INSTRUCTION

BMW GROUP INTRANET AND EXTRANET.

MARCH 2011

CONTENTS.

PRELIMINARY NOTE.

This CI instruction bindingly defines the Web User Interface (WUI) for the categories Business-to-Business (B2B), Business-to-Employee (B2E) and Business-to-Dealer (B2D).

The BMW Group follows a future-orientated and consistent premium brand strategy for individual mobility. This is based on a clearly perceptible differentiation of the BMW Group on the one hand and its brands BMW, MINI and Rolls-Royce on the other. This should also be evident on the intranet.

In order to take into account new developments such as a greater image resolution and user-friendly applications, the web appearances of the BMW Group and their brands have been revised. The standards for the development and layout of dynamic and static web applications have likewise been updated.

The following pages define the binding layout principles for the intranet appearance of the BMW Group and its brands. Layout issues such as the use of symbols and wordmarks or other brand-typical layout material should always be clarified with VB-10.

RULES TO REMEMBER.

1 Structure and layout grid of the BMW Group, BMW and MINI intranets follow the same design grid. They are differentiated via brand-typical basic elements (wordmarks and symbols, colours, images, content/text etc.).

2 In order to assure the highest possible degree of compatibility, Arial is used as the font in all applications.

3 The portal header coniststs of brand-typical background motif, wordmarks and symbols, meta navigation and network ID.

4 A central component of every appearance and application is a consistent, intuitive navigation. Within the primary navigation, also called area navigation, a distinction is made between tree and history navigation.

5 The secondary navigation defines the layout and principles of tabs, text links, buttons, teasers, the footer and the search function.

6 The basic grid of the interface is divided into seven columns. The first column is always used for the area navigation. The elements of the content area are displayed in containers.

7 If scrolling cannot be avoided, vertical scrolling by the system scrollbar is recommended.

8 The arrangement and placing of the individual elements are precisely defined for all intranet appearances. They ensure a constantly recognisable structure for all web applications.

9 The basic HTML templates, as well as the most important graphics are provided in the Download Tool of the BMW Group Identity Net.

LAYOUT AND STRUCTURE – THE BASIS FOR A NEW BRAND EXPERIENCE.

The layout for the various static and dynamic interaction areas is based on the simple principle of a frame. The central organisational principle of the user interface is the seven-column layout grid that can be divided into smaller units if required. The division offers the highest degree of flexibility in dealing with various contents.

The following pages contain instructions on the layout including the user interface, the page elements, the basic grid, the various image formats and the arrangement of the content areas.

INTRANET APPEARANCE OF BMW GROUP, BMW AND MINI.

The BMW Group as well as the BMW and MINI brand have separate, independent brand appearances that when consistently used ensure recognition and clear mutual differentiation across all media.
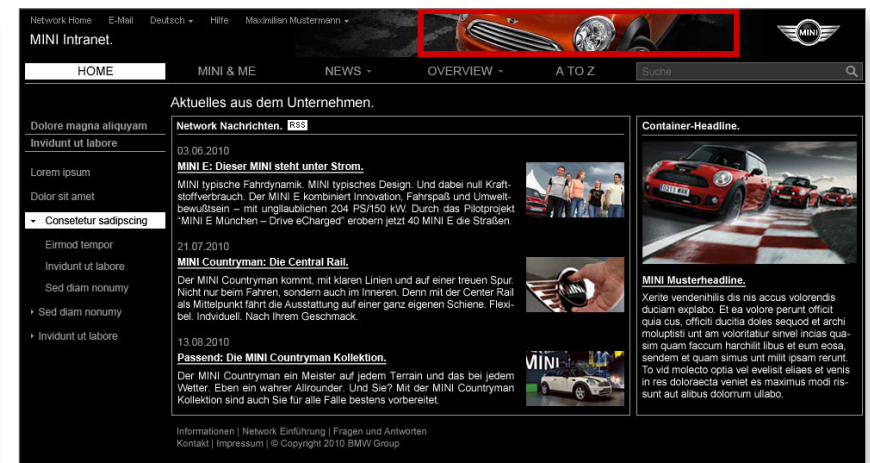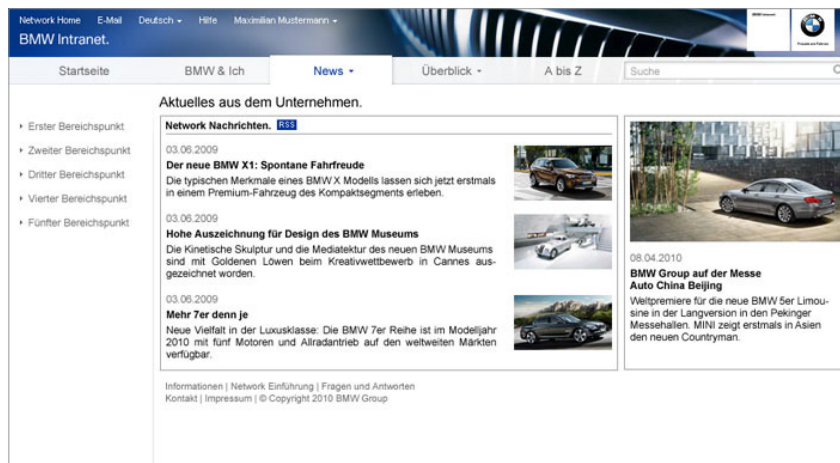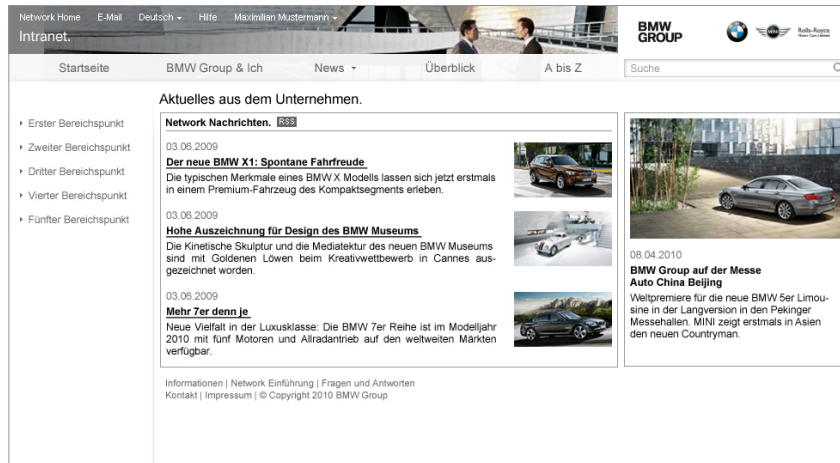
USER INTERFACE.

For the implementation of complex, web-based portals and applications, the display area of the browser is divided into four areas, whose specific contents can be accessed via interaction and standardised, obligatory user interfaces have been defined for the various BMW Group Intranet pages.

1 Header
The portal header or application header (A) on the window's upper edge extends across the full width of the screen. The header items depict the structure of the portal's content.

2 Portal navigation bar
The portal navigation bar is located beneath the portal header and likewise extends over the entire width of the screen.

3 Area navigation panel
The area navigation is prominently placed on the lefthand side of the screen in the first column. To avoid scrolling, the developer must select the appropriate navigation method (tree or history navigation) in advance. If the area navigation panel is to be omitted, this column remains free.

4 Content area (Container)
The content area is displayed in containers and and covers the rest of the page.
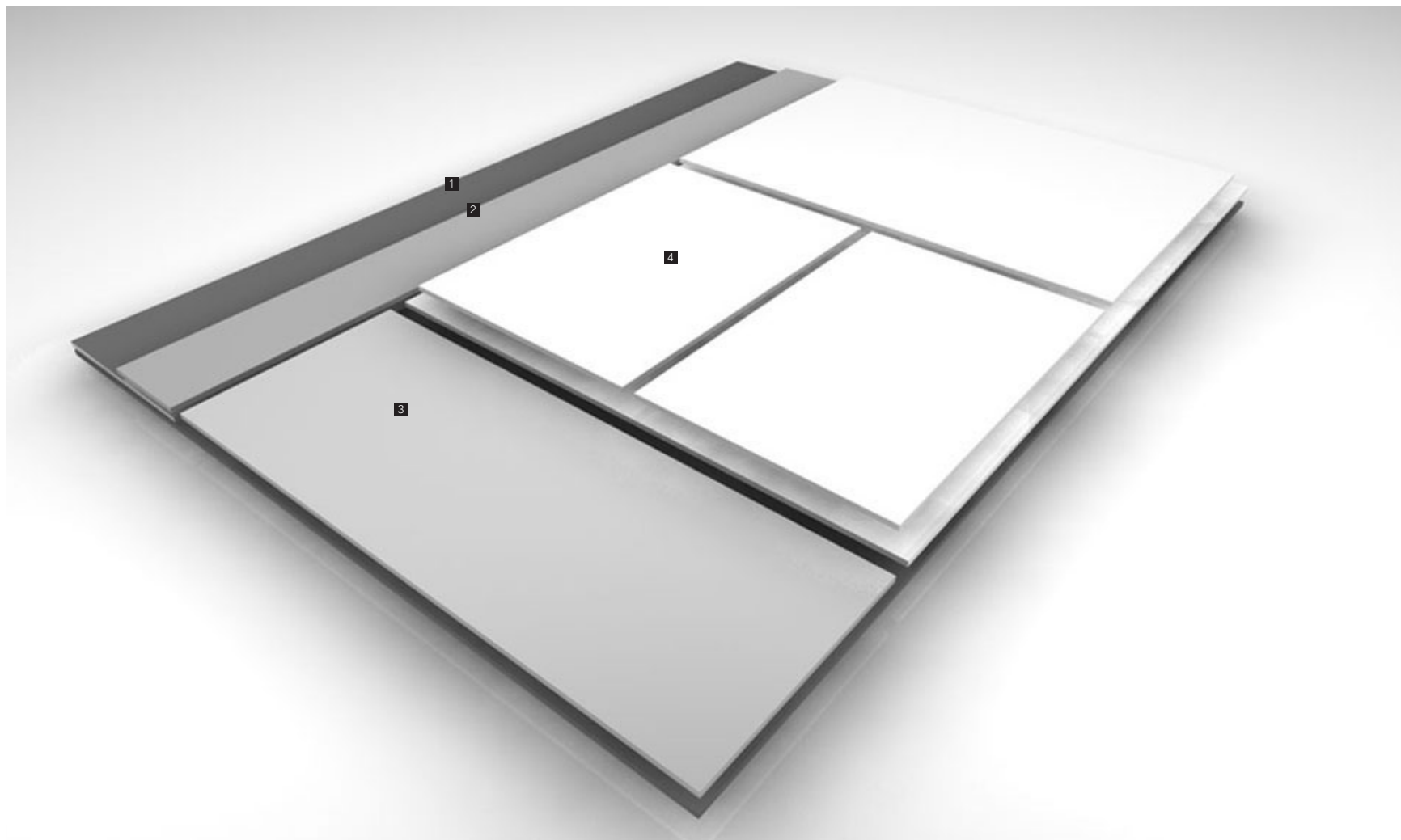
PAGE ELEMENTS.

The following page elements are shown on the user interface:

1 **Header**
 2 Meta navigation bar
 3 Network identification banner (optional)
 4 Brand-specific background image
 5 Sender identification

6 **Portal navigation bar**
 7 Search box

8 **Area navigation panel** (optional)

9 **Content area** (Container)
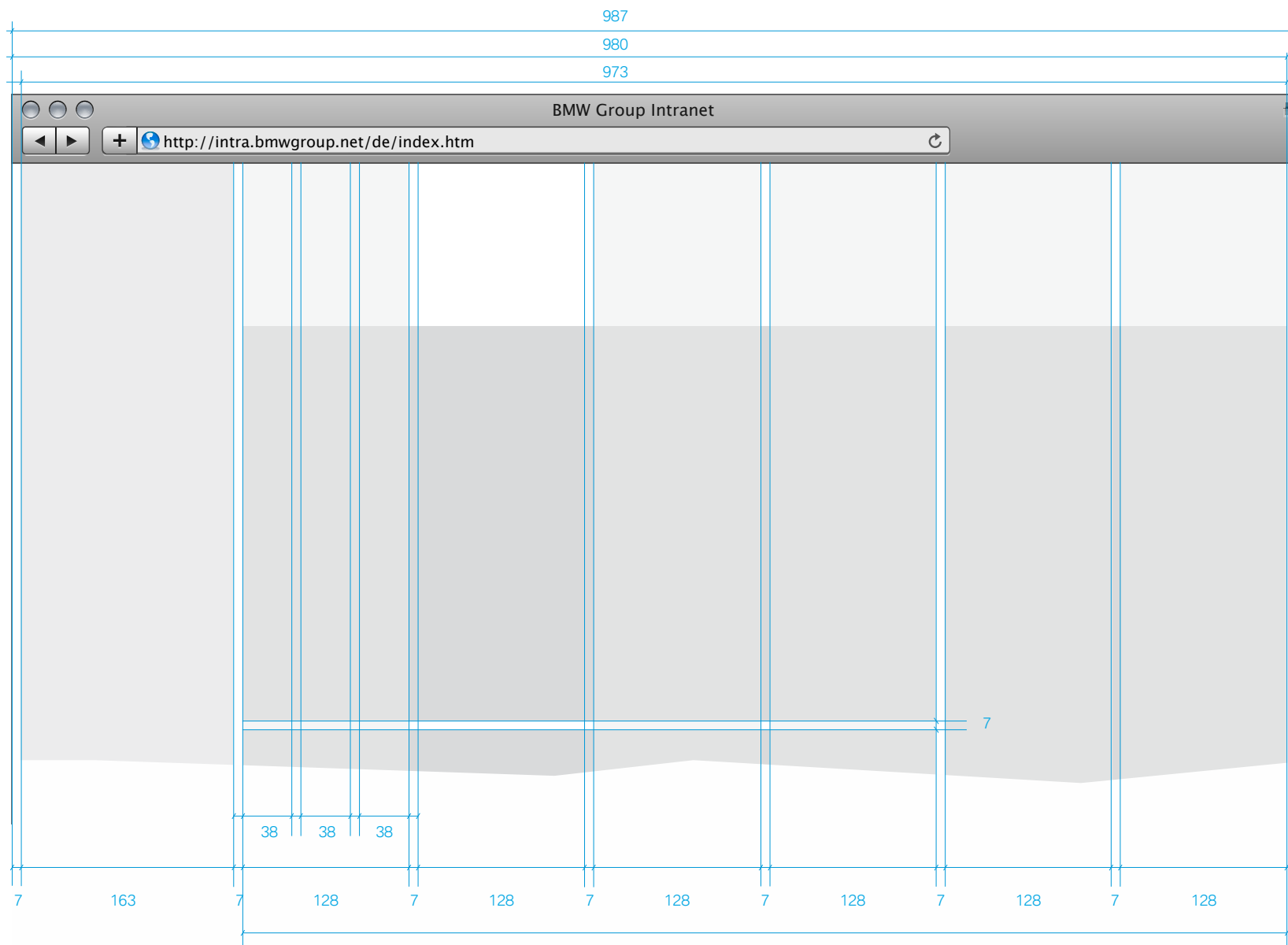 **10** Footer

LAYOUT GRID.

The page elements of the user interfaces are embedded in a seven-column layout grid. The layout grid is optimised for a display size of 1024 x 768 pixels in the browser.

When the content area is evenly divided, there is a regular column width of 128 pixels with a repeated spacing width of 7 pixels.

987

980

973

BMW Group Intranet

http://intra.bmwgroup.net/de/index.htm

38   38   38

7

7   163   7   128   7   128   7   128   7   128   7   128   7   128   7

STRUCTURE OF CONTENT AREAS.

The structure of the content areas for the BMW Group and the brands BMW and MINI is basically identical. The contents of one row and column are orthogonally arranged and evenly aligned. They are always adjusted horizontally within a row to the widest content area. To make reading for the user more fluent, it is advisable to plan the layouts of the areas both horizontally and vertically. The spacings of the content areas are always 7 pixels in accordance with the basic grid.
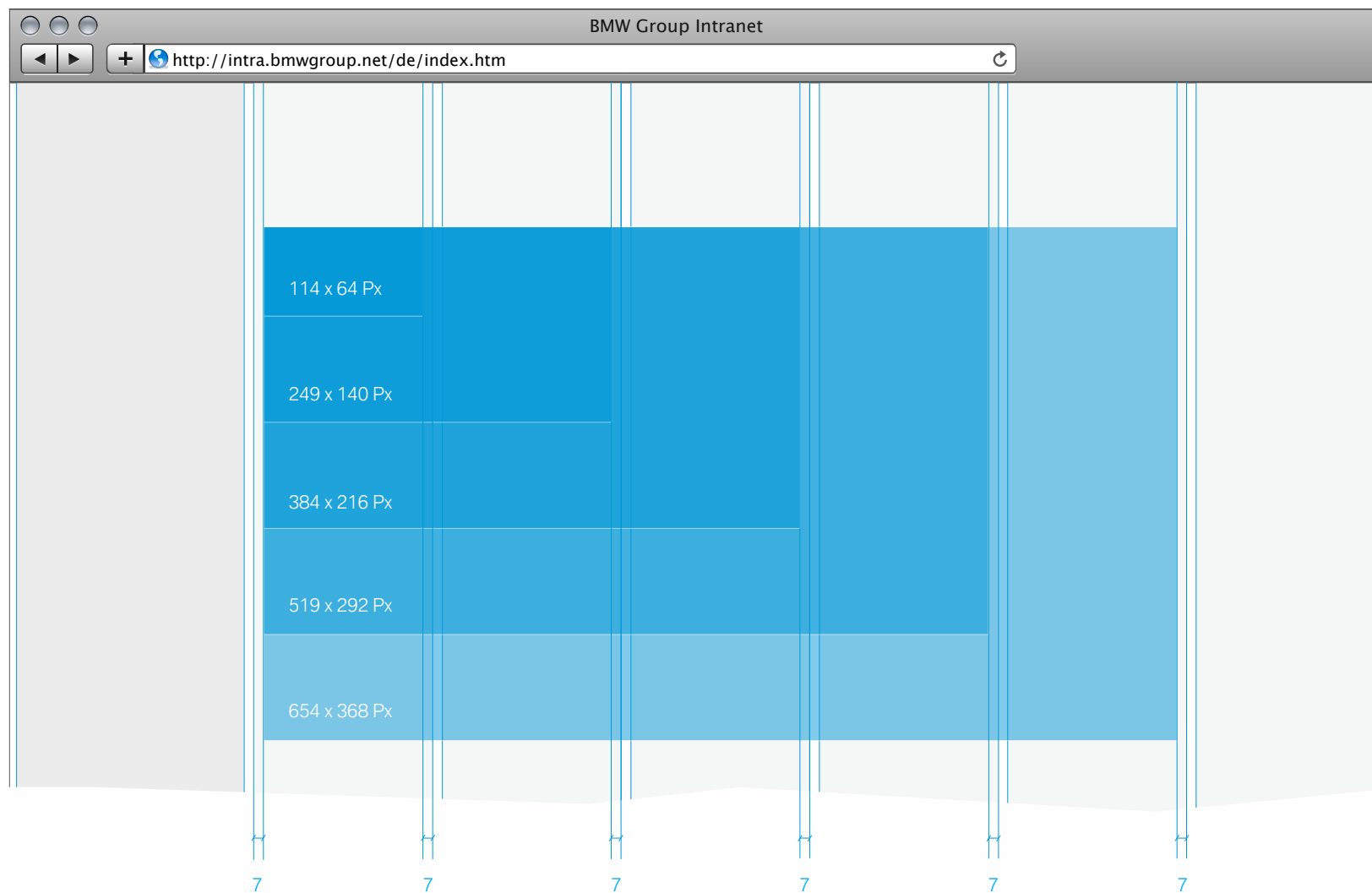
Do's
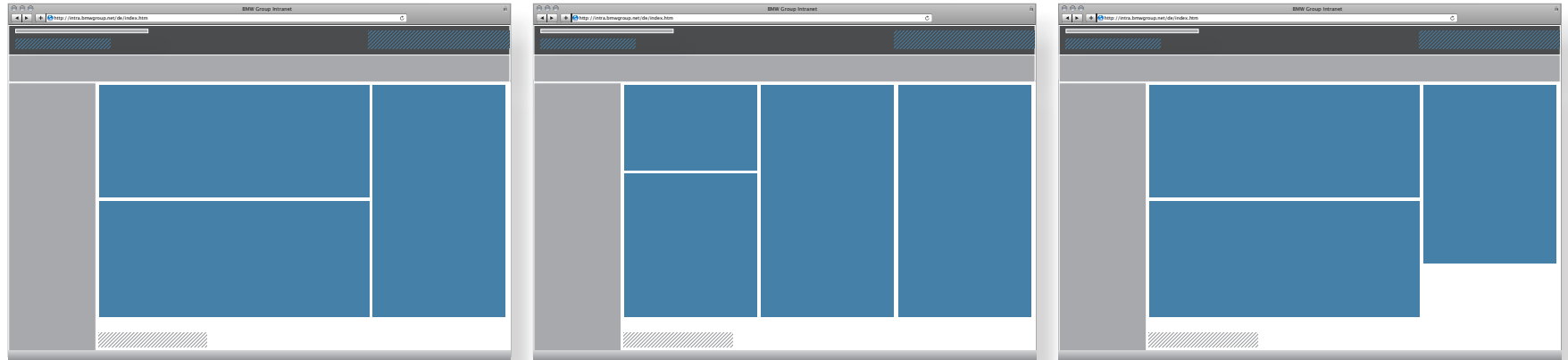
Don'ts
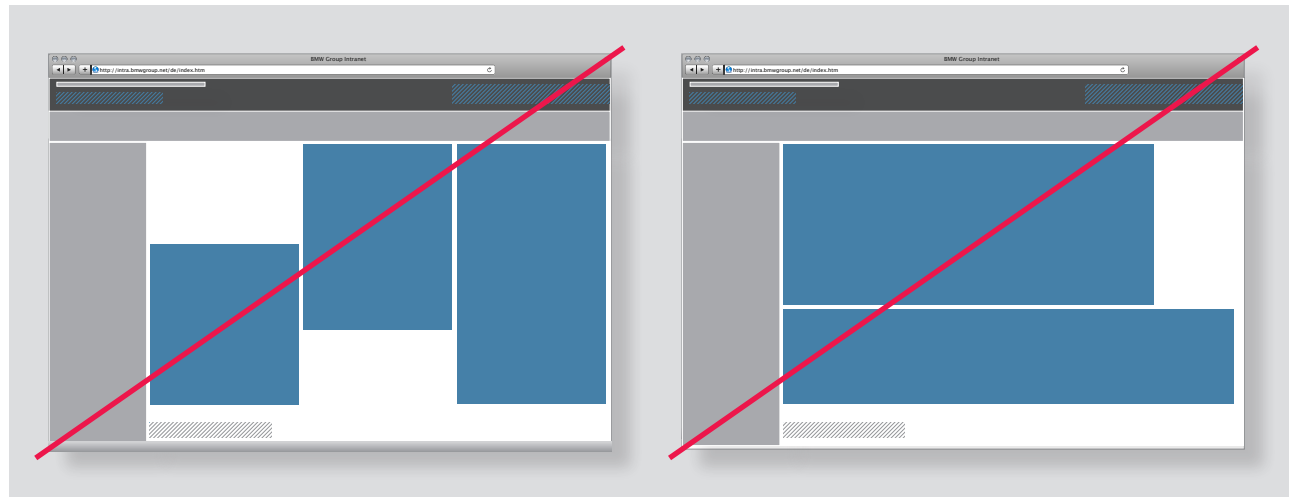
Don'ts
The content areas should not be randomly arranged. There should be no blank spaces or steps below the horizontal alignment of the content areas. The areas are always horizontally justified.

LANDSCAPE FORMAT IMAGES IN THE CONTAINER.

The landscape image formats of the BMW Group, of BMW and MINI have the aspect ratio 16:9. The defined image formats can be flexibly placed inside the layout grid and assure a harmonious proportional relationship between the elements.

The spacing of each image to the container edge is 7 pixels. The images have a mutual spacing, depending on positioning, of 7 pixels.

If the sub/main navigation panel is omitted, the column intended for this remains white or blank.

BMW Group Intranet

http://intra.bmwgroup.net/de/index.htm

114 x 64 Px

249 x 140 Px

384 x 216 Px

519 x 292 Px

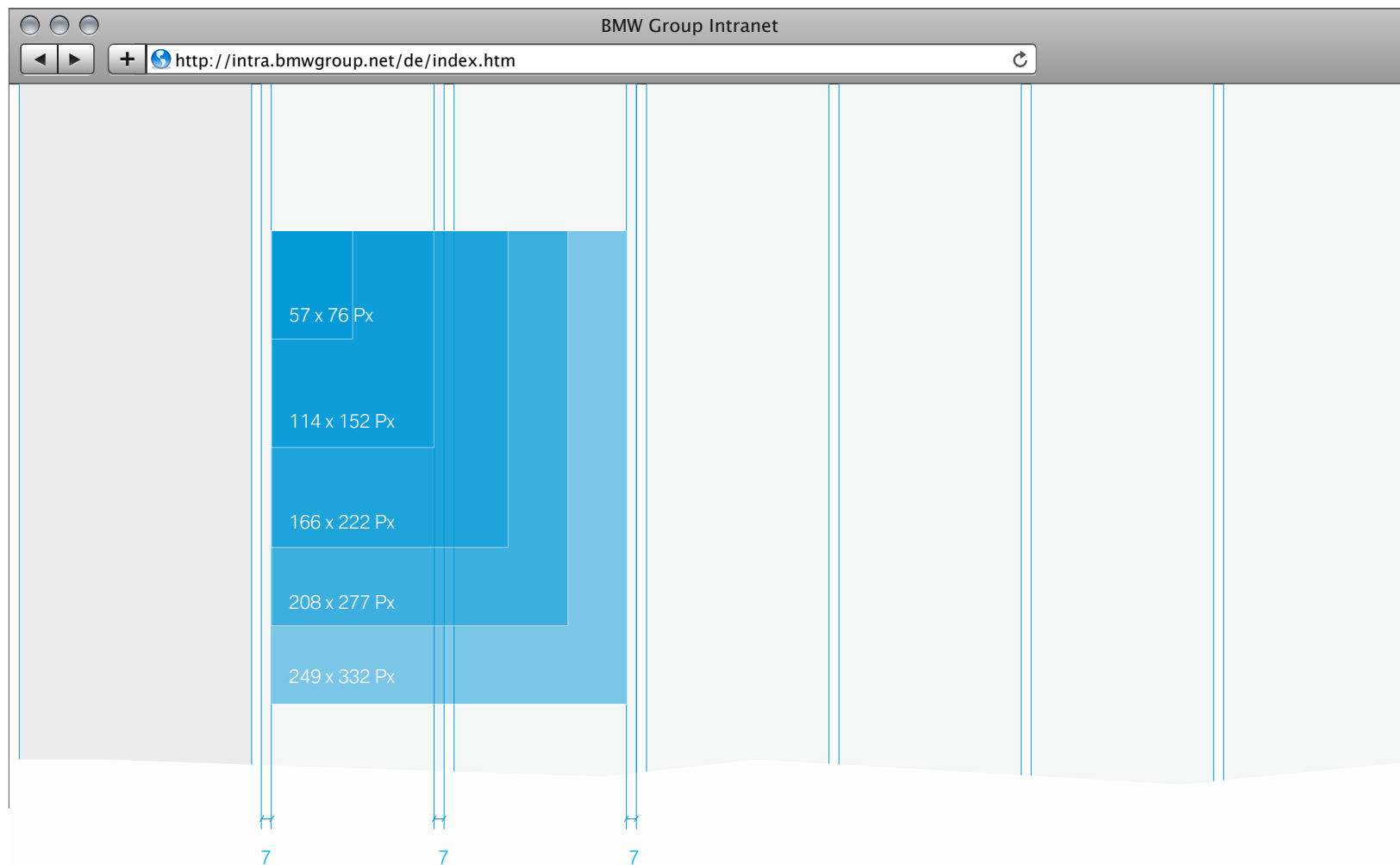654 x 368 Px

7   7   7   7   7   7

PORTRAIT FORMAT IMAGES IN THE CONTAINER.

The portrait image formats of the BMW Group, of BMW and MINI have the aspect ratio 3:4. The defined image formats can be flexibly placed inside the layout grid and guarantee a harmonious proportional relationship between the elements.

The spacing of each image to the container edge is 7 pixels. The images have a mutual spacing, depending on positioning, of 7 pixels.

If the sub/main navigation panel is omitted, the column intended for this remains white or blank.

BMW Group Intranet

http://intra.bmwgroup.net/de/index.htm

57 x 76 Px

114 x 152 Px

166 x 222 Px

208 x 277 Px

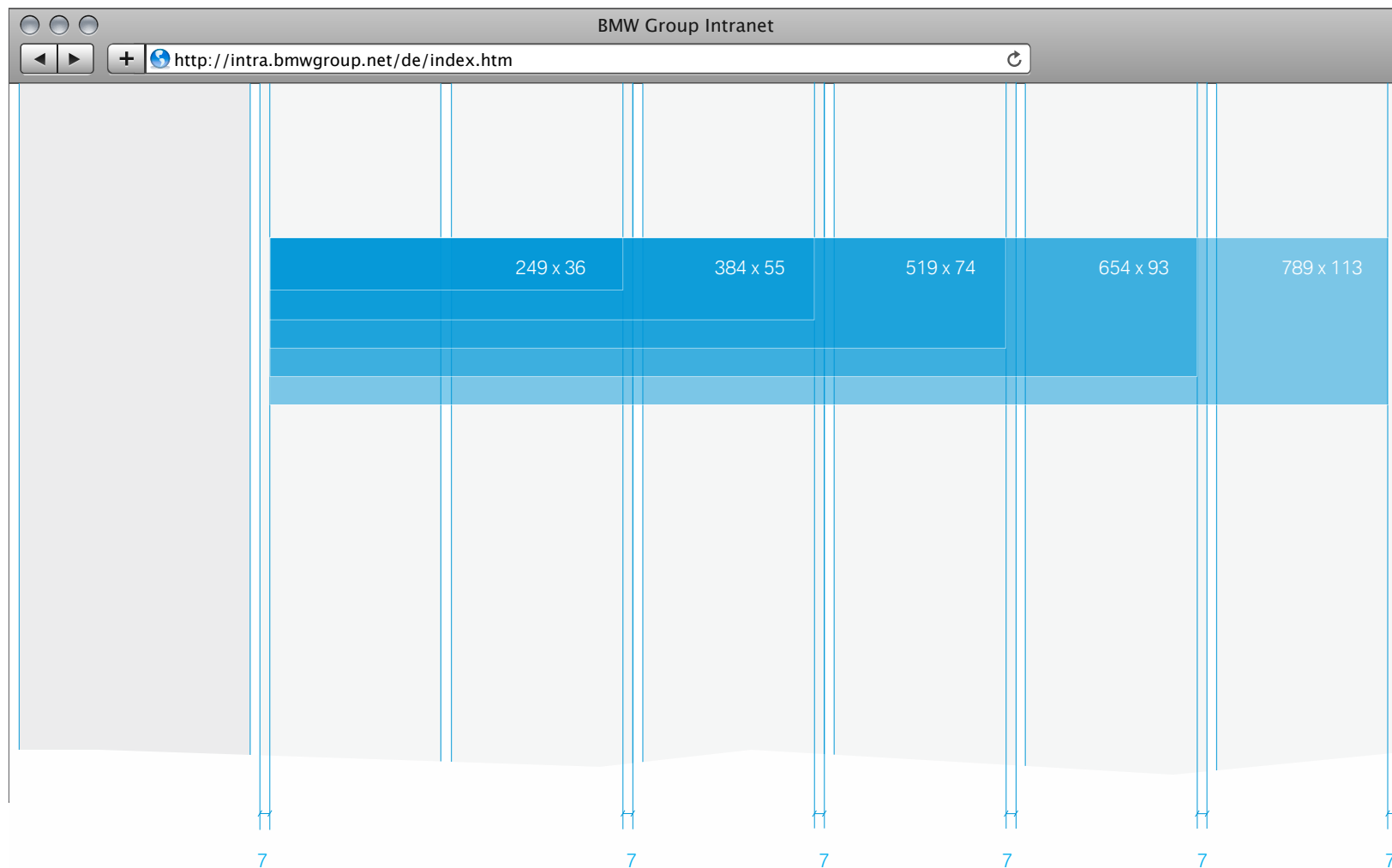249 x 332 Px

7   7   7

IMAGES WITH SPECIAL FORMATS IN THE CONTAINER.

The special image formats of the BMW Group, of BMW and MINI have the aspect ratio 7:1. The image formats thus defined can be flexibly placed inside the layout grid and guarantee a harmonious proportional relationship between the elements.

The spacing of each image to the container edge is 7 pixels. The images have a mutual spacing, depending on positioning, of 7 pixels.

If the sub/main navigation panel is omitted, the column intended for this remains white or blank.

BMW Group Intranet

http://intra.bmwgroup.net/de/index.htm

249 x 36   384 x 55   519 x 74   654 x 93   789 x 113
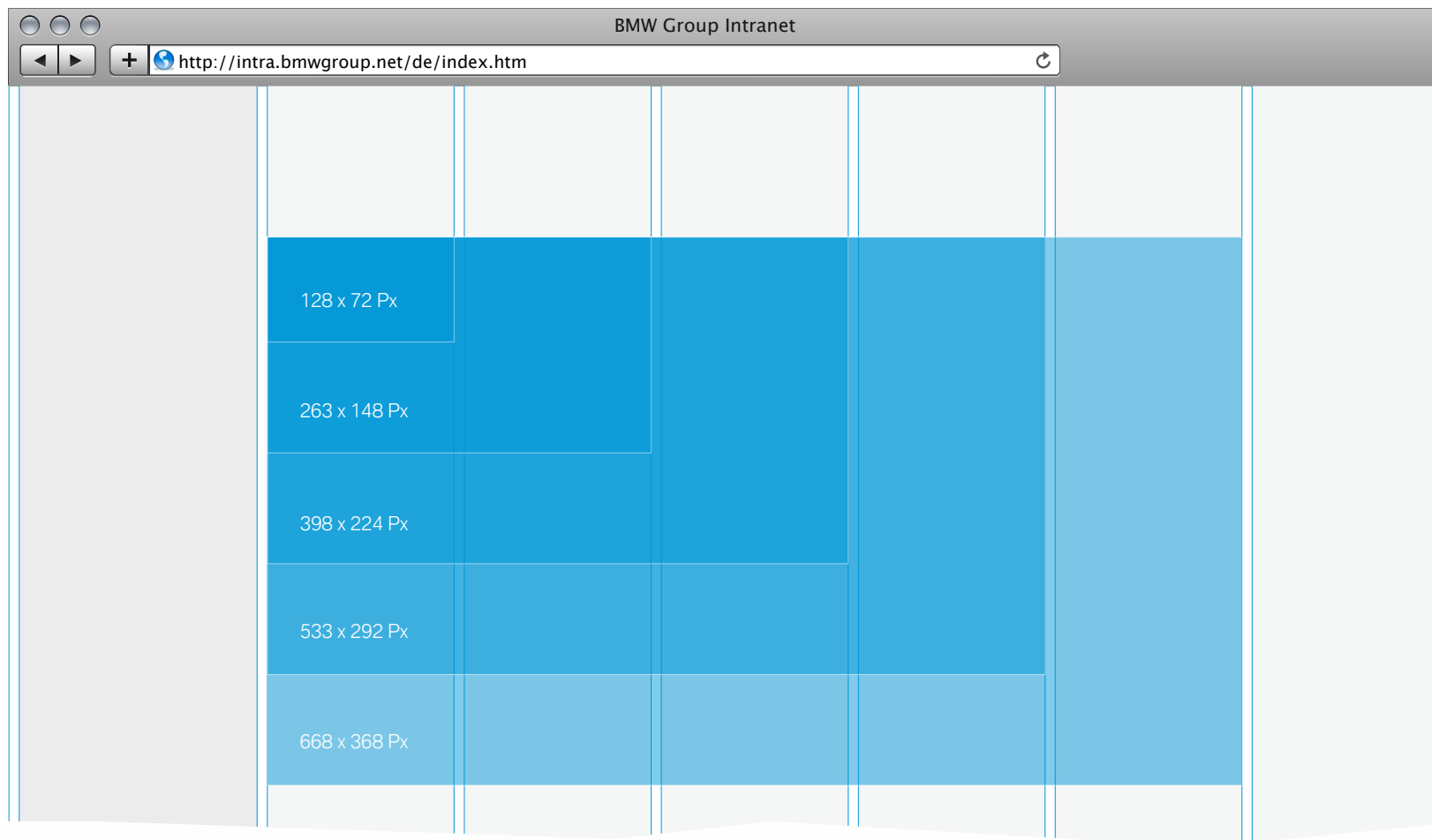
7   7   7   7   7   7

LANDSCAPE FORMAT IMAGES WITHOUT CONTAINERS.

The image formats of the BMW Group, of BMW and MINI have the aspect ratio 16:9 and are always determined by the column widths. The defined image formats can be flexibly placed inside the layout grid and guarantee a harmonious proportional relationship between the elements.

Each image is placed to the nearest pixel in the layout grid. The distance to a container or another image is always 7 pixels.

If the sub/main navigation panel is omitted, the column intended for this remains white or blank.

BMW Group Intranet

http://intra.bmwgroup.net/de/index.htm

128 x 72 Px

263 x 148 Px

398 x 224 Px

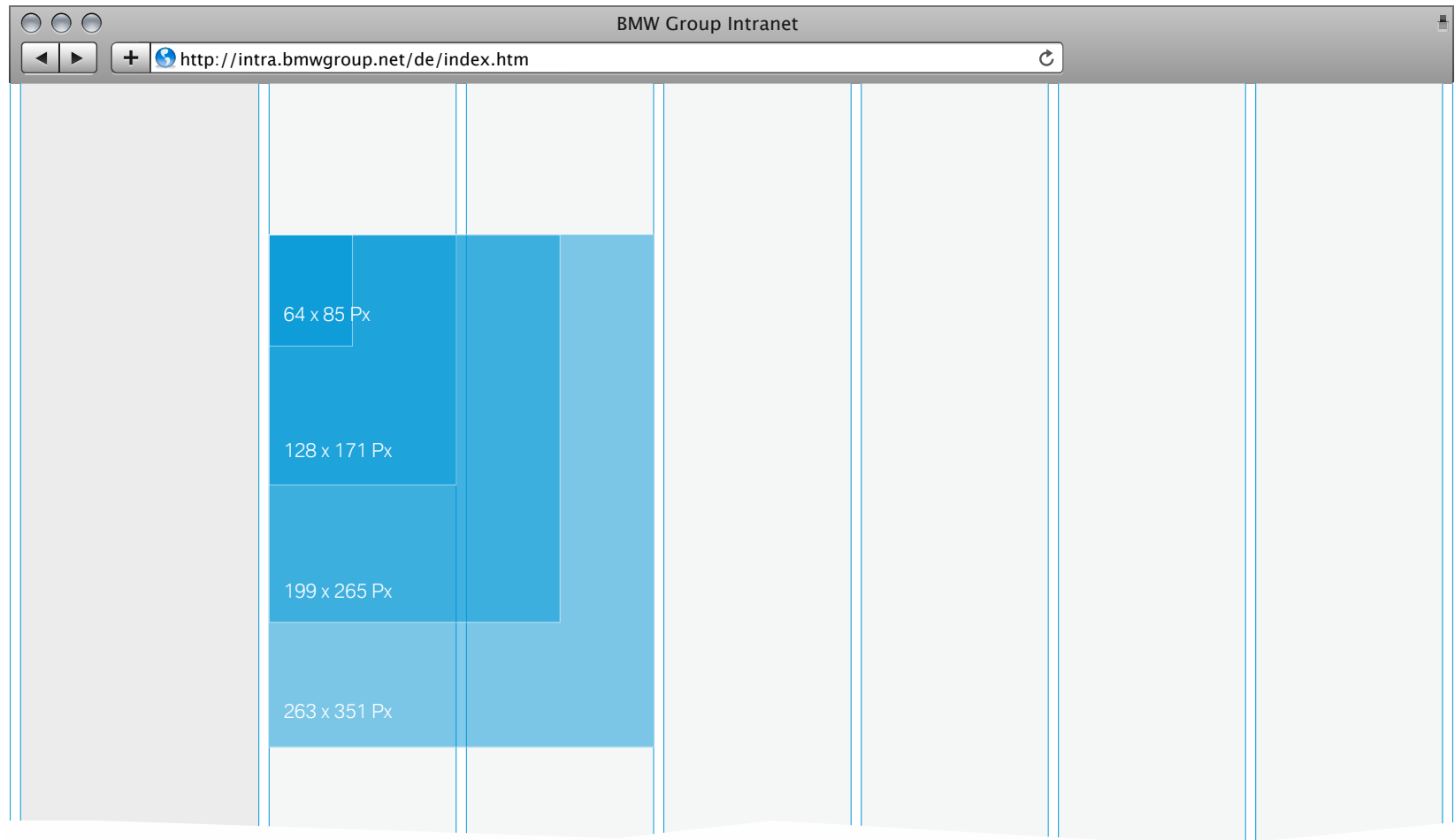533 x 292 Px

668 x 368 Px

PORTRAIT FORMAT IMAGES WITHOUT CONTAINERS.

The portrait image formats of the BMW Group, of BMW and MINI have the aspect ratio 3:4 and are always determined by the column widths. The defined image formats can be flexibly placed inside the layout grid and guarantee a harmonious proportional relationship between the elements.

Each image is placed to the nearest pixel in the layout grid. The distance to a container or another image is always 7 pixels.

If the sub/main navigation panel is omitted, the column intended for this remains white or blank.

BMW Group Intranet

http://intra.bmwgroup.net/de/index.htm

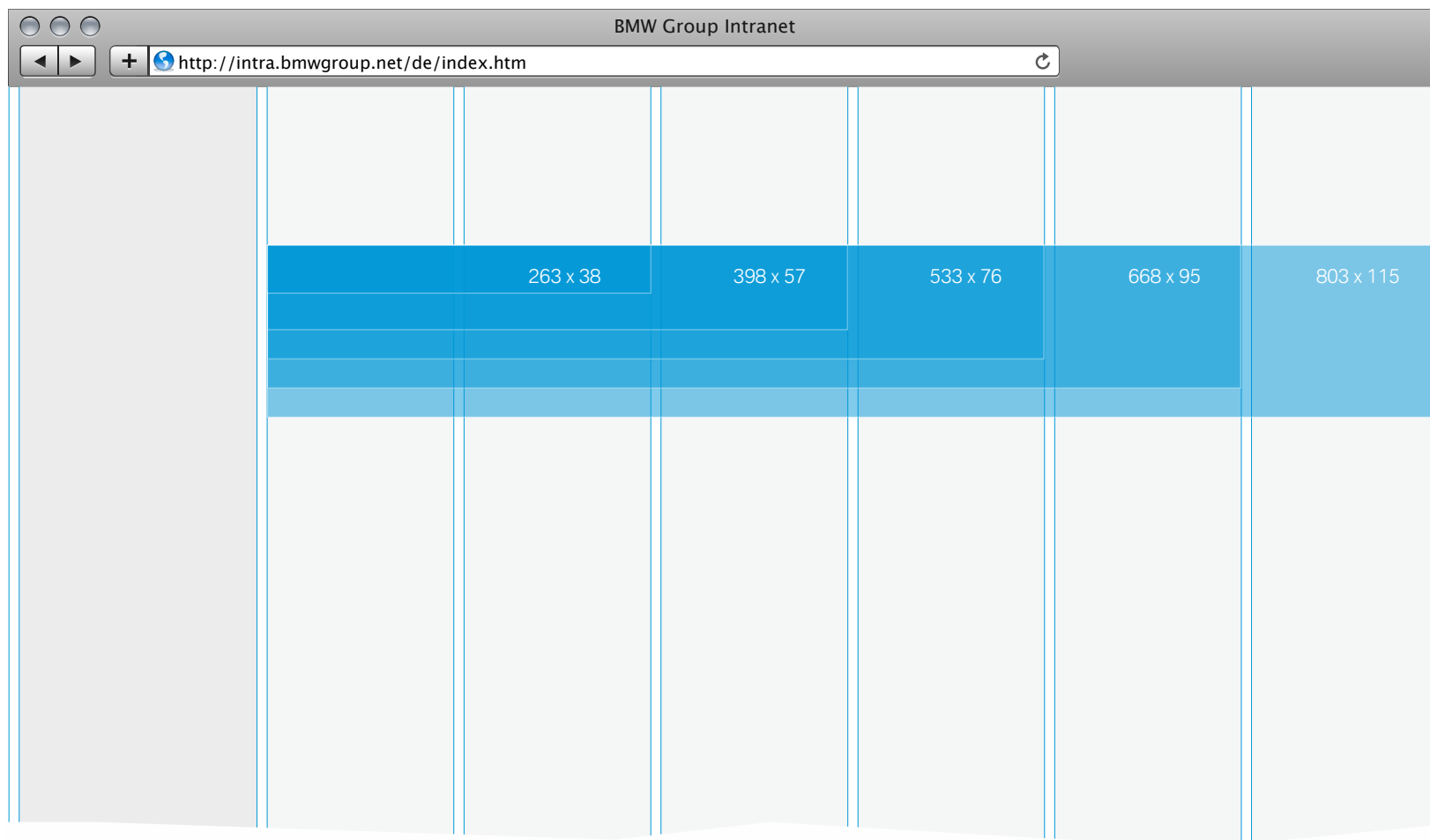64 x 85 Px

128 x 171 Px

199 x 265 Px

263 x 351 Px

IMAGES IN SPECIAL FORMATS WITHOUT CONTAINERS.

The special image formats of the BMW Group, of BMW and MINI have the aspect ratio 7:1 and are always determined by the column widths. The image formats thus defined can be flexibly placed inside the layout grid and guarantee a harmonious proportional relationship between the elements.

Each image is placed to the nearest pixel in the layout grid. The distance to a container or another image is always 7 pixels.

If the sub/main navigation panel is omitted, the column intended for this remains white or blank.

BMW Group Intranet

http://intra.bmwgroup.net/de/index.htm

263 x 38   398 x 57   533 x 76   668 x 95   803 x 115

MULTIMEDIA ELEMENTS.

Stable and broadly based access to information is more important than "multimedia at any price". Economically applied, high quality multimedia elements generate attention, set the tone and intensify the absorption of information and its retention.

Animations can increase the attractiveness of the contents and make interrelationships clearer. Attention should always be paid to simple navigation and brand-typical visual language.

The sound must be clear, authentic and also part of the perceptible brand identity of BMW Group or its brands. The use of audio elements fulfils a clear role and supports the particular message. Music is only used in exceptional cases.

Voice clips can be used but not sound effects. Multimedia should always be implemented in the manner most appropriate to the requirements, while content and layout must always be typical of the brand.
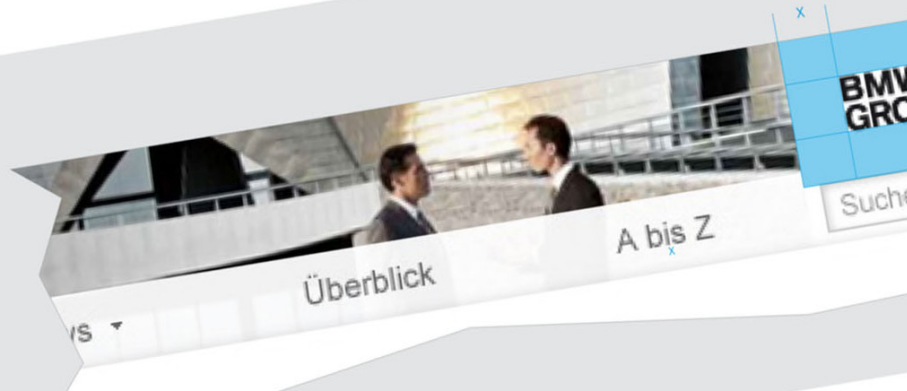
BMW GROUP BASIC ELEMENTS – CONSISTENTLY APPLIED CREATE A UNIFORM BRAND APPEARANCE.

The basis of a uniform brand appearance is the use of the BMW Group basic elements. They form the foundation and visual core of the BMW Group's intranet appearance.

The following pages summarise the principles of sender identification, typographical specifications, colours, colour schemes of diagrams and graphics and the elements of multimedia applications. Sample applications explain the precise layout and implementation.

OVERVIEW OF BMW GROUP INTRANET.

The basic elements of the
BMW Group intranet:

1 Header
- Background motif
- Sender identification
- Optional network identification
- Meta and portal navigation bars
  as well as general search box

Navigation areas
2 Meta navigation
3 Portal navigation
4 Optional area navigation panel

Content area
5 Container with variable content
6 Footer

Network Home   E-Mail   Deutsch ⌄   Hilfe   Maximilian Mustermann ⌄

Intranet.

BMW GROUP   BMW   MINI   Rolls-Royce Motor Cars Limited

Startseite   BMW Group & Ich   News ⌄   Überblick   A bis Z   Suche 🔍

Aktuelles aus dem Unternehmen.

Network Nachrichten. RSS

▸ Erster Bereichspunkt

▸ Zweiter Bereichspunkt

▸ Dritter Bereichspunkt

▸ Vierter Bereichspunkt

▸ Fünfter Bereichspunkt

03.06.2009
Der neue BMW X1: Spontane Fahrfreude
Die typischen Merkmale eines BMW X Modells lassen sich jetzt erstmals
in einem Premium-Fahrzeug des Kompaktsegments erleben.

03.06.2009
Hohe Auszeichnung für Design des BMW Museums
Die Kinetische Skulptur und die Mediatektur des neuen BMW Museums
sind mit Goldenen Löwen beim Kreativwettbewerb in Cannes aus-
gezeichnet worden.

03.06.2009
Mehr 7er denn je
Neue Vielfalt in der Luxusklasse: Die BMW 7er Reihe ist im Modelljahr
2010 mit fünf Motoren und Allradantrieb auf den weltweiten Märkten
verfügbar.

08.04.2010
**BMW Group auf der Messe
Auto China Beijing**
Weltpremiere für die neue BMW 5er Limou-
sine in der Langversion in den Pekinger
Messehallen. MINI zeigt erstmals in Asien
den neuen Countryman.

Informationen | Network Einführung | Fragen und Antworten
Kontakt | Impressum | © Copyright 2010 BMW Group

SENDER IDENTIFICATION.

The sender identification is placed in the horizontal arrangement on the right edge of the window and always consists of the BMW Group wordmark and symbol combination.

Wordmark and symbol combination
The size of the symbol combination is always in a specific ratio to the wordmark. Based on the type size of the wordmark, a continuous margin to other elements is to be maintained. This margin is defined by the diameter of the BMW symbol (d).
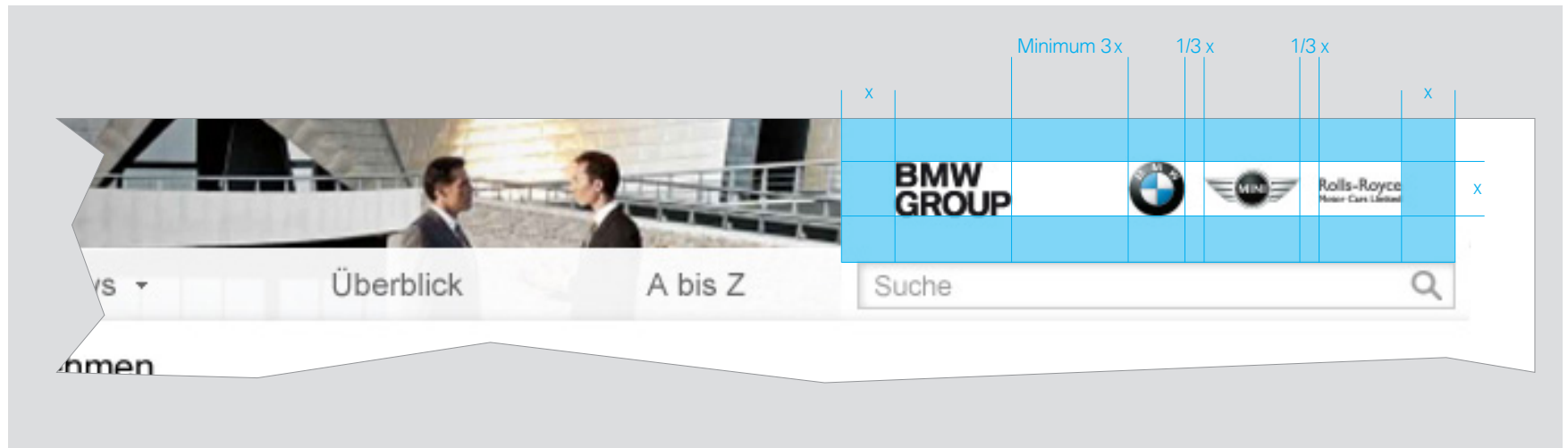
FONT – TYPOGRAPHICAL SPECIFICATIONS.

In order to maintain a uniform appearance the non-platform dependent system font Arial with two typefaces is used. Style sheets define and manage the sizes and colours of titles, body copy in the content areas and footer.

The font colours to be used are:
White: #FFFFFF
Black: #000000
Grey 1: #666666
Grey 2: #999999

The following font colour is used for fault messages:
Red: #CC3333

Text level	Typeface	Font size/line spacing	Font colour
Portal name	Arial Regular	16 Px	White #FFFFFF
Headline content area	Arial Regular	16 Px	Black #000000
Portal navigation	Arial Regular	14 Px	Grey 1 #666666
Portal navigation active mode	Arial Regular	14 Px	Black #000000
Area navigation	Arial Regular	12 Px / line spacing 14 Px	Grey 1 #666666
Area navigation active mode	Arial Regular	12 Px / line spacing 14 Px	Black #000000
Tab	Arial Regular	12 Px	Grey 1 #666666
Tab active mode	Arial Regular	12 Px	Black #000000
Date (article)	Arial Regular	12 Px (spacing to header 18 Px)	Grey 1 #666666
Container headline	Arial Bold	12 Px	Black #000000
Body copy headline	Arial Bold	12 Px / line spacing 14 Px (spacing to body copy 18 Px)	Black #000000
Body copy (also tables)	Arial Regular	12 Px / line spacing 14 Px	Black #000000
Button name	Arial Bold	12 Px	White #FFFFFF
Button name active mode	Arial Bold	12 Px	White #FFFFFF
Title modal dialogue window	Arial Bold	12 Px	White #FFFFFF
Page navigation	Arial Regular	12 Px	Grey 1 #666666
Page navigation active mode	Arial Bold	12 Px	Black #000000
Dropdown	Arial Regular	12 Px / line spacing 14 Px	Grey 1 #666666
Dropdown active mode	Arial Regular	12 Px / line spacing 14 Px	Black #000000
Text input field	Arial Regular	12 Px	Grey 2 #999999
Meta navigation	Arial Regular	11 Px / line spacing 13 Px	White #FFFFFF
Footer	Arial Regular	11 Px	Grey 1 #666666

COLOURS.

The colour scheme of the BMW Group is characterised by the Group colours of white, black and grey. A palette of design colours enable other accents to be set. The group and layout colours are always applied in a web-compatible manner.

Group colours
White is the characteristic background colour of the BMW Group for applications and occupies at least 50 % of the area to be formatted. Black is the standard colour for typography. The four variants of grey are used for typography in the navigations, the lines for separating the navigation entries, the footers, the contours of input fields, container frames, pictograms and buttons.

Design colours
The design colours of the BMW Group are to be used sparingly. They are exclusively employed for formatting diagrams, graphics and tables. Only one design colour (and if applicable its tonal graduation) should be used – several design colours should never be used simultaneously. Design colours are not permitted for register, coding and typography.

If necessary the palette of design colours can be reduced in tone value to a minimum of 20 %. In all events, the result colour must be websafe and its tonality must match the full tone colour.

Weiß	Schwarz	Grau 1	Grau 2	Grau 3	Grau 4
RGB 255, 255, 255	RGB 0, 0, 0	RGB 102, 102, 102	RGB 153, 153, 153	RGB 204, 204, 204	RGB 242, 242, 242
Hex #FFFFFF	Hex #000000	Hex #666666	Hex #999999	Hex #CCCCCC	Hex #F2F2F2
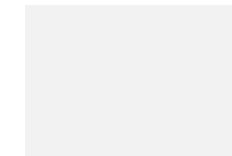
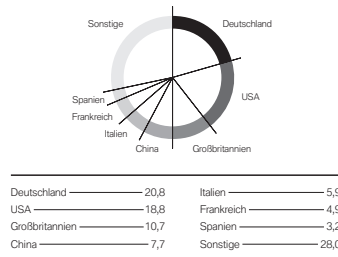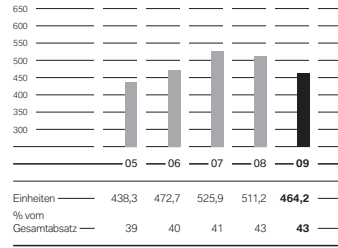| Beige	Braun	Gelb	Grün	Blau
RGB 176, 167, 145	RGB 154, 124, 099	RGB 254, 203, 000	RGB 162, 173, 000	RGB 146, 168, 201
Hex #b0a791	Hex #9a7c63	Hex #fecb00	Hex #a2ad00	Hex #92a8c9

DIAGRAMS AND CHARTS.

Graphics are an important component of the visual identity of the BMW Group in the intranet. Clear stylistic elements that are suitable for the information to be communicated are used for visualization. Only the company and design colours that are specified for the BMW Group are allowed. Arrows and lines should be factual components of a graphic and should not be employed for effect. 3-D presentations, decorative lines, special arrows and numbers are not permitted. **The topmost priority is always a clear, uncluttered layout.**

If a graphic taken from a print template needs to be revised or rescaled, the problem of anti-aliasing (smoothing) arises. Ideally, all geometric forms such as spaces or lines should be redrawn, and to guarantee maximum visual quality, scaled texts should also be reset.

BMW Group – wichtigste Automobilmärkte 2009
in % vom Absatz

Deutschland	20,8	Italien	5,9
USA	18,8	Frankreich	4,9
Großbritannien	10,7	Spanien	3,2
China	7,7	Sonstige	28,0

Auslieferungen von BMW Dieselfahrzeugen
in Tsd. Einheiten und in % vom Gesamtabsatz

	05	06	07	08	09
Einheiten	438,3	472,7	525,9	511,2	464,2
% vom Gesamtabsatz	39	40	41	43	43

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Deutschland	20,8	Italien	5,9
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	05	06	07	08	09
Einheiten	438,3	472,7	525,9	511,2	464,2
% vom Gesamtabsatz	39	40	41	43	43

Tabelle

BMW Group in Zahlen

	2005	2006	2007	2008	2009	Veränderung in %
Fahrzeug-Auslieferungen						
BMW	1.126.768	1.185.088	1.276.793	1.202.239	**1.068.770**	−11,1
MINI	200.428	188.077	222.875	232.425	**216.538**	−6,8
Rolls-Royce	796	805	1.010	1.212	**1.002**	−17,3
Automobil-Auslieferungen gesamt	**1.327.992**	**1.373.970**	**1.500.678**	**1.435.876**	**1.286.310**	**−10,4**
Motorräder[1]	97.474	100.064	102.467	101.685	**87.306**	−14,1
Fahrzeug-Produktion						
BMW	1.122.308	1.179.317	1.302.774	1.203.482	**1.043.829**	−13,3
MINI	200.119	186.674	237.700	235.019	**213.670**	−9,1
Rolls-Royce	692	847	1.029	1.417	**918**	−35,2
Automobil-Produktion gesamt	**1.323.119**	**1.366.838**	**1.541.503**	**1.439.918**	**1.258.417**	**−12,6**
Motorräder[2]	92.012	103.759	104.396	104.220	**82.631**	−20,7
Mitarbeiter am Jahresende[3]						
BMW Group	105.798	106.575	107.539	100.041	**96.230**	−3,8
Finanzdaten						
in Mio. Euro						
Umsatz	46.656	48.999	56.018	53.197	**50.681**	−4,7
Investitionen	3.993	4.313	4.267	4.204	**3.471**	−17,4
Abschreibungen	3.025	3.272	3.683	3.670	**3.600**	−1,9
Operativer Cashflow[4]	6.184	5.373	6.246	4.471	**4.921**	10,1
Ergebnis vor Finanzergebnis	3.793	4.050	4.212	921	**289**	−68,6
Ergebnis vor Steuern	3.287	4.124	3.873	351	**413**	17,7
Jahresüberschuss	2.239	2.874	3.134	330	**210**	−36,4

[1] ohne Husqvarna Motorcycles (13.052 Motorräder)
[2] ab 2006 einschließlich BMW G 650 X Montage bei Piaggio S.p.A., ohne Husqvarna Motorcycles (10.612 Motorräder)
[3] Werte ohne ruhende Arbeitsverhältnisse, ohne Mitarbeiter in Freizeitphase der Altersteilzeit, ohne Geringverdiener
[4] in der Kapitalflussrechnung aufgeführter Mittelzufluss aus der betrieblichen Tätigkeit: bis 2006 des Industriegeschäfts, ab 2007 des Segments Automobile

VISUAL LANGUAGE.

Images are an essential constituent of the Corporate Design of the BMW Group. No other design element is able to make the values more directly experienciable. Besides communicating the technical or non-specific contents, images also express an attitude to life and thus contribute to emotional identification with the company. They are authentic and always contain a clear communicative statement. The image format is always rectangular and is based on the layout grid of the user interface. Technical gimmicks without communicative statements are not allowed.

Note
Current artwork is available in the BMW Group MediaPool or in the PressClub. Detailed information on visual language and on photographs can be obtained from the BMW Group Identity Net. As the greatest care is required with portraits, the implementation should always be discussed with VB-10.

Do's

Don'ts

Harciis latur
Maximagnatia parciet qui latum dolestrum quatio. Itatur sum hicace.Core ommodit.

Images should not be brightened nor should copy be inserted in them.

Images should not be unnaturally brightened nor be surrounded by a frame.

Images should never seem posed, the colour scheme should never be strident. The format should not be round nor rounded off. Drop shadows should not be used.

Images should not have soft edges.

Images should not overlap.

PORTAL HEADER – CONTENT STRUCTURE AND GLOBAL ANCHOR.

Portalheader.

BMW Group

BMW Group Intranet

http://intra.bmwgroup.net/de/index.htm — Maximilian Mustermann

Network Home   E-Mail   Deutsch   Hilfe
Intranet.
Startseite   BMW Group & Ich   News   Überblick
Aktuelles aus dem Unternehmen.

1 Hintergrundmotiv
Das Hintergrundmotiv ist fest definierter Bestandteil des Portalheaders. Es darf grundsätzlich nicht verändert werden.

2 Wort-/Bildmarken-kombination
Die BMW Group Wort-/Bildmarkenkombination ist wie das Hintergrundmotiv fest definiert und darf grundsätzlich nicht verändert werden.

3 Metanavigation
Die Metanavigation am oberen Bildschirmrand bündelt übergeordnete und teilweise auch portalunabhängige Themengebiete. Sie hat maximal fünf Einträge.

4 Optionale Netzwerkkennzeichnung
Bei der optionalen Netzwerkkennzeichnung dürfen keine Doppelungen von Begriffen vorkommen (Beispiel: Das BMW Group Partnerportal heißt im Portalnamen nicht „BMW Group Partnerportal", sondern nur „Partnerportal", da die BMW Group Wortmarke im rechten Bereich bereits abgebildet ist.). Der Titel darf nur eine maximale Breite von drei Spalten haben. Bei Applikationen für die keine Zuordnung zu einem Portal möglich ist wird ein sogenannter Applikationsheader verwendet, bei dem auf die Portalnavigation und die Netzwerkkennzeichnung verzichtet werden kann.

5 Portalnavigation
Die Portalnavigation beinhaltet die Eintrittspunkte in die Portal-anwendungen. Die konkreten Menüpunkte sind portal- und nutzerabhängig und beim Aufbau des Portals zu definieren. Sie hat maximal fünf Menüeinträge, die immer mit einem Text hinterlegt werden.

6 Suchfunktion
Eingebunden in den Bereich der Portalnavigation liegt die Suchfunktion, um eine bestimmte Person, einen Artikel oder bestimmten Datensatz schnell zu finden. Das Eingabefenster der Suchfunktion belegt linksbündig den Bereich von der sechsten bis zur siebten Spalte des Gestaltungsrasters.
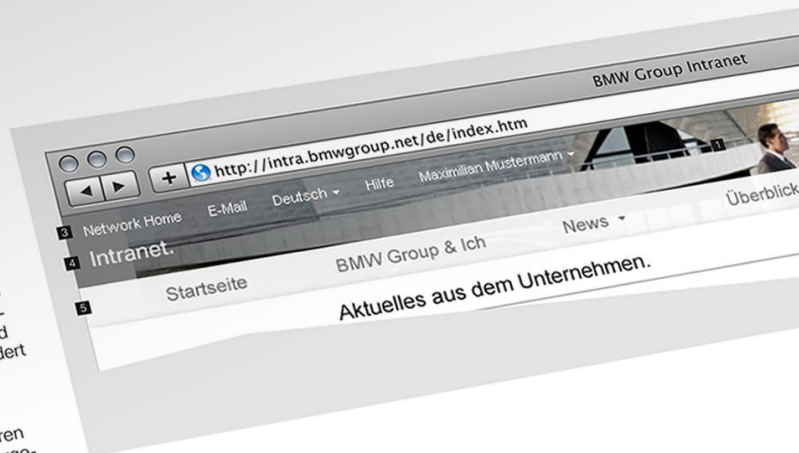
BMW Group Unternehmensauftritt I Anweisung für Intranet und Extranet I Por

The portal header along the upper edge of the screen is a fixed area within the browser window that facilitates global navigation within a portal. It consists of the brand-typical background motif and the BMW Group sender identification as well as four other components that present the content structure and allow global navigation. The portal header is always provided by the portal or its server.

The following overview page deals with the portal header components background motif, wordmark/symbol combination, optional network identification, meta navigation bar, portal navigation bar and search box.

PORTAL HEADER – LAYOUT.

1 Background motif
The background motif is a predefined component of the portal header. It should never be modified.

2 Wordmark and symbol combination
The BMW Group wordmark/symbol combination is predefined as the background motif and, as a fundamental principle, must not be modified.

3 Meta navigation bar
The meta navigation bar at the top edge of the screen combines general and in some cases non-portal-specific subject areas. It has a maximum of five entries.

4 Optional network identification
No duplication of terms should occur in the optional network identification (for example: the BMW Group partner portal is only known as the partner portal and not as the "BMW Group partner portal" as the BMW Group wordmark is already depicted in the right area.). The title should have a maximum width of three columns. With applications with which no assignment to a portal is possible, a so-called application header is used, meaning that the portal navigation and network identification can be dispensed with.
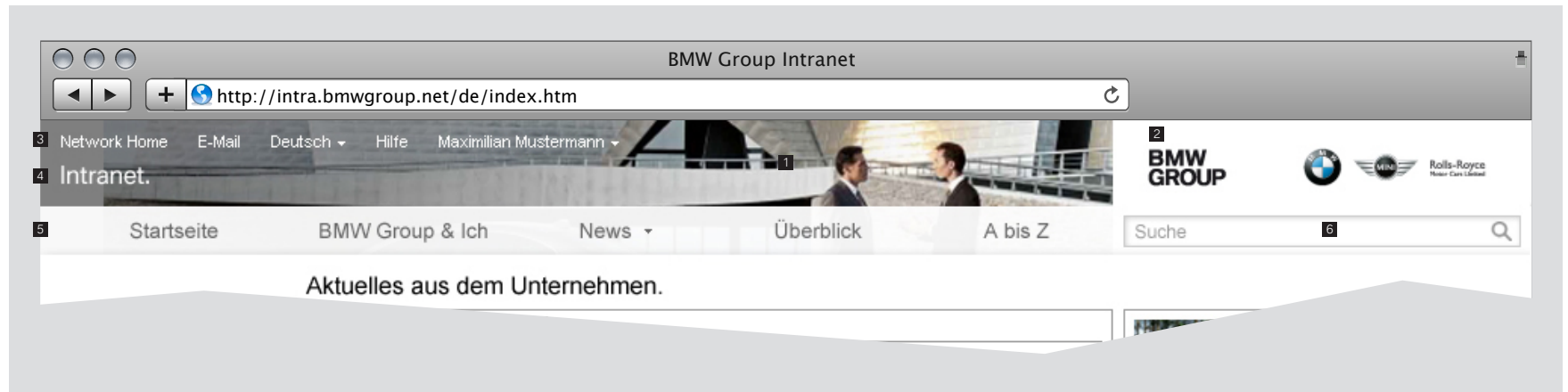
5 Portal navigation bar
The portal navigation bar contains the links to the portal applications. The specific menu items are portal and user-dependent and should be defined when the portal is created. It has a maximum of five menu items that are always saved with a text.

6 Search function
Integrated in the portal navigation area there is the search box for quickly locating a specific person, article or record. The input window of the search box appears left justified in the area of the sixth to seventh column of the layout grid.

Navigation – maximum user-friendliness is the priority.

The navigation behaviour is a central component of every application and every website. Every website and all applications are experienced through uniform characteristics. The central navigation controls are the portal and area navigation panels plus the meta, tab and page navigation bars, the footers, hypertext links, global search box, buttons as well as image and text teasers. They are subdivided into primary and secondary navigation controls according to user priority.

The following pages show the layout and principles of the primary and secondary navigation characteristics on the intranet and the applications in prototypical form.
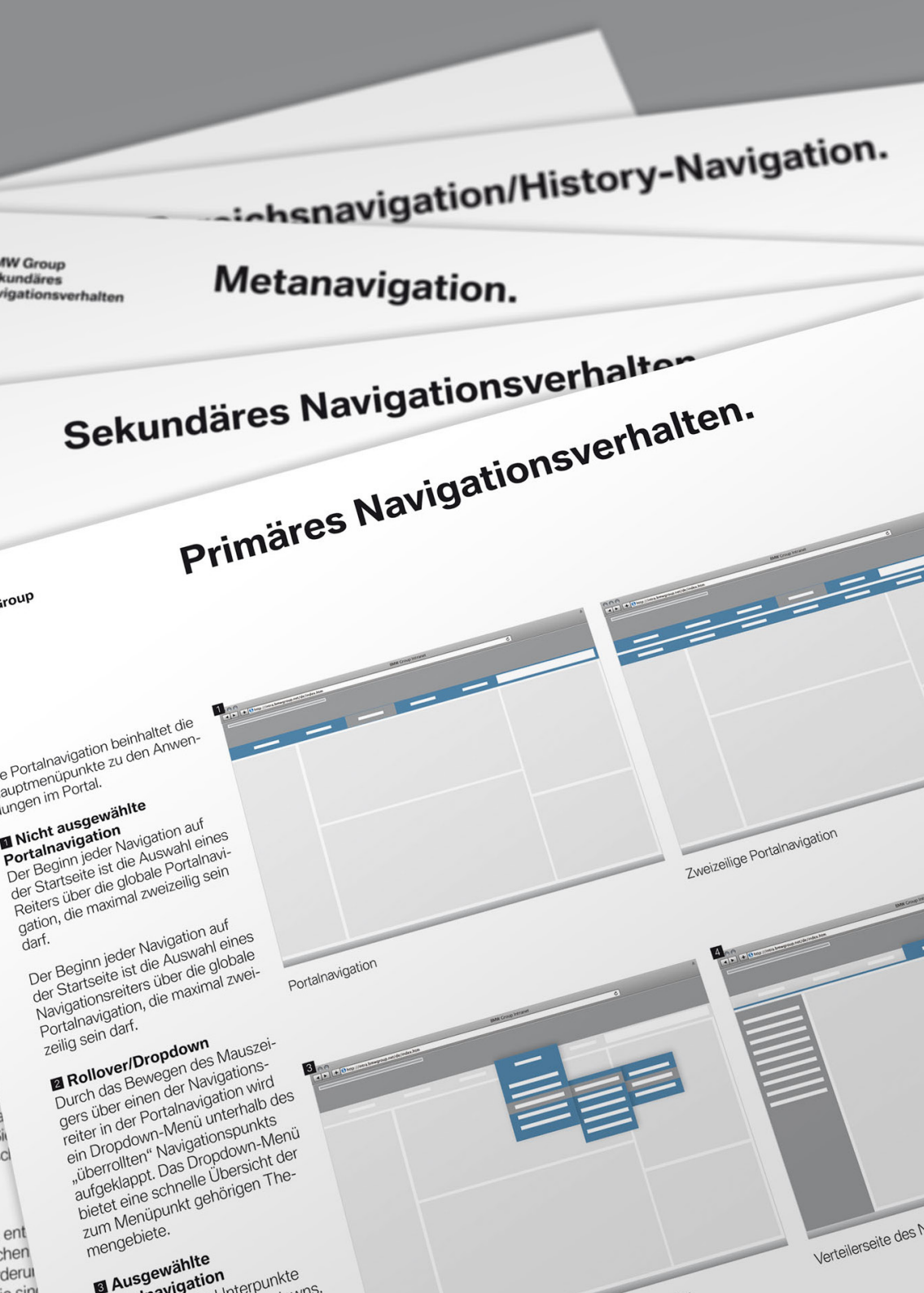
Primary navigation behaviour.

The portal navigation bar contains the main menu items for the applications in the portal.

1 Portal navigation bar with no items selected
Every navigation on the home page starts by the selection of a tab on the global portal navigation bar, which may consist of a maximum of two lines.

2 Mouse-over/Dropdown
Hovering the mouse pointer over a tab on the portal navigation bar opens a drop-down menu below the menu item at which the mouse is pointing. The dropdown menu contains a list of general headings. A maximum of five menu items should be listed.

3 Portal navigation bar with item selected
The sub items are selected via a maximum of three dropdowns. In exceptional cases, the dropdown may also open to the left.

4 Area navigation panel with no items selected
Selecting an item on the area navigation panel expands the item so that its sub-items are visible and can be selected.

5 Area navigation panel with item selected (tree/history navigation panel)
Selecting a topic on the area navigation panel expands the topic so that its sub-topics are visible and can be selected.
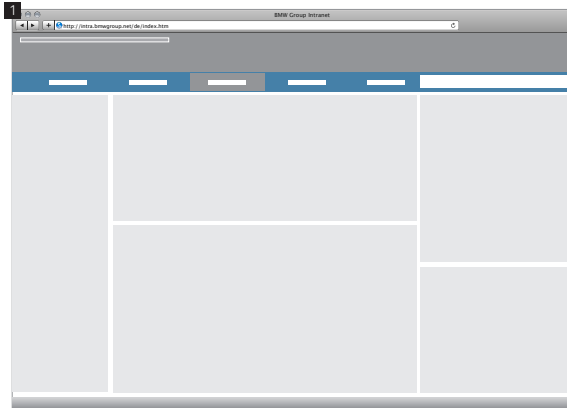
Portal navigation bar
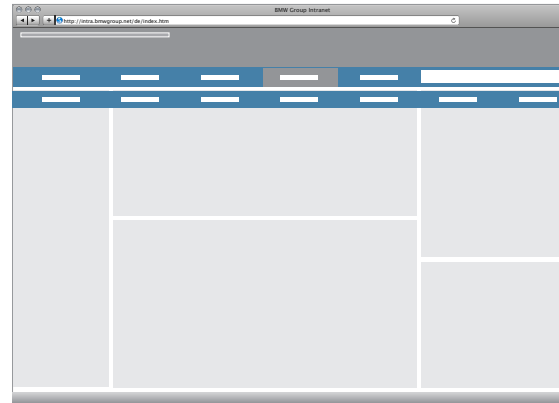
Two-line portal navigation bar
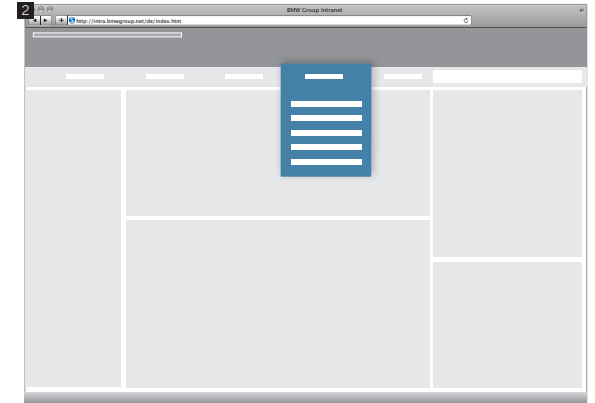
Dropdown menu on the portal navigation bar
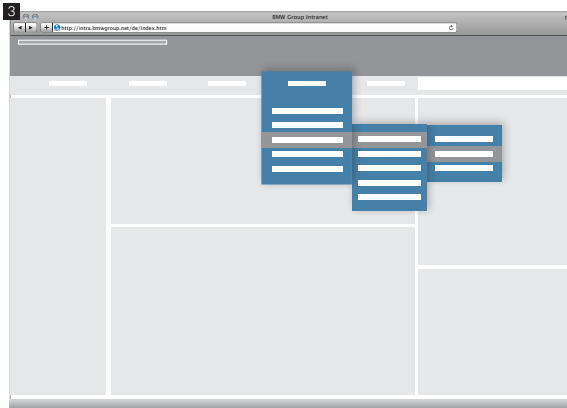
Dropdown menu on portal navigation bar with item selected
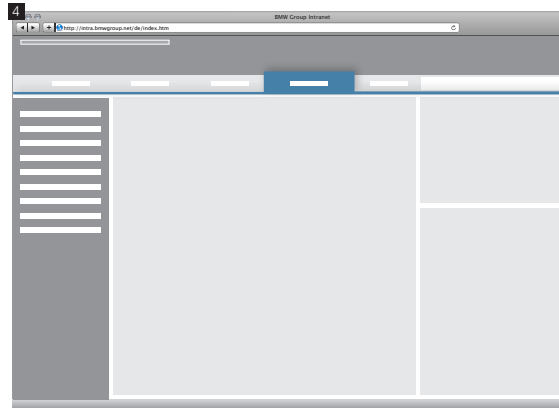
Home page of navigation level 1 with area navigation panel
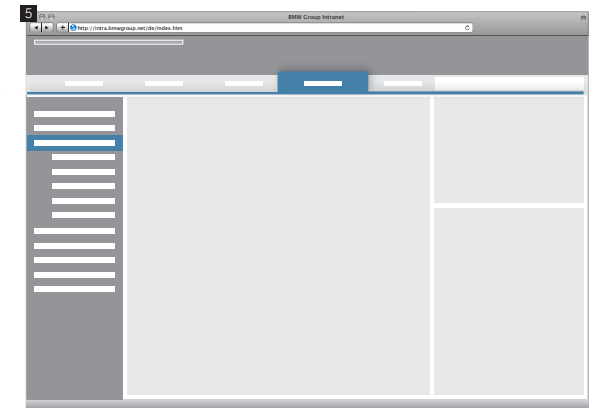
Home page/article page of navigation levels 2-5 with area navigation panel

Single-line portal navigation.

▣ Not selected

In its default status, the portal navigation bar has no items selected. The unselected status of the portal navigation bar is shown by the slightly transparent, white background panels and the font is set in grey.

Font: Arial Regular
Font size: 14 Px
Font colour: #666666 (grey 1)
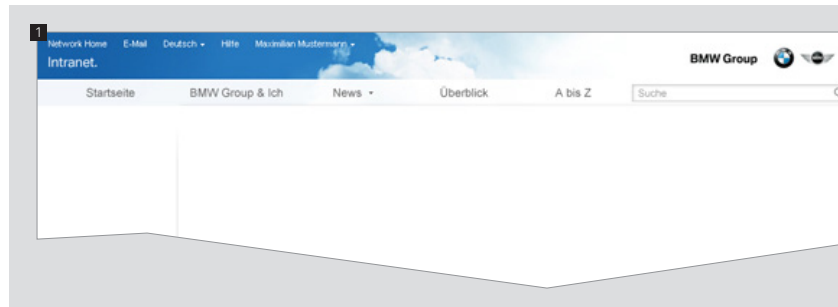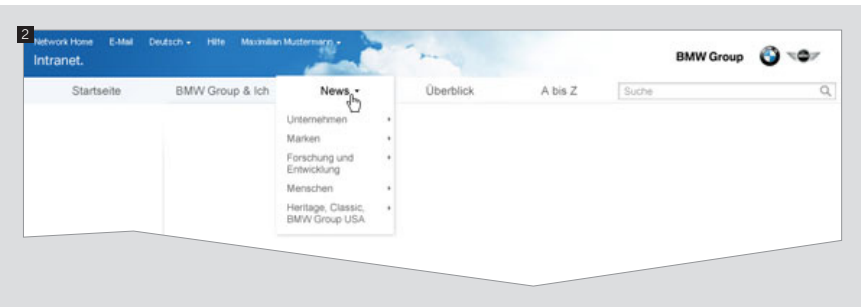
▣ Mouse-over

When the mouse is hovered over a menu heading, its drop-down functionality opens. The opened menu is visually highlighted by a white area with shadow and the font is set off from the background in black.
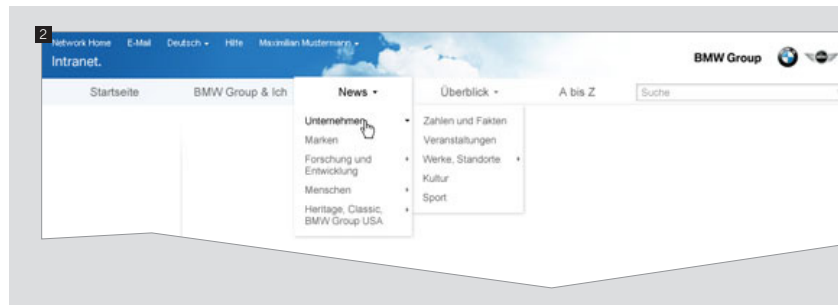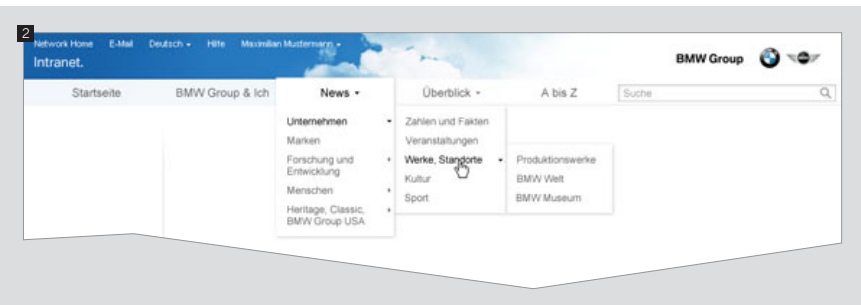
Font: Arial Regular
Font size: 14 Px
Font colour: #000000 (black)

Dropdown

The dropdown functionality operates in the same way as mouse-over.

Font: Arial Regular
Font size: 12 Px
Font colour: #666666 (grey 1)
Font colour (active): #000000 (black)

▣ Selected

If a navigation item is selected, the tab and the content area move visually to the foreground. The menu items are then visible in the area navigation panel.

Font: Arial Regular
Font size: 14 Px
Colour: #000000 (black)

Not selected and mouse-over

Dropdown 1st level

Dropdown 2nd level, mouse-over

Dropdown 3rd level, mouse-over

Dropdown 3rd level, mouse-over

Selected area

Special case – two-line portal navigation.

① Not selected

In its default status, the two-line portal navigation bar has no items selected. The unselected status of the portal navigation bar is shown by the slightly transparent, white background panels and the font set in grey.

Font: Arial Regular
Font size: 14 Px
Font colour: #666666 (grey 1)
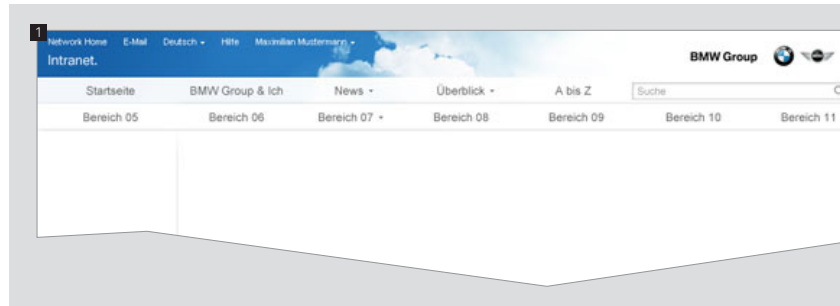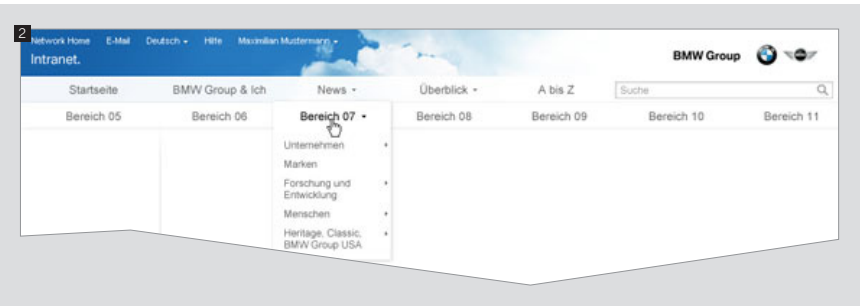
② Mouse-over

When the mouse is hovered over a menu heading, its drop-down menu opens. The opened item is visually highlighted by a white area with shadow and the font is set off from the background in black.
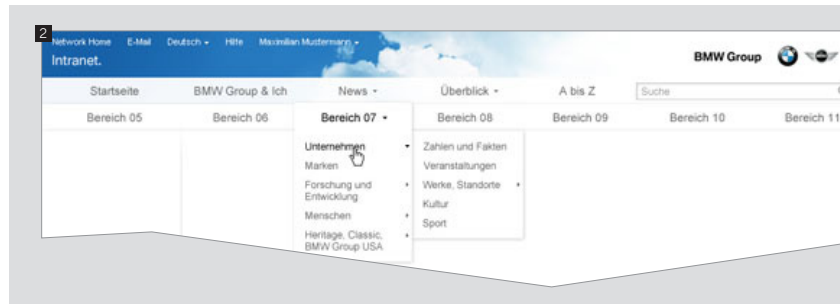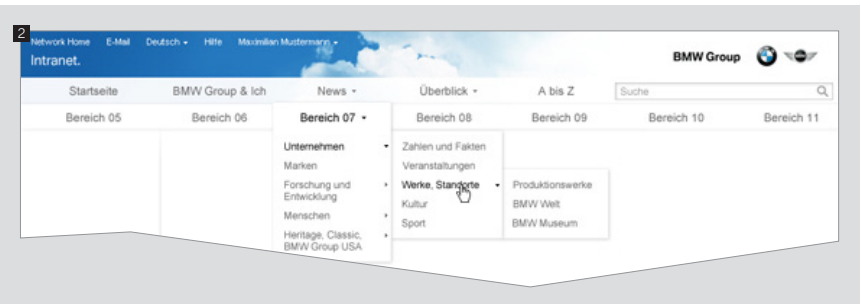
Font: Arial Regular
Font size: 14 Px
Font colour: #000000 (black)

Dropdown

The dropdown functionality operates in the same way as mouse-over.

Font: Arial Regular
Font size: 12 Px
Font colour: #666666 (grey 1)
Font colour (active): #000000 (black)
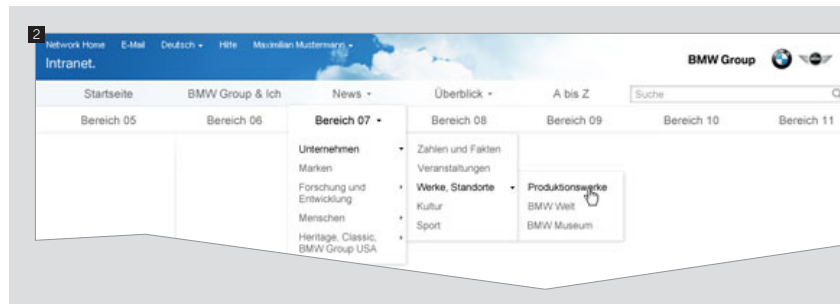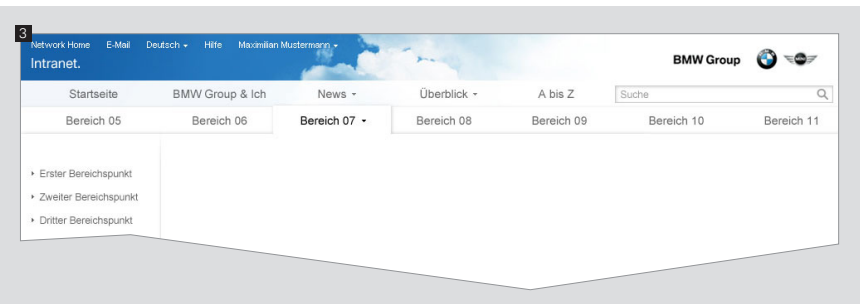
③ Selected

If a navigation item is selected, the tab and the content area move visually to the foreground. If menu items are available, they are then visible in the area navigation panel.

Font: Arial Regular
Font size: 14 Px
Colour: #000000 (black)

Not selected and mouse-over.

Dropdown 1st level

Dropdown 2nd level, mouse-over

Dropdown 3rd level, mouse-over

Dropdown 3rd level, mouse-over

Selected area.

Area navigation panel – tree navigation.

No more than three navigation levels are allowed in the tree navigation panel.

1 Not selected
All menu items are listed vertically. If a menu item is not selected, this is indicated by the horizontal arrow next to the item and the grey font. If a menu item does not have any submenus, the arrow is omitted.

Font: Arial Regular
Font size: 12 Px
Font colour: #666666 (grey 1)

2 Mouse-over
Hovering the mouse over an item makes the arrow and font turn blue.

Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

3 Selected
When selected, the area of the menu item is brought visually to the foreground by a white box with a shadow. In addition, the arrow is rotated clockwise through ninety degrees so that it points downwards. The submenus are opened up left justified underneath and the subject appears in the content area.

Font: Arial Regular
Font size: 12 Px
Colour: #000000 (black)
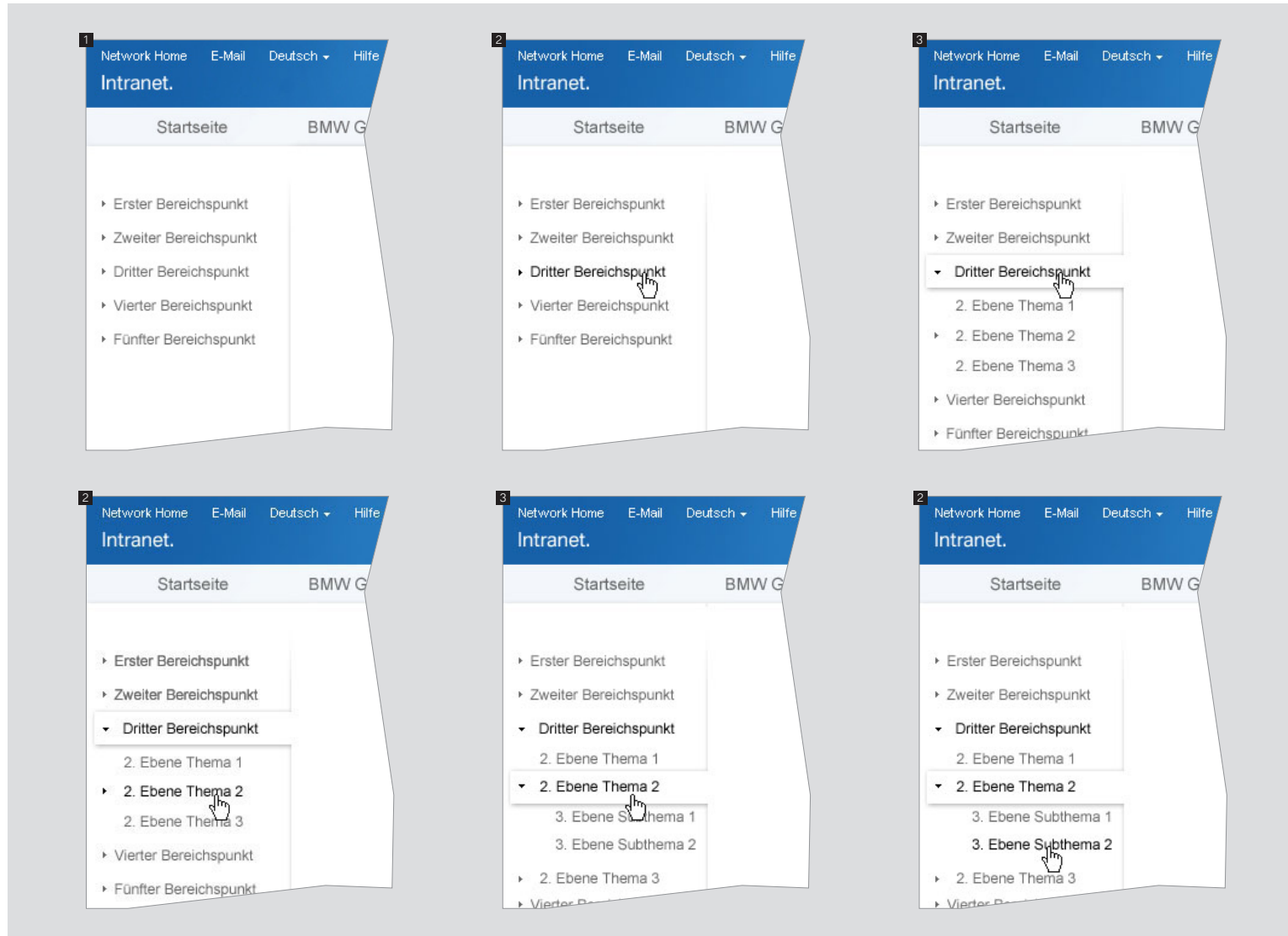
Area navigation panel – history navigation.

As tree navigation does not allow more than three navigation levels, implementation of history navigation is recommended for more extensive and detailed area navigation.

The first menu item is selected and, at the same time, the home page. It is highlighted by a white, shadowed area.

1 Not selected
All menu items always appear directly one below the other. If the menu item has not been selected, this is indicated by the arrow in grey. If a menu item does not have any submenus, the arrow is omitted.

Font: Arial Regular
Font size: 12 Px
Font colour: #666666 (grey 1)

**2 Mouse-over
first navigation level**
When the mouse is hovered over an item, the font and arrow of the menu item are set off against the background in black.

Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

**3 First navigation level
selected**
The menu item is selected by mouse click. The primary, previously selected menu item jumps into the navigation path and is positioned at the top. The position of the navigation path is headed by a grey line; lettering and arrow are in grey. The font and arrow of the selected entry are picked out in black and are highlighted by a white background. The submenu appears as a new selection menu.

Font: Arial Regular
Font size: 12 Px
Colour: #000000 (black)

Font: Arial Bold
Font size: 12 Px
Font colour: #666666 (grey 1)

**4 Mouse-over
second navigation level**
Mouse-over is the same as for the first navigation level.

Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)
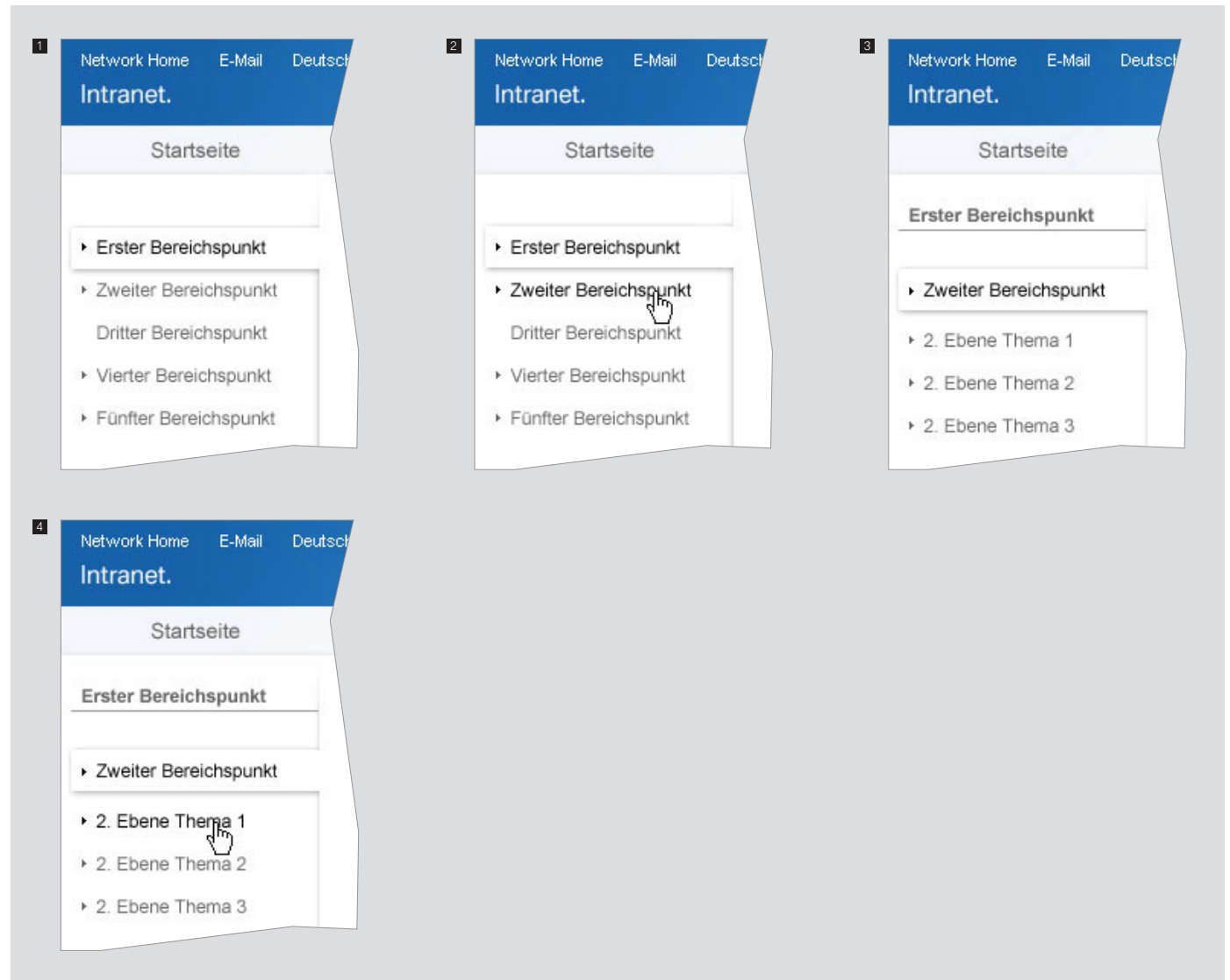
Area navigation panel – history navigation.

**5 Selected
second navigation level**
If another menu item is selected
then the primary, previously
selected entry now appears in
the navigation path below the
entry already in the path. The
one-line navigation levels are
separated from each other by
grey lines. The font and arrow
of the newly selected entry
are picked out in black and are
highlighted by a white panel
with shadow. The submenu is
appearing as the new selection
menu.

Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

Line thickness: 1 Px
Line colour: #999999 (grey 2)

**6 Mouse-over in navigation
path**
The basic principles of mouse-
over in the navigation path (i.e.
return to a primary navigation
level) are the same here too.

Font: Arial Bold
Font size: 12 Px
Font colour: #000000 (black)
Line colour: #999999 (grey 2)

**7 Selection of menu item in
the higher navigation level**
When a menu item in the naviga-
tion path is selected that item
becomes the selection. The
path structure disappears up to
the navigation levels which are
below the selected menu item.
The submenus of the selected
item are available for selection.
Jumping to items outside the
path structure is not possible.
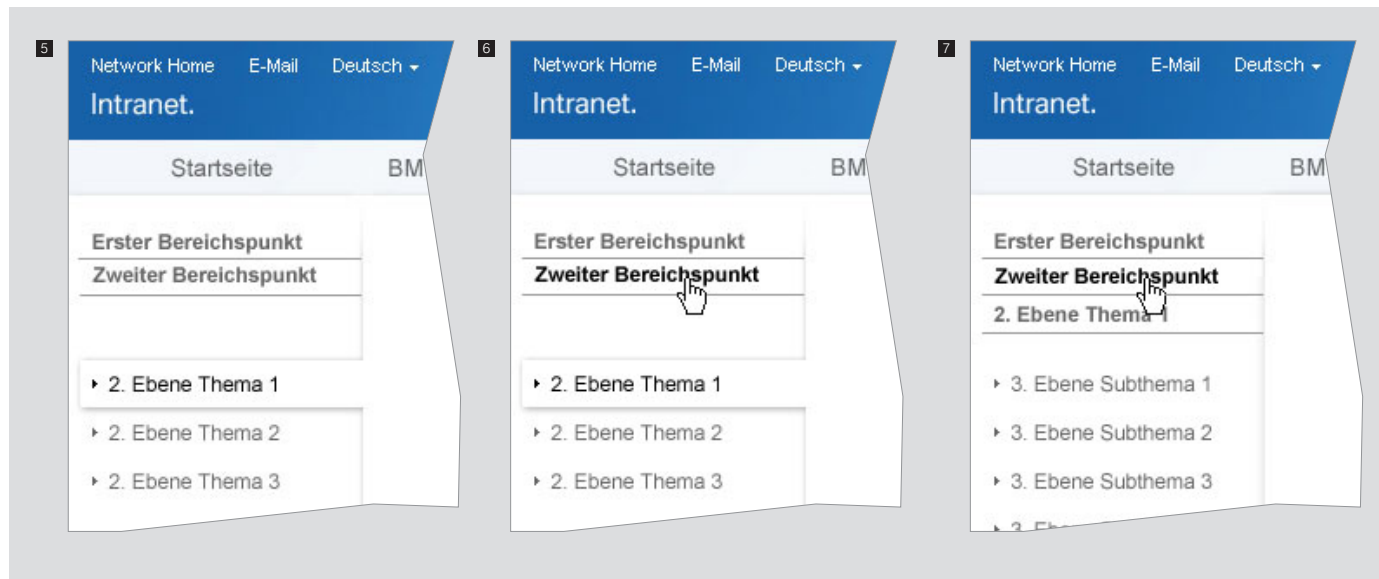
Application navigation panel.

For applications with hierarchical data structures, the area navigation can be replaced by the displayed, exemplary navigation. It is functionally generated like a tree navigation.

1 Not selected:
Font: Arial Regular
Font colour: #000000 (black)

2 Selected:
Font: Arial Regular
Font size: 14 Px
Font colour: #FFFFFF (white)

Lines: 1Px
Line colour: 999999 (grey 2)
Background colour: #666666 (grey 1)
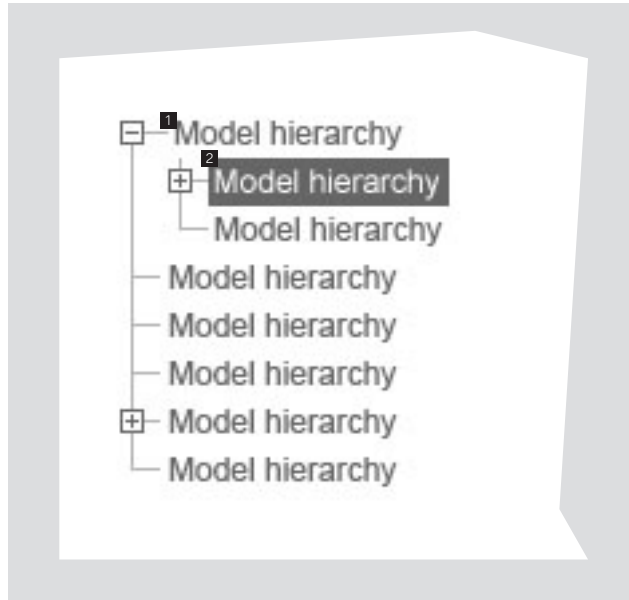
Secondary navigation behaviour.

The secondary navigation characteristics support higher level and in some cases non-portal-dependent navigation, arrangement, structuring and linkage of content within the content areas.

1 Meta navigation
Higher level subjects such as "Contact" or "Help" are bundled in the meta navigation.

2 Hypertext links
Hypertext links are the common method for connecting content and thus for navigating between items of content.

3 Buttons
Buttons can be used according to technical and design requirements and are always provided with a standard, simple text.

4 Tab
Tabs make an important contribution to organising complex contents within a content area. They are always the same width and are based on the layout grid.

5 Pictograms
Pictograms can be used in accordance with technical and layout requirements. They are always assigned to a specific action and immediately recognisable.

6 Footer
All specifications for administration and characterisation can optionally be summarised there.
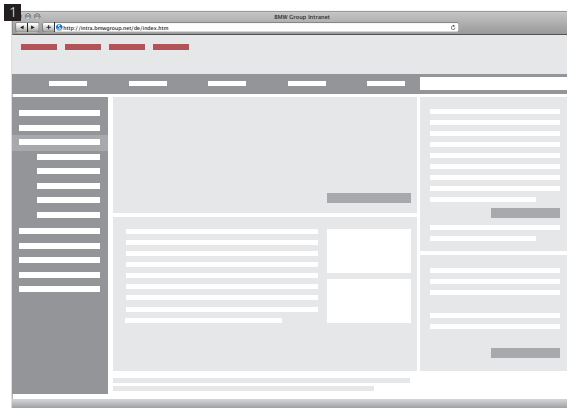
Meta navigation
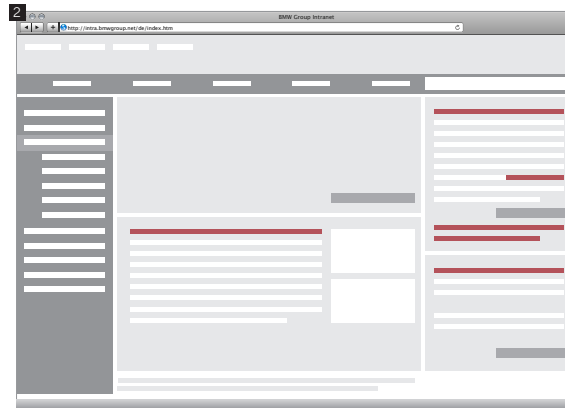
Hypertext links
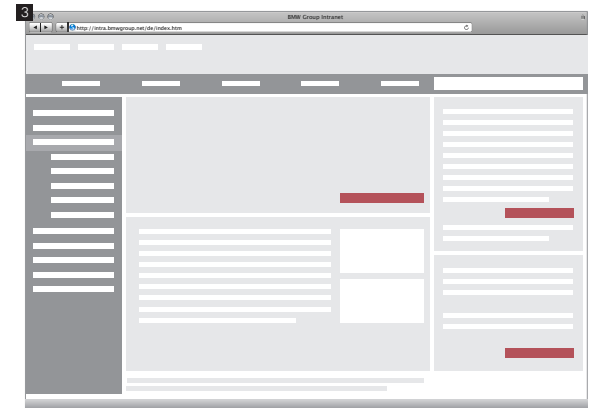
Buttons
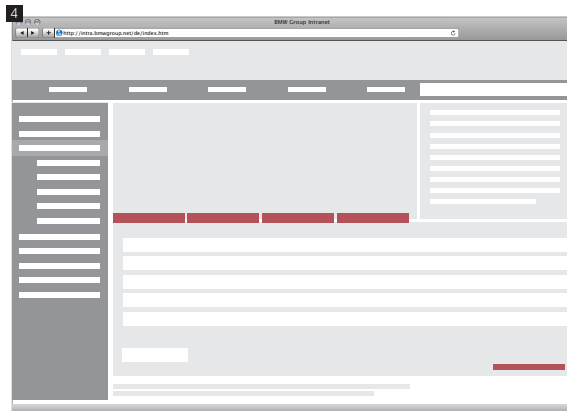
Navigation within a container: Tab or page navigation
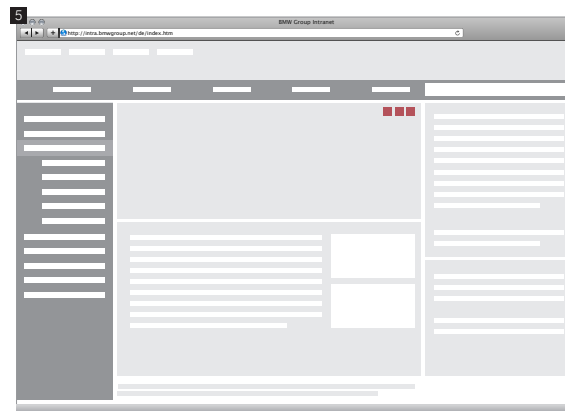
Portlet icons
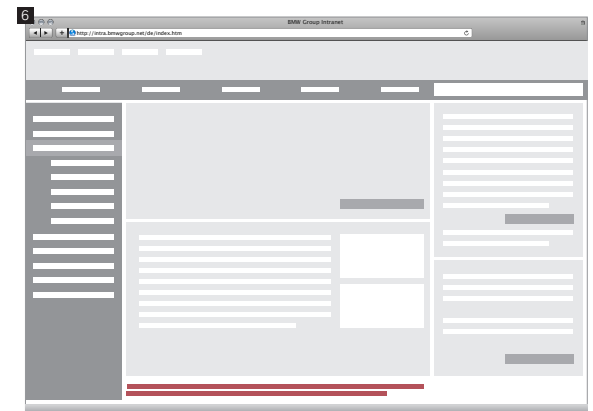
Footer

Meta navigation.

The meta navigation bundles high level, in some cases also non-portal-dependent subject areas, so-called peripheral actions within the portal or an application. The selected subject area appears in the content area or an immediate action occurs such as with language selection.

From left to right, the following menu items are displayed:
- Network Home
- E-Mail or Contact
- Language selection
- Help
- Username/Logout

Normally no more than five items are to be provided. Unlisted subject areas are listed in the portal navigation, in the content area or in the footer.

1 Not selected
The menu items appear next to each other in white font.

Font: Arial Regular
Font size: 11 Px
Font colour: #FFFFFF (white)

2 Mouse-over 01
When the mouse is hovered over an entry without further menu items, the white font appears underlined.

Font: Arial Regular
Underlined
Font size: 11 Px
Font colour: #FFFFFF (white)
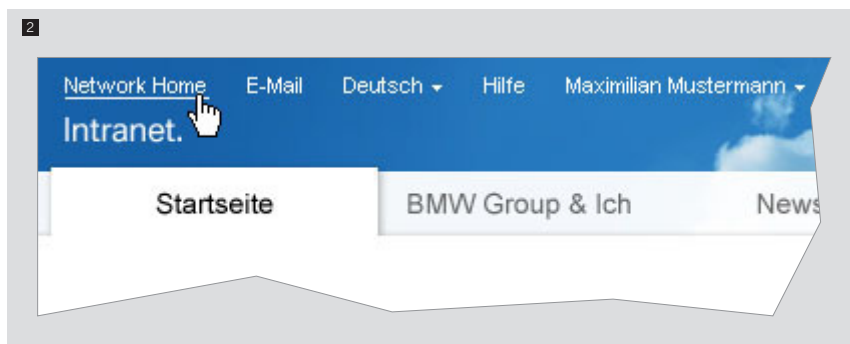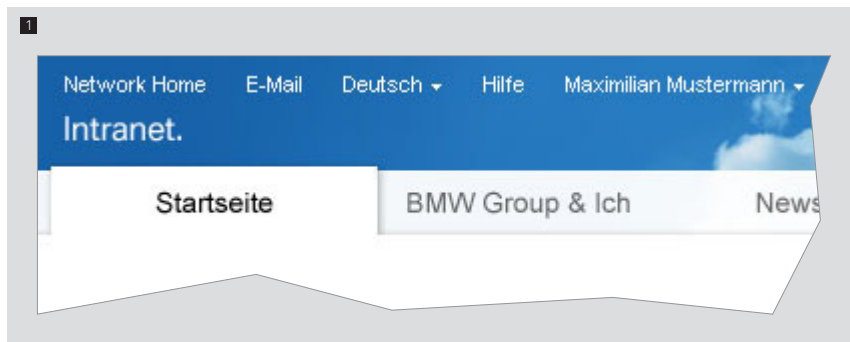
Meta navigation – dropdown.

③ Mouse-over 02
If more than one item is applicable in the menu item, the dropdown of the relevant area opens up.

Dropdown
The expanded area is highlighted by a white box with transparent shadow and grey font.

Font: Arial Regular
Font size: 11 Px
Font colour: #666666 (grey 1)
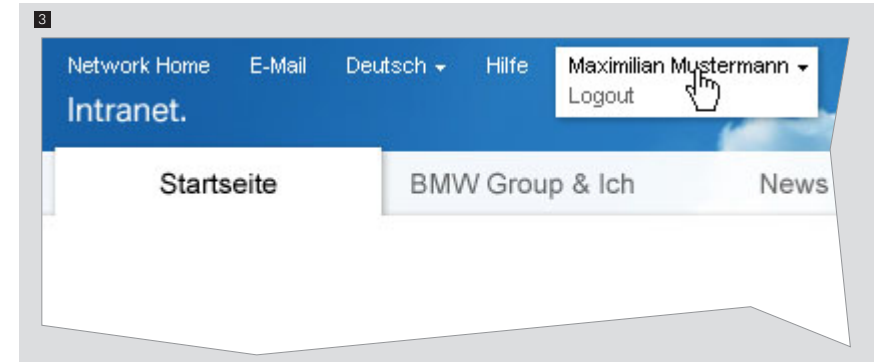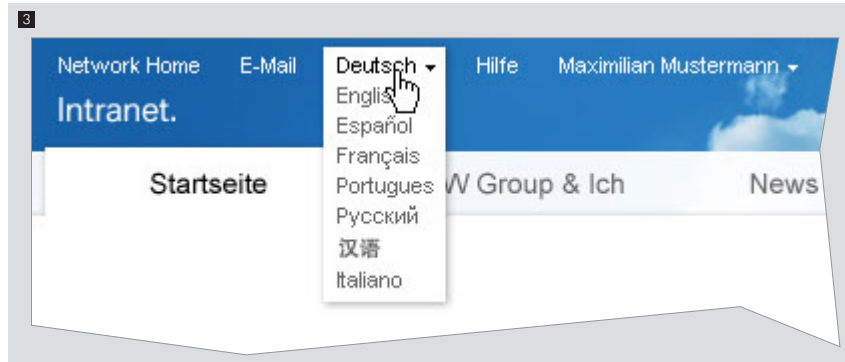
④ Dropdown mouse-over
If a navigation item is selected in the dropdown, the font changes from grey to black.

Font: Arial Regular
Font size: 11 Px
Font colour: #000000 (black)
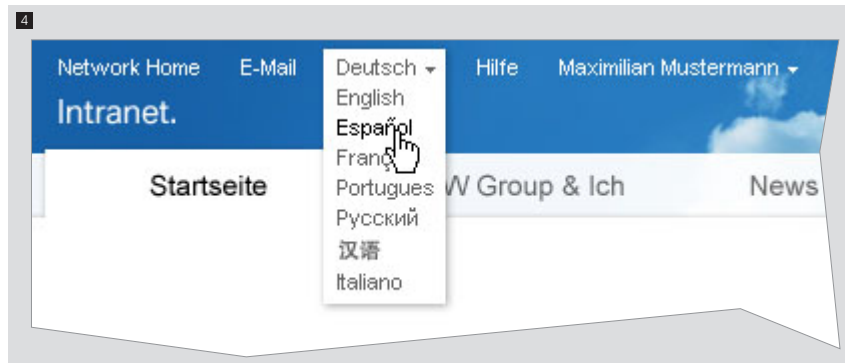
⑤ Bilingualism
If no more than two options are available, the dropdown functionality is normally omitted. Instead the display always changes to the relevant other language.

Selected
If an item is selected by mouse click, the new subject appears in the content area.
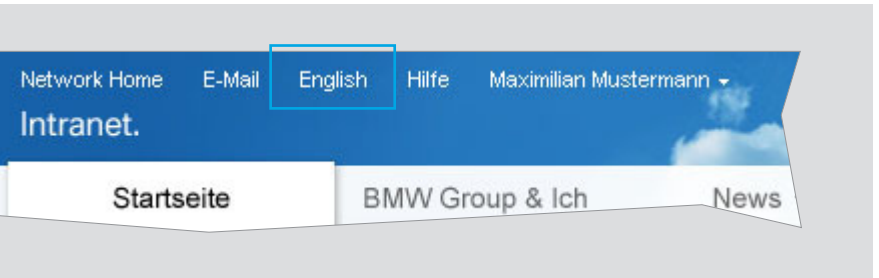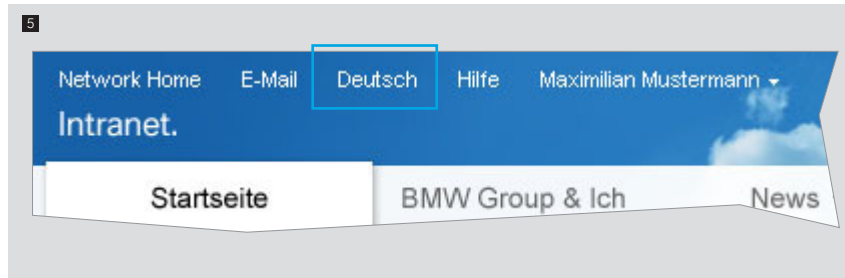
Hypertext links.

Hypertext links
Hypertext links are used to connect content and to navigate between items of content. In accordance with user expectations, the links are always underlined and displayed in the identical colour; independently of whether it was a title, body copy or error message. Underlining should only be used with hypertext links.

Mouse-over
Hypertext links have no mouse-over status, i. e. they do not change colour or type face when the mouse pointer moves over. They are always to be underlined.
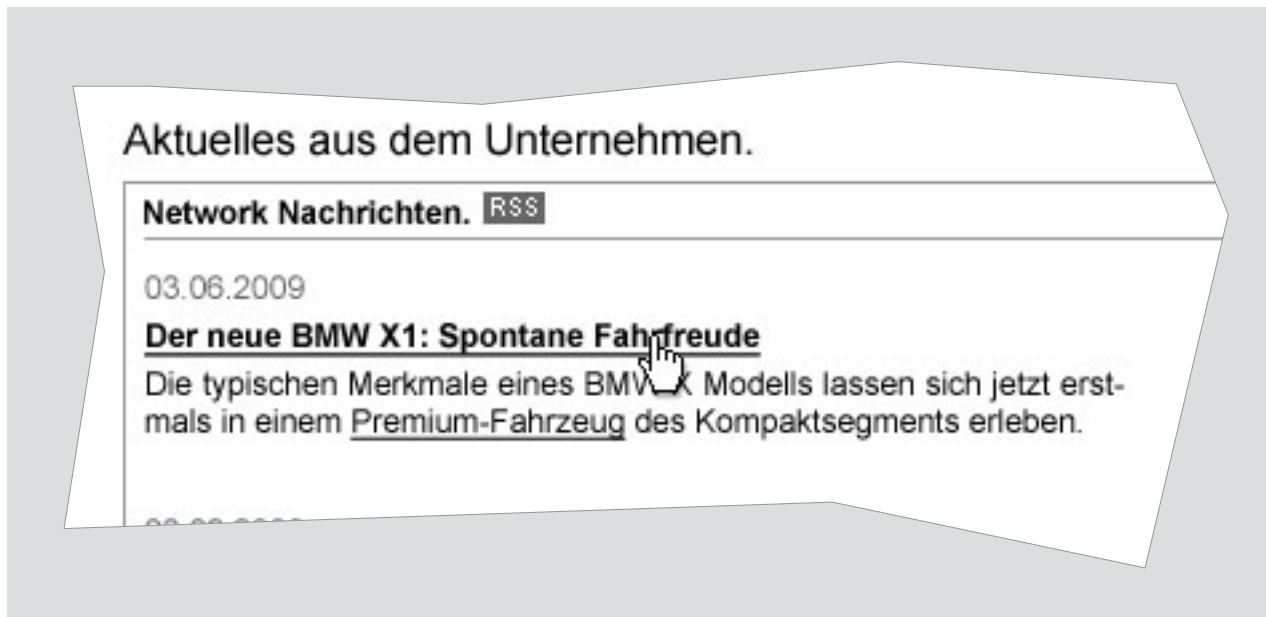
Search function.

The search function input box with internal shadow appears left justified in the area of the sixth to seventh column of the layout grid. The search function pictogram is right justified in the window.

1 Search input box
Font: Arial Regular
Font size: 12 Px
Font colour: #999999 (grey 2)
Font colour for input (focus):
#000000 (black)

Pictogram colour: #999999
(grey 2)

Contour thickness: 1 Px
Contour colour: #CCCCCC
(grey 3)

Dropdown
If text is entered in the input window, the dropdown appears. It is highlighted by a white panel with shadow. Unselected text and other hits are displayed in grey font, search area headings are always in black and bold type face. Individual entries and areas are separated from each other by a grey line.

2 Headline
Font: Arial Bold
Font size: 12 Px
Font colour: #000000 (black)

3 Hits
Font: Arial Regular
Font size: 12 Px
Font colour: #666666 (grey 1)

Contour thickness: 1 Px
Colour: #000000 (black)

4 Mouse-over
A mouse-over in the dropdown highlights the font in black.

Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

Selected
If a search entry is selected in a dropdown, the font colour becomes black and the entry becomes visible in the content area.
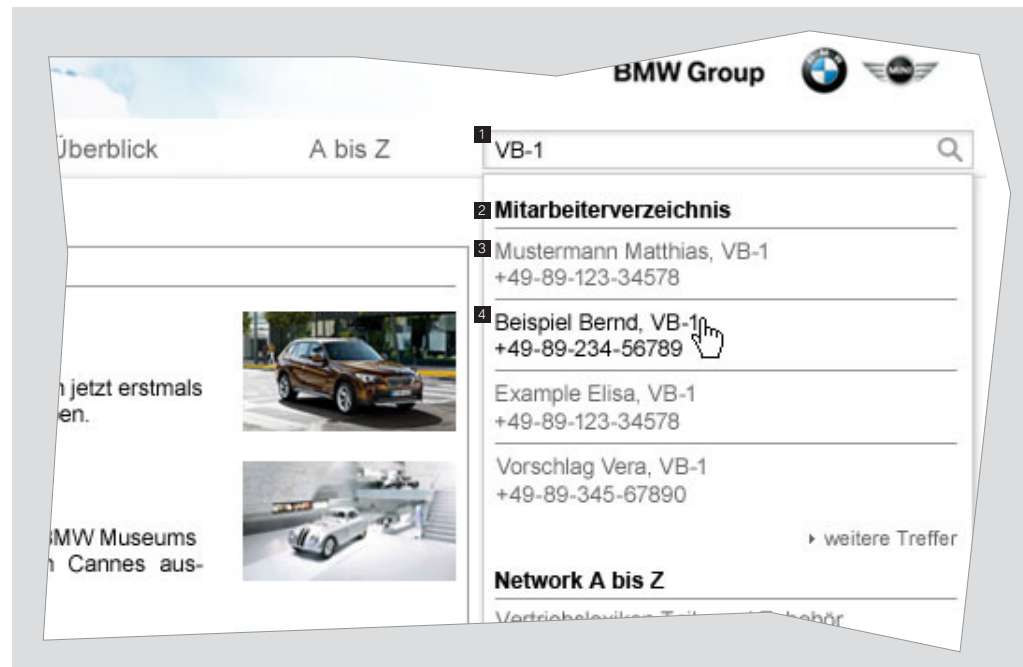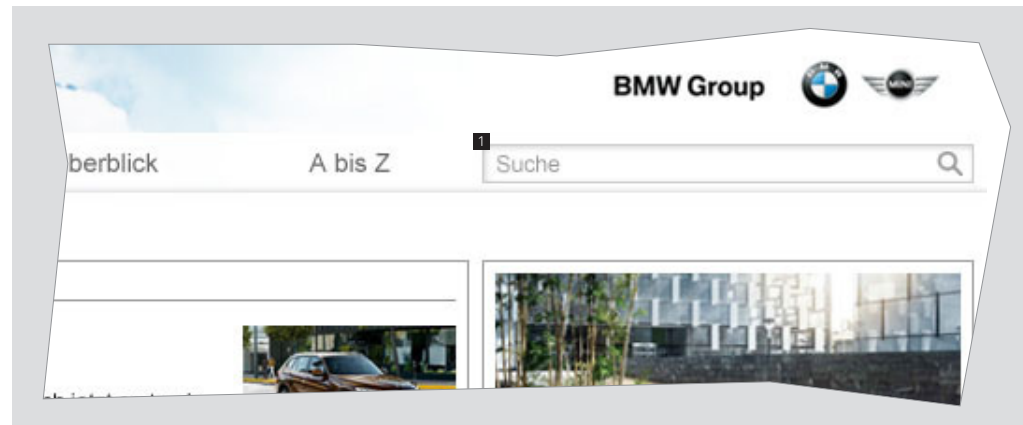
Buttons.

Buttons are always adapted to the layout grid and can be provided with a simple, left justified text. For labelling of action prompts, a uniform vocabulary should always be used as many actions are of a general nature. Only one size of button is to be used as standard in the containers.

In individual cases, it is not possible to format buttons. In this case the elements provided by the system are relied on.
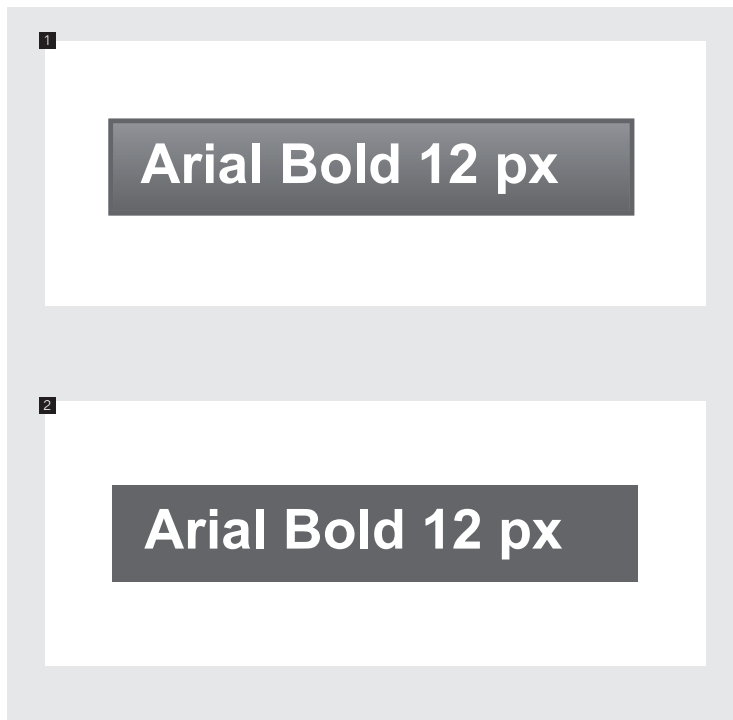
1 Not selected
Font: Arial Bold
Font size: 12 Px
Font colour: #FFFFFF (white)

Contour thickness: 1 Px
Contour colour: #999999 (grey 2)

2 Mouse-over/selected
Font: Arial Bold
Font size: 12 Px
Font colour: #FFFFFF (white)

Background colour: #999999 (grey 2)

1

Arial Bold 12 px

2

Arial Bold 12 px

Gradient settings
Linear gradient from grey 1 (#666666) to grey 2 (#999999)
Angle: 90°
Position: 50
Opacity: 100%
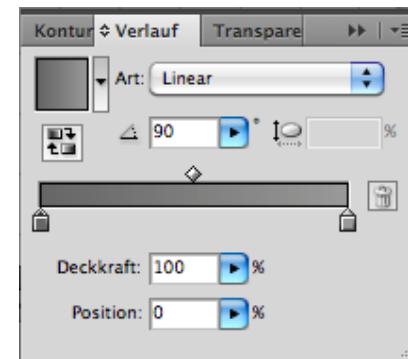
Tab navigation.

Tabs are displayed along the top edge of a category. Clicking on them reveals the content/input elements in the underlying area of the selected category. Each category has a name. Tabs permit large volumes of information to be presented in compact manner.

1 Not selected
Font: Arial Regular
Font size: 12 Px
Font colour: #666666 (grey 1)

Background colour: #F2F2F2 (grey 4)
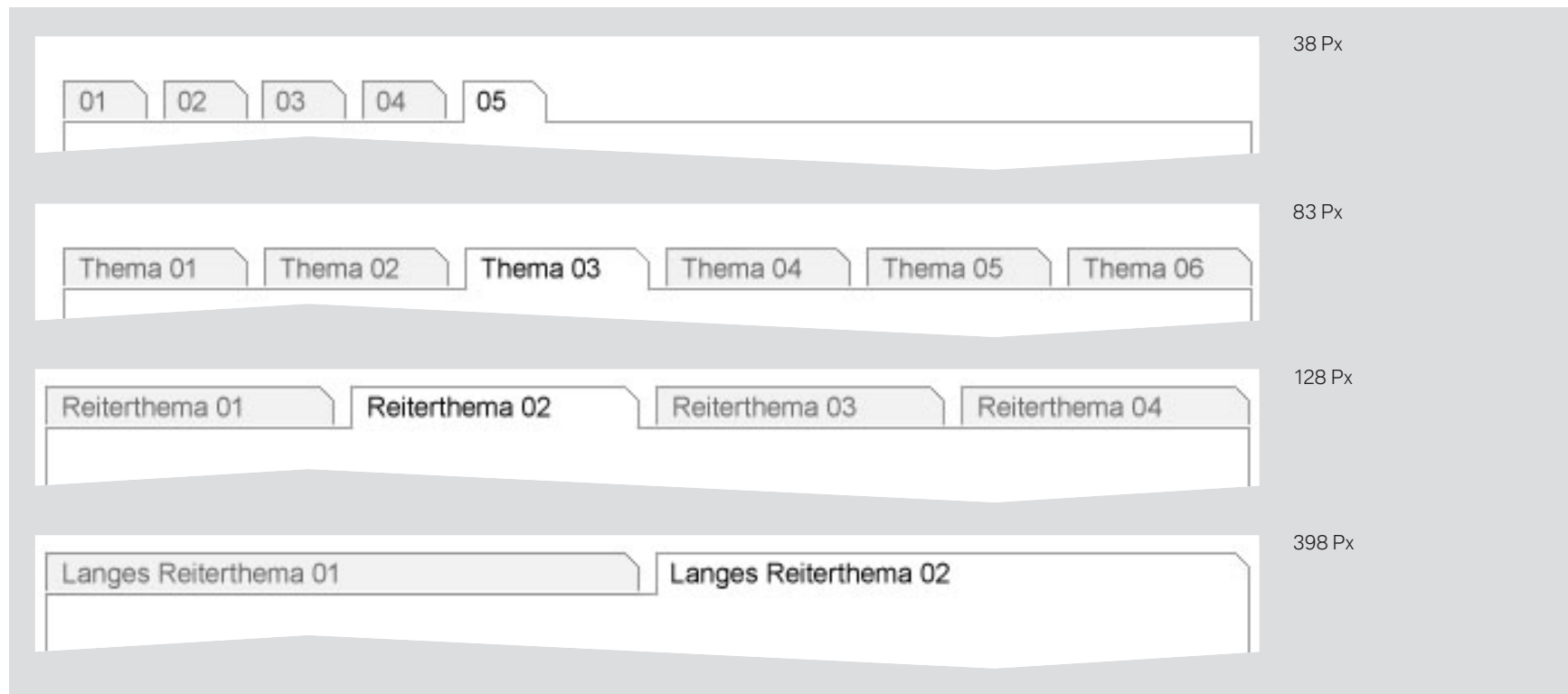
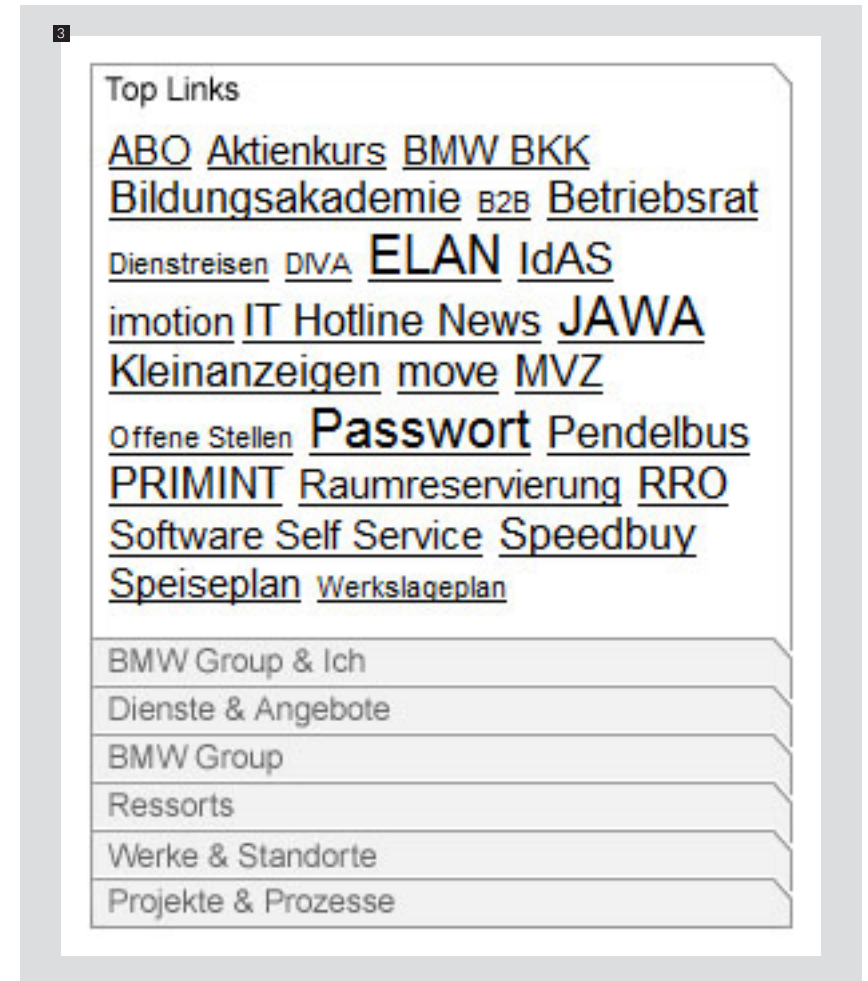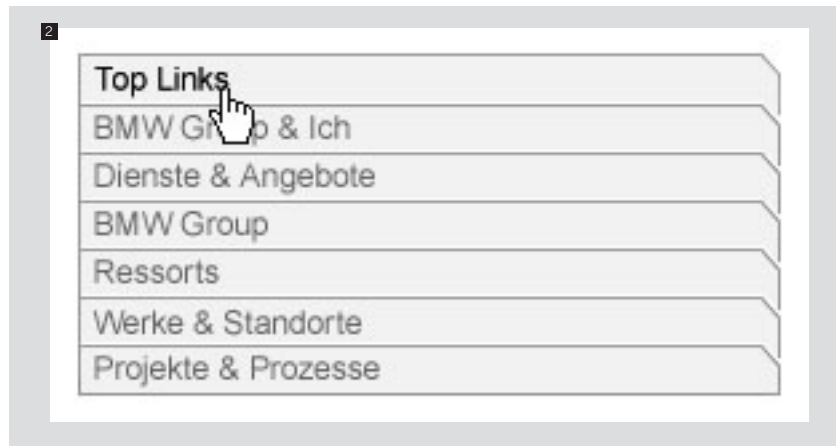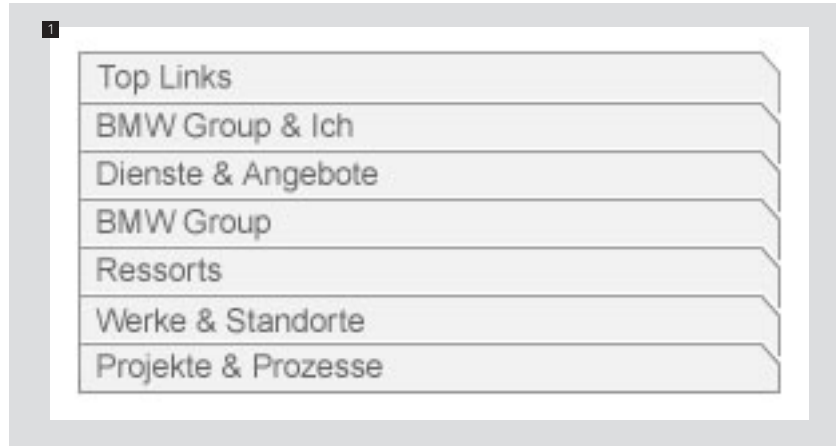Line colour: #999999 (grey 2)
Line thickness: 1 Px

2 Mouse-over
Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

Background colour: #F2F2F2 (grey 4)

3 Selected
Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

Background colour: #FFFFFF (white)

Line colour: #999999 (grey 2)
Line thickness: 1 Px

Neue Vielfalt in der Luxusklasse: Die BMW 7er Reihe ist im Modell-jahr 2010 mit fünf Motoren und Allradantrieb auf den weltweiten Märkten verfügbar.

21.0
Mit
BMW
Konz
(Itali

3 Reiterthema 01   **2** Reiterthema 02   **1** Reiterthema 03   Reiterthema 04

Omnimintur

Soluptia sit hitatet alique consed eatet expera verro quis aliqui quo dolo conserum
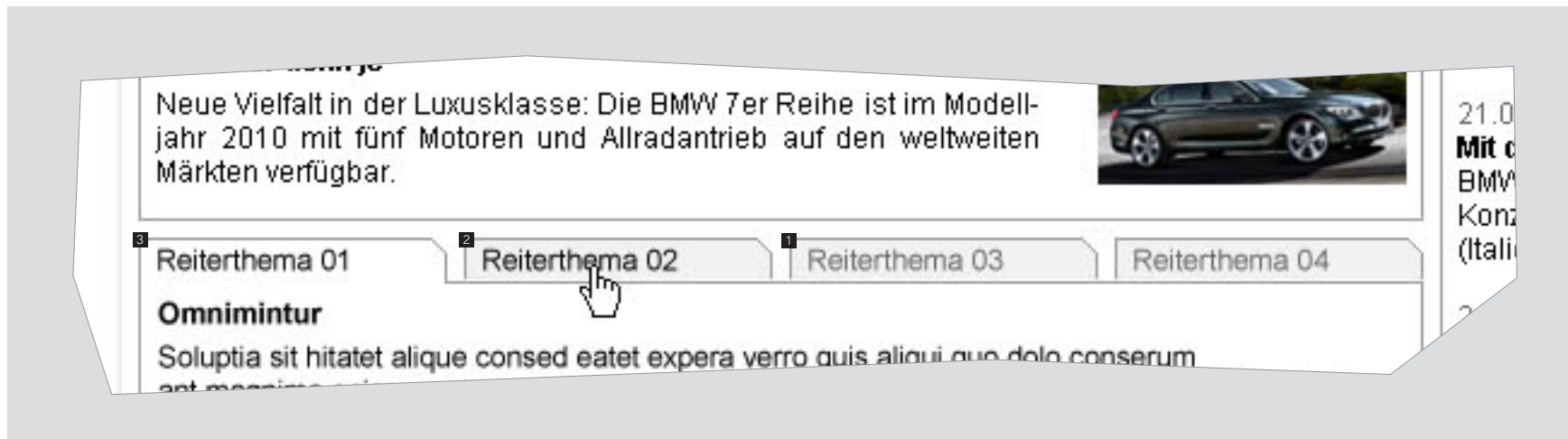
Tabs – detailed information.

Tabs should be aligned according to the design grid. The entire content area is usually located completely inside the tab area. This also applies for any portlets. On the other hand, tabs inside the portlets are not permitted. With longer or shorter entries in the handles, tabs can also run horizontally over two columns, half or even a third of a column. The following handle widths are possible: 398 Px, 128 Px, 83 Px and 38 Px.

Long tab labels are always to be avoided.

Do's

| 01 | 02 | 03 | 04 | 05 |

38 Px

| Thema 01 | Thema 02 | Thema 03 | Thema 04 | Thema 05 | Thema 06 |

83 Px

| Reiterthema 01 | Reiterthema 02 | Reiterthema 03 | Reiterthema 04 |

128 Px

| Langes Reiterthema 01 | Langes Reiterthema 02 |

398 Px

Don'ts

| Reiterthema 01 | 02 | Thema 03 | Langes Reiterthema 04 |

Tabs of different widths should not be used at the same time.
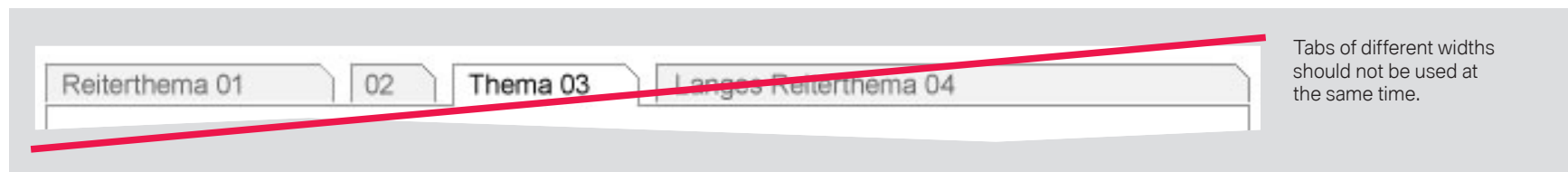
Accordion tabs.

Accordion tabs can be introduced as additional navigation elements. The mode of operation is analogous to general tab navigation.

❶ Not selected
Font: Arial Regular
Font size: 12 Px
Font colour: #666666 (grey 1)

Background colour: #F2F2F2 (grey 4)
Line colour: #999999 (grey 2)
Line thickness: 1 Px

❷ Mouse-over
Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

Background colour: #F2F2F2 (grey 4)
Line colour: #999999 (grey 2)
Line thickness: 1 Px

❸ Selected
Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

Background colour: #FFFFFF (white)
Line colour: #999999 (grey 2)
Line thickness: 1 Px

Page navigation.

The page navigation is always indented 7 pixels from the right edge. The distance between the page numbers is always one space character.

Not selected
Font: Arial Regular
Font size: 12 Px
Font colour: #666666 (grey 1)

Mouse-over
Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

Pictogram colour: #000000 (black)

Selected
Font: Arial Bold
Font size: 12 Px
Font colour: #000000 (black)

Bearbeiten Zeitreihen.

Nobis eleifend	Molestie consequat	Labore et dolore	Diam nonumy
Doming id	Iriure dolor	Duis autem	Velit esse
Eum iriure	Quis nostrud exerci	Aliquip ex ea commodo	At vero eos
Justo duo	Stet clita kasd	Vulputate velit	Exerci tation
Sadipscing	Dolor in hendrerit	Magna aliquyam	Iriure dolor

Seite ◀▮ ◀ 1 2 **3** 4 5 ▶ ▮▶

Teaser with image and text.

Teasers are small information elements one or more of which may be inserted in site maps or home pages to give a preview of the content of other pages and provoke the user's interest. BMW Group web pages in the B2B, B2D and B2E environments distinguish between purely text teasers and visual teasers.

Image teasers combine a brief text with a striking visual that gives a flavour of the subject matter of the linked content. Because these visuals are comparatively small, it is important to use striking and instantly comprehensible images. Users should not have to puzzle over their significance, rather immediately realising what message is being conveyed. As images are not framed, motifs with white backgrounds should be avoided.

The text in image teasers do not have mouse-over status, that means they do not change colour when the mouse pointer moves over. Also the image has no other displayed status.
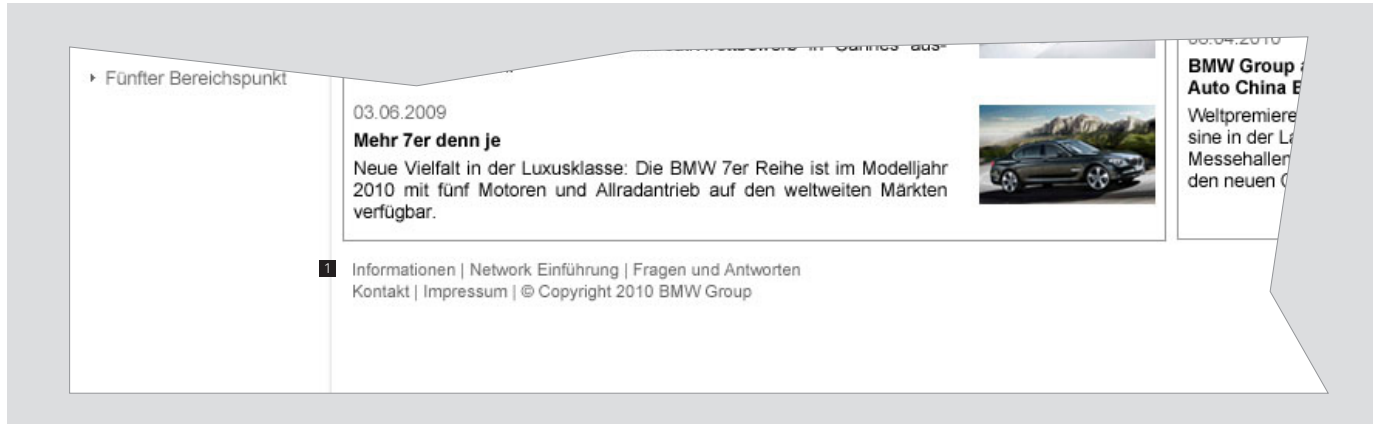

News ▾ | Überblick | A bis Z

Die Themen im Überblick.

Teaser Headline 01
Hier steht ein Teasertext, der das Thema grob zu-sammenfaßt.

Teaser Headline 04
Hier steht ein Teasertext, der das Thema grob zu-

Teaser Headline 02
Hier steht ein Teasertext, der das Thema grob zu-sammenfaßt.

Teaser Headline 05
Hier steht ein Teasertext, der das Thema grob zu-

Teaser Headline 03
Hier steht ein Teasertext, der das Thema grob zu-sammenfaßt.

Teaser Headline 06
Hier steht ein Teasertext, der das Thema grob zu-sammenfaßt.

Teaser with text.

Text teasers contain purely verbal information. Their headings are as short as possible but strong and sophisticated in their formulation. The brief teaser text runs to three or at most four lines, followed by an invitation to the reader to click for more information.

Striking leads communicate the information core of the following message with summarising text teasers. Question teasers demand the repetition of the question and an immediate answer. Announcement teasers provide a description that is as clear as possible without giving away too much of what follows.

The text in text teasers does not have mouse-over status, that means it does not change its colour when the mouse pointer moves over it.
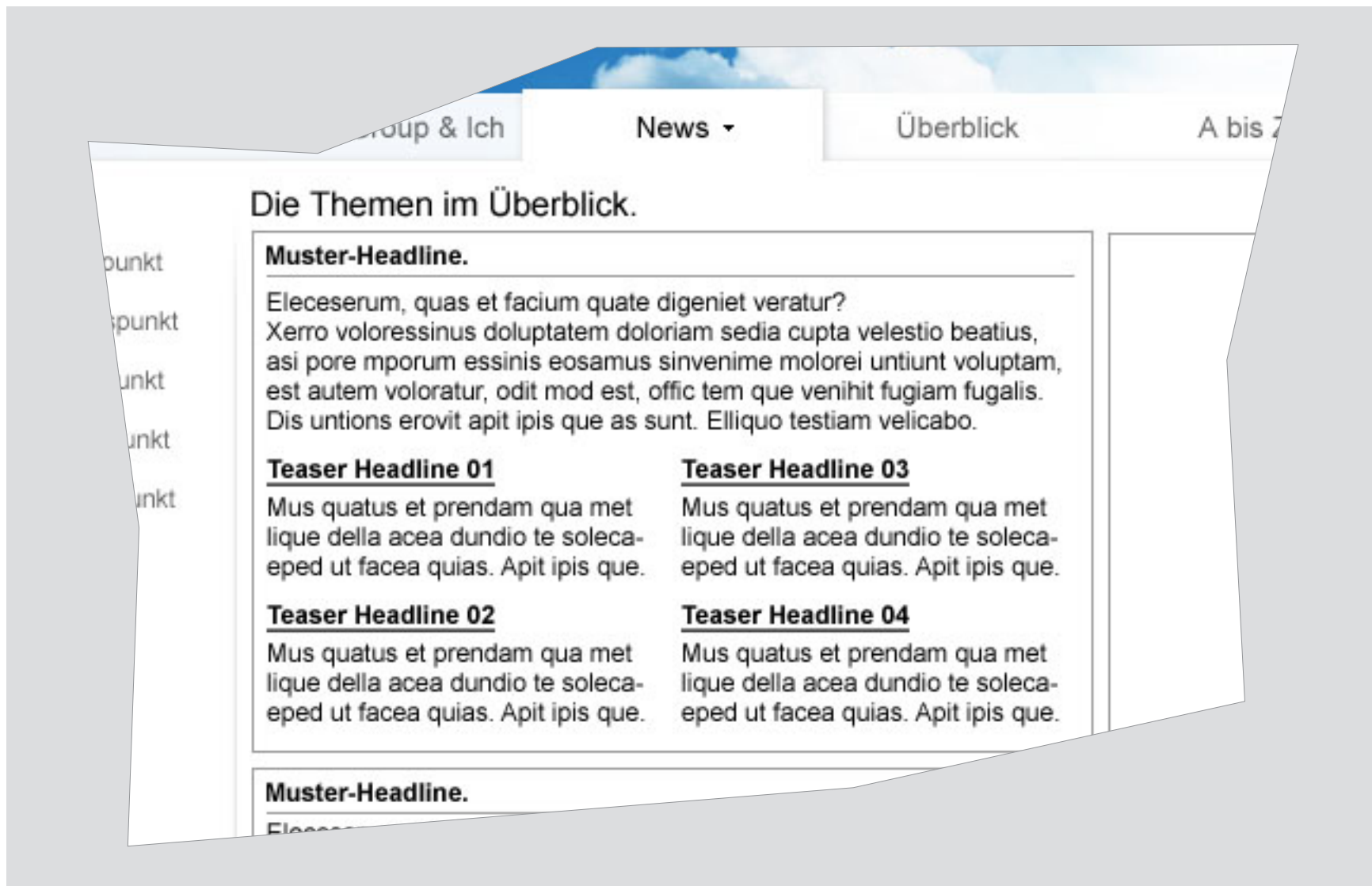
Footer.

Each page of a web application ends with a left justified footer. The entries are optically separated from each other by vertical bars. The footer combines all subject areas that have a legal background or that are offered as an additional service (e.g. date, contacts, copyright).

1 Not selected
Font: Arial Regular
Font size: 11 Px/line spacing 13 Px
Font colour: #666666 (grey 1)

2 Mouse–over
Font: Arial Regular
Font size: 11 Px/line spacing 13 Px
Font colour: #666666 (grey 1)
Underlined

▸ Fünfter Bereichspunkt

03.06.2009

Mehr 7er denn je

Neue Vielfalt in der Luxusklasse: Die BMW 7er Reihe ist im Modelljahr 2010 mit fünf Motoren und Allradantrieb auf den weltweiten Märkten verfügbar.

08.04.2010

BMW Group
Auto China E

Weltpremiere
sine in der L
Messehaller
den neuen (

1 Informationen | Network Einführung | Fragen und Antworten
Kontakt | Impressum | © Copyright 2010 BMW Group

▸ Vierter...
▸ Fünfter Bereichspunkt

...en Löwen beim Kreativwettbewerb in Cannes ausgezeichnet worden.

03.06.2009

Mehr 7er denn je

Neue Vielfalt in der Luxusklasse: Die BMW 7er Reihe ist im Modelljahr 2010 mit fünf Motoren und Allradantrieb auf den weltweiten Märkten verfügbar.

08.04.2010

BMW Group
Auto China

Weltpremiere
sine in der L
Messehaller
den neuen (

2 Informationen | Network Einführung | Fragen und Antworten
Kontakt | Impressum | © Copyright 2010 BMW Group

Content area – basis for a uniform information architecture.

Web-based information is accessed daily by numerous employees in the group and is therefore an important basis for the fulfilment of the set goals. Information in the content area can have the widest range of purposes: it reports on current events, provide background information and provides an overview of the available content. No navigation takes place, except for switching between structural and content-related information. With extensive content, it should be noted that the maximum possible vertical scrolling is limited to the height of one screen.

The following pages show in prototypical form the layout and principals of container news, container forms, static and dynamic tables, modal dialogue windows, message windows as well as login/logout. Furthermore the column filters, controls, pictograms of portlets and the various upload signs are explained.
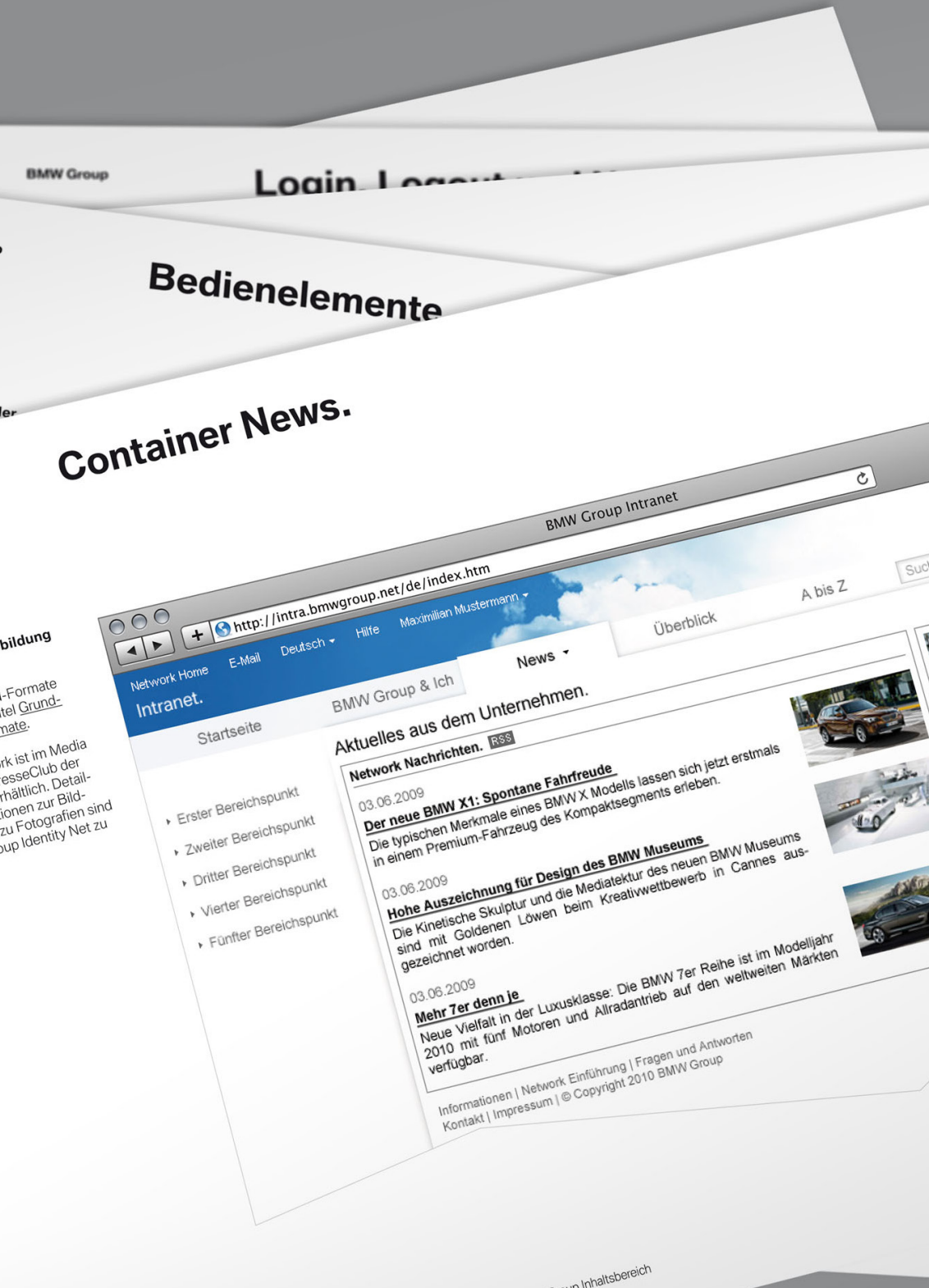
General container layout.

The elements of the content area are presented in containers. Apart from the first column that is reserved for area navigation, on the basis of the basic grid there are six columns that can be used for displaying contents, however there are always at least two columns.

This results in the following dimensions: The smallest container is 263 Px wide, the maximum width is 803 Px.

Containers can run parallel to each other or also be nested in each other. If the area navigation is omitted, the left column remains free.

1 Special case
As an exception, in the case of applications whose content cannot be displayed in six columns, the seventh column should be used.
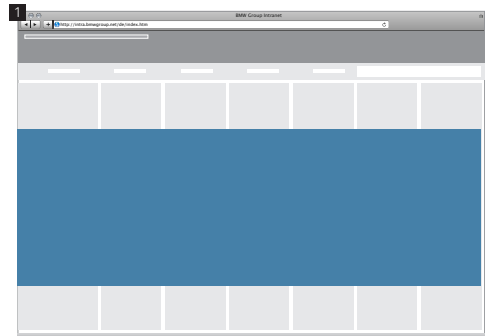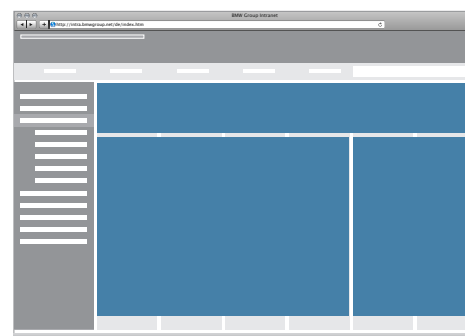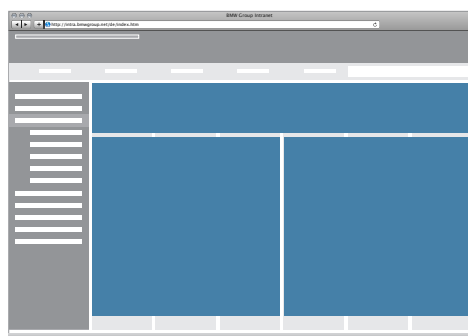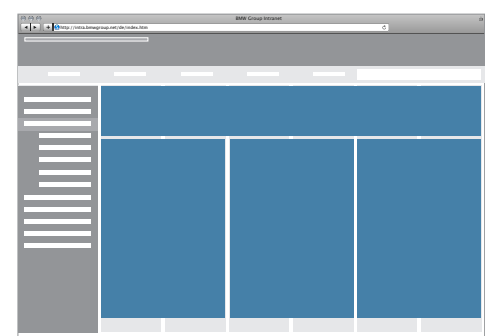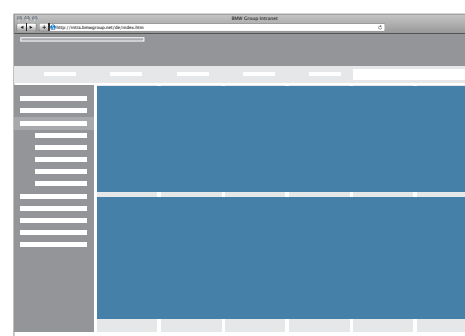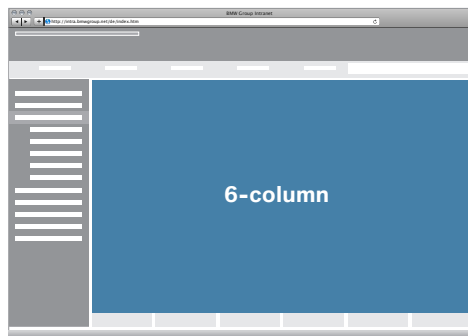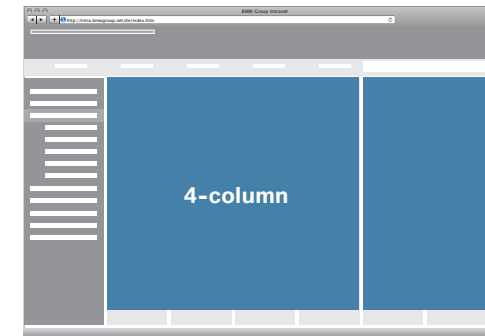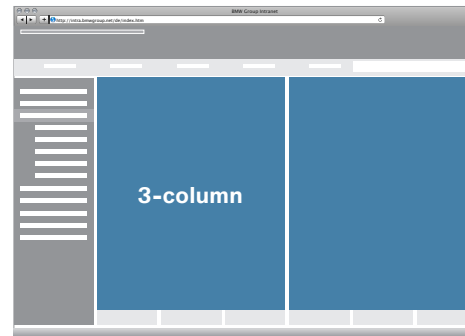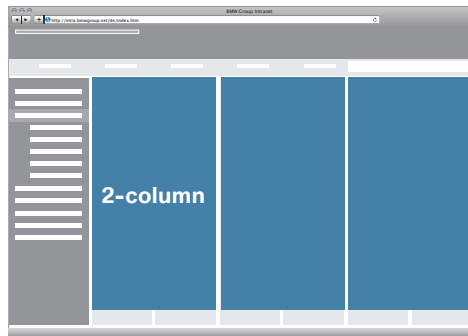
Container – news.

Example of container layout
News is always displayed in containers that can be up to six columns wide, but must always have a minimum width of two columns.

Note
The permitted image formats are to be found in the chapter Basic elements/image formats. Current artwork is available in the BMW Group MediaPool or in the PressClub. Detailed information on visual language and on photographs can be obtained from the BMW Group Identity Net. As the greatest care is necessary with portraits, the implementation should always be discussed with VB-10.

Container – forms.

Example of form layout
When preparing a form, the size of the browser window and the content area must take the technical requirements into account, and forms are also subject to the standard design grid specifications. The height is determined by the input area provided.

Simple forms can be completely displayed in the content area (without scrolling over more than the height of two standard pages). Complex forms (scrolling over more than the height of two standard pages) require subdivision into the various categories. Subforms are subject to the same scrolling restrictions as a single-page form.

1 Container headline
Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

2 Body copy
Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

3 Input fields
Contour colour: #CCCCCC (grey 3)
Further detailed information on input fields and controls can be found in the chapter Content area/Controls.

4 Buttons
Detailed information on buttons can be found in the chapter Navigation/Secondary navigation characteristics/Buttons.

Static tables.

Static tables are set up as independent modules. For improved clarity, the line spaces are alternately filled in with white and grey. The table entries are always left justified. The display of title and header data such as the naming of listed elements is optional. Static tables cannot be edited.

1 Box titles
Font: Arial Bold
Font size: 12 Px
Font colour: #000000 (black)

2 Table header
Font: Arial Bold
Font size: 12 Px
Font colour: #000000 (black)

3 Table contents
Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

4 Line
Thickness: 1 Px
Colour: #999999 (grey 2)

5 Background
Colours: #FFFFFF (white)/
#F2F2F2 (grey 3)

1 Bearbeiten Zeitreihen.

Nobis eleifend	**Molestie consequat**	**Labore et dolore**	**Diam nonumy**
Doming id	Iriure dolor	Duis autem	Velit esse
Eum iriure	Quis nostrud exerci	Aliquip ex ea commodo	At vero eos
Justo duo	Stet clita kasd	Vulputate velit	Exerci tation
Sadipscing	Dolor in hendrerit	Magna aliquyam	Iriure dolor

Seite ◀◀ ◀ 1 2 **3** 4 5 ▶ ▶▶

Dynamic tables.

Dynamic tables are used whenever a large and variable number of columns have to be displayed in a variable manner. The columns can be shown and hidden by column filter and their width can be edited. The cells can be edited. Column headers filled in with grey show that the table in question is dynamic. They are exclusively used for this kind of table.

1 Box titles
Font: Arial Bold
Font size: 12 Px
Font colour: #000000 (black)

2 Table header
Font: Arial Bold
Font size: 12 Px
Font colour: #FFFFFF (white)

Colour gradient: from #666666 (grey 1) to #999999 (grey 2)

3 Table contents
Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

4 Background
Colours: #FFFFFF (white)/
#F2F2F2 (grey 4)

5 Reversing sequences
Clicking the arrow reverses the order of the display.

6 Column filter
The pictogram shown indicates that a column is concealed. The hidden column can be revealed by clicking.

Bearbeiten Zeitreihen.			
Nobis eleifend ▲	Molestie consequat ▼	Labore et dolore	Diam nonumy
Doming id	Iriure dolor	Duis autem	Velit esse
Eum iriure	Quis nostrud exerci	Aliquip ex ea commodo	At vero eos
Justo duo	Stet clita kasd	Vulputate velit	Exerci tation
Sadipscing	Dolor in hendrerit	Magna aliquyam	Iriure dolor

Seite ◀◀ ◀ 1 2 **3** 4 5 ▶ ▶▶

Column filter with dynamic tables.

The dropdown of the column filter is displayed by clicking the pictogram. The desired columns can be shown or concealed by clicking the table overview. Scrolling within the column window is always to be avoided.

1 Column filter title
Font: Arial Bold
Font size: 12 Px
Font colour: #000000 (black)

Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

Bearbeiten Zeitreihen.

Nobis eleifend ▲	Molestie consequat ▼	Labore et dolore	Diam nonumy
Doming id	Iriure dolor	Duis autem	Velit esse
Eum iriure	Quis nostrud exerci	Aliquip ex ea commodo	At vero eos
Justo duo	Stet clita kasd	Vulputate velit	Exerci tation
Sadipscing	Dolor in hendrerit	Magna aliquyam	Iriure dolor

1 Spaltenfilter
☑ Spalte 1
☑ Spalte 2
☑ Spalte 3
☑ Spalte 4
☑ Spalte 5
☑ Spalte 6

Ok

Integrated windows.

Integrated windows can for example be dynamic tables that can be shown/hidden and edited by clicking the pictogram corresponding to the desired function. They offer the possibility of presenting complex content in web applications in a clearer fashion. They are always adapted to the layout grid.

1 Box titles
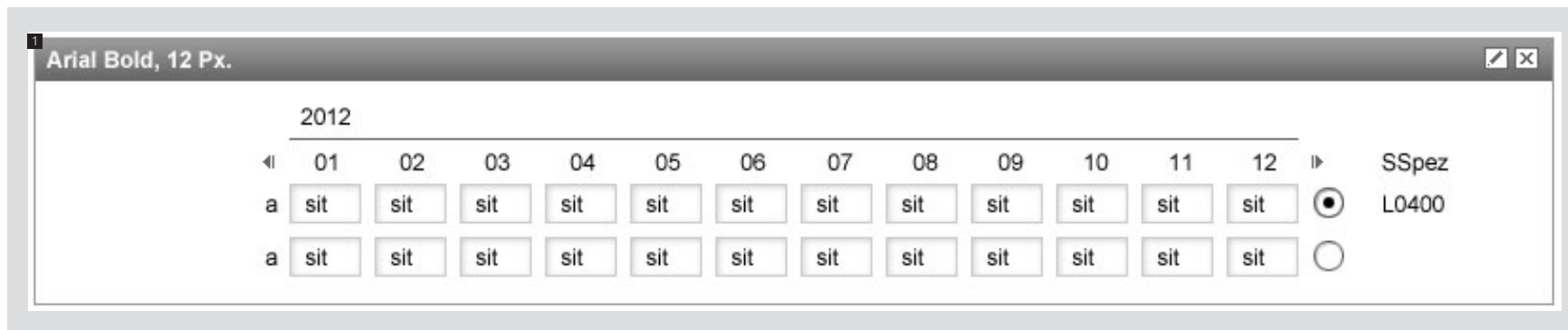Font: Arial Bold
Font size: 12 Px
Font colour: #FFFFFF (white)

Contour thickness: 1 Px
Contour colour: #999999 (grey 2)

Colour gradient: from #666666 (grey 1) to #999999 (grey 2)

Modal dialog boxes.

Modal dialog boxes are secondary windows – a category of browser window that is subordinated to the primary windows. They are generated by applications in the primary windows and do not contain any navigation elements. Modal windows should only be used to a limited extent and should not form the basis of a graphical user interface.

Modal dialog boxes are always placed in front of the primary window. It is not possible to perform actions in the primary window until the modal window is closed, i. e. the context of the modal dialog box is defined by the primary window.

The primary window in the background is always covered with a semitransparent, grey area of 70 % black.

1 Fault handling
The following line font and line colours are used for fault messages:

Red: #CC3333

Message window.

Information in text form is displayed in warning, notice or prompt windows. Pictograms can also be employed as a communicative aid. These secondary windows always have to be acknowledged. This type of message window is suitable for the display of warnings and fault messages, queries or the confirmation of actions. They are always to be located in the basic grid and have a defined width of 263 Px.

The primary window in the background is always covered with a semitransparent, grey area of 70 % black.

1 Box titles
Font: Arial Bold
Font size: 12 Px
Font colour: #FFFFFF (white)

Colour gradient: from #666666 (grey 1) to #999999 (grey 2)

2 Body copy
Font: Arial Regular/Bold
Font size: 12 Px
Font colour: #000000 (black)

3 Pictograms
Pictogram size: 19x18 Px
Pictogram colour: #666666 (grey 1)

Nutzerinformation ☒

1 ℹ **2** **Information.**
3 Xerum ut perisit que con nia quis aspiet aceatinctat quas simi, verspel landit, um con re eossiti te doluptae nusciam ipica et asitios aut et fuga.

[Beenden]

Nutzerinformation ☒

⊙ **Fehler!**
Xerum ut perisit que con nia quis aspiet aceatinctat quas simi, verspel landit, um con re eossiti te doluptae nusciam ipica et asitios aut et fuga.

[Beenden]

Nutzerinformation ☒

⚠ **Achtung!**
Xerum ut perisit que con nia quis aspiet aceatinctat quas simi, verspel landit, um con re eossiti te doluptae nusciam ipica et asitios aut et fuga.

[Beenden]

Controls.

Controls are an important aspect of the interface with the user. All controls must be formatted in accordance with specifications. Depending on technical requirements it should be necessary to restrict the data entered by the user in the application, to offer alternatives or to make a preselection of options.

1 Input fields
Frame colour: #999999 (grey 2)
Font colour: #000000 (black)
Shadows: see chapter Detail dimensions

2 Input fields with arrows
The area that can be activated by the mouse is always greater than the pictogram. The colour changes to black on mouse-over or selected status.

Pictogram size: 19x18 Px
Pictogram colour: #666666 (grey 1)/#000000 (black)

3 Multi-line input boxes/ selection lists
If longer text inputs are to be expected, multi-line input boxes or selection lists are used. They support selection of any object in a list. By the use of scrollbars the user can scroll through the list of elements and select them. The characteristics of the functions in the input box is analogous to the navigation elements.

Font: Arial Regular
Font size: 12 Px
Font colour: #666666 (grey 1)/ #000000 (black)

4 Calendar
The area that can be activated by the mouse is always greater than the pictogram. If a day is selected, it receives a black frame.

Pictogram size: 19x18 Px
Pictogram colour: #666666 (grey 1)/#000000 (black)

Frame size: 17x12 Px
Frame thickness: 1 Px
Frame colour: #000000 (black)

5 Radio buttons
Radio buttons assist the selection of an individual object from a group of defined objects. Usually their number should be kept low. Each object is to be provided with a short, concise description.
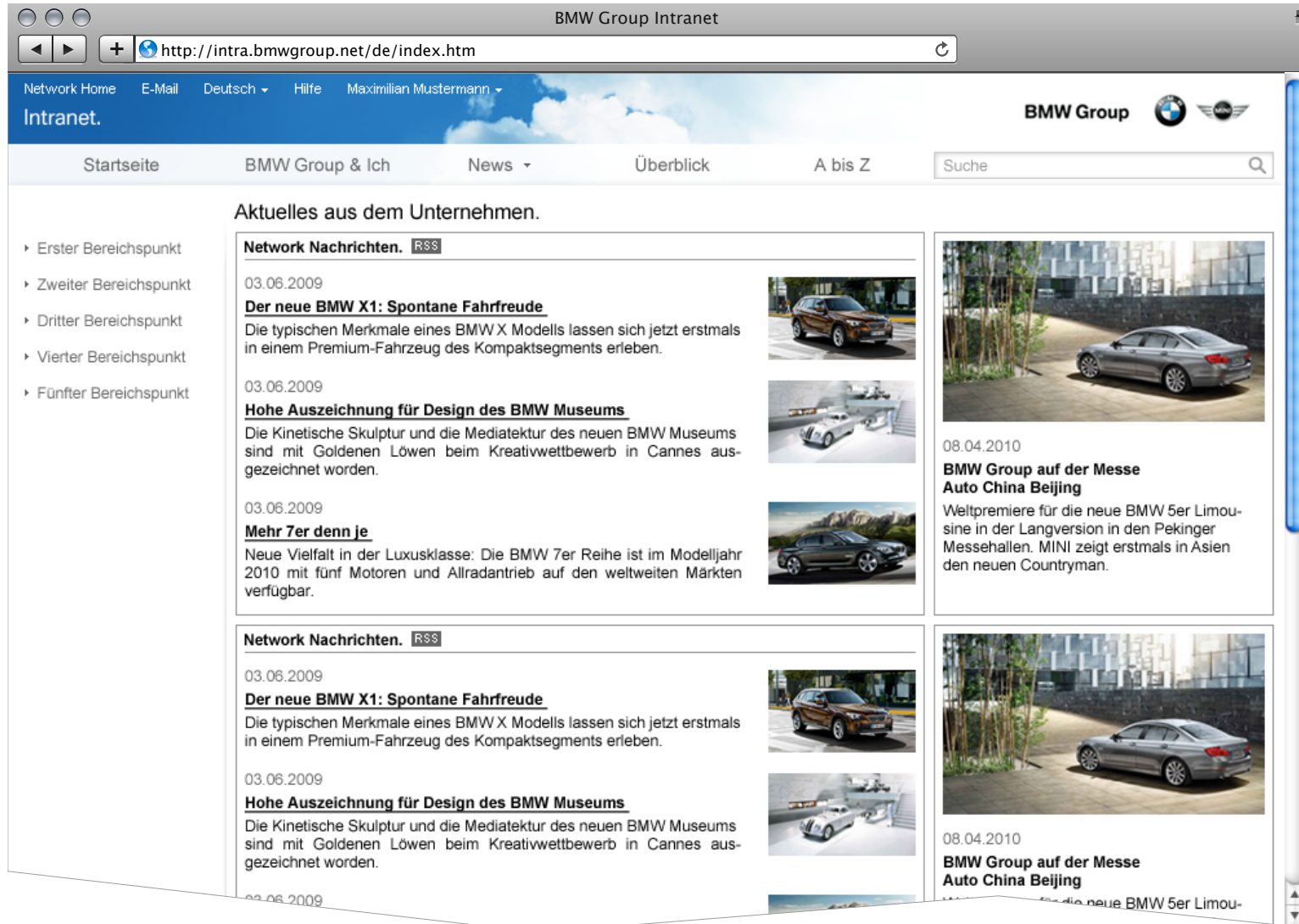
6 Checkboxes
Checkboxes are used for multiple selections from a quantity of predefined choices. Where appropriate, a checkbox can also be replaced with a yes/no alternative for a single option.
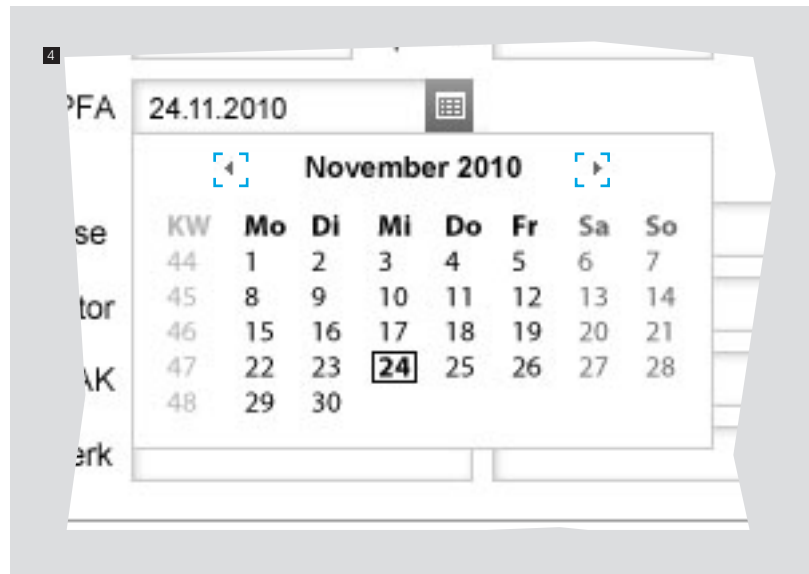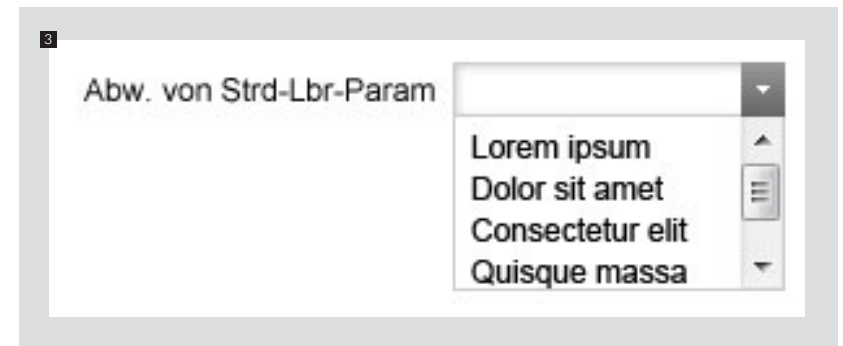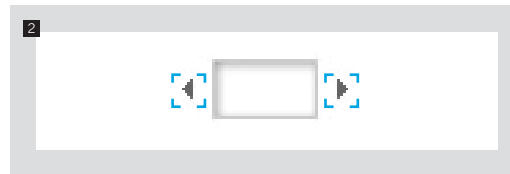
Scrolling.

Horizontal scrolling is always to be avoided.

The system-controlled scrollbar is to be used for scrolling.

Minimising and maximising containers.

In order to save space and to guarantee optimum clarity, there is the option of vertically opening and closing containers. The corresponding pictograms are in the top right corner of the container concerned. This means the possibility of returning to the original form or table is always provided.

Maximised

Minimised

Pictograms – Portlet icons.

Pictograms, so-called portlet icons, play an important role in the design of web user interfaces. Portlet icons are graphical objects with defined meanings that are implemented with limited formatting. They are designed to always indicate the same actions and information in various applications and portals.

The two conditions are indicated by inverting the pictogram concerned. The portlet icons shown are displayed with an edge. In various cases it should be necessary to dispense with the edge (e.g. when the edge is formed by the higher-level structure container).
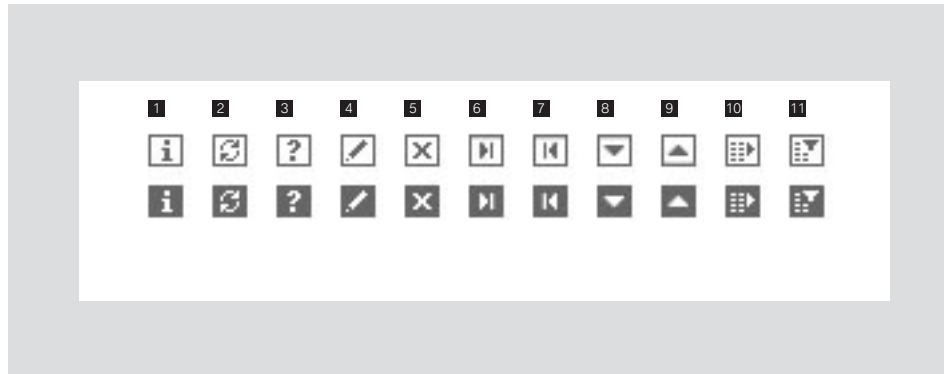
Dimensions: 13x12 Px

1 Information

2 Update

3 Help

4 Edit

5 Close

6 Next

7 Back

8 Maximise

9 Minimise

10 Column filter closed

11 Column filter open

Login, logout and user name.

By logging in to a portal, the transition from the publicly accessible area to the user-specific area is performed. In the publicly accessible area of a portal, information and applications are only available to a limited extent. In the user-related area, other applications and information pages are available. Portal and area navigation can be personalised via the respective user profile.

1 Login
The authorisation via the login page can either be issued via "SiteMinder" or "LDAP/LAAS". Questions about these systems must be resolved with FZ-420.

2 Logout and user name
The user name is always included in the meta navigation at the top edge of the browser window in the last position. The user can also log out from the web application or application concerned via this link.
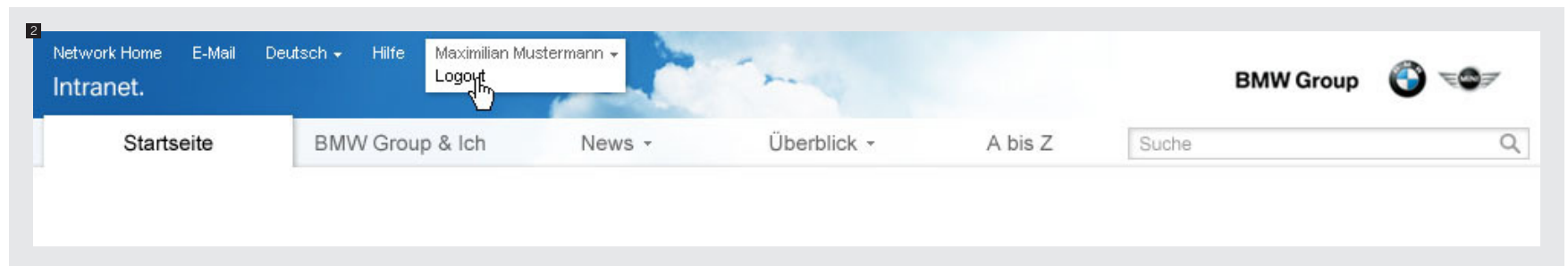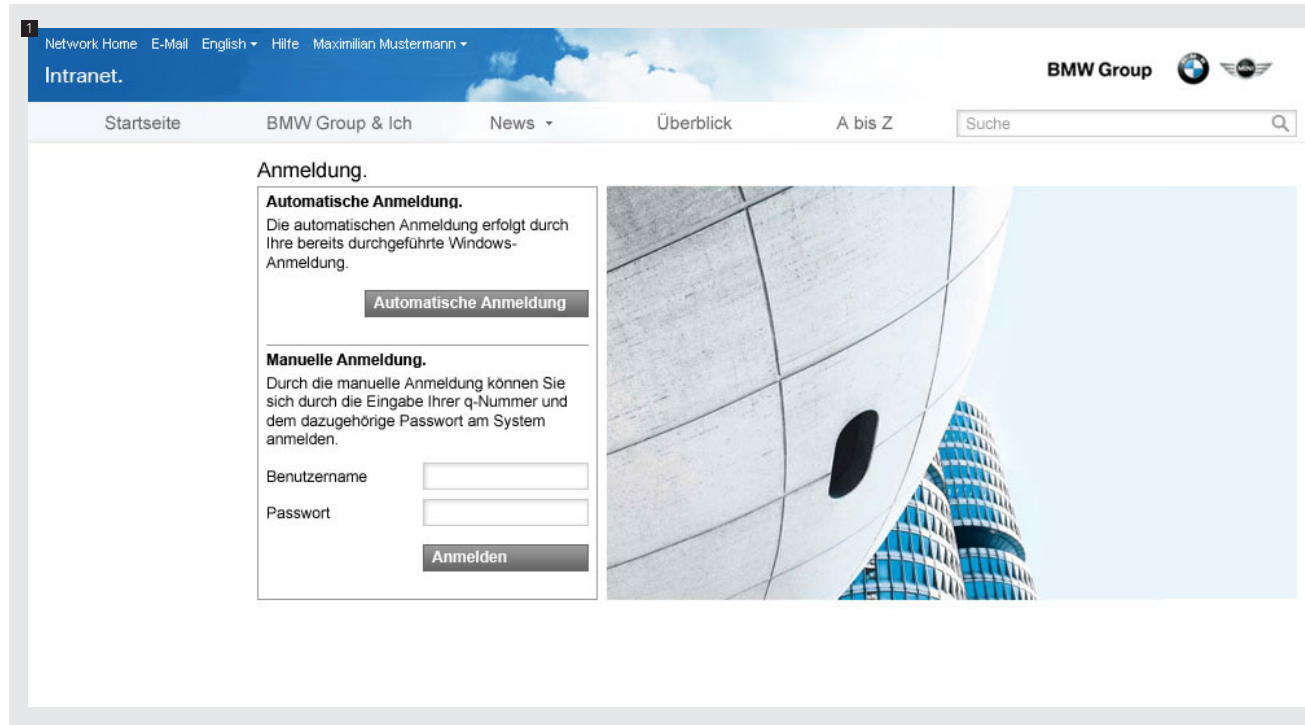
Upload signs for the entire page.

If upload time is required for the entire page, the upload sign shown on the right appears. The background is always transparent while uploading is in progress.

Upload sign
Colour gradient: from #FFFFFF (white) to #000000 (black)

Background colour: #FFFFFF (white)
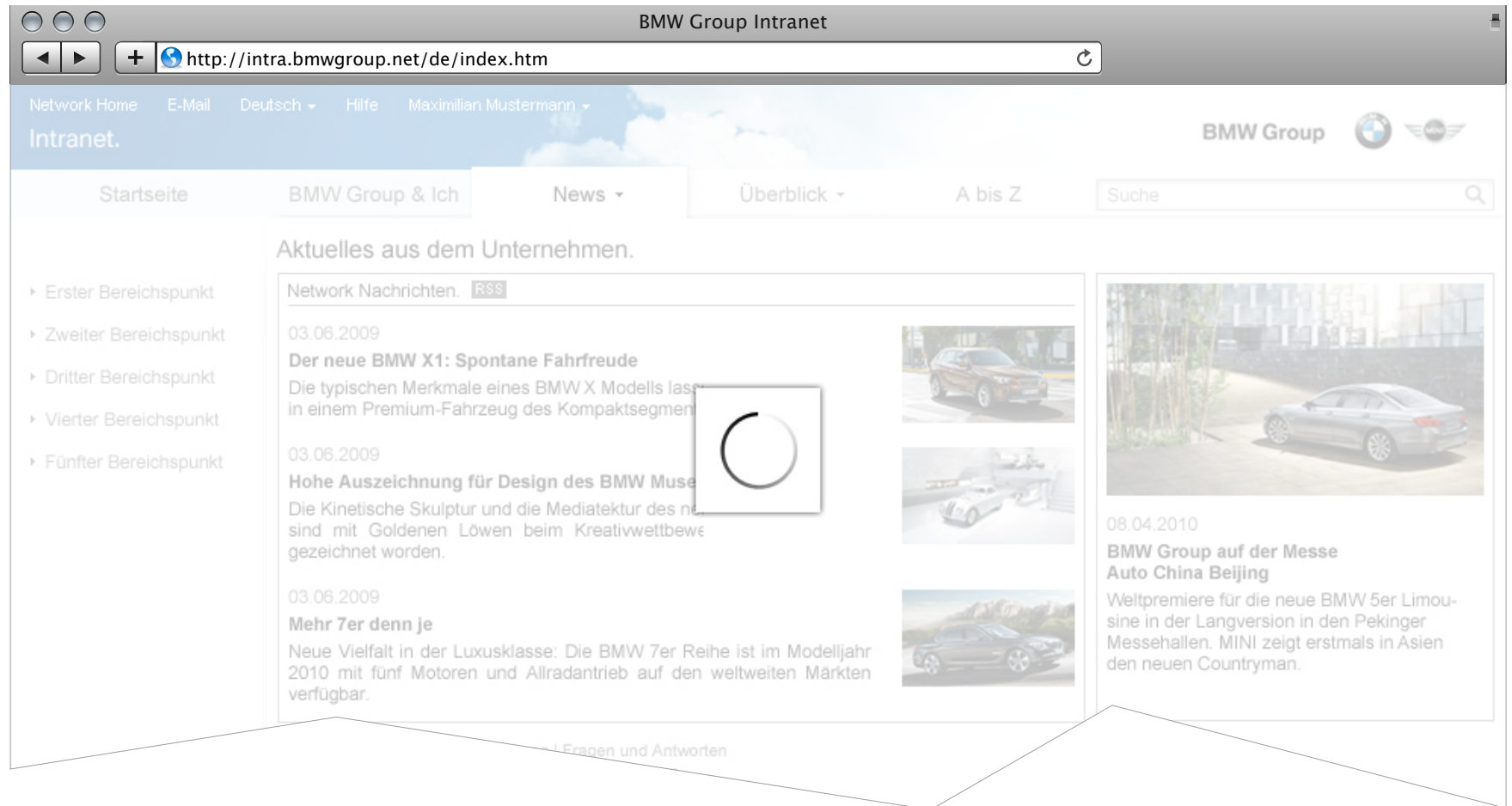
Upload sign in the container.

If upload time is required within a container, the upload sign shown on the right appears. The animated upload sign appears at the top left edge and the underlying container background is white.

Upload sign
Colour gradient: from #FFFFFF (white) to #000000 (black)

Background colour: #FFFFFF (white)

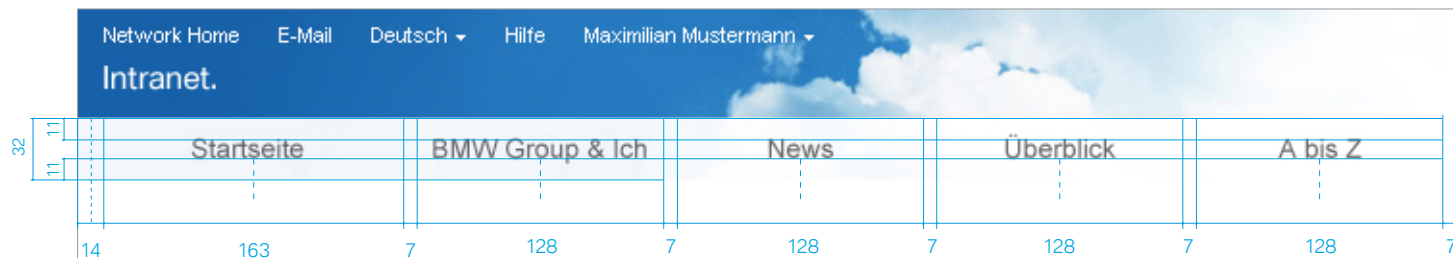# Detailed dimensioning – applicable worldwide and typical for the brand.

The following pages define the arrangement and location of the various elements in detail for all intranet appearances and applications of the BMW Group. They ensure a uniform and constantly recognisable structure for all web applications.
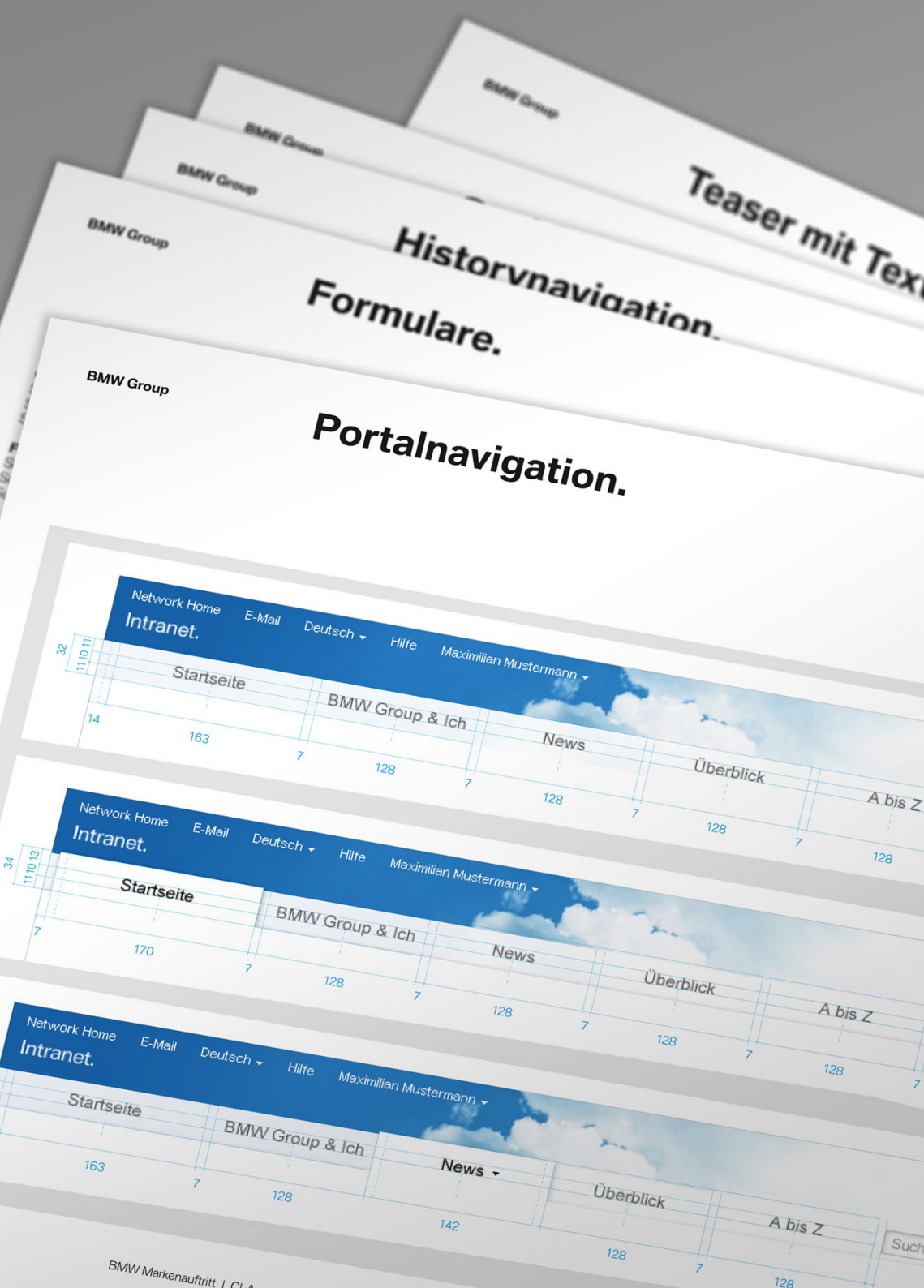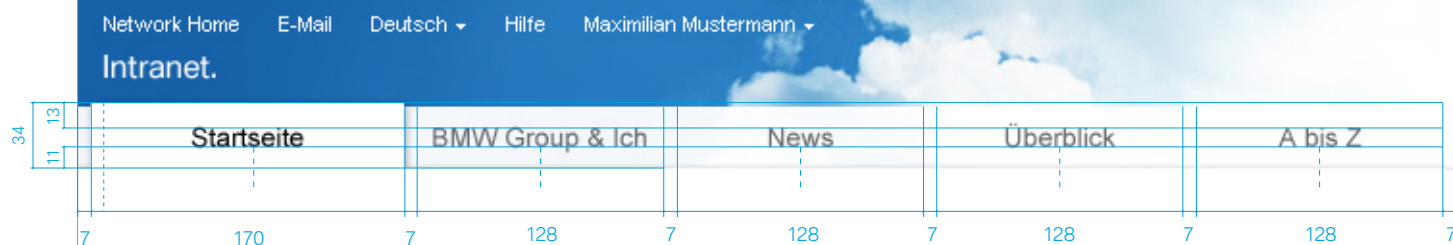
Portal header.
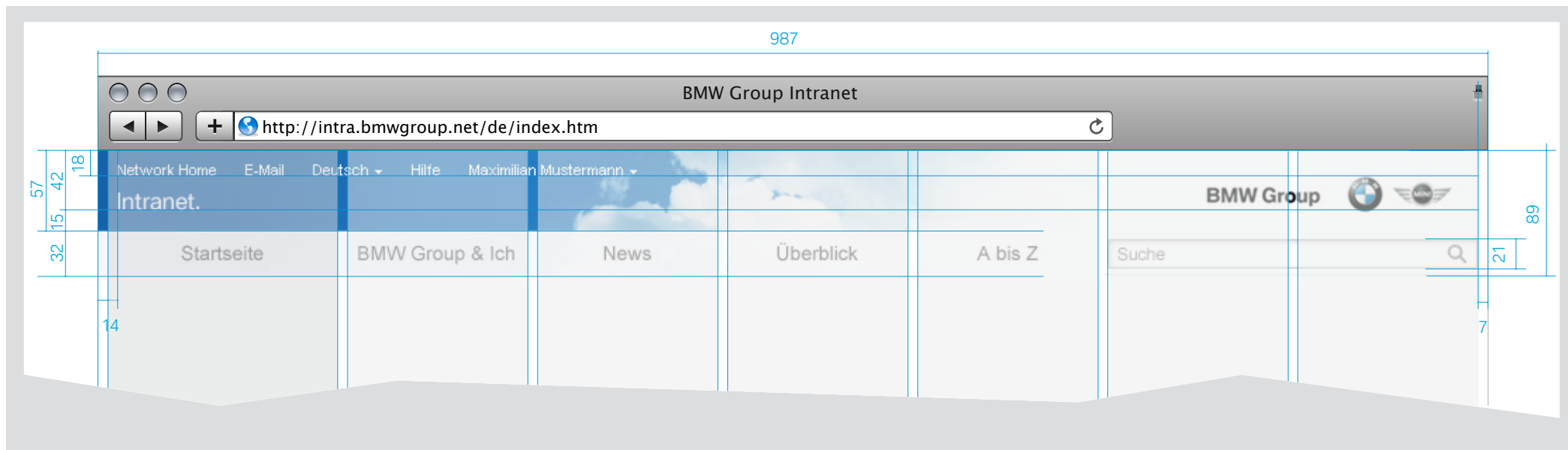
Portal navigation.
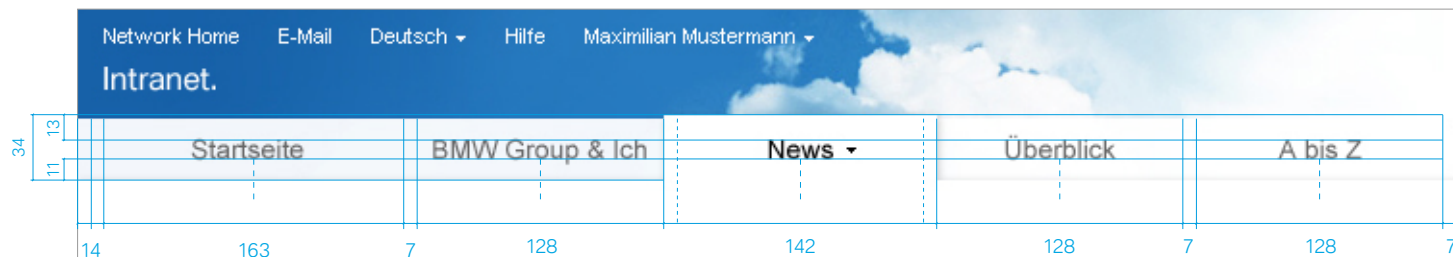

**Normal condition
Portal navigation**
The items are inserted in the basic grid. The first column as wider than the others.

First item selected
On activation of the first navigation item, the white panel expands by 7 Px to the left.

Other item selected
On activation of each other navigation item, the white panel expands by 7 Px to the right and left.
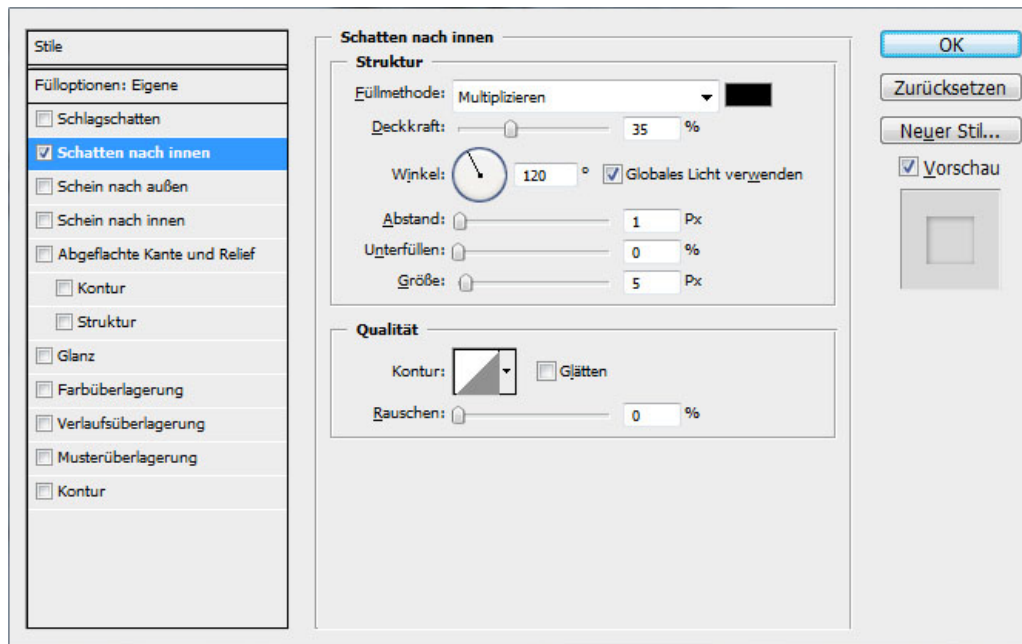
For two-line portal navigation the same scaling applies.

Shadow portal navigation.

Drop shadow
Filling method: Multiplication
Opacity: 35%
Angle: 120°
Distance: 1 Px
Overfill: 0%
Size: 5 Px

Portal navigation – dropdown.

Dropdown
Not selected
Font: Arial Regular
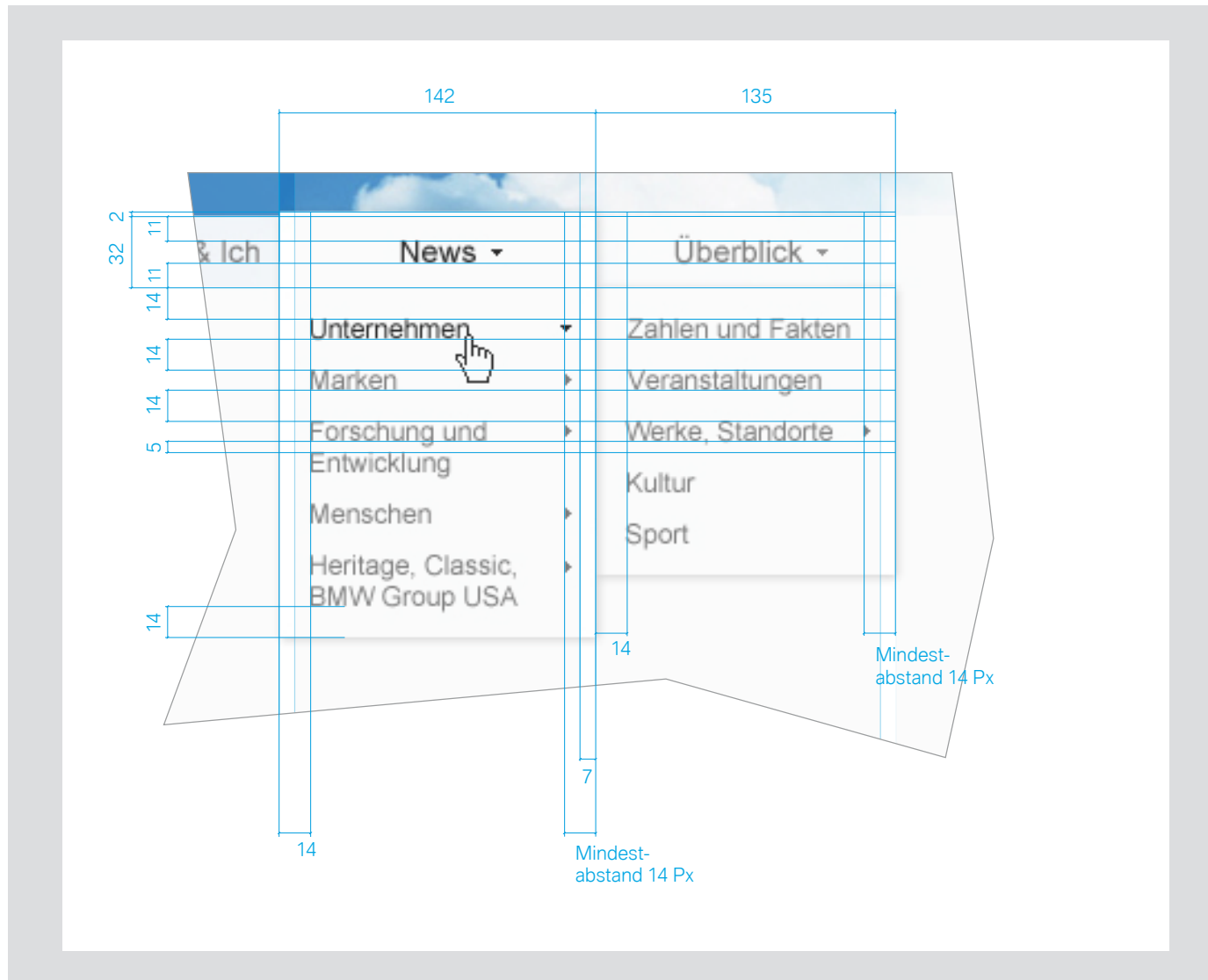Font size: 12 Px
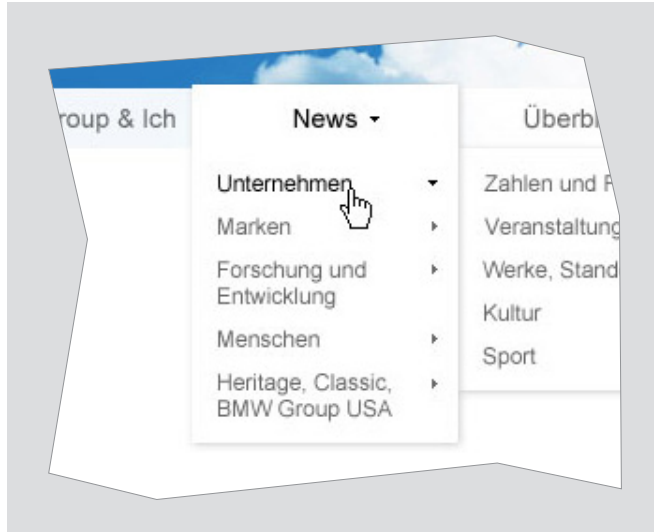Font colour: #666666 (grey 1)

Mouse-over
Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

Dropdown shadow.

Shadow inwards
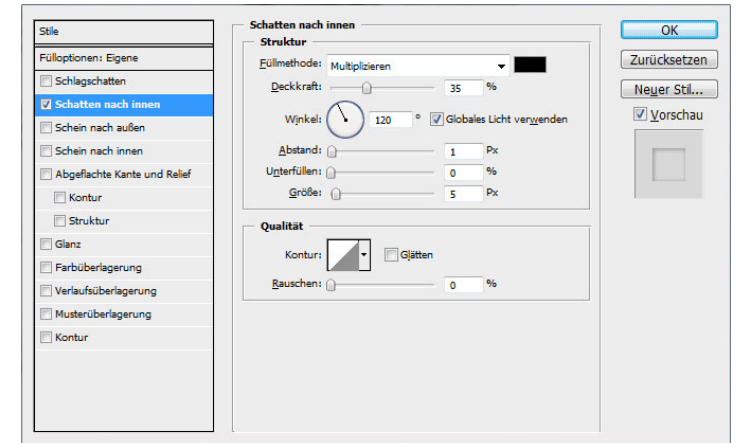Filling method: Multiplication
Opacity: 35 %
Angle: 120°
Distance: 1 Px
Overfill: 0 %
Size: 5 Px

Tree navigation.

The first area item is located in the container headline on a baseline.

Not selected
Font: Arial Regular
Font size: 12 Px
Font colour: #666666 (grey 1)

Mouse-over
Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

Selected
Font: Arial Regular
Font size: 12 Px
Colour: #000000 (black)

Network Home

Intranet.

Startseite   BMW

31
14
7   7
Mindestabstand 14 Px

Erster Bereichspunkt
19
Zweiter Bereichspunkt
19
Dritter Bereichspunkt
19
2. Ebene Thema 1
16
2. Ebene Thema 2
16
2. Ebene Thema 3
19
Vierter Bereichspunkt
19
Fünfter Bereichspunkt

3 7
2
5
2   Vierter Bereichspun

7 5 12
9
5
3
2   Dritter Bereichsp
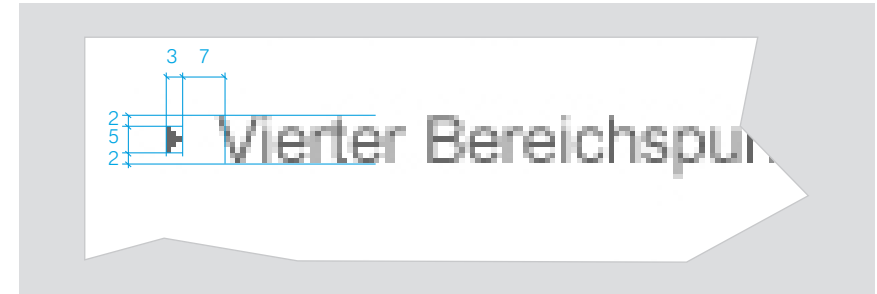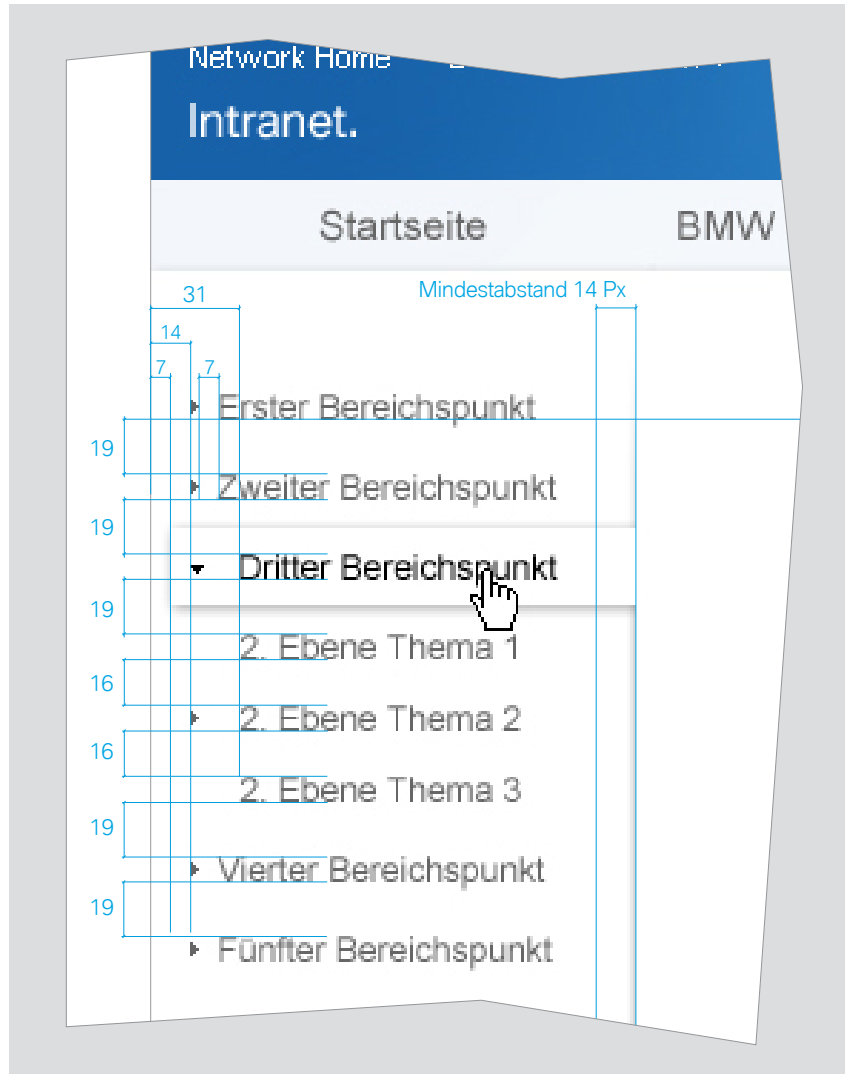9

3
5
5
3

History navigation.

Not selected
Font: Arial Regular
Font size: 12 Px
Font colour: #666666 (grey 1)

Mouse-over
Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

Selected
Font: Arial Regular
Font size: 12 Px
Colour: #000000 (black)
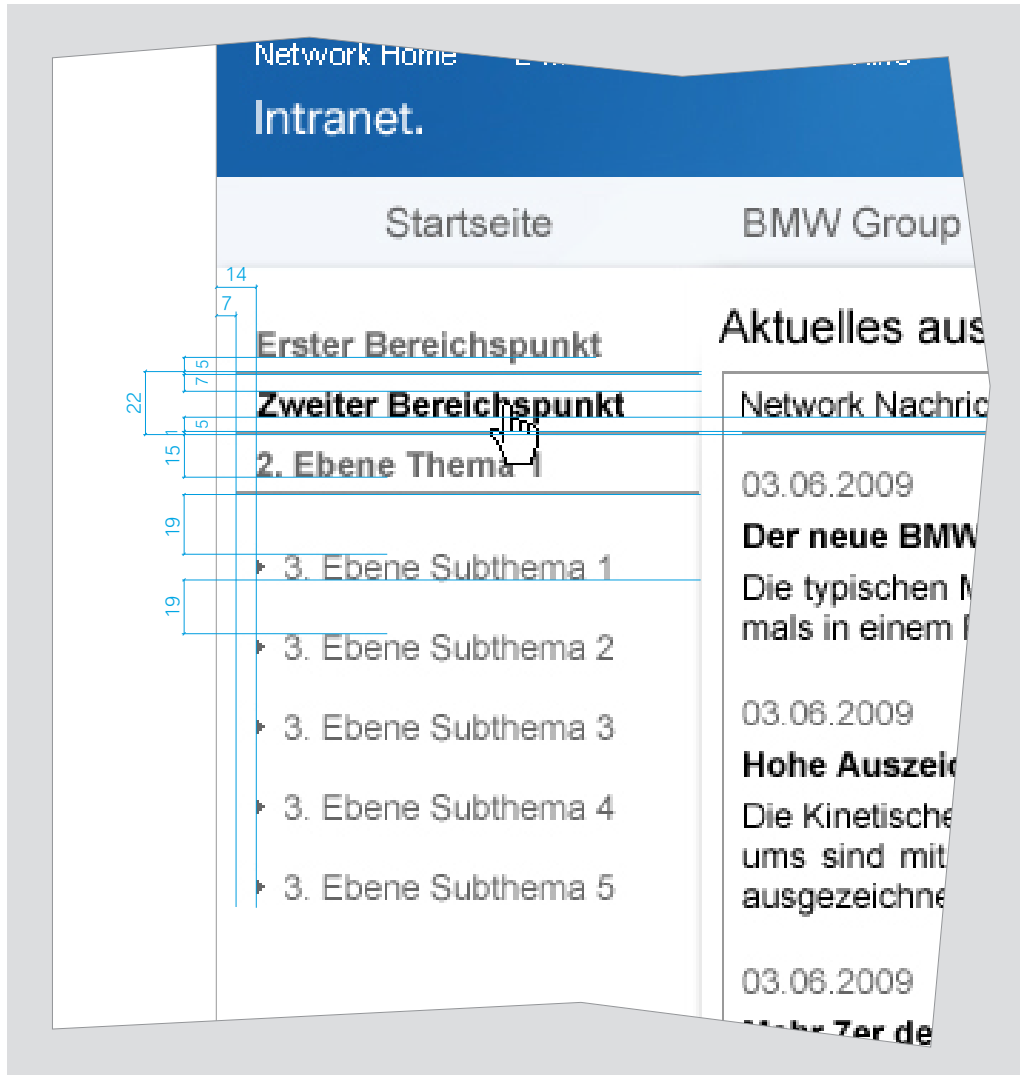
History navigation
Font: Arial Bold
Font size: 12 Px
Font colour: #666666 (grey 1)

History navigation mouse-over
Font: Arial Bold
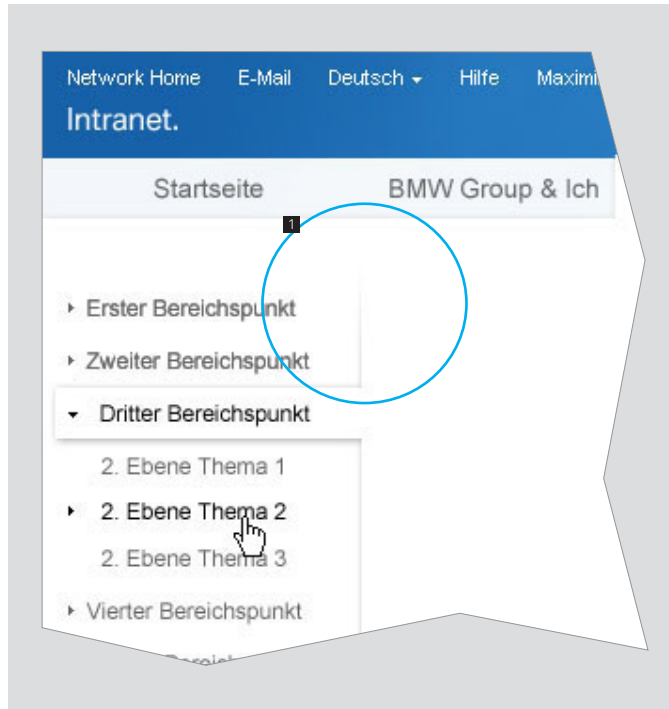Font size: 12 Px
Colour: #000000 (black)

Lines
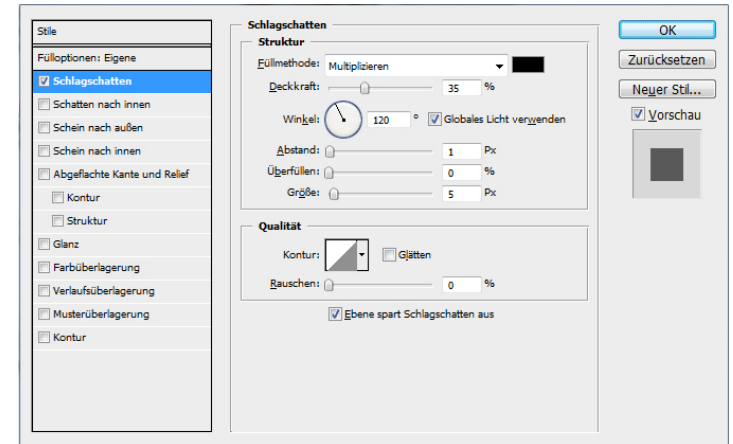Line thickness: 1 Px
Line colour: #999999 (grey 2)

Navigation panel shadow area.

1 The shadow of the area navigation fades out and should not overlap with the shadow of the portal navigation.

Drop shadow
Filling method: Multiplication
Opacity: 35%
Angle: 120°
Distance: 1 Px
Overfill: 0%
Size: 5 Px

Meta navigation.

Not selected
The menu items appear next to each other in white font.

Font: Arial Regular
Font size: 11 Px
Font colour: #FFFFFF (white)

Mouse-over 01
Font: Arial Regular
Underlined
Font size: 11 Px
Font colour: #FFFFFF (white)

Mouse-over 02
If other entries are available in a menu item, the dropdown of the area concerned opens up.

Dropdown
The expanded area is highlighted by a white panel with transparent shadow and grey font.

Font: Arial Regular
Font size: 11 Px
Font colour: #666666 (grey 1)

Dropdown mouse-over
Font: Arial Regular
Font size: 11 Px
Font colour: #000000 (black)
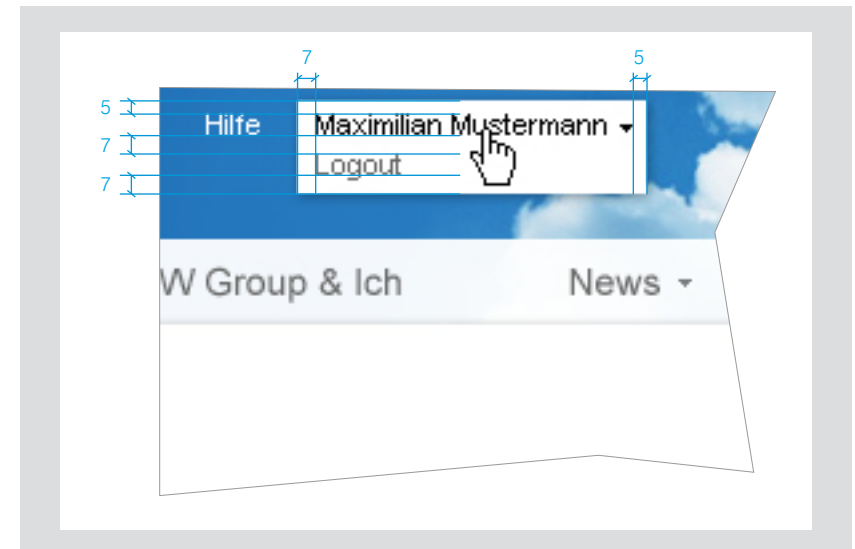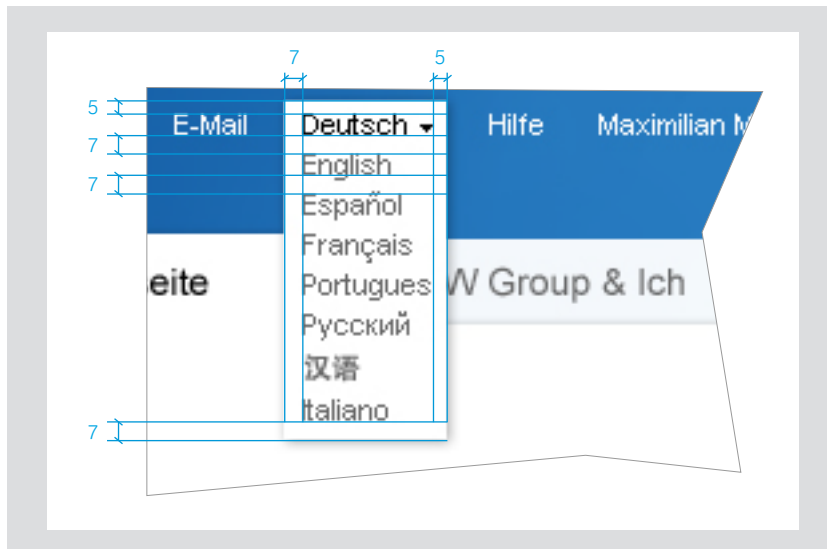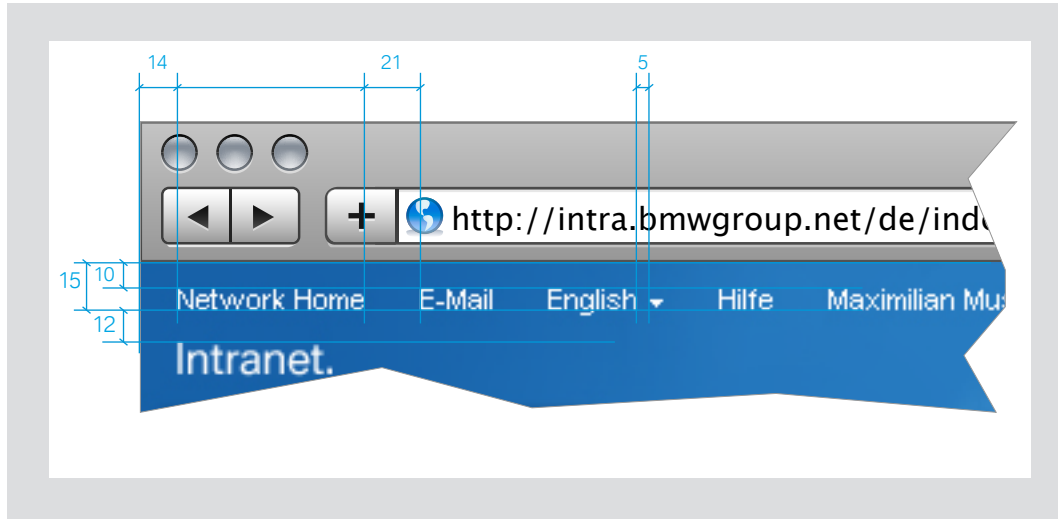
Search function.

Search input box
Font: Arial Regular
Font size: 12 Px
Font colour: #999999 (grey 2)

Pictogram colour: #999999
(grey 2)

Contour thickness: 1 Px
Contour colour: #CCCCCC
(grey 3)
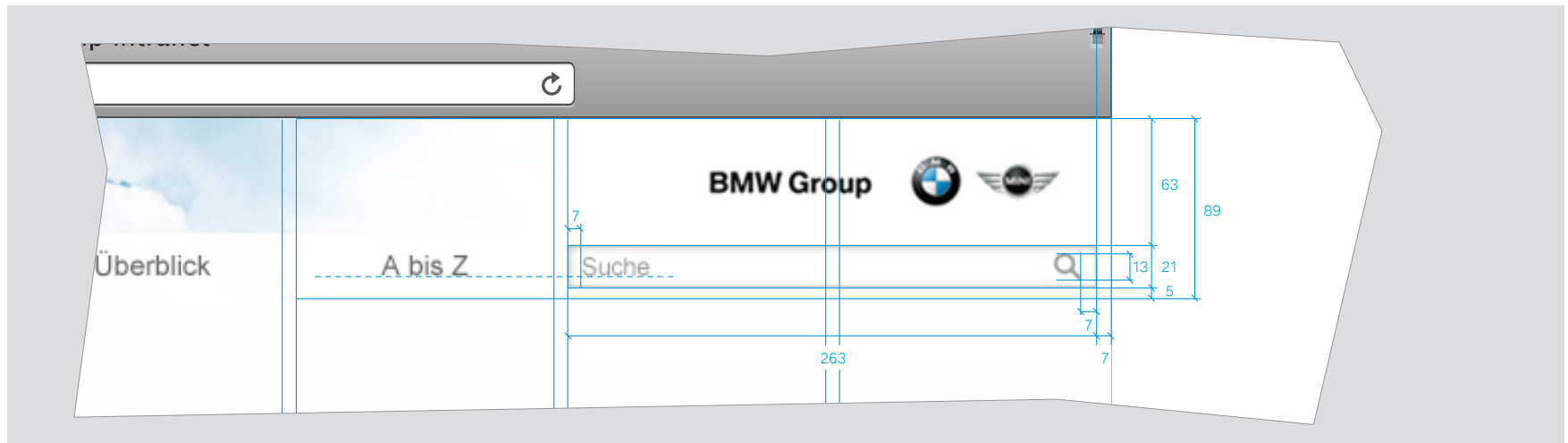
Shadow inwards
Filling method: Multiplication
Opacity: 25 %
Angle: 120°
Distance: 1 Px
Overfill: 0%
Size: 5 Px
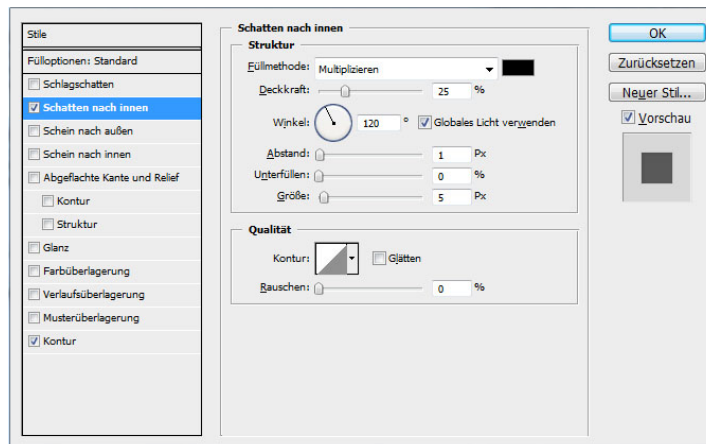
Search function dropdown.

Dropdown
Font: Arial Bold
Font size: 12 Px
Font colour: #000000 (black)

Font: Arial Regular
Font size: 12 Px
Font colour: #666666 (grey 1)

Contour thickness: 1 Px
Colour: #000000 (black)

Mouse-over
Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

Shadow: see dropdown
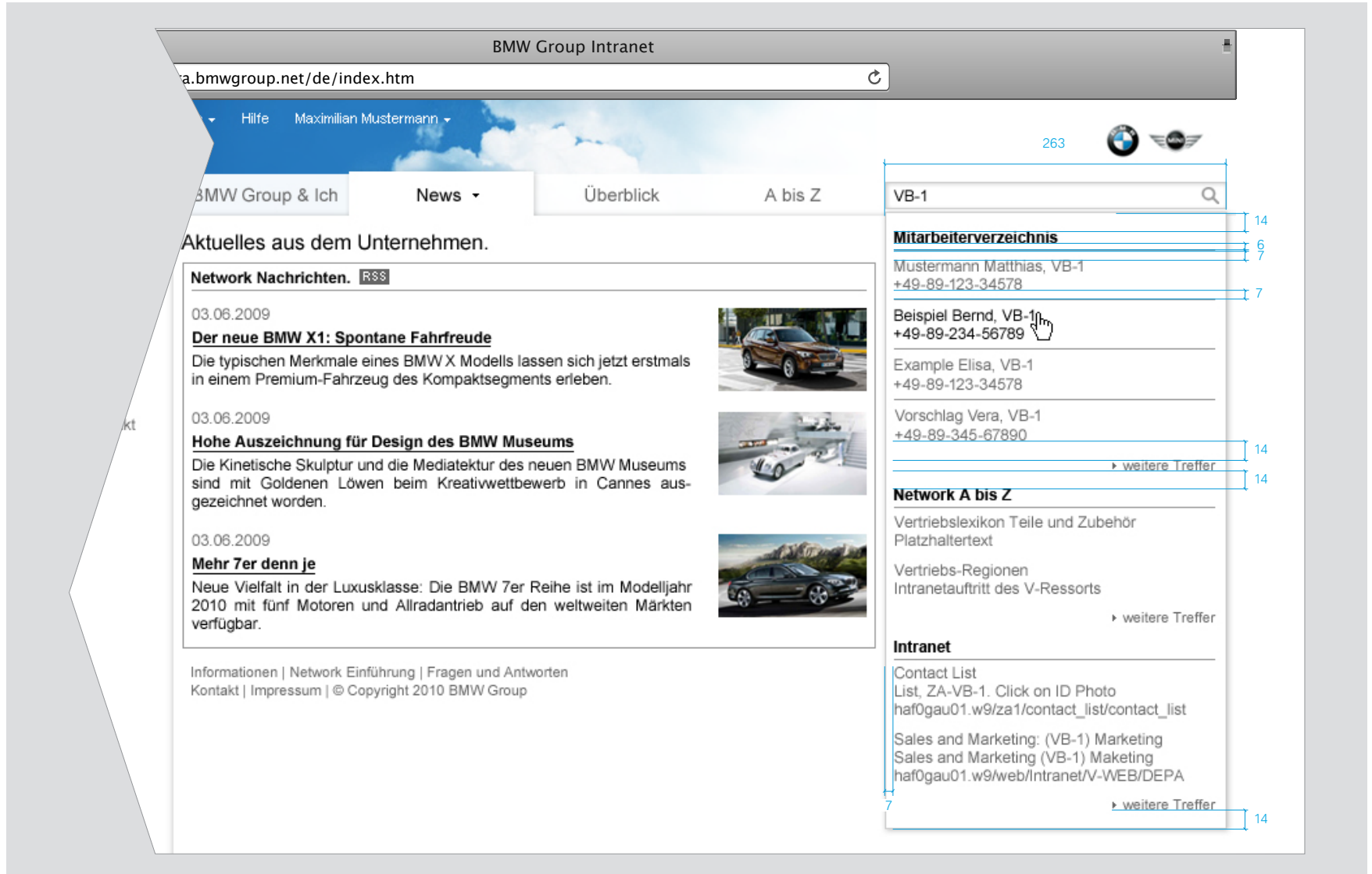
Buttons.

Not selected
Font: Arial Bold
Font size: 12 Px
Font colour: #FFFFFF (white)

Contour thickness: 1 Px
Contour colour: #999999 (grey 2)

Mouse-over/selected
Font: Arial Bold
Font size: 12 Px
Font colour: #FFFFFF (white)

Background colour: #999999
(grey 2)

Format 1

1 6

Arial Bold 12 px

21

7

114

Format 2

1 6

Arial Bold 12 px

21

7

128
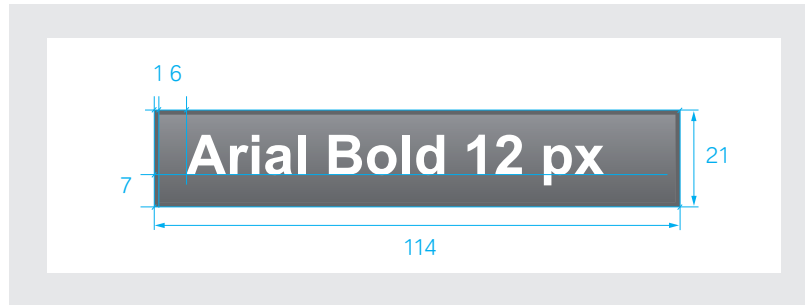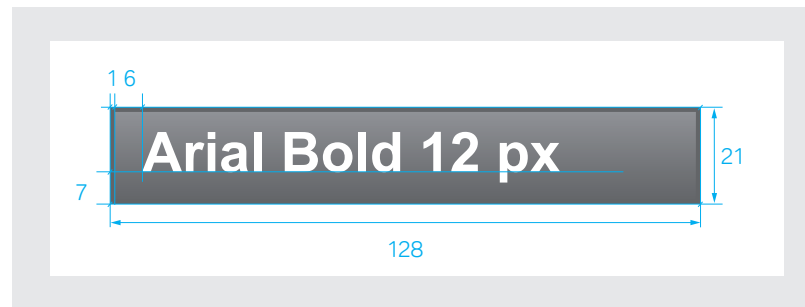
Navigation tabs.

Possible formats
398 Px, 128 Px, 83 Px and 38 Px.

Not selected
Font: Arial Regular
Font size: 12 Px
Font colour: #666666 (grey 1)

Background colour: #F2F2F2
(grey 4)
Line colour: #999999 (grey 2)
Line thickness: 1 Px

Mouse-over
Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

Background colour: #F2F2F2
(grey 4)

Selected
Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

Background colour: #FFFFFF
(white)
Line colour: #999999 (grey 2)
Line thickness: 1 Px
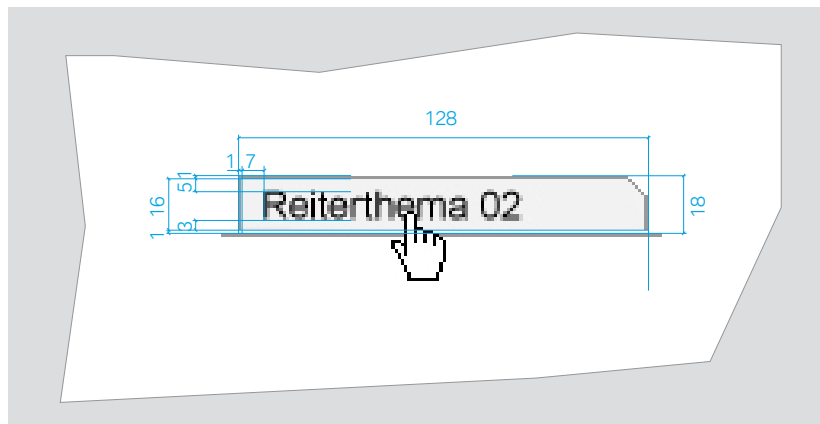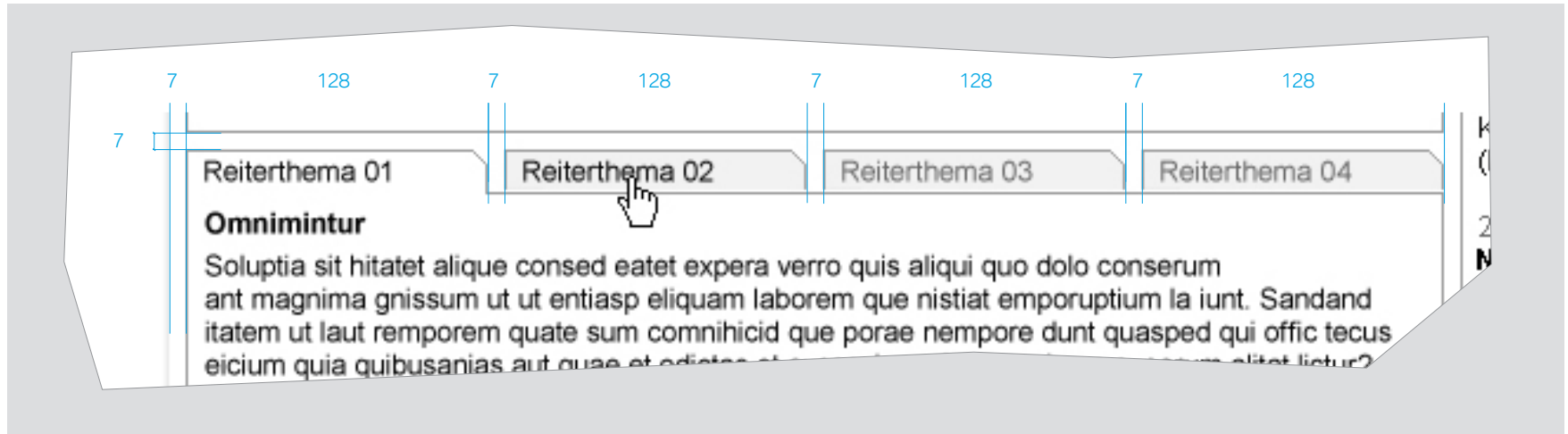
Accordion tabs.

Not selected
Font: Arial Regular
Font size: 12 Px
Font colour: #666666 (grey 1)

Background colour: #F2F2F2
(grey 4)
Line colour: #999999 (grey 2)
Line thickness: 1 Px

Mouse-over
Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

Background colour: #F2F2F2
(grey 4)

Selected
Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

Background colour: #FFFFFF
(white)
Line colour: #999999 (grey 2)
Line thickness: 1 Px

Page navigation.

Not selected
Font: Arial Regular
Font size: 12 Px
Font colour: #666666 (grey 1)

Mouse-over
Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

Pictogram colour: #000000
(black)

Selected
Font: Arial Bold
Font size: 12 Px
Font colour: #000000 (black)

Exercitation

Iriure dolor

Mindestabstand 21 Px

Seite ◀| ◀ 1 2 **3** 4 5 ▶ |▶

10　4　7　　　　7　　7

Teaser with text and image.

Headline content area
Font: Arial Regular
Font size: 16 Px
Font colour: #000000 (black)

Headline body copy
Font: Arial Bold
Underlined
Font size: 12 Px
Font colour: #000000 (black)

Body copy
Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

BMW Group & Ich   News ▾   Überblick   A bis Z   Suc

7   7   Mindestabstand 7 Px   7

Die Themen im Überblick.

7

Teaser Headline 01
Hier steht ein Teasertext, der das Thema grob zu-sammenfaßt.

114 x 64 Px

Teaser Headline 04
Hier steht ein Teasertext, der das Thema grob zu-sammenfaßt.

114 x 64 Px

14

Teaser Headline 02
Hier steht ein Teasertext, der das Thema grob zu-sammenfaßt.

114 x 64 Px

Teaser Headline 05
Hier steht ein Teasertext, der das Thema grob zu-sammenfaßt.

114 x 64 Px

Teaser Headline 03
Hier steht ein Teasertext, der das Thema grob zu-sammenfaßt.

114 x 64 Px

Teaser Headline 06
Hier steht ein Teasertext, der das Thema grob zu-sammenfaßt.

114 x 64 Px

Teaser with text.

Headline content area
Font: Arial Regular
Font size: 16 Px
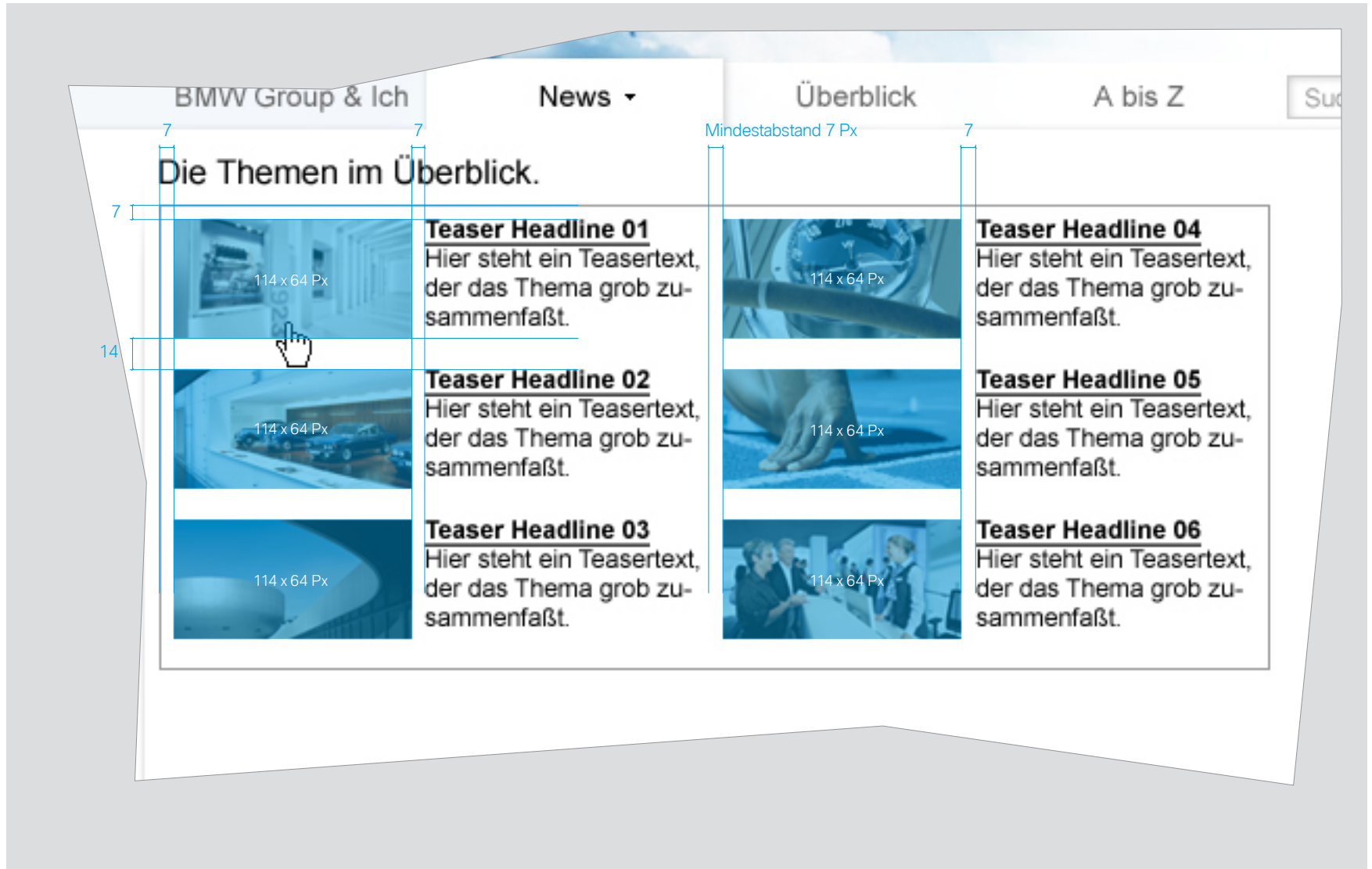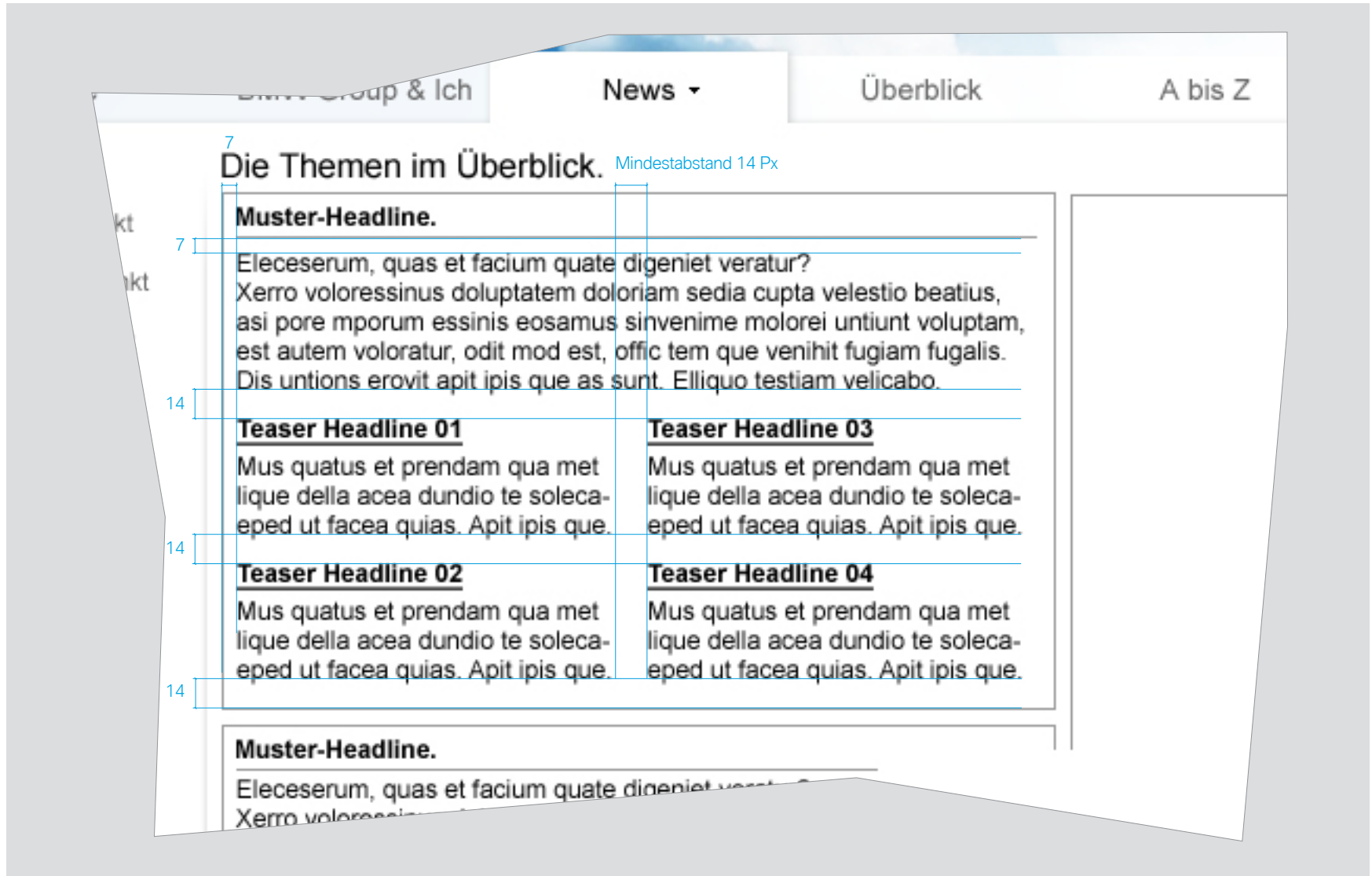Font colour: #000000 (black)

Headline container
Font: Arial Bold
Font size: 12 Px
Font colour: #000000 (black)

Headline body copy
Font: Arial Bold
Underlined
Font size: 12 Px
Font colour: #000000 (black)

Body copy
Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

BMW Group & Ich   News ▾   Überblick   A bis Z

7

Die Themen im Überblick.   Mindestabstand 14 Px

Muster-Headline.

7

Eleceserum, quas et facium quate digeniet veratur?
Xerro voloressinus doluptatem doloriam sedia cupta velestio beatius,
asi pore mporum essinis eosamus sinvenime molorei untiunt voluptam,
est autem voloratur, odit mod est, offic tem que venihit fugiam fugalis.
Dis untions erovit apit ipis que as sunt. Elliquo testiam velicabo.

14

Teaser Headline 01
Mus quatus et prendam qua met
lique della acea dundio te soleca-
eped ut facea quias. Apit ipis que.

Teaser Headline 03
Mus quatus et prendam qua met
lique della acea dundio te soleca-
eped ut facea quias. Apit ipis que.

14

Teaser Headline 02
Mus quatus et prendam qua met
lique della acea dundio te soleca-
eped ut facea quias. Apit ipis que.

Teaser Headline 04
Mus quatus et prendam qua met
lique della acea dundio te soleca-
eped ut facea quias. Apit ipis que.

14

Muster-Headline.

Eleceserum, quas et facium quate digeniet verat...
Xerro voloressi...

Container – news.

Text and images
You will find the specifications for typography in the input area in the chapter Basic elements/Font – typographical specifications.

You will find the permitted image formats in the chapter Layout and structure/Image formats.

Headline content area
Font: Arial Regular
Font size: 16 Px
Font colour: #000000 (black)

Headline container
Font: Arial Bold
Font size: 12 Px
Font colour: #000000 (black)

Date specification
Font: Arial Regular
Font size: 12 Px
Font colour: #666666 (grey 1)

Headline body copy
Font: Arial Bold
Font size: 12 Px
Font colour: #000000 (black)

Body copy
Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

E-Mail   Deutsch ▾   Hilfe   Maximilian Mustermann ▾

BMW Group & Ich   News ▾   Überblick   A bis Z

Aktuelles aus dem Unternehmen.

Mindestabstand 21 Px

Network Nachrichten. RSS

Mindestabstand 7 Px

03.06.2009

Der neue BMW X1: Spontane Fahrfreude
Die typischen Merkmale eines BMW X Modells lassen sich jetzt erstmals in einem Premium-Fahrzeug des Kompaktsegments erleben.

114 x 64 Px

03.06.2009

Hohe Auszeichnung für Design des BMW Museums
Die Kinetische Skulptur und die Mediatektur des neuen BMW Museums sind mit Goldenen Löwen beim Kreativwettbewerb in Cannes ausgezeichnet worden.

114 x 64 Px

03.06.2009

Mehr 7er denn je
Neue Vielfalt in der Luxusklasse: Die BMW 7er Reihe ist im Modelljahr 2010 mit fünf Motoren und Allradantrieb auf den weltweiten Märkten verfügbar.
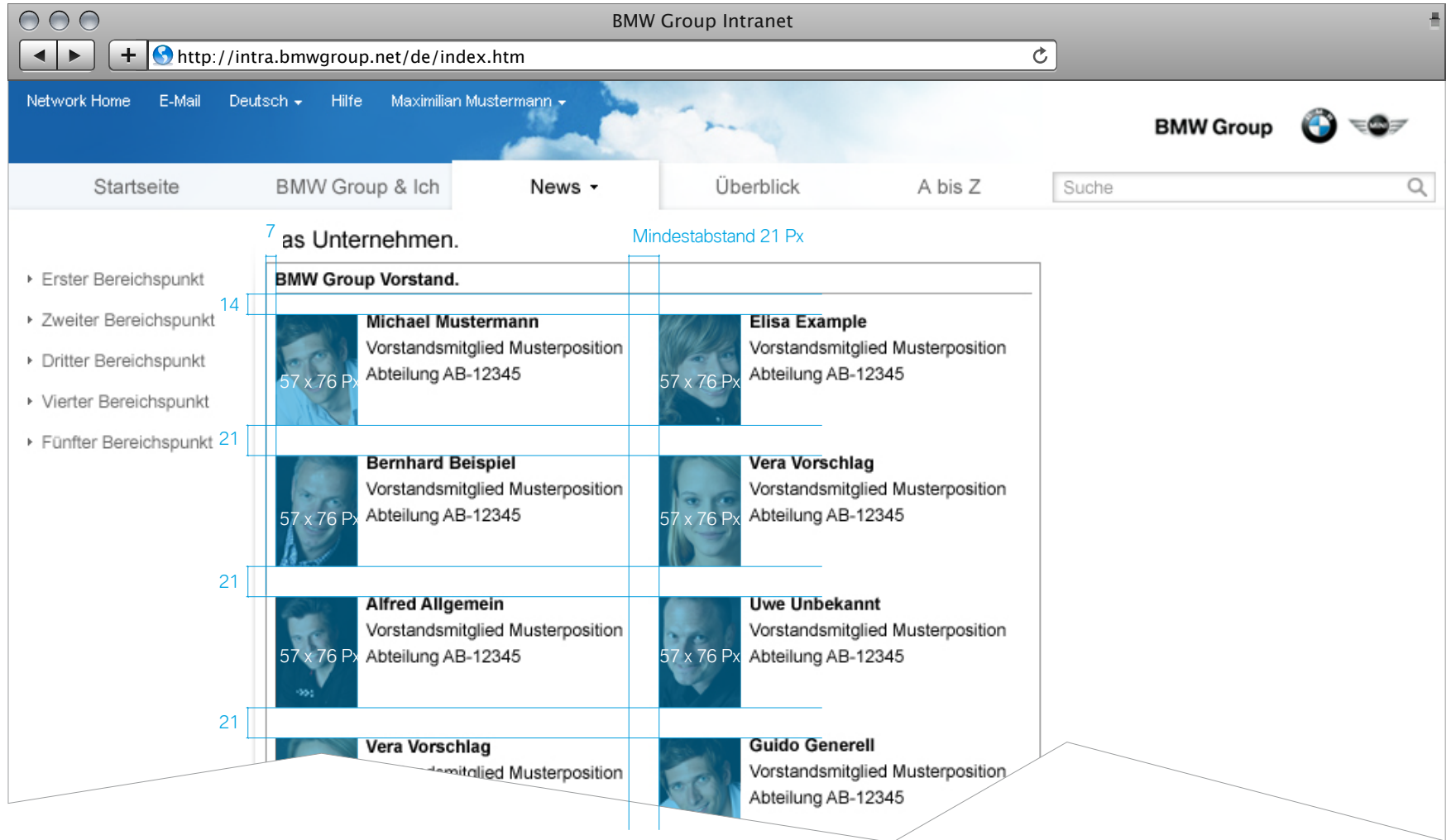
114 x 64 Px

Container – employees.

Images
You will find the permitted image formats in the chapter Layout and structure/Image formats.

Headline/name
Font: Arial Bold
Font size: 12 Px
Font colour: #000000 (black)

Body copy
Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

BMW Group Intranet

http://intra.bmwgroup.net/de/index.htm

Network Home   E-Mail   Deutsch ▾   Hilfe   Maximilian Mustermann ▾

BMW Group

Startseite   BMW Group & Ich   News ▾   Überblick   A bis Z   Suche

7

...as Unternehmen.   Mindestabstand 21 Px

BMW Group Vorstand.

14

Michael Mustermann
Vorstandsmitglied Musterposition
57 x 76 Px   Abteilung AB-12345

Elisa Example
Vorstandsmitglied Musterposition
57 x 76 Px   Abteilung AB-12345

21

Bernhard Beispiel
Vorstandsmitglied Musterposition
57 x 76 Px   Abteilung AB-12345

Vera Vorschlag
Vorstandsmitglied Musterposition
57 x 76 Px   Abteilung AB-12345

21

Alfred Allgemein
Vorstandsmitglied Musterposition
57 x 76 Px   Abteilung AB-12345

Uwe Unbekannt
Vorstandsmitglied Musterposition
57 x 76 Px   Abteilung AB-12345

21

Vera Vorschlag
...smitglied Musterposition

Guido Generell
Vorstandsmitglied Musterposition
Abteilung AB-12345

▸ Erster Bereichspunkt
▸ Zweiter Bereichspunkt
▸ Dritter Bereichspunkt
▸ Vierter Bereichspunkt
▸ Fünfter Bereichspunkt

Container – forms.

Headline container
Font: Arial Bold
Font size: 12 Px
Font colour: #000000 (black)

Body copy
Font: Arial Regular
Font size: 12 Px
Font colour: #000000 (black)

Input fields
Contour: #CCCCCC (grey 3)

Controls.

Input boxes
Contour: #CCCCCC (grey 3):
Shadows: see p. 75

Input boxes with arrows
The area that can be activated
by the mouse is always greater
than the pictogram. The colour
changes to black on mouse-over
or selected status.

Pictogram size: 19x18 Px
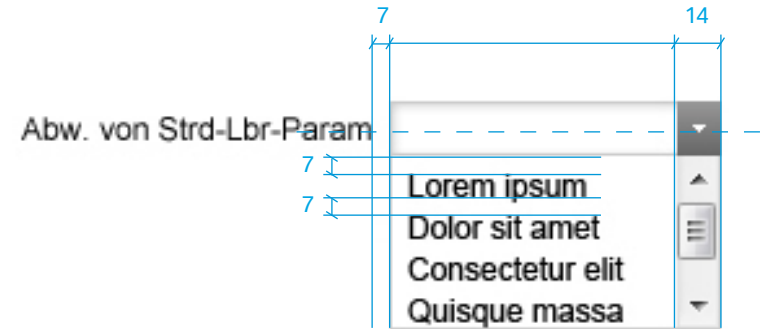Pictogram colour: #666666
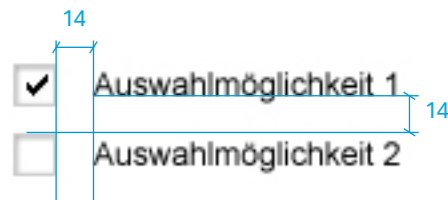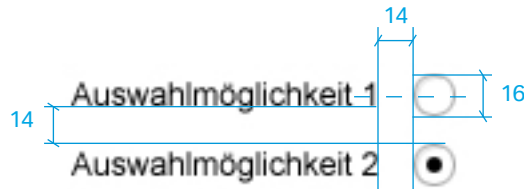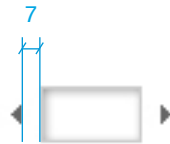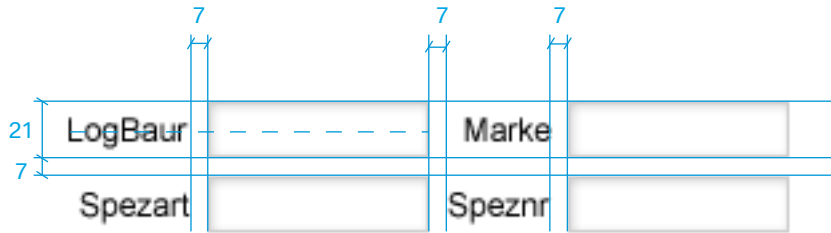(grey 1)/#000000 (black)

**Multi-line input boxes/
selection lists**
Font: Arial Regular
Font size: 12 Px
Font colour: #666666 (grey 1)
/#000000 (black)

Calendar
Pictogram size: 19x18 Px
Pictogram colour: #666666
(grey 1)/#000000 (black)

Frame size: 17x12 Px
Frame thickness: 1 Px
Frame colour: #000000 (black)

Footer.

Not selected
Font: Arial Regular
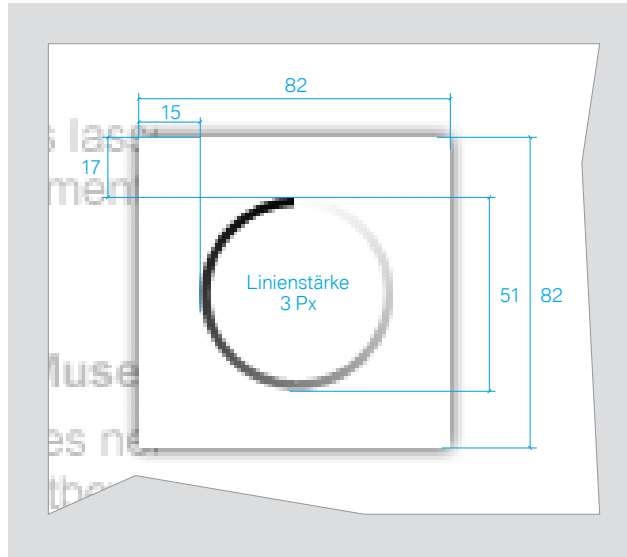Font size: 11 Px/line spacing 13 Px
Font colour: #666666 (grey 1)

Mouse-over
Font: Arial Regular
Font size: 11 Px/line spacing 13 Px
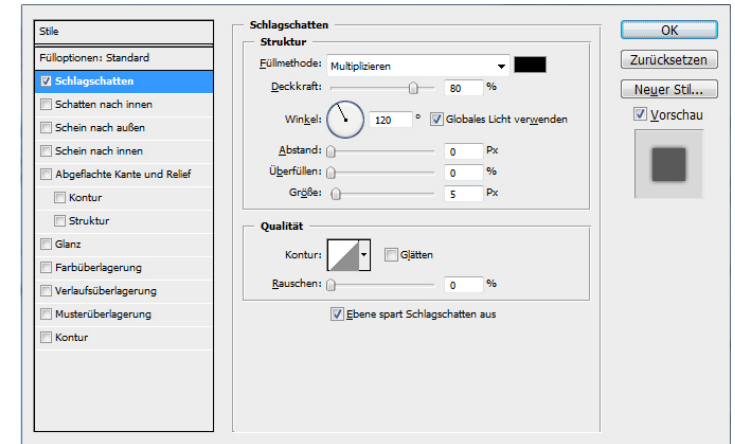Font colour: #666666 (grey 1)
Underlined

Mehr 7er denn je

Neue Vielfalt in der Luxusklasse: Die BMW 7er Reihe ist im Modelljahr 2010 mit fünf Motoren und Allradantrieb auf den weltweiten Märkten verfügbar.

14

7

Informationen | Network Einführung | Fragen und Antworten
Kontakt | Impressum | © Copyright 2010 BMW Group
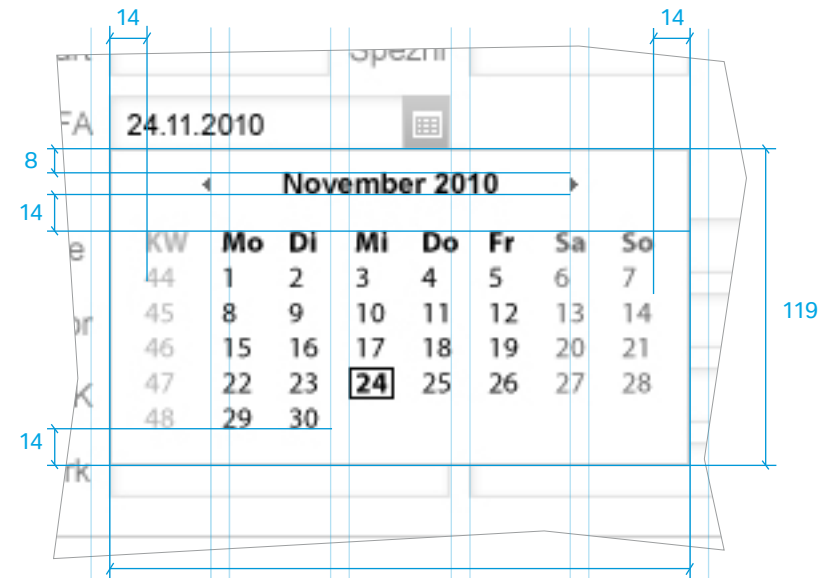
Upload sign.

Upload signs for the entire page
Colour gradient:
from #FFFFFF (white) to
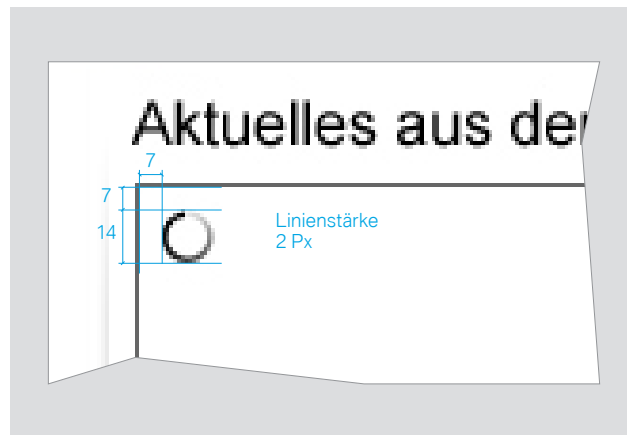#000000 (black)
Background colour: #000000
(white)

Upload sign in a container
Colour gradient: from #FFFFFF
(white) to #000000 (black)
Background colour: #000000
(white)

Drop shadow with white background
Filling method: Multiplication
Opacity: 80%
Angle: 120 °
Distance: 0 Px
Overfill: 0%
Size: 5 Px

Templates and contacts for a brand-compatible appearance.

All required basic templates for the layout grid, the portal header with the sender identification, the various types of navigation, buttons and tabs are provided as graphics.

If you have any questions please contact:

Corporate Identity
E-mail: ci.hotline@bmwgroup.com

BMW Group Intranet
E-mail: intranet.feedback@bmw.de

Design
Franz Geiselbrechtinger