



**BMW  
MOTORRAD**

# 100 YEARS LABEL

VERSION 1.0 — 12/07/2022

**MAKE LIFE A RIDE**



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MOTORRAD**

**100** YEARS

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# LABEL

## STANDARD LABEL (AVAILABLE FOR PRINT AND SCREEN)



The standard label in negative (white) version is the preferred application and is used wherever possible. Always use the official BMW Motorrad label files.

## SPECIAL LABEL (AVAILABLE FOR PRINT AND SCREEN)



For special production methods like engraving, stitching em- or debossing, use the special label version. Always use the official BMW Motorrad label files.

# COLORS AND BACKGROUND

## STANDARD LABEL

### ① Negative Version

This version is used on black or dark backgrounds as well as dark images. This is the preferred version to be used whenever feasible.

### ② Positive Version

This version is used only on white backgrounds.

### Don'ts

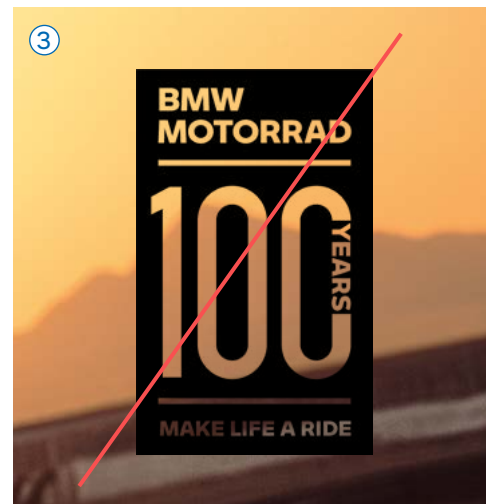
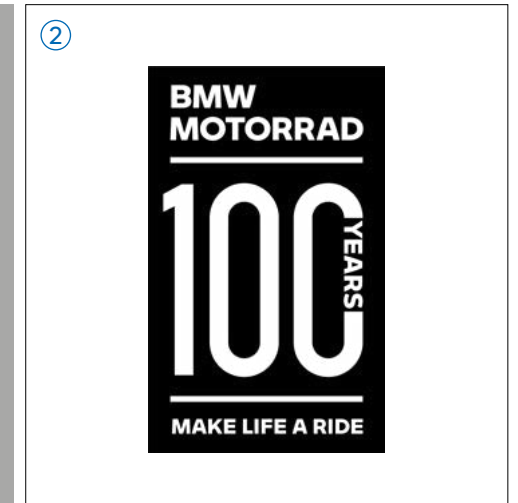
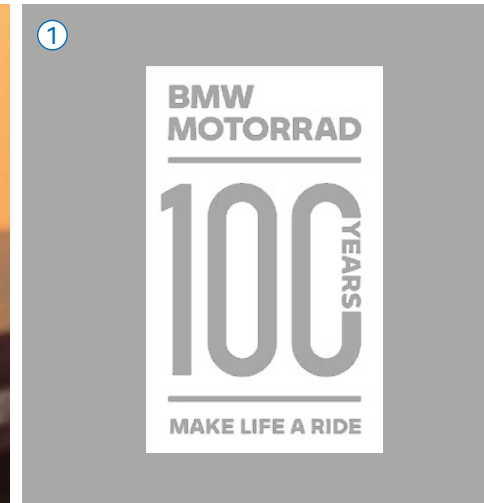
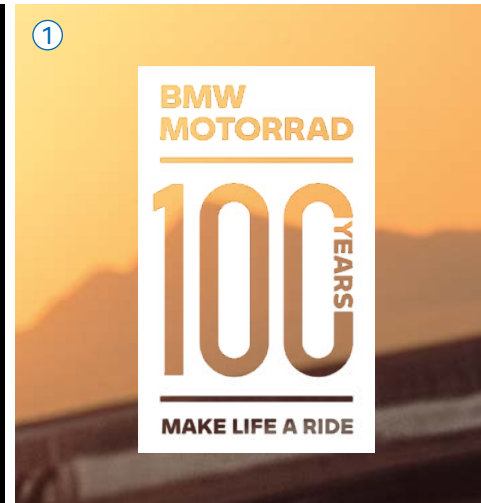
- ③ The positive version must never be placed on images.

### Don'ts

- ④ The label must never be placed on relevant parts or on restless/contrasty parts of images.

### Note:

For Layout guidance please check the BMW Motorrad Basic Brand Design Guideline V 2.4.



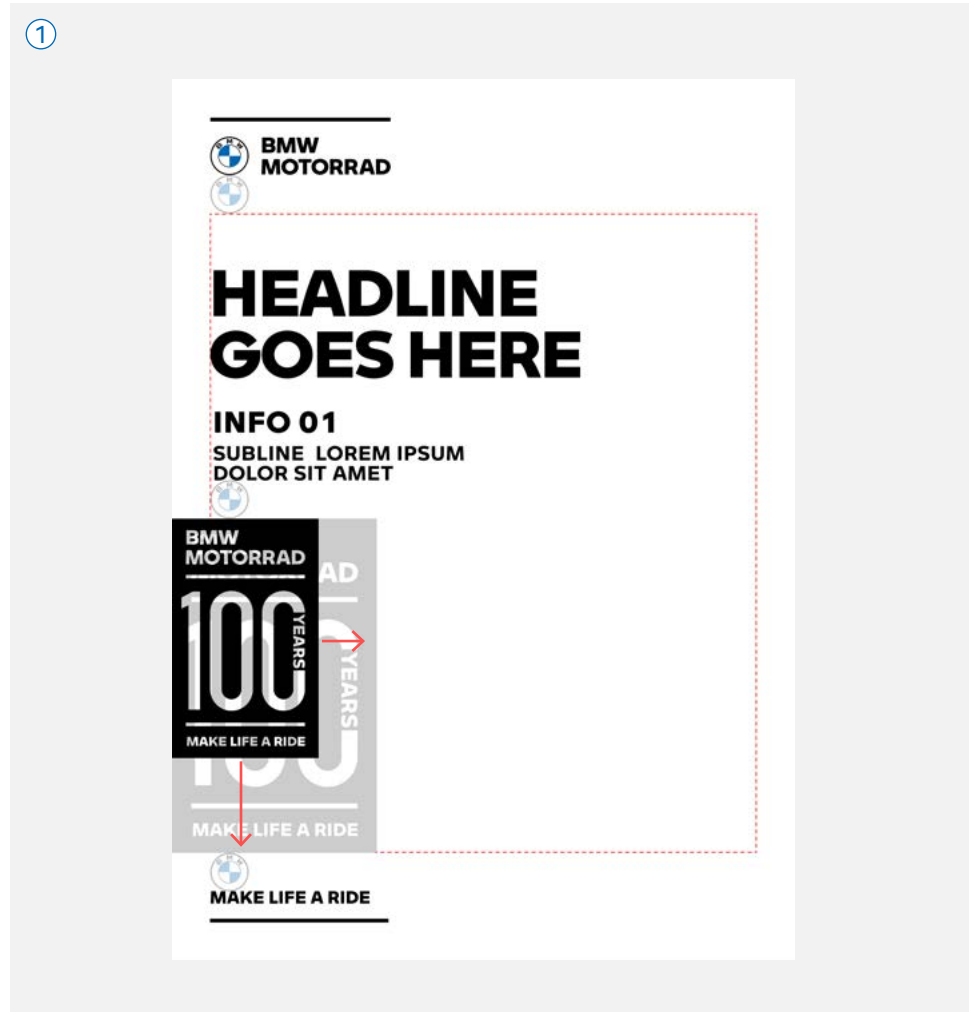
# APPLICATION

## ARRANGEMENTS

- ① The label can be placed freely in terms of size and position within the layout. Except the rule, that the label must always be docked at the edge of the format.

In order to guarantee visual standout, maintain a clear space defined by one diameter of the BMW picture mark between the label and any other design element of the layout.

The recommended minimum size is 150 px width in digital and 20 mm width for print.



# PLACEMENT

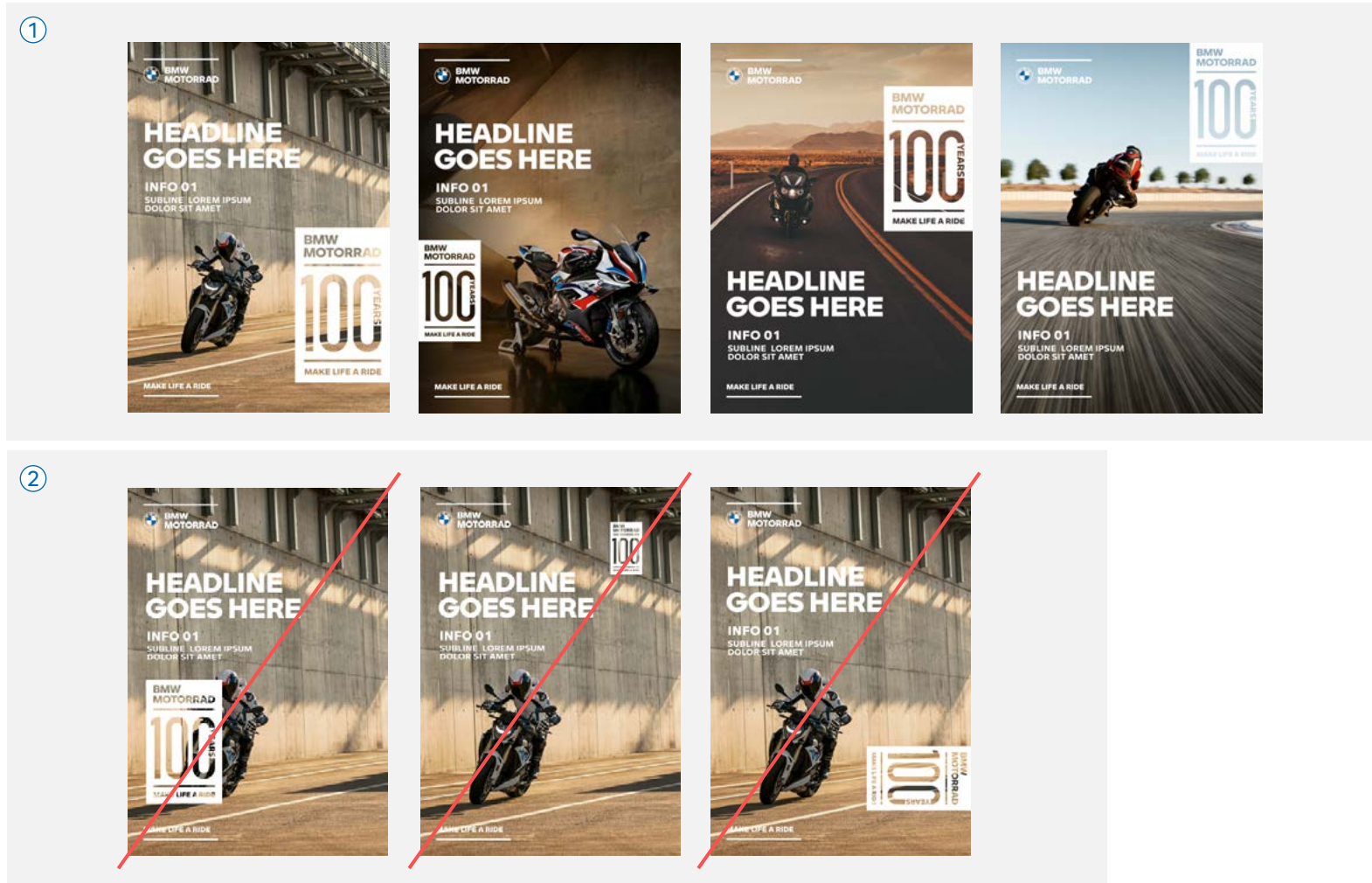
## POSITION

### Do

- ① The label can be scaled individually to match the design.

### Don't

- ② The label must not be placed in the middle of the format/without docking on the edge. The label must not be rotated.

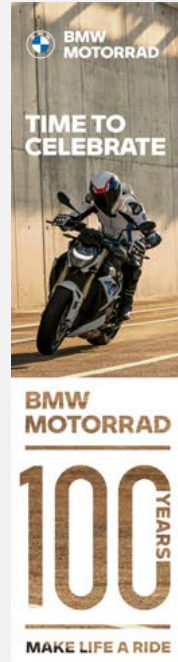




# EXAMPLES

## DIFFERENT FORMATS

Examples for usage of label in different formats.



# CONTACT

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## IDENTITY NET

<https://smw.bmw.com>

(within the network <http://identity-net.muc>)

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## CI-HELPDESK

E-Mail: [ci.helpdesk.bmw-motorrad@partner.bmwgroup.com](mailto:ci.helpdesk.bmw-motorrad@partner.bmwgroup.com)

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## BMW MOTORRAD BRAND COMMUNICATION

EX-VB-1 (Amelie Mooseder – Brand and Communication)

E-Mail: [amelie.am.mooseder@bmw-motorrad.com](mailto:amelie.am.mooseder@bmw-motorrad.com)

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## DISCLAIMER

The key visuals, images, headlines, etc. shown in the examples are merely intended to illustrate the applications and correspond to the current state of brand identity, brand design or communication at the time of creation. Therefore, no claim can be made that all communication media used as examples are up to date.