

/// Vegetables
by Bayer

Brand Guidelines

Published July 2021



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1. Introduction

*Growing an even more powerful partnership
A new purpose. A new way forward.
What to expect from this guide*



Growing an even more powerful partnership

Working together, we've grown stronger and more impactful. We thank you for that collaboration. As our partner, we can't wait to invite you into something even more powerful. We are proud to bring our Seminis and De Ruiters seed brands closer together under the Vegetables by Bayer platform.

While Seminis and De Ruiters have long provided cutting edge solutions to help grow businesses in both open field and protected environments, together as Vegetables by Bayer, we'll be able to do even more. We're working to grow new innovations and bring even more value to you, our partners and our industry customers. We promise to help you grow your business so that together, we can grow a healthier world.

A new purpose. A new way forward.

By joining forces, Seminis and De Ruiters not only have a more powerful purpose, we have a more powerful brand. This brand brings the legacy of Seminis and De Ruiters forward, while unifying them under the essence of Bayer.

With this also comes the need to unify all partners and collaborators on how best to utilize and incorporate the new brand. Moving forward, all communication will now be united under a more cohesive brand positioning and identity. This guide will help to enable that change.



What to expect from this guide

A seed for remarkable growth.

An incredibly important one. Because within it lies the future of our collaboration. This seed contains a more purpose-driven brand strategy. It unites two powerful brands, Seminis and De Ruiter, into one powerful platform. And it informs us of the role we all play in contributing to a healthier world. It is up to each of us, as partners, to care for this seed. Because from it, we can all experience incredible growth.



Use this guide to:

- // Understand the new Seminis and De Ruiter brand marks, look and feel
- // Ensure consistency and alignment in every brand expression
- // Serve as a resource when creating materials that represent our brands

Have a question? Chances are the answer is planted somewhere in this book. But if you can't find it, reach out to your primary [Seminis or De Ruiter contact](#).



2. Introducing our brand family

*A meaningful transformation
Vegetables by Bayer
Seminis
De Ruiter*

A meaningful transformation

From 3 separate corporate brands...



...to 1 unified platform

/// Vegetables
by Bayer



What's changed

- // Familiar brand icons maintain seed brand legacy; Bayer Cross infuses brand equity
- // Updated Bayer color palette cultivates unity and vibrancy
- // One powerful tagline breeds promise and purpose: **Grow better together**

Why it matters

- // We're taking our innovations beyond the seed with tailored solutions that help our customers and partners stay ahead of changing consumer demands.
- // We're leveraging the diverse talents of experts across Bayer to bring new innovations and solutions to our customers even faster.
- // We're elevating our commitment to partnering with our customers to grow their business so together we can grow a healthier world.



Introducing

/// Vegetables by Bayer

We're your partner in growth. Together, we'll ensure you have the vegetable seeds and the innovative solutions to grow a healthy business – and a healthy, well-nourished world.

- // We are now one, cohesive brand platform that reaches far beyond the seed.
- // We are a partner to, on and beyond the farm.
- // We provide value for growers, value chain partners, consumers, our team, and the world.



For:

Growers in open field and greenhouse environments. From large operations to the smallest fields – all those who seek to minimize risk and maximize opportunity.

We offer:

A diverse portfolio of 15+ crops. But even more importantly, the advanced agronomic advice and solutions to ensure they thrive.

We show up as:

A true partner. Confident, trusted, we roll up our sleeves and get to work for you, your field, and your business.





For:

Protected culture environments including high-tech glasshouse and greenhouse. Specialized, technology-focused, with deep awareness of the entire value chain.

We offer:

Rooted expertise in crops bred for protected environments, and the advanced agronomic advice to ensure they thrive.

We show up as:

A sophisticated advisor. We're your ally in technology. Your partner in high-quality yield. Your collaborator in furthering your business.





3. How to express our brands

*Overall partnership guidance
Trademark agreements
Vegetables by Bayer
Seminis
De Ruiter*



Overall partnership guidance

We are proud to collaborate with you, our partner and appreciate your confidence in our brands. Our key priority is to foster successful partnerships. This guide will enable correct use and compliance with corporate brand guidelines for all partners. To foster successful partnerships, our top priority is to enable correct use and compliance with corporate brand guidelines for all partners.

This helps ensure brand recognition and trademark protection for both Bayer and our partners' brands. Only correctly used trademarks can be effectively protected and defended.

In this section, you will find clear guidance on how to apply our brand marks appropriately and examples of successful applications on co-branded materials.

Trademark agreements

All promotion activities that include the Bayer brand logos must be approved by Bayer and detailed in a Trademark License Agreement provided by Corporate Trademarks. Please reach out to your primary Seminis or De Ruiters contact to request formal approval for co-branding.

- // Our trademarks are only to be used in their registered form, i.e. with no modifications, declensions, plural endings or hyphens, and should not be combined with other words. This is to prevent our brand from becoming a name for a whole product category since it could thus become invalid and would no longer be legally protected.
- // All of our cooperation partners must be informed about and comply with the Bayer Corporate Design Guidelines since this is the only way of ensuring a clear understanding of the relationship between Bayer and our partners.
- // As a general rule, any potential co-branding activities must be reviewed in advance from a strategic, legal, and marketing perspective.
- // A specific consent declaration or a trademark license agreement drawn up by Corporate Trademarks is required in each case. Moreover, for the entire term of the co-branding agreement regular checks must be conducted on the validity and quality of the co-branding alliance.



/// **Vegetables** *by Bayer*

The Vegetables by Bayer visual expression has been created to represent our unified vegetable seeds platform, which includes our two product brands, Seminis and De Ruiter.

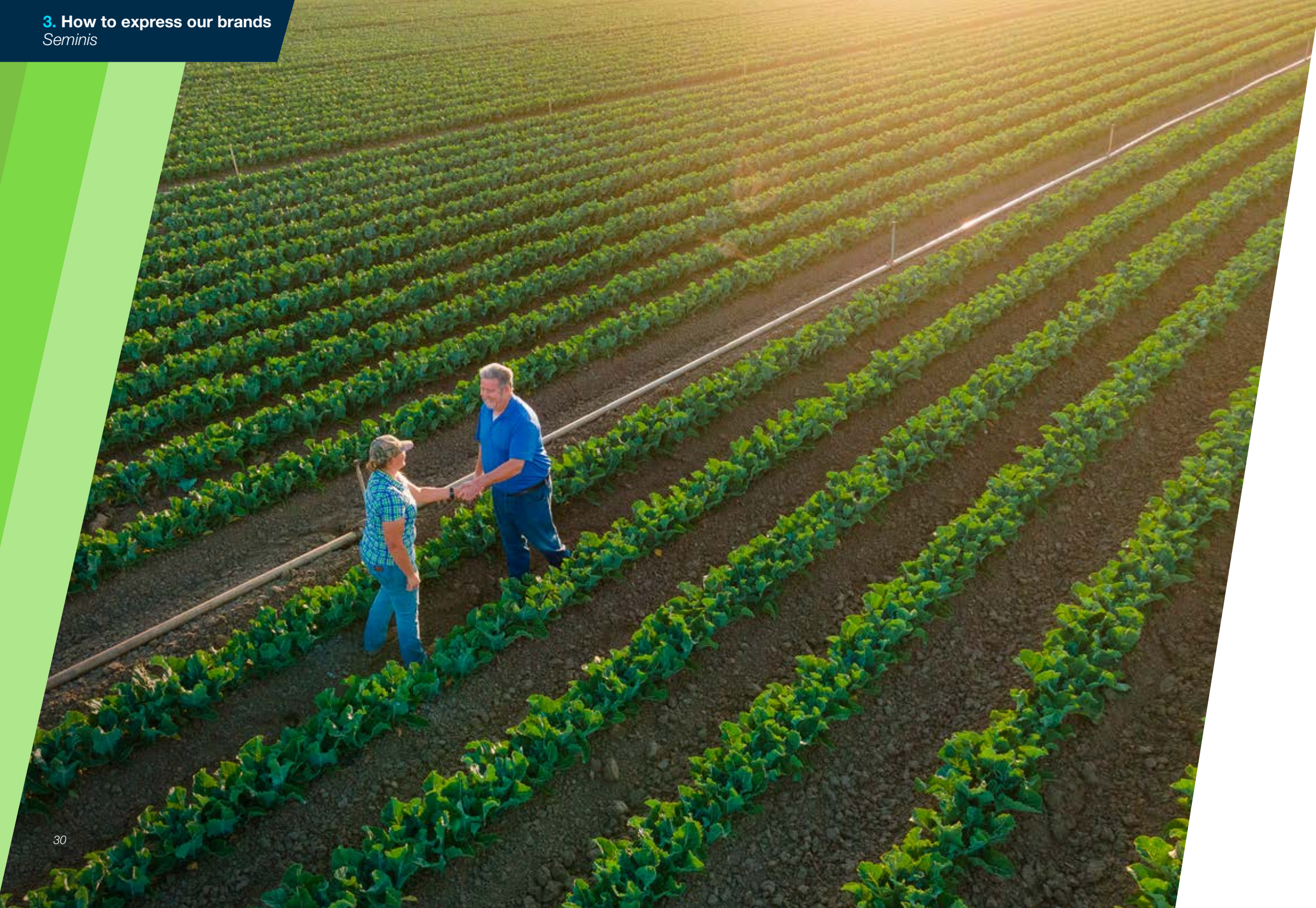
We're now more strongly linked to Bayer – and the power of Bayer's purpose and vision. Using the Vegetables by Bayer expression helps connect our product brands to this larger Bayer platform.



Our unified brand platform expression

In accordance with Bayer corporate brand guidelines, the Vegetables by Bayer expression is not brand, a logo or a business unit or division within Bayer. ***It is not intended for external use by our external partners.***

Seminis and De Ruiter continue to be our leading seed brands and should be the primary brands represented in all external partner marketing materials and communications.



Evolution of the Seminis logo

Before



After



With a bold new identity, our Seminis brand is now more closely linked with the purpose of Bayer. We maintain the Seminis name and legacy leaf icon to provide familiarity and trust with current partners and stakeholders. We yield freshness and vibrancy with a new color palette and typeface that also serve to tie the brand closer to Bayer.

Logo & Tagline

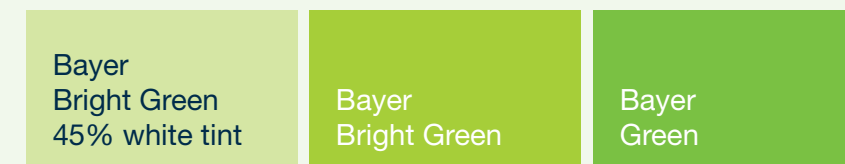
Our logo is made up of the Bayer Cross, Seminis logo type, icon and tagline. To maintain a strong brand identity in the marketplace, it is important that any use of this logo is in accordance with the standards set forth in these guidelines at all times

Logo colors

Logo type



Leaf icon



PANTONE: 2299C RGB: 137/211/41 HEX: 89D329 CMYK: 40/0/100/0	PANTONE: 2299C RGB: 137/211/41 HEX: 89D329 CMYK: 40/0/100/0	PANTONE: 376C RGB: 102/181/18 HEX: 66B512 CMYK: 57/0/100/0
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PANTONE: 7742C RGB: 43/102/54 HEX: 2B6636 CMYK: 71/5/92/45	PANTONE: 553C RGB: 0/68/34 HEX: 004422 CMYK: 82/30/65/76
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4-color logo

Our full-color logo is made up of Bayer brand colors. It is the preferred option for digital and print applications when 4-color processing is allowed and can be used on white or light backgrounds.



White logo

Our logo can be used in white on top of a dark, solid or photographic background, if there is a strong contrast between the logo and background colors.



1-color logo

When a communications piece is restricted to a single or 2-color format, the 1-color logo should be used in Bayer Dark Blue or Bayer Dark Green or black.



Leaf Icon

The Seminis leaf icon is a unique mark made up of 3 overlapping shapes. The leaf represents the open growing environment. The icon may be used as a design element in Seminis communications.



Our logo / Tagline

Our tagline, “Grow better together” is an important part of the Seminis brand.

Usage

Our tagline can be translated for local language.

No other taglines should be used with the Seminis logo.

Our tagline should be included with the Seminis logo whenever possible. The **only exceptions** are as follows:

- // **Do not use the tagline on any packaging.**
- // *If the tagline becomes illegible due to size. The minimum size the Seminis logo can appear with the tagline is 51mm (2 inches).*
- // *If the tagline becomes illegible due to printing or application, e.g. embroidery or silkscreen on apparel or an item.*
- // *If the tagline becomes illegible due to mobile views on digital or social applications.*
- // *If the tagline is redundant. Care should be taken not to repeat the tagline by using it when the Seminis and De Ruiter logos appear on a single piece or in close proximity to each other.*
- // *If the tagline doesn't translate appropriately in local markets.*



— 51 mm (2 inches) —





Our logo / Clear space & minimum sizing

Clear space is the area around the logo that is free of all other graphic elements such as type, images or other logos. Clear space ensures that the logo will always appear unobstructed and distinct in all environments.

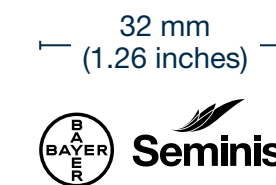
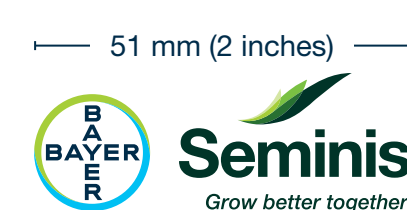
Always keep the logo visible and legible by maintaining the minimum required clear space. While more space is ideal, use the Bayer Cross from the logo to determine the minimum clear space required. Measure from the tallest and widest point of the logo.

When used on its own, the Seminis leaf icon is the only exception to the clear space rule because the icon can be used as a watermark or design element. Always allow a space of at least 25% of the Bayer Cross diameter all around the rectangle on which the logo sits.



To protect the integrity, detail and legibility of the logo, a minimum size has been established. The scale of the logo may increase as needed, but it should not be smaller than the minimum size.

The minimum size the Seminis logo can appear with the tagline is 51mm (2 inches). The minimum size the logo can appear without the tagline is 32mm (1.26 inches), and in this case it must be in all black to align with corporate brand guidelines. If the Bayer Cross is 10mm (0.394 inches) or smaller it must be black, and it cannot be used at all when 5mm (0.197 inches) or smaller.



Color & design elements /

Correct use of the Seminis logo ensures a consistent visual experience and brand recognition. The following are examples of misuse and unacceptable logo treatments.



Do not separate, rearrange, resize, crop, or stretch elements of the logo.



Do not change the colors of the logo.



Do not add effects or distort the logo.



Do not use the white expression unless there is enough contrast between the logo and the image.



Do not use the full color logo unless there is enough contrast between the expression and the image.



Ensure there is enough contrast between the logo and a background color or image.



Do not distort the logo.



Do not remove elements of the logo.

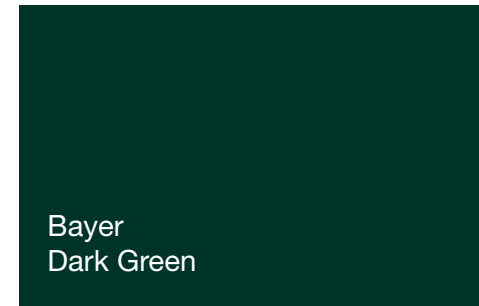


Do not remove the Bayer Cross from the logo when featuring the Seminis brand alone.

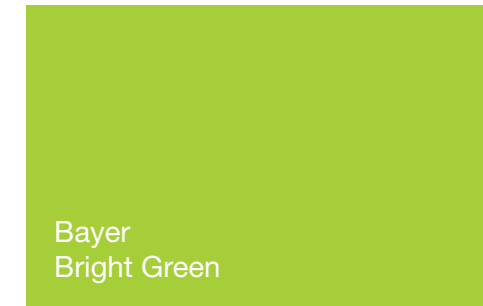
Color

A selection of the Bayer brand colors has been chosen to represent the Seminis brand. Our colors provide a consistent visual experience and ensure brand recognition with every interaction.

Seminis primary palette



PANTONE: 553C
RGB: 0/68/34
HEX: 004422
CMYK: 82/30/65/76



PANTONE: 2299C
RGB: 137/211/41
HEX: 89D329
CMYK: 40/0/100/0

Seminis secondary palette



PANTONE: 7742C
RGB: 43/102/54
HEX: 2B6636
CMYK: 71/5/92/45



PANTONE: 376C
RGB: 102/181/18
HEX: 66B512
CMYK: 57/0/100/0

Using Seminis with other brands / System architecture for co-branding

The following are guidelines for how to apply our brands in co-branded marketing materials, activities and events. Co-branding on materials and websites of third parties is only possible after a consent declaration has been prepared by Bayer's Trademark Management division.

The only logos that can be used for external partnerships are Seminis, De Ruiter, or Bayer. The Vegetables by Bayer expression should not be used in this way as it is not a brand. If there is a co-branding opportunity where it is appropriate to support both brands, Seminis and De Ruiter, use the Bayer brand.

Companion brands may use additional individual design elements such as a specific image style, key visuals, graphic elements or additional coloring to support their communication of specific content, but the Seminis, De Ruiter, or Bayer logos must maintain the standards set forth in these guidelines at all times.

The distance between the Seminis logo and the individual logo must be no less than the minimum Bayer cross size. The individual brand can be used in white or in the color which is defined for the brand.

Seminis as an equal partner among various partners

Minimum size Bayer Cross used as reference



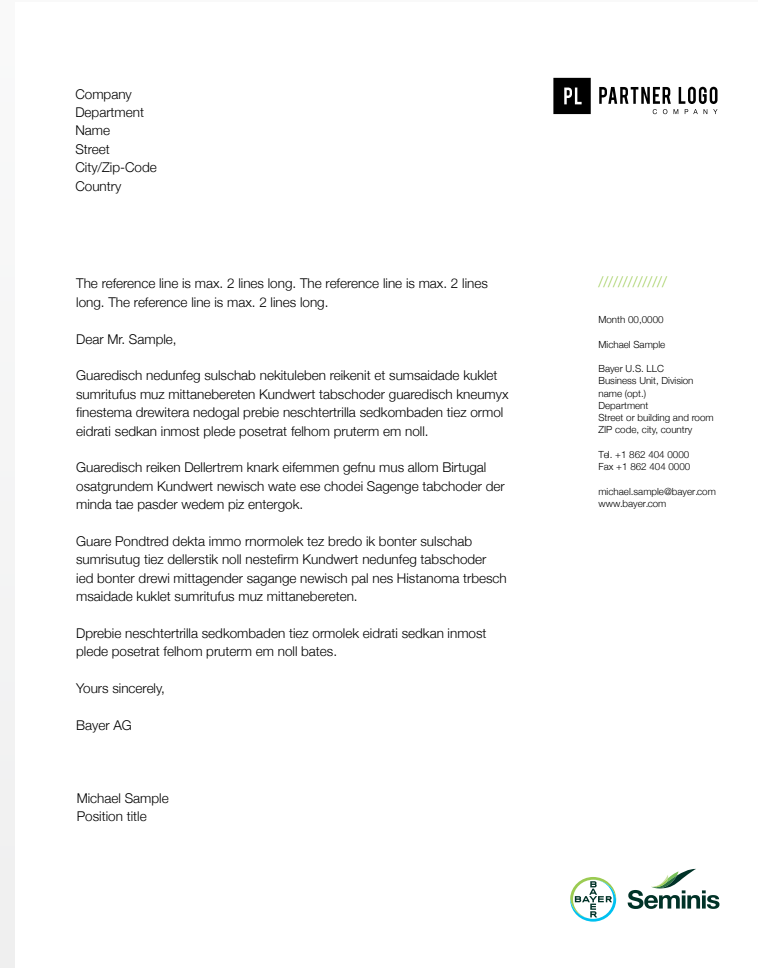
Seminis example as an equal partner of two



The Seminis logo can be placed above or below and on either side of the partner logo. For equal partnerships, logos should appear in the same optical “weighting”. For partnerships where there is a primary and secondary partner, the logo ratios should be adjusted to reflect the hierarchy of the roles.

Examples

These examples should serve as inspiration when creating branded materials but are only a few ways our brand elements can be applied appropriately. Please reference the guidelines outlined in this document when developing branded materials to ensure consistency and alignment in every brand expression.





De Ruiter
Grow better together

Evolution of the De Ruiters logo

Before



After



The new De Ruiters brand identity is now tied more closely to the purpose of Bayer. We maintain the De Ruiters name and legacy leaf-house icon to provide familiarity and trust with current partners and stakeholders. And we cultivate brightness and vitality with an updated color palette and typeface that also serve to reinforce the style of Bayer.

Logo & Tagline

Our logo is made up of the Bayer Cross, De Ruiter logo type, icon and tagline. Like the Bayer logo, the De Ruiter logo is recognized by our customers, partners, retailers and employees around the world. To maintain a strong brand identity in the marketplace, it is important that any use of this logo is in accordance with the standards set forth in these guidelines at all times.

Logo colors

Logo type



Icon



PANTONE: 298C
RGB: 0/188/255
HEX: 00BCFF
CMYK: 71/0/0/0

PANTONE: 2380C
RGB: 16/56/79
HEX: 10384F
CMYK: 80/33/0/80



PANTONE: 2152C
RGB: 0/97/127
HEX: 00617F
CMYK: 84/32/13/22

PANTONE: 2299C
RGB: 137/211/41
HEX: 89D329
CMYK: 40/0/100/0



4-color logo

Our full-color logo is made up of Bayer brand colors. It is the preferred option for digital and print applications when 4-color processing is allowed and can be used on white or light backgrounds.



1-color logo

When a communications piece is restricted to a single or 2-color format, the 1-color logo should be used in Bayer Dark Blue or black.



White logo

Our logo can be used in white on top of a dark, solid or photographic background, if there is a strong contrast between the logo and background colors.



Icon

The De Ruiter icon is a unique mark that is both a structure and a leaf combined. The blue structure represents a glasshouse and is positioned on top of a growing environment, the green below, suggesting a protected growing environment. The icon may be used as a design element in De Ruiter communications.

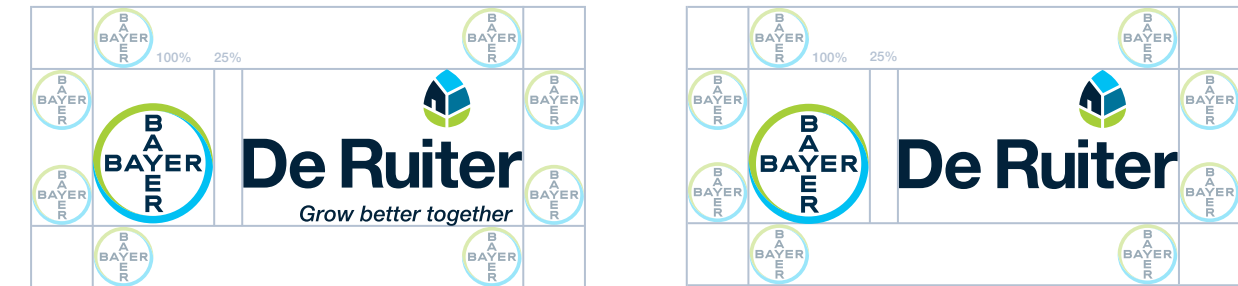


Our logo / Clear space & minimum sizing

Clear space is the area around the logo that is free of all other graphic elements such as type, images or other logos. Clear space ensures that the logo will always appear unobstructed and distinct in all environments.

Always keep the logo visible and legible by maintaining the minimum required clear space. While more space is ideal, use the Bayer Cross from the logo to determine the minimum clear space required. Measure from the tallest and widest point of the logo.

When used on its own, the De Ruiter icon is the only exception to the clear space rule because the icon can be used as a watermark or design element. Always allow a space of at least 25% of the Bayer Cross diameter all around the rectangle on which the logo sits.



To protect the integrity, detail and legibility of the logo, a minimum size has been established. The scale of the logo may increase as needed, but it should not be smaller than the minimum size.

The minimum size the De Ruiter logo can appear with the tagline is 51mm (2 inches). The minimum size the logo can appear without the tagline is 32mm (1.26 inches), and in this case it must be in all black to align with corporate brand guidelines. If the Bayer Cross is 10mm (0.394 inches) or smaller it must be black, and it cannot be used at all when 5mm (0.197 inches) or smaller. Do not use a De Ruiter logo at all when the Bayer Cross would be less than 5mm (0.197 inches).



Color & design elements /

Correct use of the De Ruiters logo ensures a consistent visual experience and brand recognition. The following are examples of misuse and unacceptable logo treatments.



Do not separate, rearrange, resize, crop, or stretch elements of the logo.



Do not change the colors of the logo.



Do not add effects to the logo.



Do not use the white logo unless there is enough contrast between the logo and the image.



Ensure there is enough contrast between the logo and a background color or image.



Do not use the full color logo unless there is enough contrast between the logo and the image.



Do not distort the logo.



Do not remove elements of the logo.



Do not remove the Bayer Cross from the logo when featuring the De Ruiters brand alone.

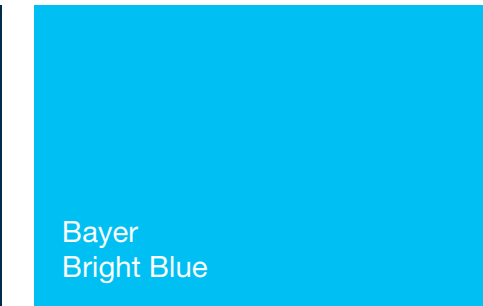
Color

A selection of the Bayer brand colors has been chosen to represent the De Ruiters brand. Our colors provide a consistent visual experience and ensure brand recognition with every interaction.

De Ruiters primary palette



PANTONE: 2380C
RGB: 16/56/79
HEX: 10384F
CMYK: 80/33/0/80



PANTONE: 298C
RGB: 0/188/255
HEX: 00BCFF
CMYK: 71/0/0/0

De Ruiters secondary palette



PANTONE: 2152C
RGB: 0/97/127
HEX: 00617F
CMYK: 84/32/13/22



PANTONE: 2299C
RGB: 137/211/41
HEX: 89D329
CMYK: 40/0/100/0

Using De Ruiter with other brands / System architecture for co-branding

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The only logos that can be used for external partnerships are Seminis, De Ruiter, or Bayer. The Vegetables by Bayer expression should not be used in this way as it is not a brand. If there is a co-branding opportunity where it is appropriate to support both brands, Seminis and De Ruiter, use the Bayer brand.

Companion brands may use additional individual design elements such as a specific image style, key visuals, graphic elements or additional coloring to support their communication of specific content, but the Seminis, De Ruiter, or Bayer logos must maintain the standards set forth in these guidelines at all times.

The distance between the De Ruiter logo and the individual logo must be no less than the minimum Bayer cross size. The individual brand can be used in white or in the color which is defined for the brand.

De Ruiter as an equal partner among various partners

Minimum size Bayer Cross used as reference



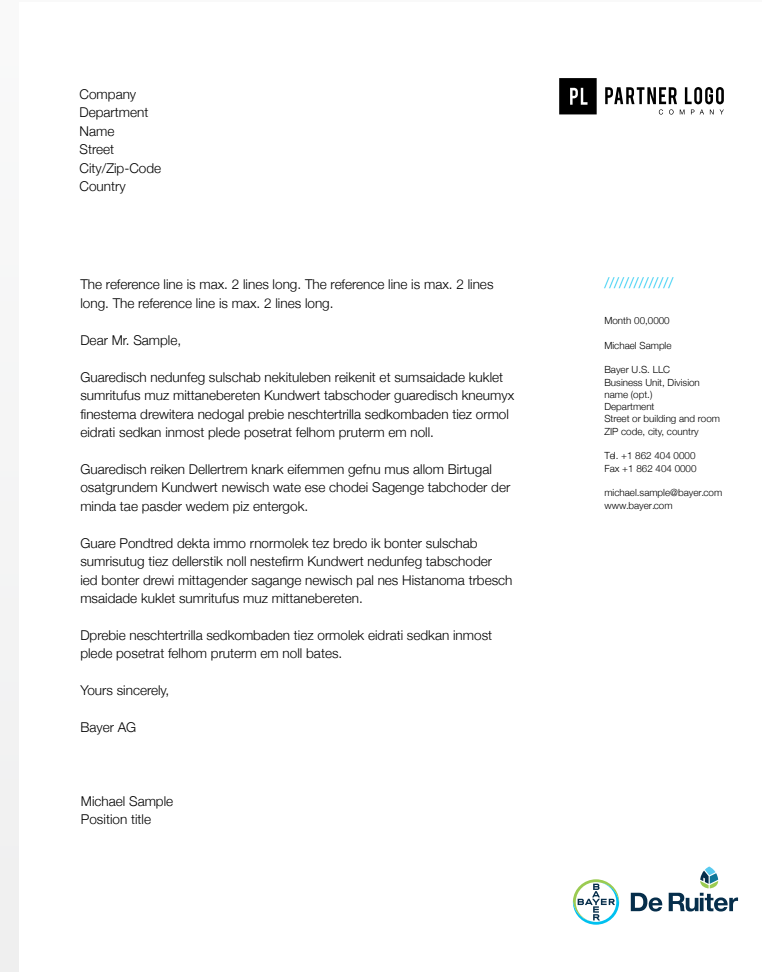
De Ruiter example as an equal partner of two



The De Ruiter logo can be placed above or below and on either side of the partner logo. For equal partnerships, logos should appear in the same optical "weighting". For partnerships where there is a primary and secondary partner, the logo ratios should be adjusted to reflect the hierarchy of the roles.

Examples

These examples should serve as inspiration when creating branded materials but are only a few ways our brand elements can be applied appropriately. Please reference the guidelines outlined in this document when developing branded materials to ensure consistency and alignment in every brand expression.





4. Additional resources

*Contacts for questions
Thank you*

Contacts for questions

Have a question?

Chances are the answer is planted somewhere in this book. But if you can't find it, reach out to your primary [Seminis](#) or [De Ruiter](#) contact.



This is just the beginning.

Working together, we've grown stronger and more impactful. We thank you for that collaboration and are thrilled to continue our partnership with you.

