

INTERNATIONAL COUNCIL OF BMW CLUBS

DESIGN OF THE BMW CLUB EMBLEM

Guideline no. 5
Status September 2004



Guidelines for creation of a club logo for BMW Clubs belonging to the International Council of BMW Clubs.

The image of BMW Clubs - part of the BMW family

BMW Clubs are organised in the International Council of BMW Clubs and are therefore officially recognised by BMW AG. This also means that the clubs represent BMW AG. In other words, the way that BMW Clubs present themselves to the general public must correspond to that of BMW AG. It is a relatively simple matter to align the visual image of the clubs to the BMW corporate identity, especially with regard to the logo, letterheads, club magazines, pennants, badges and all the other trappings that go with membership of a BMW Club. This page gives you an idea of just how simple and straightforward it is to do this.

Please note that the use of the BMW emblem and lettering is restricted to officially-recognised BMW Clubs acting within the limits of their statutes and must conform to the standards laid down below, which form part of the international guidelines for the use of the BMW trademarks.

Club logo shapes

Geometry imposes its discipline on aesthetics and applications

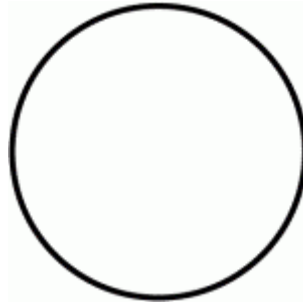
The club logo is used to ensure immediate and definitive recognition of the club.

This means that club logos must always have as similar an appearance as possible wherever they are displayed and whatever the material, background, environment or size.

As a result, club logos must have a simple and distinct basic shape. Clearly defined geometric forms are best suited for this purpose, since they can be easily recognised and are relatively straightforward to reproduce.

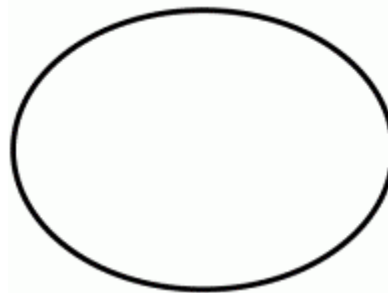
There are **six basic shapes** to choose from.

The choice of basic shape is a matter for each individual BMW Club.



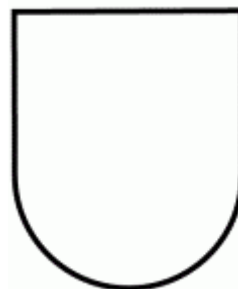
Basic circular shape:

Eminently practical and straightforward.



Basic elliptical shape:

Ideally suited for long club names.



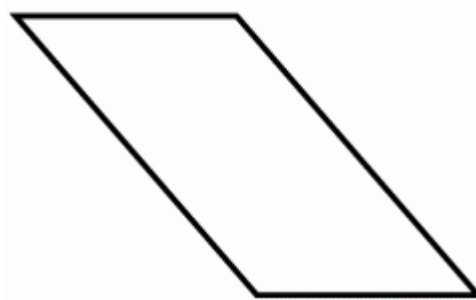
Basic shield shape:

Simple and straightforward to use.
Looks very traditional.

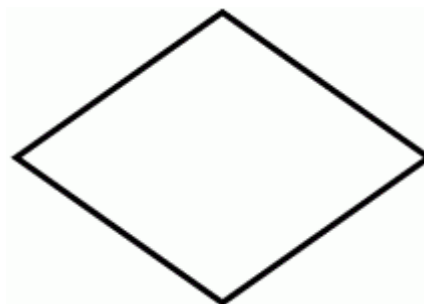


Basic square shape:

Appears down-to-earth and technically-oriented.



Basic parallelogram shape:
Eye-catching and unusual shape
(angle of inclination 41°)



Basic lozenge shape:
Unconventional shape.
Appears relatively small compared with the other shapes

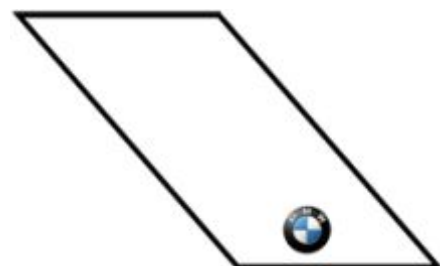
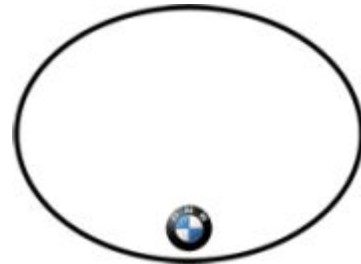
Discreet and classy

Position and size of the BMW emblem

The BMW emblem in the club logo symbolises the BMW connection. It is essential therefore that all the features of the emblem are retained in the club logo. This requires an absolutely exact reproduction of the BMW emblem and the visual space around it needed to ensure that it produces the full effect. The BMW emblem occupies the same position in every BMW Club logo at the centre at the foot of the logo separated from the lower edge by a distance equal to the thickness of the black ring of the BMW emblem.

The size of the BMW emblem depends on the size of the logo.

As a rule of thumb, the diameter of the BMW emblem should equal one-fifth of the height of the logo.



The focus

Highlighting the good name of BMW Clubs

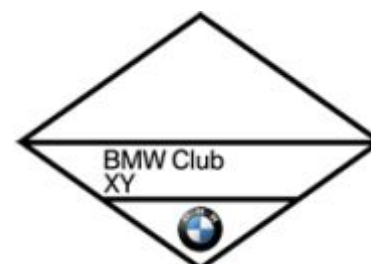
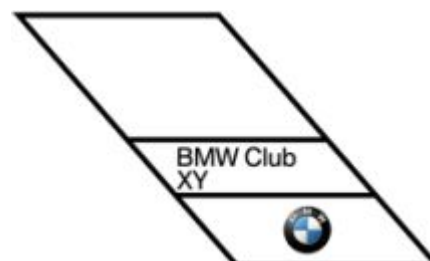
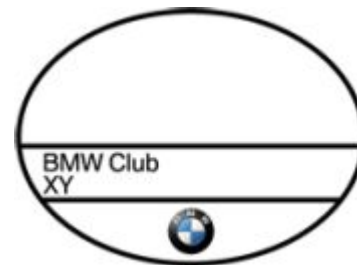
The full name of the club will appear in the centre of the club logo directly below the centre line spread over one or two lines and anchored to the left. The typeface to be used is the Helvetica semi-bold favoured by BMW.

Please note: No other typeface is to be used in the club logo in the direct vicinity of the BMW emblem. This means, therefore, that no individually designed lettering can be incorporated in the club logo as this would be contrary to BMW's insistence on good design.

The name of the club starts on the left at the beginning of the line.

The name is not to be moved to the centre, even where it does not completely fill the line.

Even if one line can contain the name of the club, the central stripe of the logo will remain large enough to hold two lines.



Eye-catching appearance

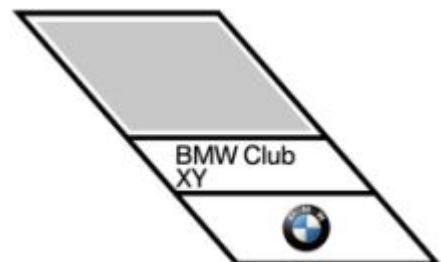
The club symbol

The entire upper half of the club logo is reserved for the symbol designating the BMW Club concerned and distinguishing it from all the others. This club symbol will naturally enough be the dominating element, since it is the symbol that the club itself has chosen and the symbol that club members identify with. It is the expression of the individuality and particular atmosphere of each BMW Club.

The club symbol can occupy the entire area of the upper half of the logo, indicated here in grey.

Care must be taken to ensure that this area is never marked out by a line. The club symbol can occupy the entire area. A special background can be used in the area, but the club symbol can also stand on its own.

It is important that the logo never extends outside the grey area of the basic shape chosen and always maintains the minimum distance to the outer edge.



Club logo dimensions

The dimensions are given in proportion to a club logo with a height of 100 mm. The width of the logo will vary depending on the basic shape chosen.

Weight of lines (border and demarcation of the three areas) = 1.4 mm or 1.4% of the height

Distance of the graphics (club logo) from the border = 2.0 mm or 2% of the height

Height of text area as % of the original size = 20.0 %

Height of area for the BMW emblem as % of the original size = 30.0 %

Height of BMW emblem

= 20.0 %

Height: width ratio of basic logo shapes

Circle = 100%: 100%

Ellipse = 100%: 140%

Shield = 100%: 80%

Square = 100%: 100%

Parallelogram = 100%: 140%

(angle of inclination 41°)

Lozenge = 100%: 140%

The BMW emblem is located 1.5% higher (for optical reasons)

Best practices

