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Explore the official BMW corporate identity guidelines, a comprehensive manual detailing the brand's visual and communication standards. This resource ensures consistent application of the BMW logo, typography, color palette, and overall visual identity across all platforms, maintaining the brand's global recognition and integrity.

All research content is formatted for clarity, reference, and citation.

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BMWADVERTISING GUIDELINES

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GUIDELINE NO 5.

Introducing BMW's new brand design for online and offline ...

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