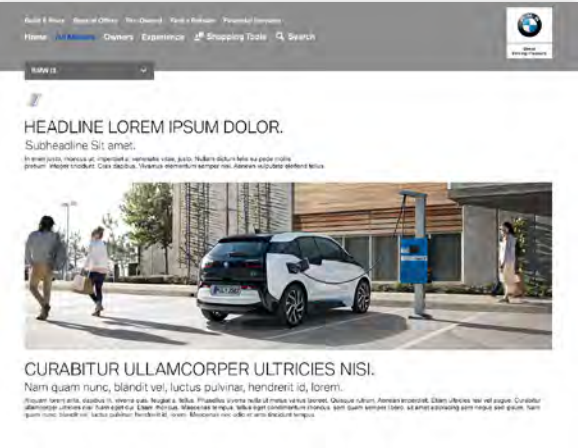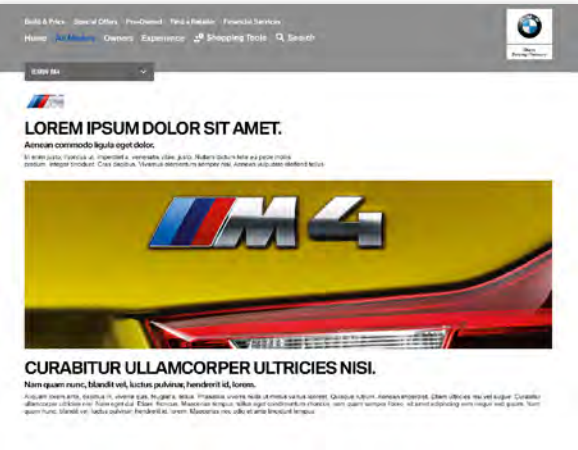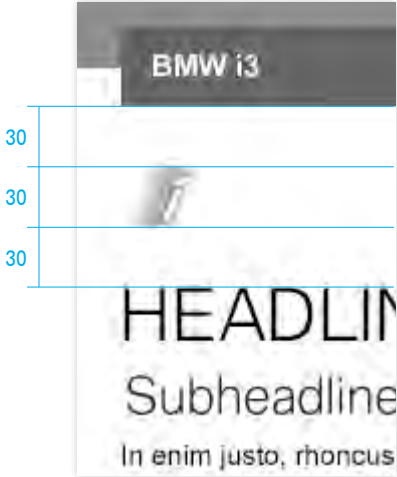

Four columns (desktop)

Two columns (tablet)

One column (smartphone)
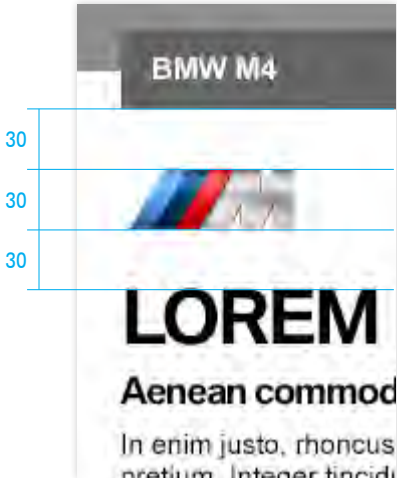
Size specifications

30

30

30

Four columns (desktop)

Two columns (tablet)

One column (smartphone)

Size specifications

30

30

30

BMW i AND BMW M SENDER IDENTIFICATION.
BRANDING OF AN INDIVIDUAL TOPIC.

If only one of the topics on a page relates to BMW i or BMW M, the relevant symbol is always displayed under the subheadline.

In all resolutions, the symbols have a height of 30 px. The spacing above and below the symbols always equates to 15 px.

BMW i branding of an individual topic (for example, micro story teaser)
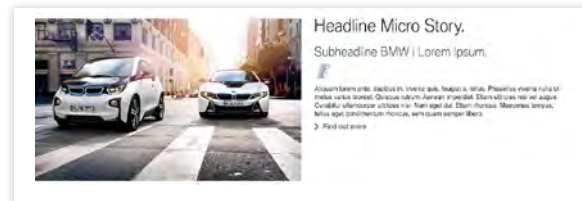
Four columns (desktop)

Two columns (tablet)

One column
(smartphone)

Size specifications

15
30
15

BMW M branding of an individual topic (for example, micro story teaser)

Four columns (desktop)

Two columns (tablet)

One column
(smartphone)

Size specifications

15
30
15

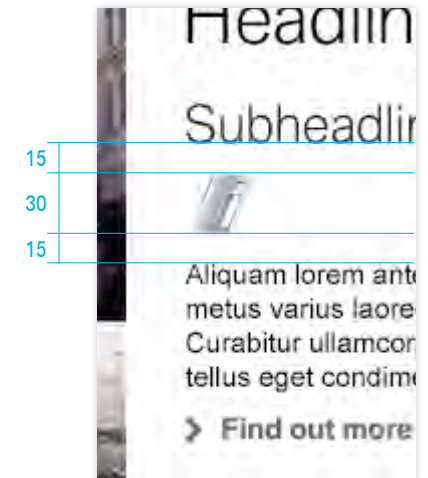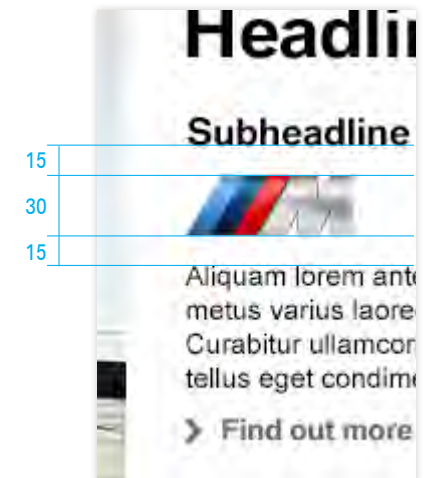# NAVIGATION BARS.

– Ideally, the navigation bar should appear in the header on the left-hand side of the view-port.

– The navigation bars offer users the best possible overview of the content.

– The complexity and display of the navigation must always be adapted to the application in question.

– Recommended display: white navigation items against a grey background (the items turn blue when selected).

Typographical specifications

– Type weight: BMW Type Web Bold.

– Standard type sizes: 18 px (secondary links: 14 px).

The navigation bars can be freely designed but should be easily recognisable and simple to use.

Example of website with complex navigation structure

Example of website with reduced navigation structure

Colours for backgrounds, lines and highlights

Standard background colour for main navigation bar:
#8e8e8e / RGB 142 | 142 | 142

Standard background colour for secondary navigation:
#ffffff / RGB 255 | 255 | 255

Standard colour for dividing lines in secondary navigation:
#dddddd / RGB 221 | 221 | 221

Standard colour for highlight bars in secondary navigation:
#1c69d4 / RGB 28 | 105 | 212

Text colours

Standard colour for navigation links (default):
#ffffff in the case of a grey background / RGB 255 | 255 | 255
#666666 in the case of a white background / RGB 102 | 102 | 102

Standard colour for active navigation links (mouseover):
#0653b6 in the case of a grey background / RGB 6 | 83 | 182
#1c69d4 in the case of a white background / RGB 28 | 105 | 212

CONTENT AREA.

– Content is clearly structured, unambiguous and comprehensible.

Positioning

– Always against a white background.

– General adaptation and alignment according to the page grid.

– The brand-based and characteristic design of the content is explained in more detail in the section "Design elements typical of the brand" from page 12 onwards.

The design of the content can be freely selected. The specifications regarding structure and design are to be observed, however.

Example of various content units

PAGE FOOTER.
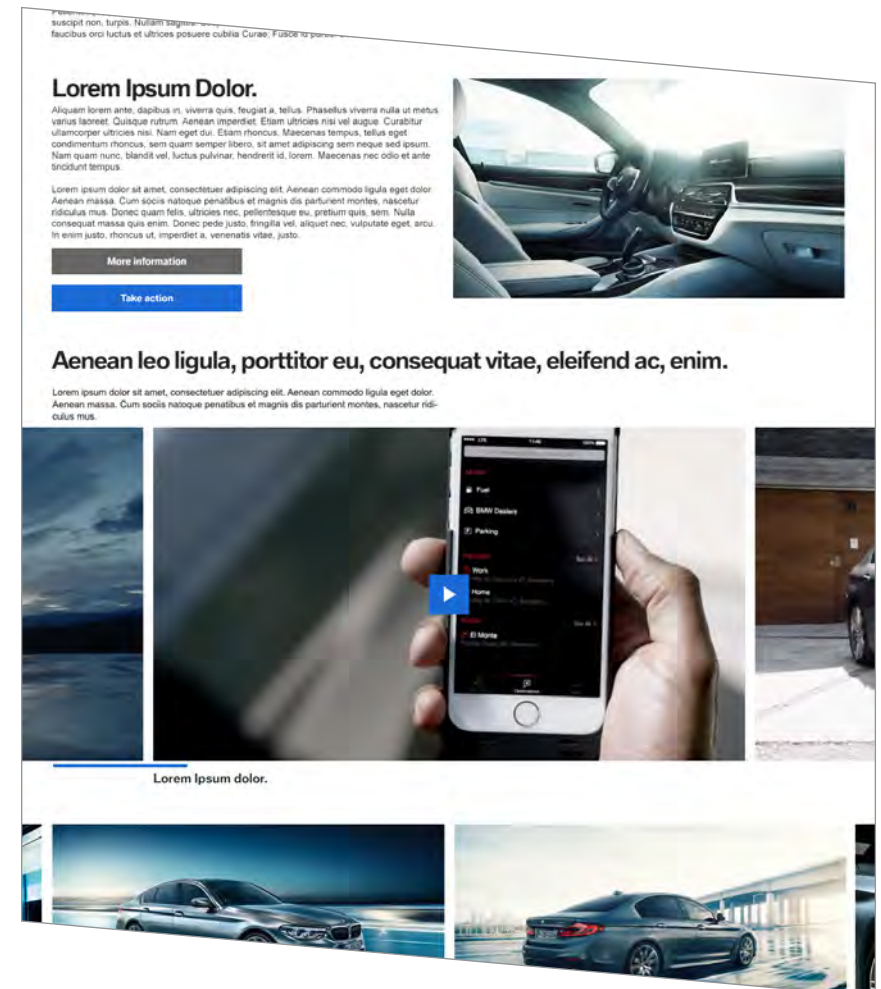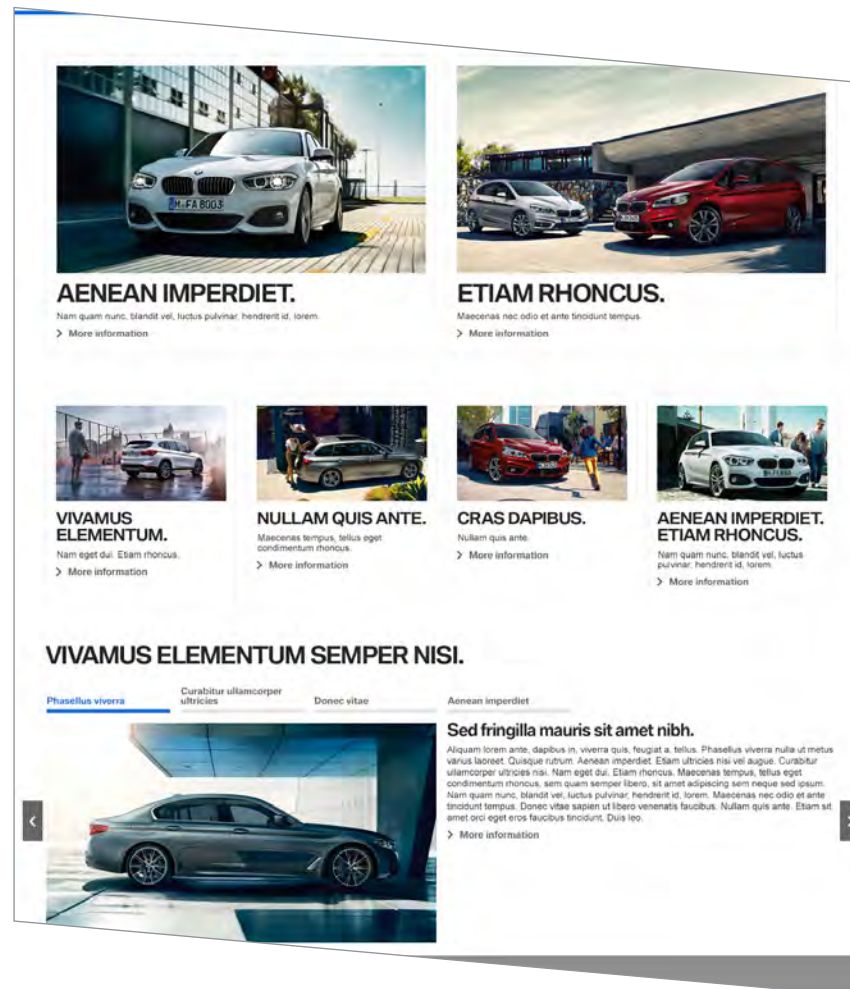
- Positioning always in the lowest visual area.

- Follows BMW Brand Identity in design and is based on the page header (grey background, white links which turn blue when selected) in terms of depiction.

- Generally contains related links (also to http://bmw.com and social media platforms).

- The page footer contains legal sender details such as the publishing notes ('About' section).

Typographical specifications

- Type weight: BMW Type Web Regular / Bold.

- Standard type sizes: 14 px.

Digital BMW applications ideally use a brand-based page footer.

Example of a page footer in BMW Brand Identity
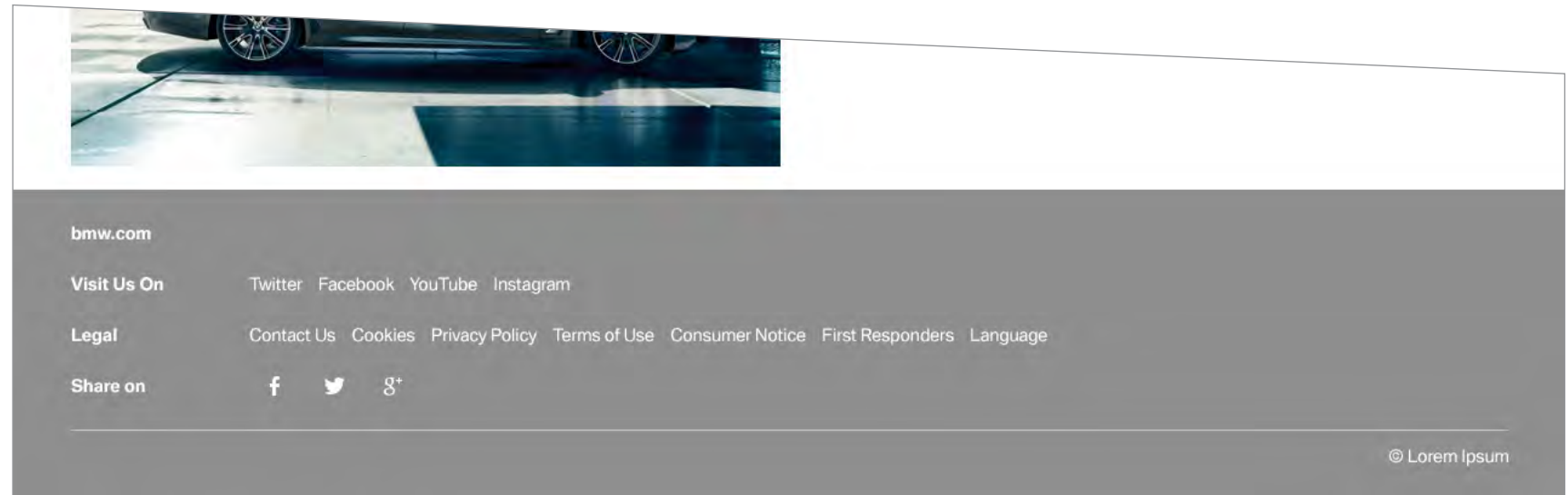
Background colours

Standard background colour for page footer:
#8e8e8e / RGB 142 | 142 | 142

Text colours

Standard colour for links (default):
#ffffff / RGB 255 | 255 | 255

Standard colour for active links (also hover):
#0653b6 / RGB 6 | 83 | 182

DESIGN ELEMENTS
TYPICAL OF THE BRAND.

TYPOGRAPHICAL SPECIFICATIONS.

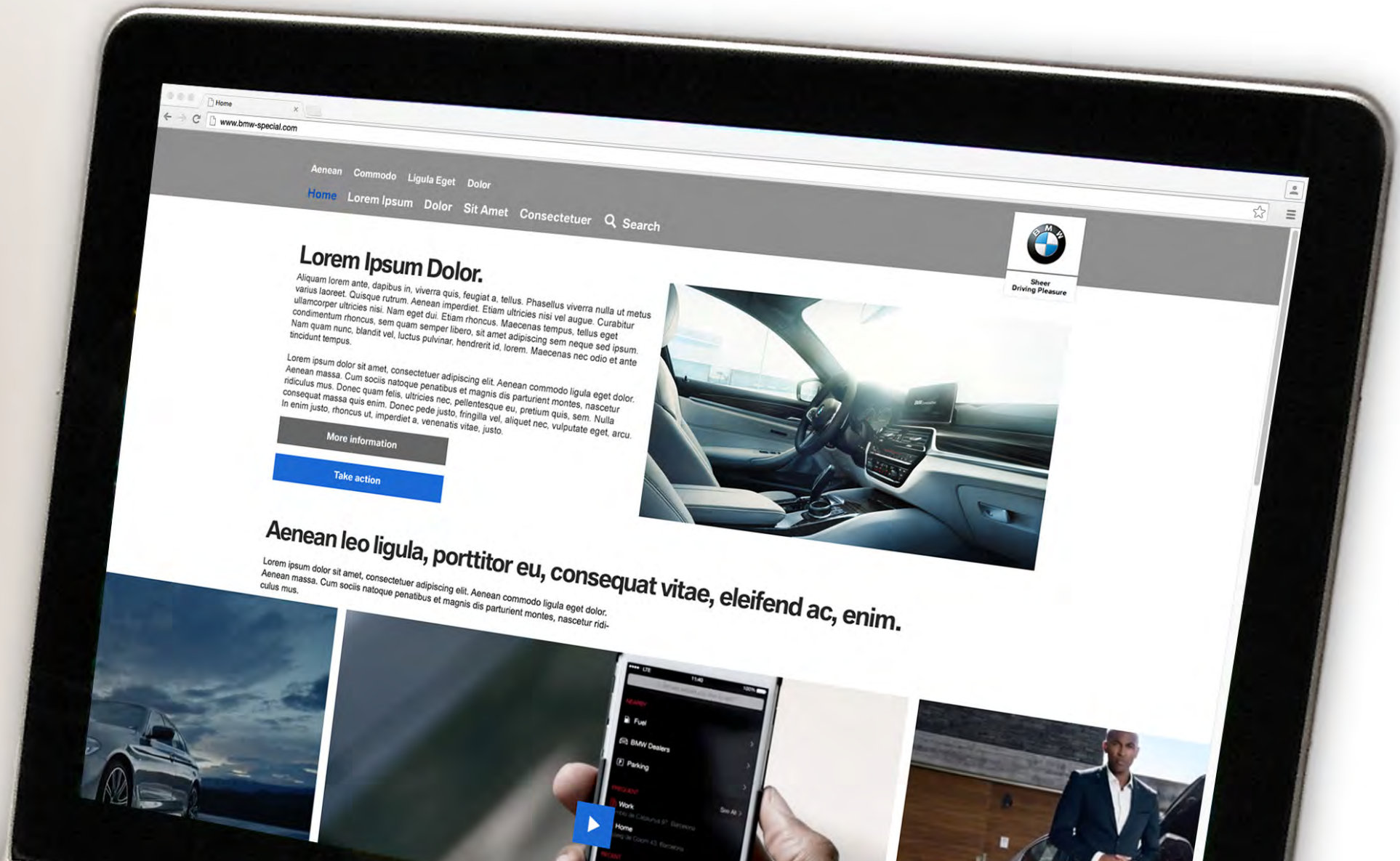– The typographical specifications cater for a standard BMW specific typeface, and are to be applied in an ideal situation. All text elements have the BMW Type Web Bold typeface in both uppercase letters and in upper- and lowercase. Body copy in Arial typefaces form the only exception.

Body copies are always structured applying the following specifications:

– Typeface: Arial
– Type weight: Regular (Bold)
– Colour: Black
– Standard type size: 14 px
– Line spacing: 17 px
– Line spacing to next paragraph: 25 px
– Character spacing: 0

All texts are set exclusively left-aligned.

– The BMW Type lettering is available in the Download Tool of the BMW Group Identity Net under http://smp.bmw.com.

– Recourse is made to the Arial system typeface if it is not possible to utilise BMW typography for system compatibility reasons.

Digital BMW applications should ideally always use the BMW corporate typeface.

Standard specifications for headlines

H1 CREATIVE HEADLINES.

Typeface: BMW Type Web Bold uppercase
Type size: 32 px, line spacing: 32 px, character spacing: Photoshop: –45, HTML: –1.59
Line spacing H1 to H2: 34 px
Line spacing H1 to H3: 30 px
Line spacing H1 to H4 / body copy / links: 45 px

H2 CREATIVE HEADLINES.

Typeface: BMW Type Web Bold uppercase
Type size: 22 px, line spacing: 22 px, character spacing: Photoshop: –45, HTML: –1.05
Line spacing H2 to H3: 28 px
Line spacing H2 to H4 / body copy / links: 25 px

H3 CREATIVE HEADLINES.

Typeface: BMW Type Web Bold uppercase
Type size: 17 px, line spacing: 17 px, character spacing: Photoshop: –45, HTML: –0.75
Line spacing H3 to H4 / body copy / links: 25 px

H4 CREATIVE HEADLINES.

Typeface: BMW Type Web Bold uppercase
Type size: 13 px, line spacing: 13 px, character spacing: Photoshop: –45, HTML: –0.65
Line spacing 1: H4 to body copy / links: 16 px
Line spacing 2: H4 to body copy / links: 20 px

H1 descriptive Headlines.

Typeface: BMW Type Web Bold upper- and lowercase
Type size: 32 px, line spacing: 38 px, character spacing: 0
Line spacing H1 to H2: 34 px
Line spacing H1 to H3: 30 px
Line spacing H1 to H4 / body copy / links: 45 px

H2 descriptive Headlines.

Typeface: BMW Type Web Bold upper- and lowercase
Type size: 22 px, line spacing: 26 px, character spacing: 0
Line spacing H2 to H3: 28 px
Line spacing H2 to H4 / body copy / links: 25 px

H3 descriptive Headlines.

Typeface: BMW Type Web Bold upper- and lowercase
Type size: 17 px, line spacing: 20 px, character spacing: 0
Line spacing H3 to H4 / body copy / links: 25 px

H4 descriptive Headlines.

Typeface: BMW Type Web Bold upper- and lowercase
Type size: 13 px, line spacing: 16 px, character spacing: 0
Line spacing 1: H4 to body copy / links: 16 px
Line spacing 2: H4 to body copy / links: 20 px

Headlines typeface colour:
#262626
RGB 38 | 38 | 38

Typeface colour before images:
#ffffff
RGB 255 | 255 | 255

Typeface colour for body copies:
#000000
RGB 0 | 0 | 0

COLOURS.

– External digital BMW applications are characterised by consistent utilisation of BMW brand, communication and interaction colours.

– **For layout purposes, the BMW brand colours are available as colour patch files for Photoshop, InDesign and Illustrator in the Download Tool of the BMW Group Identity Net under http://smp.bmw.com.**

– All colours are connected with the use of particular content and cannot be used for other purposes.

– The presentation of colours on differently-sized areas shows the proportions and weighting with which the colours are deployed on external digital BMW applications.

Digital BMW applications must always use the brand, communication and interaction colours.

Brand and communication colours

#FFFFFF	#262626	#000000
White Page backgrounds	**Anthracite** Headline colour	**Black** Text colour

Interaction colours

#E6E6E6	#666666	#BBBBBB	#1C69D4	#0653B6
Grey 1 Dividing lines	**Grey 2** Text links and grey icons	**Grey 3** Inactive links	**Blue 1** Active links, mouseover of links, highlighted buttons, icons	**Blue 2** Used on grey spaces (e.g. main navigation)

Don'ts
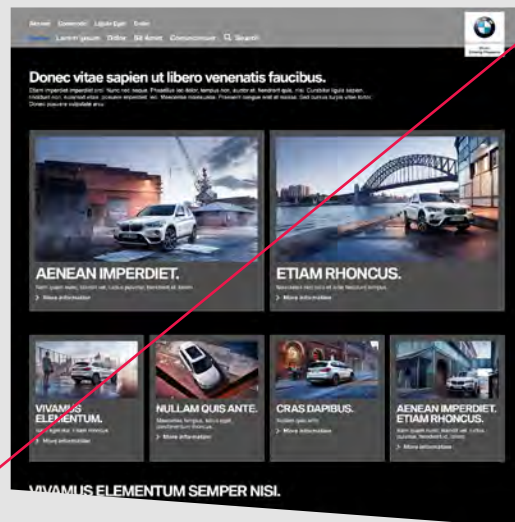
Exclusively the colour white is intended for the page background.
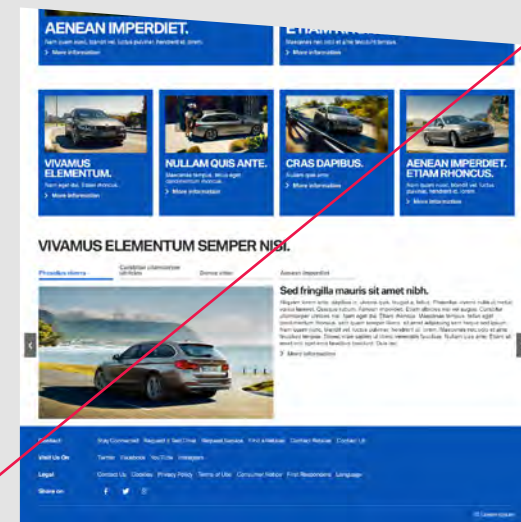
The interaction colour blue is intended mainly for priority buttons and active interaction elements.

TEXT LINKS AND BUTTONS.

– Text links and buttons prompt readers to click and interact with corresponding subpages.

Location of buttons

– The priority button appears on its own or in combination with the standard button.

– Buttons must be prominent (not overused) and positioned to be clearly visible on the page, whereas priority buttons should ideally only appear once per viewport or page.

Structuring buttons and command links

– Size and colour of buttons are specified.

– Typeface: BMW Type Web Bold in white.

– The bottom label of standard and priority buttons is to be placed on a centred basis.

– Standard links are prepared with command links.

– If the templates of the brand-typical controls are not to be embedded, a system implementation as simple as possible should be aimed for.

Digital BMW applications ideally always utilise brand-typical controls available in the form of templates.
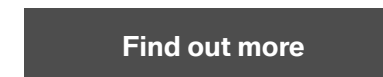
Button size

Find out more

40

15   15

variable (standard 286)
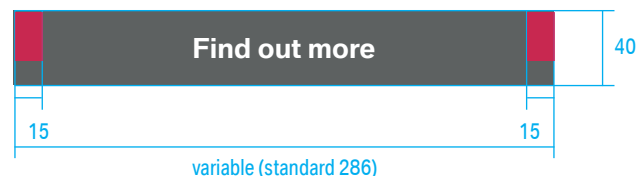
Minimum space of button labelling to the margin

Command links

Presentation

> Find out more

Size specifications

13   > Find out more

9
5

Button colours

Standard button

Find out more		Find out more

Default: #666666   Mouseover: #4d4d4d

Priority button

Display vehicle		Display vehicle

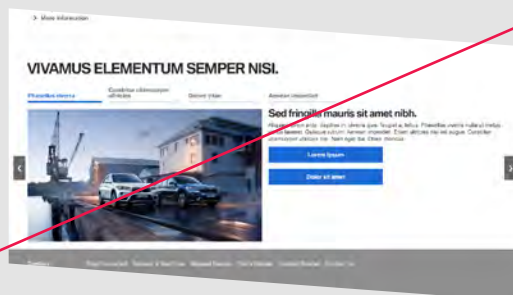Default: #1c69d4   Mouseover: #0653b6
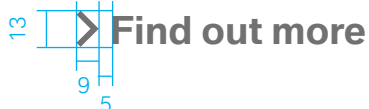
Command links are presented in the colour BMW Grey 2 (#666666). The typeface is always BMW Type Web Bold, type size 15 px in upper- and lowercase.

Don'ts

Ideally, only one priority button should appear per viewport or page.
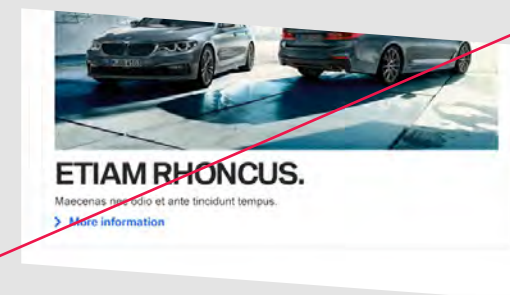
Command links should be structured in the specified BMW Grey 2.

Design elements typical of the brand

UI ELEMENTS.

– UI elements are structured with the defined colours of the BMW Brand Identity.

– If the templates of the brand-typical UI elements are not to be embedded, a system imple-mentation as simple as possible should be aimed for.

Digital BMW applications ideally always utilise brand-typical UI elements available in the form of templates.

Check boxes
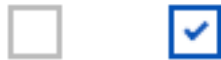
Radio buttons

Switch controls

Dropdown

Lorem Ipsum

Text input field

Dolor sit amet

Multimedia management

ICONS.

- The icons can be downloaded from the BMW Group Identity Net (https://smp.bmw.com).

- If the templates of the brand-typical Iconography Library are not to be embedded, a system implementation as simple as possible should be aimed for.

Digital BMW applications ideally always utilise brand-typical BMW iconography available in the form of a comprehensive template library.
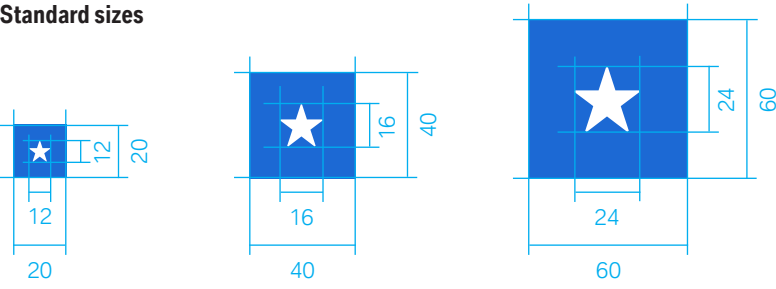
Pictogram and icon space size specifications

Icon space

Pictogram space

Standard sizes

Presentation: negative

Background colour: default
#1c69d4
RGB 28 | 105 | 212

Background colour: hover
#0653b6
RGB 6 | 83 | 182

Presentation: positive

Icon colour: default
#1c69d4
RGB 28 | 105 | 212

Icon colour: hover
#0653b6
RGB 6 | 83 | 182

Presentation: grey

Icon colour: default
#666666
RGB 102 | 102 | 102

Icon colour: hover
#0653b6
RGB 6 | 83 | 182

Overview of the BMW Icon Set

Navigation

Media

Actions

Communication

Interaction

Navigation

Media

Don't

Don't create your own icons.
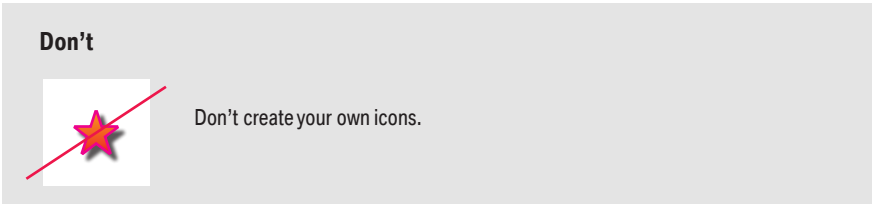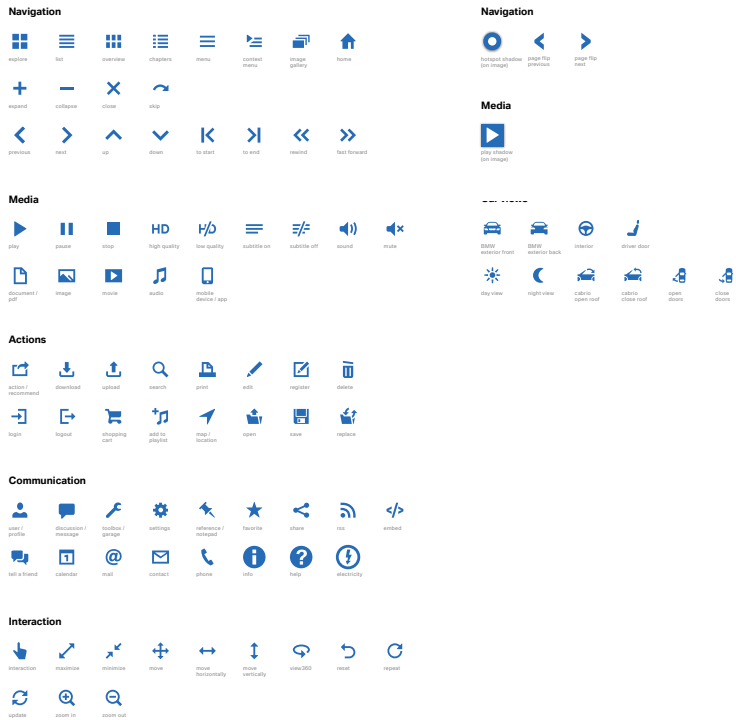
VISUAL STYLE.

– As a matter of principle, images should be utilised from the BMW Group MediaPool (https://mediapool.bmwgroup.com), from the image pool of the Infonet ordering system* (https://sgate.bmwgroup.net/de/), or from the BMW Group PressClub (https://press.bmw-group.com/deutschland).

– You can only utilise your own images in exceptional cases (e.g. for campaigns / offers). If doing so, always pay attention to maximum quality in terms of both motif and photographic resolution.

*The Infonet ordering system is only available for the German market.

Digital BMW applications must always use the BMW visual style.

Example presentation of official image material

Example presentation of external image material

Don'ts

Multipictures should not be used.

Automobile cut-outs are used only in the vehicle configurator.

LANGUAGE AND TONALITY.

Orthographic rules

– The rules of the respective
language apply, as a matter of
principle.

– German: As a matter of princi-
ple, Duden's new German ortho-
graphy guidelines apply (unless
expressly defined otherwise).

– English: As a matter of principle,
the rules of the Oxford English
Dictionary apply.

Language and tonality are ascribed great significance in BMW brand communication.
All digital BMW applications follow the principles of BMW brand communication.

Language and tonality on external BMW applications are always **typical of the
brand**. Each **sentence read** and **every audiovisual element** evokes the **brand
experience**. All contributions must be structured and implemented with care to hon-
our the premium aspects and aspirations of BMW.

BMW language is precise:
Contents are clearly structured and expressed with precision. No "communication
firework displays".

BMW language is credible:
The credible handling of facts creates trust. No exaggerations.

BMW language is refined:
Messages have substance and are high-end in orientation. No lowbrow humour.

BMW language is vivid:
The language underscores the benefits for the customer. The focus is on the custom-
er's brand and product experience. No abstract descriptions.

BMW language reflects a sense of partnership:
Communication occurs in dialogue and on an equal footing. Target groups are
addressed respectfully. No lectures or false intimacy.

INTERACTION BEHAVIOUR.

– Connections between interac-
tions are always clearly under-
standable and comprehensible.

– Animations describe
connections – they
consequently include simple
motion sequences without
strong effects.

Digital BMW applications always follow the principles of brand-appropriate interaction with the customer.

Example presentation of transitions in an animated content slider

Scene 1: First content block of tab bar with
blue bar highlighted is presented.

Scene 2: Click on second tab – highlighting changes, content runs in form
of motion animation from right to left.

Scene 3: The second content block is presented.

CONTACT PARTNERS.

Identity Net
https://smp.bmw.com
(within the network http://identity-net.muc)

CI Helpdesk
E-mail: ci.helpdesk@bmwgroup.com

**Corporate and Brand Identity BMW Group,
communication design customer contact BMW**
BM-1

BMW Group PLAZA
CI Group at BMW Group PLAZA
(Access only for internal specialist departments)

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 communica-
tion at the time of creation.
For this reason it is not possible to guarantee that all the exam-
ples of communication media shown are up to date.

BECOME A BRAND AMBASSADOR.

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

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

For details see:
http://brand-and-customer-institute.bmwgroup.net

CONTROL INFORMATION.

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