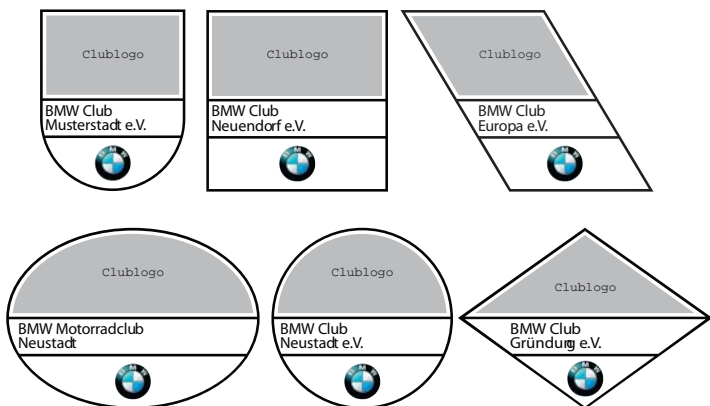


Updating the BMW Club of Canada logo based on the new guidelines

The previous guide offered 6 shapes

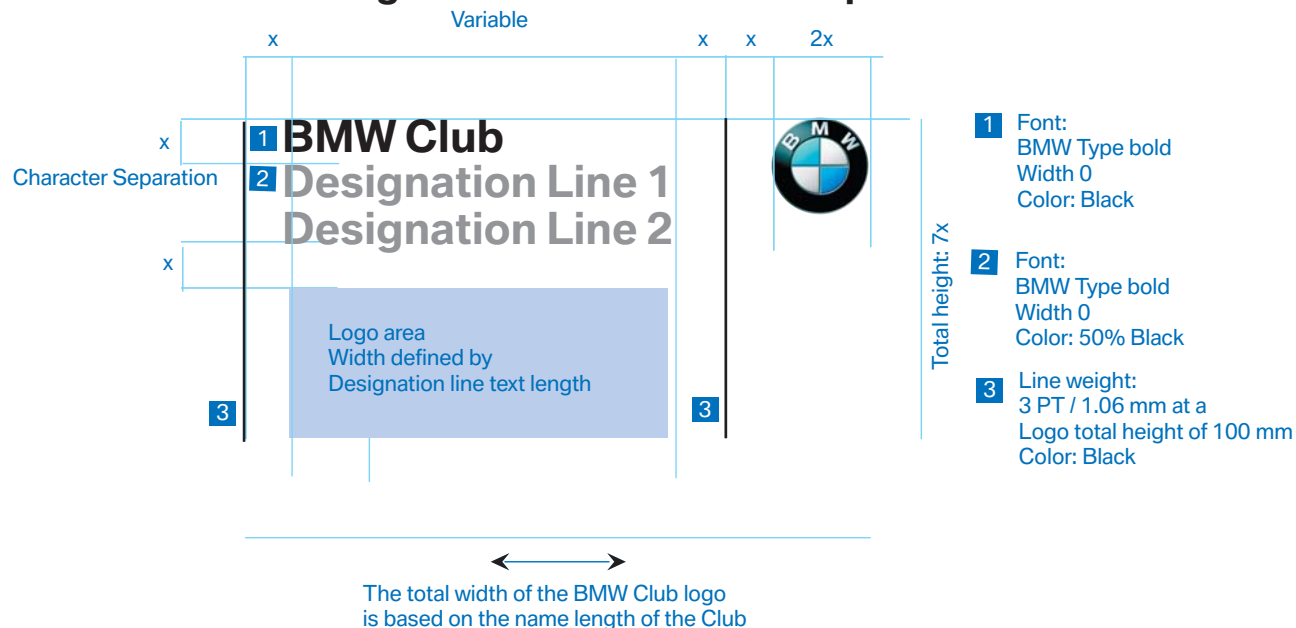


The previous logo guide specified 6 possible shapes. The club logo was in the top section of each approved shape. The club name appeared in the middle section, and the BMW Logo appeared in the bottom section.

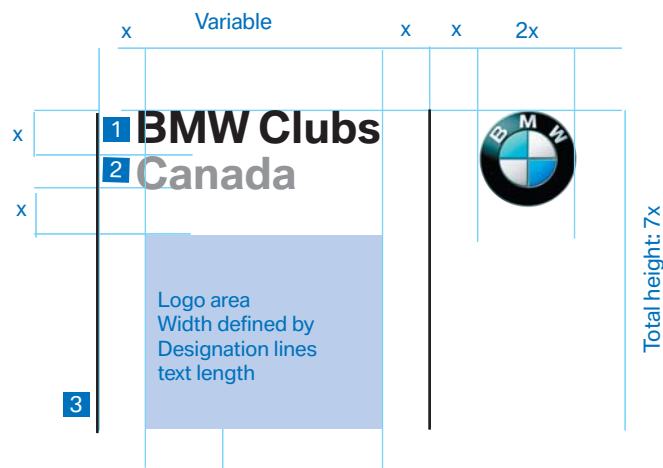


In transforming the BMW Club of Canada logo from the previous parallelogram shape to the new form, we apply the steps below, including reviewing the name for the first line, and the graphic part of the logo element. The decision was made to go to the global form of BMW Clubs for the name to avoid bilingual issues, and the use of the maple leaf as the widely recognized symbol for Canada.

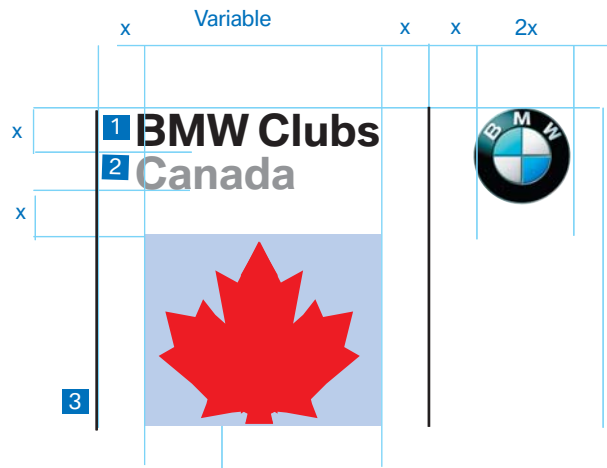
The new guide is based on one shape format



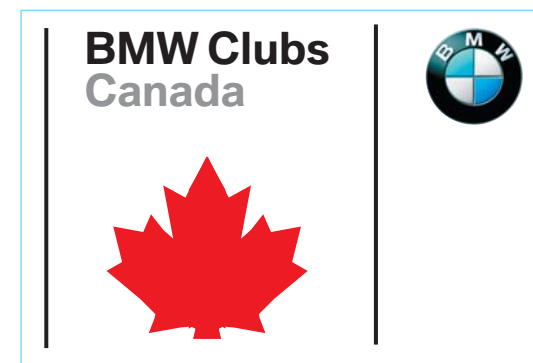
1. Determine size based on name



2. Place and adjust club logo



3. Completed change



Note: when logo is on apparel that has background color other than white, a white badge surround is required. Denoted by light blue box in sample above