

BMW Clubs.

10 steps to create the new logo.



BMW Clubs

Munich
September 2008



**Sheer
Driving Pleasure**

BMW Clubs.

10 steps to create the new logo.

This is a short version of the logo process. For more details see complete version "BMW Clubs – Design guidelines for appearance".

1. Starting point: the old logo.



2. Check the club name and adapt if necessary.

Old name of the International Council:

International Council of BMW Clubs

2. Check the club name and adapt if necessary.

Creating the new name of the International Council:

**International Council
of BMW Clubs**

- The designation **BMW Club** clearly identifies the club as a member of the official **BMW Club Organisation**.

2. Check the club name and adapt if necessary.

Creating the new name of the International Council:



**International Council
of BMW Clubs**

- The designation BMW Club clearly identifies the club as a member of the official BMW Club Organisation.
It always appears in the top line.

2. Check the club name and adapt if necessary.

Creating the new name of the International Council:



BMW Clubs International Council
of BMW Clubs

- The designation BMW Club clearly identifies the club as a member of the official BMW Club Organisation.
It always appears in the top line.

2. Check the club name and adapt if necessary.

Creating the new name of the International Council:

1.
 **BMW Clubs** International Council
of BMW Clubs

- The designation BMW Club clearly identifies the club as a member of the official BMW Club Organisation. It always appears in the top line.
- **The wordmark BMW must never be omitted and appears first,**

2. Check the club name and adapt if necessary.

Creating the new name of the International Council:

2.
BMW Clubs International Council
of BMW Clubs

- The designation BMW Club clearly identifies the club as a member of the official BMW Club Organisation.
It always appears in the top line.
- The wordmark BMW must never be omitted and appears first, **supplemented by the word “Club” in the same line.**

2. Check the club name and adapt if necessary.

Creating the new name of the International Council:



- The designation BMW Club clearly identifies the club as a member of the official BMW Club Organisation.
It always appears in the top line.
- The wordmark BMW must never be omitted and appears first, supplemented by the word “Club” in the same line.
- **There may be a change of order in the elements of the existing club name**

2. Check the club name and adapt if necessary.

Creating the new name of the International Council:

BMW Clubs Council
International Council

- The designation BMW Club clearly identifies the club as a member of the official BMW Club Organisation.
It always appears in the top line.
- The wordmark BMW must never be omitted and appears first, supplemented by the word “Club” in the same line.
- **There may be a change of order in the elements of the existing club name**

2. Check the club name and adapt if necessary.

The new name of the International Council, which is the basis of the following steps:

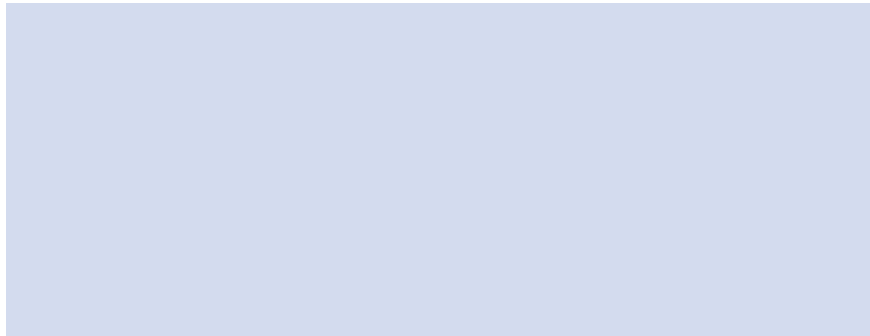
BMW Clubs International Council

3. Use the logo template.

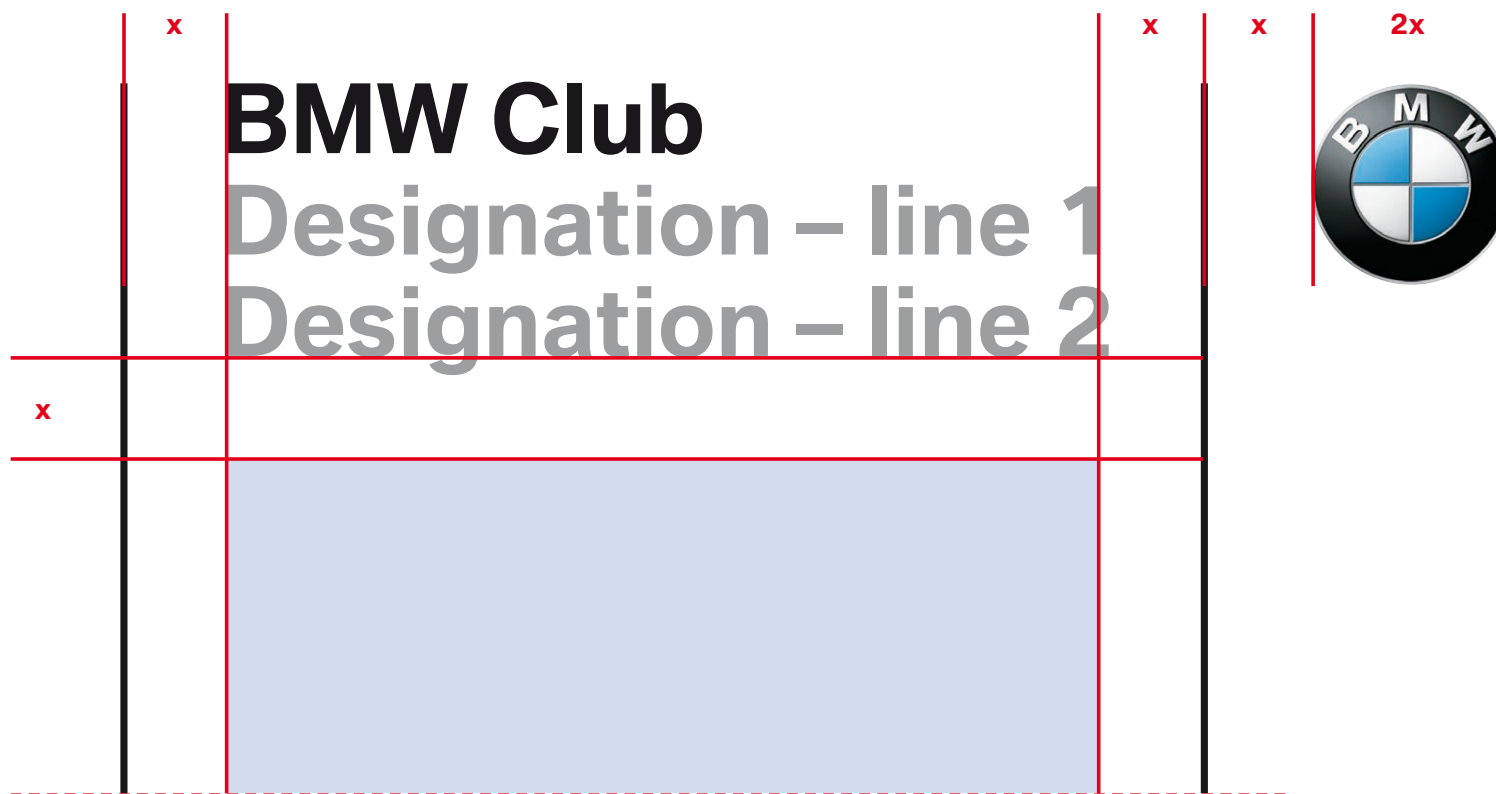
BMW Club

Designation – line 1

Designation – line 2

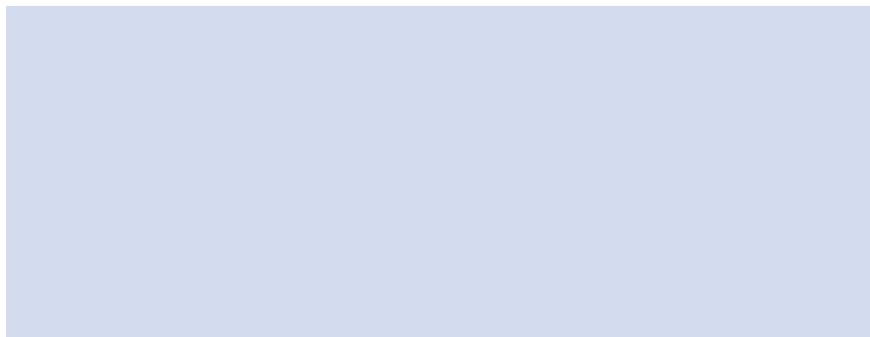


3. The logo template is based on the BMW symbol dimensions.



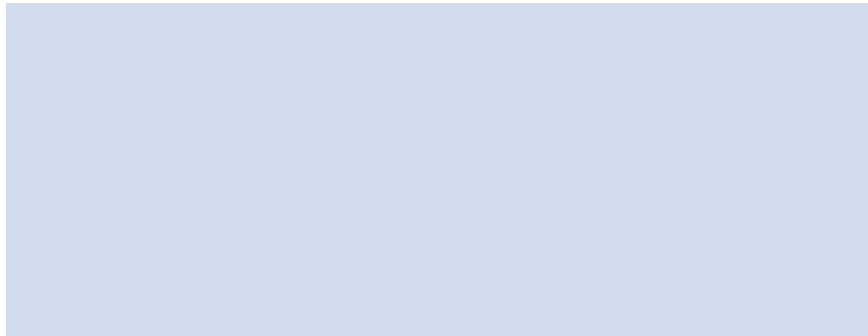
4. Place the new club name into the template.

BMW Clubs
International Council
Designation – line 2



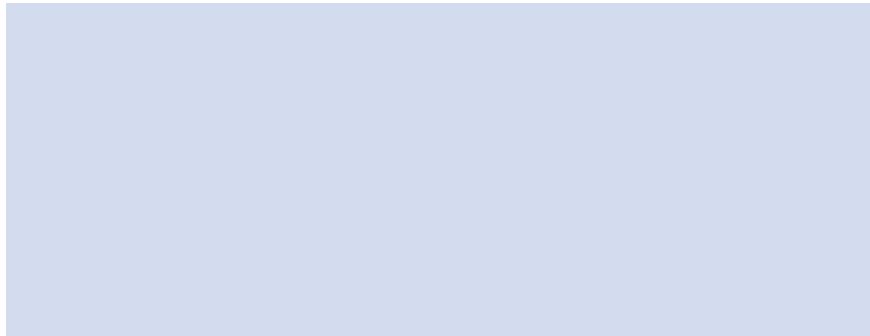
5. If line 2 is not required, then delete it.

BMW Clubs
International Council
~~Designation – line 2~~

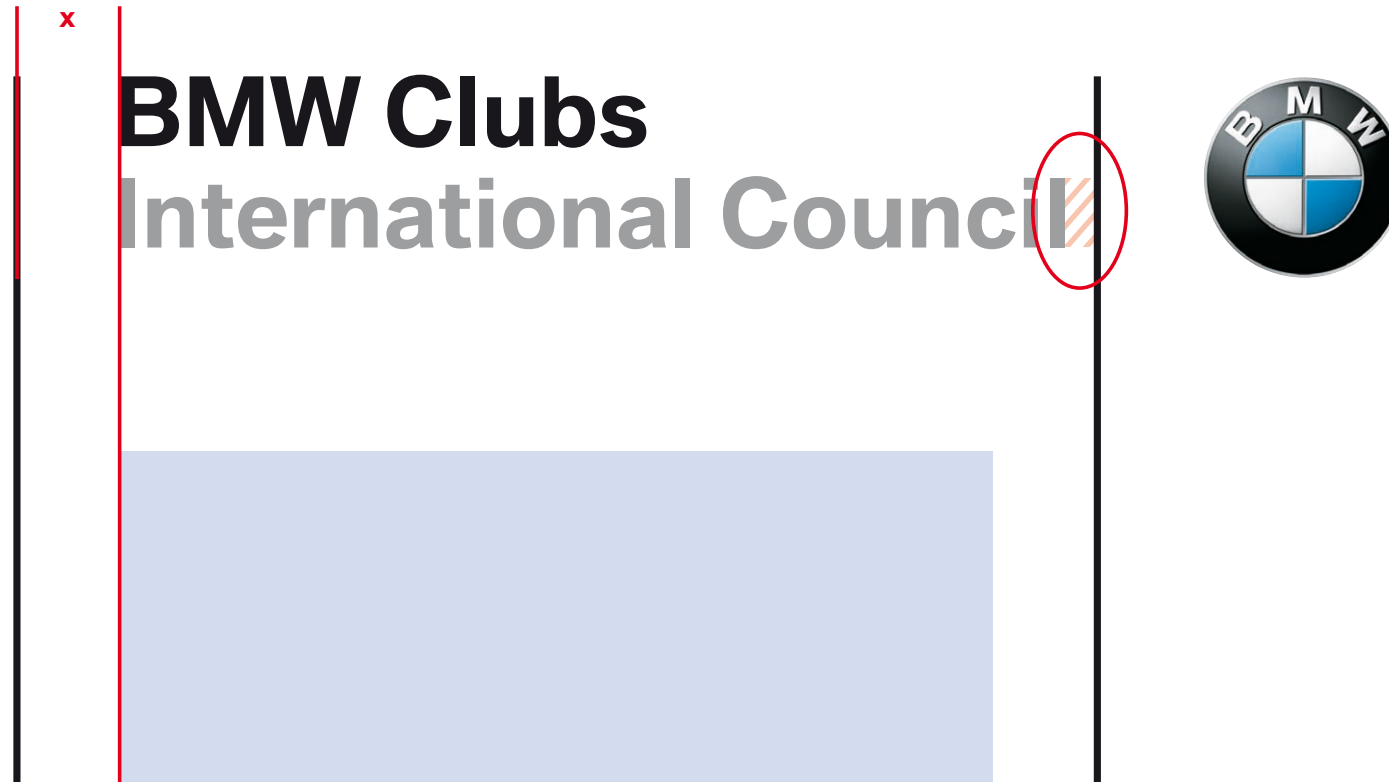


5. If line 2 is not required, then delete it.

BMW Clubs
International Council



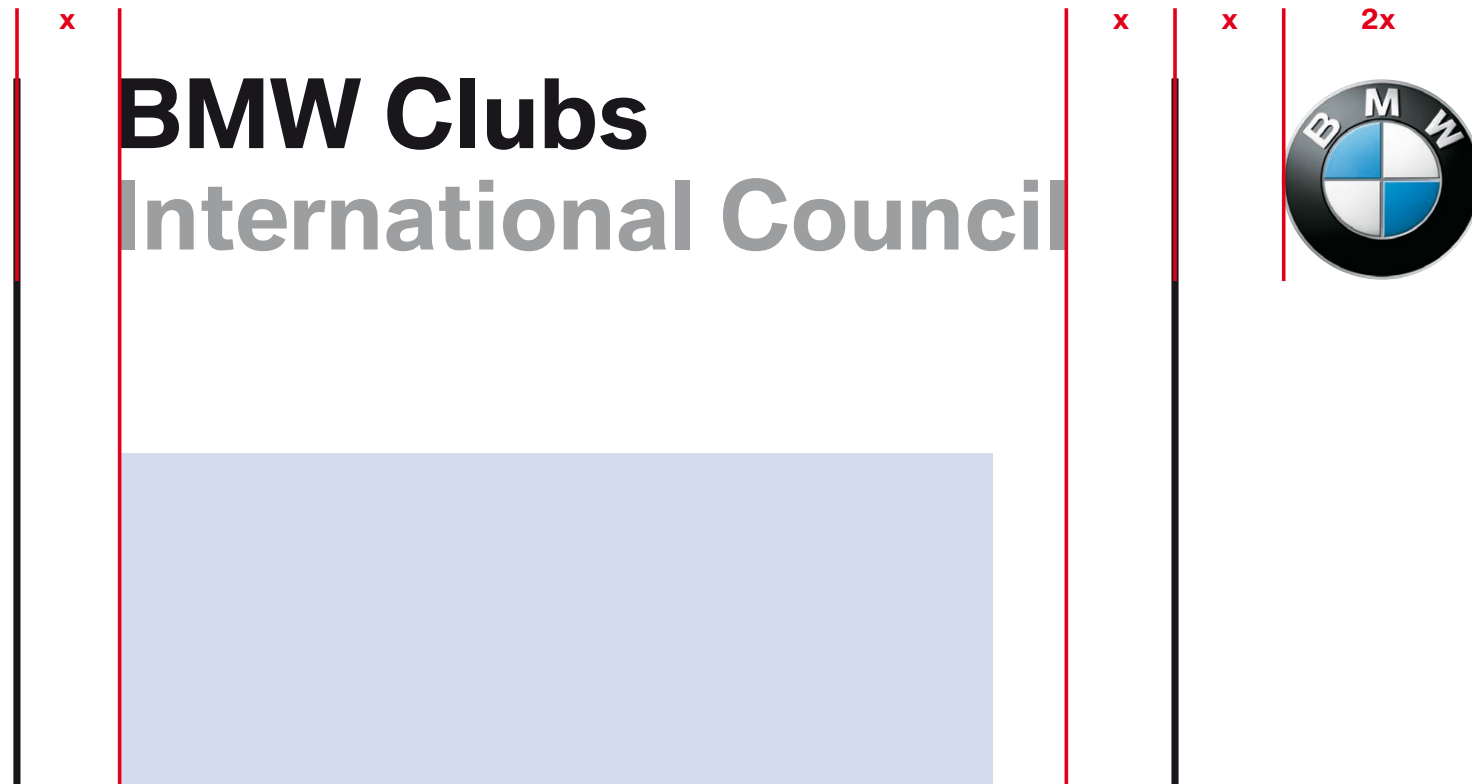
6. The gap on either side of the text must be equal.



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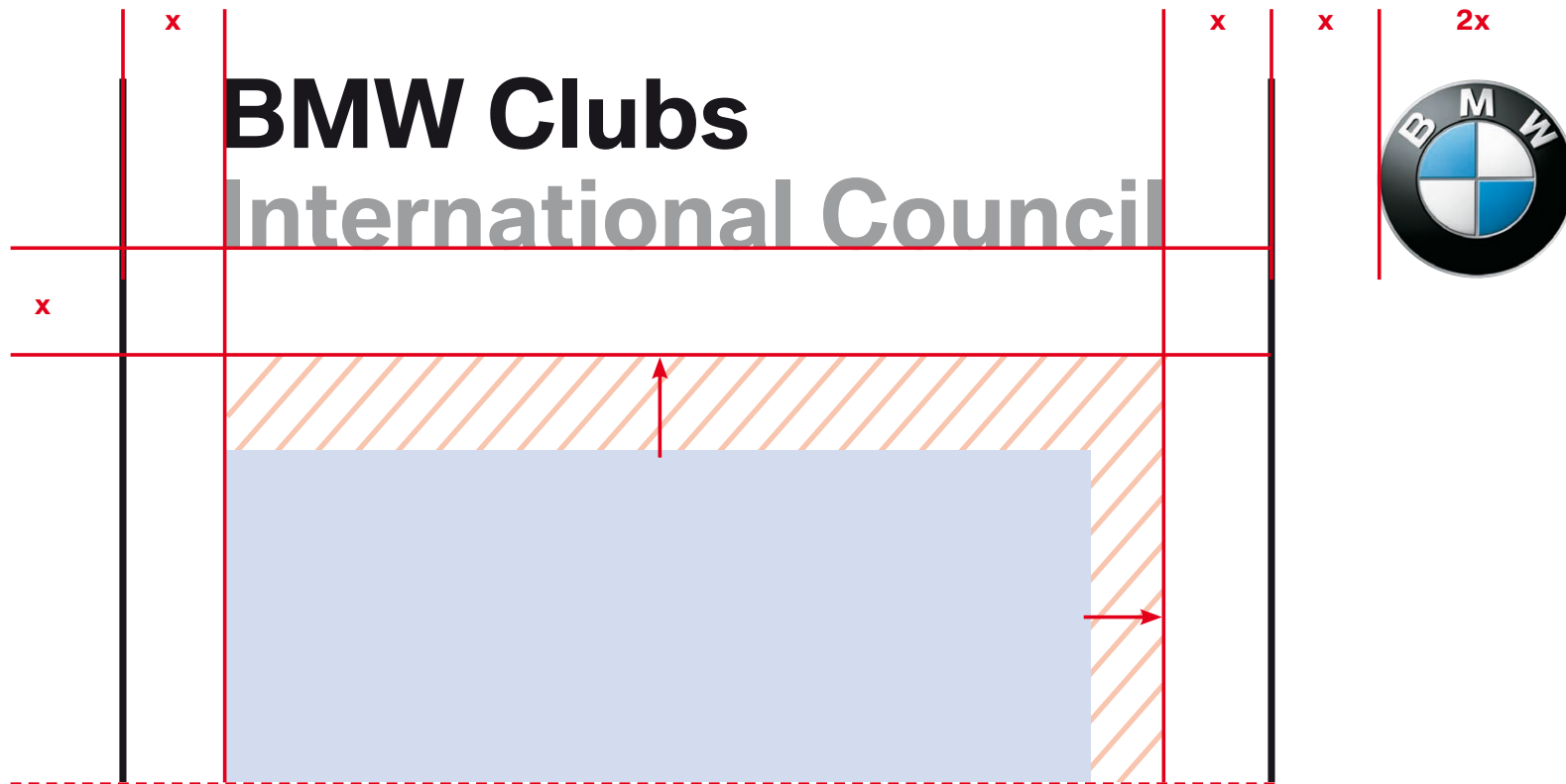


6. The gap on either side of the text must be equal.

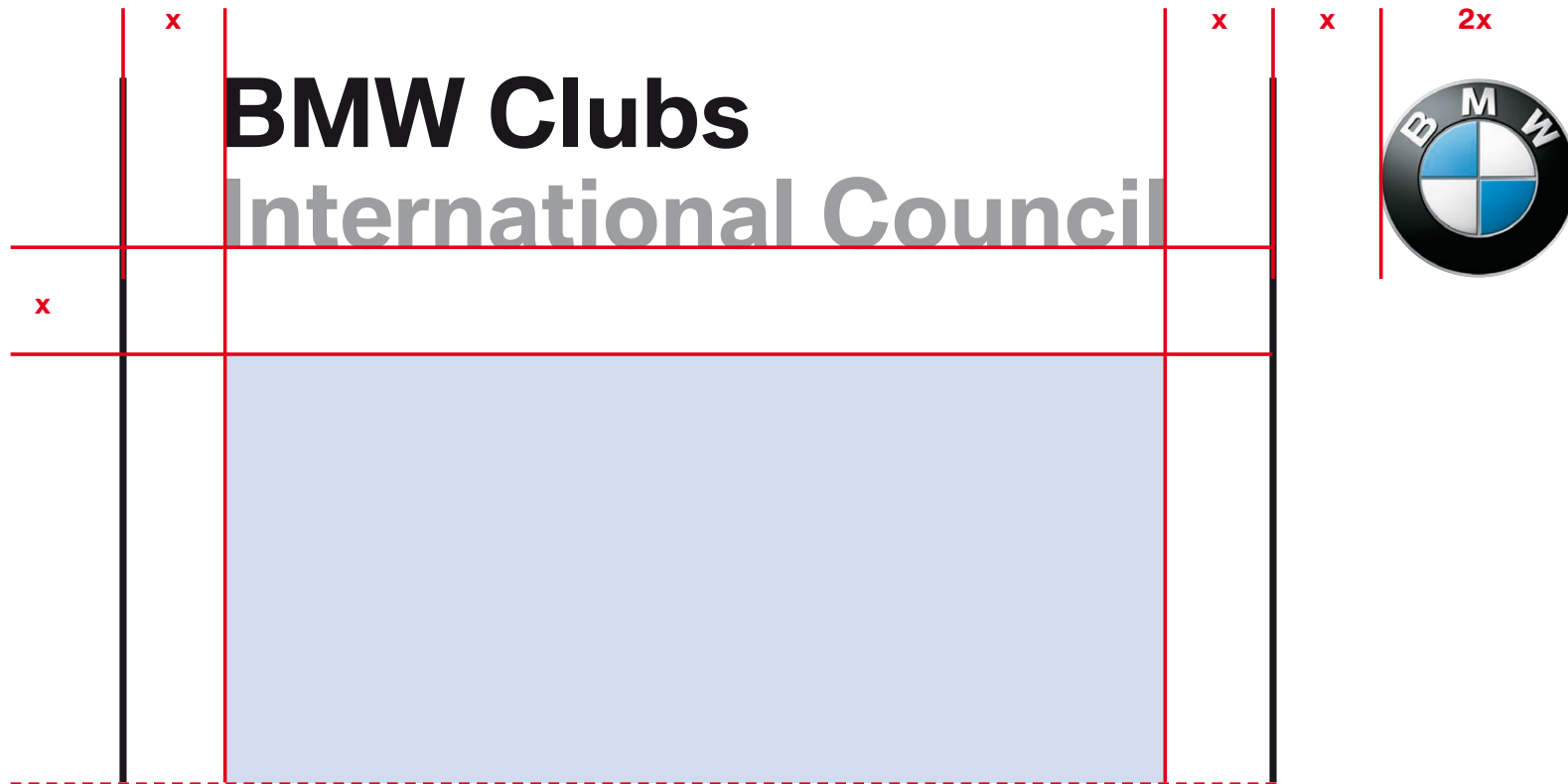
BMW Clubs
International Council



7. Adapt the signet area to the defined area.



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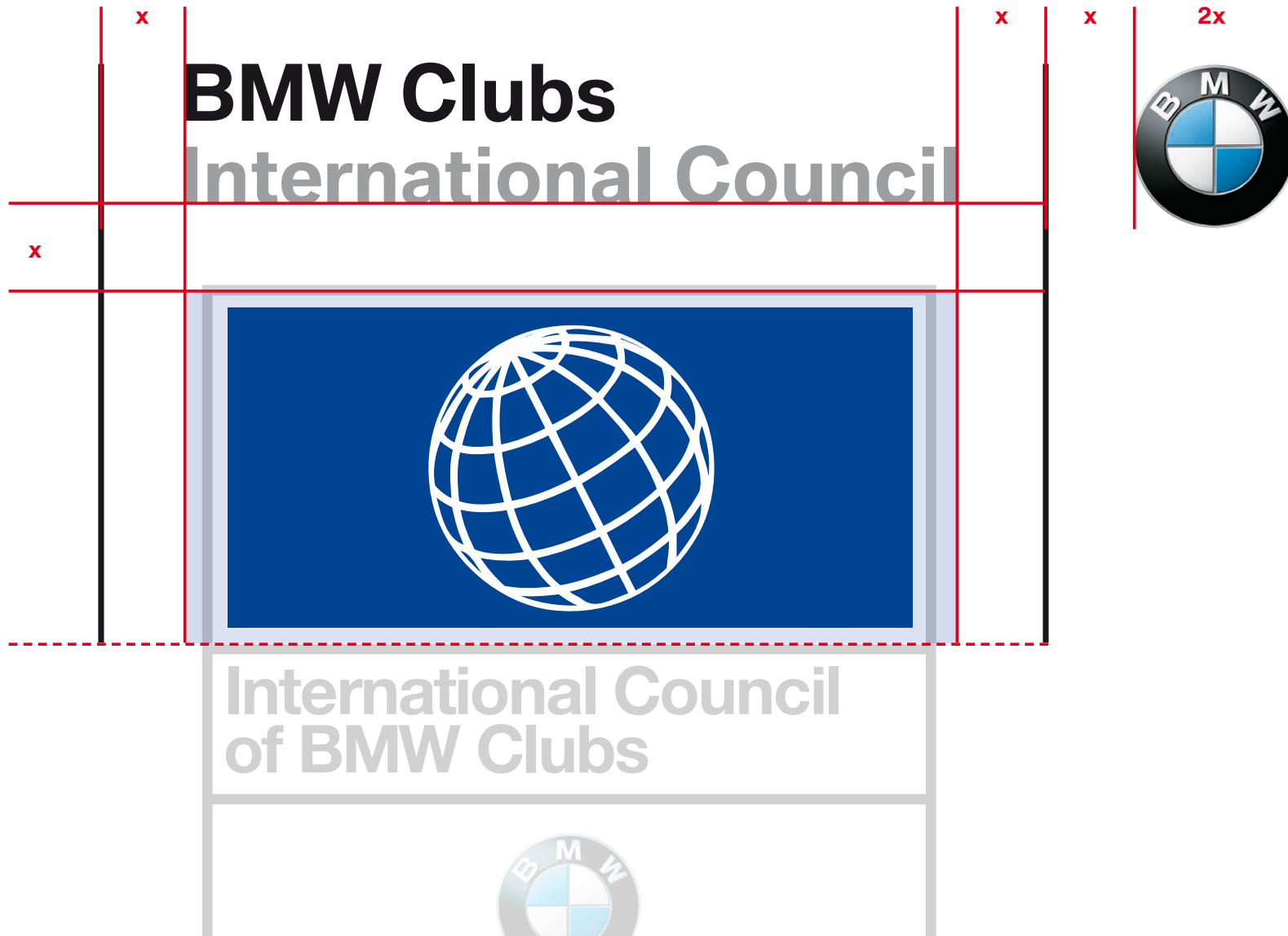


7. Adapt the signet area to the defined area.

BMW Clubs
International Council



8. Place the club signet in the newly created signet area.





10. The new logo is finished.

BMW Clubs International Council



Changing old to new. Overview.



Old logo



BMW Clubs
International Council



New logo

