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Bmw brand guidelines 2020 pdf

Appendix of the BMW Club Corporate Identity
September 2020
page 18

Bmw brand guidelines pdf.

Construction of the BMW Club logo.
The diversity of club names requires a range of solutions.

Official designation	Adaptation	Correct naming according to the new nomenclature	Examples of incorrect naming	
With the name BMW Club or BMW Club	BMW Club Düsseldorf 1928 e.V.	Name already conforms to guidelines	BMW Club Düsseldorf 1928 e.V.	Club Düsseldorf 1928 e.V.
With names such as Auto-Club, etc.	BMW Auto Club	Adaptation of the designation BMW Club to correspond to the name of the club so as to avoid registration	BMW Auto Club Italia	BMW Club Italian Auto Club Italia
BMW Club as the member in the 24 h or 24 h	Business Chapter BMW Club of Canada	- Adaptation of the designation BMW Club to correspond to the name of the club so as to avoid registration - Change of order of the name components	BMW Club of Canada Business Chapter	BMW Club Business Chapter BMW Club of Canada
With variations	BMW Motors Turbulent Magaritschky	The designation BMW Club is replaced by a variation	BMW Motors Turbulent Magaritschky	BMW Club Turbulent Magaritschky BMW Motors
With abbreviations	Chico Chico BMWers BMW CCA	- Abbreviations such as CCA (Car Club of America) or MSC (Motorcycle) are generally written out in full - Qualification of the word "Club" should be avoided	BMW Car Club of America Chico Chico BMWers	BMW Club Chico Chico BMWers CCA of America
Without the name BMW, Club or club	Isotta Club e.V. Bayer Motorrad Club München e.V.	Addition of the terms "BMW" and "Club" so as to ensure clear identification of the club as the member and a member of the official BMW Club Organization	BMW Isotta Club e.V. BMW Bayer Motorrad Club München e.V.	Isotta Club e.V. Bayer Motorrad Club München e.V.

Bmw brand book pdf.

With every new generation of customers, BMW is reshaping their identity. This thought process started over 100 years ago and it continues in 2020 with a new chapter in their book. In a recent call with Jens Thiemer, Senior Vice President BMW Customer Brand, we learned about some exciting changes in the identify of the Bavarian brand. For starters, the iconic BMW roundel gets a new and fresh design. According to Thiemer, BMW has to adapt to a new customer base, a younger generation of buyers who are digitally natives. "The new logo and brand design symbolizes the importance and relevance of the brand for mobility and the joy of driving in the future," Thiemer told us. The new BMW logo retains the same shape, but its within this shape that the design takes a new approach. The middle still has the blue and white colors of the Bavarian state. The font has also been shaped up differently. The outer ring now has a flat design in white, while some gradients fill the rest of the logo. Furthermore, Thiemer says that since "BMW is becoming a relationship brand", the new logo will invite customers to rediscover the brand with its history and products. With the visual and identity changes, BMW wants to be perceived even more openly and more accessible. It also marks the start of the electric revolution at BMW, alongside the BMW Concept i4 electric car. The company's sub-brands - BMW i and BMW M - are also getting their own new logos. The //M badge is now flat, a 2D interpretation of "The Most Powerful Letter In The World". The i sub-brand continues down the same path with a refreshed look which will be part of the future electric and plug-in hybrid family. So far, no plans to have the new logo on cars. It mainly is for communication purposes (online and offline). To highlight the evolution of their roundel/logo, BMW published a new graphic which remind us of the changes in the last decade. München. After more than 20 years, the BMW brand has a new corporate identity for online and offline communication purposes. The BMW, BMW i and BMW M communication logos have been completely reworked, with a new logotype and new design principles. The BMW brand now delivers on the expectations and visual style of today and is better-suited to the digital age. The new design is an expression of the revised brand identity, which places the customer at the centre of all activities. Pared-down and two-dimensional, it conveys openness and clarity.



The additional transparent version of the logo is a more open invitation than ever for customers to join the world of BMW. The change reflects BMW's transition from centring purely on the automotive world to being about technology and connections. The latest look of the BMW brand is geared towards the challenges and opportunities of digitalisation. The redesigned logotype expresses openness and strength of character to ensure a contemporary, future-proof presence both on- and offline. "BMW is becoming a relationship brand. The new communication logo stands for openness and clarity," says Jens Thiemer, Senior Vice President for Customer and Brand BMW. "We want to use this new transparent version to invite our customers, more than ever, to become part of the world of BMW. In addition, our new brand design is geared to the challenges and opportunities of digitalization for brands. With visual restraint and graphic flexibility, we are equipping ourselves for the vast variety of touch points in communication at which BMW will be present, online and offline, in the future. This additional communication logo symbolizes the brand's significance and relevance for mobility and driving pleasure in the future." The global launch of the new brand design starts on 3 March 2020. The transition period between 3 March 2020 and 31 May 2021 will see rollout continue for all communications, on- and offline, and for international trade fairs and events. The new logo is a new media branding and will be used in addition to the existing logo. It won't be use on the vehicles or in the exterior and interior labeling our dealerships, the existing logo remains in use there. Propeller or not? The history of the BMW logo Read the story of the BMW logo and find out about its origins and meaning at www.bmw.com.