BMW of North America
Dealer Website Style Guide
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01 Introduction

BMW is a company of ideas. An independent company that supports independent thinking. It’s this freedom to think, to explore new concepts and to challenge convention that leads to great ideas. The culmination of these ideas can be seen and felt in every vehicle we make. The web is our greatest opportunity to share these ideas.

Since BMW owners and prospects are exposed to marketing messages from a variety of sources, ensuring a seamless experience across all types of media is vital to the success and strength of the brand. In addition, it allows you to capitalize on the established brand equity with minimal effort.

This style guide was created to help you extend the BMW corporate identity into the look and feel of your dealer site. A visitor’s online experience should be on par with the extraordinary experience of owning and driving a BMW. Whether someone is visiting your site or walking through your doors – they should recognize the quality and premium nature that is at the root of everything BMW.
Consumer Research
When determining your site's structure, it's important to start with why people visit your site and what type of content they would find of value.

Consumer research has indicated that users visit car manufacturer sites, e.g., bmwusa.com, to help facilitate trim and model selection, and then look to a dealer site for specific inventory and dealer services. This idea was supported by what type of content they considered to be most useful on a dealer site.

(Listed in order of priority.)

1) Photos of Dealer Inventory
2) Get a Quote & Estimate Payment Tools
3) CPO Inventory Search
4) Lease & Financing Offers
5) List of Dealer Services

Navigation
Taking content into consideration, our recommendation is that a dealer site be structured in the following categories:
- New Vehicles/Showroom
- Certified Pre-Owned Vehicles
- BMW Parts & Service
- Special Offers
- Financing
- Contact/About Us

Do's & Don’ts
- Do consider your users’ needs and goals when determining content.
- Do update and maintain your site as often as possible. Avoid “Coming Soon” or “Under Construction” messages on empty pages.
- Don't use gratuitous animations or virtual tour guides, which can distract from the premium nature of the brand.
- Don't use design elements such as starbursts and glittery signage. See additional design guidelines starting on page 7.
BMW owners and prospects are exposed to marketing materials from a variety of media, from television commercials and print ads to outdoor billboards and online ads and websites. It’s important to keep all messaging consistent from both a design and copy perspective. All communications should reflect the corporate identity, making every message instantly recognizable as BMW.

All information on BMW vehicles should be categorized in four sections, and may include the following subcategories within, or more, as necessitated by the vehicle:

1. Comfort & Convenience
   a. Active Cruise Control
   b. Comfort Access
   c. BMW Ultimate Service™

2. Entertainment
   a. SIRIUS Satellite Radio
   b. HD Radio®
   c. iPod/iPhone/MP3 player connectivity
   d. Logic7 Audio System

3. Performance & Efficiency
   a. Engine
   b. Transmission
   c. Active Steering
   d. Valvetronic
   e. Double VANOS

4. Safety & Security
   a. Dynamic Stability Control
   b. Run-flat Tires
   c. Enhanced Braking System
   d. Park Distance Control
   e. Onboard Navigation System with Traffic Alerts

This ensures a seamless experience in researching vehicles, whether owners or prospects are exploring the corporate site or a dealer site. Furthermore, this structure and consistent feel ensures an experience true to the BMW brand at every level of communication.
04 Voice & Tone

Voice
BMW is a company with a culture of independence and the belief that ideas are everything.

The BMW voice is confident but never arrogant. The Ultimate Driving Machine® is the core of the message with the joy of driving as the consumer benefit.

Tone
BMW prospects and current owners pride themselves on being educated, astute decision makers. They love to learn, discover and experience. Your site should enable their spirit of exploration, respect their individualism and satisfy their desire to learn.

Do's & Don’ts
• Do make a sincere, meaningful connection with BMW customers by conveying the BMW experience in terms they can understand and find compelling.

• Do speak to the visitor as you would a colleague who is as smart as you are.

• Do be clear when discussing technology, and emphasize its benefits such as power, control, safety, simplicity, economy and ease of use.

• Do invite people into the BMW family.

• Don't use exclamation points as a substitute for communicating true excitement.

• Don't use an overly formal tone.

• Don't make BMW sound like an exclusive club.

• Don't use language that detracts from the premium tone of the brand. Avoid using words such as “close out” or “sale.”
05 Required Design Elements

This section outlines the required elements that are to be used when designing any BMW site. These elements will help create an uncluttered, premium look that is consistent with the BMW brand.
05 Required Design Elements

Layout
The official resolution of BMW websites is 1024 x 768. This will allow for a consistent user experience when navigating from bmwusa.com to your dealer site, or vice versa.

Pages should be predominantly white and uncluttered to convey the BMW brand in a premium way.

Some sites use many different types of typography, which can result in an inconsistent look and feel. We recommend a typography that is limited to just a few formats to round off a high-quality web design.

See additional typography guidelines on page 14.

It is important to use images in large formats, as they convey attractive and realistic impressions of BMW models and driving sequences, the BMW brand and all BMW services.

See additional image guidelines on page 11.
05 Required Design Elements

Roundel Treatment

The BMW Roundel is the core of all BMW Communications. Do not manipulate, stretch or change it.

Only one roundel can be used on a page at any time. An exception can be made if the page also contains an image of a car or building on which there is a roundel.

ID Boxes

The double ID boxes appear in the same position at the top of all pages and should appear exactly as shown here.

You may use your own dealership logo on the page but it cannot appear in the top navigation bar and may not be larger than the two ID boxes.

The ID boxes are a required element; however, you can choose to use a white or gray version of them.

The white ID boxes are set on a dark gray navigation bar. The gray ID boxes are set on a white navigation bar. See additional navigation design guidelines on page 13.

In the left ID box, “Your Center Name Here” should appear in black on the top line using 9 pt BMW Bold Type. “Authorized Center” should appear in gray (color #808284) using 9 pt BMW Bold Type.

The right ID box should always contain the roundel and the tagline “The Ultimate Driving Machine®” positioned as shown here.

The font colors are the same for both white and gray ID boxes.

Please see examples of what not to do on page 20. See page 21 for asset download information.
### 05 Required Design Elements

#### Color Palette

The BMW color palette is primarily made up of these seven colors and shades. Black and shades of gray dominate, with blue reserved for rollovers and highlight states.

Colors to the right may only be used as described.

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>000000</td>
<td>Primary usage</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Body text</td>
</tr>
<tr>
<td>85% Black</td>
<td>4C4C4E</td>
<td>Primary usage</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Links</td>
</tr>
<tr>
<td>60% Black</td>
<td>808284</td>
<td>Primary usage</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Graphic elements</td>
</tr>
<tr>
<td>40% Black</td>
<td>A2A3A5</td>
<td>Primary usage</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Footnotes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Legal text</td>
</tr>
<tr>
<td>10% Black</td>
<td>E6E7E8</td>
<td>Primary usage</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Graphic elements</td>
</tr>
<tr>
<td>White</td>
<td>FFFFFF</td>
<td>Usage limited to</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Reversed text</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Background</td>
</tr>
<tr>
<td>Blue</td>
<td>003399</td>
<td>Usage limited to</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Rollovers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Highlight states</td>
</tr>
</tbody>
</table>

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05 Required Design Elements

Image Rules

Photography is a critical element in establishing the look and feel of BMW. Only professionally produced, high-quality images should be used on the site. Sizes listed here are only a recommendation.

Use high-quality driving shots in sections that describe performance or the BMW brand.

White, seamless images are hero images for the US market. Look for white seamless images first.

Avoid crops that hide large sections of the vehicle or obscure the area of the vehicle the user is viewing.

Avoid cropping vehicles through the roundel or the kidney grille.

Keep images of people to a minimum.

Only one roundel can be used on a page. An exception can be made if the logo also appears on merchandise or if it exists in a car image or on a building.

Static shots of vehicles are preferred over shots of vehicles with blurry wheels to ensure clear viewing of the vehicle’s rims.

If you use locally sourced images, be sure that a competing brand, including Mini, is not in the background of the photo.

When using Certified Pre-Owned car images, be sure not to show damaged vehicles. Pre-owned vehicles should be shot in a premium way, consistent with all other model imagery on the site.
This section outlines design elements that are strongly recommended to use when designing your site. The addition of these elements can help build on the uncluttered, premium look that is achieved with the required design elements. We encourage you to update your website as your development schedule permits, but note that these guidelines will be required in the near future.

You may use your own dealership logo on the page but it cannot appear in the top navigation bar and may not be larger than the two ID boxes. We recommend that you place your logo in the lower left of the page.
06 Recommended Design Elements

Navigation

The Primary Navigation serves as the head of the page layout.

It can be positioned on a gray background (#808284) or a white (#000000) background.

The items in your navigation are at your discretion. See Site Structure on page 4 for recommendations.

While the navigation bar is a recommended element, the BMW Roundel, ID boxes and the font treatment of the navigation text are required elements.

We encourage you to update your website as your development schedule permits, but note that these guidelines will be required in the near future.

| Navigation | 13pt BMW Bold #FFFFFF : #003399 : #003399 |
| Home is REGULAR |
| Total width 990px |
| Center name and address: 22pt BMW Regular #FFFFFF |
| 9pt BMW Bold Type |
| Top line=black additional lines= #808284 |
| ID boxes 183x90px (90x90 each) |
| 35px free space |
| 7px |
| On white background, substitute #FFFFFF with #4c4c4e |

| Gray bar (#808284) 67px tall |
| Gray rule (#E6E7E8) 1px vertical center |
| Gray rule (#E6E7E8) 26px tall |

Welcome to Your Center Name 123 Street Name, City, State 00000 Phone: 1-234-567-9001

Home  Vehicles  Certified Pre-Owned  Service  Special Offers  Leases  Contact Us  About Us

Welcome to Your Center Name 123 Street Name, City, State 00000 Phone: 1-234-567-9001

Home  Vehicles  Certified Pre-Owned  Service  Special Offers  Leases  Contact Us  About Us
06 Recommended Design Elements

Typography

These are the approved BMW type styles. We recommend that you use these styles for your site.

Do not use italics or all caps.

We encourage you to update your website as your development schedule permits, but these guidelines will be required in the near future.

See page 21 for type download information.

<table>
<thead>
<tr>
<th>Name</th>
<th>Sample</th>
<th>Typeface (in psds BMW regular and bold are used)</th>
<th>Hex</th>
<th>Size/leading, alignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1</td>
<td>Body 1</td>
<td>Helvetica/Arial/Sans Serif</td>
<td>000000</td>
<td>11/15, left</td>
</tr>
<tr>
<td>B2</td>
<td>Body 2</td>
<td>Helvetica/Arial/Sans Serif</td>
<td>000000</td>
<td>11/15, right</td>
</tr>
<tr>
<td>B3</td>
<td>Body 3</td>
<td>Helvetica Bold/Arial Bold/Sans Serif Bold</td>
<td>000000</td>
<td>11/15, left</td>
</tr>
<tr>
<td>B4</td>
<td>Body 4</td>
<td>Helvetica Bold/Arial Bold/Sans Serif Bold</td>
<td>000000</td>
<td>11/15, right</td>
</tr>
<tr>
<td>PT</td>
<td>Page Title</td>
<td>Helvetica/Arial/Sans Serif</td>
<td>000000</td>
<td>20/24, left</td>
</tr>
<tr>
<td>SH</td>
<td>Sub Head</td>
<td>Helvetica/Arial/Sans Serif</td>
<td>000000</td>
<td>16/21, left</td>
</tr>
<tr>
<td>LE</td>
<td>Legal</td>
<td>Helvetica/Arial/Sans Serif</td>
<td>A2A3A5</td>
<td>11/15, left</td>
</tr>
<tr>
<td>AL</td>
<td>Alert</td>
<td>Helvetica Bold/Arial Bold/Sans Serif Bold</td>
<td>F20600</td>
<td>11/15, left</td>
</tr>
<tr>
<td>L1</td>
<td>Link 1: Hover : Active</td>
<td>Helvetica/Arial/Sans Serif</td>
<td>4C4C4E : 003399 : 003399</td>
<td>11/20, left</td>
</tr>
<tr>
<td>L2</td>
<td>Link 2: Hover : Active</td>
<td>Helvetica/Arial/Sans Serif</td>
<td>4C4C4E : 003399 : 003399</td>
<td>11/15, left</td>
</tr>
<tr>
<td>L3</td>
<td>Link 3: Hover : Active</td>
<td>Helvetica Bold/Arial Bold/Sans Serif Bold</td>
<td>4C4C4E : 003399 : 003399</td>
<td>11/15, left</td>
</tr>
<tr>
<td>L4</td>
<td>Link 4: Hover : Active</td>
<td>Helvetica/Arial/Sans Serif</td>
<td>808284 : 003399 : 003399</td>
<td>11/15, left</td>
</tr>
<tr>
<td>L5</td>
<td>Link 5: Hover : Active</td>
<td>Helvetica/Arial/Sans Serif</td>
<td>FFFFFF : 003399 : 003399</td>
<td>11/15, left</td>
</tr>
</tbody>
</table>
Icons & Buttons

The following are all of the icons and buttons that are used on the corporate BMW site, organized by category. All elements that are clickable change to BMW Blue font on rollover. If you are rebuilding your site, these should be incorporated now. Note that these elements will ultimately be required.

Content types: used throughout to denote links.

Interface controls: used throughout as part of the interface.

List views: used throughout as part of the interface.

Page tools: used throughout on lists.

Vehicles: only used in Vehicles area.

Loader: used when loading flash applications.

Build Your Own: only used in the Build Your Own area.

Forms: only used with forms.

See page 21 for download information

**Icons & buttons by category**

<table>
<thead>
<tr>
<th>Content types</th>
<th>Interface controls</th>
<th>List views</th>
<th>Page tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>normal</td>
<td>normal</td>
<td>normal</td>
<td>normal</td>
</tr>
<tr>
<td>rollover/active</td>
<td>rollover</td>
<td>rollover/active</td>
<td>rollover/active</td>
</tr>
<tr>
<td>Link</td>
<td>Close window</td>
<td>Previous page</td>
<td>Email</td>
</tr>
<tr>
<td>Demo</td>
<td>Expand panel</td>
<td></td>
<td>Printable version/print</td>
</tr>
<tr>
<td>Video</td>
<td>Collapse panel</td>
<td></td>
<td>Save</td>
</tr>
<tr>
<td>PDF</td>
<td>Open</td>
<td></td>
<td></td>
</tr>
<tr>
<td>External link new window</td>
<td>Close</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indicating photo available</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Vehicles**

- Advantage
- Standard
- Optional
- Not applicable

**Build Your Own**

- Conflict alert
- Undo
- Redo
- Front 3/4 view
- 360 view
- Interior side view
- Interior front view
- Rear 3/4 view
- BYO 3D Navigation

**Loader**

Centers in content that is loading. Fills clockwise.

**Forms**

Submit

Recalculate

Information

*NOTE: icons shown here on gray backgrounds will be delivered as graphics on transparent backgrounds.*
Form Elements

Whenever possible, forms will be displayed in a consistent manner. Keep forms as simple as possible, with lots of white space so they do not appear overwhelming.

The general guidelines are:

- Labels appear to the left of fields and menus; labels left align and form elements left align to a 10px gutter. An exception would be a very long menu, in which case the labels should stack vertically.
- Stacked fields and menus left align, and have a 5px vertical separation from each other.
- Check boxes and radio buttons appear to the left of labels; all left align.
- Submit/Send buttons are separated from elements by a 40% rule, and right align. Rule extends beneath entire form (if multi-column).
- Information and Recalculate icons appear to the right of elements.
- Error message appears as a message at top of form (separated by a 40% gray rule), and specific text within the body of form.

If you would like to add a lead generated through a form on your site to your email or direct mailing list, those opt-in/out options should be clearly stated to the user.

It is also important to note the method of follow-up that will be done by your center. For example, “A client advisor will contact you by phone in 3-5 business days.”
07 Examples of What Works & What Doesn’t

This section provides design examples of what works and what doesn’t.
07 Examples of What Works & What Doesn’t

What Works: Uncluttered Content Pages with a Consistent Look & Feel

Pages are predominantly white and uncluttered to convey the BMW brand in a premium way.

Page titles, subheads and body text all use the same font style. See page 14 for differences in size and leading.

A consistent color palette – black and shades of gray dominate, with blue reserved for rollosers and highlight states. See page 10 for color palette details.

Professionally produced and high-quality images are used throughout. Opt for white, seamless shots as hero images for the US market whenever possible.
What Works: Simple & Clean Forms

**Layout**
Ample white space keeps the form from feeling overwhelming.

Form fields are stacked vertically on the page, with labels always appearing to the left.

The Send button is clearly differentiated from the form elements in both look and placement. There is also a thin gray line between the form elements and the button, which is especially useful if your form is displayed in two columns.

**Instructional Text**
Text at the top of the page explains what the user is being asked to do (“Provide basic contact information and preferred contact method...”) and why (“...so we may better serve you.”).

It also clearly tells the user that he is opting into a mailing list. (“By submitting this form you will also receive updates about the vehicle you’ve selected as well as news from BMW.”)
07 Examples of What Works & What Doesn’t

What Doesn’t Work

Both of these examples use non-BMW colors which detract from the premium branding we adhere to.

Both of these examples use non-BMW fonts, and use multiple typefaces per page.

Both of these examples use an incorrect identity module.

Both of these examples display the roundel incorrectly.

There should be no type or people over car images.

Keep images of people to a minimum.

Do not obstruct the cars with other images or type.
08 Contact Us & Asset Download

Contact Us

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BMW of North America, LLC.
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Sam Levy
Account Executive
Dotglu (Interactive Agency of Record)
Email: slevy@kb.com

Asset Download

Assets referenced in this guide can be downloaded here:
https://www.bmwcenter.net.com

Path: Menu/ Marketing Portal/ Advertising Materials/ Corporate Identity