

BMW Club of Canada updating to new logo formats

The length of the club name on any line determines the logo bounding box size

Please note, these are only quick reference samples. Final details may vary once the International Council releases the formal guidelines



For this mock up, the following units were used based on a grid in points

x = 18 2x = 36 3x = 54 4x = 72 7x = 126

maximum height of logo is to be 7x or in these examples 126 points

- BMW Club of Canada** < first line must start with BMW and approved Club designation in BMW Type Bold black
- < second and third name lines are in BMW Type bold 50% black