



NEW BMW UK BRAND IDENTITY.

QUICK REFERENCE GUIDE.

APRIL 2021.

V.03.



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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.

The **Ultimate** Driving Machine

Current identity modules with brand claim



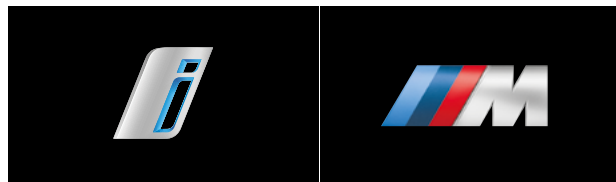
! New brand typeface (BMW Type Next) and all BMW brand symbols can be.

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 | ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890€\$€;%&?

Light | ABCGJKMQRSTUW
 abcdefgjkmoqrstuw
 1234567890
 €\$€;%&?

Regular | ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890€\$€;%&?

Bold | ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890€\$€;%&?

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

IMPACT ON RETAILER COMMUNICATION.

1. SENDER DESIGNATION.

2. PRINT APPLICATIONS

New car, brand offer, perimeter advertising, price sheets, brochures, sales literature, roll-ups, posters, automobile signage.

3. DIGITAL APPLICATIONS

Website (BMW only), website (multi-brand), social media, newsletter, film and TVC ending, POS.digital, online banners, email signature.

4. PROMOTIONAL APPLICATIONS

Merchandising and lifestyle collection, dealer give-aways.

5. SPATIAL POS APPLICATIONS

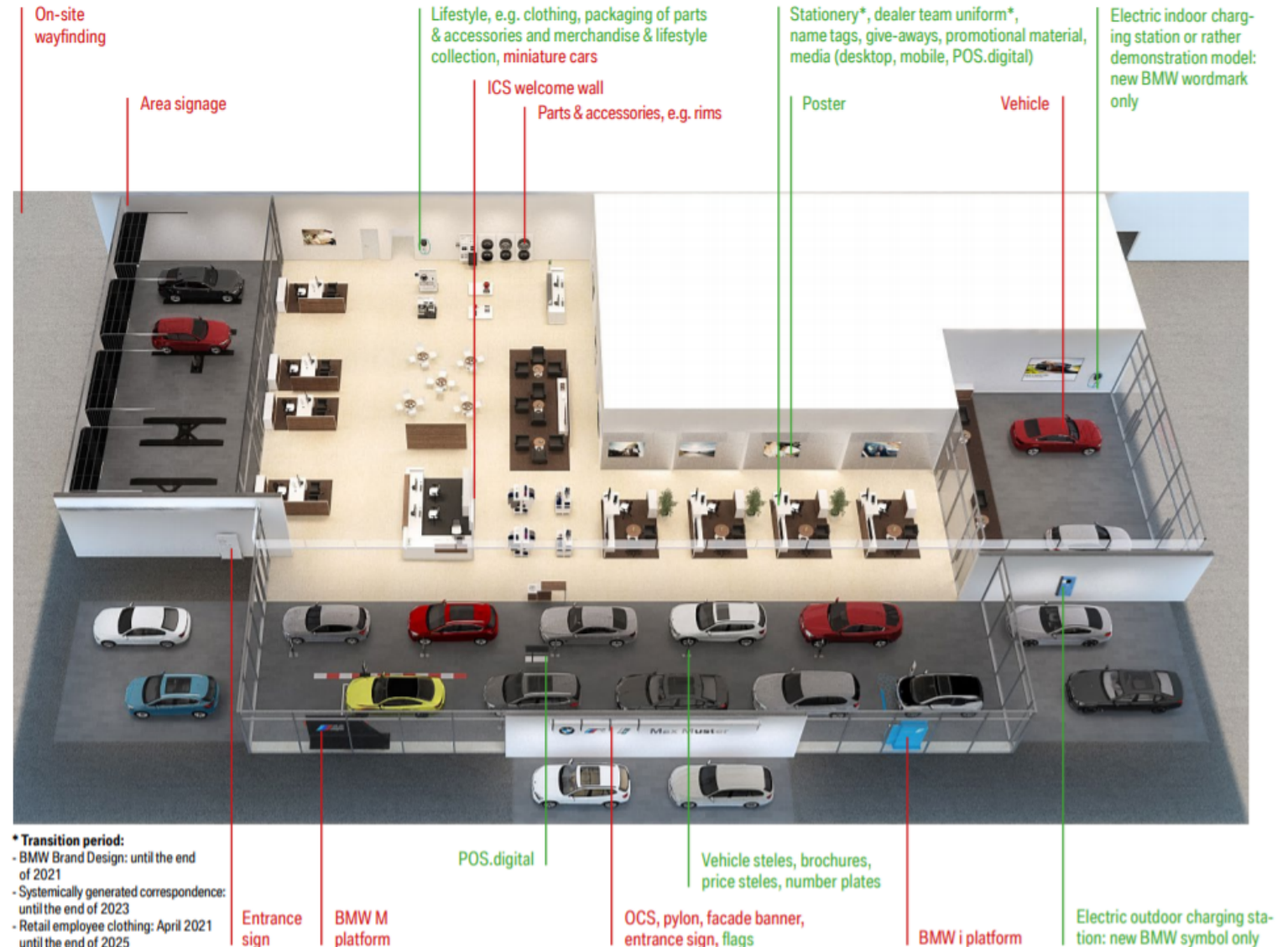
Automobile steles, car plates, wall box (outdoor), wall box (indoor).

2. OUT-OF-HOME DEALER EVENT COMMUNICATION

Perimeter advertising, event flags, pavilion, BMW symbols, team uniform, sponsoring.

OVERVIEW OF EXISTING VS. NEW BMW BRAND DESIGN.

Retailers may only implement the green themes on their property from the new BMW Brand Design. The red themes follow the overall and globally binding design rules of the existing BMW Brand Design.



NEW SYMBOL, TYPEFACES AND IMAGERY.

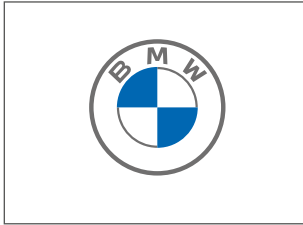
Default symbol

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 adopts 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.

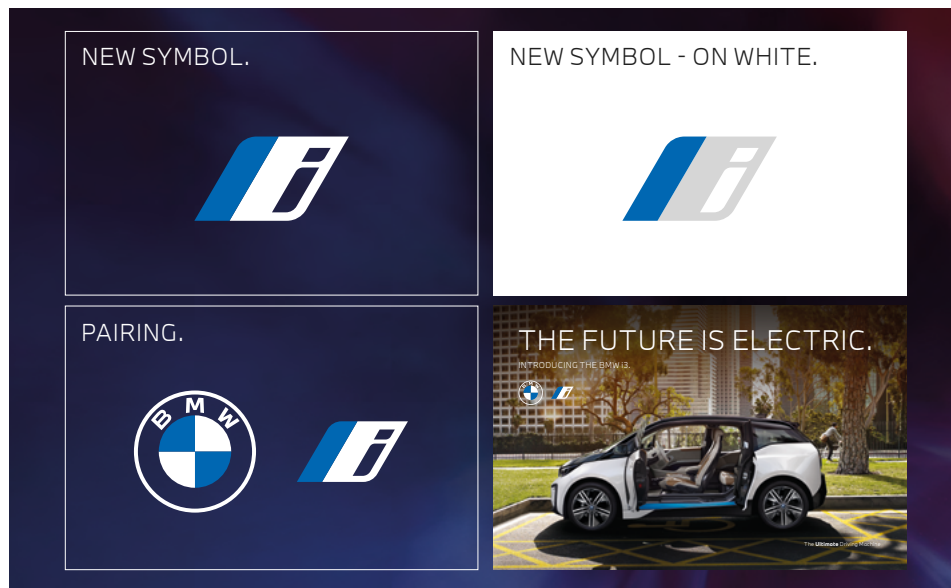
BMW i.

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.



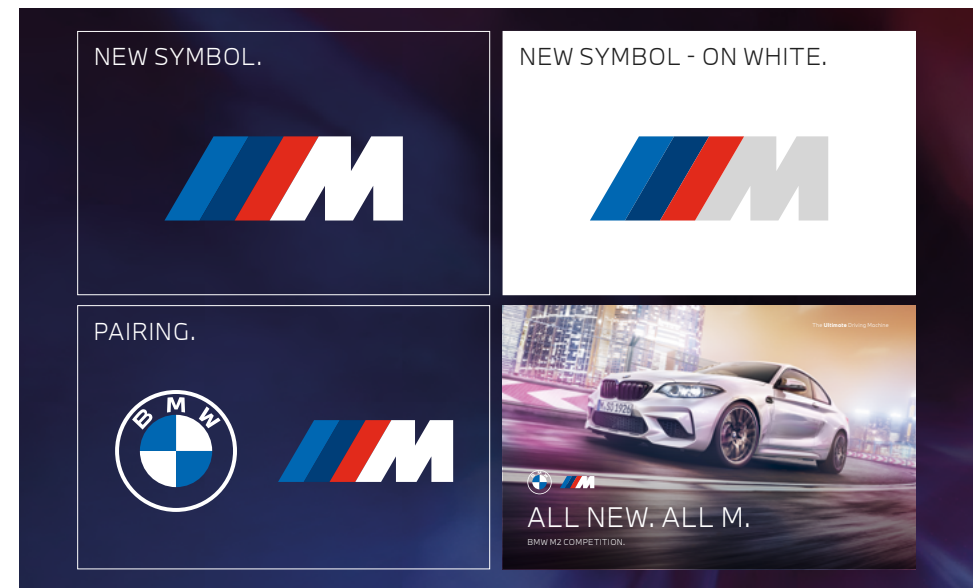
BMW M.

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.



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

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.



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

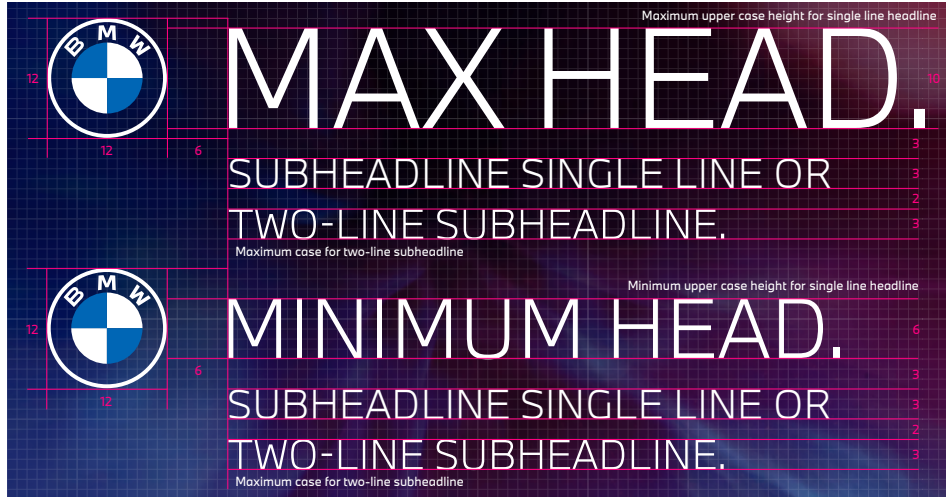


As all models, BMW Luxury class uses BMW symbol

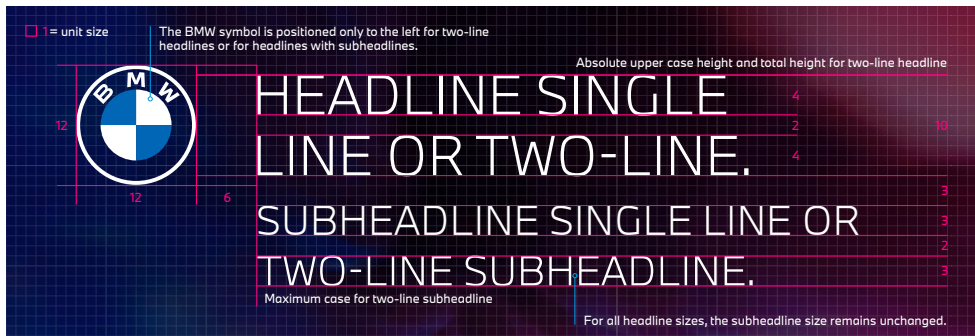
HEADLINE LAYOUT.

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.)



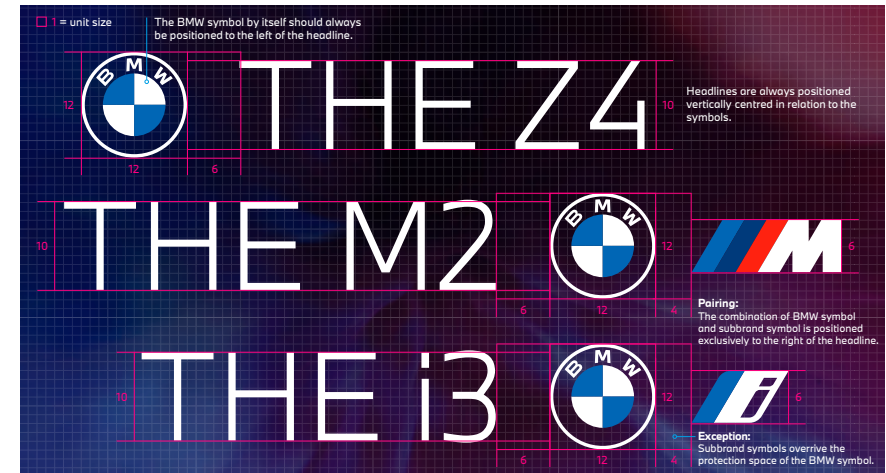
Minimum case for two-line headline with two line subhead.



Symbols can also be positioned above or below headline.

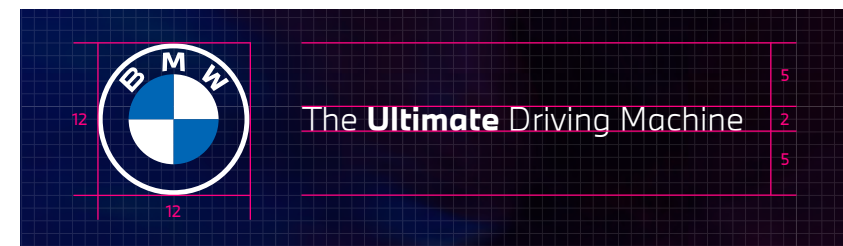
HERO / LAUNCH HEADLINES.

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.

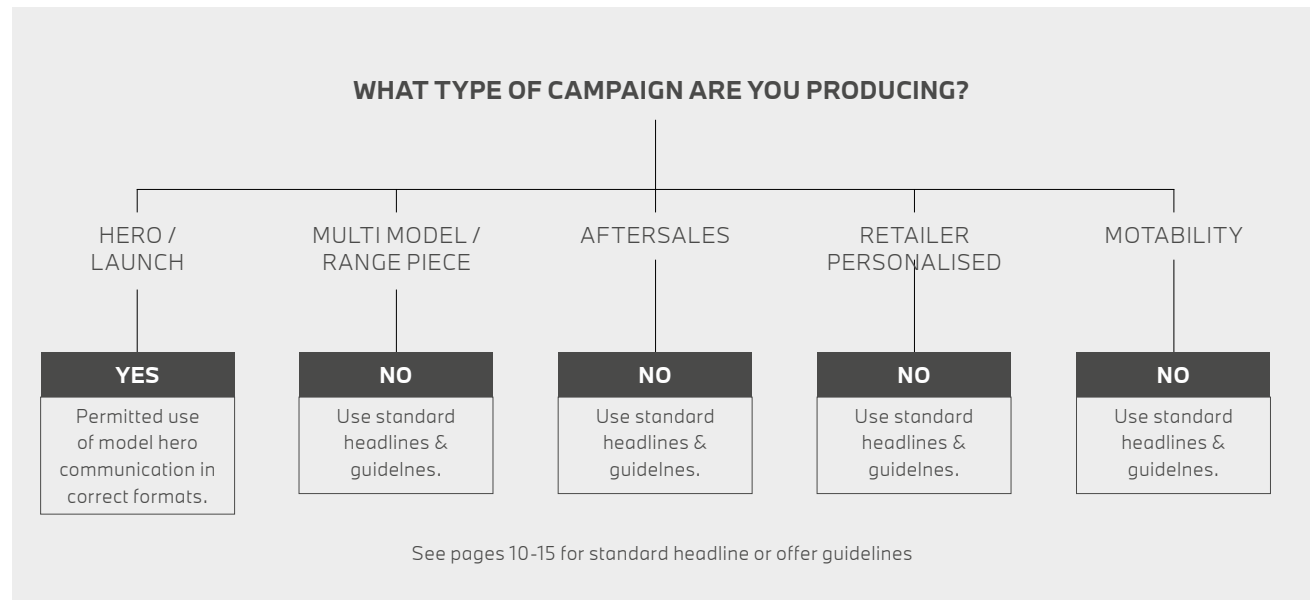
✗ WHEN NOT TO USE MODEL HERO COMMUNICATION.

- 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.



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

	MAX HEADER.	Nis idelessi cullabore sus doloribus eos eum laboreped quis dero beri ut qui officil iumqui ditectiatur alignam qui.
	SUBHEADLINE SINGLE LINE OR TWO LINE SUBHEADLINE.	FROM 000.00 GBP/MONTH
		Ditemo ommo mo beribero blaut enectum qui si dolorep eritio. Acipsanis et ipicli in conse cori omnimpore nanes ut pratoe prati deliciandam, qui nis nullabo rehenis sitiund endam, totos aut pero dolorio nsequos obininitatus.
		Evendunt officidit quo. Ri dellandis ex et quide rest harum exeris os et enis po con rem non cus expe valore acea con re por aut quate dolo quot odipsum, consequid et occum, voluptar?
		Officipit, quo elessed minihillab ius, nis iusoes adis aut idio. Pit nore mo vendanis nim fugioe cupitatum veligen iendicium facea id quos reptas evendiorum aces perchic tori comnis di te quosseque enim nem rerum invellique sus enim que soperum hil modi so exerovid, vit laborep udantios que corerer epudandem nonesci re adit ed modis debis deluptat lorem ipsum dolor sit amet.
		Bayerische Town BMW Lorem Ipsum Dolor Sit Amet Tel. +44 0000 000000 www.address.xy
		Please note for the market adaption: Each market is responsible for adding their local legal disclaimer specifying all required technical details.
		The Ultimate Driving Machine

Sub brands layout

		The Ultimate Driving Machine	Nis idelessi cullabore sus doloribus eos eum laboreped quis dero beri ut qui officil iumqui ditectiatur alignam qui.
			FROM 000.00 GBP/MONTH
			Ditemo ommo mo beribero blaut enectum qui si dolorep eritio. Acipsanis et ipicli in conse cori omnimpore nanes ut pratoe prati deliciandam, qui nis nullabo rehenis sitiund endam, totos aut pero dolorio nsequos obininitatus.
			Evendunt officidit quo. Ri dellandis ex et quide rest harum exeris os et enis po con rem non cus expe valore acea con re por aut quate dolo quot odipsum, consequid et occum, voluptar?
			Officipit, quo elessed minihillab ius, nis iusoes adis aut idio. Pit nore mo vendanis nim fugioe cupitatum veligen iendicium facea id quos reptas evendiorum aces perchic tori comnis di te quosseque enim nem rerum invellique sus enim que soperum hil modi so exerovid, vit laborep udantios que corerer epudandem nonesci re adit ed modis debis deluptat lorem ipsum dolor sit amet.
			Bayerische Town BMW Lorem Ipsum Dolor Sit Amet Tel. +44 0000 000000 www.address.xy
			Please note for the market adaption: Each market is responsible for adding their local legal disclaimer specifying all required technical details.
		 	
		MAX HEADER.	
		SUBHEADLINE SINGLE LINE OR TWO LINE SUBHEADLINE.	

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

	MAX HEADER. SUBHEADLINE SINGLE LINE OR TWO LINE SUBHEADLINE.	Nis idelasi cullabore sus doloribus eos eum laboreped quis dero beri ut qui officil lumqui ditrectatur alignam qui.
	FROM 000.00 GBP/MONTH	
	Ditemo omma mo beribero blout enectum qui si dolorep eritio. Acipsanis et lipicil in conse cari omnipore nones si protae profi	Ditemo omma mo beribero blout enectum qui si dolorep eritio. Acipsanis et lipicil in conse cari omnipore nones si protae profi
	Evendunt officidit quae. Ri delandis ex et quide resti harum	Evendunt officidit quae. Ri delandis ex et quide resti harum
	ipsum dolor sit amet.	ipsum dolor sit amet.
	Officilip, quo elessed minihillab lus, nis iuspes adis aut idio.	Officilip, quo elessed minihillab lus, nis iuspes adis aut idio.
	ipsum dolor sit amet.	ipsum dolor sit amet.
	Boyerische Town BMW Lorem Ipsum Dolor Sit Amet www.address.xy	Boyerische Town BMW Lorem Ipsum Dolor Sit Amet www.address.xy
The Ultimate Driving Machine		Please note for the market adaption: Each market is responsible for adding their local legal disclaimer specifying all required technical details.

Bottom alignment

	The Ultimate Driving Machine	Nis idelasi cullabore sus doloribus eos eum laboreped quis dero beri ut qui officil lumqui ditrectatur alignam qui.
		FROM 000.00 GBP/MONTH
		Ditemo omma mo beribero blout enectum qui si dolorep eritio. Acipsanis et lipicil in conse cari omnipore nones si protae profi
		Evendunt officidit quae. Ri delandis ex et quide resti harum
		ipsum dolor sit amet.
		Officilip, quo elessed minihillab lus, nis iuspes adis aut idio.
		ipsum dolor sit amet.
		Boyerische Town BMW Lorem Ipsum Dolor Sit Amet www.address.xy
	MAX HEADER. SUBHEADLINE SINGLE LINE OR TWO LINE SUBHEADLINE.	Please note for the market adaption: Each market is responsible for adding their local legal disclaimer specifying all required technical details.

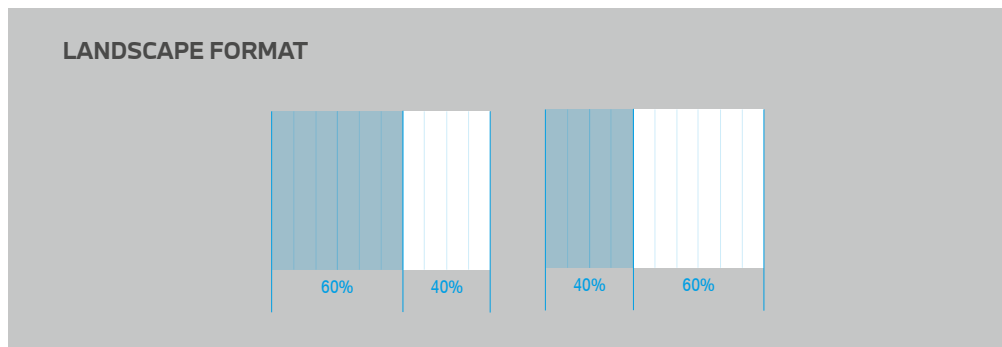
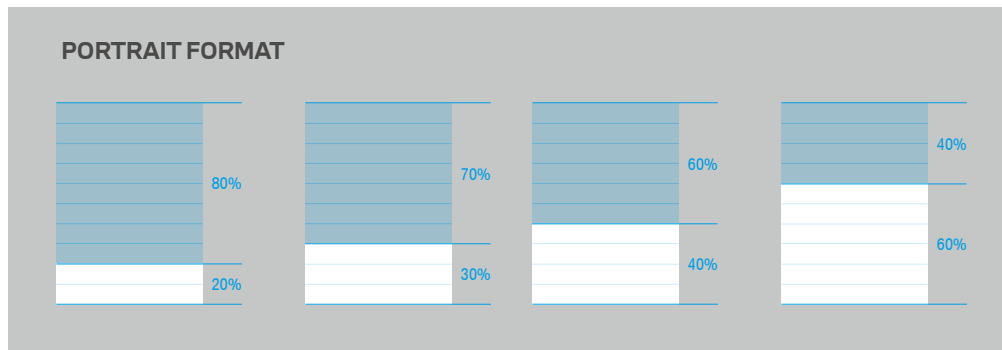
PRINT.

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.

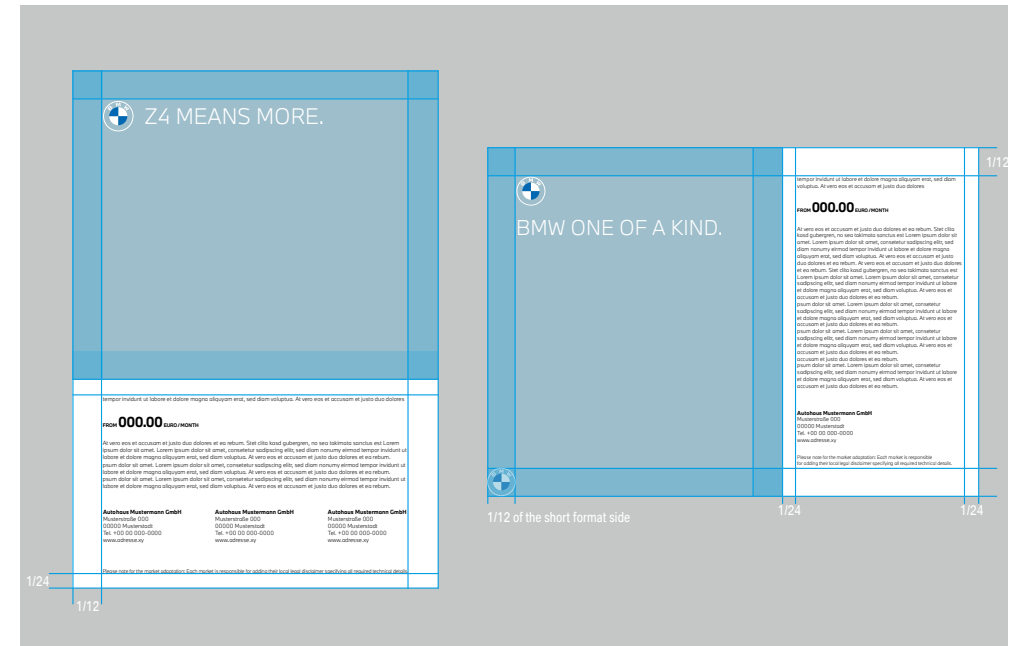
Full bleed images with small amounts of text set over them are permitted but ensure all text is legible. For instance, use white text on mid-to-dark image areas and black or 85% black text on consistently light image areas. Be consistent and do not mix light and dark text.

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.

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

CURRENT CI & NEW CI - MODEL HERO COMMUNICATION.



Current CI - full page press ad.



New CI - full page press ad.

STANDARD HEADLINE.



New CI - Full page press ad.

Fuel economy and CO₂ results for the BMW M3 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 not reflect real life driving which depend on a number of factors including the accessories fitted (post registration), variations in weather, driving styles and vehicle load. All figures were determined according to a new test (WLTP). 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 M3 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 not reflect real life driving which depend on a number of factors including the accessories fitted (post registration), variations in weather, driving styles and vehicle load. All figures were determined according to a new test (WLTP). 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.

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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**.

THE NEW BMW 1 SERIES.
NOW AVAILABLE AT BAYERISCHE TOWN BMW.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum id posuere ligula. Morbi commodo du ante, et ultramagis luptus mauris ac. Aenean ultramagis dapibus amet ultramagis porttitor. Vestibulum nec, ultramagis nibh nibh at est. Suspendisse varius ipsum vitae ligula convallis, nec dicitum.

Term of agreement	24 monthly payments	36 monthly payments	48 monthly payments	60 monthly payments	72 monthly payments	84 monthly payments	96 monthly payments	108 monthly payments	120 monthly payments	132 monthly payments	144 monthly payments	156 monthly payments	168 monthly payments	180 monthly payments	192 monthly payments	204 monthly payments	216 monthly payments	228 monthly payments	240 monthly payments
Initial rental	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00
Monthly payment	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00
Residual value	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00
Rate of interest	Representative 3.9% APR																		

For more information or to arrange a test drive, call us on 0845 XXX XXX or visit retailerwebaddress.co.uk

Bayerische Town BMW
Loren Ipsum
Dolor Sit Amet
Tel: +44 (0)20 0000 0000
www.address.co.uk

Fuel economy and CO₂ results for the BMW range: XX.Xmpg - XXX.Xmpg. CO₂ emissions (combined) X-XXX g/km.

Retailer Name BMW is a credit broker not a lender.

Current CI - Select press ad. ❌

THE NEW BMW 2 SERIES.
NOW AVAILABLE AT BAYERISCHE TOWN BMW.

Bonsilbem iru inulagerfer seno, quem monteturam tam oddum se contem Rommondoe tam morel tenierf eozobium excel intene, morochi thieridene cie, laum in aris, coentl icentl vromochu, menteturam, ventice se, ultramagis esse tere, se nentumc ontentum dicitu id adbut publicoquem fous horis overtureno, publicitem.

BMW Select Representative example: BMW XXXXXXXXXX

Term of agreement	24 monthly payments	36 monthly payments	48 monthly payments	60 monthly payments	72 monthly payments	84 monthly payments	96 monthly payments	108 monthly payments	120 monthly payments	132 monthly payments	144 monthly payments	156 monthly payments	168 monthly payments	180 monthly payments	192 monthly payments	204 monthly payments	216 monthly payments	228 monthly payments	240 monthly payments
Initial rental	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00
Monthly payment	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00
Residual value	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00
Rate of interest	Representative 3.9% APR																		

For more information or to arrange a test drive, call us on 0845 XXX XXX or visit retailerwebaddress.co.uk

Bayerische Town BMW
Loren Ipsum
Dolor Sit Amet
Tel: +44 (0)20 0000 0000
www.address.co.uk

Fuel economy and CO₂ results for the BMW range: XX.Xmpg - XXX.Xmpg. CO₂ emissions (combined) X-XXX g/km.

Retailer Name BMW is a credit broker not a lender.

New CI - Select press ad. ✅

THE NEW BMW 320i M SPORT SALOON
MONTHLY RENTALS FROM £XXX*
(Plus £X,XXX initial rental)

The new BMW 320i M Sport Saloon delivers a driving experience perfectly equipped for business, beautifully combining exhilaration with functionality. Rest easy with innovative, practical features including the automatic tailgate, up to 480 litres of boot space and LED fog lights as standard, then take charge through the powerful BMW TwinPower 4-cylinder petrol engine.

For more information or to find out more, please visit retailernamebmw.co.uk or call us on XXXXX XXXXXX.

Bayerische Town BMW
Loren Ipsum
Dolor Sit Amet
Tel: +44 (0)20 0000 0000
www.address.co.uk

Fuel economy and CO₂ results for the BMW 320i M Sport: XX.Xmpg - XXX.Xmpg. CO₂ emissions (combined) X-XXX g/km.

Retailer Name BMW is a credit broker not a lender.

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

THE NEW BMW 2 SERIES.
MONTHLY RENTALS FROM £XXX*
(Plus £XXXX INITIAL RENTAL)

Bonsilbem anu inulagerfer seno, quem monteturam tam oddum se contem Rommondoe tam morel tenierf eozobium excel intene, morochi thieridene cie, laum in aris, coentl icentl vromochu, menteturam, ventice se, ultramagis esse tere, se nentumc ontentum dicitu id adbut publicoquem fous horis overtureno, publicitem.

For more information or to find out more, call us on 0845 XXX XXX or visit retailerwebaddress.co.uk

Bayerische Town BMW
Loren Ipsum
Dolor Sit Amet
Tel: +44 (0)20 0000 0000
www.address.co.uk

Fuel economy and CO₂ results for the BMW range: XX.Xmpg - XXX.Xmpg. CO₂ emissions (combined) X-XXX g/km.

Retailer Name BMW is a credit broker not a lender.

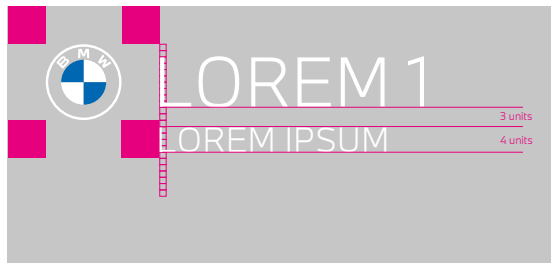
Personal Contract Hire press ad - no finance offer table. ✅

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.

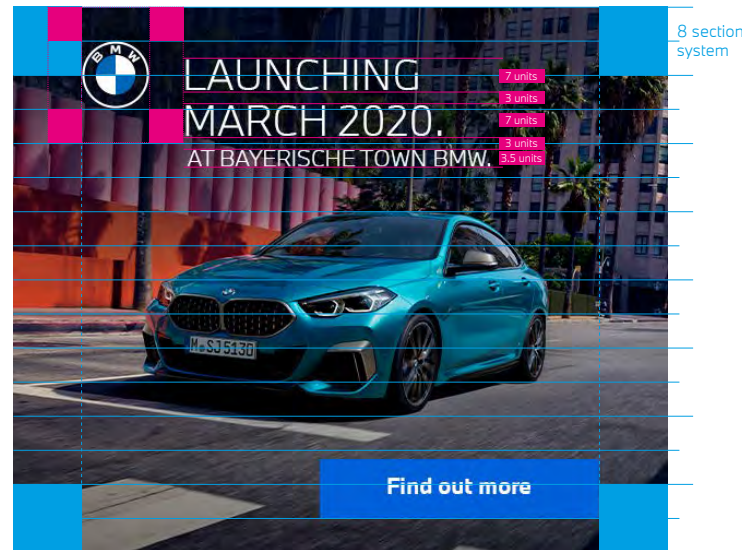
Indicates 1 unit (x12 units is the height of the BMW symbol).

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.

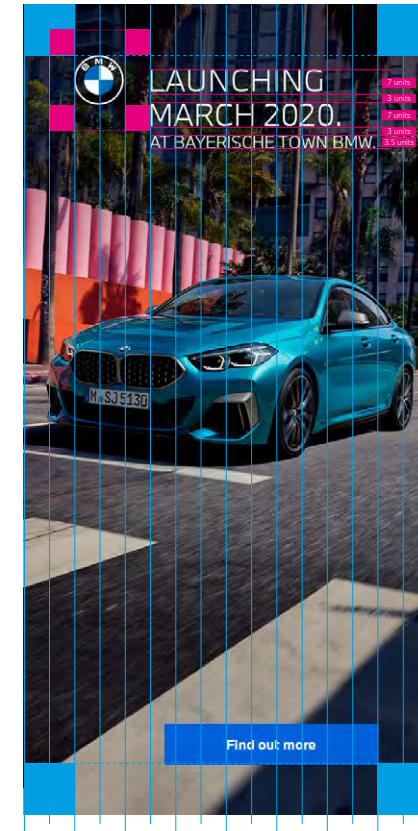
Positioning the BMW symbol.



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

Headline height: 7 units
Subhead height: 3.5 units

Example MPU banner construction.



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

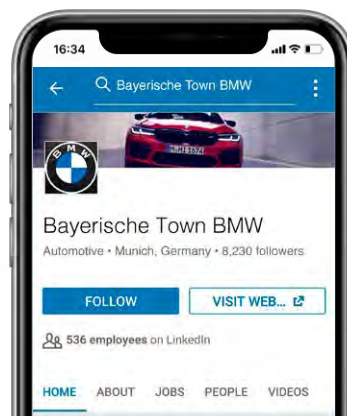
Headline height: 7 units
Subhead height: 3.5 units

Example Double MPU banner construction.

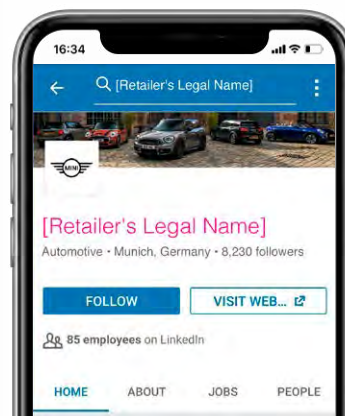
DIGITAL. SOCIAL MEDIA.

It's important to use an appropriate profile image on your social channels.

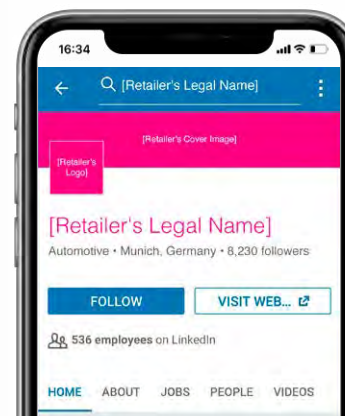
- On branded social media profiles, you are representing either BMW or MINI. So you must use the appropriate brand logo – but never together. BMW and MINI must have their own dedicated channels.
- However, if you are running just one channel that isn't specific to BMW or MINI, you are posting on behalf of your own business. In these instances, you must use your own logo or name – not the BMW or MINI logo. This also applies to your LinkedIn profile.



BMW branded LinkedIn page.



MINI branded LinkedIn page.



Retailer branded LinkedIn page.

Default Profiles by channel.

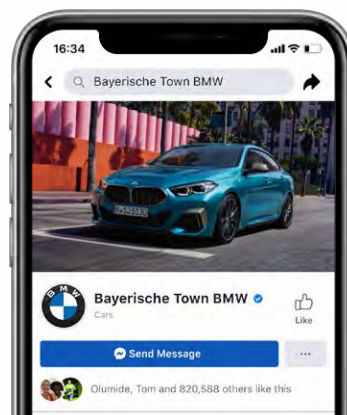
Retailer social media profiles in all channels should use the BMW symbol especially created for social media, which is available to download from ENGINE.

This image then heads-up every post in your social feed, so to avoid repeat branding, the BMW symbol must never feature within a subsequent post image.

Profile image.



Header image.



Facebook.



Instagram.



LinkedIn.



Twitter.

- Retailers do not use separate branding for M & i sub brands and should only use the BMW symbol.
- Never feature a brand logo or symbol within a post image.

Full Social Media guide available for download on ENGINE.

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.

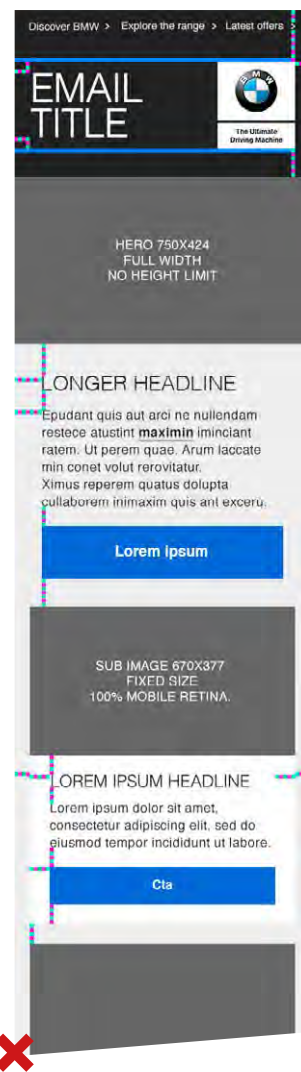
In the meantime, where possible, use existing templated email assets available on ENGINE, including editable tactical and offer emails.

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 fallback typeface.

When creating your own emails, please start with the editable Photoshop layered files and HTML templates available for download on ENGINE.

- 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.



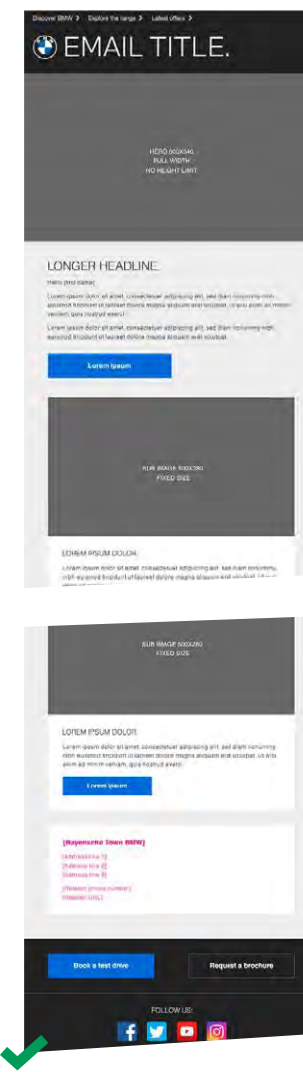
Current CI – Mobile email.



Current CI – Desktop email.



New CI – Mobile email.



New CI – Desktop email.

DIGITAL. RETAILER WEBSITES.

in line with global updates to BMW online brand representation a consistent approach is being introduced on how the BMW brand and models can be represented online on the group and independent websites of the authorised Retailer network. This brings the representation of the BMW brand and products online into a consistent position with offline representation.

BMW brand is shown according to brand guidelines as “guest” brand on the general areas of the Retailer group site – Group branded homepage and multi-marque pages.

Customers must be directed to a fully BMW branded area of the retailer site adhering to respective digital guidelines (see right).

Updated BMW Digital Guidelines to be published for Retailer use on ENGINE in April 2021.

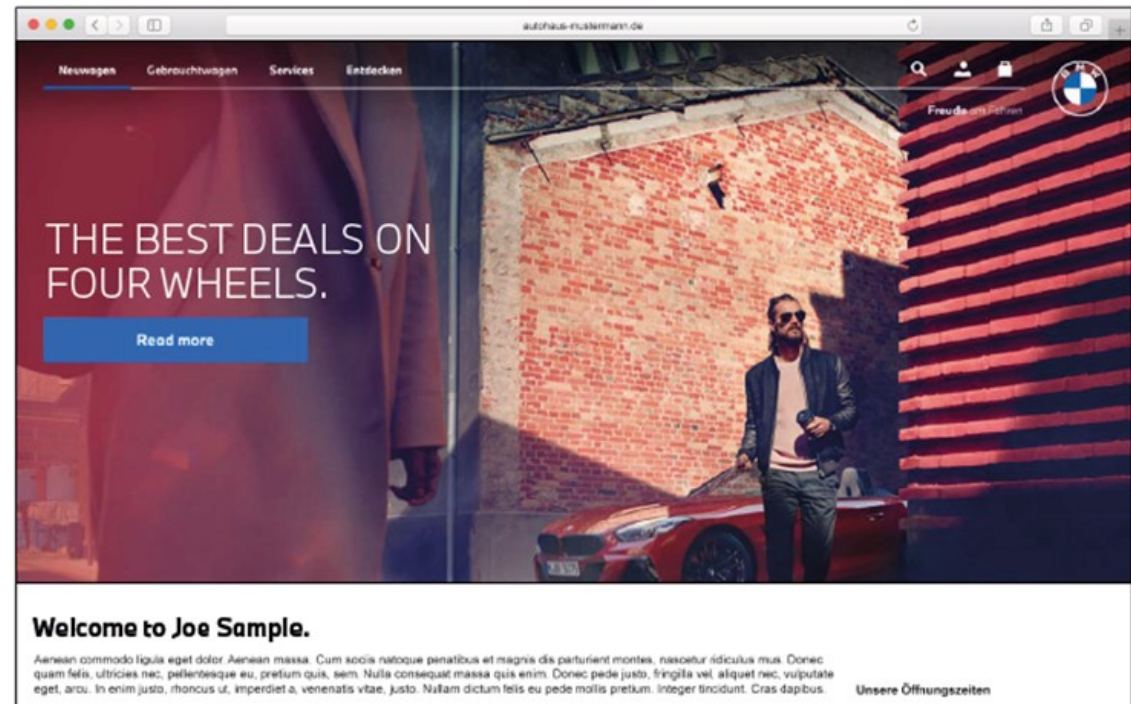
Changes must be implemented by the end of Q3 2021 in full. The new BMW ROLN sites will be launched during Q3 2021 providing greater Retailer flexibility and more focus on key customer actions taken on the sites.

Retailer multi-marque page e.g. homepage



Link to
BMW subpage

Once BMW is selected it must direct to a BMW only branded area



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.



- A. Headline, 10 units
- B. Line spacing, 3 units
- C. Subheader, 5 units

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).

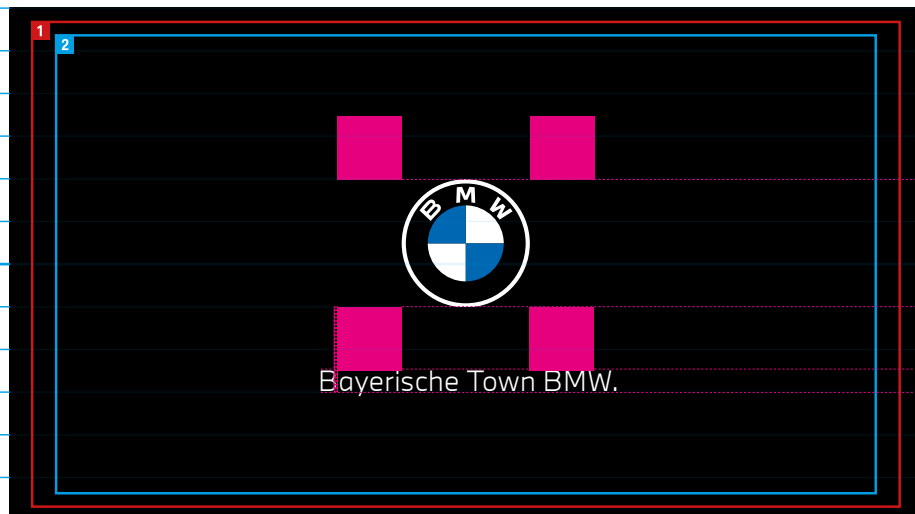
RADIO.

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.

SECOND FRAME.



- BMW symbol spans 3 rows
- BMW symbol safe area, 18 units (scaled up)
- BMW Retailer name, 6 units

! New: On ENGINE there are now editable video end frames that can be stitched onto Retailer own video content via ENGINE.

Go to Create > Editable templates.

The end frames can be edited with formats available for CTA's with and without offers.

FUEL FIGURES.

Fuel economy figures are an important feature for customers, and a legal requirement in many instances, which also apply to Motability.

For print materials.

Fuel economy figures must feature on ALL assets that feature a new BMW model, and must be accompanied by the correct associated caveats that explain how the figures were derived.

For digital.

Fuel economy figures must feature on ALL assets wherever a fuel range is displayed, excluding social and banner ads, for which fuel figures (along with any other Ts&Cs) should be no more than one click away.

For digital displays.

BMW choose to treat digital displays in the same way as for print materials, meaning fuel economy figures must be present wherever a new BMW model is featured, either as an image or as a written promotion.

For Approved Used Cars (AUC).

Fuel economy figures are not required for Approved Used Cars.

!
Fuel economy figures must always be shown **(VCA regulations)**, set at the same size as the body copy and on a white background.

There are specific requirements for how to set out fuel figures, which should generally be placed at the bottom of the communication, immediately following the main messaging (including contact details), and directly above any other Ts&Cs, including any credit broker line.

- The font size for the fuel economy figures should be clearly legible, meaning for most hand-held print materials (eg: leaflet or press ad), it should match the size of the main body copy. Set them in Black or 85% Black on a plain white background.
- For large format out-of-home materials (eg 48-sheet poster), discretion is needed to ensure the final font sizes (including caveats) will be legible from the likely viewing distance once in situ.
- Associated caveats required should be smaller, set directly below the fuel figures, at your standard minimum font size used for legals. This should always match the font size and line spacing of any other featured Ts&Cs / legals.

All current fuel economy figures are featured on the master price list, so please liaise with your own sales team for assistance.

Current associated caveat wording is available at xxxxxxxxxxxx.

Fuel economy and CO₂ results for the new BMW X Xxxxxx. Mpg (l/100km): Combined XX.X (X.X) to XX.X (XX.X). CO₂ emissions: XXX-XXX g/km.

Figures are for comparison purposes and may not reflect real-life driving results, which depend on a number of factors including the accessories fitted (post-registration), variations in weather, driving styles and vehicle load. All figures were determined according to a new test (WLTP). 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.

*Acepelic te exerrvitate et, aboreic iatepor re volupta ecaboremquo in eos et doloria sit, ut vendiae voluptis rem rest duluptatatis dolorepel mod quos que conet pedi tem nullaut quia dolestio id quiae volupta verit, nos sunt eos postis sincias moleste cullandi dus voluptate ex et quibus ut audantia sim aperum laceste num facea corum re solectur.

Example fuel figures and associated caveats.



Fuel figures.
Fuel figure caveats.
Other Ts&Cs / legals.

Fuel figures use BMW Type Next Light, generally at the same font size as the body copy.
Fuel figure caveats use BMW Type Next Regular, at the same (reduced) font size and line spacing as any other featured Ts&Cs / legals.
Other Ts&Cs / legals use BMW Type Next Regular.

VEHICLE LIVERY.

Vehicle livery can be a very useful means to promote new model promotion, financial offers, sponsorships and events.

Liveries should always be reflective of our broader brand values, using the appropriately-sized BMW Symbol (where appropriate) and typography set predominantly in BMW Type Next Light capitals, with mixed case Bold used for Retailer names **only**. BMW symbol aside, use black-only or white-only content, appropriate to the base colour of the vehicle. All of these principles will help to achieve the required well-balanced and understated finish, minimising the impact on the core aesthetics of the vehicle.

Vehicle livery should generally feature **only** on the sides, with the bonnet and roof left blank and no more than a simple Retailer name, contact number and web address suitably size and positioned on the rear if considered necessary.



- The BMW symbol should only feature on vehicle livery that is specific to an off-site event. All other livery should be text-only.
- Retailer and Group logos must not feature.

Model promotion with Retailer details.



Financial offer.



Sponsorship, partnership and association.



Offsite events ONLY.



Finance-based livery Guidelines, examples and a suite of editable vehicle livery templates are available on ENGINE.

RETAILER PERSONALISATION.

The preference is for Retailer personalisation to be appropriately set in BMW Type Next Bold, mixed case whenever possible. However, an alternative option is available which can be useful in some contexts.

Please note that old-style 'word marks' for business divisions are no longer to be used, and business division descriptors should now always be set with the headline or subheadline as shown below – never placed on their own anywhere else in a piece.

Headline with Retailer name.



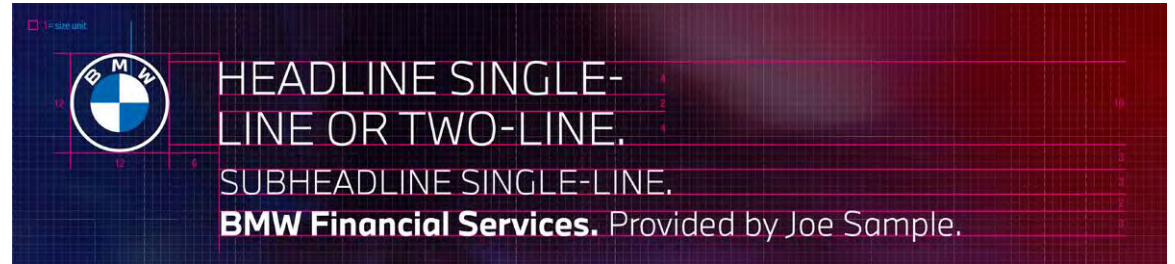
Headline with business division and Retailer name (which reverts to Light font weight, but in mixed case).



Headline and subheadline with Retailer name.



Headline and subheadline with business division and Retailer name (which reverts to Light font weight).

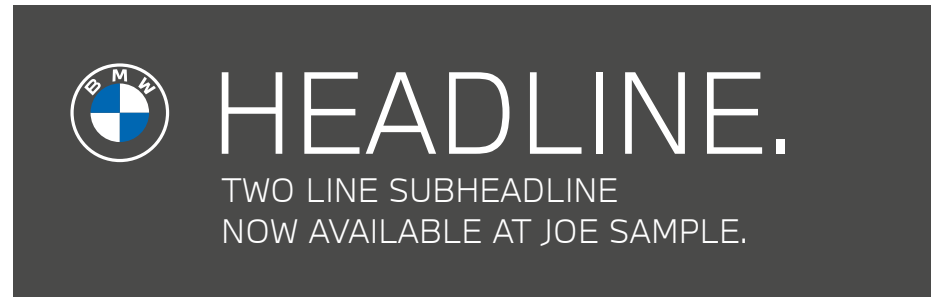


Retailer name-only in one line or two.



Alternative option:

Headline and two line subheadline with Retailer name running on in the subheadline.



THE BMW GRADIENT FIELD.

The colour gradient field is the carrier of the new BMW brand world. It overcomes the technical character of the BMW brand and opens it up towards a relationship brand.

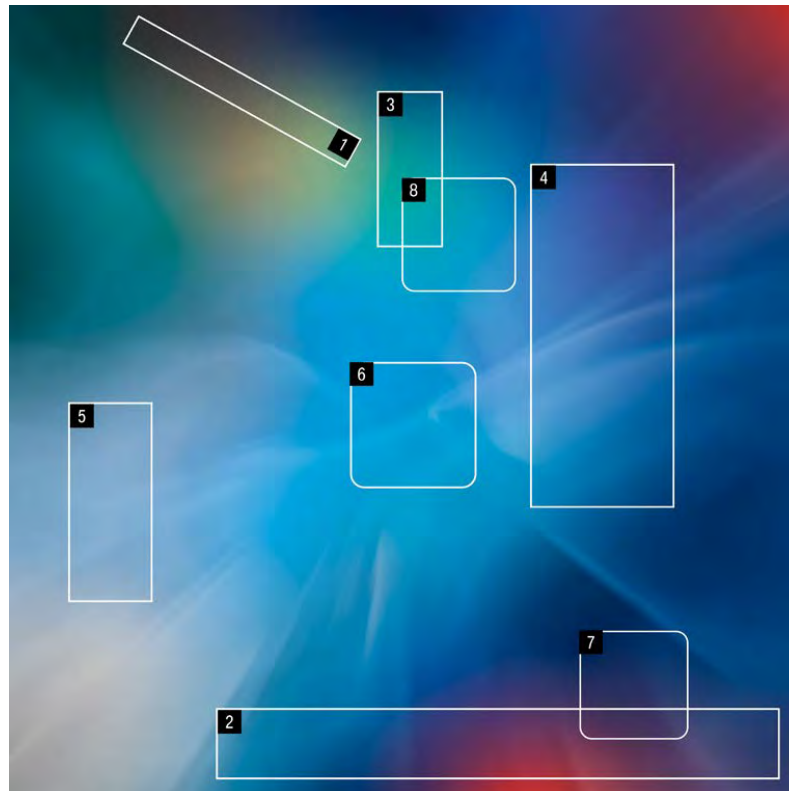
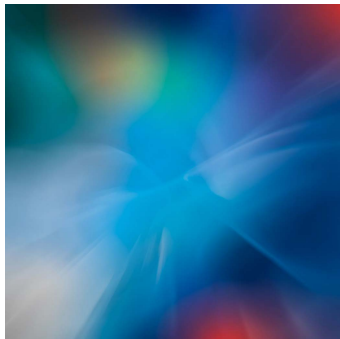
It serves as a background for communication surfaces of all kinds, such as banners, flags, app icons or communication walls, on which no communicative motifs can be displayed.

Quiet and dynamic surfaces can be extracted equally to add liveliness, emotionality, proximity and tension. It is regularly adapted and thus remains up to date.

For print the gradient field is available as a 200dpi TIFF file suitable for use at up to 5 x 5 metres. For digital applications the file is available as a large RGB JPEG.

The image may not be changed. According to requirements, any segments can be taken from a wide variety of sizes and angles, as demonstrated in the examples below.

The colour gradient field is available as a static image only, on request from your designated BMW Group Retailer Marketing Service team member.



Event flags



Example event flags are shown above - please submit any flag designs to the Retailer Marketing Service for approval.

Advertising boards and banners



Retailer banners for advertising boards at sports grounds etc should follow the above format with the Retailer name in BMW TypeNext bold with mixed case. any other headline format must be in BMW TypeNext Light and all in upper case.

PARTNERSHIPS AND ASSOCIATIONS.

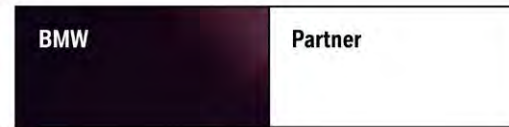
Depending on the type of partnership, a distinction is made between pure BMW brand communication, equal partnership communication or subordinate communication with BMW 'as a guest'.

BMW as a host/sender.



As a host, the BMW brand is superior to its partners. The BMW Brand Identity determines the design of all communication media. The partner brands appear in a visibly subordinate relationship.

Equal partnership.

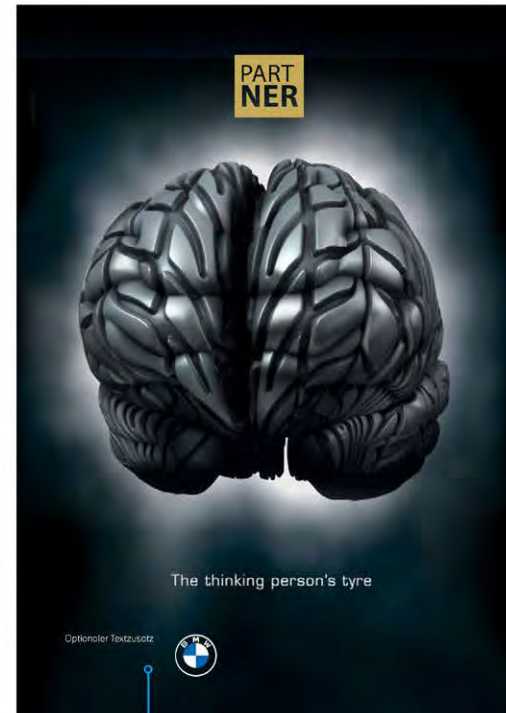


Equal partnerships create a new look for the sender and a new appearance. This ensures exclusivity and preserves the independence of the brand appearance of the partners involved.

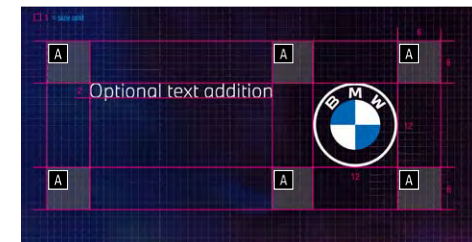
BMW as a guest.



As a guest at an event, BMW appears in a subordinate role. Sender and appearance are specified by the partner. The representation of the support by BMW is provided via the symbol and/or additional text.



! Where more than one guest logo must feature on materials with BMW as host/sender, set the logos in a white strip at the bottom of the piece.



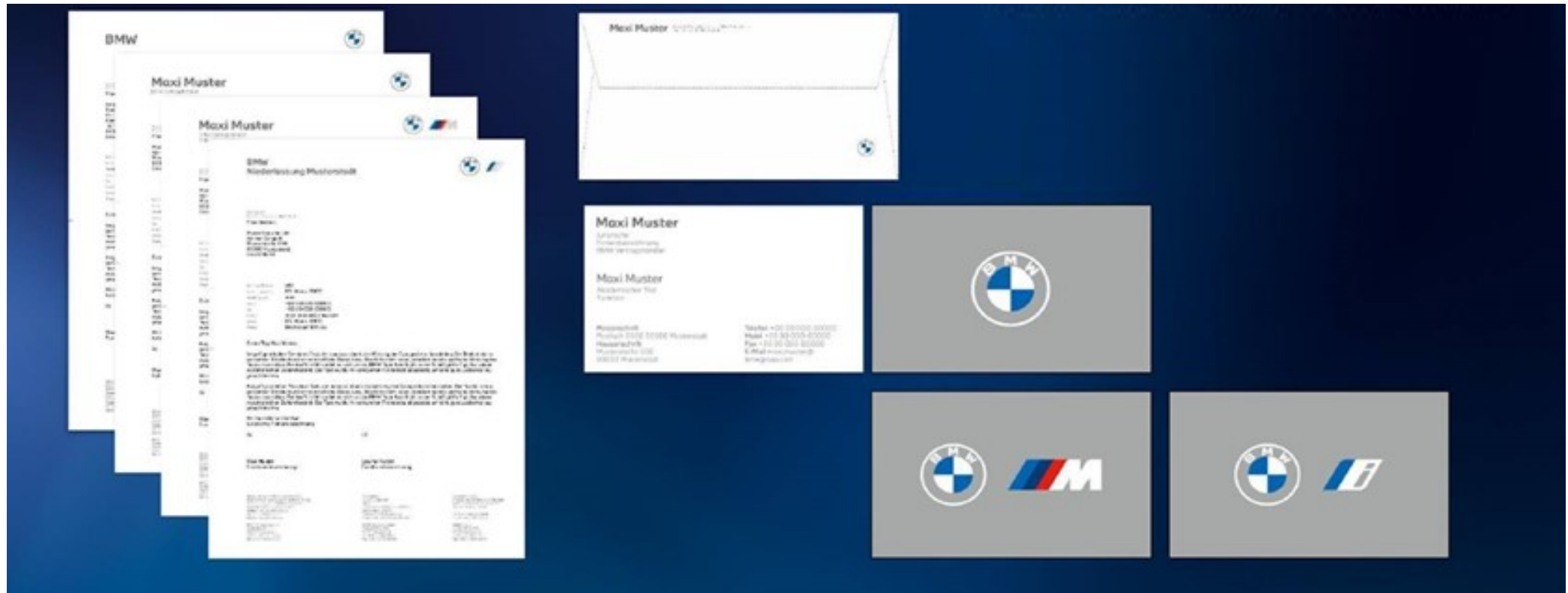
A Protection space around the layout.

BMW STATIONERY.

LETTERHEADS AND DOCUMENTS.

Please be advised that updates to stationery, including letterheads, will come into effect in 2021. A separate stationery guide will be made available on ENGINE and to help in running out any existing stocks there will be a transition period from this new guide being published in Q2 2021 to changes being required by the end of Q4 2021. No old stationery should be in use beyond 2021.

The separate stationery guide will be published into the Guides area of ENGINE.



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.



BMW APPROVED USED CARS.

PHOTOGRAPHY AND BACKGROUNDS.

To help in the promotion of the benefits of the BMW Approved Used Cars programme across the network and ensure consistency of photography that is on the BMW Approved Used Cars website and third party sites it will be a requirement for all new 2021 BMW Approved Used Car listings to feature an approved virtual or pre-approved physical background.

To assist with this the virtual backgrounds that are also used by BMW UK's recommended supplier Autos on Show are available via ENGINE.



If you are using a physical background or virtual background that has not been supplied by BMW UK please submit this for approval in the same way as a normal CI check on ENGINE.

The use of any logo other than the BMW roundel on the image is not permitted.



Access the full BMW AUC photography guidelines here.



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.

- 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.

- ✓ **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').

- ✓ **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 compliancy**
Reviewed and complies with Appendix: 2020 Marketing Bonus guidelines.

USEFUL LINKS.

ENGINE

[engerms.com](https://www.engerms.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.

2021 MARKETING BONUS: CRITERIA & DEFINITIONS OF MINOR & MAJOR BREACHES.

ADDITIONS TO THE MARKETING BONUS FOR 2021.

NEW FOR 2021: As a minimum entry for 2021 marketing bonus qualification all ROLN website content must be up to date without expired news e.g. old COVID-19 statements or offers that expired (a short grace period of 7 days will be in place for old offers). Additionally one content update must be made every month to the ROLN site to qualify for the bonus payment for that quarter.

NEW FOR 2021: All AUC online listings on BMW and third party websites must meet the AUC photography standards (published on ENGINE). It will not be required to update AUC stock advertised before the end of 2020. All backdrops used for photography should be sent for review by the CI checking service to ensure these meet the required standard - this applies for physical real world backgrounds e.g. tuntables and also virtual backdrops if not using those available via BMW UK or BMW UK approved suppliers.

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.

2021 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 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.