



Brand Guidelines



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Brand Overview



Logo Explanation

The primary color utilized in the design is blue, while the main icon takes the form of an abstract DNA shape. Additionally, a circle has been employed to condense all the elements together.



Logo Construction

Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. When using the logo, maintain a clear space the same size as the "X" all the way around.



- Brand Logo Typeface
- Text Typeface
- Typography Usage

Typography

Brand Logo

Typeface

The brand logo uses the "BMW Helvetica Bold" as its primary font style, which is complemented by the "Bebas Neue" font style for other purposes. Both fonts have unique shapes that make them easily legible and distinguishable, even on small screens, devices, or apparel where space is limited.

This ensures that the brand's visual identity and messaging remain consistent across a wide range of platforms and formats. Moreover, the font style of "BMW Helvetica Bold" can be matched with any type of document related to the brand, further enhancing its versatility and adaptability. Overall, the combination of these font styles adds to the brand's professional and modern appearance, making it stand out in a competitive marketplace.



PRIMARY TYPEFACE

Aa

BMW Helvetica Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@\$%*()+?{}

AA

BEBAS NEUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@\$%*()+?{}

Text Typeface

The “Helvetica” font is an excellent choice for various design purposes such as stationery, website content, app content, and more. Its professional-looking style is versatile and works well in all positions, making it a reliable option for different design needs. Additionally, the font offers different sizes for headers and subheaders, making it even more adaptable for different design requirements.

HEADLINES

It should be used sparingly in marketing communications to draw attention to important text. When legibility/contrast is an issue, use a background shape or color behind the text.

This is the headline

BMW Helvetica Bold

HEADING

It should be used in multipage documents and websites to denote a new section.

This is the heading

BMW Helvetica Bold

SUBHEADLINES

It should be used under headlines or headers when necessary. Subheadlines may also be used as the first sentence of a paragraph in marketing communications.

The is the subheading

Helvetica Neue Medium

BODY COPY

It should be used for supportive messaging

This is the body copy

Helvetica Regular

Button



Link

Learn more

Learn more

Typography Usage

This document showcases the practical application of the “Helvetica” font. The font style is consistently used throughout the document and is demonstrated using demo text to illustrate its visual impact and readability.

ALD Hope

← Headline copy

Brand logo design

← Heading copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

← Subheading copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

← Body copy

- Brand Logo Icon
- App Icon
- Favicon

Iconography

Brand Logo Icon

The brand icon should be designed in a way that ensures compatibility with other design elements and sizes, without causing confusion among viewers. The icon should be easily recognizable and accurately represent the brand, making it instantly identifiable to the audience.



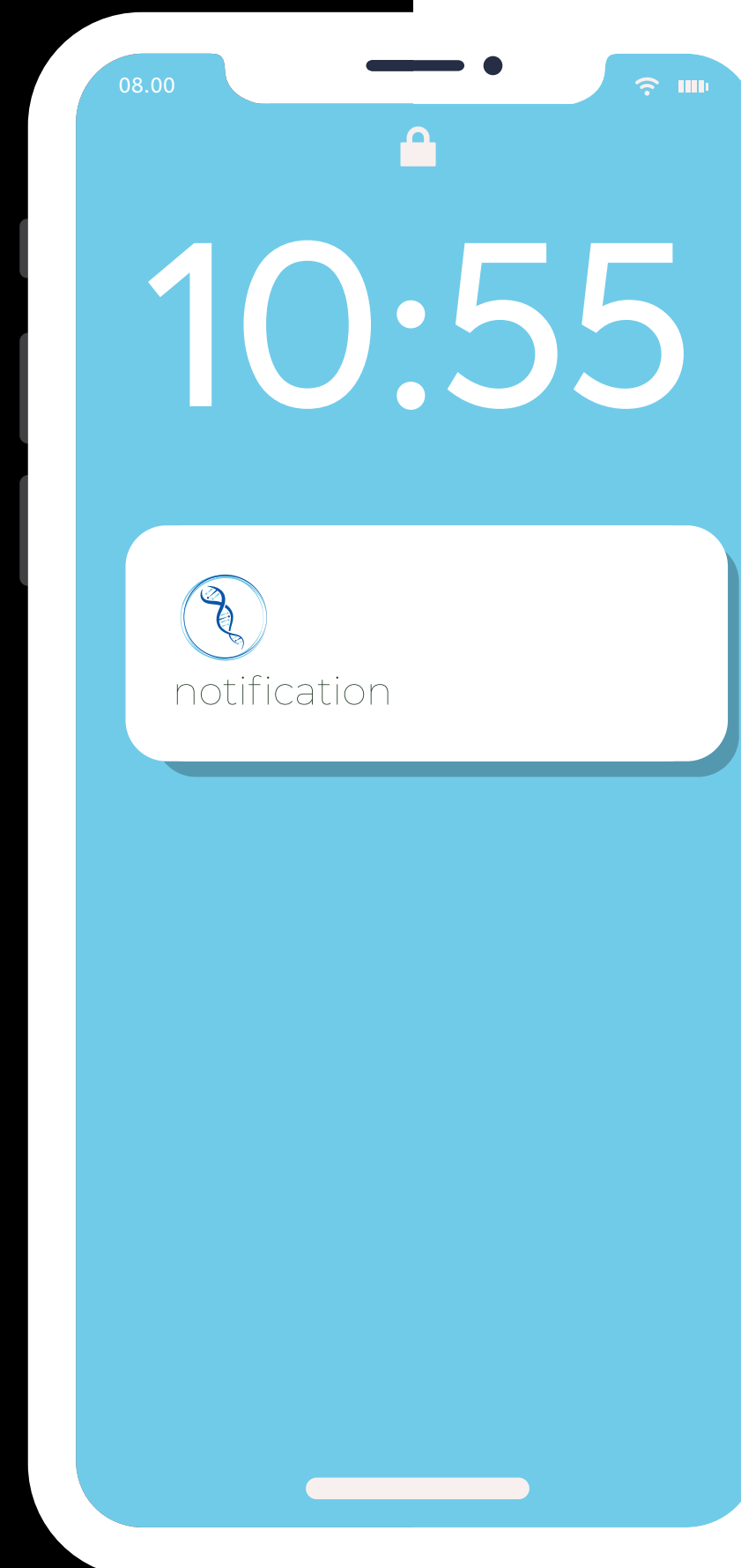
The icon should be placed in the center of a square or circle



App Icon

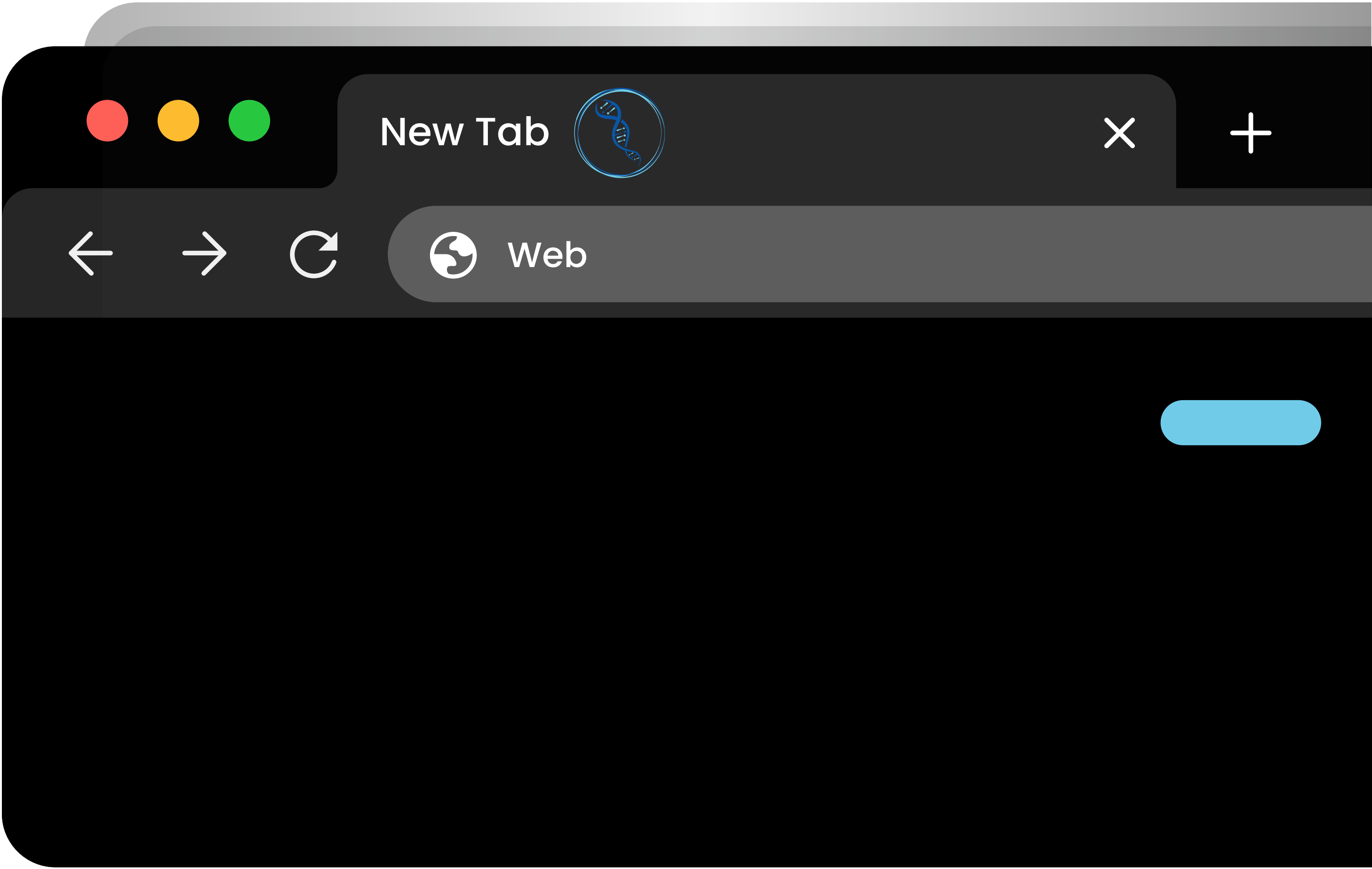
The full-color logo should always be the first choice.

Nevertheless, on backgrounds with specific colors icons could be monoline or monochromatic versions.



Favicon

A favicon is a small icon that appears at the top of a web browser. It serves as the branding of your website and a convenient way for visitors to locate your page when they have multiple tabs open on their devices.



- Brand Logo Colors
- Full Color
- Logo Grayscale
- Solid Color

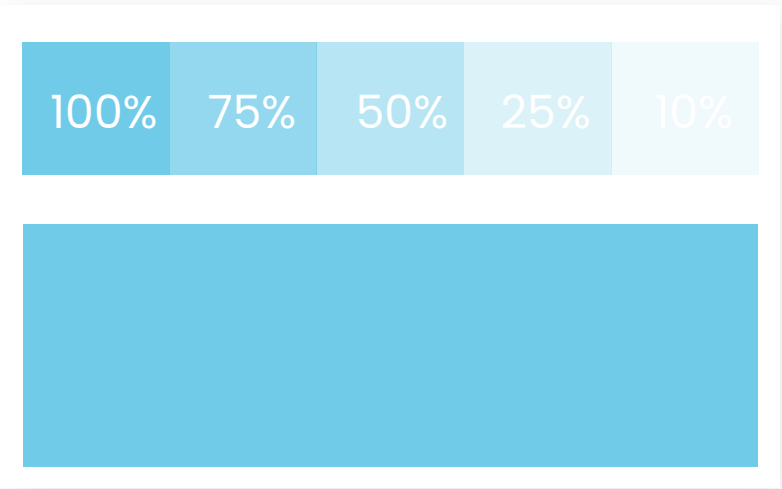
Color Palette

Brand Logo Colors

The brand has carefully selected colors for its mark that are designed to stand out from the competition. These colors have been chosen with great care and attention to detail to ensure that they are both distinctive and memorable. It is important to note that the mark and logo should never be displayed in colors other than those specified.

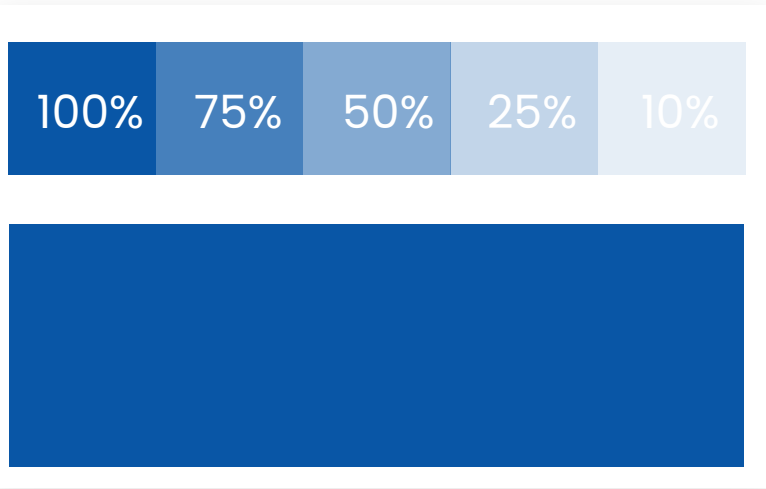
Additionally, accent colors have been chosen to serve as secondary options for various uses such as websites, apps, and other digital media. These colors have been selected to complement the primary brand colors and maintain consistency in the overall brand image. By adhering to these color guidelines, the brand can establish a strong and recognizable visual identity across all platforms and media.

Primary Colortype



Baby blue

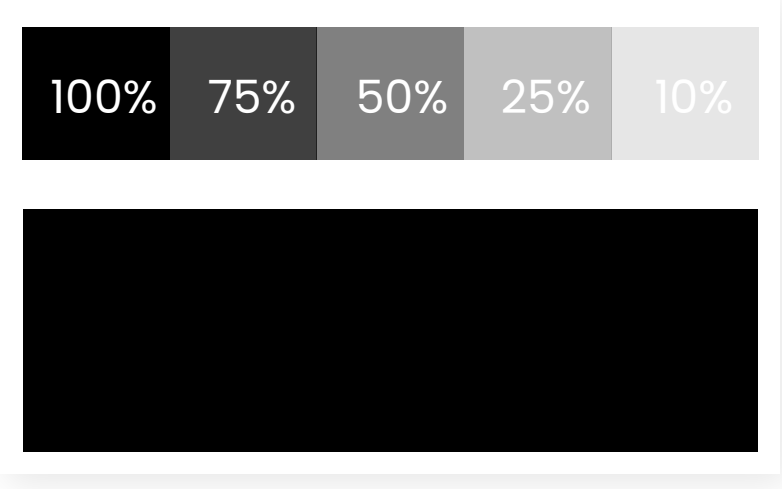
Rgb	rgb(112, 203, 233)
Hex	#70cbe9
Hsl	hsl(195, 73%, 68%)
Hwb	hwb(195, 44%, 9%)
Cmyk	cmyk(52%, 13%, 0%, 9%)
Ncol	C25, 44%, 9%



Dark blue

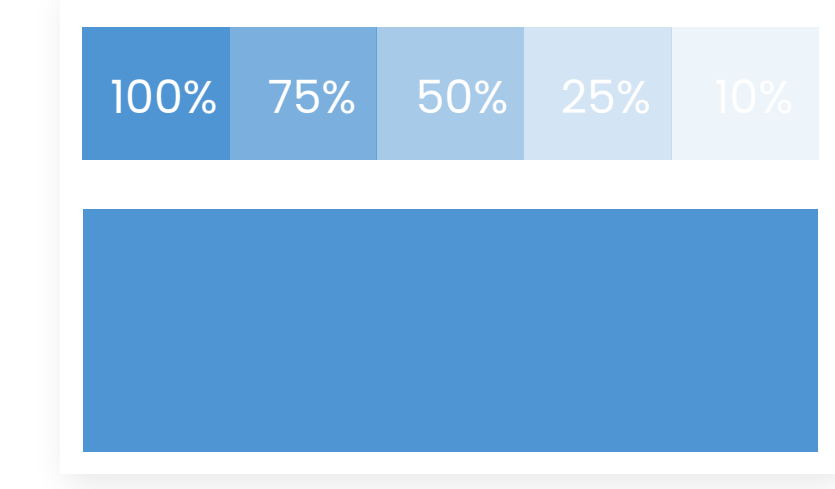
Rgb	rgb(9, 86, 166)
Hex	#0956a6
Hsl	hsl(211, 90%, 34%)
Hwb	hwb(211, 4%, 35%)
Cmyk	cmyk(95%, 48%, 0%, 35%)
Ncol	C51, 4%, 35%

Accent Colortype



Black

Rgb	rgb(0, 0, 0)
Hex	#000000
Hsl	hsl(0, 0%, 0%)
Hwb	hwb(0, 0%, 100%)
Cmyk	cmyk(0%, 0%, 0%, 100%)
Ncol	R0, 0%, 100%



Light blue

Rgb	rgb(80, 149, 211)
Hex	#5095d3
Hsl	hsl(208, 60%, 57%)
Hwb	hwb(208, 31%, 17%)
Cmyk	cmyk(62%, 29%, 0%, 17%)
Ncol	C47, 31%, 17%

Full Color

This is the main logo that uses the original brand colors. Use the original brand color logo whenever possible to print or display correctly.





Logo Grayscale

This is the gray scale of this brand logo.
Grayscale should be used in all markets when color printing is not available.



Solid Color

This is black, white, or solid color for use when color or grayscale printing is not available.

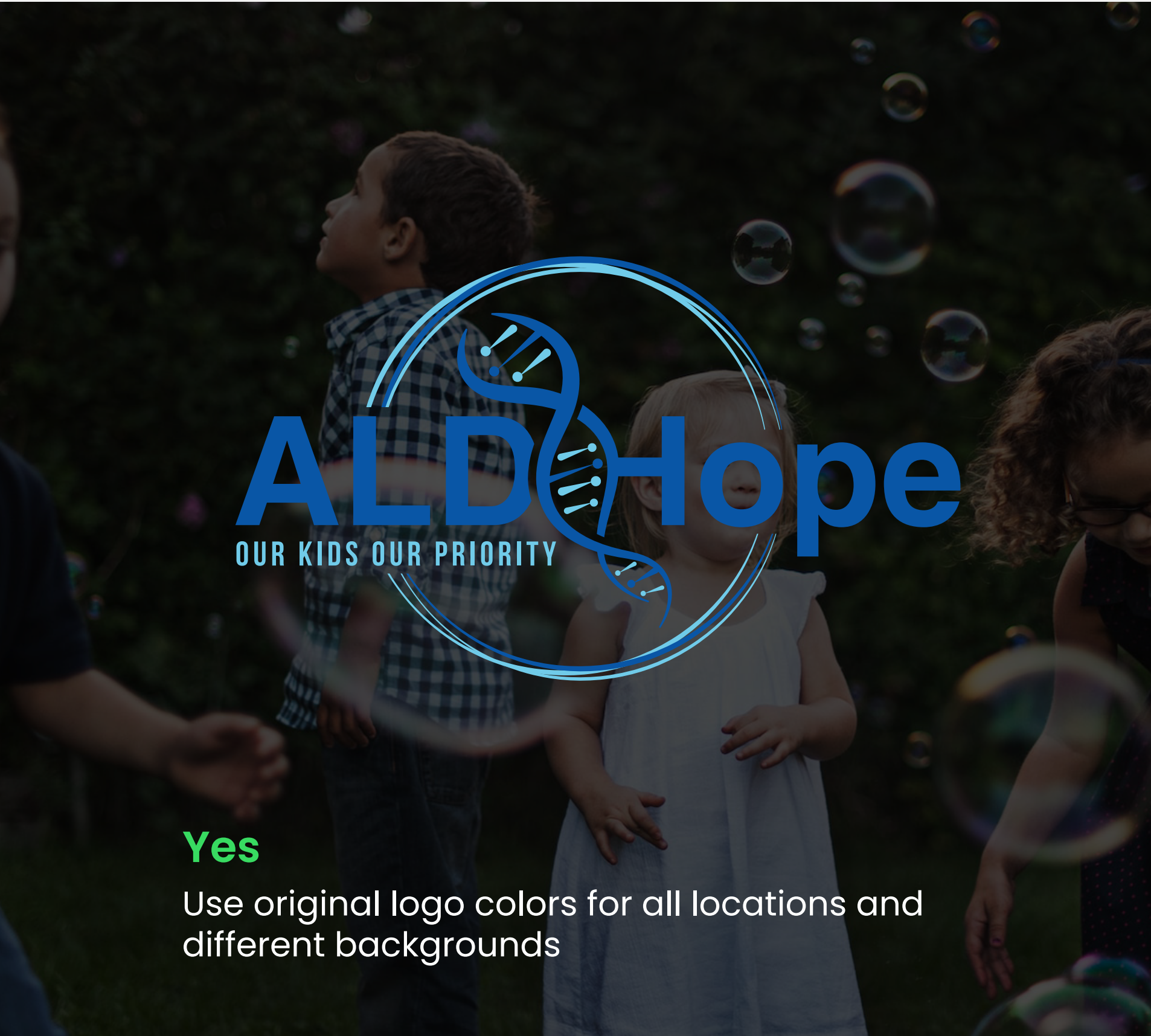


Logo Do's
Logo Don'ts

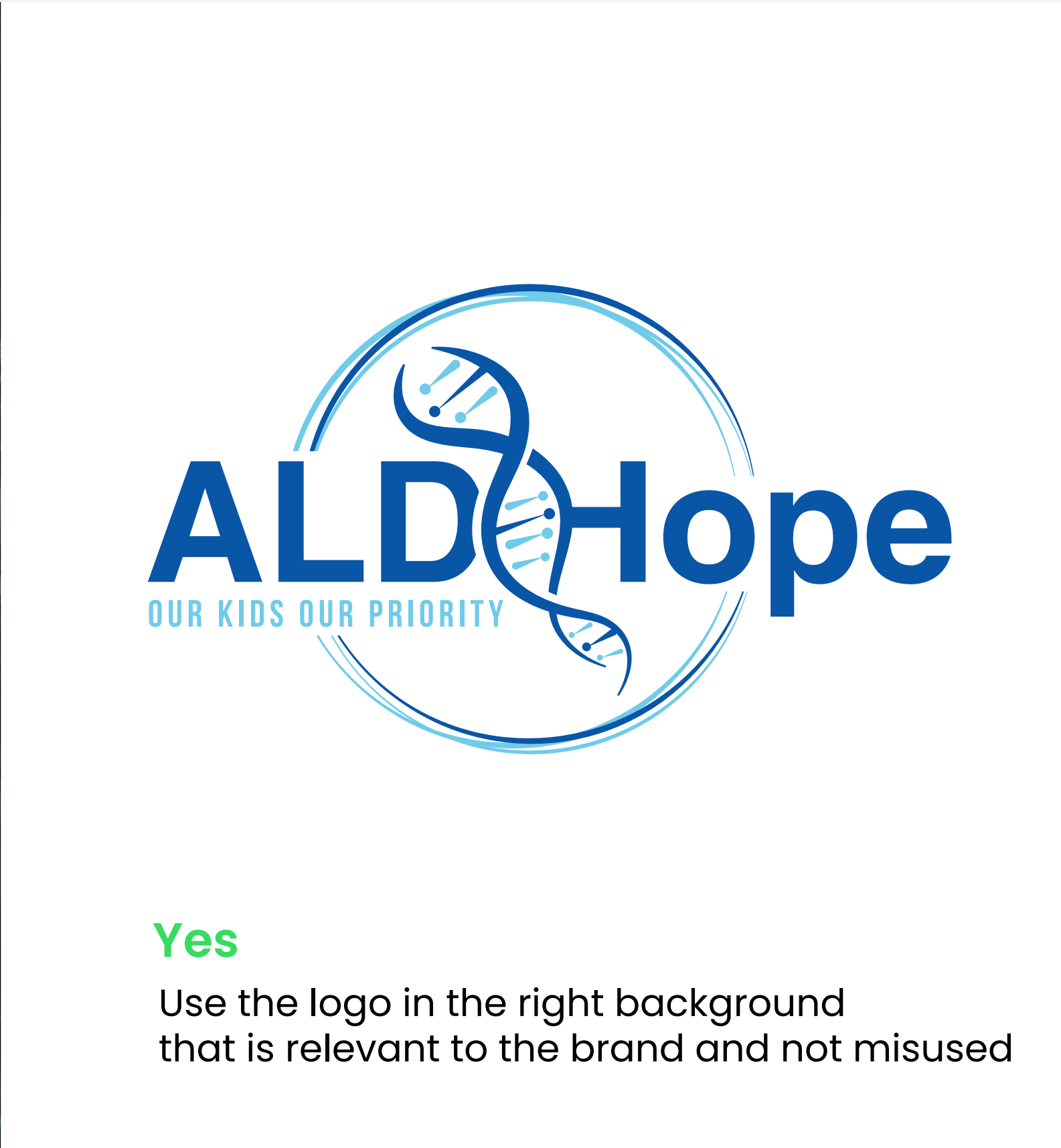
Do's and Don'ts

Logo Do's

The correct brand logo should be used everywhere and the brand logo needs to be published correctly at all times. These are all variations of the brand identity.



Yes
Use original logo colors for all locations and different backgrounds



Yes
Use the logo in the right background that is relevant to the brand and not misused



Yes
Use the logo in the right background that is relevant to the brand and not misused

Logo Don'ts

Incorrect use of the Logo compromises its integrity and effectiveness. Our logo is more dynamic and flexible than most corporate identities, however, some things are not allowed:



No

Don't change the elements place of the logo



No

Do not rotate the logo.



No

Do not change logo color or tone outside of brand colors.



No

Do not change the font style



No

Do not outline or create a keyline around the logo.



No

Do not distort or warp the logo in any way.

Sizing

Logo Variations

Logo Clear Space

Logo Placement

Logo Mockups

Logo Usage



1 inch wide @ 300DPI

This logo image is at the minimum size for print.

Sizing

Although it can be reproduced in a variety of sizes, do not reduce the logo smaller than the minimum size shown on this page . Doing so will compromise its legibility and reproduction quality of the logo .



100 pixels wide @ 72DPI

This logo image is at the minimum size for web/screen.



Primary white background logo



Blue background icon

Logo Variations

All logos allowed to be used are variants based on this brand.



Primary black background logo



Primary white background icon



Dark gray background icon



Solid logo



Dark blue background

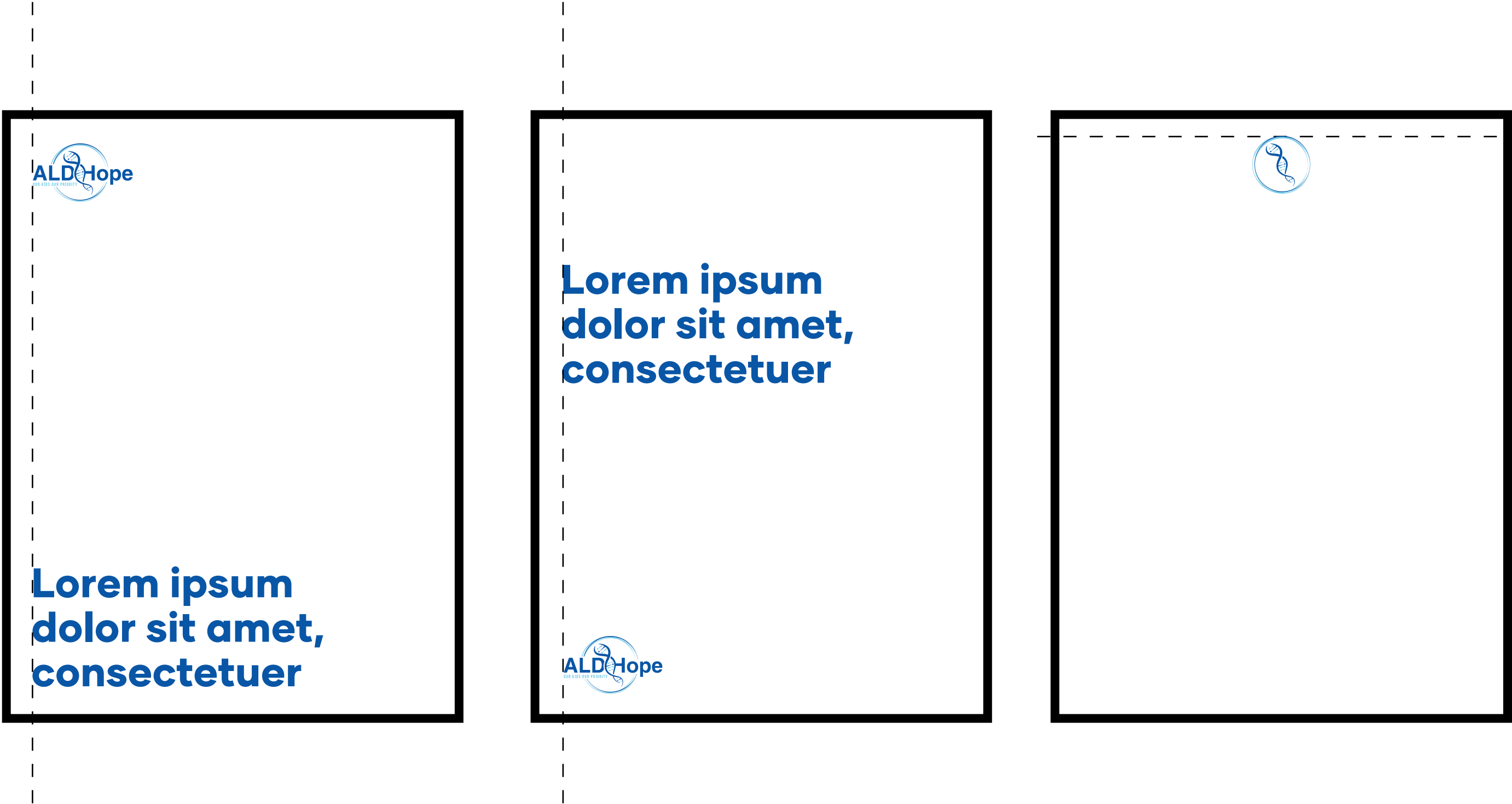
Logo Clear Space

The logo must be prominently displayed in any document or area. All text, graphics should be clear space to avoid clutter.



Logo Placement

Logo placement guidelines are important for creating a consistent and effective brand identity. When placing a logo, it's crucial to consider its size, positioning, and background. Ideally, the logo should be visible and recognizable while maintaining a balance with the rest of the design. The most common placement is the top-left corner of a document or website header. The logo may also be placed in the center or bottom of the page, depending on the design and content. It's important to ensure enough space around the logo to avoid crowding and maintain clarity. A well-placed logo can enhance the overall visual appeal of a brand and help establish a strong identity.



Logo Mockups

This is the use of brand logos in real life. Mockups are the best tool for showing the use of the brand logo.







