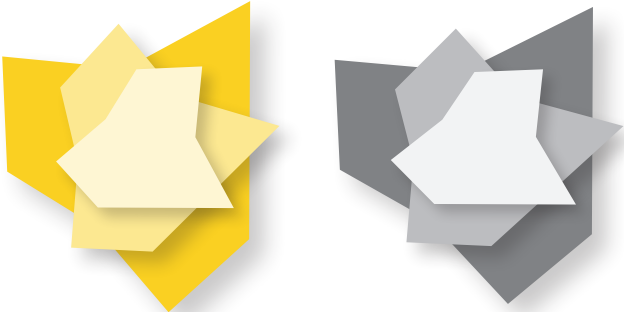


EXSAMPLE BERNHARD MOOSBAUER EICHENDORFFSTR. 18 D-10115 BERLIN
PHONE +49 (0)177 - 70 20 369 MAIL EX@EXSAMPLE.ORG WEB WWW.EXSAMPLE.ORG

Signet variations

Because the content for the BMW Corporate Security is highly confidential, the designs shown are only filled with draft content.







Basic Design Elements





Because the content for the BMW Corporate Security is highly confidential, the designs shown are only filled with draft content.

APPLICATION OF ICONS (EXAMPLES).

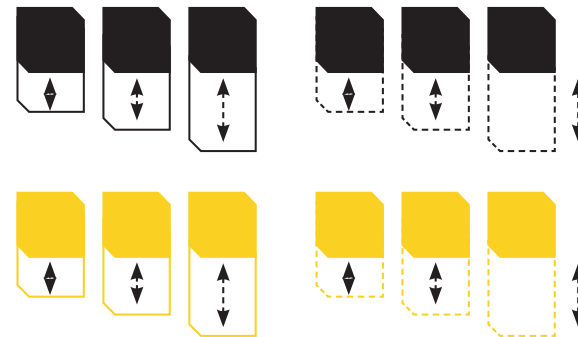
Inside BMW

-  Date BMW high-rise building address 5-lines
-  Date BMW factory strike address 5-lines
-  Date Supplier address 3-lines
-  Date Insured asset 3-lines

Outside BMW

-  Date Protest location address other infos 5-lines
-  Terrorist attac address 4-lines
-  Right wing unrest address 4-lines
-  Train station address 3-lines






SLIDING TEXTFIELD PRINCIPLE.



CHRONOLOGY.



MEASUREMENT/ANALYSIS

-  Very Low Threat
-  low Threat
-  Moderate Threat
-  High Threat
-  very high Threat

Trends











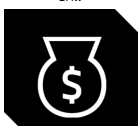

















Volatility

New Developments


Icons (BMW-icon-ductus)

Because the content for the BMW Corporate Security is highly confidential, the designs shown are only filled with draft content.

BACKGROUND_BLACK

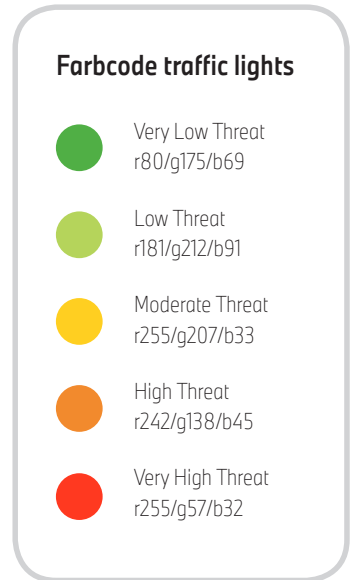
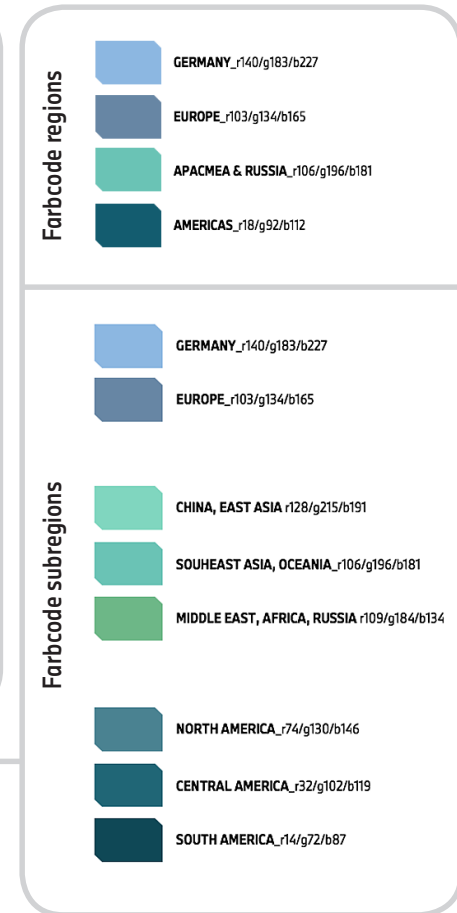
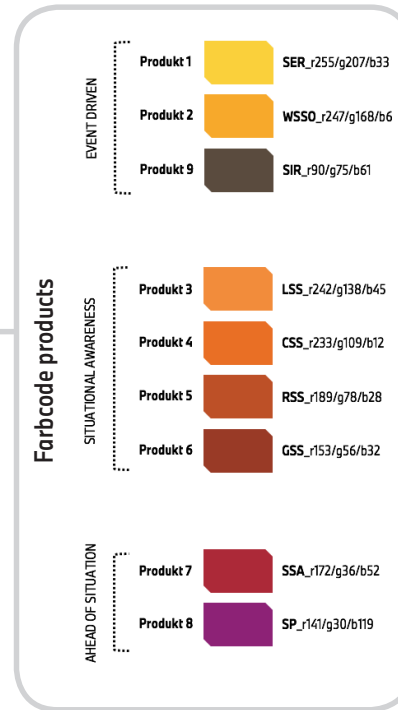
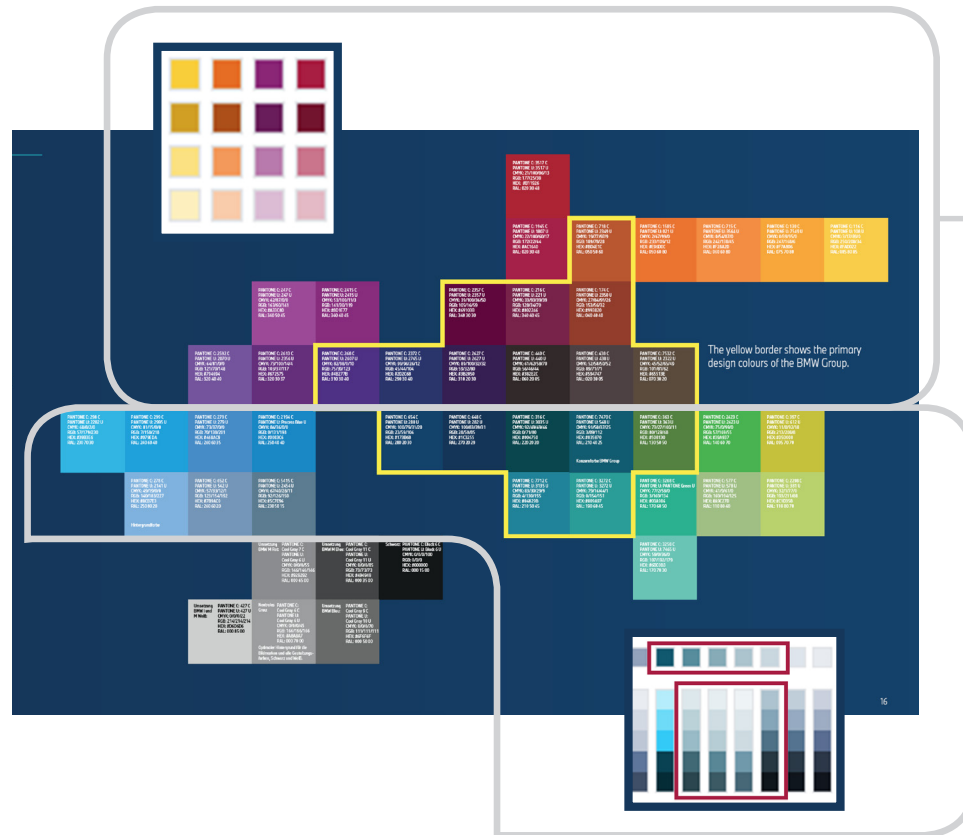
 BMW	 TERROR	 TRANSPORT	 CYBERCRIME	 FINANCIAL WARNING	 UNREST	 POLITICAL STABILITY	 CRIME	 ARMED CONFLICT	 MEDICAL
 CORRUPTION	 SHORTAGE	 INDUSTRIAL HAZARD	 NATURAL HAZARD	 RULE OF LAW	 TRAIN STATION	 PORT	 AIRPORT	 SUPPLIER	 INSURED LOCATIN
 ORGANIZED CRIME	 DISGRUNTLE INDIVIDUAL	 CIVIL SOCIETY	 ENVIRONMENTAL ACTIVISTS	 ARMED EXTREMIST	 RIGHT WING UNREST	 LEFT WING UNREST	 SECURITY		

BACKGROUND_YELLOW

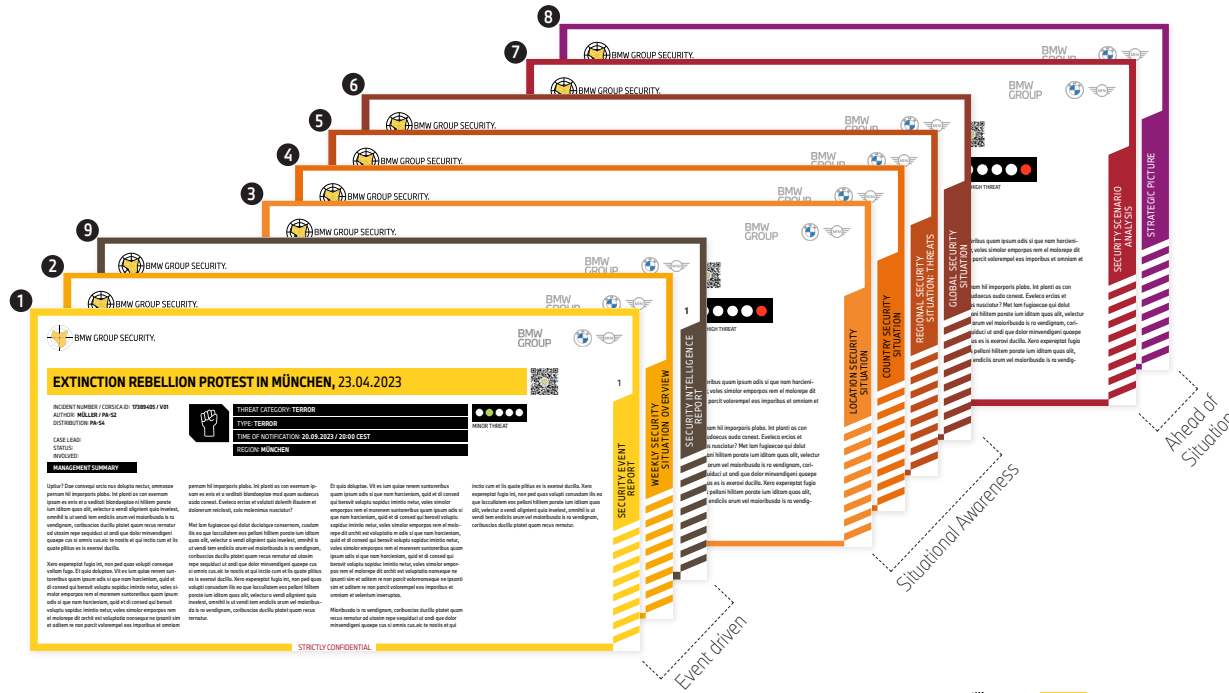
 ARMED CONFLICT	 ARMED EXTREMIST	 CIVIL SOCIETY	 CRIME	 CYBERCRIME	 DISGRUNTLE INDIVIDUAL	 ENVIRONMENTAL ACTIVIST	 FINANCIAL WARNING	 INDUSTRIAL HAZARD	 NATURAL HAZARD
 RIGHT WING UNREST	 LEFT WING UNREST	 ORGANIZED CRIME	 POLITICAL STABILITY	 TERRORISM	 UNREST		 THUMBS DOWN	 THUMBS UP	
 TRAIN STATION	 SUPPLIER	 AIRPORT	 PORT	 INSURED LOCATION	 SECURITY				

Colorworld

Because the content for the BMW Corporate Security is highly confidential, the designs shown are only filled with draft content.



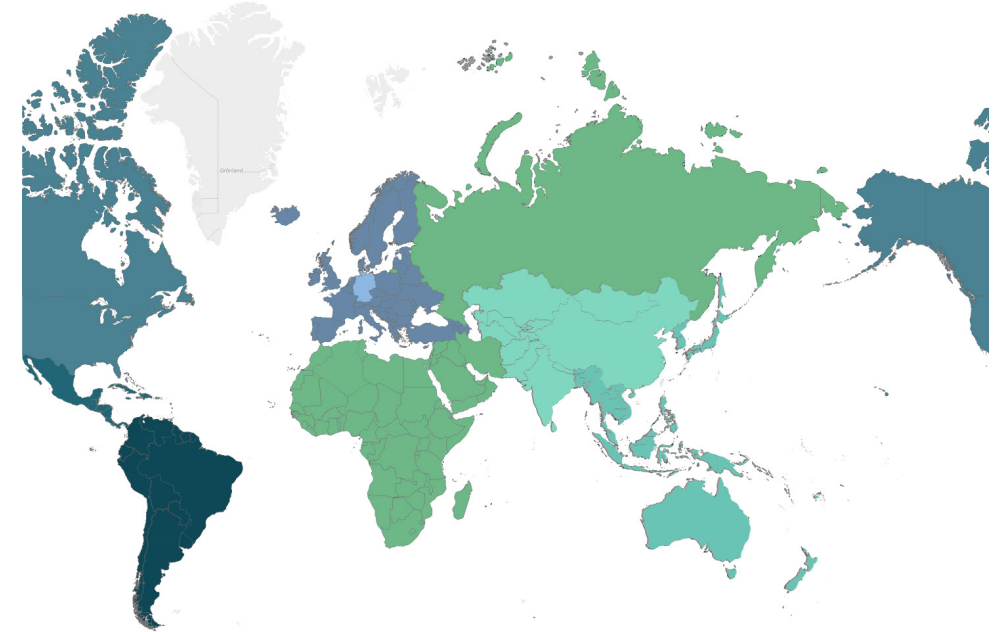
Colorworld Security Working Tools



- EVENT DRIVEN**
 - Produkt 1: SER_1255/g207/b33
 - Produkt 2: WSSO_1247/g168/b6
 - Produkt 9: SIR_190/g75/b61
- SITUATIONAL AWARENESS**
 - Produkt 3: LSS_1242/g138/b45
 - Produkt 4: CSS_1233/g109/b12
 - Produkt 5: RSS_1189/g78/b28
 - Produkt 6: GSS_1153/g56/b32
- AHEAD OF SITUATION**
 - Produkt 7: SSA_1172/g36/b52
 - Produkt 8: SP_1141/g30/b19

Colorworld Regions

Because the content for the BMW Corporate Security is highly confidential, the designs shown are only filled with draft content.



- GERMANY_1140/g183/b227
- EUROPE_1103/g134/b165
- CHINA, EAST ASIA_1128/g215/b191
- SOUHEAST ASIA, OCEANIA_1106/g196/b181
- MIDDLE EAST, AFRICA, RUSSIA_1109/g184/b134
- NORTH AMERICA_1174/g130/b146
- CENTRAL AMERICA_1132/g102/b119
- SOUTH AMERICA_1141/g127/b87

Webapp: BMW Corporate Security (excerpt)

Because the content for the BMW Corporate Security is highly confidential, the designs shown are only filled with draft content.

BMW GROUP SECURITY.

CURRENT SECURITY SITUATION ISRAEL, 25.10.2023

TYPE: ISRAELI MIL

TIME OF NOTIFICATION: 20.09.2023 / 20:00 CEST

REGION: ISRAEL, PALESTINE

INCIDENT NUMBER / CODE/ID: ST98405
AUTHOR / AUTHOR: SBI GLOBAL & CENTRAL
DISTRIBUTION / VERTEILER: PA-6, PA-6-1, PA-6-2, PA-6-3, PA-6-4,
SECURITY RESPONSIBLE: PA-2, PA-2-1, PA-4, PA-4-1, PA-4-2, PA-4-3, PA-4-4

MANAGEMENT SUMMARY

Potential BMW Impact

CONFIDENTIAL

SECURITY INTELLIGENCE REPORT

Scenario

1. Selected Threats

2. Likelihood of Success

3. Likelihood of Success

Potential BMW Impact

CONFIDENTIAL

Scenario

1. Selected Threats

2. Likelihood of Success

3. Likelihood of Success

Potential BMW Impact

CONFIDENTIAL

BMW GROUP SECURITY.

SITUATION ASSESSMENT TERRORISM BMW PROPERTIES, 20.09.2023

TYPE: TERROR

TIME OF NOTIFICATION: 20.09.2023 / 20:00 CEST

REGION: UNKNOWN

INCIDENT NUMBER / CODE/ID: ST98405
AUTHOR / AUTHOR: SBI GLOBAL & CENTRAL
DISTRIBUTION / VERTEILER: PA-6, PA-6-1, PA-6-2, PA-6-3, PA-6-4,
SECURITY RESPONSIBLE: PA-2, PA-2-1, PA-4, PA-4-1, PA-4-2, PA-4-3, PA-4-4

MANAGEMENT SUMMARY

Potential BMW Impact

CONFIDENTIAL

SECURITY INTELLIGENCE REPORT

Timeline

DEC

JAN

FEB

MAR

SECURITY INTELLIGENCE REPORT

Scenario

1. Selected Threats

2. Likelihood of Success

3. Likelihood of Success

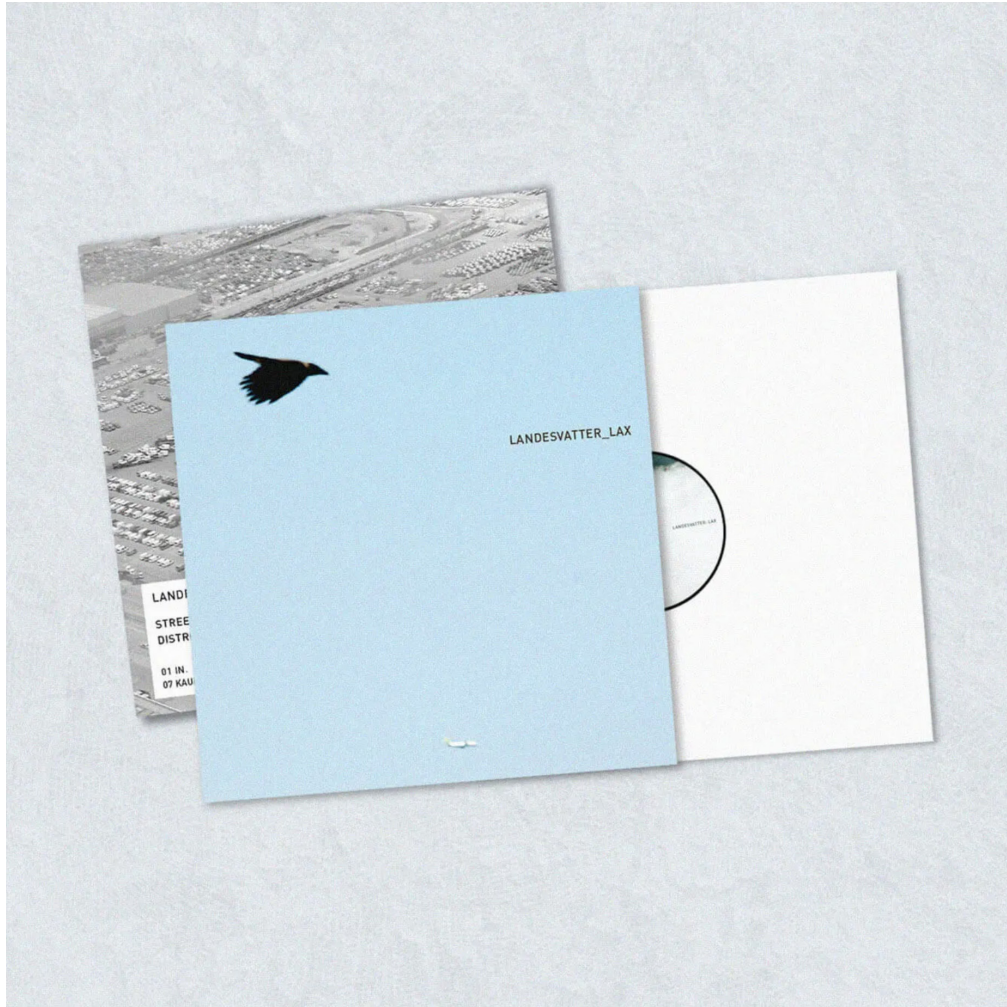
Potential BMW Impact

CONFIDENTIAL

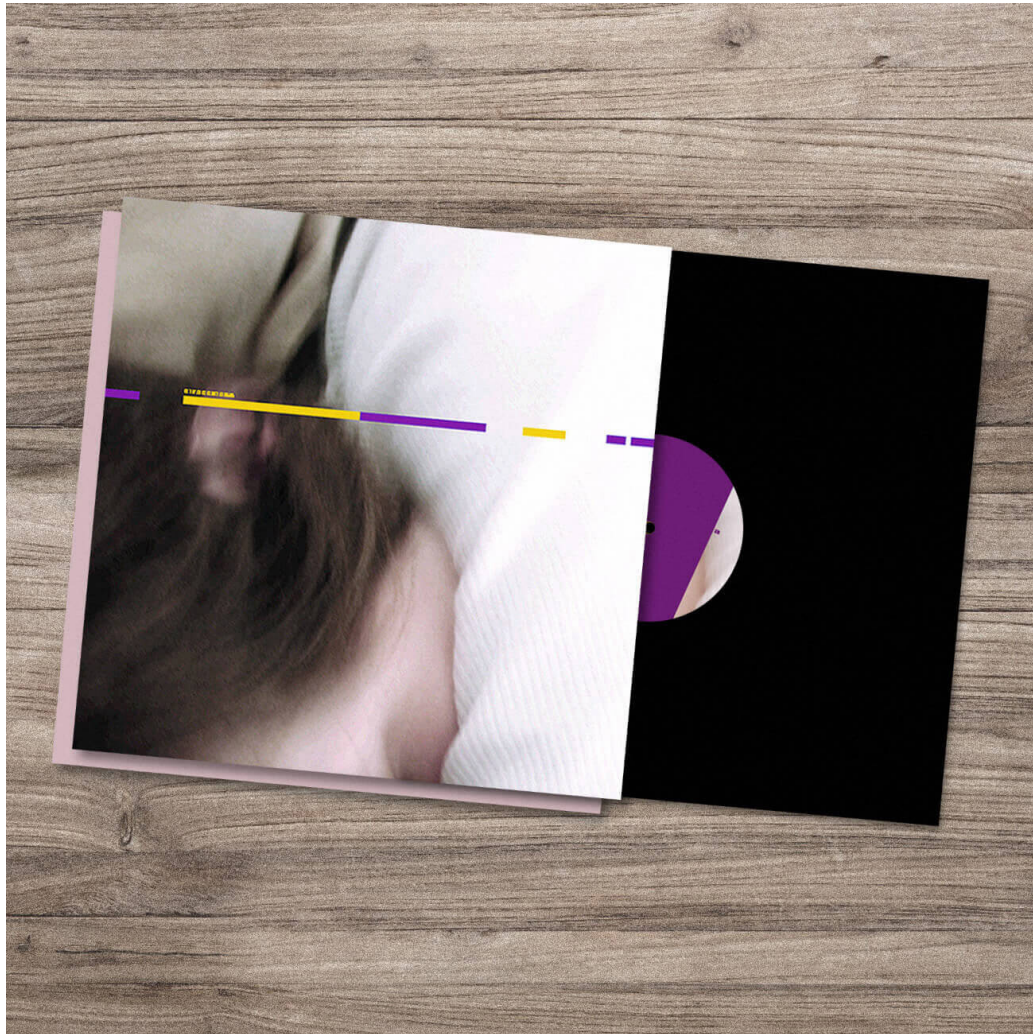
Artworks: denqq_we could be dead soon; Smutny_Telehors



Artworks: Landesvatter_Lax, Vatterland, Lavamat



Artworks: Strassmann_01; Electroserge_gimme data



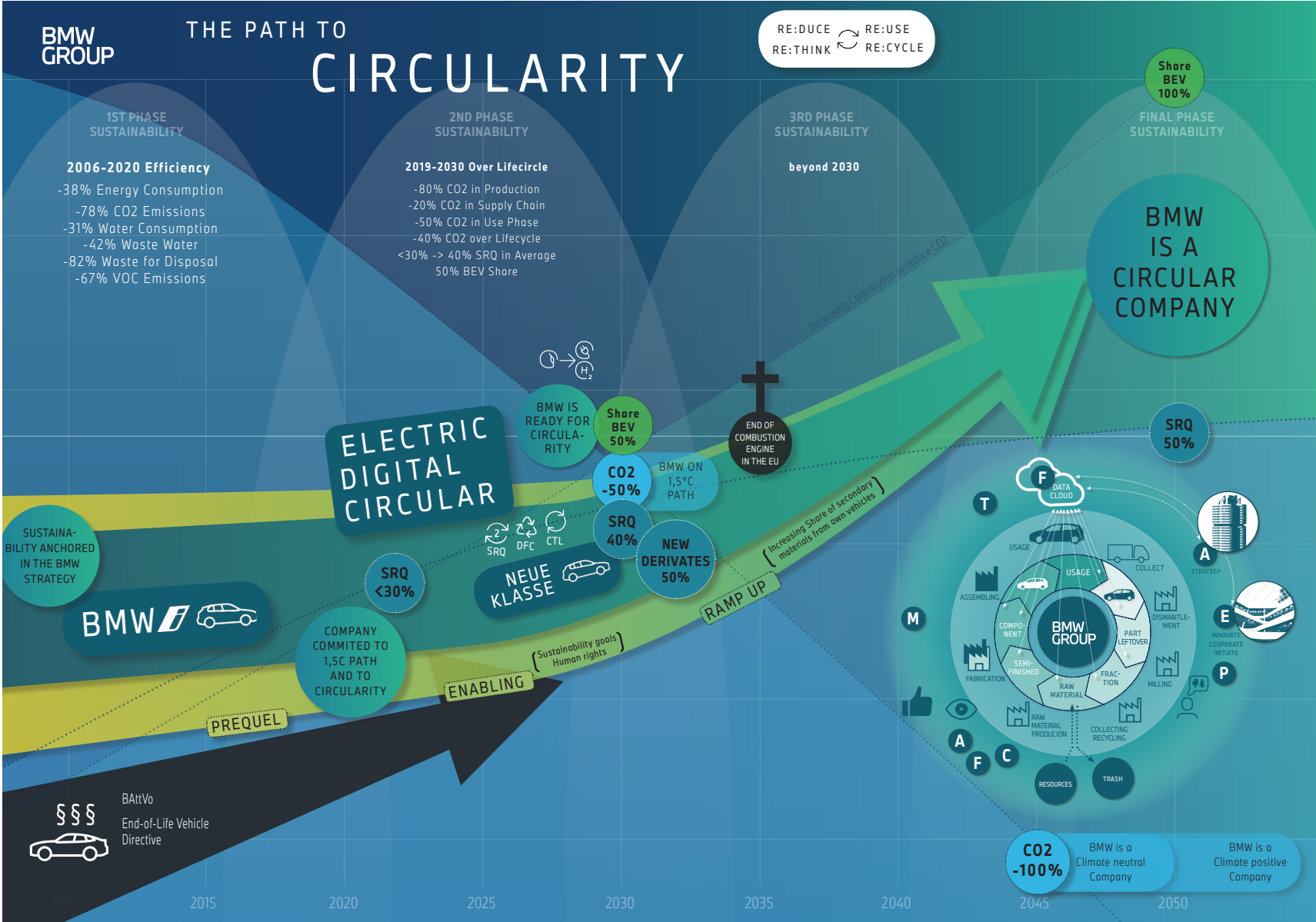
Artworks: Andreas Heisenberger_drum and bass, ah



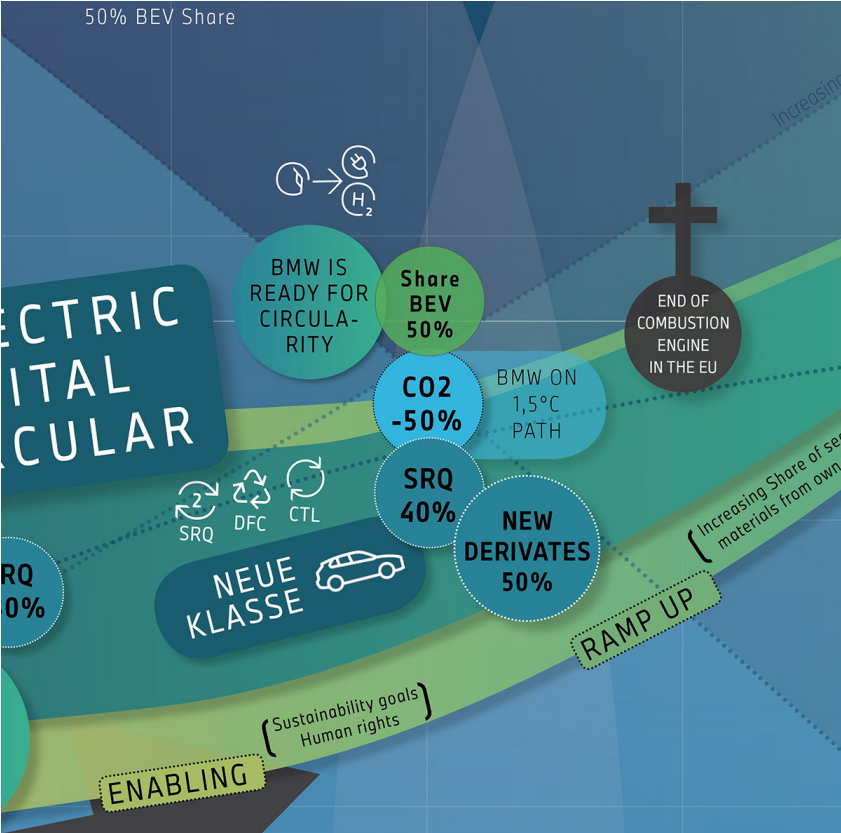
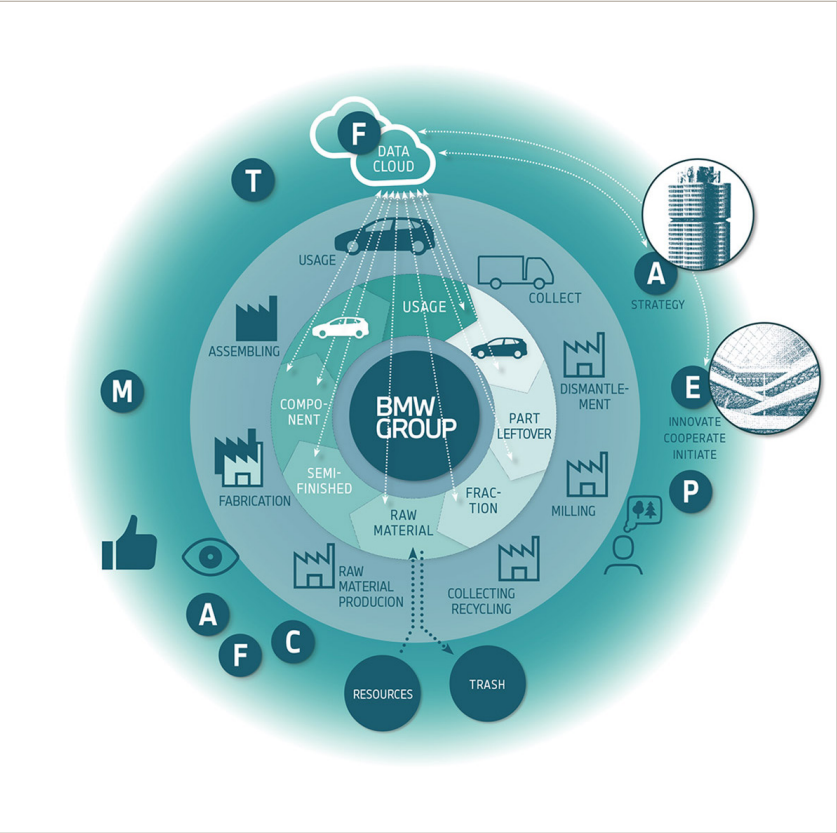
Artworks: Normoton_25, Compactloops_06, 07



BMW-Infochart: The Path to Circularity (Internal Use)



BMW-Infochart: The Path to Circularity (Internal Use), Details



Corporate Design / Logosystem / Color navigation (52 weeks a year, 52 stories)



weeklys Magazin für Reportagen

Corporate Design / Businesscards / Postcards



Im März schien die Sonne

» Mostar, Sarajevo, Srebrenica. Zehntausende ermordet, Hunderttausende vertrieben, Brücken zerstört, Häuser verbrannt: Auf dem Balkan hatte der Tod bereits viele Namen, als 1999 noch einmal alles von vorne losging.

*

Und die Welt schaute erneut zu, aus sicherer Entfernung, von den Hügeln nahe Suhareka konnte man alles sehr gut sehen, die Dörfer und den Qualm und die Lastwagen, die leer ins Tal fuhren und voll beladen wieder zurückkehrten.

*

Dann, vor 15 Jahren, endete der Kosovokrieg. Doch mit der Befreiung des Landes begann erst die lange Suche nach den Opfern. 49 Menschen verschwanden aus Hysni Berishas Familie. Geschichte eines Überlebenden, der die Hoffnung nie aufgegeben hat. «

Im März schien die Sonne. *Die neue Reportage auf weeklys.eu*



weeklys - Magazin für Reportagen
hello@weeklys.eu / www.weeklys.eu



Der Reporter im Portrait

99 Fragen an Moritz von Uslar

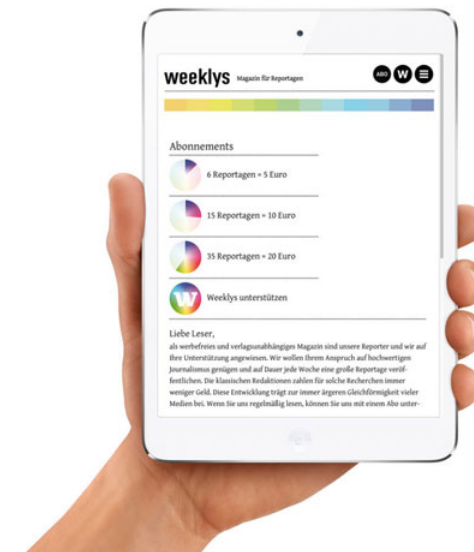
» Seit 1998 trifft Moritz von Uslar die Berühmten und noch Berühmteren der Welt, Hollywoodstars und Politiker, Sportler, Ich-Monster, um das eigentlich Unmögliche zu versuchen: Im begrenzten Raumzeitgefüge eines Interviews so etwas wie Wahrheit, eine Erkenntnis herzustellen. Angela Merkel, Werner Herzog, George Clooney, ganz egal. Er stellt ihnen 99 Fragen, um sie aus dem Takt zu bringen, sie zu überrumpeln. Eine Anmaßung, natürlich. Ein ganz wunderbarer Größenwahn. Der Star ist das Interview, der Interviewer selbst. Und genau deshalb ist das, nach 16 Jahren, längst überfällig: Ihm, als ultimative Anmaßung, selbst einmal 99 Fragen entgegen zu schleudern... «

99 Fragen an Moritz von Uslar auf weeklys.eu



weeklys - Magazin für Reportagen
hello@weeklys.eu / www.weeklys.eu

Corporate Design / Webpage with color navigation / Mobile



Corporate Design / Logo / Logo-Family



Corporate Design / Color-world / Typography / Backgrounds / Picto-Styles

Colors 1st order



Colors 2nd order



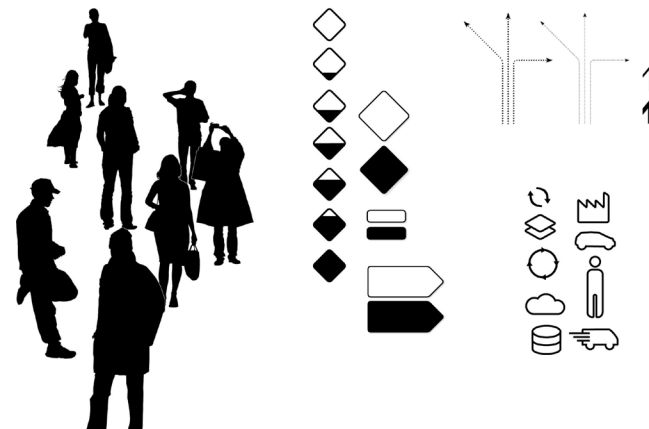
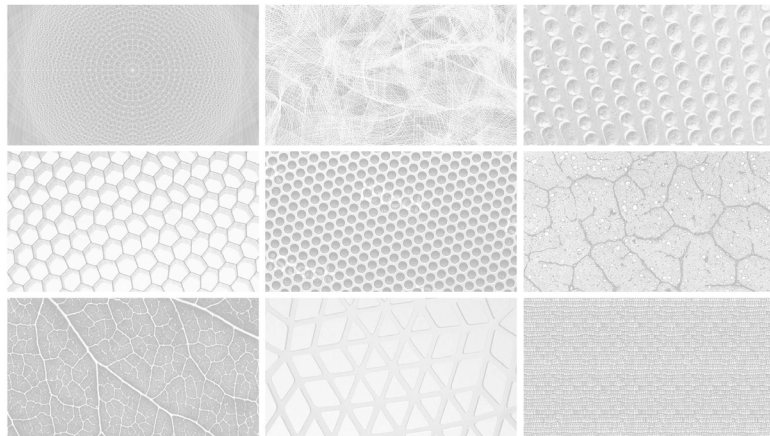
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Headlines
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 & @ () % ? § • → >

BMWType Next Cond. Light
Fließtext
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 & @ () % ? § • → >

oder

BMWType Next Bold
Headlines
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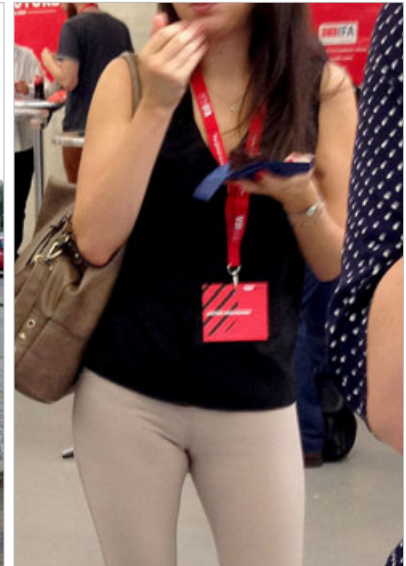
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0 1 2 3 4 5 6 7 8 9 & @ () % ? § • → >



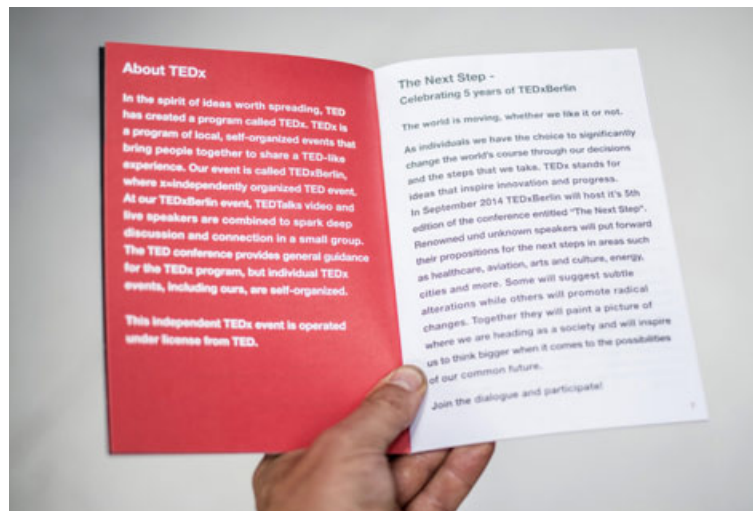
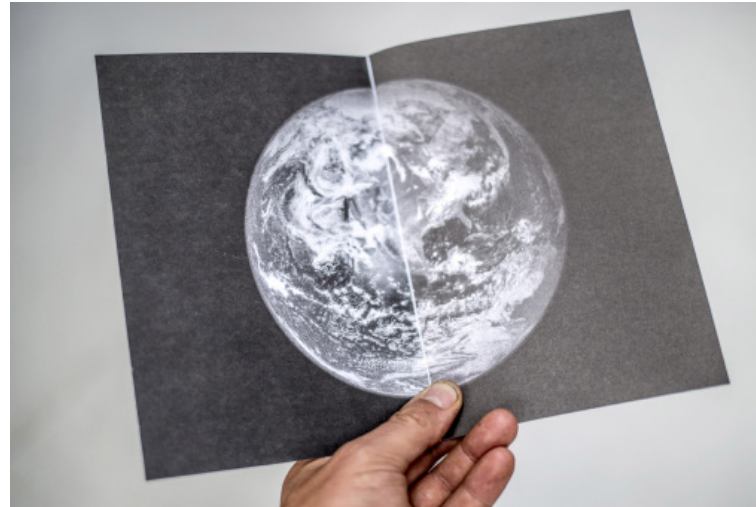
Corporate Design / Letterhead / Businesscards (different motifs)



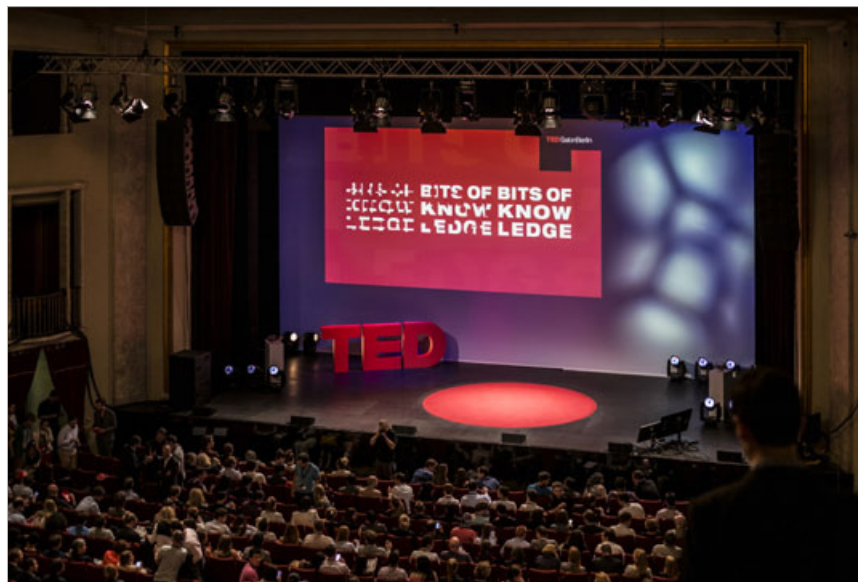
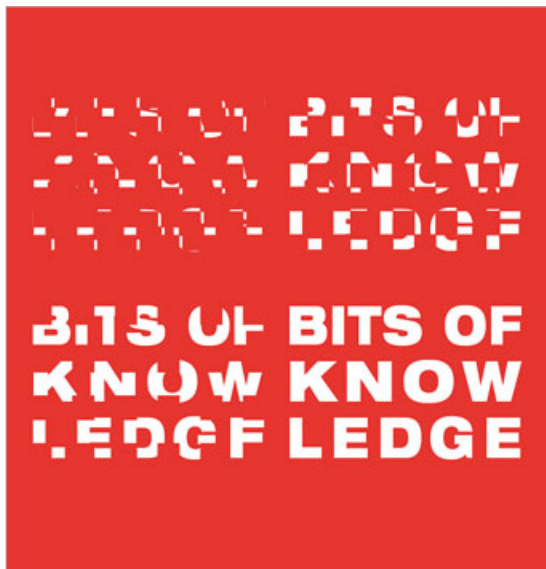
EVENTDESIGN / Key Visual / Poster / Badges / Presentation



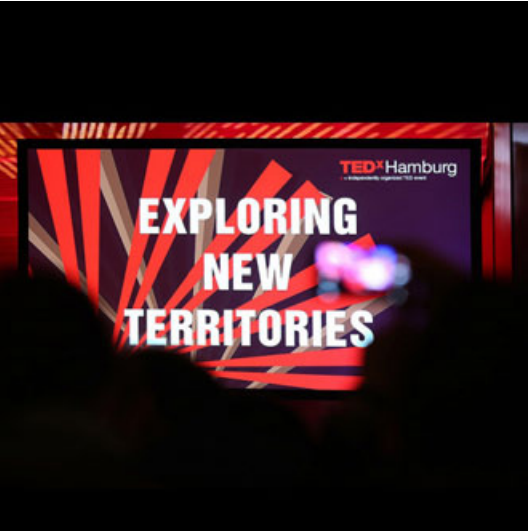
EVENTDESIGN / Talk-Guide



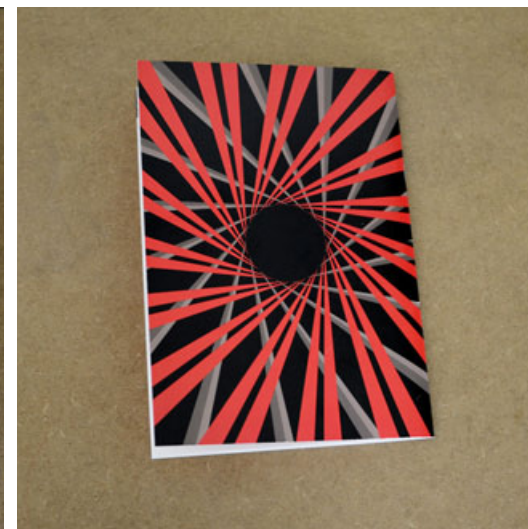
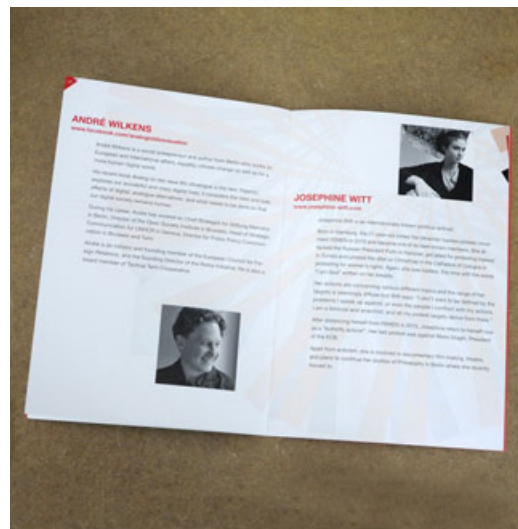
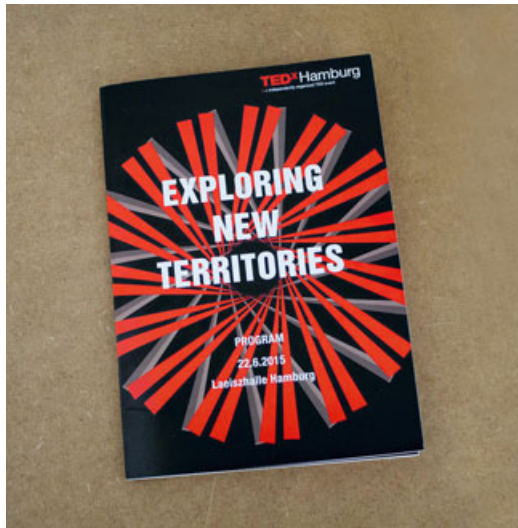
EVENTDESIGN / Key Visual / Poster / Badges / Presentation



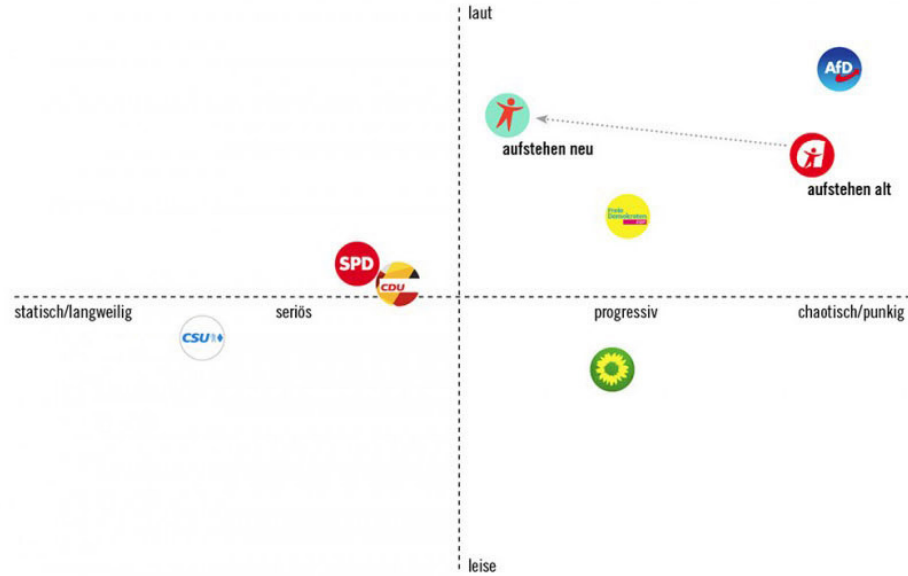
EVENTDESIGN / Key Visual / Poster / Badges / Presentation



EVENTDESIGN / Talk-Guide



Corporate Design Relaunch and Communication Concept / competitor analysis



Corporate Design Relaunch and Communication Concept / logoworld / typo



aufstehen

aufstehen

aufstehen

Source Sance Pro
light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789&©@()%?\$

Source Sance Pro
regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789&©@()%?\$

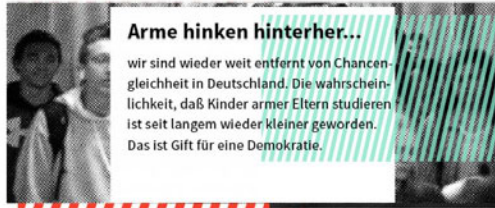
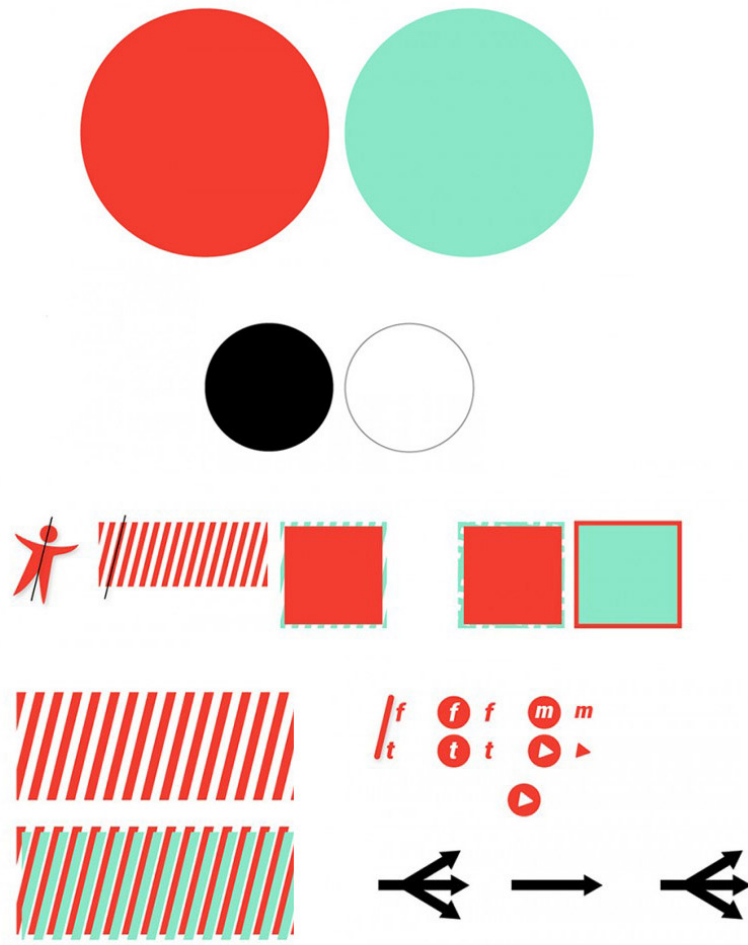
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bold

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0123456789&©@()%?\$

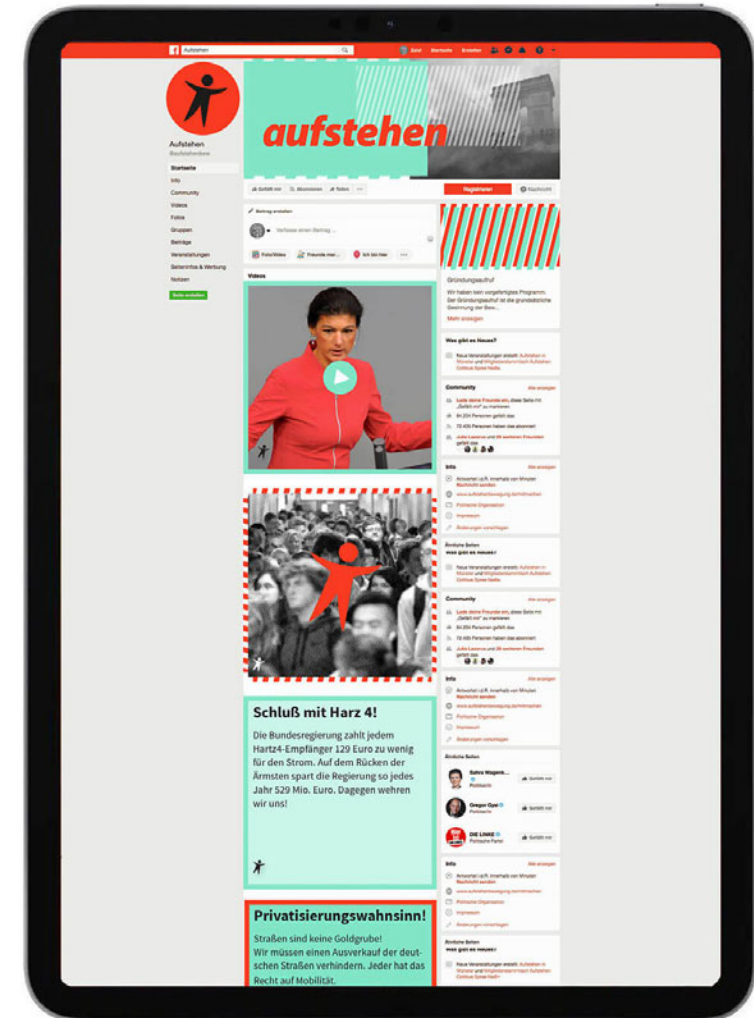
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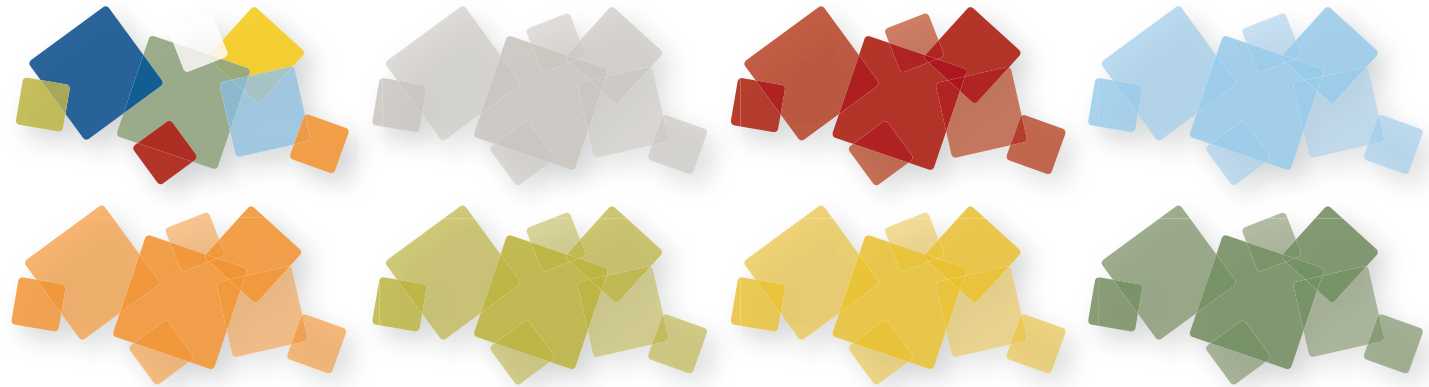
Corporate Design Relaunch and Communication Concept / colorworld / design-elements / sharepics / sliders



Corporate Design Relaunch and Communication Concept / homepage / facebook-design

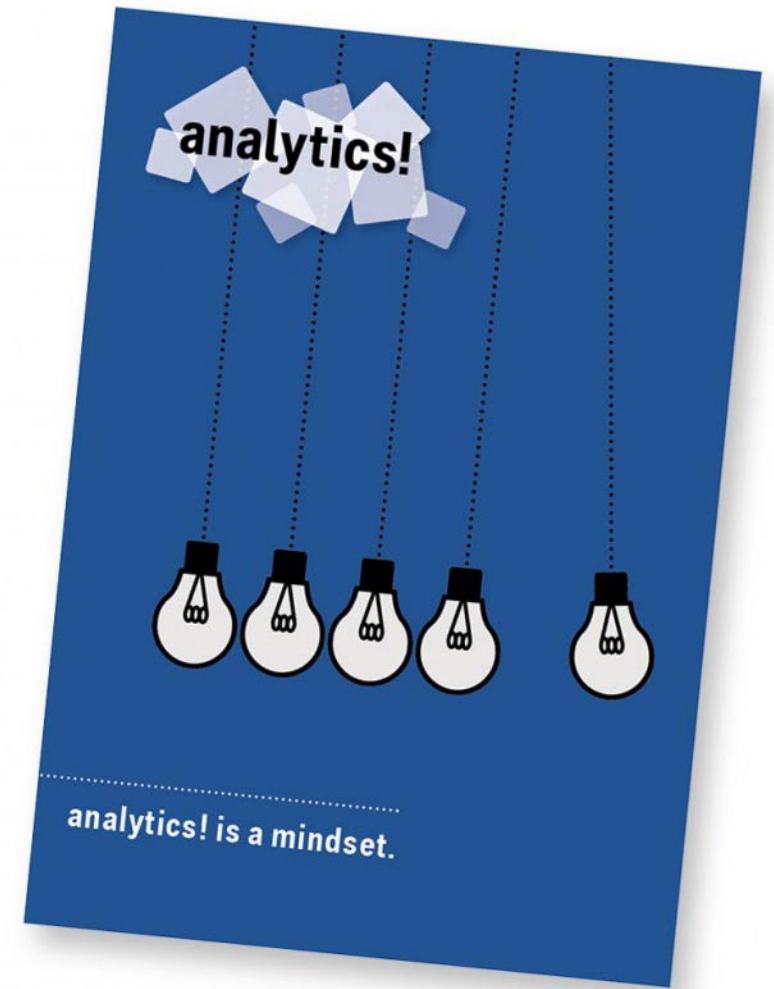
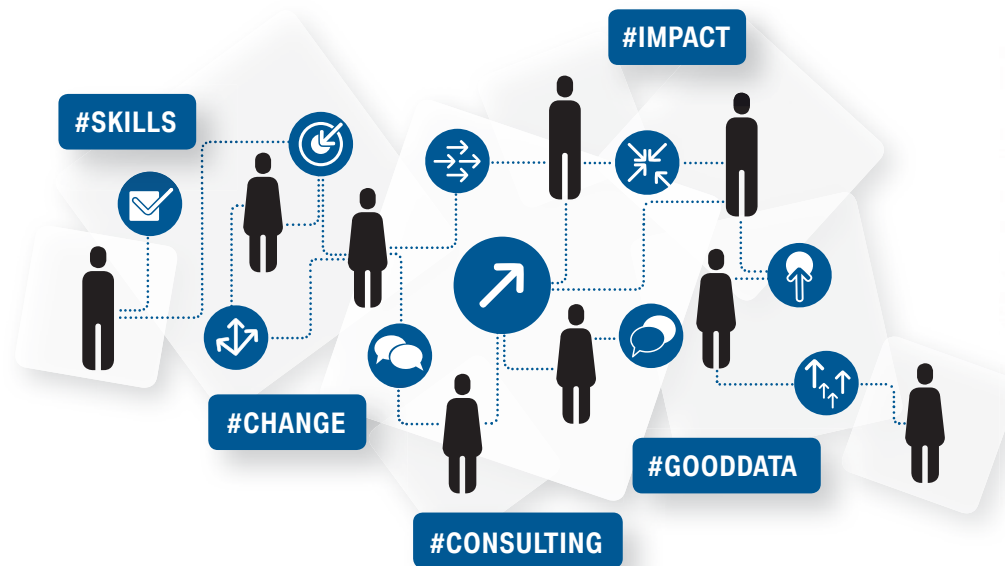
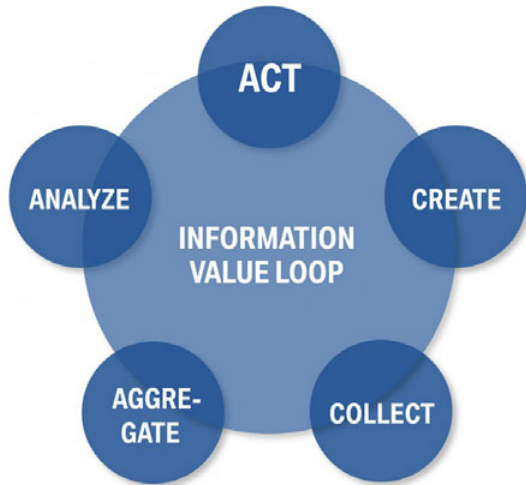


Corporate Design / Logo / Color Variations / Logotype

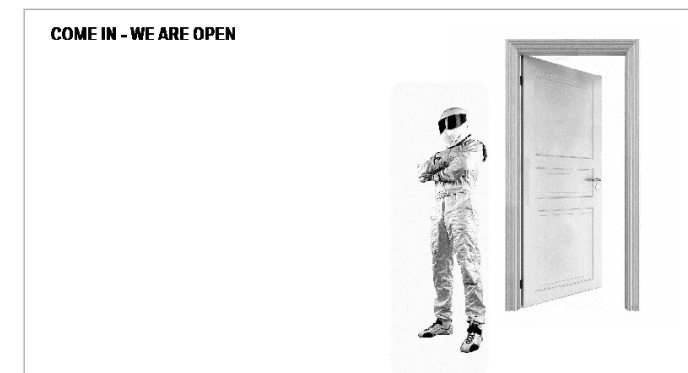
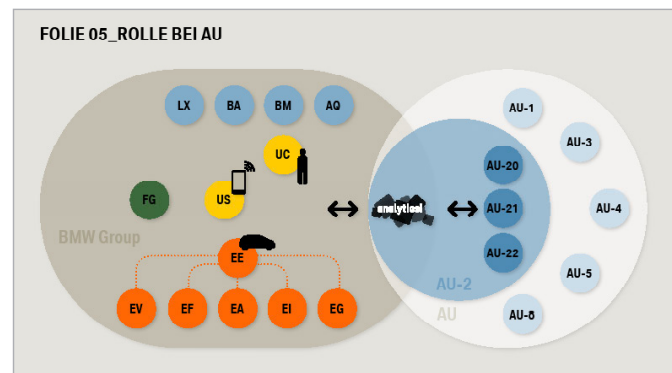
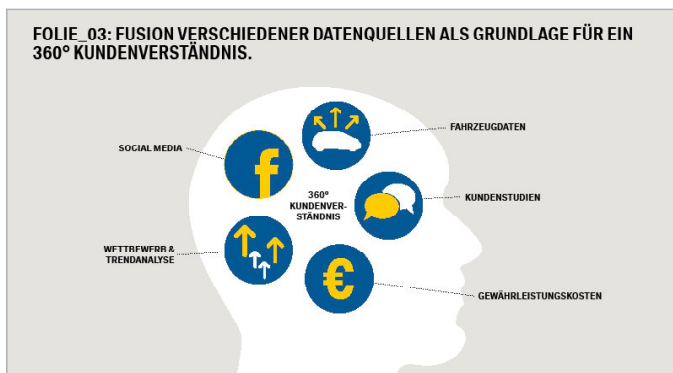
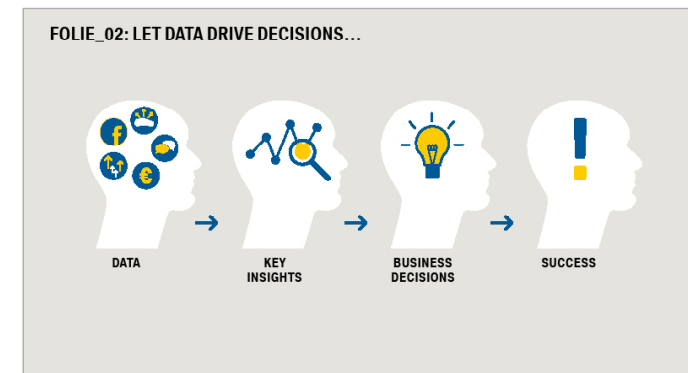
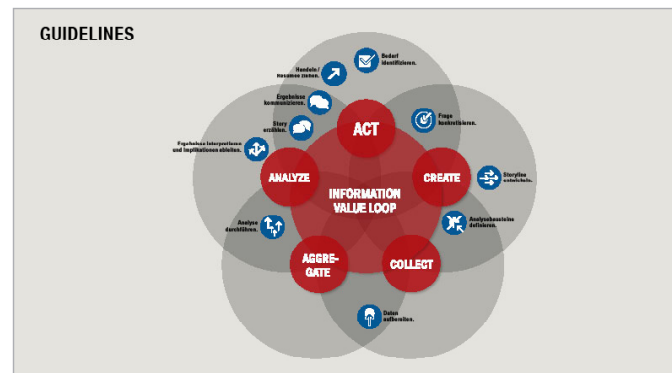
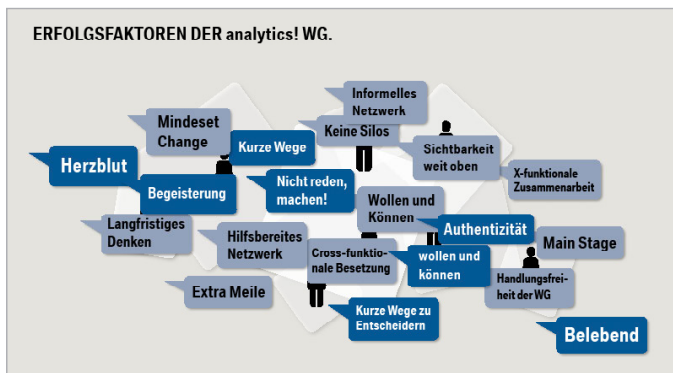
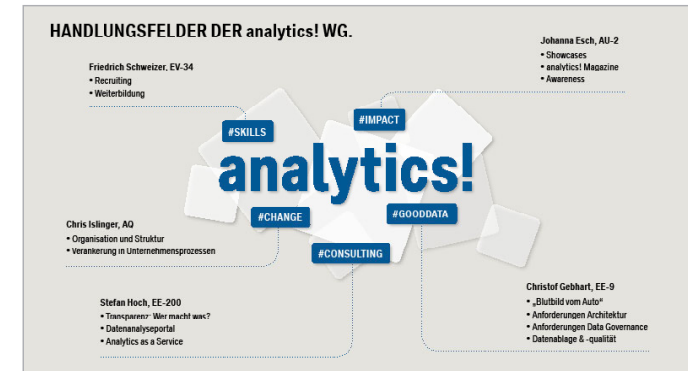
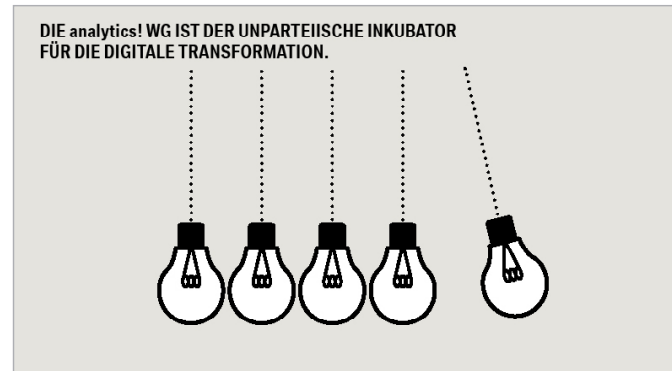


analytics!
analytics!
analytics!

Corporate Design / Information Value Loop / analytics!-presentation / analytics!-WG



Corporate Design / Powerpoint Master



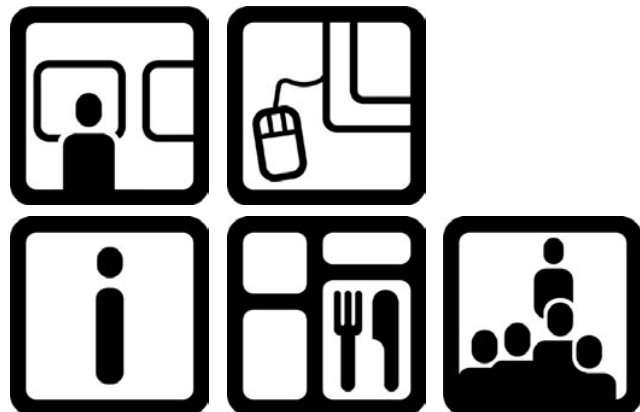
Corporate Publishing / analytics! Magazines



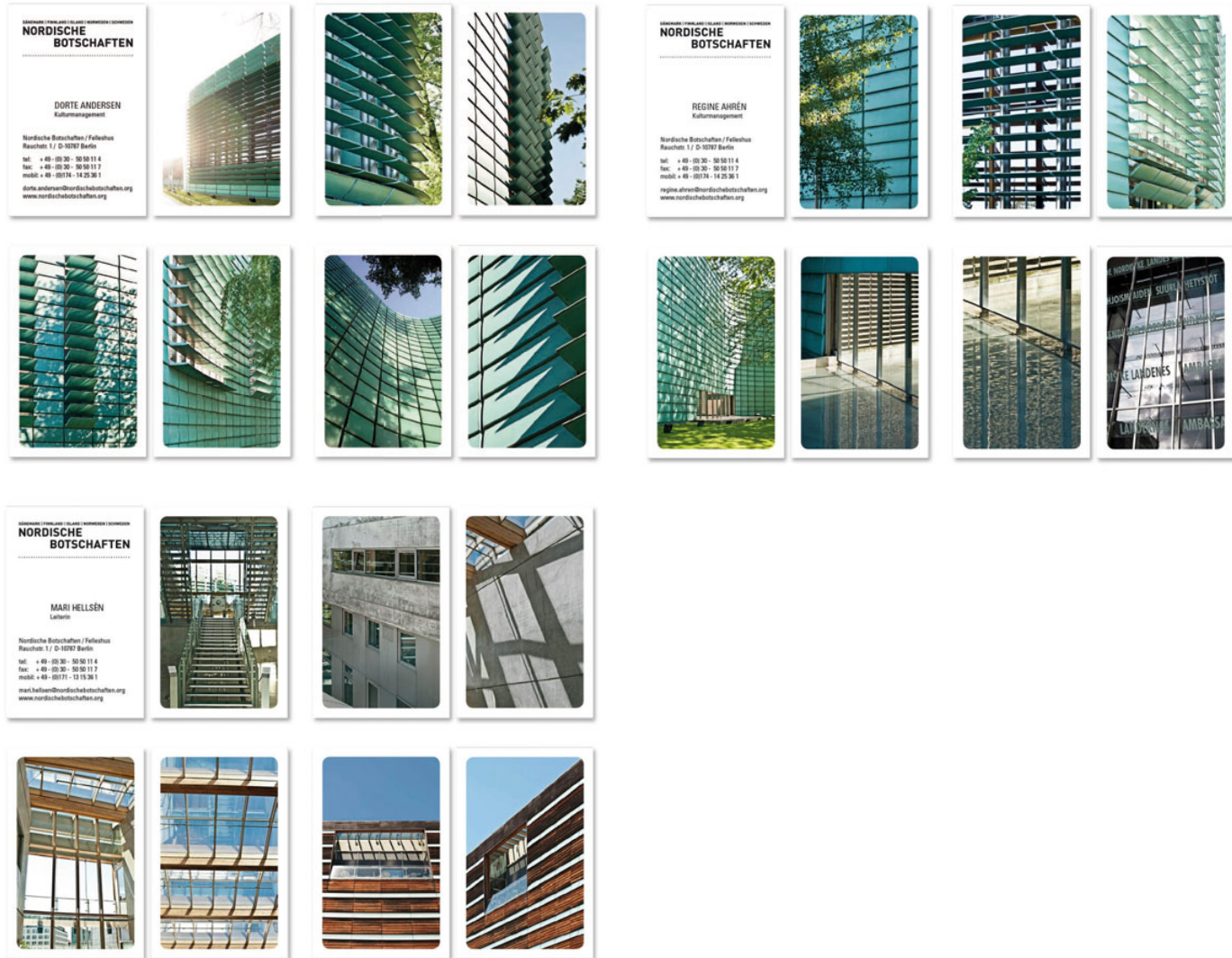
Corporate Design / logo / pictograms / communication cards

DÄNEMARK | FINNLAND | ISLAND | NORWEGEN | SCHWEDEN
**NORDISCHE
BOTSCHAFTEN**

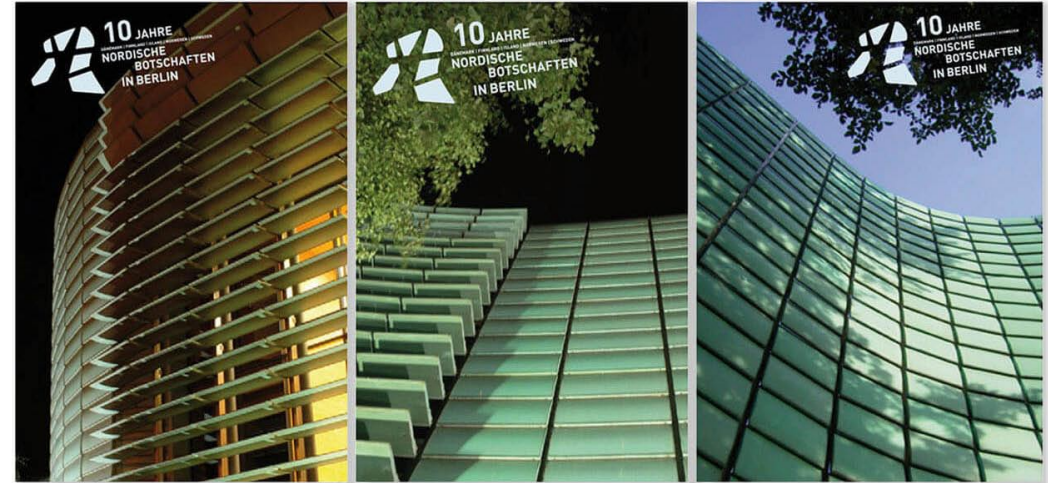
DÄNEMARK | FINNLAND | ISLAND | NORWEGEN | SCHWEDEN
**NORDISCHE
BOTSCHAFTEN**



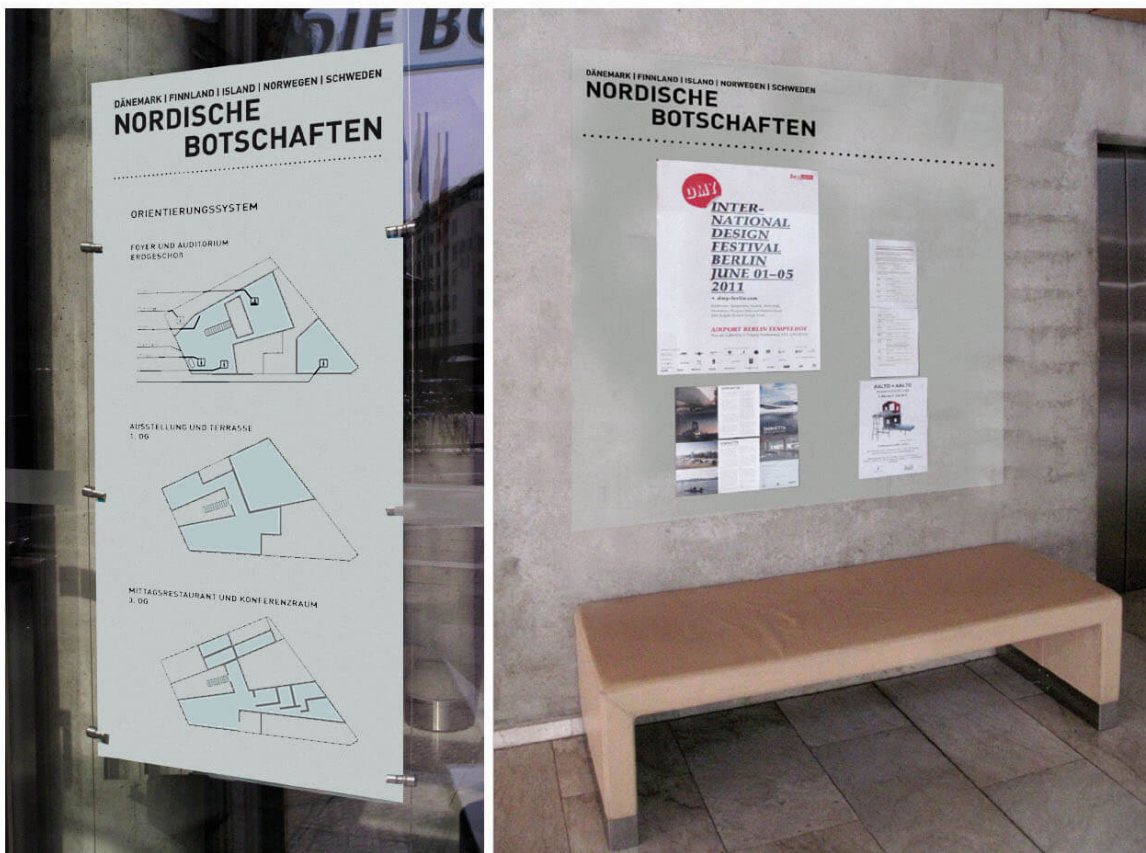
Corporate Design / letterhead / business cards



Corporate Design / logo 10 years anniversary / 10-year-postcards



Corporate Design / information-boards / identity cards / lanyards



Corporate Design / conceptual development: from FUTURE STRATEGY to FUTURE COMPANY



BMW Future strategy



spin it

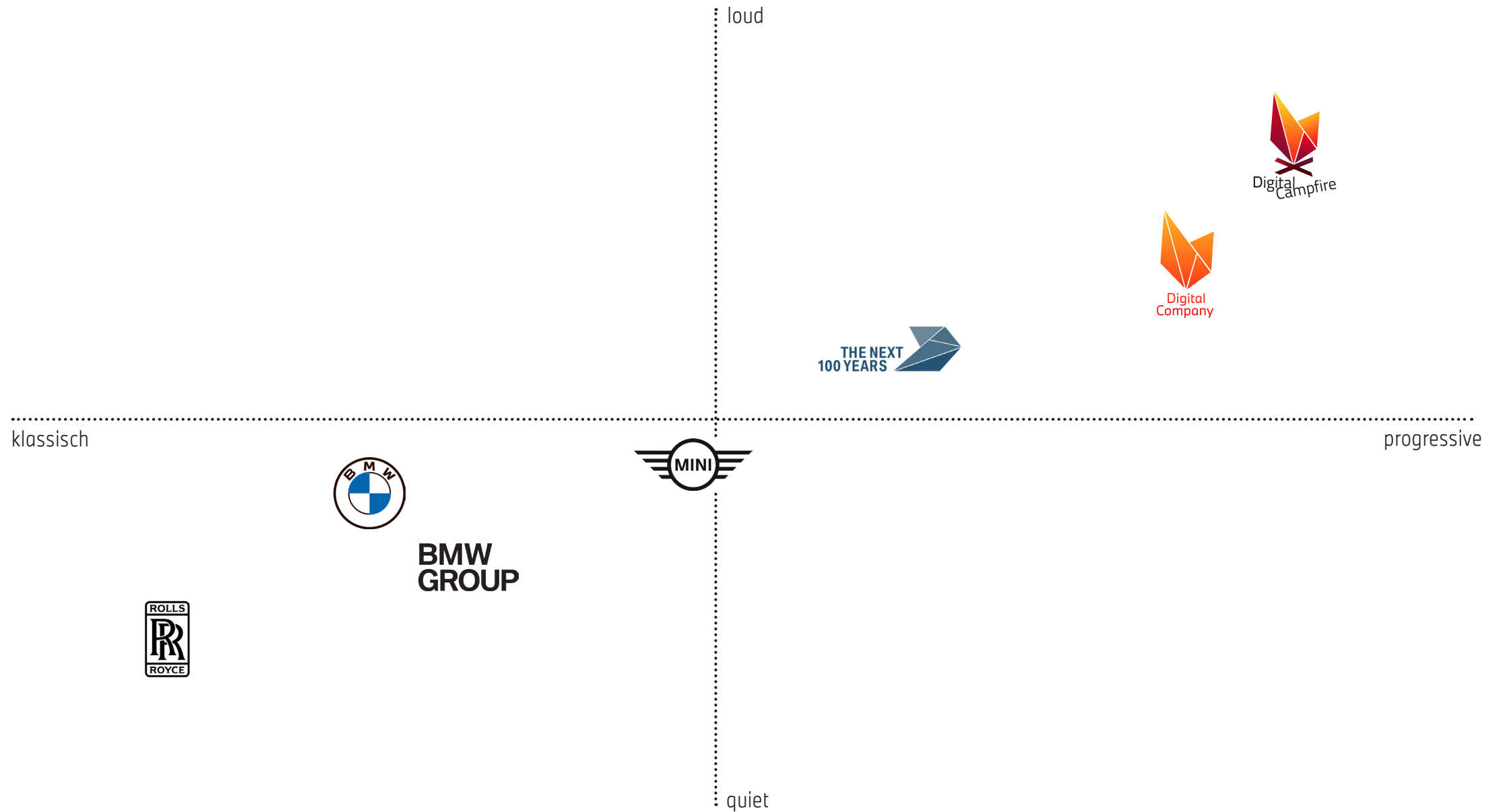


booster events



BMW Future company

Corporate Design / visual positioning within the BMW Logoworld



Corporate Design / trademark versions

Logo versions



Positive versions

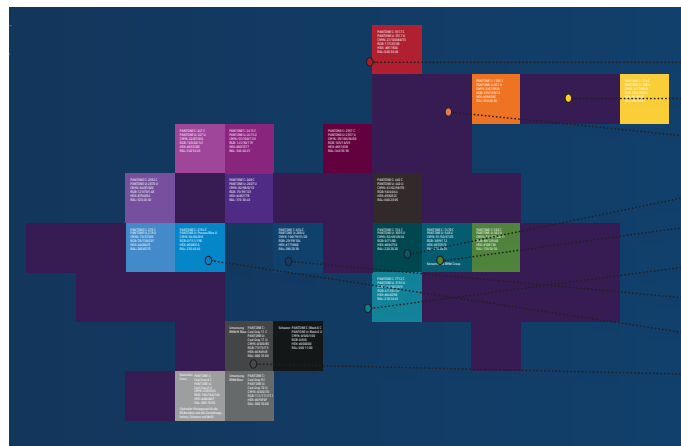


Negative versions

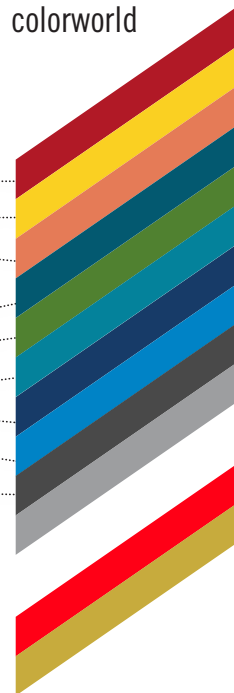


Corporate Design / colorworld / typography

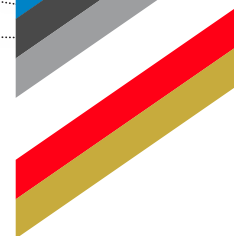
BMW colorworld



Digital company colorworld



Additional colors



BMW Group TN
Condensed Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789&©@()%?\$

BMW Group TN
Condensed Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789&©@()%?\$

BMW Group TN
Pro Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789&©@()%?\$

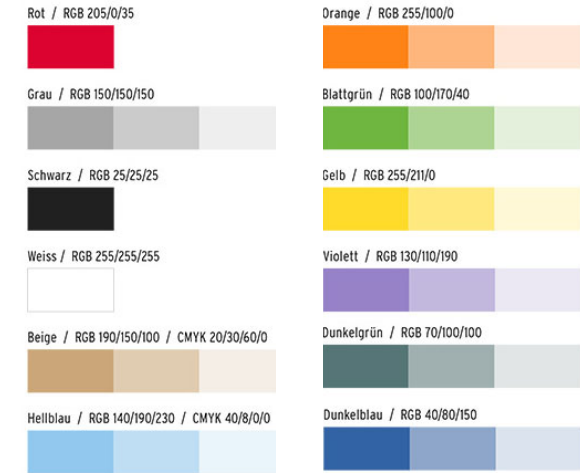
BMW Group TN
Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Corporate Design / letterhead / businesscards



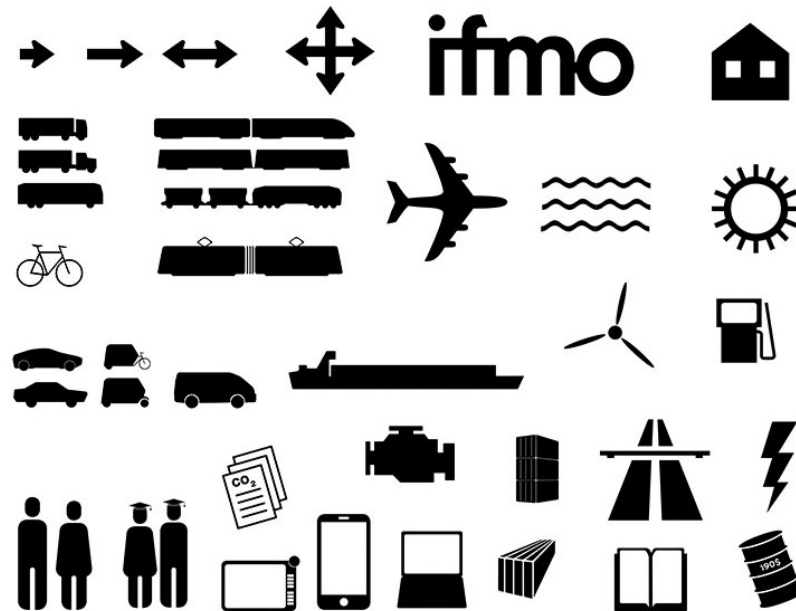
Corporate Design / Logo Variations / Font / ifmo-pict (pictograms) / Color-world



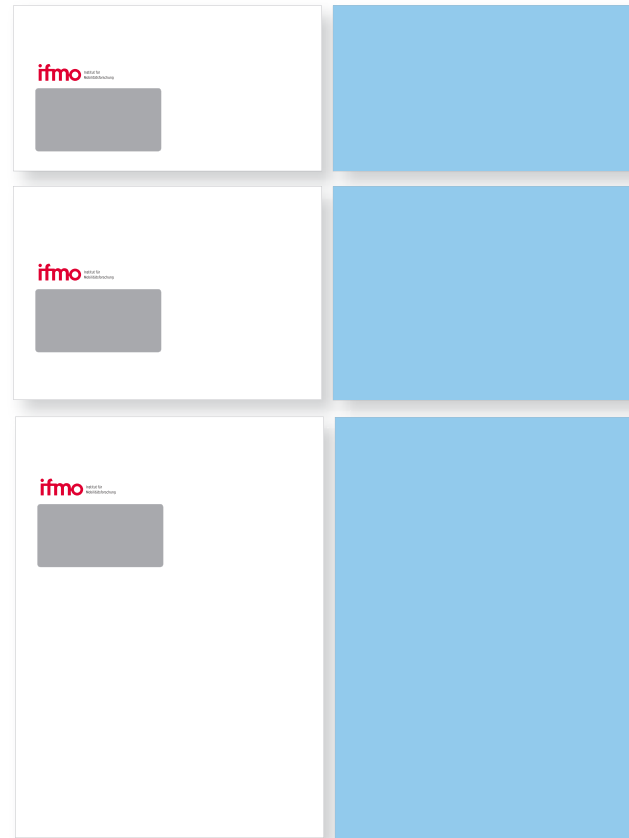
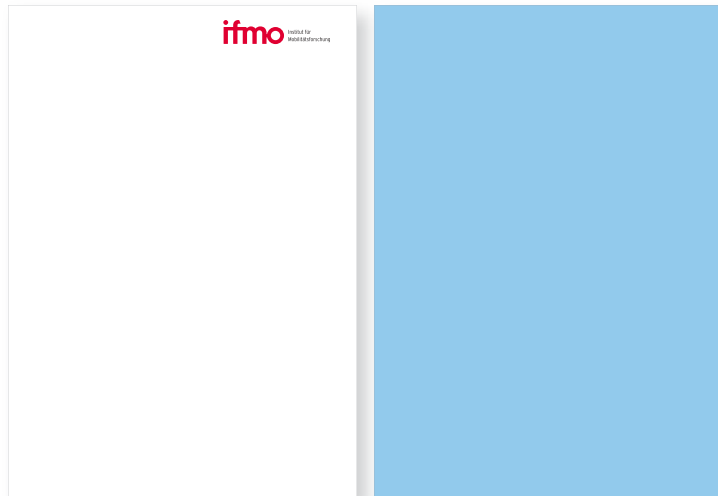
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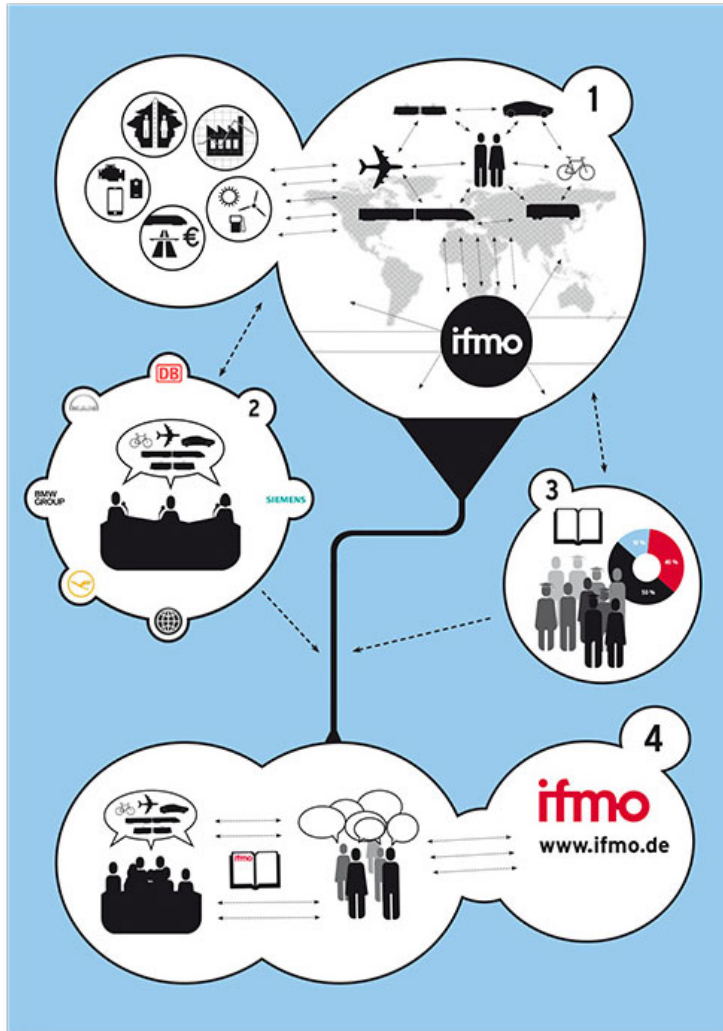
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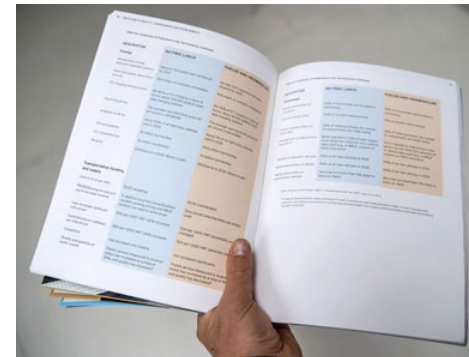
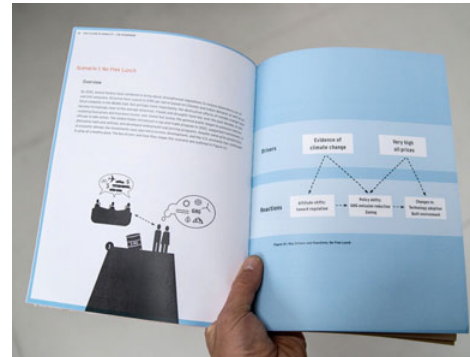
Corporate Design / Printstuff / Merchandise



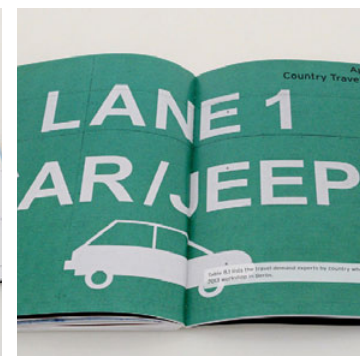
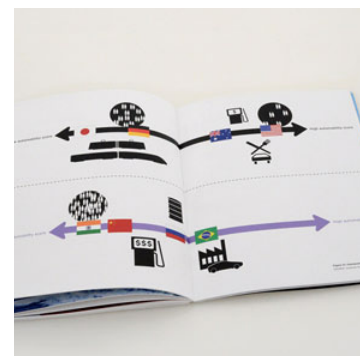
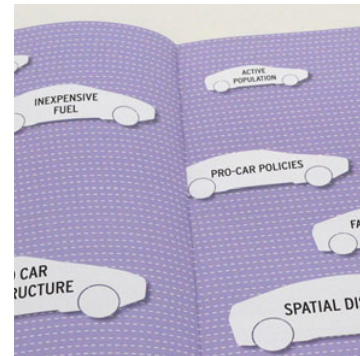
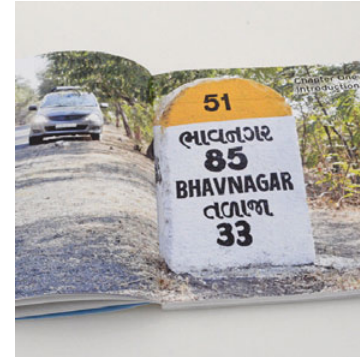
Corporate Design / ifmo-presentation-poster / Webpage



Corporate Publishing / The Future of Mobility - Scenarios for the United States in 2030 / Book with 130 pages



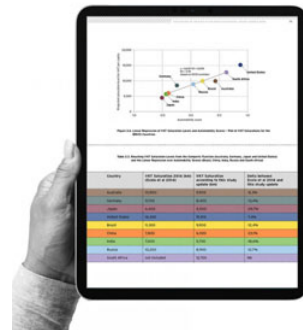
Corporate Publishing / The Future of Driving in Developing Countries / Book with 118 pages



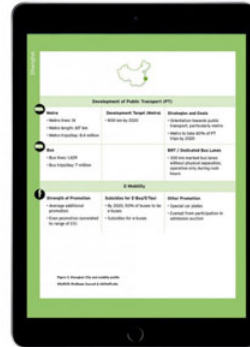
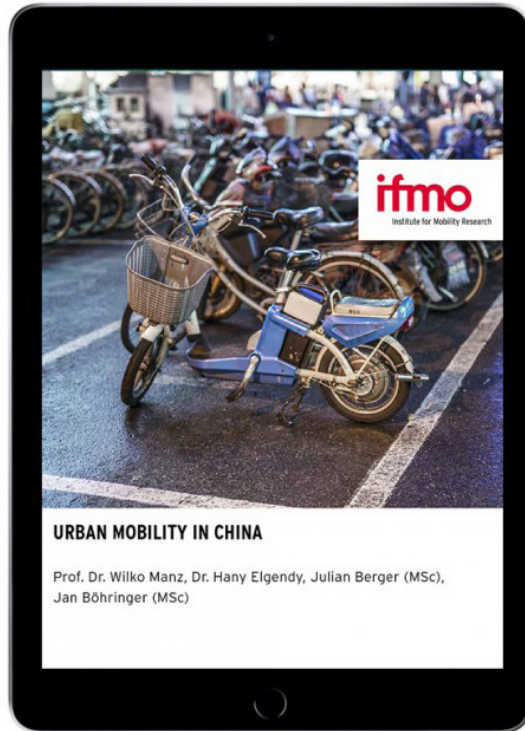
Corporate Publishing / Die Zukunft der Mobilität / Book with 120 pages



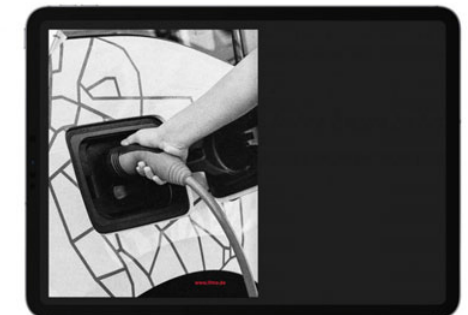
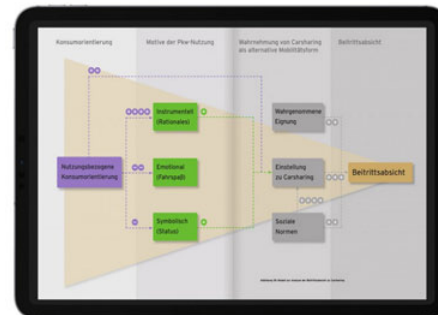
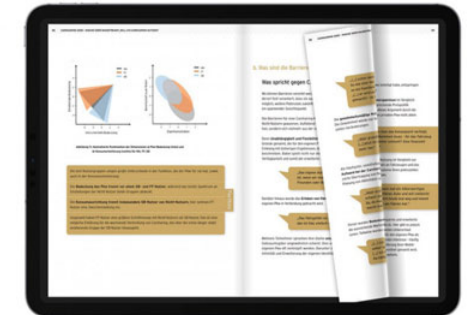
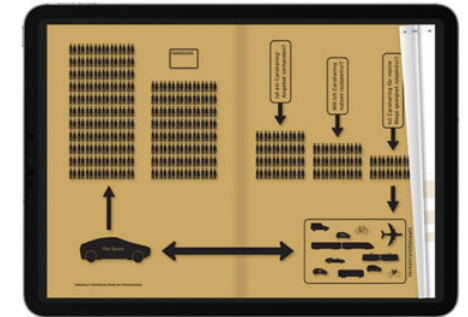
Corporate Publishing / The Future of Driving in The Brics Countries / interactive PDF with 128 pages



Corporate Publishing / The Future of Driving in The Brics Countries / interactive PDF with 128 pages

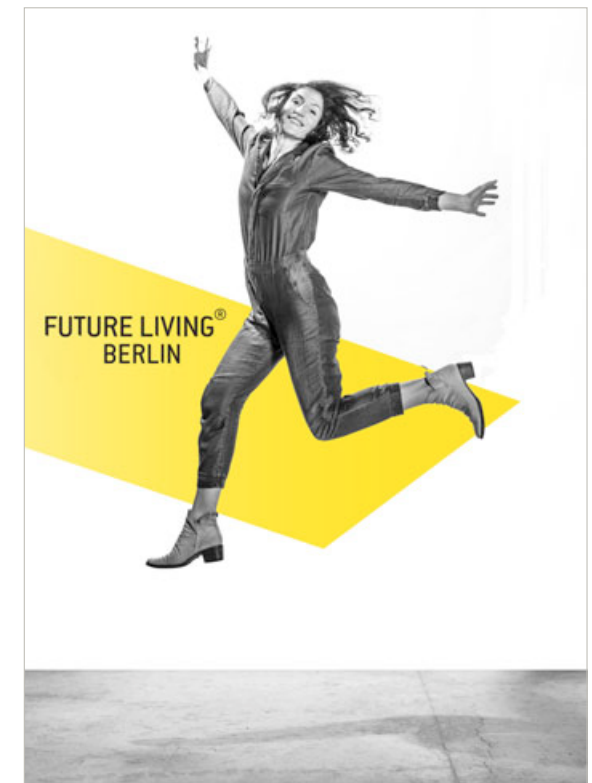


Corporate Publishing / Carsharing 2025 / interactive PDF with 128 pages



Corporate Design / Trademark / Communication Idea

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BERLIN**



Corporate Design / Trademark development / Subbrands

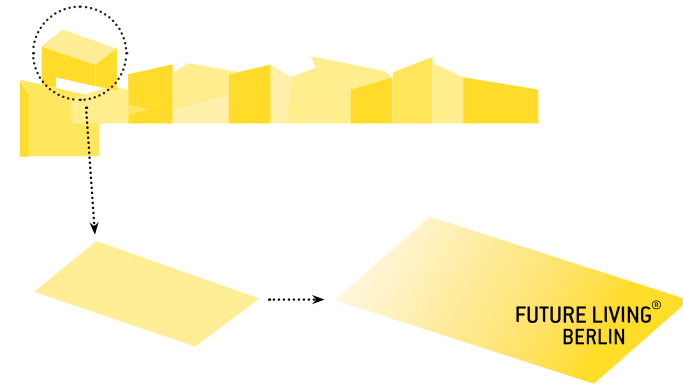
FUTURE LIVING[®] BERLIN

1 FUTURE LIVING
BERLIN

2 G → G

3 FUTURE LIVING
BERLIN

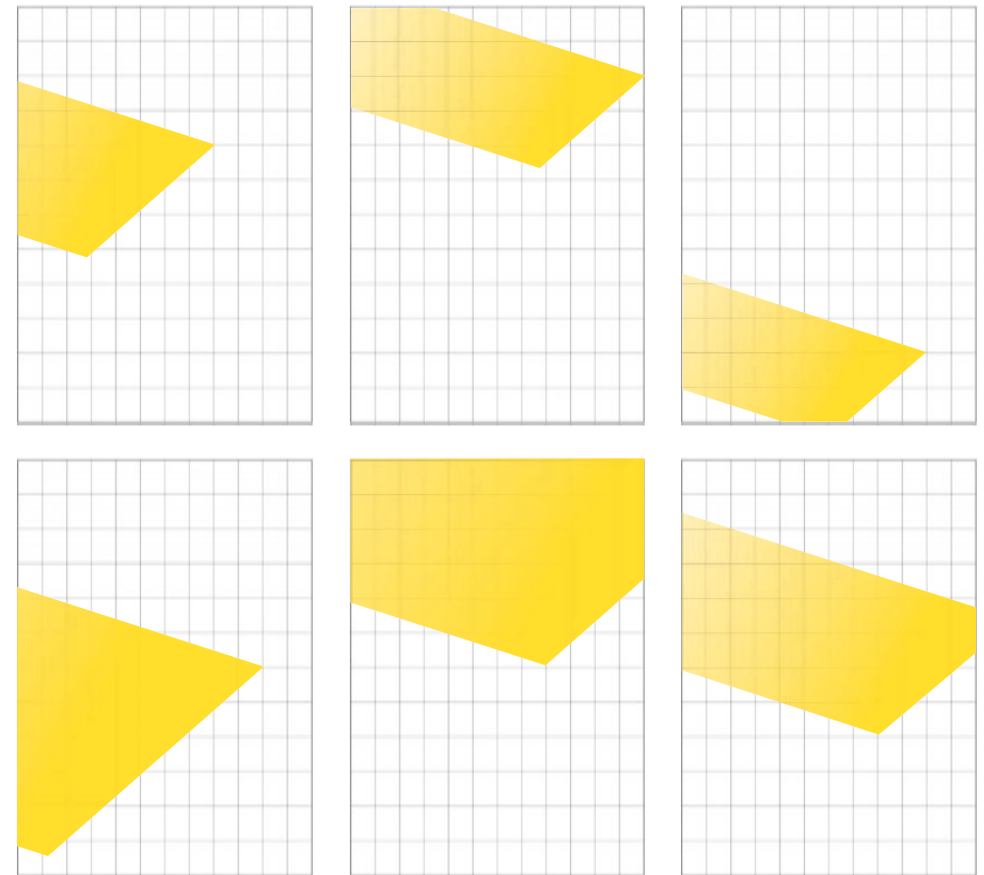
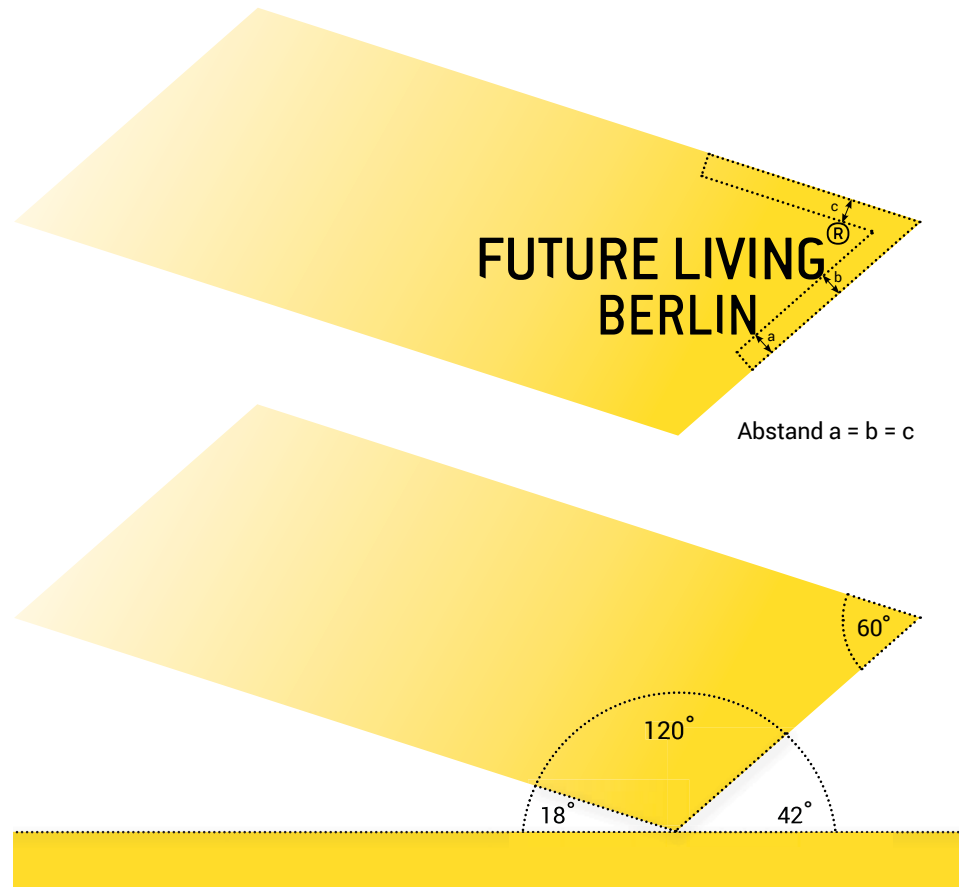
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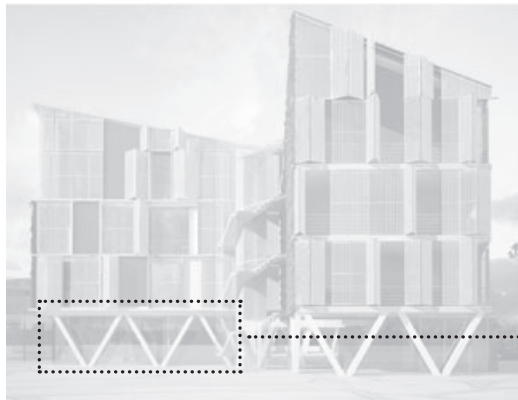
FUTURE LIVING
HOMES

FUTURE LIVING
DIALOG

Corporate Design / Trademark dimensioning / Grid



Corporate Design / FLB-pattern / Font / Colorworld



Roboto Light
(Fließtext)

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789&@()
%?§

Roboto Regular

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789&@()
%?§

Roboto Bold
(Headlines)

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789&@()
%?§**

Roboto Black

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
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0123456789&@()
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Primärfarben

FLB Gelb: CMYK 0/10/100/0; rgb 255/214/0; web FFDB42



FLB Schwarz: CMYK 0/0/0/100; rgb 26/24/24; web 232020



FLB Grau: CMYK 25/20/25/0; rgb 179/177/168; web C0BEB7



FLB Weiss: CMYK 0/0/0/0; rgb 255/255/255; web FFFFFFFF



Sekundärfarben

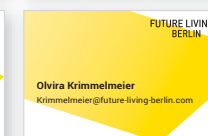
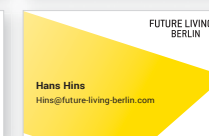
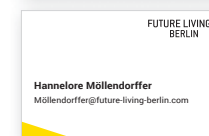
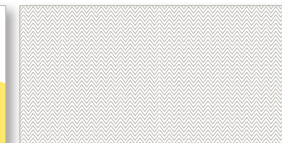
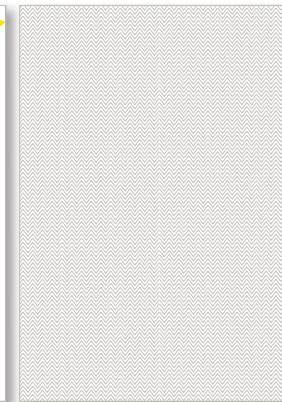
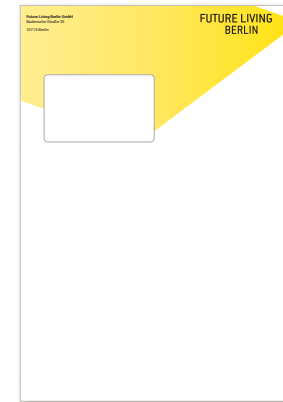
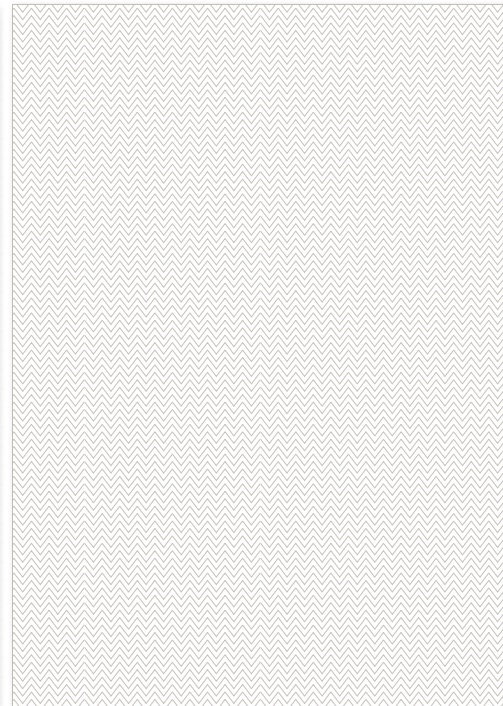
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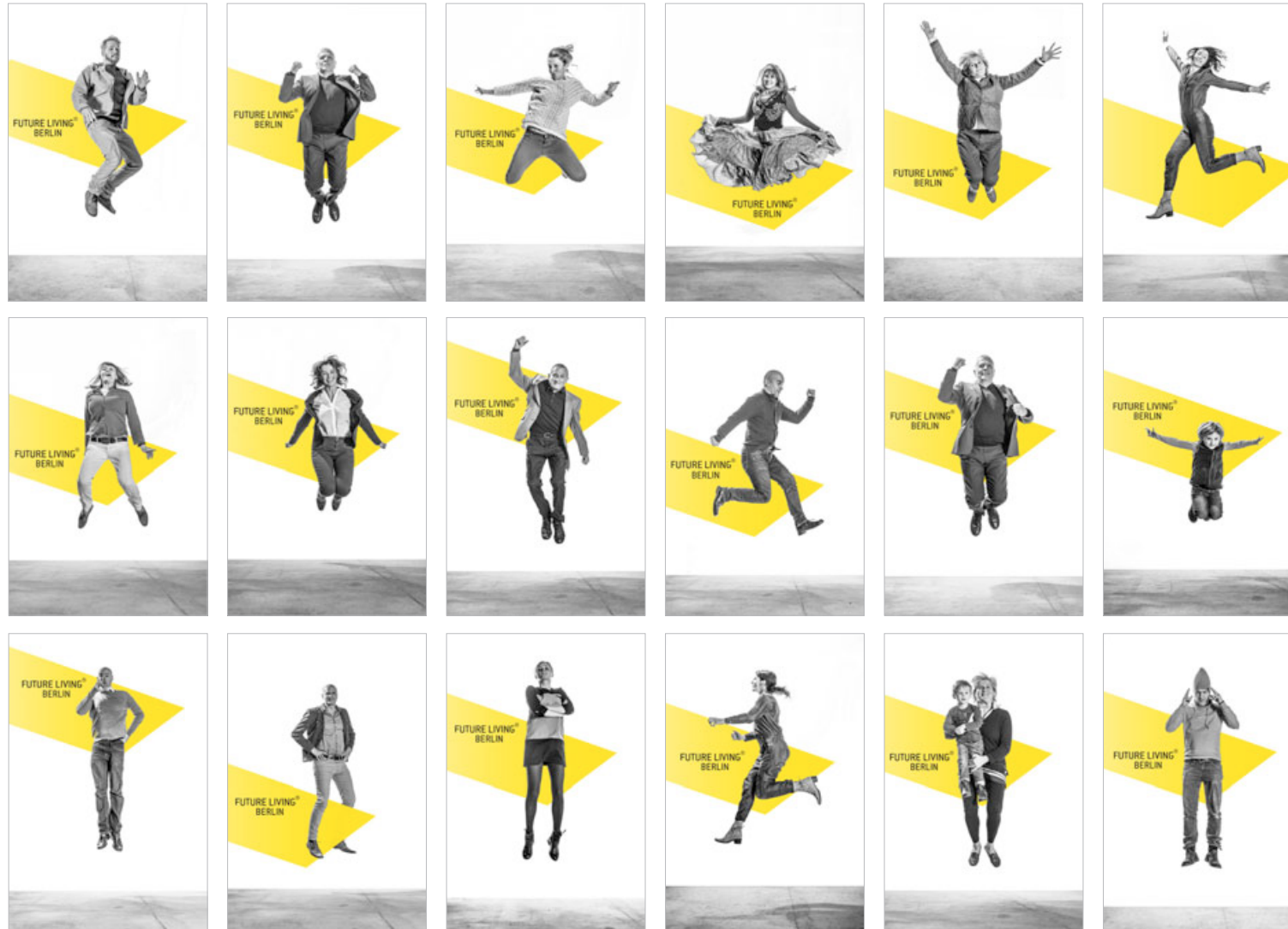
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Corporate Design / Letterhead / Envelopes / Businesscards



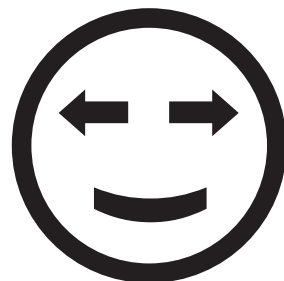
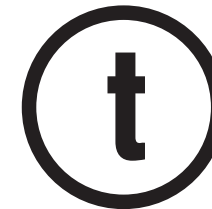
Corporate Design / Photography Communication idea: floating



Design for an Ebook-Edition / logo / tooltip / graphical elements



**links.
rechts.
hier.**



links.rechts.hier.

Design for an Ebook-Edition / landingpage

links.rechts.hier. Wenn Gefühl entscheidet

Suche →

links.rechts.hier.

Die exklusive Edition „links.rechts.hier. – Wenn Gefühl entscheidet“ umfasst 18 E-Books, verfasst von jungen Journalisten. Ihre These lautet: Wir leben in einer Zeit, in der für den Einzelnen scheinbar jede Entscheidung sofort möglich ist. Noch heute eine Familie gründen oder schon morgen auf einem anderen Kontinent picknicken – wir haben die totale Option. Deshalb werden Entscheidungen, die ein Leben beeinflussen können, heute nur noch aufgrund großer Gefühle getroffen. In der Edition werden Menschen vorgestellt, die sich von einem großen Gefühl haben leiten lassen und jetzt ihre Entscheidung leben.

Video Qualität: [HD \(1080p\)](#) [Standard](#) [Mobilegeräte](#)

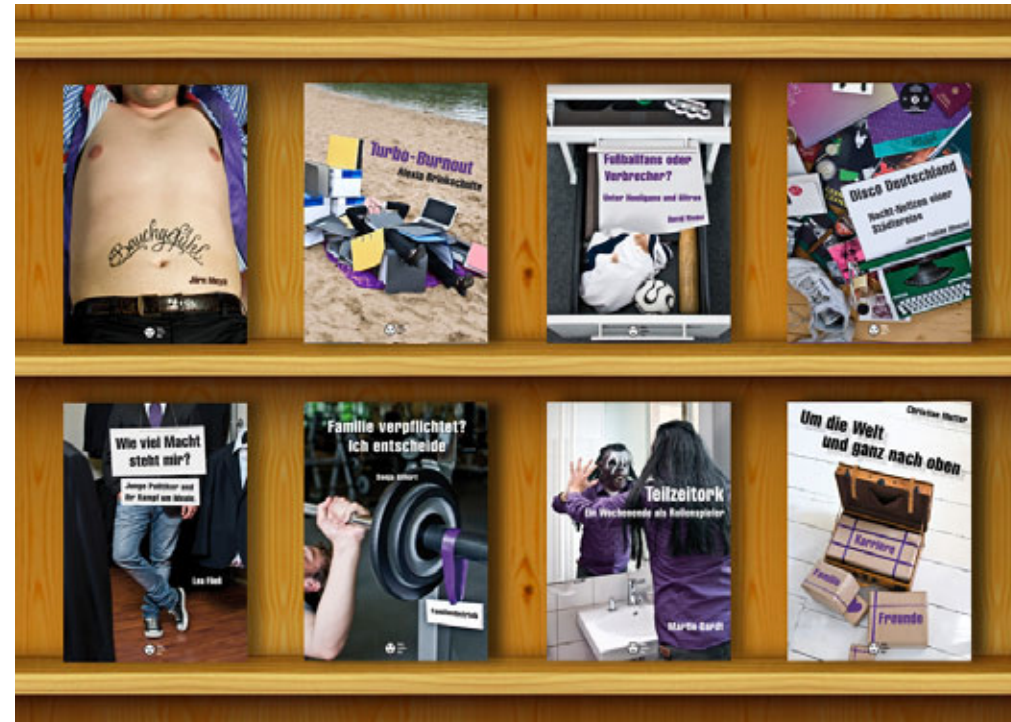
E-Books

→ Wie lese ich E-Books? → Impressum

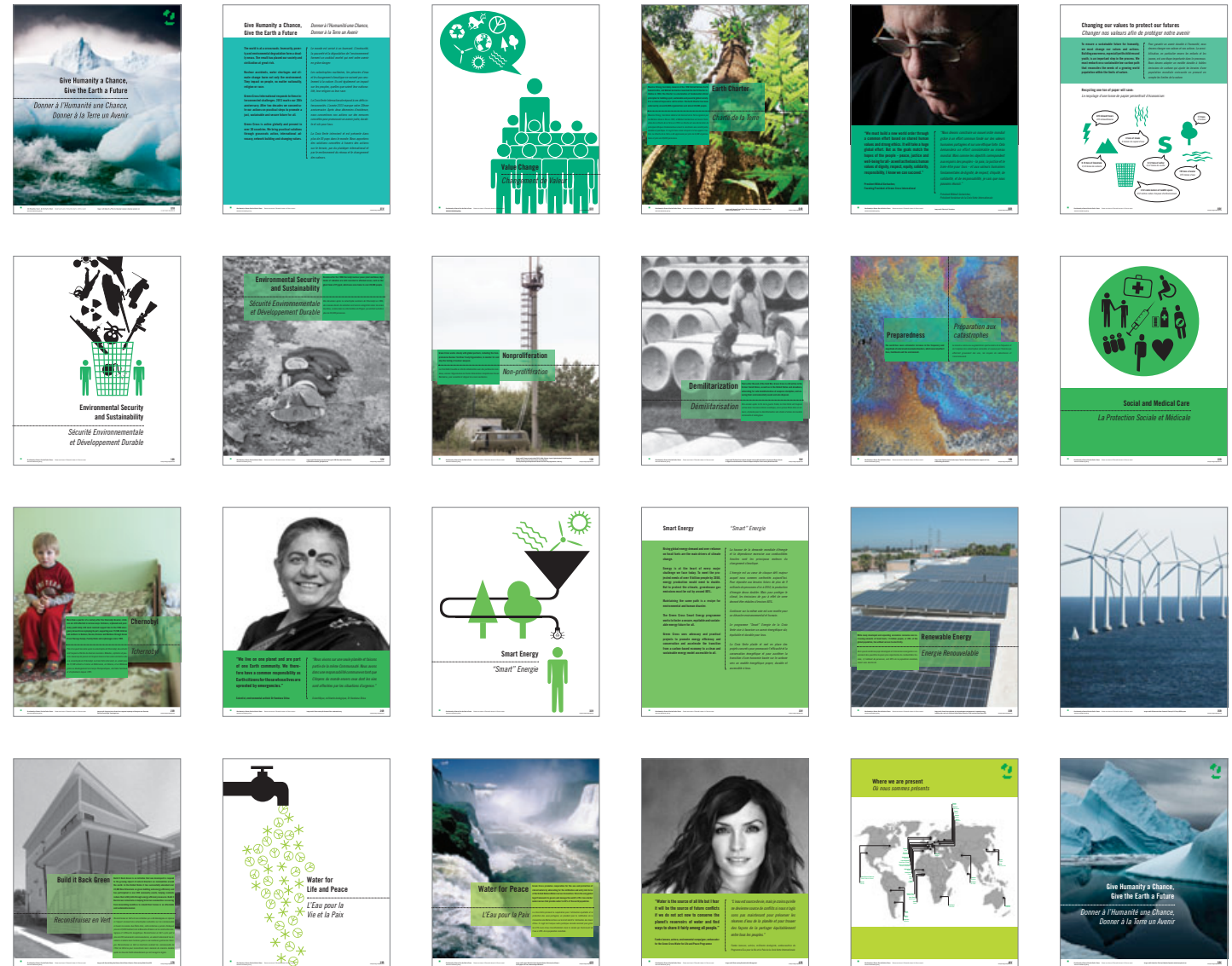
Design for an Ebook-Edition / 4 Ebook-covers (the whole edition is 20 covers)



Design for an Ebook-Edition / all Ebook-covers in the library



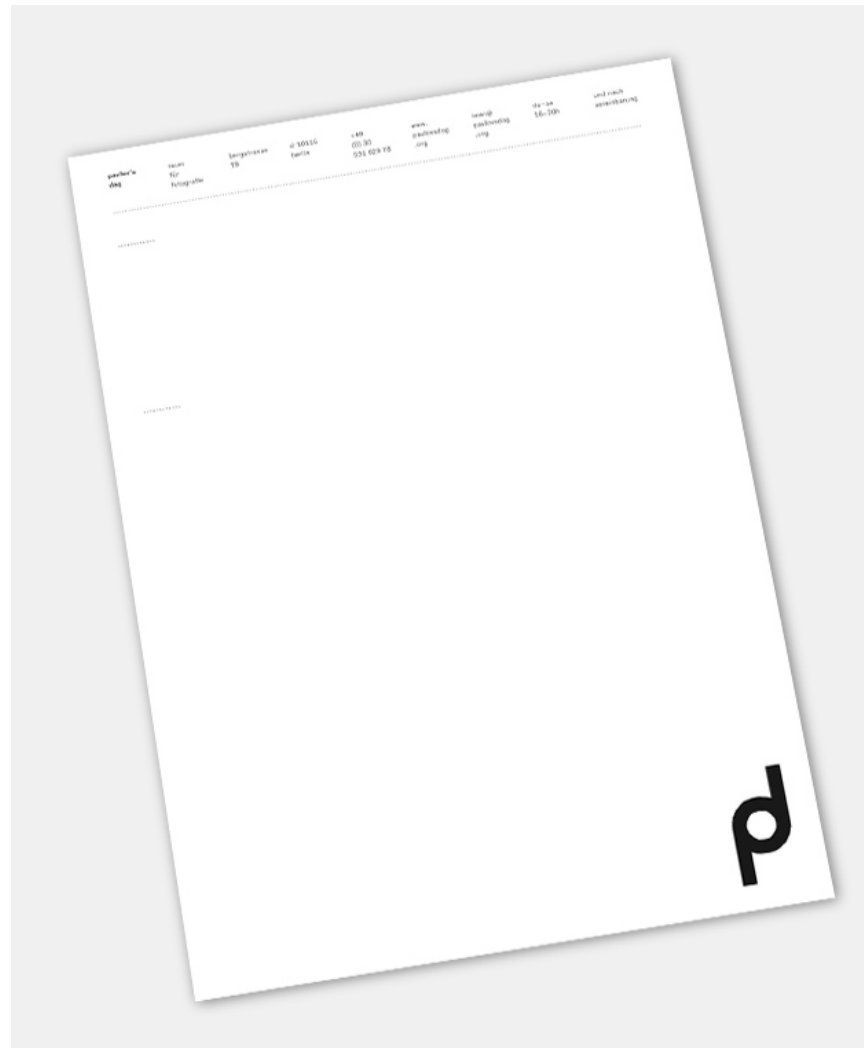
Exhibition Design / Concept / Design / Illustration / 24 Panels out of 100 (120x150cm)



Exhibition Design / Exhibition documentation

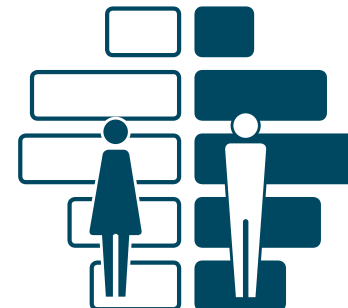
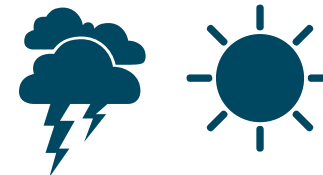
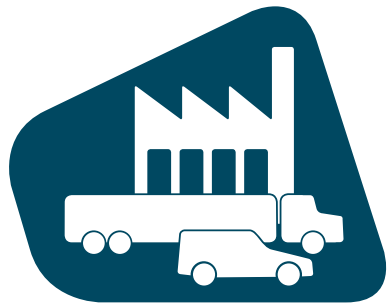
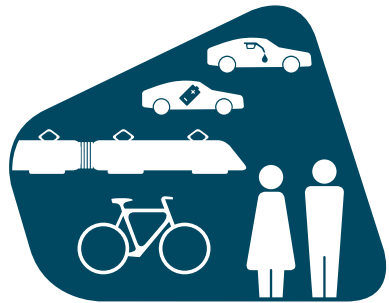
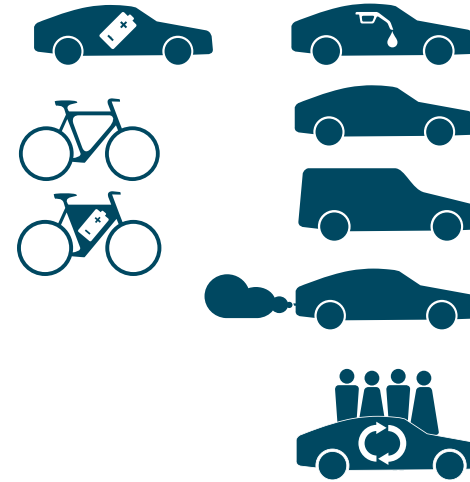


Corporate Design / logo / letterhead / businesscards



Corporate Design / flyer / changing window display





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