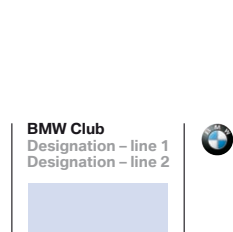


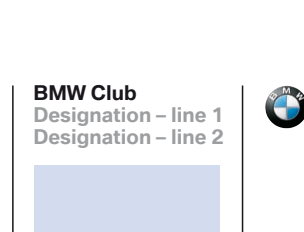
Application of the BMW Club logo.

The right size for every application.

Application sizes are defined for each specific medium. The logo sizes shown are recommended for standard formats. Additional sizes can be generated for special applications depending on the technique involved and only in exceptional cases by means of reduction of enlargement of the nearest standard size.



Logo height: 15 mm
Application: business card,
membership card with motif,
give-aways



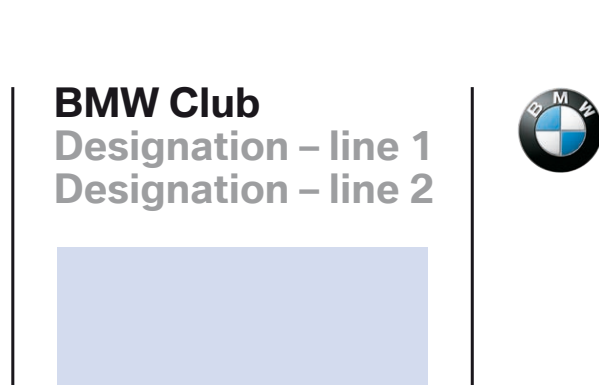
Logo height: 20 mm
Application: A4 letterhead,
DL flyer, US letter



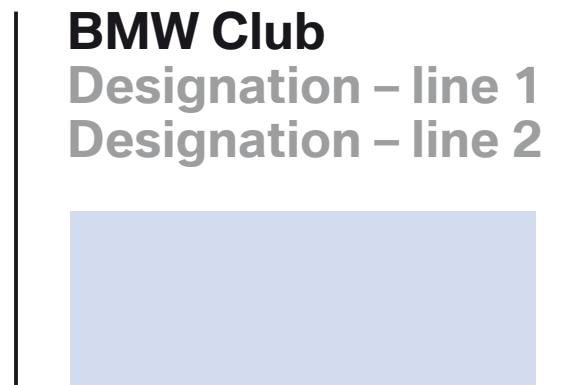
Logo height: 25 mm
Application: A4 brochure, caps, club badge,
membership card without motif



Logo height: 30 mm
Application: A3 poster, T-shirt



Logo height: 40 mm
Application: A2 poster



Logo height: 50 mm
Application: A1 poster