



Front Cover of Book

BMW's M Division spawns from the German auto maker's foray into motor sport in the 1970s. For a collateral design class, I chose the M division as my client. The deliverables were three pamphlets, three posters, and 10 page book. This is the front cover of that book. I chose to focus on three different models from the M range that gave a good snapshot of the brand. The BMW M3, the X6M and the M3 GTS. The purpose of the book and pamphlets was to demonstrate to the consumer the amount of passion and engineering that goes into the development of an M car. Like most German car makers, BMW takes great pride in their ability to develop every component of the car with incredible accuracy. BMW have an aesthetic that they replicate in their advertising, with high levels of success. I didn't want to mimic that style, however, the recognizability of Helvetica Neue is undeniable, and so it became the obvious choice.