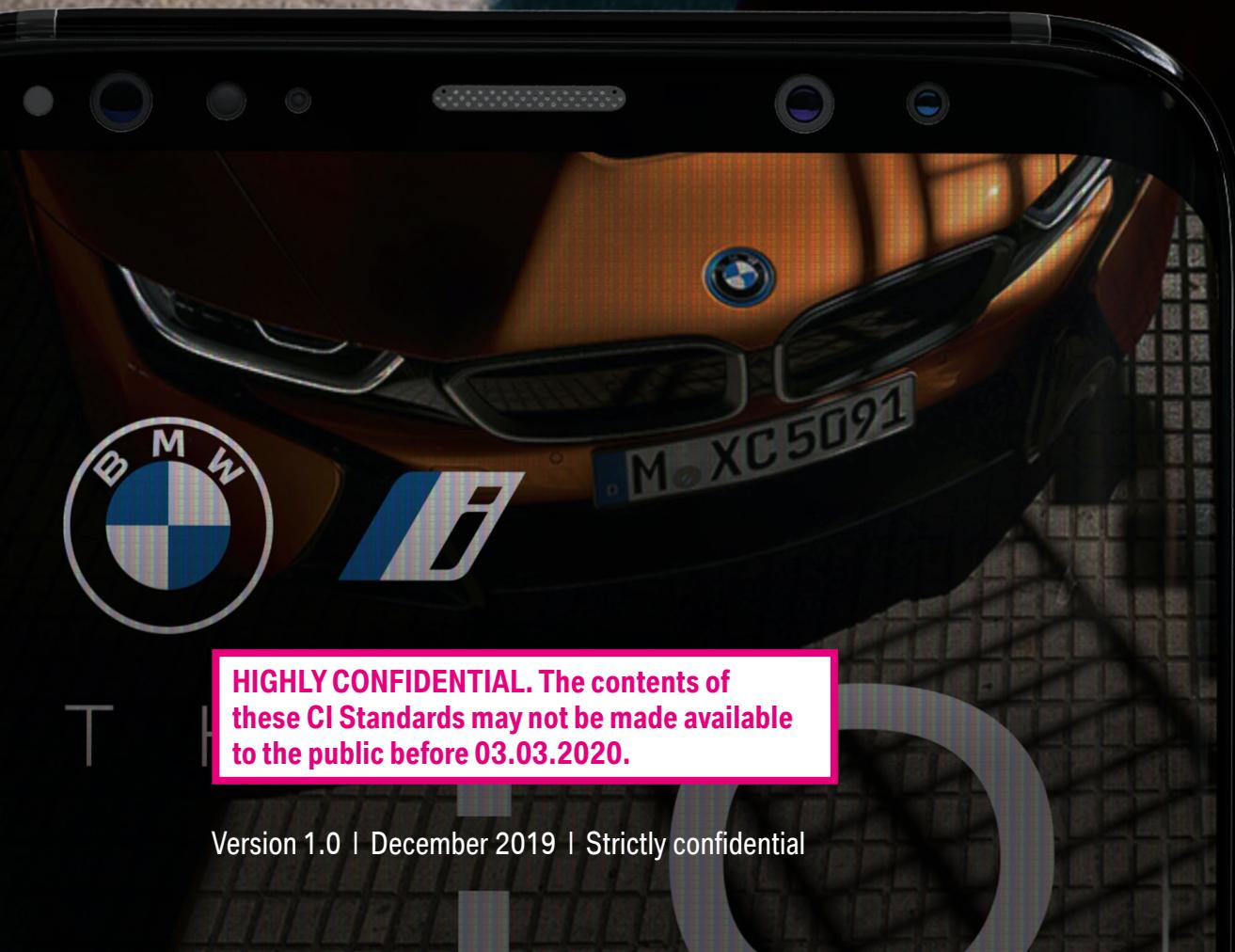


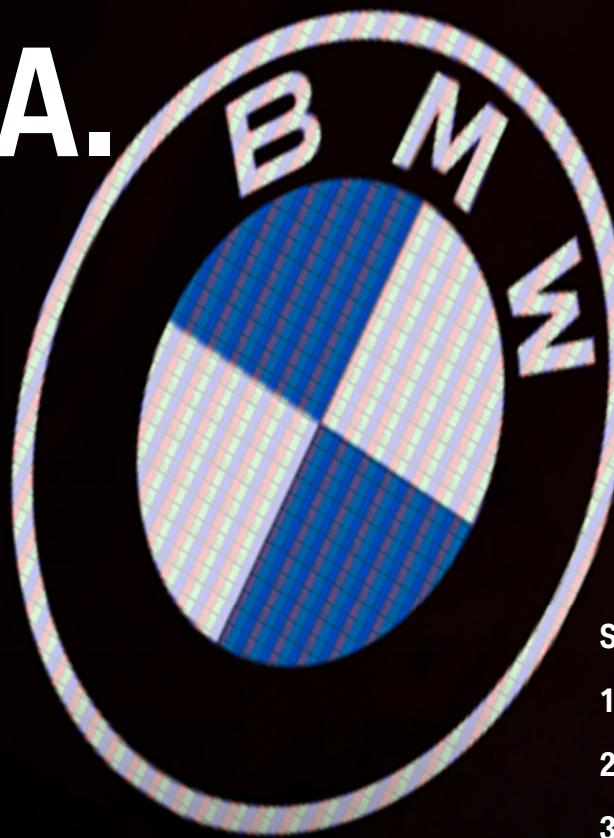
CI STANDARDS.

# THE BMW BRAND DESIGN PRINCIPLES FOR DIGITAL MEDIA.



HIGHLY CONFIDENTIAL. The contents of these CI Standards may not be made available to the public before 03.03.2020.

Version 1.0 | December 2019 | Strictly confidential



## Scope of application.

1. Symbols.
2. Typography.
3. Brand claim.
4. Colours.
5. Icons.
6. UI elements.
7. Layout structure.
8. Implementation examples.

## SCOPE OF APPLICATION.

The application principles defined in the CI Standards "The basics and principles of the BMW Brand Design" form the basis for all content described here and are to be observed when applying the BMW Brand Design.

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

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

Those responsible for communication regarding the respective touchpoints, channels, NSCs and regions are required to check and ensure conformity at regular intervals.

The new BMW Brand Design consists of graphically reworked and digitally optimised symbols for the BMW brand, as well as its subbrands BMW i and BMW M. A new brand typeface, optimised for all applications, will also come into use.

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

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

To procure physical and self-illuminating BMW symbols, please contact the specialist department "Motor Shows BMW Group, Events BMW".

# 1 THE BMW SYMBOL.

## BMW SYMBOL.

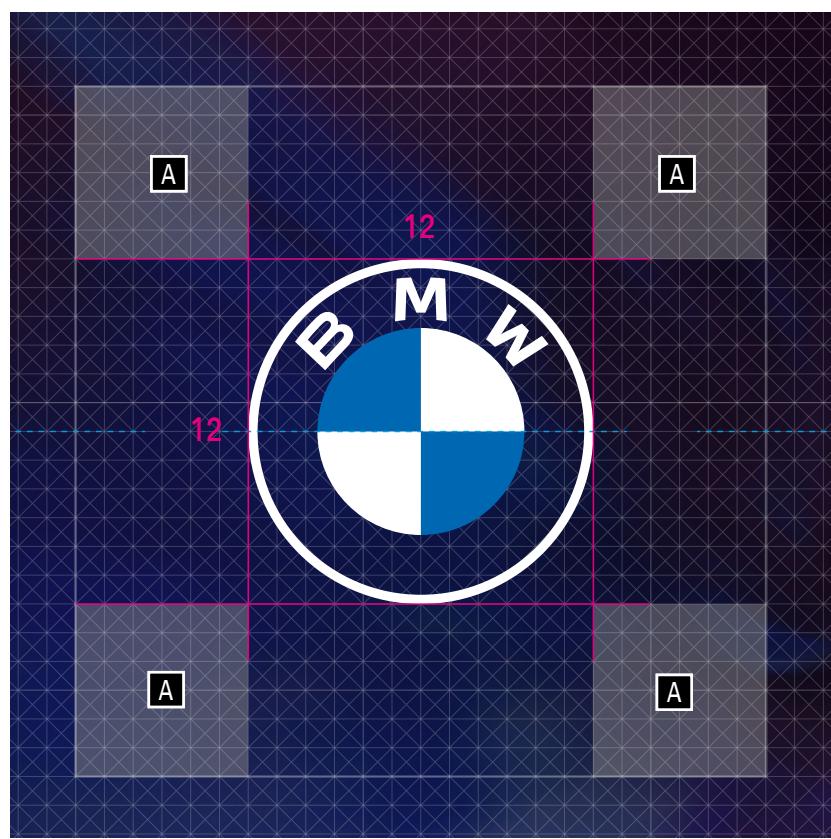
The BMW sender designation is a binding component of all BMW brand communications. Specifically defined application rules help the sender designation to be used uniformly across all touchpoints.

The new BMW symbol was specifically optimised for digital touchpoints. It is primarily placed against image and content backgrounds, in order to accommodate a transparent approach in digital contexts.



For white backgrounds, depending on the application or the colour of the typography used, a 70% or 100% variant of black is to be used. The new BMW symbol is available to download from the BMW Group Identity Net and must not be altered.

## PROTECTION SPACE FOR THE BMW SYMBOL.



The protection space around the symbol corresponds to half the height of the symbol used.

A Protection space around the BMW symbol.

## BMW i AND BMW M SYMBOLS.

The BMW i and BMW M subbrand symbols were also specially optimised for digital touchpoints and adapted to the new BMW symbol.

These are primarily used in the white version.



A 22% black version is available for white backgrounds.

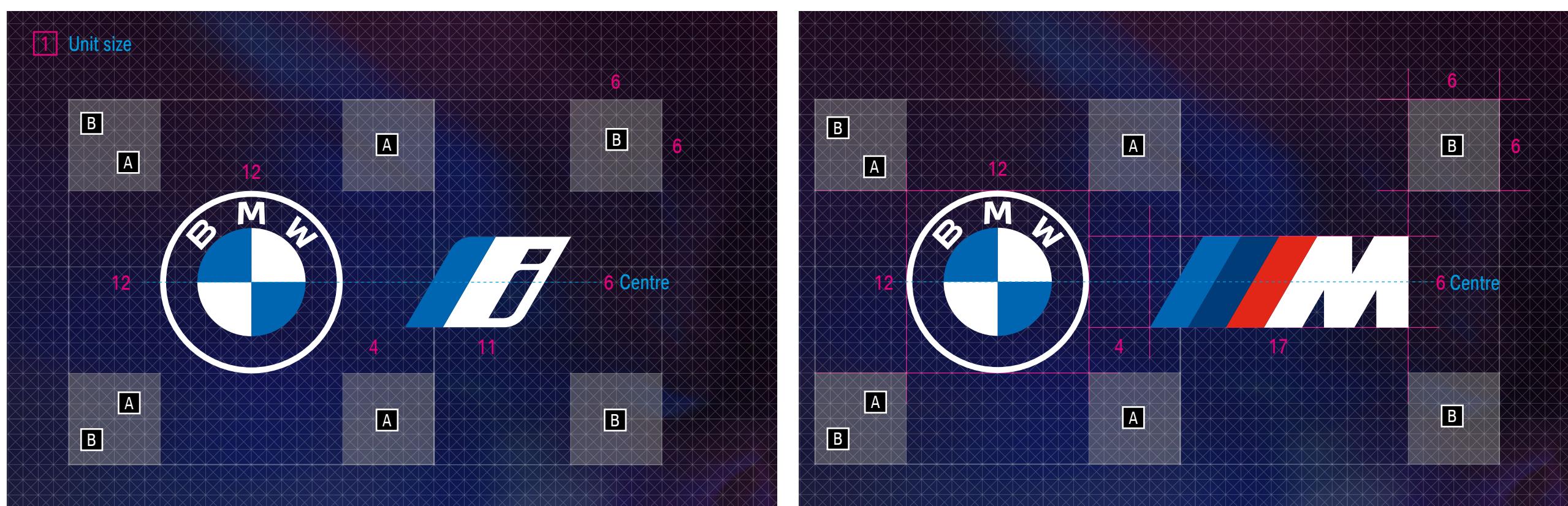


The BMW i and BMW M subbrand symbols are available to download from the BMW Group Identity Net and may not be altered.

## SYMBOL COMBINATION AND PROTECTION SPACE.

In the future, the BMW i and BMW M symbols will be directly combined with the BMW symbol.

The protection space describes the minimum distance around a symbol or a combination of symbols, within which no communicative elements may be placed.



**A** Protection space around the BMW symbol.

**B** Protection space around the combination of symbols.

# 2 TYPOGRAPHY.

## TYPEFACES.

BMW typography is also considered a fixed basic design element. The use and application of BMW fonts and typefaces is required and regulated by the rules below.

In digital contexts, the font BMW Type Next Web is used in the typefaces Light and Bold.

### BMW Type Next Light

BMW Type Next Light is used for headlines, subheadlines and body copy. Headlines with a communicative message end with a full stop. Iconisation headlines do not have a full stop at the end.

A B C G J K M Q R S U W  
a b c e f g j k m q r s t u w  
1234567890

### BMW Type Next Bold

BMW Type Next Bold is used to label UI elements and emphasise textual content, e.g. in tables.

A B C G J K M Q R S U W  
a b c e f g j k m q r s t u w  
1234567890

## FONT SIZES.

For the use of the typography, font sizes are recommended in the individual specific touchpoint CI Standards. To understand the system and derivation, see the below figure and table. All sizes are given in pixels.

### Overview of recommended font sizes

# H1 HEADLINES.

# 96/LS 96

## H2 HEADLINES. 64/LS 64

### H3 HEADLINES. 48/LS 48

#### H4 HEADLINES. 32/LS 32

#### H5 HEADLINES. 24/LINE SPACING 24

#### H6 HEADLINES. 16/LINE SPACING 16

Fließtext 16/Line spacing 21

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Fließtext XS 12/Line spacing 16

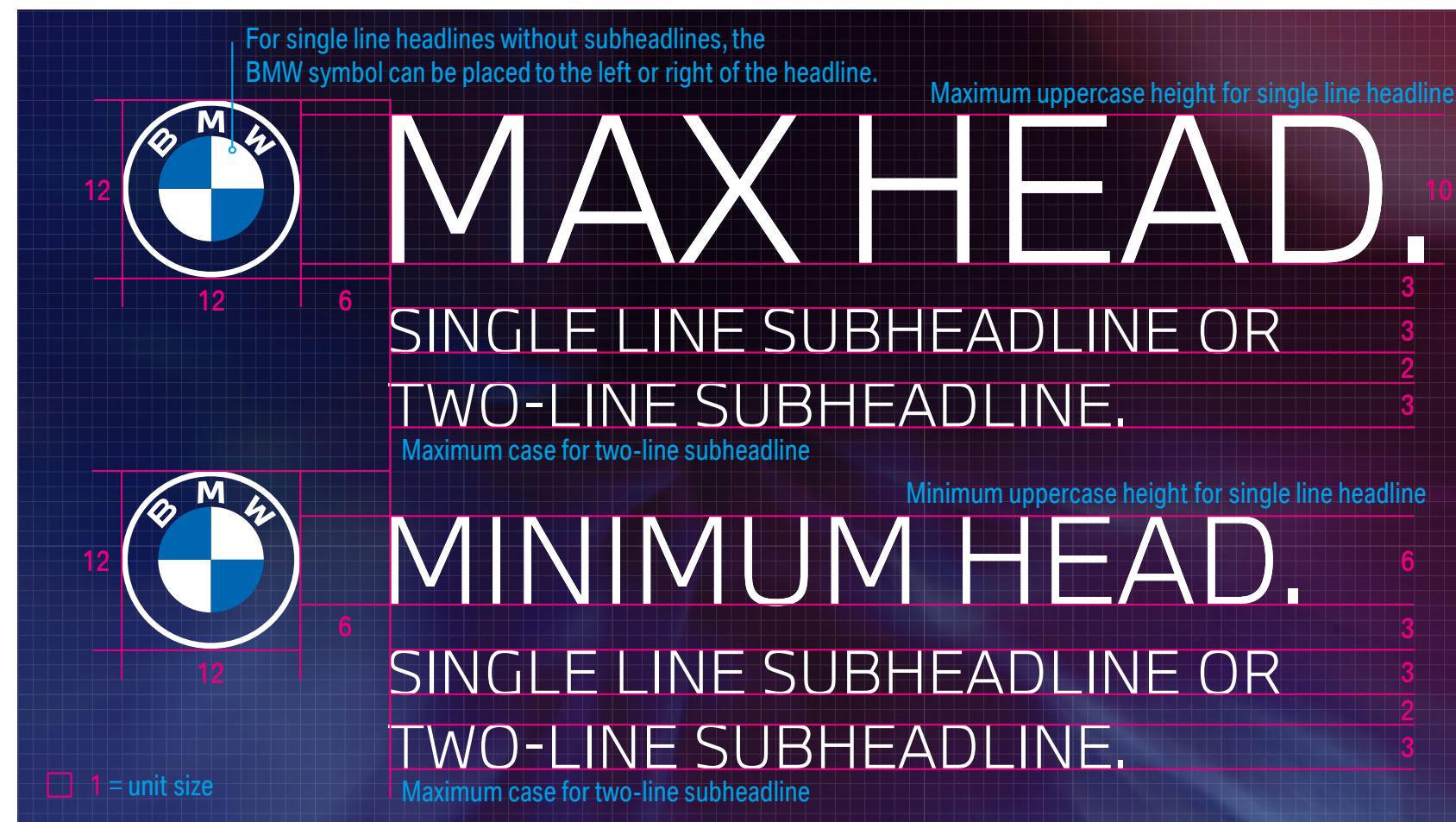
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

## Font specifications

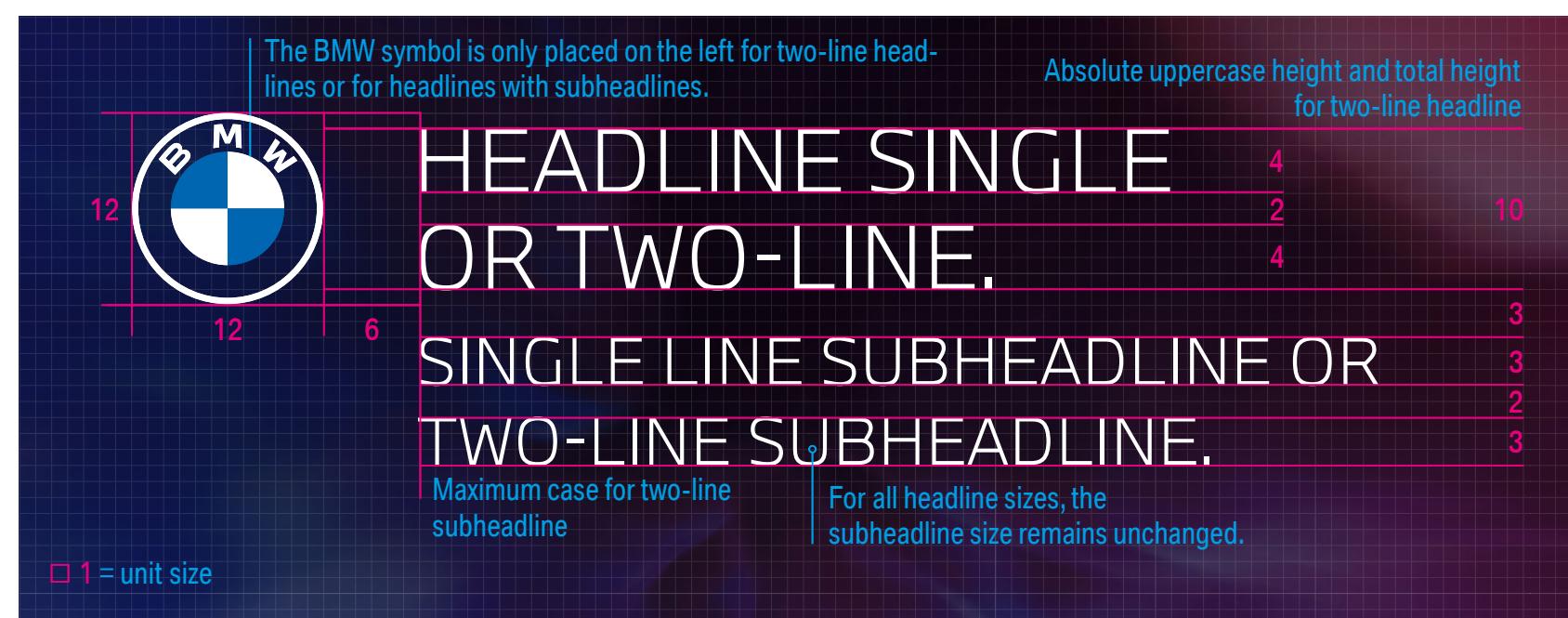
Headline	Derivation	Font size in px	Line spacing in px
H1	100 %	96	96 (1.0)
H2	2/3 H1	64	64 (1.0)
H3	0.5 H1	48	48 (1.0)
H4	0.5 H2	32	32 (1.0)
H5	0.5 H3	24	24 (1.0)
H6	0.5 H4	16	16 (1.0)
Body copy	= H5	16	21 (1.3)
Body copy XS	0.5 H5	12	16 (1.3)

## HEADLINE STRUCTURE.

### Single line



### Two-line



# 3 BRAND CLAIM.

The brand claim “Sheer Driving Pleasure” has been a characteristic and evocative element since the beginning of the communication of the BMW brand. By discontinuing the Identity Modules, the brand claim can now be chosen freely and used as an optional design element.

The claim is written out in the new BMW brand typeface in Bold/Light: the word “Pleasure” is set in Bold typeface in every language and the rest of the claim is set in Light typeface. The claim ends with a full stop.

The BMW brand claim is available to download in all languages from the BMW Group Identity Net and must not be altered.

The brand claim “Sheer Driving Pleasure” is used in the production of cross-lingual media.

\*The brand claim “The Ultimate Driving Machine®” is used exclusively in the United States.



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

# 4 COLOURS.

The BMW brand colours are white, grey / silver and blue. They are derived from the BMW symbol and are used in different shades.



## Main design colours

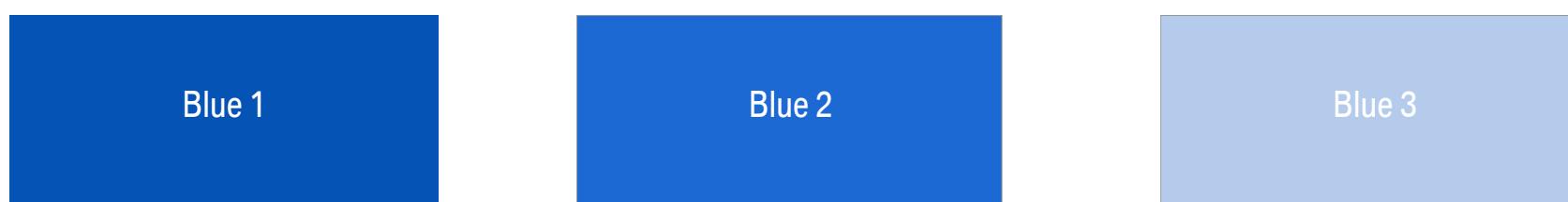
For the design of the user interface, the main design colours are in grey tones. The background colour is white. Fonts are set in anthracite.



Colour	Colour value#	Colour value RGB	Application examples
1 White	#ffffff	R255 G255 B255	Background
2 Grey 1	#f2f2f2	R242 G242 B234	Colour gradient of backgrounds
3 Grey 2	#e6e6e6	R230 G230 B230	UI table backgrounds, dividing lines, footer
4 Grey 3	#bbbbbb	R187 G187 B187	Functional icons default, UI elements
5 Grey 4	#8e8e8e	R142 G142 B142	SBA button disabled, type colour in footer
6 Grey 5	#666666	R102 G102 B102	Toggle switch, illustrative icons
7 Grey 6	#4d4d4d	R7 G77 B77	SBA button default
8 Anthracite	#262626	R38 G38 B38	Type colour, icon hover

## Highlight and call-to-action colour

The CTA colour blue is typical of the brand and is used for the design of UI elements. It aids guidance, navigation and orientation on the user interface. It can be used as an indicator and label to highlight active elements.



Colour	Colour value#	Colour value RGB	Application examples
1 Blue 1	#0653b6	R28 G105 B212	NBA button default (hero button), indicator
2 Blue 2	#1c694d	R6 G83 B182	Button hover, functional icons hover
3 Blue 3	#0653bd (30% opacity)	R28 G105 B212	Disabled button

# 5 ICONS.

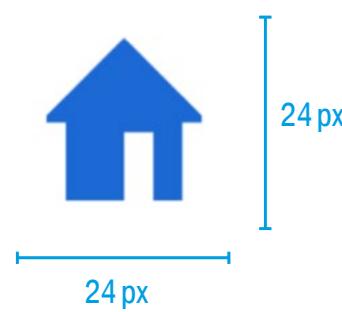
BMW iconography has an individual style. It is orthogonal, square and filled. A distinction is made between functional (active, clickable) and illustrative (descriptive, non-clickable) icons. These are differentiated by colour.

The BMW icons are in SVG format and can be supplemented with a label.

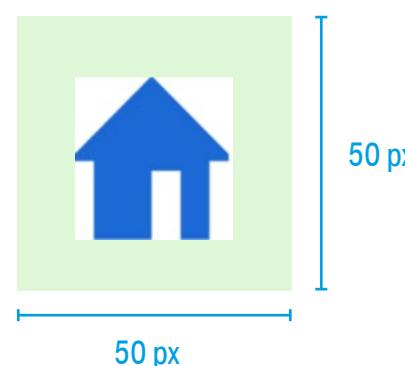
## SIZE AND PROTECTION SPACE.

The standard icon size is 24 x 24 px incl. protection space. The icon and click surface together measure 50 x 50 px. For complex icons, reduced versions are available for smaller applications.

Icon incl. protection space



Click surface



## FUNCTIONAL AND ILLUSTRATIVE ICONS.

### Functional

Functional icons are used interactively. They are clickable and allow for efficient presentation of a user interaction on the user interface. Depending on the background, they are used in blue or white.



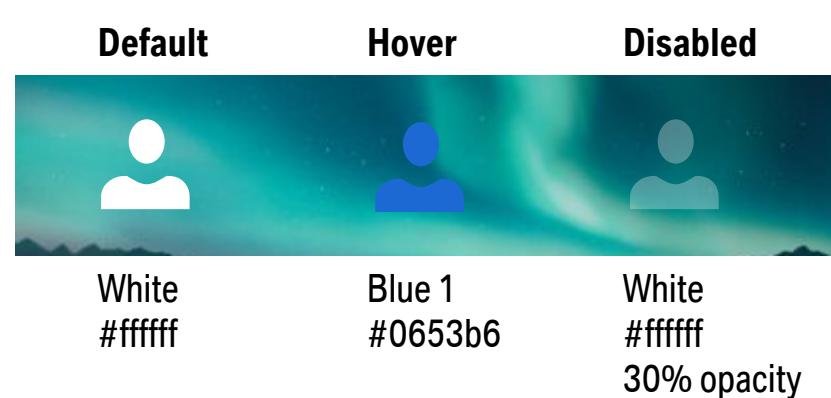
### Illustrative

Illustrative icons are not clickable. They are purely informative and serve to visualise a context, topic or function / action. They are dark grey and can be used in the footer, for example.

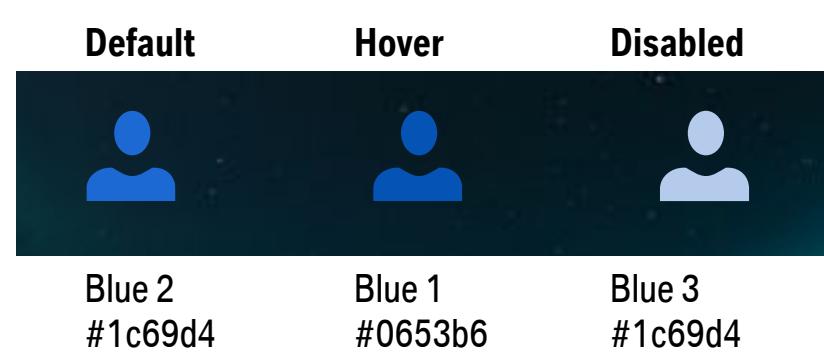


## COLOURS AND INTERACTIVE STATES.

### Functional on light and coloured backgrounds



### Functional on dark backgrounds



### Illustrative



# 6 UI ELEMENTS.

The BMW user interface elements help users get their bearings on the user interface. They provide orientation, create visual focal points and assist guidance within processes and sequences.

As well as the BMW brand typeface, the BMW brand colours white, grey and blue are also used. The CTA colour blue serves as a highlight colour and indicator for active, selected and prioritised states.

## BUTTONS.

Buttons are some of the most common user interface elements in the user journey in digital applications.

To enable clear user guidance, the next-best action button (NBA) is set in CTA colour blue. The second-best action button (SBA) has a muted appearance (grey).

### COLOUR STATES

#### Next-best action



#1c60d4



#0653b6

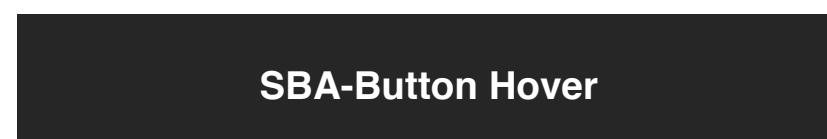


#1c69d4 with 30% opacity

#### Second-best action



#4d4d4d



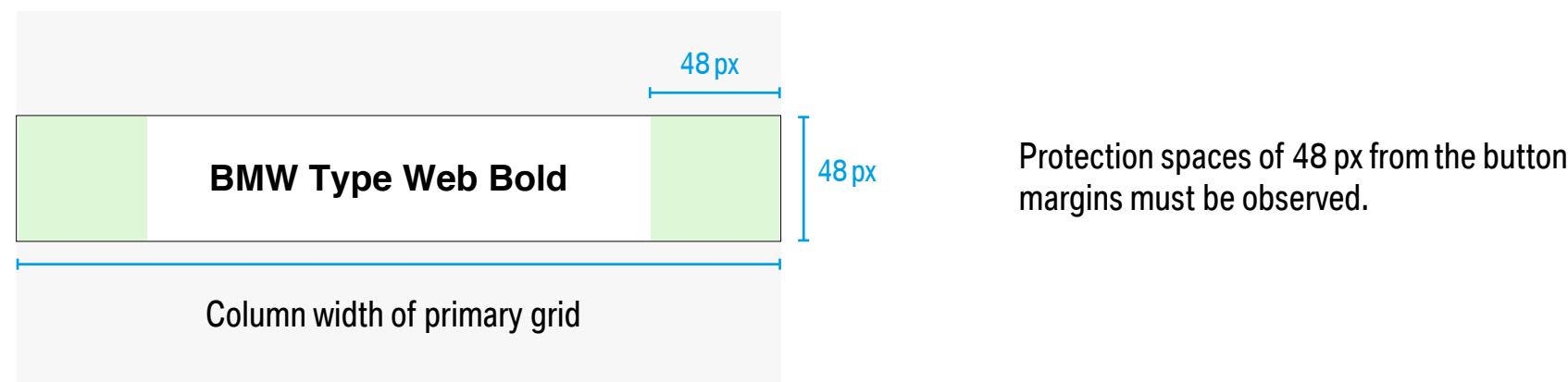
#262626



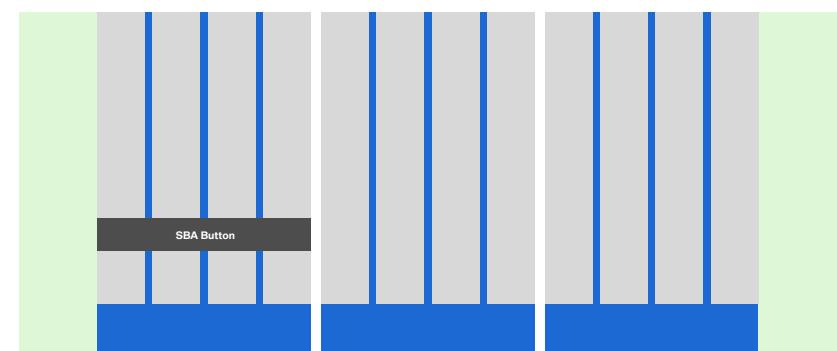
#8e8e8e with 30% opacity

### COMPOSITION AND SIZE.

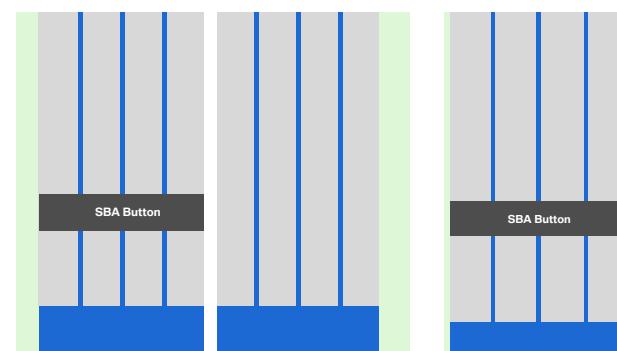
The button width corresponds to one column of the primary grid. The height is 48 px. The button is labelled in BMW Type Web Bold in 14 px, in both upper and lowercase. As a general rule, it is one line and briefly describes the action performed upon clicking.



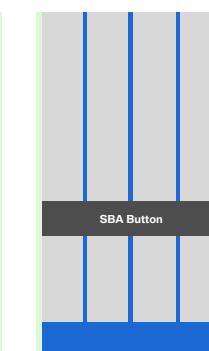
### Application in end devices



Desktop

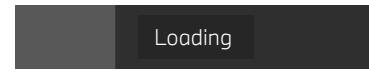


Tablet



Mobile

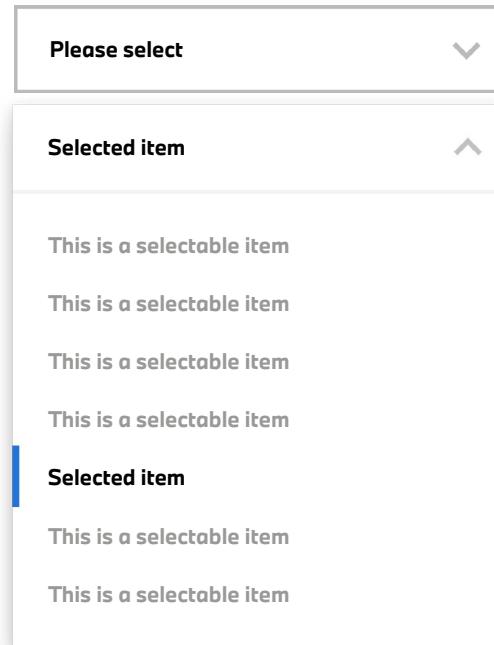
## Structure of the load-more button

Default	Hovered	Triggered
		
<b>Icon</b> Colour: #FFFFFF (opacity: 50 %)	<b>Icon</b> Colour: #FFFFFF (opacity: 50 %)	<b>Text colour:</b> #FFFFFF <b>Typeface size:</b> 14 px
<b>Square</b> Colour: #4D4D4D Size: 48 x 48 px (corresponds to reactive surface)	<b>Square</b> Colour: #262626 Size: 48 x 48 px (corresponds to reactive surface)	<b>Colour of the loading area:</b> #4D4D4D <b>Height:</b> 48 px <b>Width:</b> depends on the respective platform, see button chapter

## Example of an expandable button

The expandable button opens hidden or compressed content.

The expandable button can be used as a drop-down option to open a list of filter options.



## PAGINATION.

The pagination gives an overview of the content and shows the user where they currently are. It is often used with sliders, galleries, etc.

### States 1-5



inactive

inactive\_s

10 px

Inactive (default) colour:  
#BBBBBB

### States 5+



hover

6 px

Hover:  
#8E8E8E

hover\_s

•

active

12 px

Active colour:  
#1C69D4

## CONTENT TRIGGER.

The content trigger shows interactions within a component. It is used to navigate in image galleries, to open or close content, or to play videos.

**Trigger on white background – default**



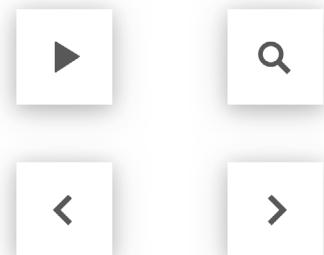
Icon colour: #FFFFFF (opacity 50 %)  
Background hover: #262626  
Background default: #4D4D4D

**Trigger on white background – hover**



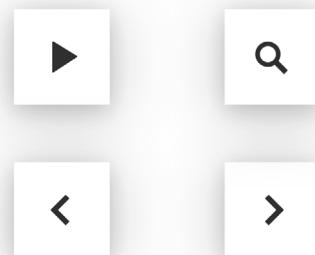
Two sizes for icons and reactive surfaces:  
48 x 48 px  
32 x 32 px

**Trigger with transparent background – default**



Background colour:  
Default with hard shadows:  
#FFFFFF (opacity 60 %)  
Hover with hard shadows:  
#FFFFFF (opacity 80 %)  
Disable with hard shadows:  
#FFFFFF (opacity 30 %)

**Trigger with transparent background – hover**



Icon colour default: #4D4D4D  
Icon colour hover: #262626  
Two sizes for icon size and reactive surface:  
48 x 48 px  
32 x 32 px

**Trigger – default**



Icon colour default: #4D4D4D  
Icon colour hover: #262626

**Trigger – hover**



Two sizes for icons and reactive surfaces:  
48 x 48 px  
32 x 32 px

**Close button without background**



Without background:  
Icon colour: #4D4D4D  
Reactive surface:  
48 x 48 px  
Icon size: 18 x 18 px (visual)

**Close button with background**



With background:  
Background:  
#FFFFFF (opacity 60 %)  
Icon colour: #4D4D4D  
Reactive surface:  
48 x 48 px  
Hover response: enlarged hard shadows

**Size**



Icon fill area 48 x 48 px

Pictogram size varies between 17 and 18 px

## LINKS.

Links refer the user to further content within or outside the website. Links can also relate to further actions, e.g. the downloading of files.

### Links – default

- > Go further
- ⬇ Download Datasheet PDF

Text: #262626  
Icon: #1C69D4

### Links – hover

- > Go further
- ⬇ Download Datasheet PDF

Text: #0653B6  
Icon: #0653B6  
The icons move 10 px to the right and return to their original state when they are released.

### Links – disabled

- > Go further
- ⬇ Download Datasheet PDF

Observe the standard rule:  
Text and icons will be set to 30 % opacity of the standard state.

### Dimensions of an individual link

- > Go further
- ⬅ Go back  
5 px

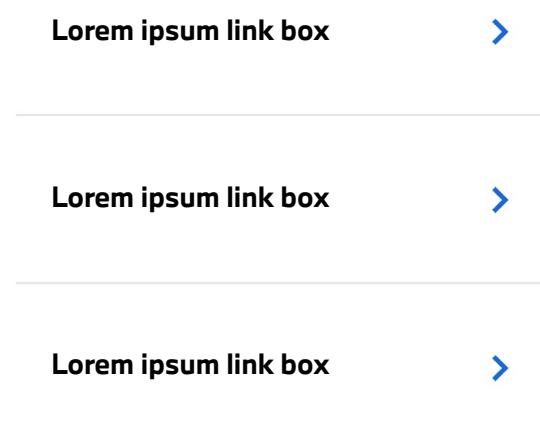
Icon size: 16 x 16 px

### Dimensions of several arrow links

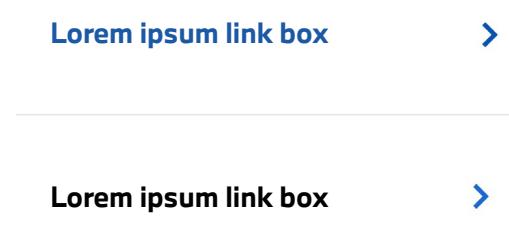
- ➡ Link list one  
5 px | 10 px
- ➡ Link list two  
10 px
- ➡ Link list three

Icon size: 16 x 16 px

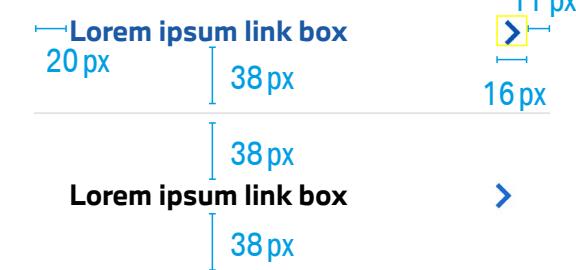
### Link field – default



### Link field – hover



### Dimensions of the link field



Pictogram size: 16 x 16 px

## RADIO BUTTON.

Radio buttons are a group of labelled buttons with the same name, from which one can be selected by the user. They can vary in size and position. The clickable area can be placed above the label or to the left of it. For more information, see UI elements – Checkbox.

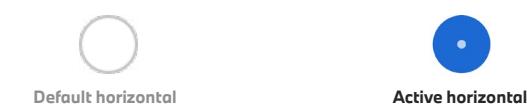
### Radio button to the left of the label



#### Examples

Desktop

### Radio button above the label



Tablet

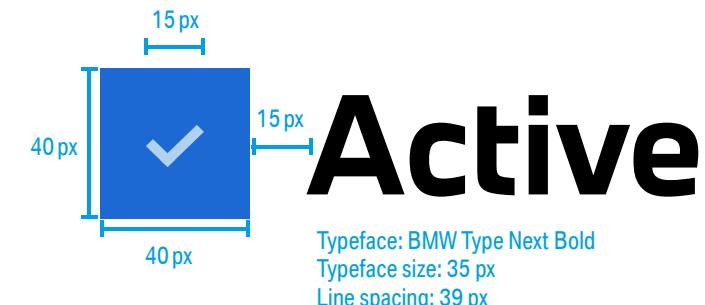
Mobile

# CHECKBOX.

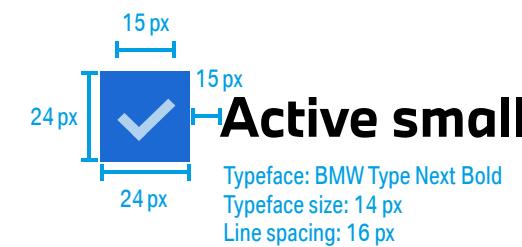
A checkbox is a selectable (activatable) option. They can occur either individually or as a group of checkboxes with the same name. For a group, the user can select one or more checkboxes. They can vary in size and position.

A square checkbox is placed on the left of the text

Active     Disabled     Default     Disabled



Active small     Disabled horizontal     Default small     Disabled horizontal



## Square

Background: #1C69D4  
Check mark colour: #FFFFFF (opacity: 70 %)  
(Disabled: 30% opacity)

## Square

Background: #FFFFFF  
Border: 2 px solid #BBBBBB  
(Disabled: 30% opacity)

## Text

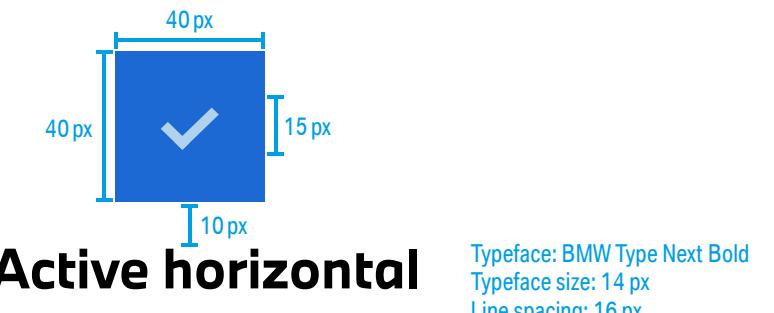
Colour: #262626  
(Disabled: 30% opacity)

## Text

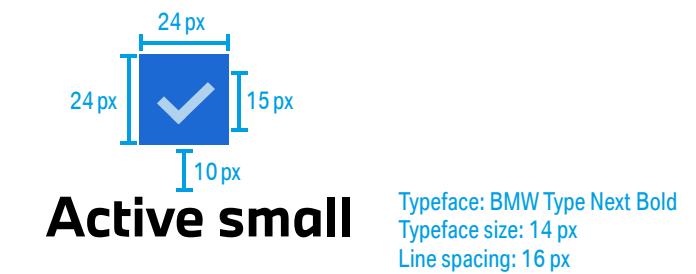
Colour: #8E8E8E  
(Disabled: 30% opacity)

The square checkbox is placed above the text

Active horizontal     Disabled horizontal     Default horizontal     Disabled horizontal



Active small     Disabled small     Default small     Disabled small



## Square

Background: #1C69D4  
Check mark colour: #FFFFFF (opacity: 70 %)  
(Disabled: 30% opacity)

## Square

Background: #FFFFFF  
Border: 2 px solid #BBBBBB  
(Disabled: 30% opacity)

## Text

Colour: #262626  
(Disabled: 30% opacity)

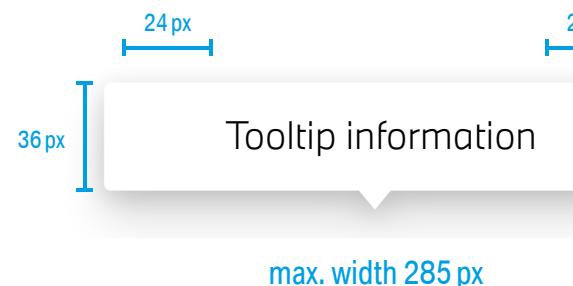
## Text

Colour: #8E8E8E  
(Disabled: 30% opacity)

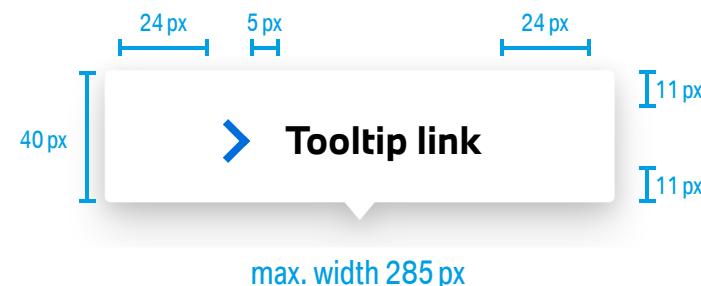
## TOOLTIP.

Tooltips display informative text when the user moves over an element with the mouse or focuses or taps on an element. Otherwise the information is hidden. It is recommended that no more than 35 characters are displayed in a line. This applies to all devices. Longer pieces of text feature a line break. Only when the trigger opens an overlay (e.g. via a hotspot) the text is truncated after 35 characters and ends with an ellipsis. The text continues within the overlay without restriction of the character number.

### Tooltip inactive



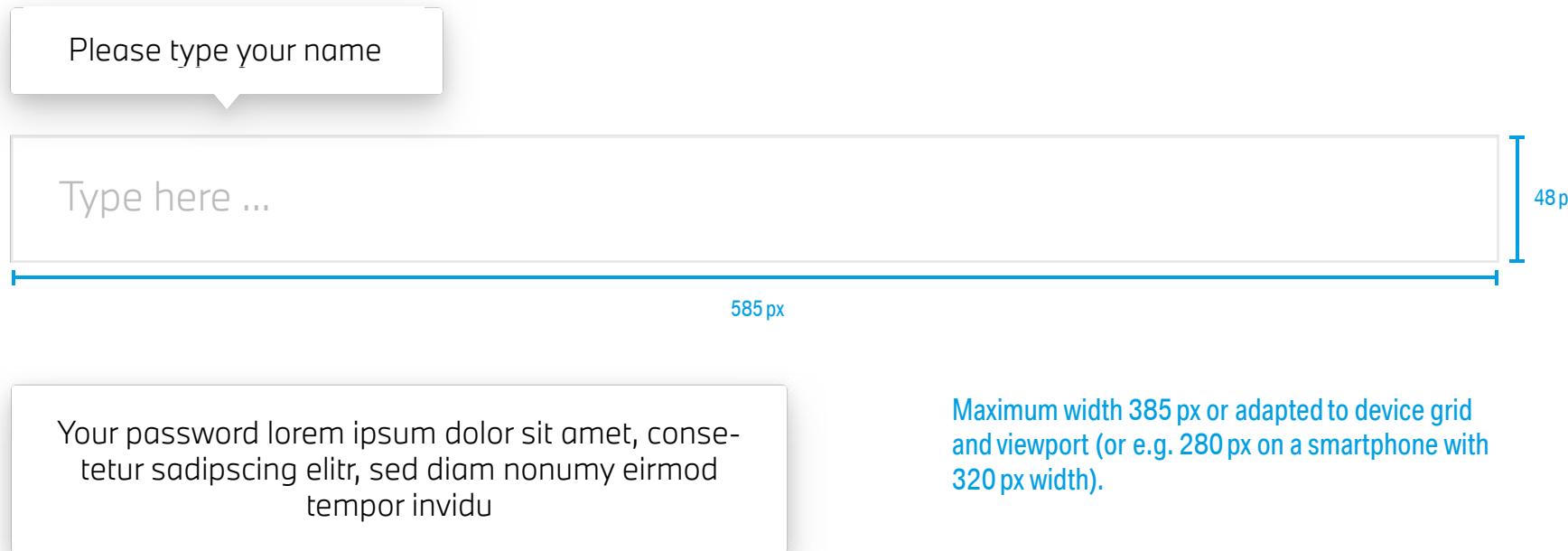
### Tooltip active



Typeface size: 12 px  
Typeface: BMW Type Next Light  
Typeface colour: #262626  
Background: #FFFFFF  
Speech bubble shadow: 0 2 px 8 px 0  
RGBA (0, 0, 0, 0.15), 0 8 px 15 px 0  
RGB(0, 0, 0, 0.15)  
Border radius: 2 px

Typeface size: 12 px  
Typeface: BMW Type Next Bold  
Typeface colour: #262626  
Background: #FFFFFF  
Speech bubble shadow: 0 2 px 8 px 0  
RGBA (0, 0, 0, 0.15), 0 8 px 15 px 0  
RGB(0, 0, 0, 0.15)  
Border radius: 2 px

### Note flag



Typeface size: 12 px  
Typeface: BMW Type Next Light  
Typeface colour: #262626  
Background: #FFFFFF  
Speech bubble shadow: 0 2 px 8 px 0  
RGBA (0, 0, 0, 0.15), 0 8 px 15 px 0  
RGB(0, 0, 0, 0.15)  
Border radius: 2 px  
Input field typeface size: 14 px  
Input field colour: #BBBBBB

Maximum width 385 px or adapted to device grid and viewport (or e.g. 280 px on a smartphone with 320 px width).

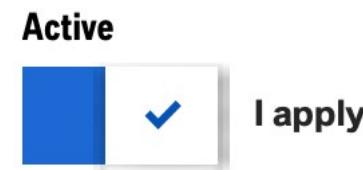
## TOGGLE SWITCH.

A toggle switch is a physical switch via which the user can turn things on and off. The movement is from left to right. The toggle switch behaves the same on a desktop, tablet and mobile.

### Colour states.

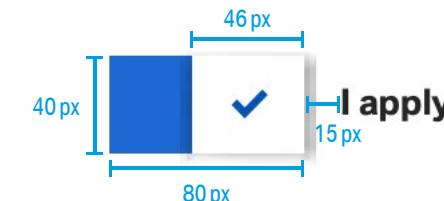


Background: #8e8e8e  
Icon surface: #4d4d4d with shadows  
Icon: #ffffff 50% opacity  
Type: #bbbbbb



Background: #1c69d4  
Icon surface: #ffffff with shadows  
Icon: #1c69d4  
Type: #262626

### Dimensions and lettering.



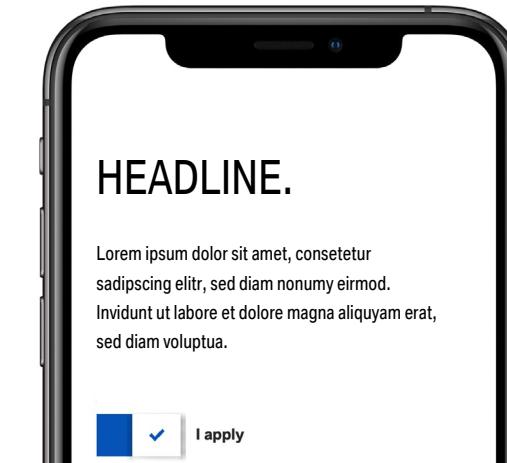
BMW Type Next Bold 14 px  
Toggle switch size: 80 x 40 px  
Icon size: 11 x 11 px (cross mark),  
15 x 12 px (check mark)



Background: #666666  
Iconfläche: #262626 with shadows  
Icon: #ffffff 50% opacity  
Type: #bbbbbb



Background: #0653b6  
Icon surface: #ffffff with shadows  
Icon: #0653b6  
Type: #262626



## INPUT FIELD.

Input fields are used to enter information. With the help of text or symbols, the user is informed of what should be entered into the field.

### Individual input fields



Default

Text colour: #BBBBBB  
Background: #FFFFFF  
Border: 1 px solid #BBBBBB  
Typeface: BMW Type Next Bold  
Typeface size: 14 px



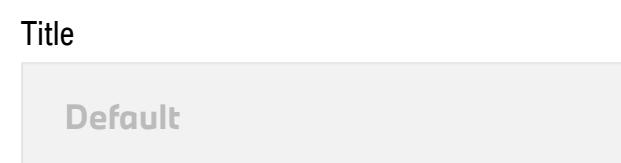
Active

Text colour: #262626  
Background: #FFFFFF  
Border: 2 px solid #BBBBBB  
Typeface: BMW Type Next Bold  
Typeface size: 14 px



Checked

Text colour: #262626  
Background: #FFFFFF  
Border: 2 px solid #BBBBBB  
Colour of the blue tick: #1C69D4  
Typeface: BMW Type Next Bold  
Typeface size: 14 px  
Pictogram: 15 x 15 px



Disabled

The entire opacity of the default button is reduced to 30 %.  
Border: 1 px solid #E6E6E6  
Typeface: BMW Type Next Bold  
Typeface size: 14 px



Error

Text colour: #D20000  
Background: RGBA (210, 0, 0, 0,05)  
Border: 1 px solid #D20000  
Typeface: BMW Type Next Bold  
Typeface size: 14 px

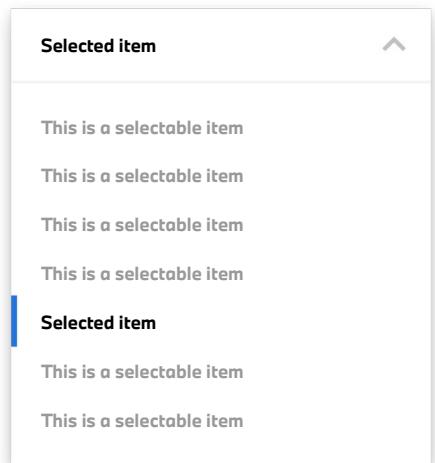


Text over the input field

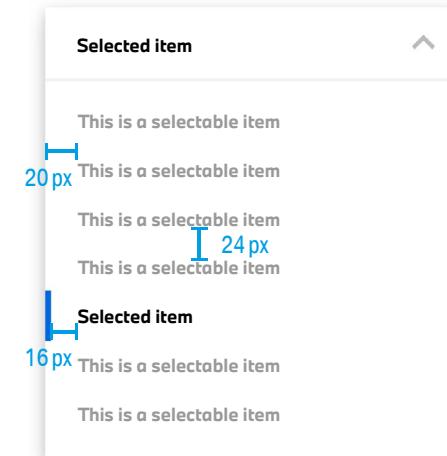
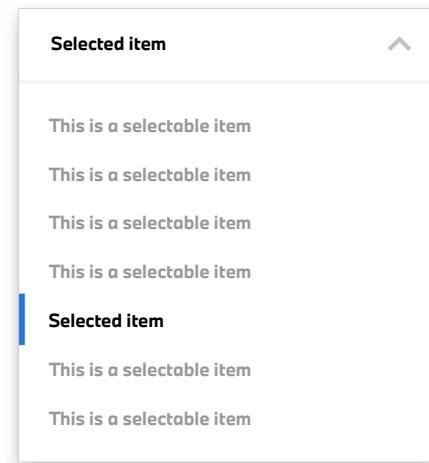
Typeface: BMW Type Next Light  
Colour: #BBBBBB  
Typeface size: 14 px



## Floating – opened



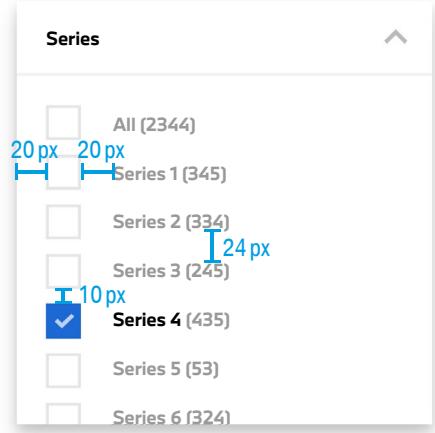
## Outline – opened



Maximum height:  
310 px

Maximum width: 285 px

## Drop-down multiple selection – dimensions



Pictogram: 14 x 10 px

## Selected element text

Typeface: BMW Type Next Bold  
Typeface size: 14 px  
Default colour: #8E8E8E  
Hover / active colour: #262626  
Border: Floating elements have no borders, only a light shadow.

# ACCORDION.

An accordion is a folded element that can be expanded by clicking. It can be used to convey additional content that allows the user to dive more deeply into various topics. It is flexible in terms of width, based on the grid. The number of expandable elements is unlimited.

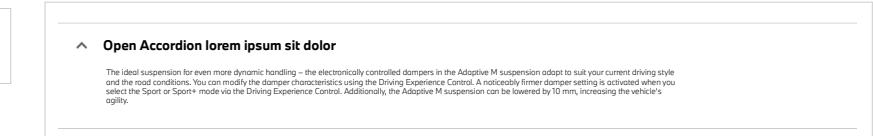
## Accordion – default



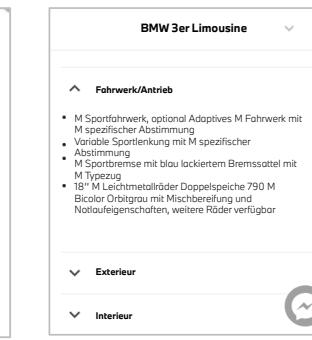
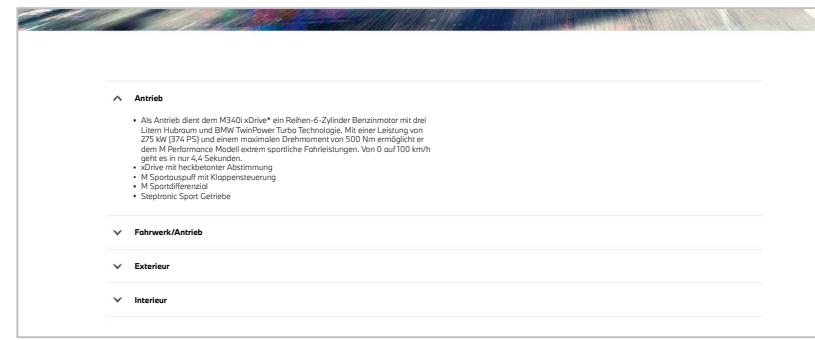
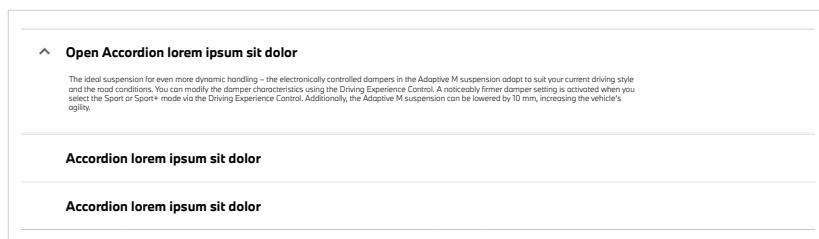
## Accordion – hover



## Accordion – opened



## Accordion – example for rows



### Accordion headline

Typeface: BMW Type Next Bold  
Typeface size: 14 px  
Text colour: #262626

Accordion arrow pictogram  
Colour: #4D4D4D  
Pictogram: 8 x 16 px  
Reactive surface: 48 x 48 px

Accordion dividing line  
Colour: #E6E6E6  
Thickness: 1 px

### Accordion content

Typeface: BMW Type Next Light  
Typeface size: 14 px  
Text colour: #262626

Accordion headline mobile  
Typeface: BMW Type Next Bold  
Typeface size: 15 px  
Text colour: #262626

Default  
The arrow pictogram and the body copy are set in the following colours:  
Pictogram: #4D4D4D  
Type: #262626

### Hover

When hovering, the arrow turns blue (#0653B6). The text remains in the standard state.

### Opened

As soon as an accordion content is opened the accordion opens downwards to show more information.

# 7 LAYOUT STRUCTURE.

The new BMW Brand Design elements can be combined in two layout variants: “default layout” and “progressive layout”.

## DEFAULT LAYOUT.

The default layout uses the principle of “block formation”: The BMW symbol and the message are coupled. The subbrands BMW M and BMW i and the core brand are linked visually through the principle of “pairing”. This creates a strong connection and reinforces the brand message at the same time. The brand claim is also placed in one of the layout corners (optional).

Product and brand messages are “iconised” and are not followed by a full stop. Other offers are communicated using regular headline structure (with optional subheadline) and with a full stop following the message.



## PROGRESSIVE LAYOUT.

The progressive layout is only used in the case of pure product and brand communication in the form of “iconisation”. It provides maximum freedom in the arrangement of the typography when using the new BMW brand typeface: Font size and character spacing can be freely selected and placed in the format. BMW symbol(s) are to be arranged creatively and in keeping with the composition, with the claim in one of the four format corners (optional).



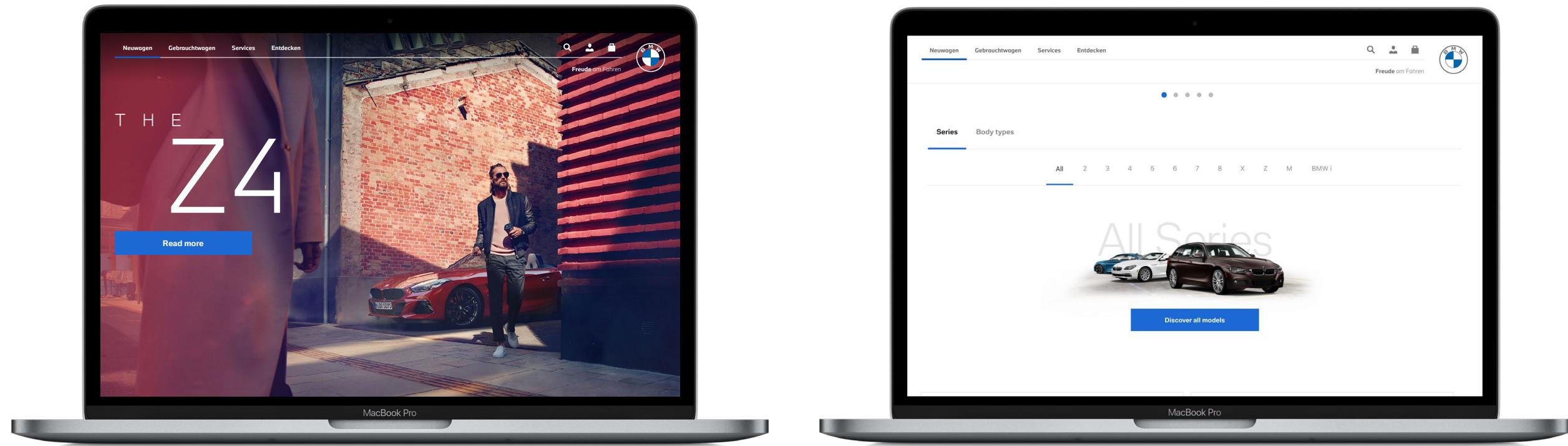
# 8 IMPLEMENTATION EXAMPLES.

## NSC WEBSITE.

On BMW websites and other web applications with the classic header and navigation, the new BMW symbol is in its usual position in the header. In the navigation fly-out and in the white header, the symbol is used in 70% or 100% black (depending on the application or typography colour used).

The BMW brand claim is placed under the hairline of the header (optional).

The new BMW brand typeface is used in accordance with the existing application rules and sizes: headlines (in capital letters) and copy text (in upper and lower case) in Light typeface as a general rule, clickable elements and highlights in Bold typeface.



## NEWSLETTER.

BMW newsletters can be arranged in the default or progressive layout, depending on the context and content. They adhere strictly to the pairing principle. The BMW brand claim is positioned in one of the four cover picture corners (optional), depending on the visual motif.

### Desktop



ZUKUNFT ZAHLT SICH AUS.  
Mit der BMW Umweltprämie\* 2.000 EUR Vorteil\*\* sichern.

Elektrisieren Sie jetzt Ihren Alltag: Geben Sie Ihr Dieselfahrzeug mit der Abgasnorm Euro 5 und älter bei Ihrem BMW Partner in Zahlung und sichern Sie sich die BMW Umweltprämie\* in Höhe von 2.000 EUR bzw. in Höhe von 1.500 EUR bei einem Vorführwagen oder Jungen Gebrauchten, wenn dieser einen CO2-Wert von maximal 140 Gramm pro Kilometer hat.

In Verbindung mit dem staatlich geförderten Umweltbonus von 4.000 EUR (Weitere Informationen sowie das Antragsformular finden Sie unter [www.bafa.de/umweltbonus](http://www.bafa.de/umweltbonus)) sichern Sie sich so 6.000 EUR Vorteil\*\* beim Kauf eines BMW i3.

\* Die BMW Umweltprämie in Höhe von 2.000 EUR (netto) ist bei Erwerb eines BMW Neufahrzeugs und in Höhe von 1.500 EUR (netto) bei Erwerb eines BMW Vorführwagens (Erstzulassung über BMW Partner/Niederlassung, max. 15 Monate und 20.000 km bis zur Zweitzulassung) oder eines Jungen Gebrauchten (max. 18 Monate nach Erstzulassung) bis zum 31.12.2019 erhältlich (es gilt das Datum des Erwerbs, Zulassung bis 30.06.2020 muss in Deutschland erfolgen).



### Mobile



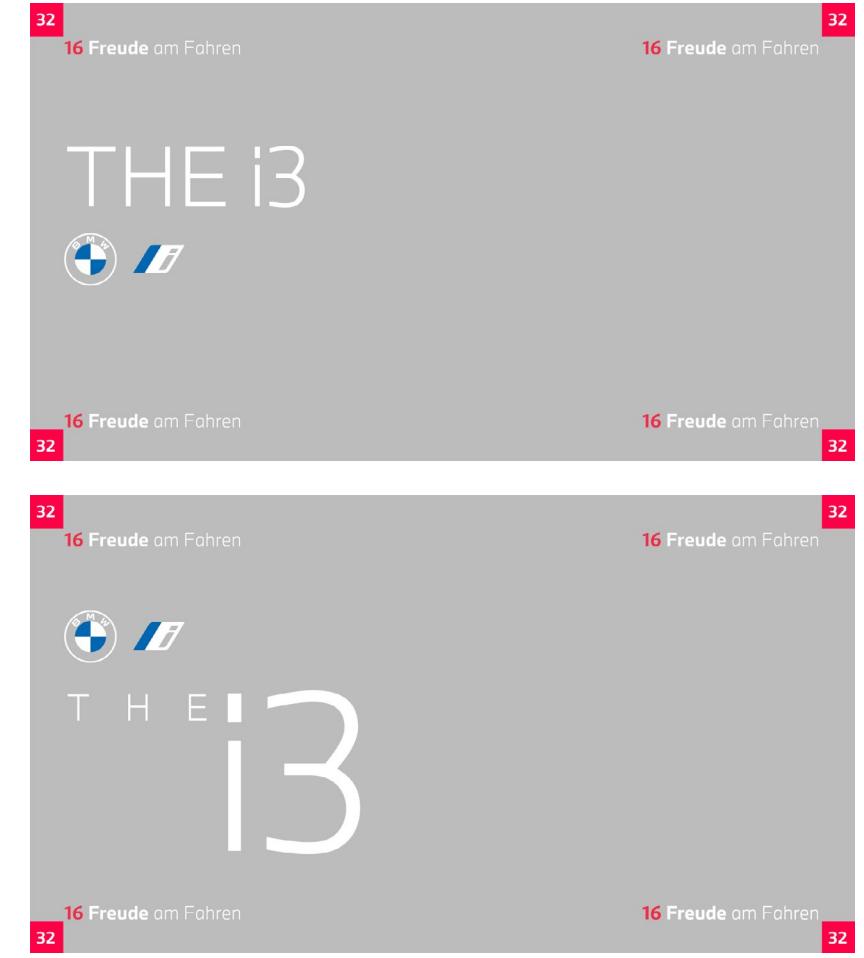
ZUKUNFT ZAHLT  
SICH AUS.

Mit der BMW Umweltprämie\* 2.000  
EUR Vorteil\*\* sichern.

Elektrisieren Sie jetzt Ihren Alltag: Geben Sie Ihr Dieselfahrzeug mit der Abgasnorm Euro 5 und älter bei Ihrem BMW Partner in Zahlung und sichern Sie sich die BMW Umweltprämie\* in Höhe von 2.000 EUR bzw. in Höhe von 1.500 EUR bei einem Vorführwagen oder Jungen Gebrauchten, wenn dieser einen CO2-Wert von maximal 140 Gramm pro Kilometer hat.

In Verbindung mit dem staatlich geförderten Umweltbonus von 4.000 EUR (Weitere Informationen sowie das Antragsformular finden Sie unter [www.bafa.de/umweltbonus](http://www.bafa.de/umweltbonus)) sichern Sie sich so 6.000 EUR Vorteil\*\* beim Kauf eines BMW i3.

### Grid



## POS DIGITAL.

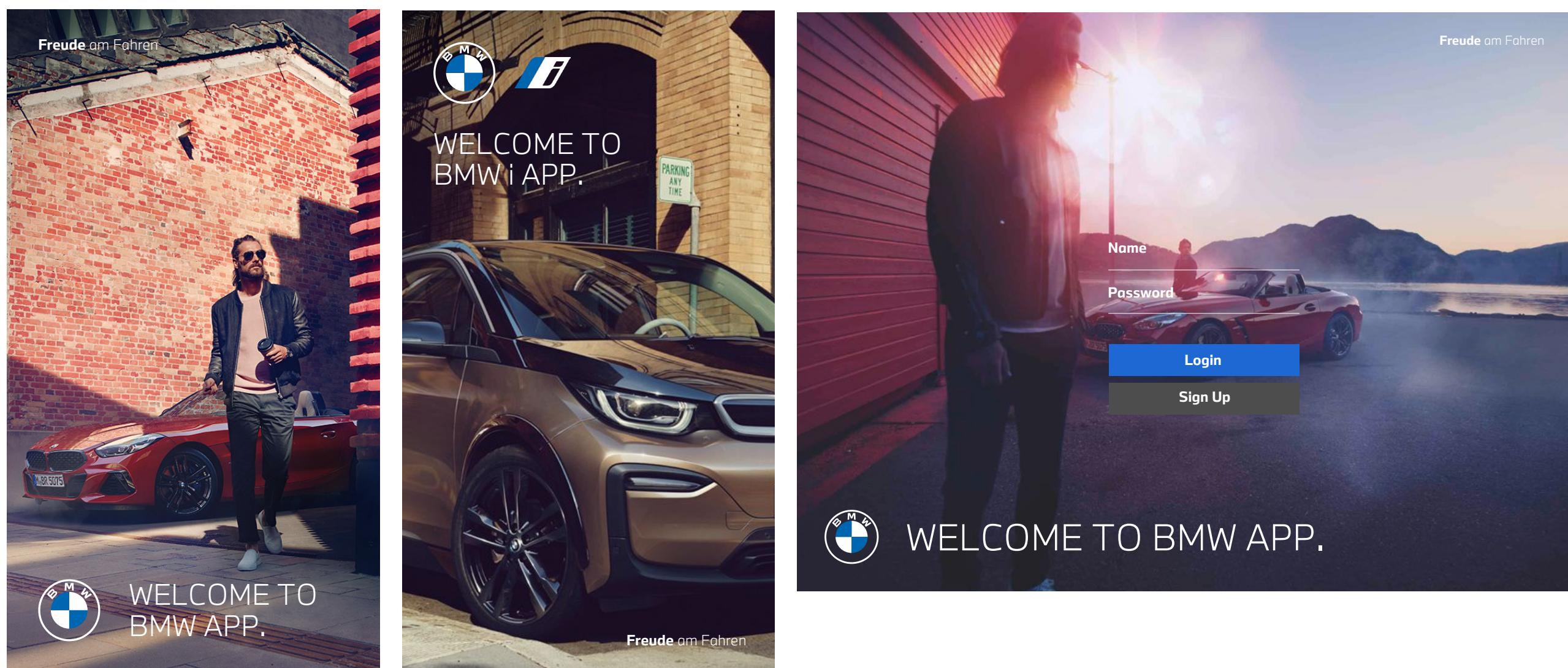
BMW POS templates can be arranged in the default or progressive layout depending on the context and content. They adhere strictly to the pairing principle. The BMW brand claim is positioned in one of the four cover picture corners (optional), depending on the visual motif.



## MOBILE APPLICATIONS.

The app icon for mobile applications places the new BMW symbol prominently in the centre. The icon can be used alone or supplemented with the name of the app. Templates for the app icon are available on the BMW Group Identity Net.

All mobile applications start up with a “BMW brand screen” consisting of a BMW symbol, optional BMW brand claim and the app title in BMW brand typeface (an optional welcome text and/or a log-in dialogue can also be added). Depending on the context and the offer, either the default or Progressive layout can be used.



## ONLINE AND MOBILE ADVERTISING MATERIAL.

BMW online and mobile advertising material adheres strictly to the pairing principle: the new BMW symbol is coupled with the message in BMW brand typeface. The BMW brand claim is used optionally, depending on the visual motif.



## SOCIAL MEDIA.

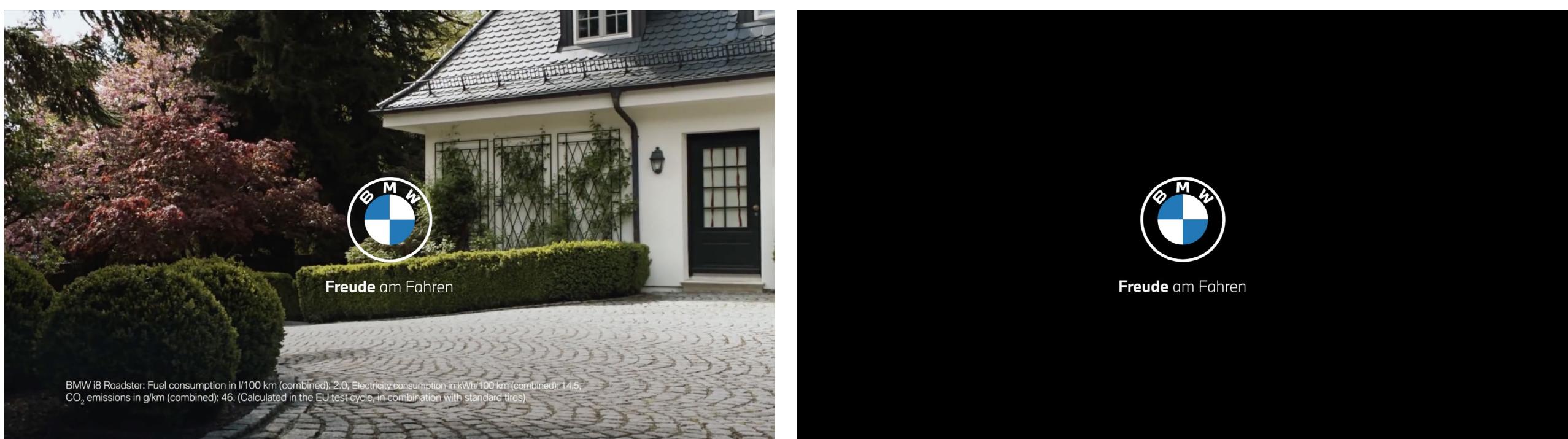
The new BMW symbol is used as a profile picture for social media channels. The background of the profile picture is taken from the visual motif of the cover picture. The profile pictures are available to download from the Identity Net and must not be altered.

The BMW brand claim is placed within the cover picture in the title of the social media channel (optional).



## TVC ENDING.

The BMW TVC ending is available as a film transition and as fade to black. It consists of the BMW symbol (plus subbrand symbol) and claim and is placed prominently in the centre over the video sequence.



# **CONTACT PARTNERS.**

## Identity Net

Intranet: <https://smp.bmwgroup.net>

Internet for suppliers (B2B Portal): <https://smp.bmw.com>

Internet for dealers/importers (S-Gate): <https://smp.bmwgroup.com>

CI Helpdesk

E-mail: ci.helpdesk@partner.bmwgroup.com

Phone: +49 89 232 - 38 70 09 00

(Telephone service, Tuesday: 1 pm – 6 pm, Thursday: 9 am – 1 pm)

**Corporate and Brand Identity BMW Group,  
Communication Design Customer Contact BMW**

CB-1 CI

BMW Group PLAZA

CI Group on BMW Group PLAZA

**Group on BMW Group LAZER  
(access for internal departments only)**

## **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 media shown are up to date.

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## BECOME A BRAND AMBASSADOR.

**What defines the value of the BMW Group and its brands?**

## How does brand management work?

## Why are customer orientation and Brand Behaviour key success factors?

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

## **For details, see:**

**<https://smw.bmwgroup.net/en/group/smw/sales-retail-baci>**



## CONTROL INFORMATION.

BMW Group	Document class: 8.1	No.: --		
	Range of validity: BMW Group	Version: 1.0		
	THE BMW BRAND DESIGN PRINCIPLES FOR DIGITAL MEDIA.	Status: Approved, valid from: 16.12.2019		
		Total number of pages, incl. this one: 24		
	Coordinated with (person, dept, circle):	CB-1 CI		
<b>Change history:</b>				
Version	Content	Created by, Dept. code, Date	Checked by, Dept. code, Date	Approved by, Dept. code, Date
1.0	First published: The BMW Brand Design principles for digital media.	N. van Ham, CB-1 CI, 13.12.2019	A. Dannerbeck, CB-1 CI, 13.12.2019	J. H. Blickhäuser, CB-1 CI, 13.12.2019

Print-out for information only