



NEW BMW UK BRAND IDENTITY.

QUICK REFERENCE GUIDE.

MAY 2020.

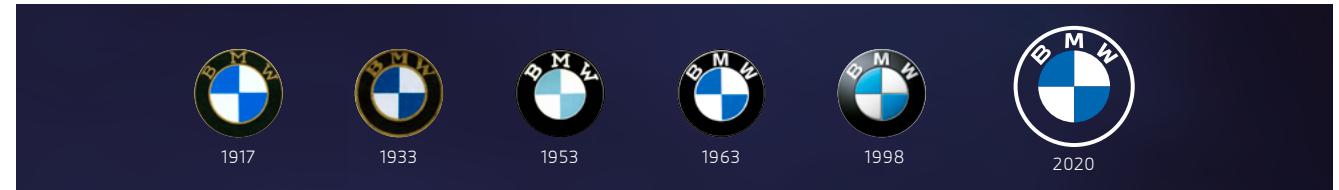
V.01.



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INTRODUCTION.



The BMW brand is our most valuable asset and in a competitive and changing market we need to ensure we remain relevant and up to date. On 03 March 2020, a new, modern brand design for BMW was formerly introduced to our marketing communications.

The new design comprises graphically reworked and digitally optimised symbols for the BMW brand and sub brands, BMW i and BMW M. A new brand typeface optimised for all applications also features.

The changes are limited to BMW marketing communications only, so no changes are required to architecture or signage at Retailer showrooms.

This guide aims to help BMW Retailers deliver creative and effective marketing of BMW brands and services, with correct brand representation, that meet the standards set in the 2018 Dealer Agreement and as part of the 2020 Marketing Bonus (see Appendix). You are encouraged to use our compliant assets reflecting the new identity, for all new campaigns, which are available on ENGINE from Quarter 2. All existing assets and current campaigns can remain in current CI, these will be updated in Q3. In producing your own marketing materials, adoption of the new identity should follow the same timings. (see Key Milestones on page 04).

There is no impact on your marketing bonus for using the current, outgoing CI in marketing communications up until the end of September 2020. Please ensure that you do not mix the current and new identity from Q3.

Please use the fast, free CI Check service available via ENGINE or speak to your BMW Group Retailer Marketing Service contact.

Our Tone of Voice.

We are never arrogant.

Be passionate and confident but never make a claim that can't be substantiated, or that is overstated.

We are single-minded.

Ensure communications are simple and focused.

We inspire a feeling.

Our products are desirable, so communicate product benefits in a way that triggers emotion.

We never patronise.

Speak to customers as equals. Every BMW is a true driver's car; the Ultimate Driving Machine, so we should speak to every customer as a true driver.

Legal requirements.

It's worth remembering the cornerstone mission of the UK Advertising Standards Authority, which is:

"to ensure that advertising in all media is legal, decent, honest and truthful, to the benefit of consumers, business and society".

Always ensure these principles are upheld and guidelines set by the FCA and other regulatory bodies are followed.

In all cases make sure you have consulted your own legal counsel.

Use the checklist at the back of this guide. Then make use of the free CI Check service.



KEY DIFFERENCES.

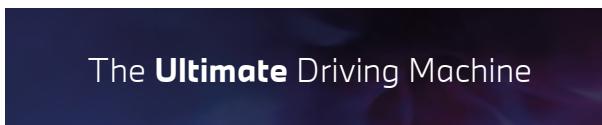
NEW BMW SYMBOL.

New transparent symbol variations



Our Brand Claim

The brand claim has now been separated from the BMW symbol. The brand claim is now optional and doesn't have to be used in all executions.



Current identity modules with brand claim



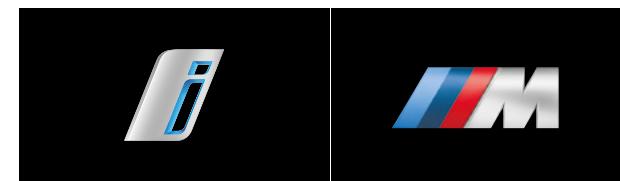
! New brand typeface (BMW Type Next) and all BMW brand symbols can be.

NEW SUB BRAND SYMBOLS.

New symbols and required pairing



Current sub brands for BMW i and BMW M



! When sub brands are used they must always be paired with the BMW symbol.

TYPEFACES.

BMW Type Next

Thin	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 € \$ ¢ ; % & ?
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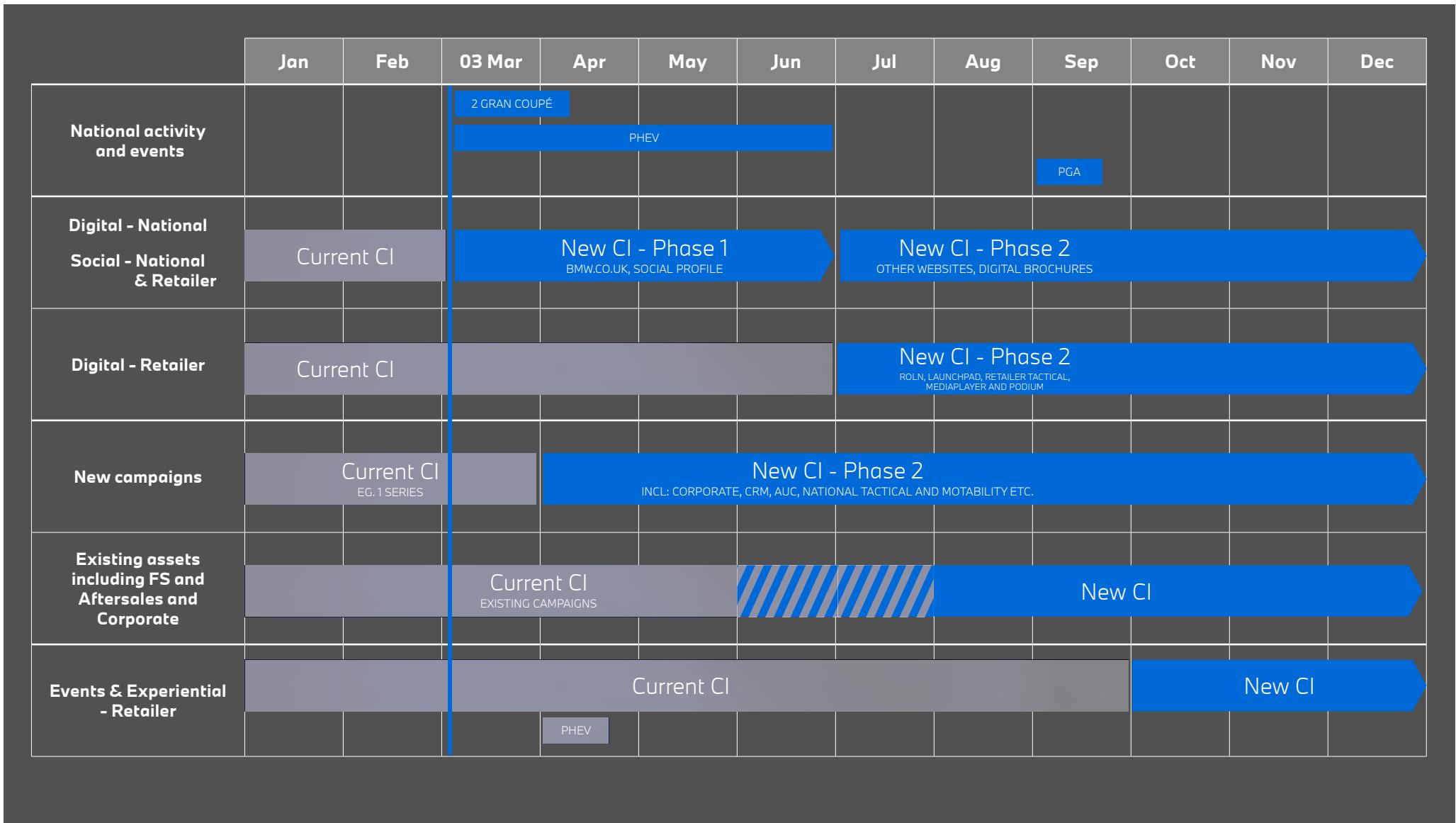
Light	A B C G J K M Q R S T U W a b c e f g j k m o q r s t u w 1 2 3 4 5 6 7 8 9 0 € \$ ¢ ; % & ?
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Regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 € \$ ¢ ; % & ?
---------	--

Bold	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 € \$ ¢ ; % & ?
------	--

! All BMW Type Next typefaces are available for Print or Web use.

KEY MILESTONES.



NEW SYMBOL, TYPEFACES AND IMAGERY.

Default symbol

White-colour on coloured background



Fallback symbol

Grey-colour on white background



Brand claim

The **Ultimate** Driving Machine

The BMW symbol.

The BMW symbol can be featured in two ways – either white-colour or grey-colour, depending on the background it sits on.

- The white-colour symbol on a coloured background is the default symbol to be used whenever possible.
- The grey-colour symbol should be used in exceptional circumstances on a white background.

The BMW symbol(s) should sit with headlines and be placed in a corner of a layout.

The brand claim use is optional. It a mix of bold and Light font and if used should be placed in the opposite corner to the headline.

For details on sizes and placement of the BMW symbol(s) for different communication channels, please refer to ENGINE assets or contact the BMW Group Retailer Marketing Service.



Don't use Retailer's own symbol or slogans.

BMW Type Next Thin
BMW Type Next Light
BMW Type Next Regular
BMW Type Next Bold

Typefaces.

To maintain a consistent visual style, you should use the new typefaces with the new BMW symbol.

- BMW Type Next is available in typefaces: 'Thin', 'Light', 'Regular' and 'Bold' and in Print or Web versions.
- Use the Print version of the typefaces for all printed materials.
- Use the Web version of the typefaces for digital display banners, websites, social media posts and emails. The fallback typeface for emails is Arial. See the email guidelines on ENGINE.
- BMW Type Next Light is used in Headlines and sub headlines, with both set in capital letters.
- Other weights can be used to ensure optimum legibility eg in body copy, intermediate headlines, finance details, fuel figures and terms and conditions.
- In digital media, all interactive elements (button text) are always set in BMW Type Next Bold and mixed case.
- Guidance on how to apply other font weights and sizes can be provided by the BMW Group Retailer Marketing Service.



All new symbols, typefaces and a selection of images are available to download from ENGINE.



Images and video.

There is a library of current and accurate representations of BMW models on ENGINE and they are free of charge to download. If you can't find what you need, the BMW Group Retailer Marketing Service may be able to source images and videos for you.

Enquire at: support@zonedigital.zendesk.com

- Ensure you use images and video at sufficiently high resolution and that you comply with full usage rights, including for those you have sourced from elsewhere.
- Images generated from the BMW Car Configurator should be used sparingly.
- Press Club images are intended for editorial use only, which can include social media. They are not to be used for any paid advertising.



- Don't manipulate images and misrepresent the brand, including unrealistic backgrounds and contrived settings.
- Don't feature bespoke or showroom registration plates, or retouch to show your Retailer or event name.

NEW BMW SUB BRAND SYMBOLS.

In order to associate different BMW model ranges with differing audiences, the correct visual sub-brand and segment identity must be applied and strictly observed.

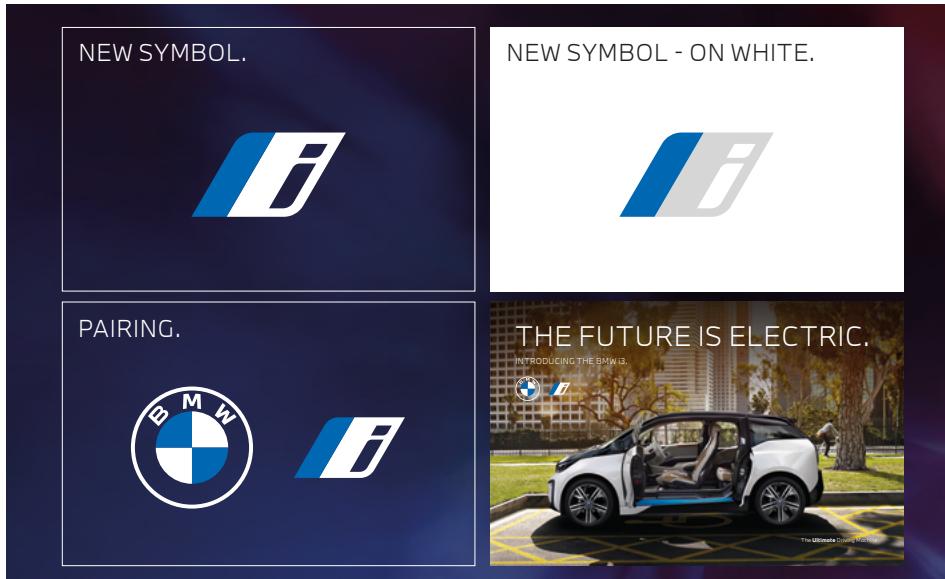
BMW i.

Audience: Those interested in the environment and sustainability.

Branding: BMW symbol paired with 'i' sub brand symbol.

Usage: The all-electric BMW i3 or BMW i8 Plug-in Hybrid (PHEV) and their associated services.

NB: 'iPerformance' is no longer used.



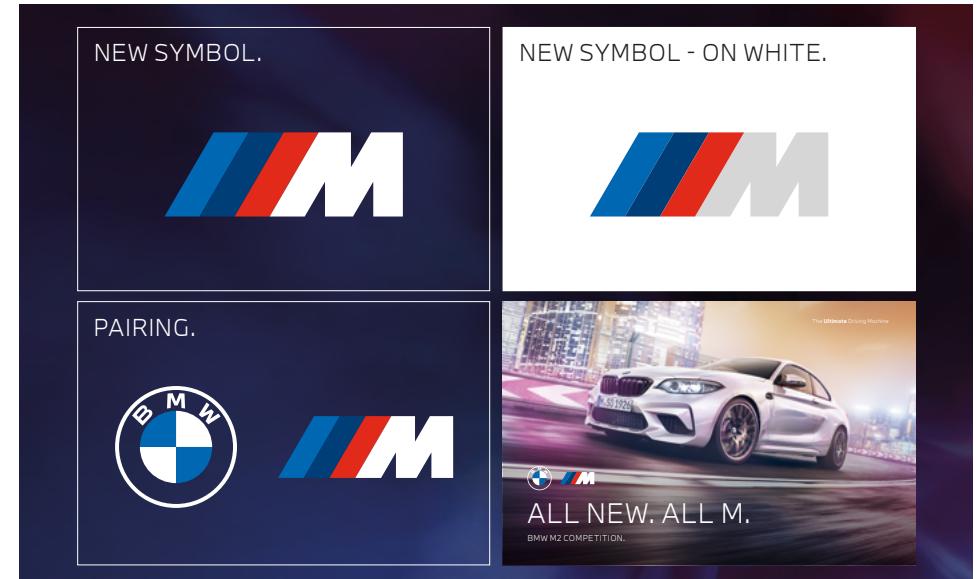
BMW M.

Audience: Those interested in dynamic performance and handling.

Branding: BMW symbol paired with 'M' sub brand symbol.

Usage: All BMW M models/ranges eg M135i, M2 Competition, M4 etc.

NB: 'M Performance' endorsement is now only used within 'M Performance Parts' or 'M Performance Accessories' label.



BMW LUXURY CLASS (GKL).

Luxury class models are now not differentiated and follow other models in using the new BMW symbol only. The 'Bayerische Motoren Werken' wordmark is no longer used.



Whenever using a sub brand in communications, they must be paired with the BMW symbol, which is placed before the sub brand symbol.

SUB-BRAND & SEGMENT IDENTITY.

BMW i.

Current CI



New CI



Use i sub-brand with BMW symbol.

BMW M.

Current CI



New CI



Use BMW M sub-brand with BMW symbol.

BMW LUXURY CLASS (GKL).

Current CI



New CI

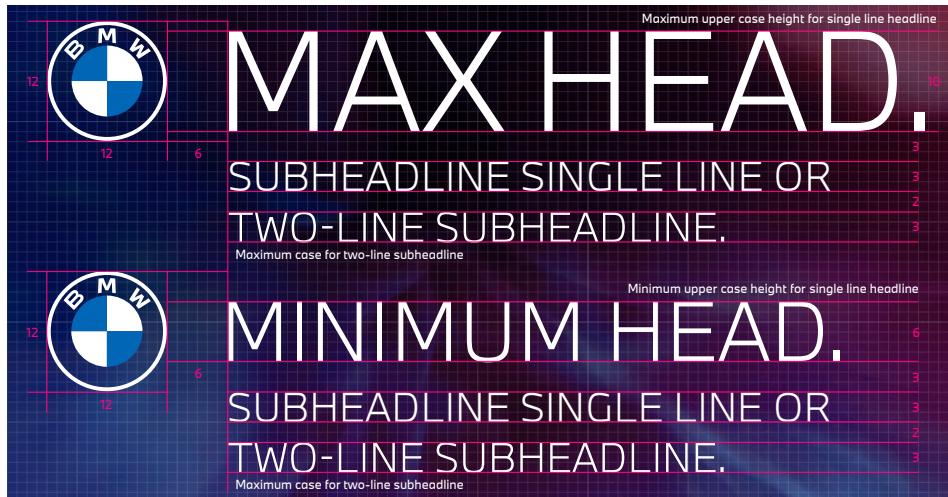


As all models, BMW Luxury class uses BMW symbol

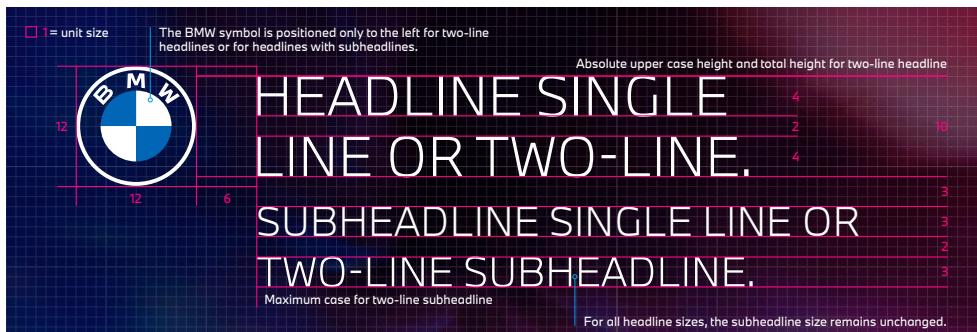
HEADLINE LAYOUT.

STANDARD HEADLINES.

Standard message headlines that are not Hero/Launch communications are always followed by a full stop. (headline scaling of 6, 7, 8, 9 and 10 units is possible.)



Minimum case for two-line headline with two line subhead.



Symbols can also be positioned above or below headline.



HERO / LAUNCH HEADLINES.

Hero / Launch communications use model hero headlines. These use the structure of "THE" + series numeral, eg. "The 7". This headline structure does not use full stops.



BRAND CLAIM.

Use of the brand claim is optional. It should be displayed either top right or bottom left (opposite of headline) when used, inside the image area.



The brand claim can only be positioned next to the symbol in spatial design at trade fairs and events.



To decide if you should use standard or Hero/Launch headlines, please see next page.

HERO / LAUNCH HEADLINES.

Hero / Launch communications use model hero headlines. These use the structure of "THE" + series numeral, eg. "The 7". Model hero communication does not replace registered trademarks (eg. BMW 1 Series), naming and badging remains unchanged. Model hero communication is used purely in the marketing of products, this also applies to sub-brands. A sub headline is not permitted with model hero headlines except to differentiate bodystyles eg Touring, Convertible etc, Search Engine Optimisation (SEO) relevant details, PHEV/BEV relevant details. Model hero headlines do not use full stops, all standard headlines do use full stops.

WHEN TO USE MODEL HERO COMMUNICATION:

- Hero/launch communications.



Model hero communication - full page press ad.

✗ WHEN NOT TO USE MODEL HERO COMMUNICATION.

- Brand messaging, when you're not talking about a specific car
- Range piece, when you're talking about more than one car
- Aftersales
- Communication requiring body copy or promoting an offer, price etc.
- Motability
- Business communication eg BPP
- BMW Approved Used Cars
- Other specialist sales channels

✓ WHAT TO DO WHEN YOU CAN'T USE MODEL HERO COMMUNICATION.

If you are not using model hero communications, you should use standard headlines:

- Headlines can be 1 or 2 lines
- Sub headlines can be 1 or 2 lines
- Both headlines and sublines must use a full stop.
- Body copy, tables and Retailer personalisation can be used.

WHAT TYPE OF CAMPAIGN ARE YOU PRODUCING?

HERO / LAUNCH	MULTI MODEL / RANGE PIECE	AFTERSALES	RETAILER PERSONALISED	MOTABILITY
YES	NO	NO	NO	NO
Permitted use of model hero communication in correct formats.	Use standard headlines & guidelines.			

See pages 10-15 for standard headline or offer guidelines

DEFAULT LAYOUT.

The default layout for Retailer-personalised communications uses a layout combining imagery and white space. The new brand design uses a system derived from splitting the shortest side of the format into 12.

Default layout

 <h1>MAX HEADER.</h1> <p>SUBHEADLINE SINGLE LINE OR TWO LINE SUBHEADLINE.</p>	<p>Nis idelessi cullabore sus doloribus eos eum laboreped quis dero beri ut qui officil lumqui ditectatur alignam qui.</p> <p>FROM 000.00 GBP/MONTH</p> <p>Ditemo ommo mo beribero blaut enectum qui si dolorep erito. Acipsonis et ipicil in conse cori omnimpore nones ut pratoe proti deliciandom, qui nis nullabo rehenis sitiund endam, totos aut pero dolorio nsequas ob inhitatus.</p> <p>Evidunt officidit quae. Ri dellondis ex et quide rest horum exeris as et enis pa con rem non cus expe volore aeo a con re por out quide dole quid edipsoam, consequid et accum, voluptur? Lorem ipsum dolor sit amet.</p> <p>Officicit, quo elessed minihillab ius, nis iusaes adis aut idio. Pit pore mo vendonis nim fugiae cupiatum veligen iendicam facea id quos reptos evendorium aces perchic tori commis di te quossequae enimlin nem rerum invelique sus enim que saperum hil modi so exerovid. Vit laborep udantios que corerer epudendom nonesset ad sit ad medis debis deluptat lorem ipsum dolor sit amet.</p> <p>Bayerische Town BMW Lorem Ipsum Dolor Sit Amet Tel: +44 0000 00000 www.address.xy</p>
	<p>Please note for the market adoption: Each market is responsible for adding their local legal disclaimer specifying all required technical details.</p>

Sub brands layout

<p>The Ultimate Driving Machine</p>	<p>Nis idelessi cullabore sus doloribus eos eum laboreped quis dero beri ut qui officil lumqui ditectatur alignam qui.</p> <p>FROM 000.00 GBP/MONTH</p> <p>Ditemo ommo mo beribero blaut enectum qui si dolorep erito. Acipsonis et ipicil in conse cori omnimpore nones ut pratoe proti deliciandom, qui nis nullabo rehenis sitiund endam, totos aut pero dolorio nsequas ob inhitatus.</p> <p>Evidunt officidit quae. Ri dellondis ex et quide rest horum exeris as et enis pa con rem non cus expe volore aeo a con re por out quide dole quid edipsoam, consequid et accum, voluptur? Lorem ipsum dolor sit amet.</p> <p>Officicit, quo elessed minihillab ius, nis iusaes adis aut idio. Pit pore mo vendonis nim fugiae cupiatum veligen iendicam facea id quos reptos evendorium aces perchic tori commis di te quossequae enimlin nem rerum invelique sus enim que saperum hil modi so exerovid. Vit laborep udantios que corerer epudendom nonesset ad sit ad medis debis deluptat lorem ipsum dolor sit amet.</p> <p>Bayerische Town BMW Lorem Ipsum Dolor Sit Amet Tel: +44 0000 00000 www.address.xy</p>
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The column is then used to create a grid. 12 units fit in the width of each column which then creates our grid.

The grid defines the sizing of the elements.

The BMW symbol size is always the height of 1/12th, unless in extreme circumstances
(eg. very small formats like web banners).

Headlines are permitted to align to the top left or bottom left of Retailer layouts and must always lock up with the BMW symbol(s).



For more detail on the use of white space see page 12.

PRINT.

Correct sizing and application of the BMW symbols is essential.

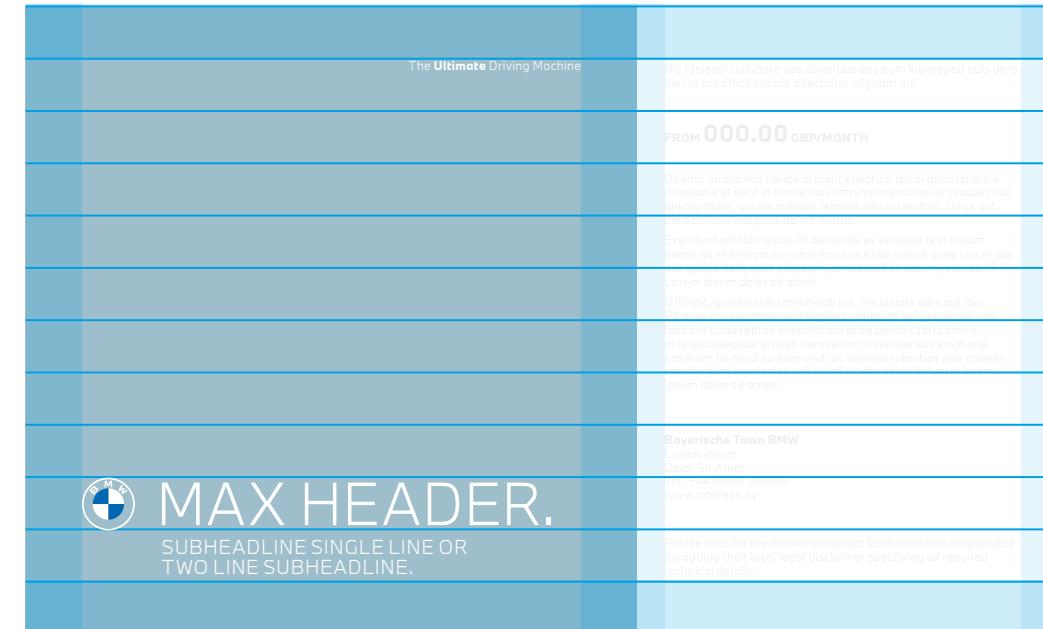
The claim 'The Ultimate Driving Machine' is optional and must always sit in the image if used.

- BMW symbol size should always be 1/12th of the shortest side of the format.
- Headline and subhead size relates to size of the BMW symbol. (Refer back to page 8 for more information).
- Headline lockup to be aligned either top or bottom left; brand claim to be in top/bottom opposite right corner.
- Note exclusion zone margins shown below (blue shaded areas).

Top alignment



Bottom alignment



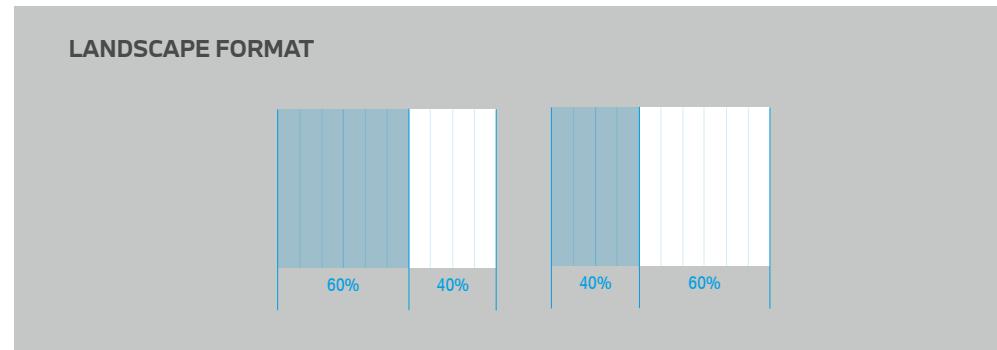
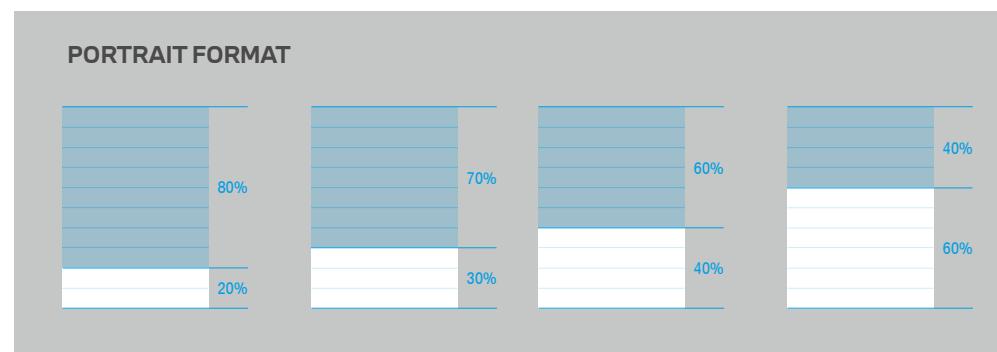
PRINT.

IMAGES & WHITE SPACE.

The image-to-white space ratios help complete a visually balanced piece. White space is required when details are featured, such as finance offer tables, Retailer address details, fuel economy figures, terms and conditions etc. Use the guide below for proportions.

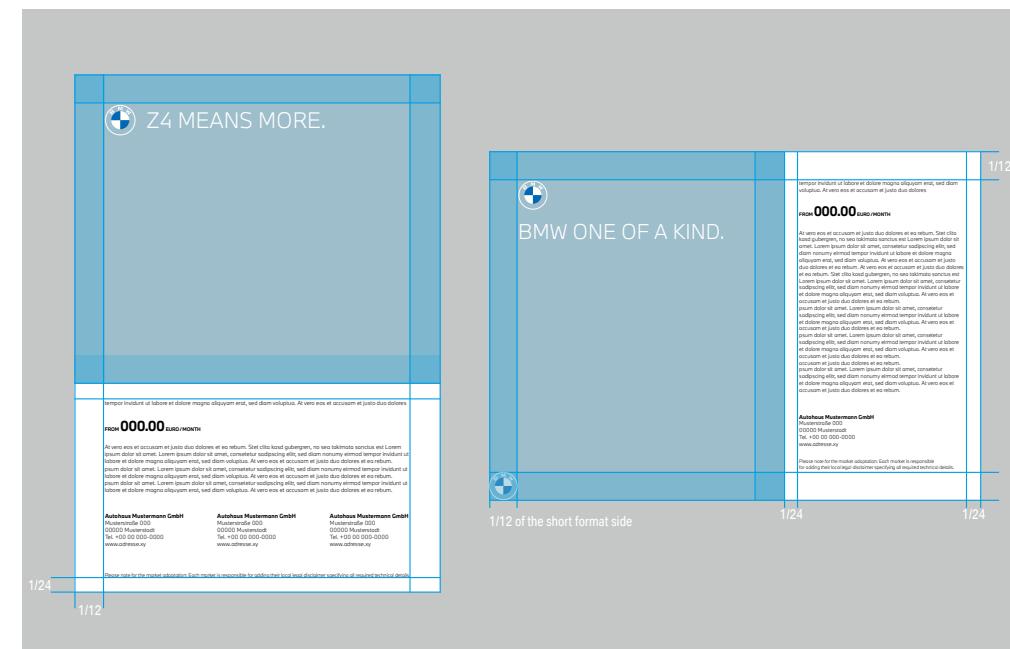
Full bleed images with small amounts of text set over them are permitted but ensure all text is legible. For instance, use white text on mid-to-dark image areas and black or 85% black text on consistently light image areas. Be consistent and do not mix light and dark text.

For portrait format, the proportions of the white space can vary from 20% to 60%; for landscape, the proportions of the white space can vary from 40% to 60%. Equal division of image and white space (50%) is not permitted.



MARGINS.

- The top and side margins of any portrait format should always be 1/12th of the shortest side (width), the bottom margin is 1/24th (see right below).
- The top, bottom and left margins of any landscape format should always be 1/12th of the shortest side (height), the right margin is 1/24th (see left below).



- If used, the size of the BMW brand claim is always two units in height. See page 8 for details.
- Fuel economy figures must always be shown ([VCA regulations](#)) and the same size as the body copy and on a white background.

PRINT.

MODEL HERO/LAUNCH.

Model hero communication can only be used in launch and brand ads, this is where we see the name as a headline followed by no punctuation. Eg. 'THE 1'.

Retailer name can be used in place of the brand claim in the opposite corner to the BMW symbol and headline, as shown below. Retailer name must be used as follows: BMW Type Next Light. Either: "Search: Bayerishce Town BMW" or "Bayerische Town BMW". A Retailer name should not all be capitalised and should be in mixed case. Retailer own group symbols and slogans are not permitted.

CURRENT CI & NEW CI - MODEL HERO COMMUNICATION.



Current CI - full page press ad.

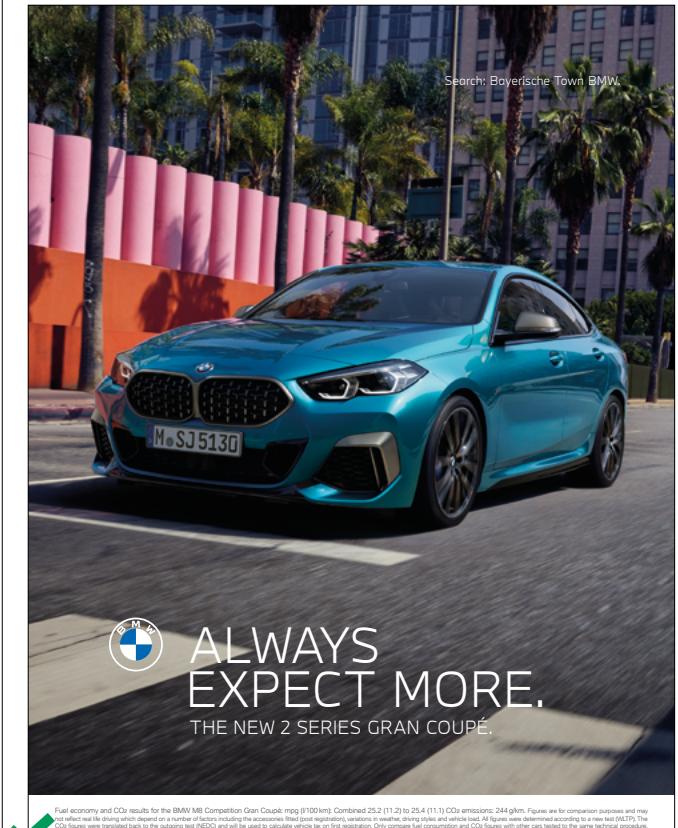


New CI - full page press ad.



- BMW Type Next Light must be used in headlines/subheads.
- For font weights and sizes refer to the BMW Group Retailer Marketing Service.

STANDARD HEADLINE.



New CI - Full page press ad.

*Fuel economy and CO₂ results for the BMW M2 Competition Gran Coupé: mpg (l/100km). Combined: 25.2 (11.2) to 25.4 (11.1) CO₂ emissions: 244 g/km. Figures are for comparison purposes and may reflect real life driving which depends on a number of factors including the driving style, road, traffic, weather, vehicle load, air conditioning usage and vehicle age. All figures were determined according to a new test (NEDC). The CO₂ figures were translated back to the outgoing test (NEDC) and will be used to calculate vehicle tax on first registration. Only compare fuel consumption and CO₂ figures with other cars tested to the same technical procedure.

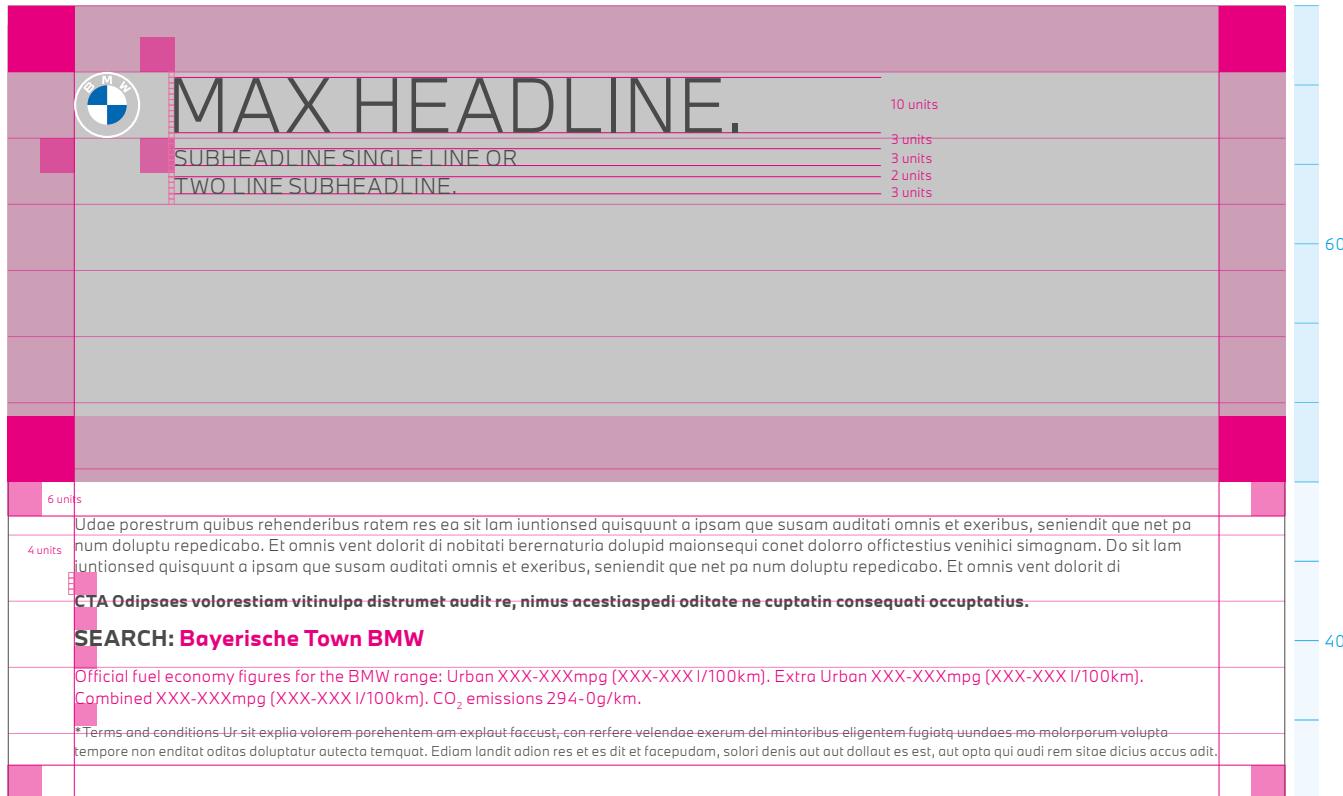
*Fuel economy and CO₂ results for the BMW M2 Competition Gran Coupé: mpg (l/100km). Combined: 25.2 (11.2) to 25.4 (11.1) CO₂ emissions: 244 g/km. Figures are for comparison purposes and may reflect real life driving which depends on a number of factors including the driving style, road, traffic, weather, vehicle load, air conditioning usage and vehicle age. All figures were determined according to a new test (NEDC). The CO₂ figures were translated back to the outgoing test (NEDC) and will be used to calculate vehicle tax on first registration. Only compare fuel consumption and CO₂ figures with other cars tested to the same technical procedure.

PRINT.

EXAMPLE ADS: PRODUCT-LED.

TYPE AREA ADS.

While magazines offer the opportunity for full-page, full-bleed ads, other publications only offer type area ads (ie: ads where bleed is not available, for example in newspapers, or a half or quarter-page ad in any publication). In these instances, always feature a fine black holding keyline border. This helps define the space booked and makes sense of the accurate sizing and positioning of all brand elements.



Example half page press ad construction.



- For examples and guidance on how to promote BMW Financial Services products please visit ENGINE.
- In all instances, please ensure you have consulted your own legal counsel.
- For information on BMW Business Partnership, please visit ENGINE.



Placeholder text for the bottom of the ad.

Placeholder text for the bottom of the ad.

Bayerische Town BMW
Lorem Ipsum
Dolor Sit Amet
Tel. +44 0000 00000
www.address.xy

Placeholder text for the bottom of the ad.

Full page press ad.

PRINT.

EXAMPLE ADS: FINANCE-LED / TACTICAL.

When promoting finance offers in a table, all details of the offer need to be shown on a white background. If a table is not used then a layout can be used either with all text on a bleed image (except the fuel economy figures and terms and conditions) or with most text on a white background.



- For examples and guidance on how to promote BMW Financial Services products please visit ENGINE.
- In all instances, please ensure you have consulted your own legal counsel.
- For information on BMW Business Partnership, please visit ENGINE.

BMW Select Representative example									
Type of agreement	12 monthly payments	Do I need cash up front?	Deposit required	Deposit contribution	Total amount of credit	Total amount payable	Optional final payment*	Total amount payable	Rate of interest
XX months	£XXXXXX	£XXXXXXX	£XXXXXX	£XXXXXX	£XXXXXXX	£XXXXXXX	£XXXXXX	£XXXXXXX	£.1% Fixed
									Representative £.1% APR

*For more information or to arrange a test drive, call us on 0845 XXX XXX or visit [retailerwebaddress.co.uk](#)

Bayerische Town BMW
Retailer Address 1, Retailer Address 2, Retailer Address AB1 2CD
Retailer Phone Number | [retailerwebaddress.co.uk](#)

Fuel economy and CO₂ results for the BMW range: XX/Xmpg, CO₂ emissions (combined) X-Xgg/km. Figures are for the new model and may not reflect the driving cycle. Actual figures will depend on the driving style. Only available from the manufacturer and ODA figures with older cars based on the same technical procedures.

Retailer Name BMW is a credit broker not a lender. Subject to vehicle status, subject to vehicle application and individual vehicle history. Some vehicles may not qualify for finance. It is up to the finance provider to decide if you are eligible for finance. Please see the finance provider's terms and conditions for full details.

BMW Select Representative example									
Type of agreement	12 monthly payments	Do I need cash up front?	Deposit required	Deposit contribution	Total amount of credit	Total amount payable	Optional final payment*	Total amount payable	Rate of interest
XX months	£XXXXXX	£XXXXXXX	£XXXXXX	£XXXXXX	£XXXXXXX	£XXXXXXX	£XXXXXX	£XXXXXXX	£.1% Fixed
									Representative £.1% APR

*For more information or to arrange a test drive, call us on 0845 XXX XXX or visit [retailerwebaddress.co.uk](#)

Bayerische Town BMW
Retailer Address 1, Retailer Address 2, Retailer Address AB1 2CD
Retailer Phone Number | [retailerwebaddress.co.uk](#)

Fuel economy and CO₂ results for the BMW range: XX/Xmpg – XX/Xmpg, CO₂ emissions (combined) X-XXX g/km. Figures are for the new model and may not reflect the driving cycle. Actual figures will depend on the driving style. Only available from the manufacturer and ODA figures with older cars based on the same technical procedures.

Retailer Name BMW is a credit broker not a lender. Subject to vehicle status, subject to vehicle application and individual vehicle history. Some vehicles may not qualify for finance. It is up to the finance provider to decide if you are eligible for finance. Please see the finance provider's terms and conditions for full details.

BMW Select Representative example									
Type of agreement	12 monthly payments	Do I need cash up front?	Deposit required	Deposit contribution	Total amount of credit	Total amount payable	Optional final payment*	Total amount payable	Rate of interest
XX months	£XXXXXX	£XXXXXXX	£XXXXXX	£XXXXXX	£XXXXXXX	£XXXXXXX	£XXXXXX	£XXXXXXX	£.1% Fixed
									Representative £.1% APR

*For more information or to find out more, please visit [retailernamebmw.co.uk](#) or call us on XXXXX XXXXX.

Bayerische Town BMW
Retailer Address 1, Retailer Address 2, Retailer Address AB1 2CD
Retailer Phone Number | [retailerwebaddress.co.uk](#)

Fuel economy and CO₂ results for the BMW range: XX/Xmpg – XX/Xmpg, CO₂ emissions (combined) X-XXX g/km. Figures are for the new model and may not reflect the driving cycle. Actual figures will depend on the driving style. Only available from the manufacturer and ODA figures with older cars based on the same technical procedures.

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BMW Select Representative example									
Type of agreement	12 monthly payments	Do I need cash up front?	Deposit required	Deposit contribution	Total amount of credit	Total amount payable	Optional final payment*	Total amount payable	Rate of interest
XX months	£XXXXXX	£XXXXXXX	£XXXXXX	£XXXXXX	£XXXXXXX	£XXXXXXX	£XXXXXX	£XXXXXXX	£.1% Fixed
									Representative £.1% APR

*For more information or to find out more, call us on 0845 XXX XXX or visit [retailerwebaddress.co.uk](#)

Bayerische Town BMW
Retailer Address 1, Retailer Address 2, Retailer Address AB1 2CD
Retailer Phone Number | [retailerwebaddress.co.uk](#)

Fuel economy and CO₂ results for the BMW range: XX/Xmpg – XX/Xmpg, CO₂ emissions (combined) X-XXX g/km. Figures are for the new model and may not reflect the driving cycle. Actual figures will depend on the driving style. Only available from the manufacturer and ODA figures with older cars based on the same technical procedures.

Retailer Name BMW is a credit broker not a lender. Subject to vehicle status, subject to vehicle application and individual vehicle history. Some vehicles may not qualify for finance. It is up to the finance provider to decide if you are eligible for finance. Please see the finance provider's terms and conditions for full details.

Current CI - Select press ad.

New CI - Select press ad.

Current CI - Personal Contract Hire press ad
– no finance offer table.

Personal Contract Hire press ad
– no finance offer table.

DIGITAL.

BANNER ADS.

Where possible, use existing templated banner assets available on ENGINE.

If you need to create your own bespoke banners, please ensure the following criteria:

- The correct positioning of the BMW symbol(s) and the clear space exclusion zone (see left below).
- The use of BMW Type Next Light for all copy, and BMW Type Next Bold for interactive elements (button) copy.



█ Indicates half of BMW symbol size, and its 'safe' area.

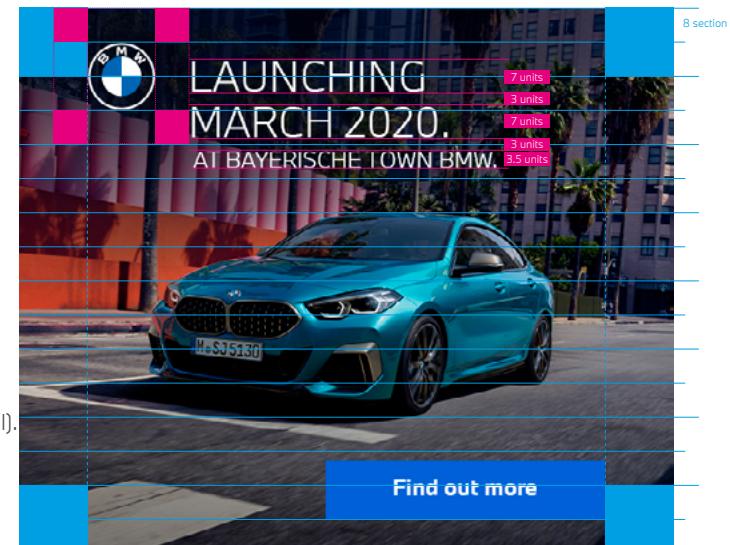
█ Indicates 1 unit (x12 units is the height of the BMW symbol).

Size of BMW symbol should always be that of the sectioned system it sits in (eg. 8 short-side for MPU).

Symbol & copy unit should always be aligned to a corner (top left or bottom left).

Where guideline copy sizing is too small, use regular headline size with subhead half the size.

Positioning the BMW symbol.



Column: x8 sections
█ Unit: 12 grid in column
█ Margins: column height,
 in extreme formats half column

Example MPU banner construction.



Column: x8 sections
█ Unit: 12 grid in column
█ Margins: column height,
 in extreme formats half column

Example Double MPU banner construction.

DIGITAL.

SOCIAL MEDIA.

Retailer social media profiles in all channels should use the BMW symbol especially created for social media, which is available to download from ENGINE.

Profile image.



Header image.

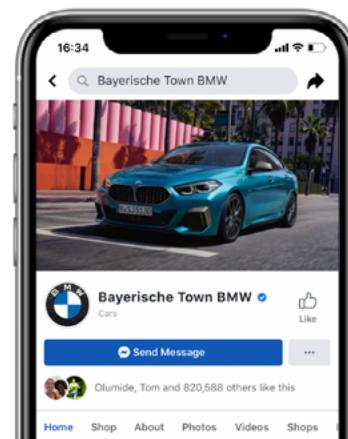


Full Social Media guide available for download on ENGINE.



Retailers do not use separate branding for M & i sub brands and should only use the BMW symbol.

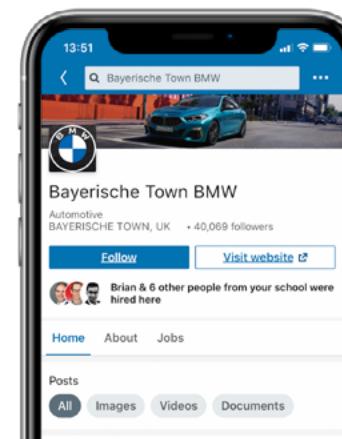
Default Profiles by channel.



Facebook.



Instagram.



LinkedIn.



Twitter.

DIGITAL. EMAILS.

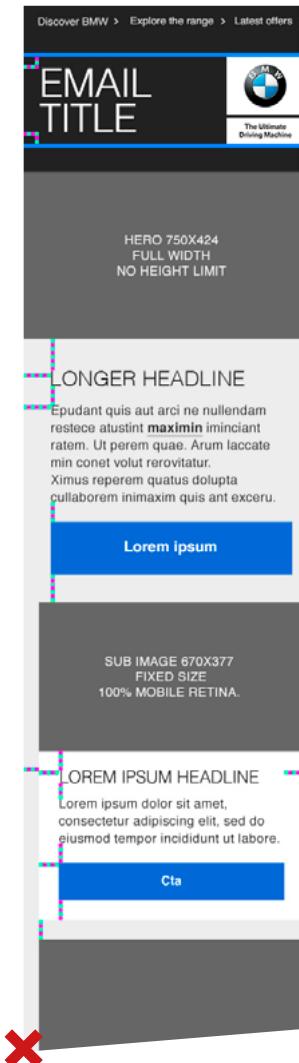
To ensure that customers receive consistent email communications, whether from BMW UK or Retailers, a new email template design has been introduced and should be used. All email templates from bmw.co.uk, Retailer ROLN websites and BMW LaunchPad are currently being updated.

In the meantime, where possible, use existing templated email assets available on ENGINE, including editable tactical and offer emails.

If you need to create your own bespoke emails, please keep in mind the following criteria:

- BMW email template design is 'mobile first', so design the mobile version first, then reflect in the desktop version.
- Single column only – do not use double columns at all
- Mobile layout width is 750px.
- Desktop layout width is 600px.
- Use BMW Type Next Web typefaces.
- Use Arial as the fall back typeface.

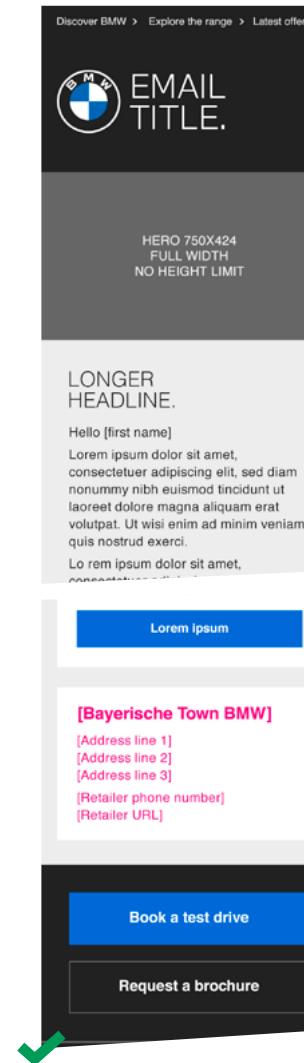
- !
- For full technical guidance regarding bespoke email template construction, refer to the updated BMW Email Design guide available on ENGINE.
 - For assistance with bespoke email design, please contact the BMW Group Retailer Marketing Service.
 - Tip: Don't squash or condense text into a fixed space – it won't be represented across all devices.



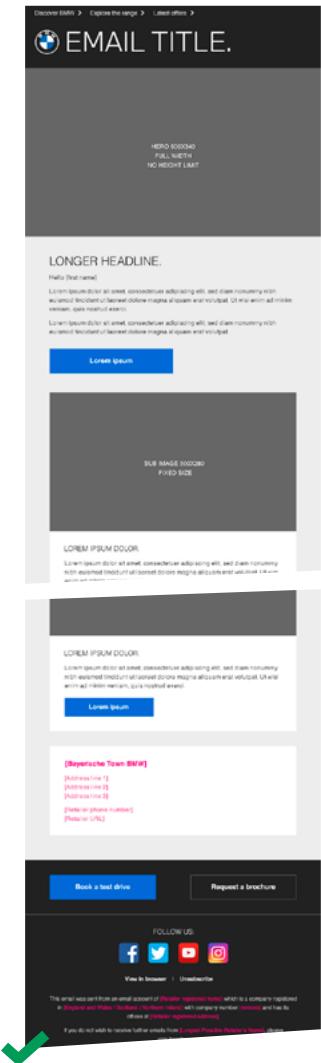
Current CI - Mobile email.



Current CI - Desktop email.



New CI - Mobile email.



New CI - Desktop email.

BROADCAST.

TV & VIDEO END FRAMES.

End frames for all contexts (TV, Video on Demand etc) should follow the technical requirements shown below. All TV broadcast ads must be cleared by the regulatory body Clearcast at www.clearcast.co.uk

FIRST FRAME.

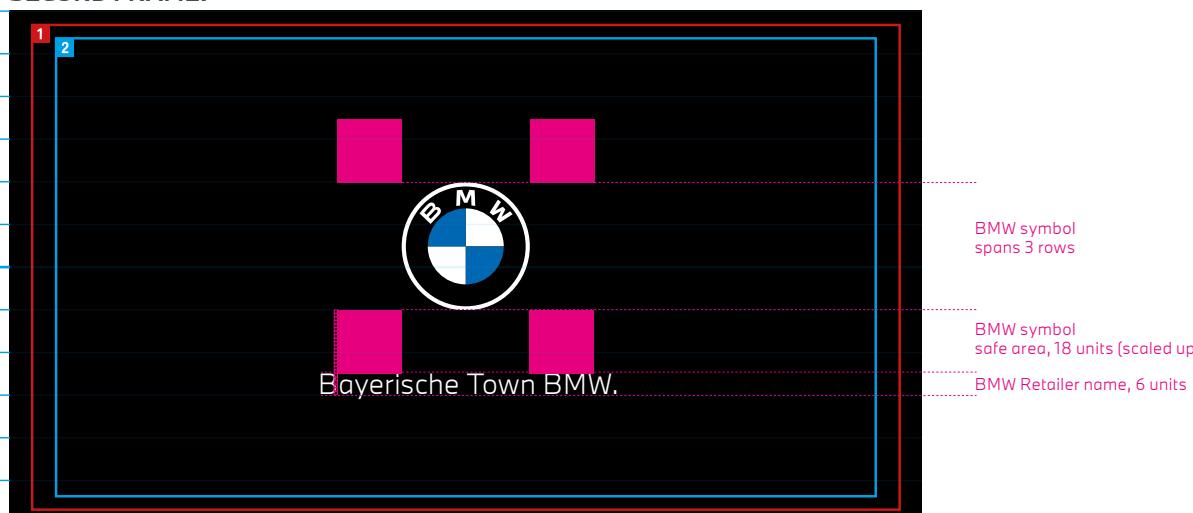


Format shown 16:9,
1920 x 1080px.
Copy set in BMW Type
Next Light.

1 'Action safe' frame:
All information (inc.
images throughout ad)
must take place within
the red frame (5%
smaller than full image).

2 'Title safe' frame:
Title / text overlays
within the blue frame
(10% smaller than the
full image).

SECOND FRAME.



RADIO.

For best advice when creating radio
adverts, please submit your ad script for
CI Check via ENGINE prior to creating
the ad.

All radio scripts must be cleared by the
Radiocentre and comply with regulatory
standards. Go to www.radiocentre.org/clearance/fast-track-trustmark



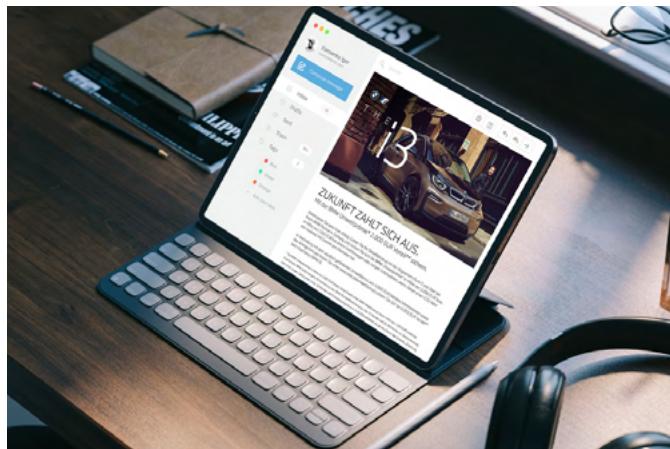
- For new guidance re: BMW Group financial promotions refer to www.bmwgroup-fpg.co.uk
- The content of your advertising is your responsibility, so ensure you consult your legal counsel at every stage.

BRAND ADVERTISING. NATIONAL LAYOUTS.

You may see progressive layouts from BMW UK, these are only permitted for UK large scale campaigns and not for use by BMW authorised Retailers. This layout style does not allow sub-headlines or Retailer names, so this will only be used for National campaigns.

Any use of progressive layout outside of nationally provided campaign assets will be considered a CI breach.

These examples are just to showcase what you may see for UK brand campaigns.



CHECKLIST.

1 Is the brand identity correct?

If you are unsure, contact the BMW Group Retailer Marketing Service for guidance.

2 Is the message being advertised in the right channel?

It must be appropriate and relevant to the target audience.



Typography

You are using the new BMW Type Next typeface.



Symbols

You are not mixing current CI with new BMW CI.



Branding

The correct symbol, size and positioning has been used for relevant product.



Headlines

Correct use of punctuation on headlines - fullstops or not.



Image and white space

Correct image/text ratio used. No 50/50 split.



Border applied to press ads where required

For newspaper ads and anything other than a full page (bleed) ad in any other publication.



Imagery

Up-to-date imagery used with consideration and representative of the offer if promoted.



Headlines

Maintain BMW brand premium tone of voice and reflect in capital letters.



Models

Correct model nomenclature used with no abbreviated model names.



Body copy

Maintain BMW brand premium tone of voice.



Correct representation of Retailer name.

Sentence case (except 'SEARCH: BAYERISCHE TOWN BMW').

3 Does the communication reflect the premium positioning of the BMW brand?

If unsure, check with the BMW Group Retailer Marketing Service.

4 Is it legal, decent, honest and true?

The communication must accurately reflect the product, service or offer.



Legal

Checked with your legal counsel and all terms and conditions included where relevant.



No third-party symbols featured

This includes your own Retailer symbol. Excludes BMW approved partnerships (e.g. Motability).



Brand colours used from BMW palette

BMW consciously has a limited palette.



The content is correct

All content must be legal, decent, honest and true with claims substantiated.



Brand typefaces used correctly

Correct typefaces are used in relation to current CI or new CI.



Regulations followed

Clearance and regulatory bodies approved and legal requirements followed e.g. representation of fuel economy figures if applicable.



CI Check service used

Materials submitted and checked via ENGINE.



Enough time allowed in schedule for a CI Check

Initial response from the BMW Group RMS is within 24hrs but may increase subject to amends required.



Time scheduled for resubmissions

Any required amends are completed and re-checked.



Achieve full CI compliance

Reviewed and complies with Appendix: 2020 Marketing Bonus guidelines.

USEFUL LINKS.

ENGINE enginerms.com

CI CHECK OR BRIEF REQUEST
Access from the Activities tab on ENGINE.

BMW LAUNCHPAD www.bmwlaunchpad.co.uk

FUEL ECONOMY www.vehicle-certification-agency.gov.uk

FINANCIAL PROMOTIONS GUIDELINES www.bmwgroup-fpg.co.uk

ASA (Advertising Standards Authority) www.asa.org.uk

BROADCAST (Broadcast TV and Video On Demand) www.clearcast.co.uk

RADIO www.radiocentre.org

USEFUL CONTACTS.

The BMW Group Retailer Marketing Service is always on hand to answer any questions you might have.

We can also assist with planning and full campaign consultancy.

Contact us on:
+44 1290 211 643
support@zonedigital.zendesk.com

APPENDIX.

2020 MARKETING BONUS: CRITERIA & DEFINITIONS OF MINOR & MAJOR BREACHES.

CATEGORY	MINOR BREACHES	MAJOR BREACHES
Legal, decent, honest and true	Inconsistent customer communications – multiple price messages for the exact same car/model through the same customer journey (online or offline) e.g. homepage shows one price but after clicking through price is different or not available.	Potentially misleading communications: <ul style="list-style-type: none"> using a model not representative of the offer or not available as part of the promoted offer. incorrect product/technical data to overstate or misrepresent a claim/the product. out of date offers being promoted. misrepresenting or overstating product, AUC programme or service benefits.
	Missing legal footnotes.	Missing fuel economy / CO ₂ figures on printed marketing communications as required under VCA regulations.
	Unclear information: Retailer name not shown, where customer goes to find more information.	Missing fuel economy / CO ₂ figures on any communication where a statement or claim is made regarding fuel efficiency or vehicle emissions.
	No clarity in who the sender is of the communication e.g. no clear Retailer or legal name given.	Dangerous driving, speeding or driving in a manner not consistent with the highway code.
	No clarity in what product or service is being promoted or missing differentiation between new and Approved Used Cars which could lead to potential customer confusion.	

APPENDIX.

2020 MARKETING BONUS: CRITERIA & DEFINITIONS OF MINOR & MAJOR BREACHES.

CATEGORY	MINOR BREACHES	MAJOR BREACHES
CI guidelines	Misuse of new CI or the use of old BMW CI beyond the end of September 2019 for marketing communications.	Use of national/brand layout style alongside Retailer name, offer messaging or any other body copy in an advert.
	Moderate departure from BMW look and feel as outlined in BMW CI guidelines (available on ENGINE for each communication channel/platform).	Mixing current and new CI. Significant departure from BMW look and feel as outlined in BMW CI guidelines.
	Moderate departures include: <ul style="list-style-type: none"> Similar style but different typeface used and appropriate brand colours. Vehicle imagery not meeting guidelines provided. Incorrect advert design, for example gradients applied to imagery. Not meeting one or two elements of the BMW CI Guidelines for the specific media channel. 	Significant departures from BMW brand CI include: <ul style="list-style-type: none"> Different font style and typeface used. Colouring used in communication is not close to BMW CI guidelines. Incorrect advert design for example text applied on top of vehicles. BMW products presented in a way that does not reflect premium positioning, for example dirty product, product obscured by surroundings, signage or other products when photographed. Illegible font. Adverts being stretched to fit space causing font, symbols or products to be stretched. No representation of BMW symbol(s).
	Incorrect use of BMW symbol/identity boxes or wordmarks as outlined in BMW CI guidelines (available on ENGINE for each communication channel/platform). This includes the use of the Bayerische Motoren Werke wordmark on GKL products beyond the end of September 2019.	Adaptations to the BMW symbols, or BMW Wordmark or adaptations to BMW products (inc Retailer name on plates). Also includes the use of an incorrect symbol e.g. M or i sub brand symbols being used on incorrect product ranges. The correct BMW symbols can be downloaded from ENGINE and must not be adapted in anyway.
	Use of an alternative symbol (for example Retailer group symbol) on a BMW specific communication.	Promotion of a competitor brand in a BMW or MINI focused communication or the use of BMW within a multiple vehicle-marques in a single communication.
	Emoji use – use of emoji in social media posts for example shocked face emojis. Use of one or two emojis.	Emoji use – excessive use of emojis – more than two in a post or use of emojis that could have a negative impact on the brand. For example flames.
	Incorrect profile pictures on social media channels – should be BMW symbol (roundel) only.	Use of any emoji in a media channel other than social media.

Brand reputation		Advertising, posts or communications that could bring the brand into disrepute.
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