



MINI UK BRAND IDENTITY.

CONTENTS.

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INTRODUCTION.

Over the past 60 years we've worked hard to create an incredibly strong brand, and we need to work collectively to protect the integrity of our reputation at all times – and enhance it even further.

This guide has been put together to help you do just that, demonstrating the key criteria for our latest CI update. Think of it as a handy how-to, helping you produce effective creative marketing communications that meet the standards set out in the 2018 Dealer Agreement.

Plenty of assets have been uploaded to [ENGINE](#) for your use and personalisation, with new editable templates added regularly. And if you're creating your own work, remember that there's a free and fast CI checking service available via [ENGINE](#) that you should use as much as possible, to make sure everything's as it should be. It also offers the benefit of clear feedback that can be applied to future asset creation.

For more information on any of the points raised in this guide, just speak to your Retailer Marketing Service contact.

REQUIREMENTS OF MINI RETAILERS.

Zone, the BMW Group Retailer Marketing Service, will continue to monitor the marketing output of Retailers across all formats, marking any breaches of CI as either minor or major. Please note that this does not form part of the MINI bonus scheme in 2021.

However, part of the judging criteria for the Retailer of the Year award includes the pre-requisite that Retailers have not received any major breach notifications throughout the year.

TOP TIP.

Use the checklist at the back of this guide, then use the free of charge CI checking service available through [ENGINE](#) to ensure your marketing content is CI compliant.

THE IMPORTANCE OF BRAND.

Strong brand identity goes far beyond a name or logo. It's a personality, a character – something everyone can relate to and recognise instantly. Think of the biggest brand names out there. You know what they stand for, you know what they do and – most importantly – you know what they promise. When a brand achieves that status it generates an emotive appeal. Practical product benefits aside, people like to associate with brands because of their values and reputation.

MINI's heritage is rich, so as brand guardians we must continue to protect that identity and reflect its values with pride to our customers.

- All MINI marketing materials must communicate clear, separate brand identity and not be combined with other BMW Group brands. (Exceptional circumstances require prior approval from BMW Group UK.)
- Communications showing MINI brand identity with other marques are prohibited. All unauthorised additional branding including Retailer logos are not permitted.



MINI'S VALUES.

OPTIMISM.

MINI has always embodied optimism. Simply put, the world is a little bit brighter when you're behind the wheel of one of our cars.

It all dates back to 1959, when Britain was facing a post-war fuel shortage. Sir Alec Issigonis decided to take an optimistic view, creating a car that not only got you from A to B efficiently, but that also brought style, positivity and joy to the nation.

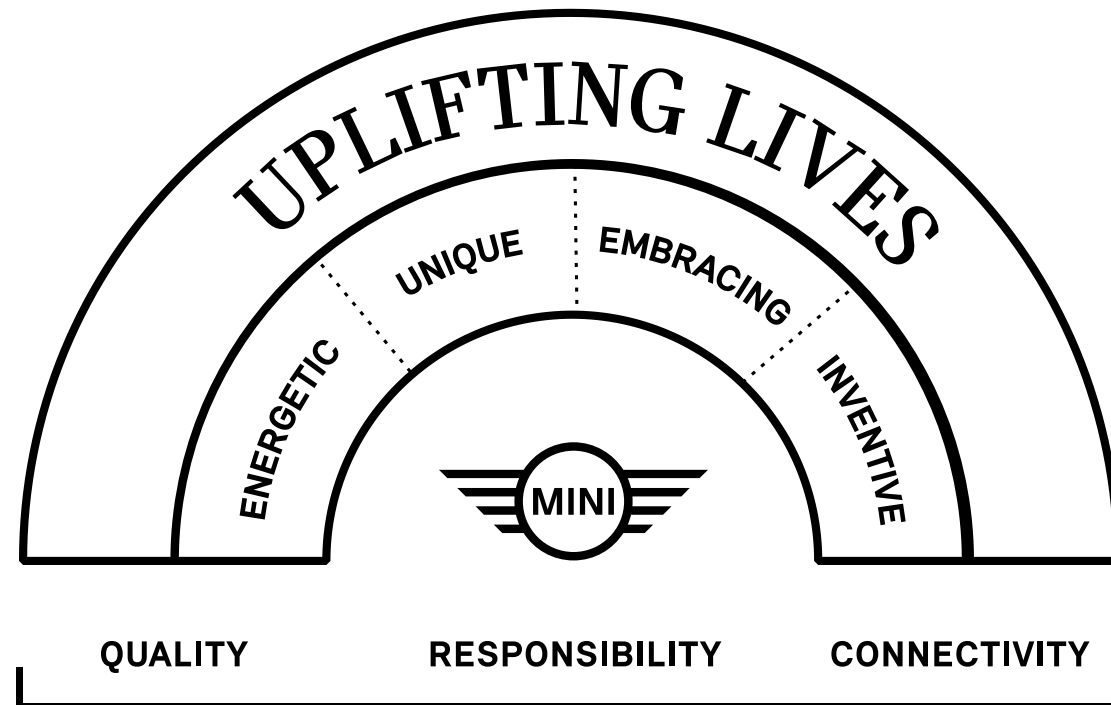
From the exhilarating go-kart handling to the iconic smile-inducing design, everything that went into the very first MINI still stands today and is kept alive through our brand values.

Uplifting Lives is our new highly emotional brand core with a focus on optimism and making peoples' lives more lively. It's what makes MINI unique and is our commitment in both spirit and substance.

Our four brand values, shown opposite beneath our brand core, encapsulate the MINI personality, providing greater potential for differentiation.

This is underpinned by the premium brand foundation, which holds all brand activity up to a clearly defined standard – Quality, Responsibility and Connectivity.

All of our activity should help people get closer to the unmistakable feeling of optimism that is synonymous with MINI.



Our ultimate goal is to uplift the lives of the people around us – lifting their mood and enriching their lives. This is our commitment – elevating what is of true relevance to people, in spirit and in substance.

ENERGETIC.

MINI is a mover with pure go-kart-feeling – fun to drive, and high in energy. An energy that excites people's spirit. MINI is always moving, never static.

UNIQUE.

MINI is iconic – made timeless through its heritage. It's a true statement maker, enabling people to express their own distinct personality.

EMBRACING.

MINI is inviting, inclusive and open minded with a bold point of view. Embracing diverse personalities, connecting like-minded individuals to form a unique tribe.

INVENTIVE.

MINI is inventive and brave with a progressive mindset. MINI challenges conventions by thinking out of the box – always seeking bold and creative, yet substantial solutions. Being the clever choice.

MINI TONE OF VOICE.

Writing in the correct tone of voice guarantees consistency in the way Retailers express their point of view and ensures that the MINI brand is authentically represented at all times.

OPTIMISTIC.

We view the world as a positive place and our glass-half-full attitude should be obvious.

ENERGISED.

Our cheerful energy should shine through without ever being overzealous or irritating.

OPEN-MINDED.

We embrace everything and everyone, making us forever curious about new things but never too niche or polarising.

HUMAN.

What we're saying should be relatable and authentic, never forced or disingenuous.

BRITISH.

We don't flag wave or peddle clichés. We should feel like a natural part of the country's fabric and reflect Britain's wonderful diversity.

LEGAL REQUIREMENTS.

It's worth remembering the responsibility 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.

MINI CI THEN AND NOW.

In 2021, MINI's brand style underwent a rebrush, bringing more flexibility to layouts, including the treatment of headlines and the repurposing of the Colour Bar to become the Colour Block, while fonts remain much as they were. The distinctive white borders largely remain in print,

but the space they occupy brings new opportunities in digital media, with lead images or footage duplicated and blurred into the background. It is incredibly important that we all embrace and work with this CI update, so we do not undermine the carefully considered 2021 CI refresh.

THEN: PRE-2021.



DON'T HAVE FUN. HAVE THE MOST FUN.

THE MINI 5-DOOR HATCH.
AUTO TRADER'S MOST FUN CAR TO DRIVE 2019.

For us, the MINI 5-door Hatch has always been a source of joy. But it's nice to have our efforts recognised. That's why we're proud that it's been recognised by Auto Trader with drivers voting the MINI 5-door Hatch as the Most Fun Car to Drive 2019.

WHAT MAKES IT SO SPECIAL?

Low centre-of-gravity handling and a sporty design. The MINI 5-door Hatch has all the hallmarks of a MINI – with space to fit more in. It's clever too. The 6.5" screen is a portal to a world of entertainment and information, from touch screen navigation to your Spotify playlists.

BOOK YOUR MINI 5-DOOR HATCH TEST DRIVE*

[Extremely Long Address Line Name MINI]
[Address line 1]
[Address line 2]
[Address line 3]
[Address line 4]
[Retailer Name Number]
[Retailer Name Address]



Official Fuel Economy Figures for the MINI 5-door Hatch Range: Combined 39.8-48.7mpg (7.1-5.8 l/100km). CO₂ Emissions 149-112g/km. *Figures are for comparison purposes and may not reflect real-life driving results which depend on a number of factors including the driver, the road, the weather, the driving style and the vehicle used. All figures were determined according to a same test (NEDC). The CO₂ figures were transferred back to the corresponding 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. *Tax drive subject to applicant status and availability.

NOW: 2021 ONWARDS.



Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren.

Dealership Sample 000 Sample Street Sample Town 00000 Tel. +00 00 000-00000 www.address.xy	Dealership Sample 000 Sample Street Sample Town 00000 Tel. +00 00 000-00000 www.address.xy	Dealership Sample 000 Sample Street Sample Town 00000 Tel. +00 00 000-00000 www.address.xy	Dealership Sample 000 Sample Street Sample Town 00000 Tel. +00 00 000-00000 www.address.xy
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THE NEW MINI 3-DOOR HATCH.
TAGLINE LOREM IPSUM.



Fuel economy and CO₂ results for the MINI Range: Mpg (l/100km)combined: 34.4-166.2. CO₂ emissions: 39-188g/km. *Figures shown are for comparison purposes, only compare fuel consumption and CO₂ figures with other cars tested to the same technical procedure. These figures may not reflect real-life driving results, which will depend upon a number of factors including the driver, the road, the weather, the driving style and the vehicle used. The CO₂ figures shown have been determined according to the NEDC test.

NB: The new brand communication claim 'BIG LOVE' has not yet been launched in the UK and should not be used in any of your marketing materials until instructed otherwise. We will communicate the launch of this later in 2021.

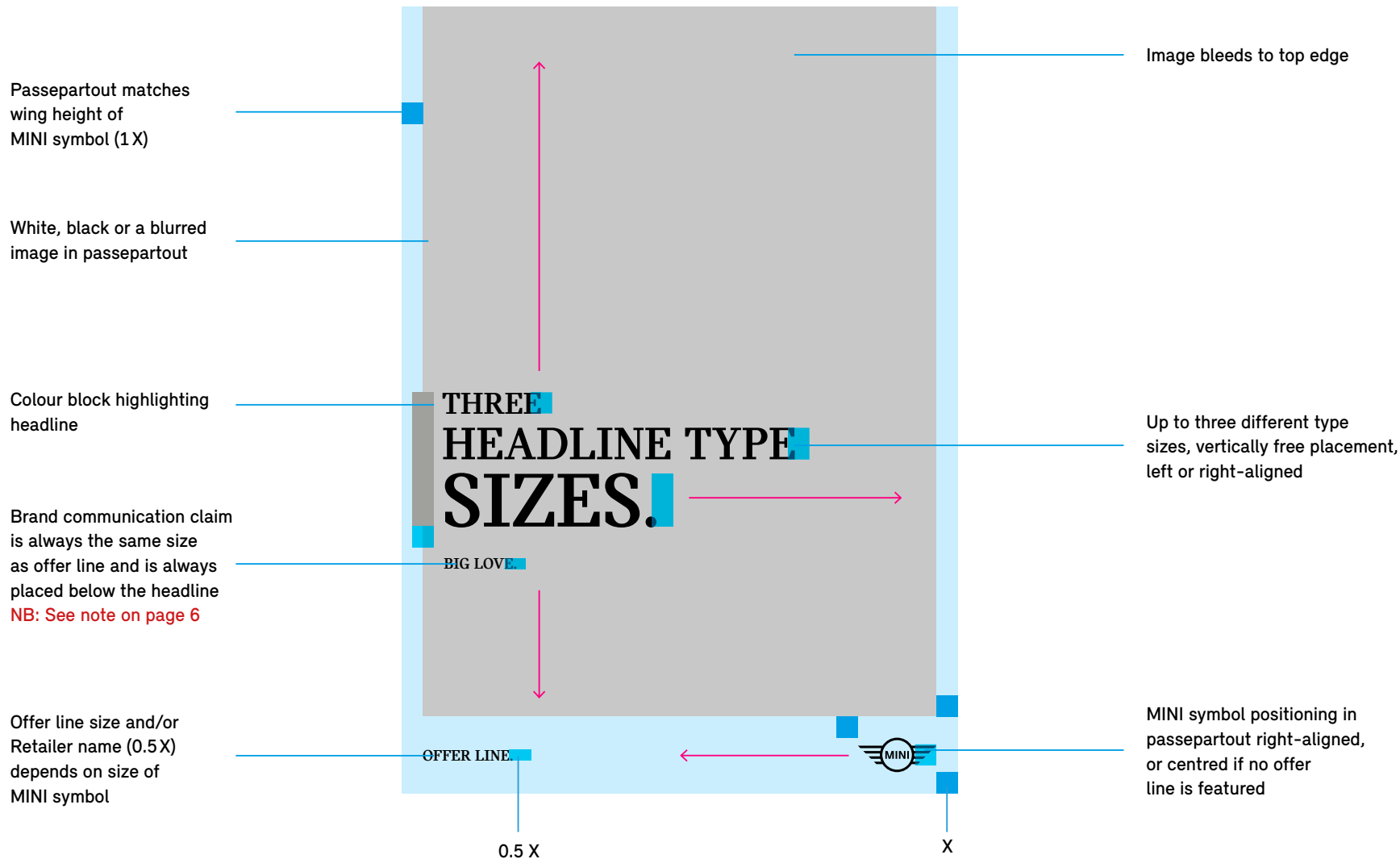
Creating and sharing any assets featuring this line before its launch will be classed as a major breach of MINI CI.

TOP TIP.

If you're making updates to pre-existing assets, please also take the opportunity to update them to new CI requirements.

BASIC ELEMENTS.

LAYOUT PRINCIPLES FOR THE KEY DESIGN ELEMENTS.



TOP TIP.

All core brand elements are available to download from [ENGINE](#).

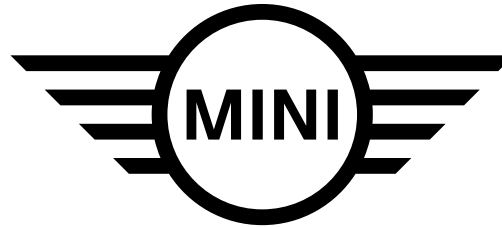
BASIC ELEMENTS.

MINI WINGS LOGO.

The MINI Wings logo should be the starting point for all layouts. Once correctly sized (see table on page 18 for standard print formats and page 20 for OOH (Out Of Home) materials), the height of the wings within the logo defines 'X', which is used to determine the correct sizing of other brand elements, including the passepartout, colour bar and clear spaces.

The default position for the MINI Wings logo is bottom right, above any fuel figures and Ts&Cs.

There's lots of detail on sizes and placement for different communication channels throughout this guide.



Wherever featured in main brand materials, the MINI Wings logo must always be black on a white background.



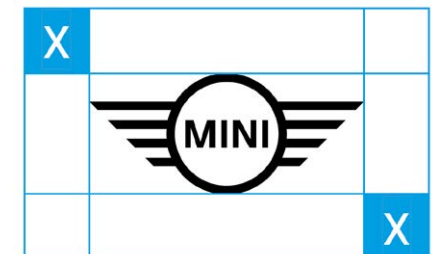
The MINI Wings logo may only feature as white on a black background in John Cooper Works materials.

SYMBOL SIZING AND PROTECTION SPACE.

All core symbols (eg: JCW and MINI Electric) should be consistently sized based on the correctly-sized MINI Wings logo. Standard protection space around them is equal to X (the wing height of the MINI Wings logo). Where absolutely necessary this can be reduced to the minimum protection or clearspace of half (0.5) X.



Standard protection/clear space.



BASIC ELEMENTS.

FONTS & TYPOGRAPHY.

To ensure a consistent visual style, you should only use brand-approved fonts in your marketing materials.

Brand fonts are available for download on [ENGINE](#). Application of font weights is shown below, with recommended sizing for body copy shown on page 18.

- Headlines and subheads should be set in capitals with a full stop at the end, and wherever possible should be placed over the lead image.
- Headline leading (line spacing) should be 2/3 X, as shown opposite.
- No additional letter spacing should be applied.
- Main body copy sits in the space outside of the main image.

MINI Serif Bold

Use for headlines, sub headlines, brand claim, Retailer name, web address and other points of emphasis in main body copy.

MINI Serif Regular

Use for body copy, Retailer details, fuel figures and Ts&Cs.

MINI Sans Serif Regular

Use only for button text and legal disclaimers on digital banners, and also subtitles and captions.

HEADLINE CONSTRUCTION.

Headlines are set in MINI Serif Bold, all caps. Up to three sizes can be used in one headline, but only one size per line. Sizes and line spacing are always determined by X (derived from the wing height of the correctly-sized MINI symbol – see page 18 for more guidance), which for headlines refers to the height of an uppercase M. Use only the default font settings for tracking and kerning (0 and Metrics in InDesign).

The line spacing for headlines is always 2/3 X to create a harmonious overall look with the different headline sizes. Headlines are always placed on the picture in either white or black (whichever gives the greater contrast to the image). Headlines are set either left-aligned or right-aligned.

If different type sizes are used they need to differ by at least 0.5 X or more in height. The smallest size is always at least 1 X.

Headline and any brand communication claim must always have the same colour applied.



TOP TIP.

All core brand elements are available to download from [ENGINE](#).

BASIC ELEMENTS.




COLOUR BLOCK WITH HEADLINE.

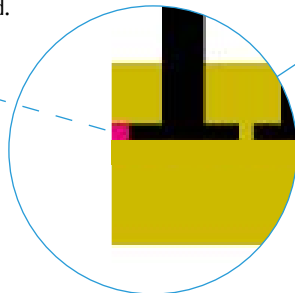
Headlines now feature directly on the lead image of a piece and should be accompanied by your choice of appropriate colour block, which **replaces** the outgoing colour bar.

It can be positioned (relatively) freely to highlight important content or to “underline” relevant parts of the communication (eg the headline or parts of the headline), but it must be aligned to the image edge, passepartout edge, headline or offset to them as demonstrated opposite.

The space between the colour block and associated headline matches one of the three possible colour block thicknesses, and the length is defined by the highlighted element. When used to highlight headlines it can be positioned right behind the typography, on the bottom line of it, in a 1:2 ratio to the bottom line or with space below the headline.

- The colour block should ideally use the correct match for the bodywork of the model that it features with. Note that MINI Chili Red is the standard colour for John Cooper Works communication, Energetic Yellow for MINI Electric. In the unlikely event that no car is featured in Retailer materials, it is also acceptable to use a suitable colour sampled from the image background.
- Colour splits are available on page 13.
- For multi-model images, you can use the predominant model colour, although black is generally preferred.
- The colour bar thickness is 0.5X and can be doubled or tripled. The size of X is derived from the MINI symbol’s wing height and may (but does not have to) be rounded up to the next even value.
- The colour block may only be used horizontally or vertically. No diagonal use is permitted.
- Always add the thickness of the font serifs from the headline to the sides of a horizontal colour block.

-  multiples of 0.5 X
-  0.5 X
-  font serif thickness



BASIC ELEMENTS.

COLOUR BLOCK WITH HEADLINE – DON'TS.

Please set headlines ONLY in the approved ways demonstrated throughout this guide, ensuring you never set headlines in the ways clearly shown below.

DOLOR SIT
HEADLINE
IPSUM
LOREM

Do not use more than three lines for the headline

HEADLINE
IPSUM
LOREM

Do not use different line spacing in one headline

HEADLINE
IPSUM
LOREM

Do not set headlines centred

IPSUM
L O R E M

Do not change the letter spacing

Headline
Lorem

Do not set the offer line, brand communication claim headline or sub headline in mixed case

HEADLINE
IPSUM

Do not align the colour block with the top of a word

HEADLINE
IPSUM

Do not highlight the smaller part of the headline

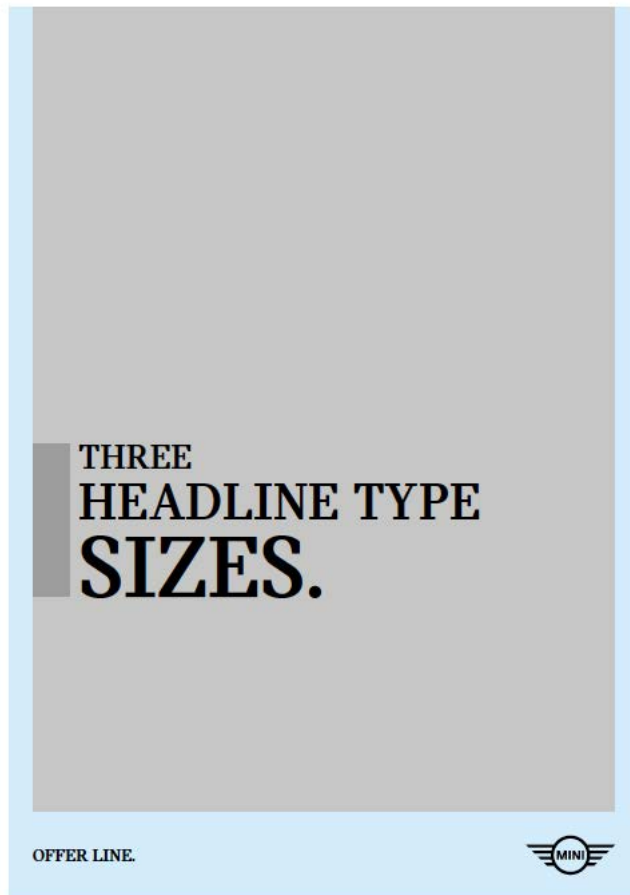
HEADLINE
IPSUM

Do not change the length of the colour block without any relation to the serif's thickness or use different distances on the two sides

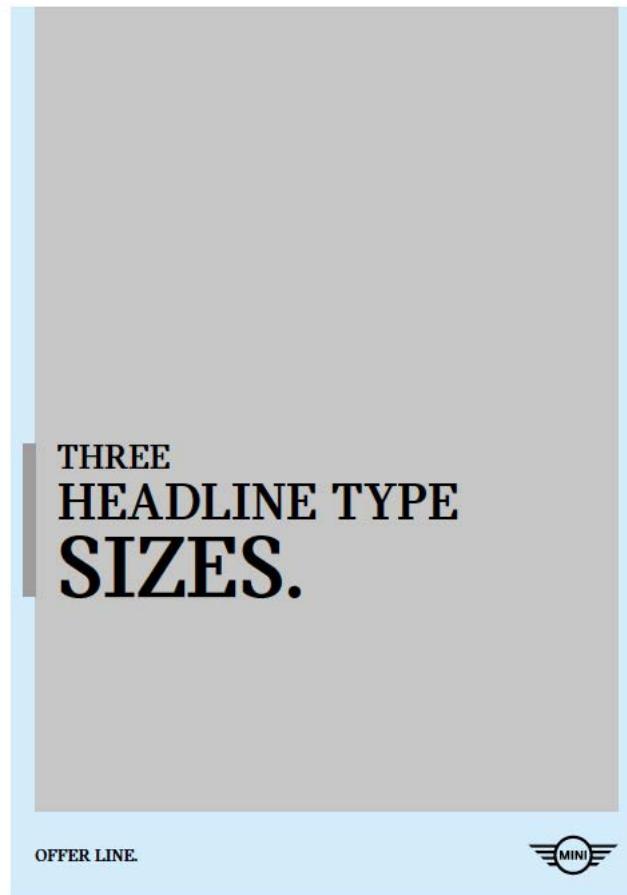
BASIC ELEMENTS.

COLOUR BLOCK EXAMPLES.

Regardless of its width, there are three possible positions for the colour block when featured at the image edge.



Edge on edge – inside the image



Edge to edge – outside the image



50 / 50 – on the edge

BASIC ELEMENTS.

COLOURS.

WHITE	WHITE
Pantone White	Pantone Process Black
CMYK 0 0 0 0	CMYK 0 0 0 100
Hex #FFFFFF	Hex #000000
RGB 255 255 255	RGB 237 147 0
RAL 9016	RAL 9005

The primary MINI colours are black and white. They should not appear darkened, lightened or in any transparent variation. They are then supported by an appropriate colour block colour, as shown throughout this guide. Correct colour usage is established in the following ways:

- **Dedicated communication colours***: used when a MINI vehicle is depicted
- **Launch colours**: specific to each new campaign
- **Sub brand colours**: eg JCW and Electric (NB: these do not correspond to the actual vehicle paint finishes)
- **'Design' colours**: used when non-automotive products or specific business areas are depicted without using imagery
- **Pipetted (sampled) colours**: used in any of the following circumstances:
 - > when the car colour is white or light grey
 - > bad visibility due to the picture / composition / cropping
 - > the image contains more than one vehicle of equal importance
 - > in the area of merchandising, etc.

*Any dedicated communication colour used in the colour block has to match the paint finish shown in the image. Do not mix the colours of different body types. If more than one vehicle is depicted, the colour block is based on the image's most prominent environmental (background) element, with the colour sampled from the imagery.

DEDICATED COMMUNICATION/BODY PAINT COLOURS.

VOLCANIC ORANGE Pantone 1385 C / U CMYK 0 47 100 4 Hex #ED9300 RGB 237 147 0	BLAZING RED Pantone 1807 C / U CMYK 0 199 96 49 Hex #A70D19 RGB 167 13 25	DEEP BLUE Pantone 655 C CMYK 100 87 42 143 Hex #00204E RGB 0 32 78	MELTING SILVER Pantone 402 C / U CMYK 0 107 147 Hex #AAAAAA RGB 170 170 164	THUNDER GREY Pantone BLACK 6 U CMYK 66 54 43 36 Hex #51555E RGB 81 85 94	ELECTRIC BLUE Pantone 298 C / U CMYK 75 5 0 10 Hex #00A8D8 RGB 0 168 216
SOLARIS ORANGE Pantone 1675 C CMYK 5 184 99 20 Hex #BD3B0C RGB 189 59 12	EMERALD GREY Pantone 404 C CMYK 40 34 50 30 Hex #847F6A RGB 132 127 106	STARLIGHT BLUE Pantone 280 C CMYK 100 86 5 25 Hex #192E72 RGB 25 46 114	MELTING SILVER II Pantone Cool Grey 10 C CMYK 59 47 44 133 Hex #616265 RGB 97 98 101	LAPISLUXURY BLUE Pantone 533 C CMYK 100 75 0 80 Hex #001138 RGB 0 17 56	DIGITAL BLUE Pantone 646 C CMYK 71 42 16 13 Hex #5381AC RGB 83 129 172
PURE BURGUNDY Pantone 504 C CMYK 41 77 51 60 Hex #3D0016 RGB 61 0 22	INDIAN SUMMER RED Pantone 7627 C CMYK 10 100 80 25 Hex #AA2D2A RGB 170 45 42	CHESTNUT Pantone 1685 C CMYK 31 80 89 36 Hex #6B2D07 RGB 107 45 7	SAGE GREEN Pantone 445 C CMYK 66 50 48 42 Hex #4B5457 RGB 75 84 87	CARIBBEAN AQUA Pantone 321 C CMYK 100 13 40 4 Hex #00A7AC RGB 0 167 172	DEEP LAGUNA Pantone 303 C CMYK 100 71 47 50 Hex #003045 RGB 0 48 69

SUB BRAND COLOURS.

ENERGETIC YELLOW Pantone 612 C / U CMYK 7 5 100 22 Hex #C9D900 RGB 205 185 0	JCW RED Pantone 1797 C CMYK 5 100 100 5 Hex #CC0000 RGB 204 0 0
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LAUNCH CAMPAIGN COLOURS.

ROOFTOP GREY Pantone Warm Grey 7 C CMYK 38 36 39 17 Hex #998F86 RGB 153 143 134	ISLAND BLUE Pantone 3025 C CMYK 100 45 20 45 Hex #0F386E RGB 15 72 110	CHILI RED Pantone 7427 C CMYK 8 100 86 28 Hex #CC0000 RGB 204 0 0	MOONWALK GREY Pantone Cool Grey 10 C / U CMYK 0 10 6 66 Hex #787875 RGB 120 120 117
BRITISH RACING GREEN IV Pantone 349 C CMYK 93 31 88 23 Hex #00693E RGB 0 105 62	ENIGMATIC BLACK Pantone 7546 C CMYK 100 100 10 90 Hex #111C24 RGB 17 28 36	ZESTY YELLOW Pantone 584 C CMYK 27 3 81 0 Hex #CED54B RGB 206 213 75	

PIPETTED/SAMPLED COLOURS.



Visual for product or service → Reduce black content down to 0% as necessary → Colour for colour block

'DESIGN' COLOURS.

DESIGN COLOUR 1 Pantone 7700 C / U CMYK 100 75 45 0 Hex #134A6D RGB 19 74 109	DESIGN COLOUR 2 Pantone 7715 C / U CMYK 100 50 50 0 Hex #006878 RGB 0 104 120	DESIGN COLOUR 3 Pantone 7704 C / U CMYK 100 25 25 0 Hex #0085AC RGB 0 133 172
DESIGN COLOUR 4 Pantone 371 C / U CMYK 75 50 100 0 Hex #547034 RGB 90 112 52	DESIGN COLOUR 5 Pantone 7746 C / U CMYK 50 25 100 0 Hex #96A126 RGB 150 161 38	DESIGN COLOUR 6 Pantone 7759 C / U CMYK 25 25 100 0 Hex #CBE302 RGB 206 179 2
DESIGN COLOUR 7 Pantone 669 C / U CMYK 100 100 50 0 Hex #312D5A RGB 49 45 90	DESIGN COLOUR 8 Pantone 7643 C / U CMYK 75 100 75 0 Hex #652D42 RGB 101 45 66	DESIGN COLOUR 9 Pantone 7435 C / U CMYK 50 100 50 0 Hex #952456 RGB 149 36 86

BASIC ELEMENTS.

'DESIRABLE' MINI IMAGERY.



Use our most 'desirable' images wherever possible. A suite of approved images is available on [ENGINE](#).

BASE SPEC MINI IMAGERY.



For finance offers, base spec models should generally be used. A suite of approved images is available on [ENGINE](#).

Current and accurate imagery of all MINI models can be downloaded from [ENGINE](#) free of charge. If you can't find what you need, the BMW Group Retailer Marketing Service will be able to source images and video for you. Get in touch with the team at support@zonedigital.zendesk.com

- Only use images and video at sufficiently high resolution.
- Use the most desirable imagery available on [ENGINE](#), unless promoting a finance offer, when base spec models should generally be used.
- If you source images from elsewhere, make sure you have full usage rights.
- Press Club images are for editorial use only, which can include social media. They should not 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.

TOP TIPS.

- Once your chosen image is placed, the main headline and colour block combination should sit over it without obscuring the featured model (see examples throughout).
- All other type-based messaging (eg: main body copy, Retailer contact details, legals etc) must sit within the **passepourtout** (white space), with the narrower border sizing for this defined by X (see table on page 18).
- In digital formats **only**, instead of white, the **passepourtout** can feature a blurred 'copy' of the main featured image, which should closely match the sizing of the main image.

SUB-BRAND & SEGMENT IDENTITY.

MINI has several distinct sub-brands, each with different audiences. Consider the relationship between our brand and our customers as a conversation. We're always MINI, but the people we're talking to change depending on the sub-brand.

This means that, while our messaging ultimately comes from the same voice, it needs to be tailored to the listener. Each sub-brand also has a unique visual identity that should be used at all times.

Our first fully electric model launched in March 2020, complete with new and distinctive branding, but with the launch phase now completed, please note that the MINI Electric branding is now aligned with all standard MINI materials, using the MINI Electric logo as the only additional identifier.

MINI JOHN COOPER WORKS.

AUDIENCE.

Discerning pioneers who value performance and aesthetics above all else.

BRANDING.

MINI Wings logo + John Cooper Works logo (the two should not be featured side by side – JCW is usually placed on the image).

USAGE.

All communications featuring John Cooper Works models and services.

NB: Black is the primary background colour, along with white text.



John Cooper Works materials must also feature MINI Wings logo.

MINI AFTERSALES.

AUDIENCE.

Existing MINI owners in-market for servicing, parts and accessories.

BRANDING.

MINI Service, MINI Genuine Parts or MINI Genuine Accessories wordmark (depending on the content's focus) replaces the MINI logo.

USAGE.

All communications promoting servicing, repairs, parts and accessories.

NB: If the communication's focus is mixed or unclear, use the MINI Service wordmark.

MINI SERVICE

Aftersales Wordmarks usually replace the MINI Wings logo.

MINI ELECTRIC AND PHEV.

AUDIENCE.

Those interested in the environment and sustainability.

BRANDING.

MINI Wings logo + MINI Electric logo (the two should not be featured side by side – MINI Electric is usually placed on the image).

USAGE.

All communications featuring MINI Electric and PHEV models and services.

NB: The lockup between MINI Electric and MINI Wings previously used for full MINI Electric is no longer used.



MINI ELECTRIC

PHEV materials must also feature MINI Wings logo.

PRINT.

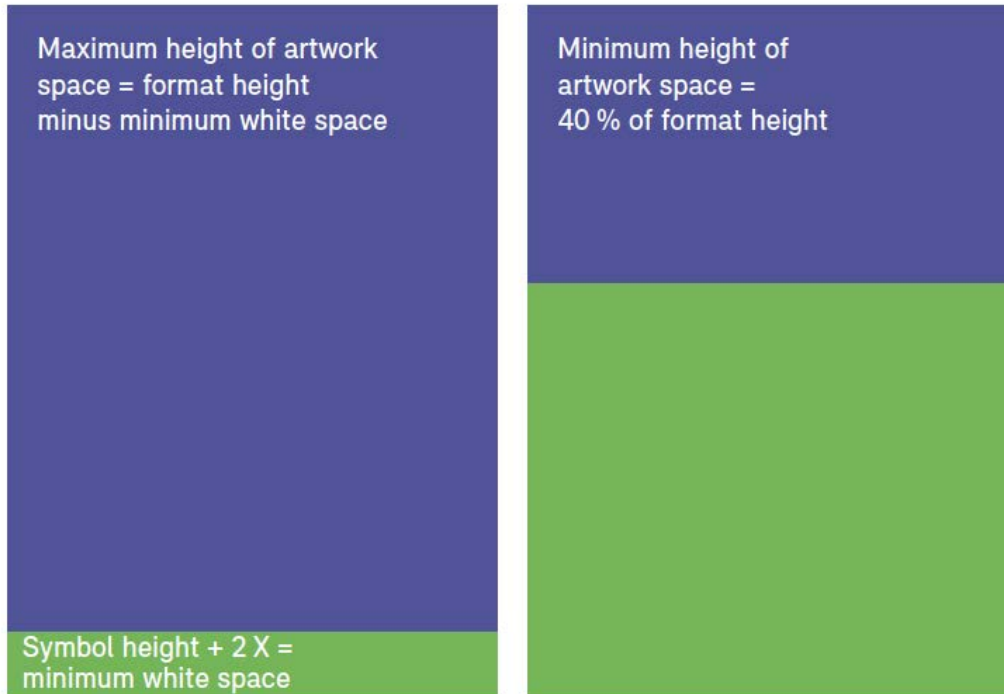
IMAGES & WHITE SPACE.

For both portrait and landscape formats, the minimum amount of white space (for body copy, tables and logo etc) is the height of the correctly-sized logo with a 1X exclusion above and below.

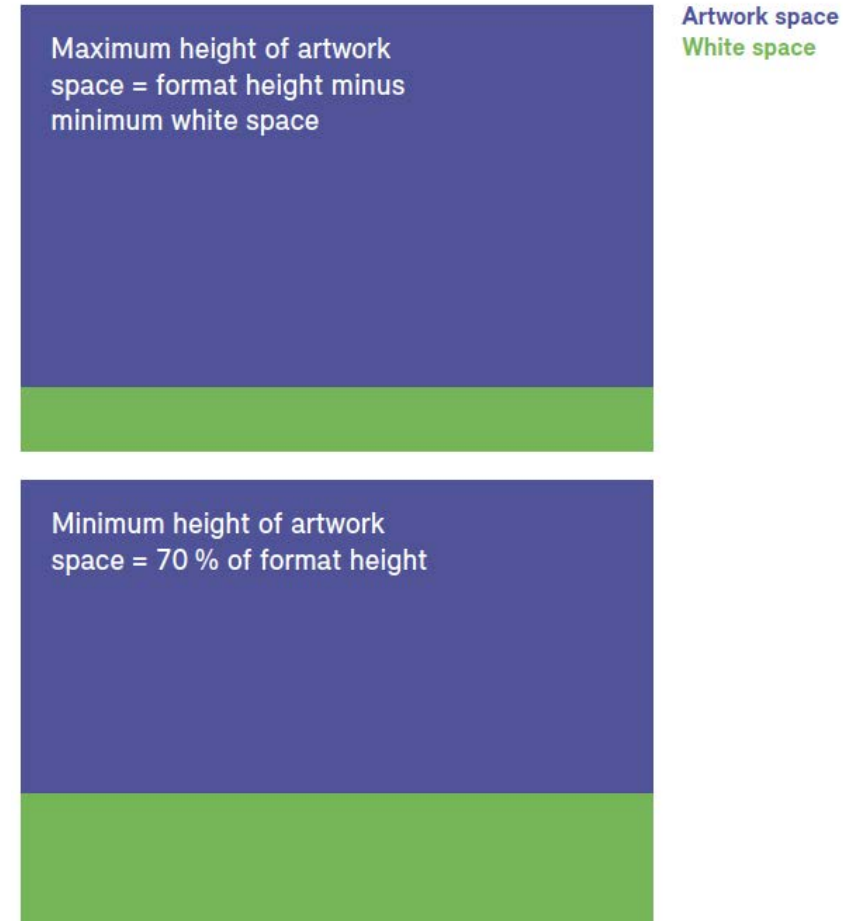
In portrait formats: the minimum height of the artwork (containing main image) space is 40%.

In landscape formats: the minimum height of the artwork (containing main image) space is 70%.

Portrait formats



Landscape formats

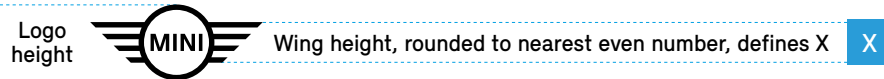


PRINT.

SIZING AND SPACING.

A CORRECTLY SIZED MINI WINGS LOGO HELPS WITH LAYOUT.

The full-page ad structure opposite shows how X (the height of the wings within the logo) helps define the sizing and positioning of key layout elements.



CORRECT SIZING FOR PRINT FORMATS.

The table below shows sizing requirements for **standard** sizes.

For **non-standard** portrait formats, use an A4 portrait format and scale to the required width.

For landscape, use an A4 portrait format and scale to the required height.

Note: For smaller formats the minimum height of the symbol is 6.5 mm.

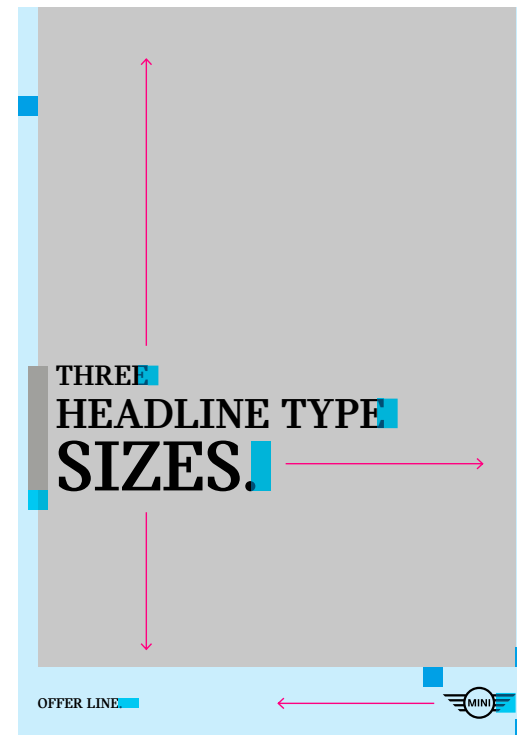
Format	Size	Logo height	Wing height X (rounded)	Outermost margin	Body copy font size	Body copy line spacing
A6 landscape	148 x 105mm	8mm	6mm	6mm	7.5pt	9pt
A6 portrait	105 x 148mm	9mm	6mm	6mm	8pt	9.5pt
A5 landscape	210 x 148mm	9mm	6mm	6mm	8pt	9.5pt
A5 portrait	210 x 148mm	10mm	6mm	6mm	8pt	9.5pt
A4 landscape	297 x 210mm	10mm	6mm	6mm	8pt	9.5pt
A4 portrait	210 x 297mm	13mm	8mm	8mm	10pt	12pt
A3 landscape	420 x 297mm	13mm	8mm	8mm	10pt	12pt
A3 portrait	297 x 420mm	18mm	10mm	10mm	13pt	15.5pt
A2 landscape	594 x 420mm	18mm	10mm	10mm	13pt	15.5pt
A2 portrait	420 x 594mm	26mm	16mm	16mm	20pt	24pt
US Letter portrait	251.9 x 279.4mm	13mm	8mm	8mm	10pt	12pt

TYPE AREA ADS.

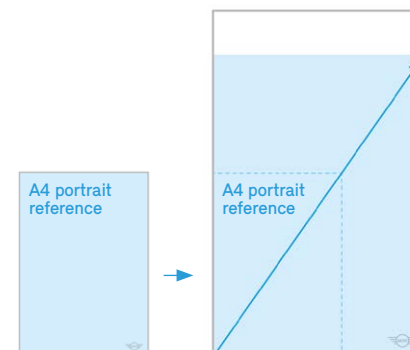
While magazines offer the opportunity for full-page, full-bleed ads, other publications only offer type area ads (ie: ads where bleed is not available, for example in newspapers, or a half or quarter-page ad in any publication). In these instances, always feature a fine black holding keyline border.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

TOP TIP.

Fuel economy figures must always be shown (**VCA regulations**). They are your responsibility, available from your sales team. They should be set at the same size as the body copy and set within the white/copy space, beneath the logo.

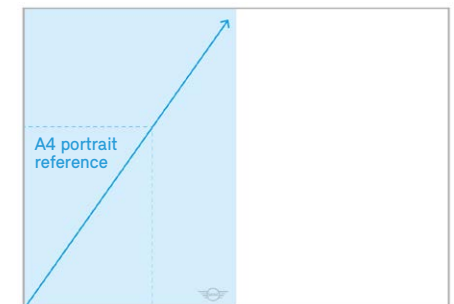


See further sizing guidance on pages 7, 9 and 10.



PORTRAIT FORMAT.

Scale the A4 portrait (with the symbol height of 13 mm) to the width of the free format. Then measure the new symbol's wing height (and optionally round up to the next even value) to determine the size of X.



LANDSCAPE FORMAT.

Scale the A4 portrait (with the symbol height of 13 mm) to the height of the free format. Then measure the new symbol's wing height (and optionally round up to the next even value) to determine the size of X.

PRINT. FOOTER DETAIL.

FUEL FIGURES AND Ts&Cs.

There is often a requirement for additional information beneath the main visual communication elements, including fuel figures, offer Ts&Cs and occasionally partner logos.

These are placed as the last element in the white space underneath the symbol and are separated from the elements above with a line. Use a 0.25pt black rule set to the full width of the main image to visually separate this content from your core messaging, and make sure you allow 1X or 0.5 X clearspace as required and shown below.

Fuel figures must be set at the same font size used for main body copy, with associated caveats set at standard legals/Ts&Cs font size, on a separate line directly beneath the fuel figures.

THREE HEADLINE TYPE SIZES.
OPTIONAL BRAND CLAIM.

SEARCH: [LONGEST POSSIBLE RETAILER'S NAME]

Fuel economy and CO₂ results for the MINI Range: Mpg (l/100km)(combined): XX.X-XXX.X. CO₂ emissions: XX-XXXg/km.

[Retailer name] is a credit broker.

MINI

[RETAILER'S NAME]

Fuel economy and CO₂ results for the MINI Range: Mpg (l/100km)(combined): XX.X-XXX.X. CO₂ emissions: XX-XXXg/km.

Figures shown are for comparability purposes; only compare fuel consumption and CO₂ figures with other cars tested to the same technical procedures. These figures may not reflect real life driving results, which will depend upon a number of factors including the accessories fitted (post registration), variations in weather, driving styles and vehicle load. The CO₂ figures shown above have been determined according to the WLTP test.

[Retailer name] is a credit broker.

Price shown is for a 48 month Personal Contract Hire agreement for a MINI Cooper S XXXXXX, with a contract mileage of 40,000 miles and excess mileage charge of 4.75p per mile. Applies to new vehicles ordered between 29 December 2020 and 31 March 2021 and registered by 30 June 2021 (subject to availability). Rental customers only. At the end of your agreement you must return the vehicle. Excess mileage and other charges may be payable. Hire available subject to status in UK residents aged 18 or over. Guarantees and insurances may be varied, withdrawn or extended at any time. Hire provided by MINI Financial Services, Summit ONE, Summit Avenue, Parkborough, Hants RG14 0PH. [Retailer legal name] trading as [Retailer name], connects introductory customers to a selected panel of lenders including MINI Financial Services. We may receive commission or other benefits for introducing you to such lenders. This introduction does not amount to independent financial advice. *Your drive subject to applicant status and availability.

MINI

PARTNER AND AWARDS LOGOS.

Along with any fuel figures and offer Ts&Cs, partner and award information and logos are placed as the last elements in the white space underneath the symbol and are separated from the elements above with a line. As with Ts&Cs, use a 0.25pt black rule set to the full width of the main image to visually separate this content from your core messaging, and make sure you allow 1X or 0.5 X clearspace as required and shown below. The partner or award logo must always appear smaller than the MINI symbol.

One or several partner / award logos and copy may be combined. This block is placed left-aligned with the main offer block. When used in combination with a legal disclaimer, the disclaimer is set to the right of the partner / award block and is separated from it with a vertical line (0.25pt).

SEE YOU AT THE JUICE BAR.
BIG LOVE

MINI ELECTRIC

THE NEW ALL-ELECTRIC MINI.
FOR MONTHLY 000.00 €.

Partner lorem ipsum | PARTNER LOGO

MINI

**THE NEW ALL-ELECTRIC MINI.
FOR MONTHLY 000.00 €.**

Partner lorem ipsum | PARTNER LOGO | Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod temp orvidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos.

MINI

PRINT. OUT OF HOME (OOH).

OOH-SPECIFIC LAYOUT REGULATIONS.

As out-of-home formats present specific challenges that cannot be accounted for in layout basics, specific layout regulations have been created from which any OOH communication can be derived. Symbol and X sizes for OOH formats are bigger to take into account the fact that they will be viewed from further away, but otherwise (unless stated differently below), all standard rules for colour block, type sizes, spaces etc. apply.

SIZING ELEMENTS.

The offer block or offer line's size can be increased up to 1 X with a recommended line spacing of 100% (for example 120pt font size on 120pt line spacing). The OOH-specific recommendation for the line spacing of legal disclaimers is 110% of the type size (for example 20pt font size on 22pt line spacing). Also the body copy may be increased and vary from 0.5 to 0.7 X with a line spacing of 110%. It may only be used for very short copy.

The table below shows the required sizing for the MINI symbol and X which, in addition to informing type sizes, also defines the narrowest parts of the passepapout.

FORMAT	FORMAT SIZE	SYMBOL HEIGHT (Y)	WING HEIGHT (X)
18 / 1	3,560 x 2,520 mm	165.5 mm	89 mm
48 sheet	6,096 x 3,048 mm	233.5 mm	125.5 mm
96 sheet	12,192 x 3,048 mm	233.5 mm	125.5 mm
CLP	1,185 x 1,750 mm	88 mm	47 mm

CLP

18 / 1



THE NEW ALL-ELECTRIC MINI.



THE NEW MINI JOHN COOPER WORKS.



THE NEW MINI CONVERTIBLE.



96 sheet



48 sheet



THE NEW MINI 5-DOOR HATCH.



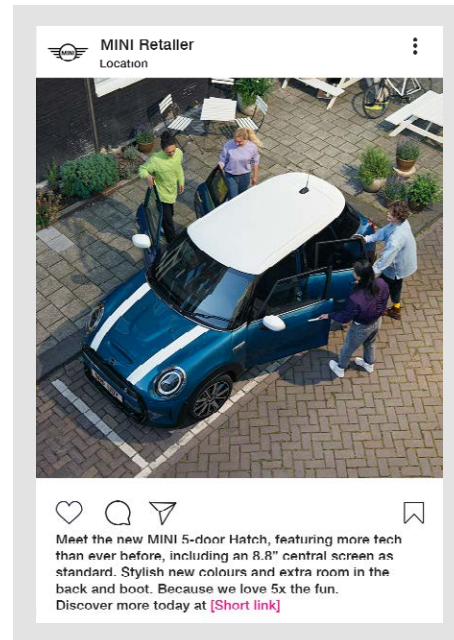
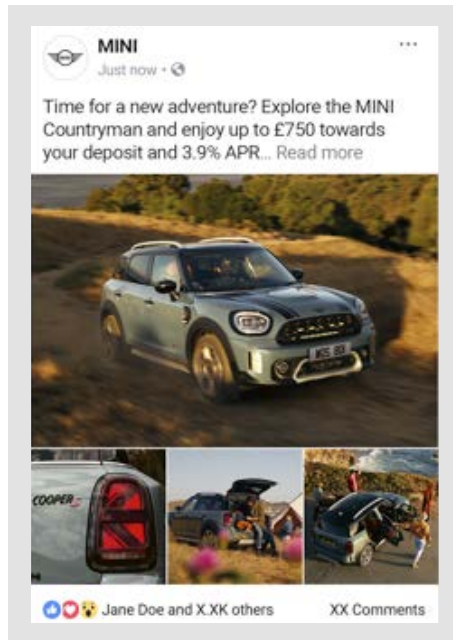
Extreme portrait format

DIGITAL.

SOCIAL MEDIA.

Always write your posts in MINI's tone of voice, but personal from your Centre. Keep messages simple, relevant and succinct, including links if required. Keep your posts brief, especially when writing sponsored or paid adverts to ensure key parts of your message such as Ts&Cs are not truncated.

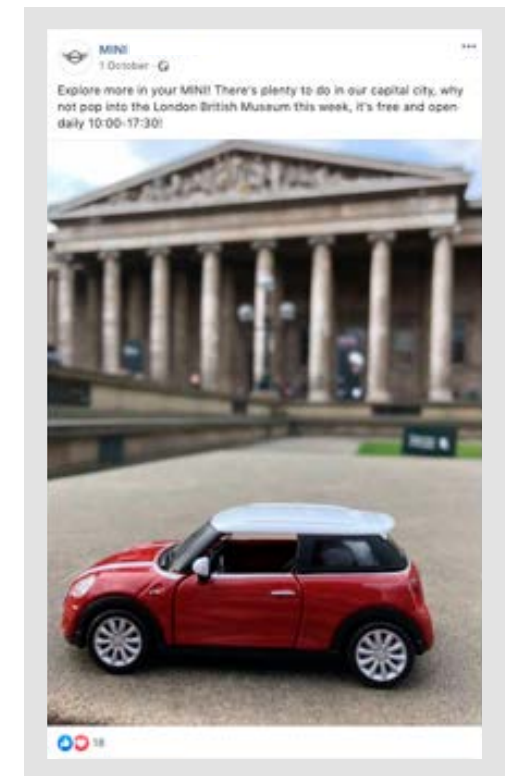
- Use premium and desirable imagery on your social channels, ensuring it is relevant to your message. Make the most of any great imagery your customers share too – there are some fantastic images out there.
- Links to your ROLN website are encouraged, as this will improve retargeting possibilities through the ENGAGE programme.
- When featuring video clips, please refer to page 26 for pointers on creating compliant end frames.
- Inspire and engage through storytelling.
- Keep emojis to a minimum, and if they do feature, ensure they're appropriate.
- Avoid writing in capitals.



Compliant MINI social posts.

TOP TIPS.

- Always use just the social media-specific version of the MINI Wings logo as your profile picture. Your Retailer name will sit alongside in the text area.
- If you're promoting a finance offer, make sure you reference the MINI FS Social Media Guide available on ENGINE – and ensure that Ts&Cs are one click away.
- To access CI-compliant assets and pick up some platform-specific tips, head to the dedicated social media landing page on ENGINE.



Compliant social posts using Retailer or customer imagery.

DIGITAL.

USING CI PRINCIPLES IN SOCIAL POST IMAGES, VIDEO AND ANIMATION.

If you have the facility to be able to accurately reflect the new MINI CI principles in your social post images, video and animation, use the examples below, along with emerging examples on [ENGINE](#) to inform and inspire your approach.

NB: Other approaches will not be passed as CI compliant (excluding standard images or footage as shown on the previous page).

STILLS WITH TYPOGRAPHY AND COLOUR BLOCKS.

Typography in stills provides an opportunity to share content without visuals, or enhance visual content with text that further highlights your story or offer. Please ensure the typography does not overpower any featured image, and is only set over a single image. Be aware of possible (unpredictable) cropping of pictures and be sure to use precise formatting for each specific platform it will feature on.



1:1



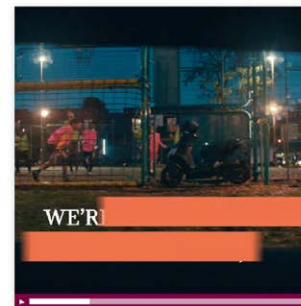
4:5



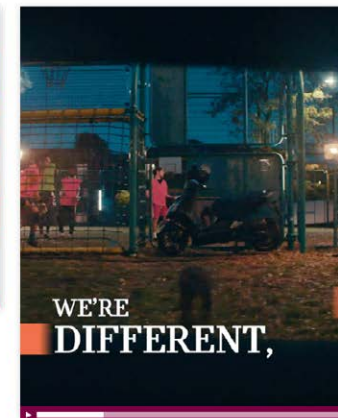
9:16

VIDEOS WITH TYPOGRAPHY AND COLOUR BLOCKS.

Utilising bold typography typical of MINI in video content provides an opportunity to lead a story, share content with or without imagery and enhance the visual content with text through storytelling. By focusing on typography, the visual can be a dynamic and engaging display of unique content on MINI market channels. **Please note that use of the passepartout for Retailer's own bespoke social post materials is not recommended.**



1:1



4:5



9:16

DIGITAL. BANNER AD EXAMPLES.

Please note that more detailed guidance for MINI digital banner ads will be available soon. However, where possible, please always use existing templated banner assets available on [ENGINE](#).

For Retailer bespoke digital banners, the passepourtout is optional. If it is used, it appears as a blurred repetition of the featured image, created with a Photoshop Box Blur of 80 pixels. The blurred detail stays (roughly) the same as in the non-blurred image.

MINI ELECTRIC

WE LOVE TO FEEL ELECTRIC.

AVAILABLE AT [LONGEST POSSIBLE RETAILER NAME].

FIND OUT MORE

MINI COOPER WORKS

TOO FUN TO PARK.

AVAILABLE AT [LONGEST POSSIBLE RETAILER NAME].

FIND OUT MORE

ADD STORIES.

AVAILABLE AT [LONGEST POSSIBLE RETAILER NAME].

FIND OUT MORE

WE LOVE GO-KART HANDLING.

AVAILABLE AT [LONGEST POSSIBLE RETAILER NAME].

FIND OUT MORE

ENJOY UP TO EXXX TOWARDS YOUR NEW MINI AND A XX% APR REPRESENTATIVE.

AVAILABLE AT [LONGEST POSSIBLE RETAILER NAME].

FIND OUT MORE

[Retailer Legal Name] is a credit broker not a lender. T&Cs apply.

TOP TIP.

When creating a banner that references a finance offer, be sure to visit either the FS landing page on [ENGINE](#) or [bmwgroup-fpg.co.uk](#) for guidance.

BROADCAST.

TV & VIDEO END FRAMES.

Please note that end frame requirements will most likely change as more 2021 CI guidance emerges.

In the meantime, please continue to make use of the free-of-charge editable templates on [ENGINE](#) which can then be downloaded and added to your footage. Alternatively, follow the technical requirements and suggested sizing shown below for all media (TV, Video on Demand etc).

End frame content should be as clean and clear as possible, with the primary focus on just the MINI Wings logo and Retailer contact details. If a creative line is required, as shown in Example A below, lead with this, then quick-fade to the Retailer Search line as shown in Example B. Phone number, web address and physical address details should not be required. Interested parties will search your details online.



Format shown 16:9, 1920 x 1080px.
Copy is generally set in MINI Serif Bold.
In example A, MINI Serif Regular has also been used (WHO'S IN?) as a counterpoint to Bold for secondary messaging.

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).

TOP TIP.

All TV broadcast ads must be cleared by the regulatory body Clearcast at clearcast.co.uk

RADIO.

For best advice when creating radio adverts, please submit your ad script for CI checking via [ENGINE](#) prior to recording.

All radio must be cleared by the Radiocentre and comply with regulatory standards.

Go to radiocentre.org/clearance/fast-track-trustmark for more information.

TOP TIPS.

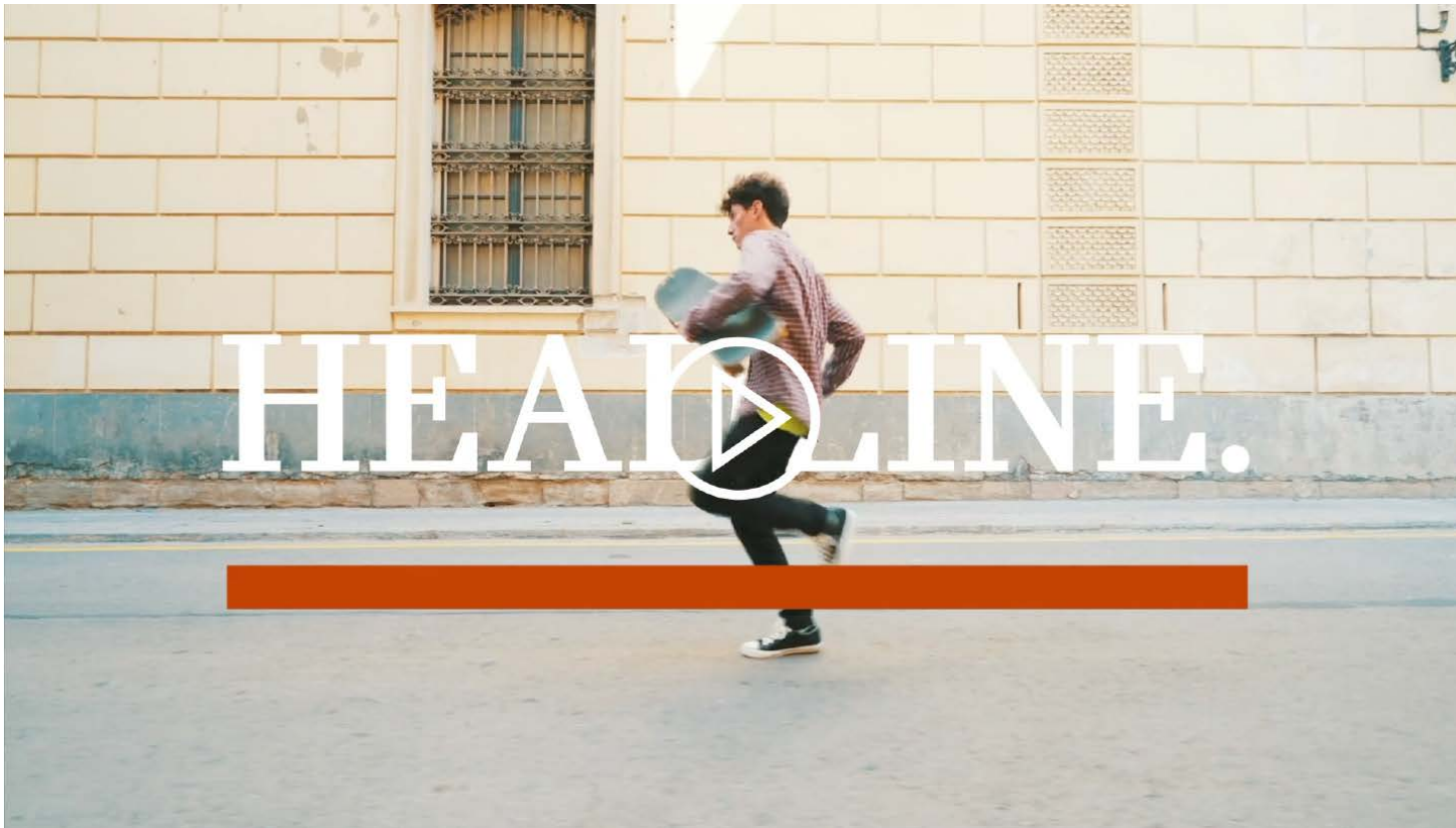
- For guidance on BMW Group financial promotions refer to bmwgroup-fpg.co.uk
- The content of your advertising is your responsibility, so be sure to consult your legal counsel at every stage.

ANIMATION.

USING ANIMATION TO HIGHLIGHT THE MAIN MESSAGE.

In general, animations should always underscore and support the message of communication. The same layout rules apply as for static communication, and animations should be kept straightforward, using only the core brand elements. Click the image below to view a short explanatory film. To help to ensure consistently styled brand communication, all elements must remain in their final position for at least a moment.

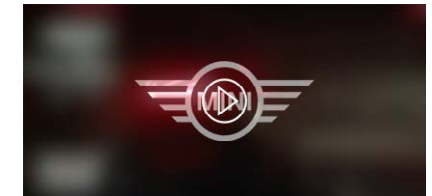
The duration and complexity of an animation always depends on the total length of the banner or film. Whether you're creating a short six second animation or a three minute mood film, the rules for animations always remain the same, regardless of the application.



Click the image above to view a film showing the various possibilities for animation design.

SYMBOLS

The MINI symbol as well as the MINI Electric badge and John Cooper Works symbol may only be animated to a limited extent. They may fade in / out or slide into position from the edge of the picture but may not be distorted or rotated. Whilst no effects should be applied to any of the MINI brand symbols, a special feature of the MINI symbol is that it may be used as a mask for a film behind it.



Click the image above to view a short animation demonstrating the required principles. The default design is a black symbol on a white background. In some cases, e.g. John Cooper Works subbrand, it is possible to use a white symbol on black background.

GRAPHIC ELEMENTS

Graphic elements can enter the image from any format page, and can be enlarged, reduced or have motion blur. They can rotate, bounce or blink, if the effect makes sense within the context of the animation.

TYPOGRAPHY

Typography can be animated in different ways. For example, a headline can come to its position letter-by-letter, fly in line-by-line, fade in / out, or enlarge and reduce in size.

CALL TO ACTION

Call to action buttons should be animated to attract attention, but the animations should be simple and not feature gradients.

SHOWROOM LIVERY.

KEEPING IT SIMPLE.

Livery is an eye-catching way to promote a targeted message either outside your showroom or at events. When creating livery, there are a few things you need to keep in mind:

- Text should be set in MINI Serif Bold, either black or white depending on the colour of the model it is being used on.
- The message should be in capitals, preferably running over just one or two lines.
- The livery should ideally be positioned on just the driver and front passenger doors.
- Indicators and car badges must not be covered.
- Livery should never contain colour images. If in doubt, please use the CI checking service available through [ENGINE](#).



CHECKLIST.

- 1 **Are you using the right brand identity?**
Make sure you have fully read, understood and adhered to these guidelines.
- 2 **Are you using the right channel for the message?**
It must be appropriate and relevant to the target audience.
- 3 **Does the communication reflect the positioning of the MINI brand?**
Make sure you have fully read, understood and adhered to these guidelines.
- 4 **Is it legal, decent, honest and true?**
The communication must accurately reflect the product, service or offer.

- ✓ **MINI WINGS LOGO.**
The correct size and position has been used for the format.
- ✓ **COLOUR BLOCK.**
The appropriate vehicle colour has been featured in the correctly sized colour block.
- ✓ **IMAGE AND WHITE SPACE/PASSEPARTOUT.**
Appropriate image/text ratio used, not exceeding maximum and minimum requirements.
- ✓ **HOLDING 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.
- ✓ **FONTS.**
MINI Serif family used, along with correct weights and hierarchy.
- ✓ **HEADLINES.**
Maintain MINI tone of voice and set in capitals.

- ✓ **MODELS.**
Correct model nomenclature used with no abbreviated model names.
- ✓ **BODY COPY.**
Maintain MINI brand tone of voice.
- ✓ **CALL TO ACTION.**
Sentence case
(except 'SEARCH: RETAILER NAME MINI').
- ✓ **LEGAL.**
Checked with your legal counsel and all terms and conditions included where relevant.
- ✓ **FUEL FIGURES.**
Current WLTP figures featured at same size as main body copy.
- ✓ **MINI BUSINESS PARTNERSHIP DETAILS.**
Checked against information available on [ENGINE](#).
- ✓ **NO THIRD-PARTY LOGOS FEATURED.**
This includes your own Retailer logo. Excludes MINI approved partnerships (eg Motability).

- ✓ **BRAND COLOURS USED.**
MINI is largely a black on white brand. Use the appropriate vehicle colour in the colour block.
- ✓ **THE CONTENT IS CORRECT.**
All content must be legal, decent, honest and true with claims substantiated.
- ✓ **REGULATIONS FOLLOWED.**
Clearance and regulatory bodies approved and legal requirements followed, eg 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 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 CI requirements.

USEFUL LINKS.

ENGINE (inc. assets and full guidelines)
enginerms.com

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

LAUNCHPAD
www.minilaunchpad.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 (TV and Video On Demand)
www.clearcast.co.uk

RADIO
www.radiocentre.org

USEFUL CONTACTS.

Your 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