



# Co-branding

*at its best*

*Distributors  
and Partners*

**December, 2024**



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# Purpose of this guide

The Bayer brand is one of the most powerful and recognizable in the world. It is ranked in the Brand Finance Global 500 and estimated to be worth around \$5.5bn. And it means more than monetary value: it's positive recognition too. According to our Brand Uplift Study 2024, on average 67% of stakeholders perceive a product more positively if they know that it is from Bayer, and associations with the Bayer brand are more likely to lead to desirable behaviors (e.g. buying, investing in, engaging with or recommending a relevant solution) than with key competitor brands.

It's natural that many distributors and partners will want to display, use, and collaborate with the Bayer brand, in a wide range of ways. This is a good thing! The right branded partnership, done in a correct and legally safe way, can benefit our partners while extending our reach and impact.

To ensure these mutually successful outcomes, we need to ensure that the ways distributors and business partners use our brand are consistent, positive, and aligned with our global brand principles. In other words: Co-branding should strengthen our brand.

This is more important than ever today, because the Bayer brand has taken on a new level of importance to our organization. Bayer is embracing a new way of working, fully focused on our mission: *Health for All, Hunger for None*. This mission determines our direction as a company; all the projects we engage in are designed to bring it closer to customers and consumers.

And why does this relate to our brand? Because our brand also stands for everything we do. It stands for competence and likeability; it reflects our visionary,

optimistic and passionate personality. Our brand enables our mission – and, in turn, our mission enables us to have a stronger brand.

That's why we have published this edition of our brand principles at distributor and point-of-sale level. We have a range of assets to help our colleagues get involved in our brand journey. This guide makes some of that guidance available to distributors too. They can use it alongside the Bayer representatives they work with, to promote mutual understanding and help ensure a coherent 'one team' approach to branded projects.

This guide highlights principles and assets that are especially relevant to distributors and business partners, including use of the Bayer Cross, Bayer distributor logos, and co-branding. So, read on for essential information including overall branding principles, advice on what to do in different situations, and detailed guidelines for different formats.



# When do we use the Bayer brand?

**Our distributors and business partners will see and interact with the Bayer brand in many ways. Some of these contexts will be more straightforward, with the branded materials pre-designed and provided by Bayer, such as on products or in advertisements. Some will be more complex, customized, or initiated by the distributor.**

All of these are essential parts of our brand ecosystem. We strive to be an active and holistic partner, not just a passive product supplier, and to participate in close and consultative business relationships. So, when our partners are engaged and want to activate the Bayer brand in new and creative ways, we see this as worth listening to.

The aim of this guide is not to prevent or constrict these activations, but to enable them, in the best possible way that protects and strengthens our brand. Since the brand is such an important intangible asset, we need to ensure it will remain just as strong for the long-term future – which means using it clearly and consistently today, according to our brand guidelines.

In this guide, sections 4 onwards will give specific advice on how to correctly use the Bayer Cross and other elements of the brand in different settings. But if you are not sure where to start, you can start here, in this section, which gives you an overall indication of what to do to use the Bayer brand correctly and receive approval.

## 2.1 When you need approval: examples

*As overall principle:*

*Any material designed by externals e.g. distributors or partners, which uses elements of the Bayer brand, needs to go through an approval process with a relevant Bayer team.*

This will most likely be Corporate Brand Management or Corporate Trademarks but will also involve local Bayer marketing representatives.

The teams will consider legal regulations and our own corporate principles, as well as the potential benefits and drawbacks of any project. They will also take care to maintain the distinction between Bayer and the partner company (e.g. we would not typically permit representatives of other companies to use the Bayer logo on their social media profiles or corporate stationery).

A successful process will result in a signed Consent Declaration being given to the partner, outlining the terms of use. You can find out more about the approval process overleaf.





# When do we use the Bayer brand?

## *Cases where approval is required (a non-exhaustive list)*

### // **Distributors or retailers producing displays, banners or point-of-sale marketing for their facilities**

If these contain the Bayer Cross or otherwise display the Bayer brand, we need to approve them first. Even better, we at Bayer can produce them and place them at the point-of-sale, with permission from the distributor.

### // **Partners producing their own adverts (not those supplied directly by Bayer) including references to Bayer or our products**

This is the standard form of 'reference advertising'.

### // **Distributors or retailers using Bayer branding in their online marketplaces (e.g. for product listings)**

This also counts as a form of reference advertising, meaning authorization from Corporate Trademarks is needed.

### // **Attending an event as a Bayer distributor**

Please obtain approval for any public-facing materials carrying Bayer branding, if this isn't covered by existing agreements.

### // **Bayer sponsors a partner event or initiative:**

In this case, we will presumably collaborate on event organization and will agree branding elements together. Corporate Communications may even be able to provide suitable pre-approved materials.

### // **Co-branding (anywhere where the Bayer brand appears alongside a partner brand):**

We give special consideration to approving this – please consult the Co-branding section in this guide for more details.





# When do we use the Bayer brand?

## 2.2 How to obtain approval

We will consider each case separately and on its own merits. But to help you follow the right steps and be confident of obtaining approval for your use of the Bayer brand, this is a good representative example of what the process may look like:

- // Partner starts by liaising with their local Bayer marketing department, discussing the potential opportunity.
- // Partner and marketing teams work together on branded concept and creatives.
- // The marketing team contacts Corporate Trademarks and/or Corporate Brand Management to request approval.
- // Key information is provided to the approver(s), such as details of partner, project and business case for the use of the brand.
- // The project teams and approver(s) may work together through iterations of the project, ensuring it meets brand guidelines and making any edits as required.
- // Corporate Trademarks / Corporate Brand Management will approve the use of the brand and send a time-limited Consent Declaration to the partner.
- // The partner is then free to use the brand while following the terms of this declaration.
- // Use of brand is periodically reviewed to ensure it still complies with principles and is delivering as intended.

### Useful approval checklist

For a smooth approval process, it can help to ask yourself the following questions first:

- ✓ Have I checked that I'm complying with legal requirements in my geography e.g. the relevant law governing the use of trademarks?
- ✓ Can I specify the business reasons for this brand activation, including clear benefits for both parties?
- ✓ Have I liaised with the local Bayer marketing team? Are they happy with the project?
- ✓ Have I gone through this distributors' guide, to ensure I'm following all its guidelines and using the correct assets?
- ✓ Can I supply all the information needed for approval e.g. contact details, list of contexts the brand will appear in, short description of the significance of the project?
- ✓ Do I have procedures in place to review my use of the brand in future and ensure continued compliance?

# Guidance:

# The Bayer brand

**The central element of Bayer's visual branding is our logo: the Bayer Cross. This section specifically relates to the Bayer Cross: how to use it, where, and which version. It is intended to cover most standard situations in which a partner needs guidance on presenting the Bayer brand.**

The Bayer Cross has existed in one form or another since 1904. This makes it one of the most long-standing and recognizable brand symbols in its sector. It is seen at our facilities and on our products – but also in the wider world, whether in TV commercials or at sports games. And it stands for key parts of what we do: the blue side is designed to signify science, performance and reliability; the green side innovation, sustainability and life science; and the circle wholeness, protection, and commitment.

Given its significance and recognition factors, we clearly understand why partners are keen to use the Bayer cross. This section is designed to give you overall tips on how to do just that, while adhering to our standards for the use of our trademarks.

## 3.1 Bayer Cross: principal versions

There is one main version of the Bayer cross, referred to specifically as the 'positive full-color Bayer Cross'.

**Wherever possible, this is the version that should always be used.**

It is the logo you will see on our websites and in other official communications. In general, we do not customize it: we present a consistent and enduring logo in all contexts.

This version is suitable for any occasion where the logo is displayed on a white background. On other backgrounds, it may encounter legibility issues. Since the Bayer logo should always be clearly visible and accessible, we do make alternative versions available for when this logo cannot be used. See the next subsection for examples of these.



# Guidance: The Bayer brand

## 3.2 Bayer Cross: alternative versions

Remember: these versions should not be used by default but are encouraged for use when it's not possible to use the positive full-color logo, for technical or aesthetic reasons

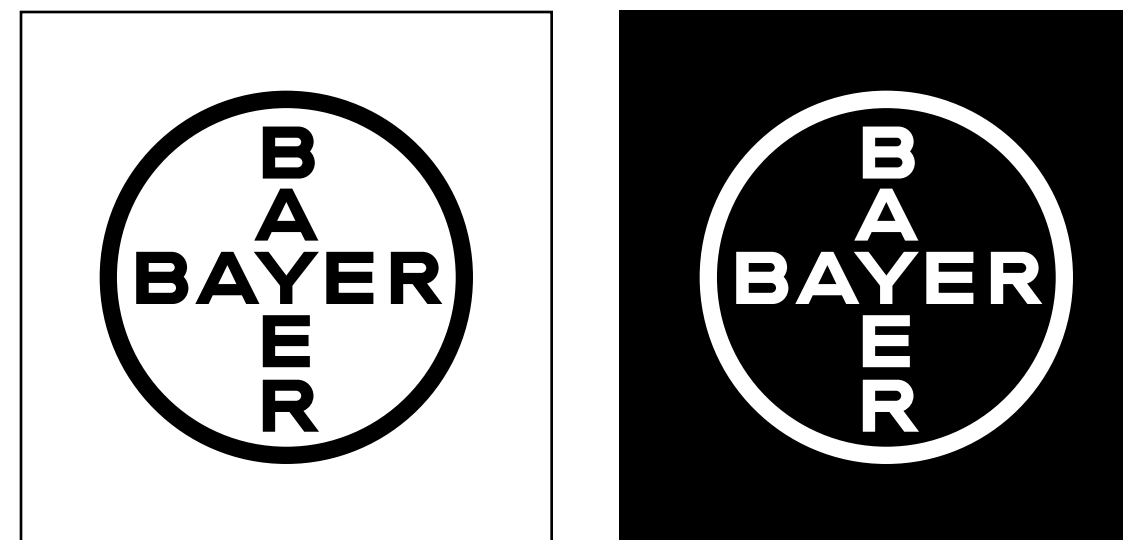
### Reverse full-color logo

A 'reverse' full-color version with white text instead of black is available for use on colored backgrounds.



### Black/white logo

In some media and contexts, it may not be possible to use a color logo. Here, a black or white version can be used.



### Logo with wordmark

Finally, the logo is also available in a version paired with the Bayer wordmark (logotype), for situations when it's agreed that this is necessary.





# Guidance: The Bayer brand

## 3.3 Which version do I use when?

Correct use of the Bayer logo is a judgement based on media, background and purpose. Use these dos and don'ts to give you an overall idea of which version to choose:

### Please do:

- ✓ Use the positive full-color version as a priority, and always on white backgrounds
- ✓ Use the reverse full-color version on darker colored backgrounds, or on photographic backgrounds (where legible)
- ✓ Use the white or black versions on brighter or mid-hued background colors or photos, or where the full-color version is not fully legible
- ✓ Use the below image as a rough guide to logo choice on colored or photographic backgrounds

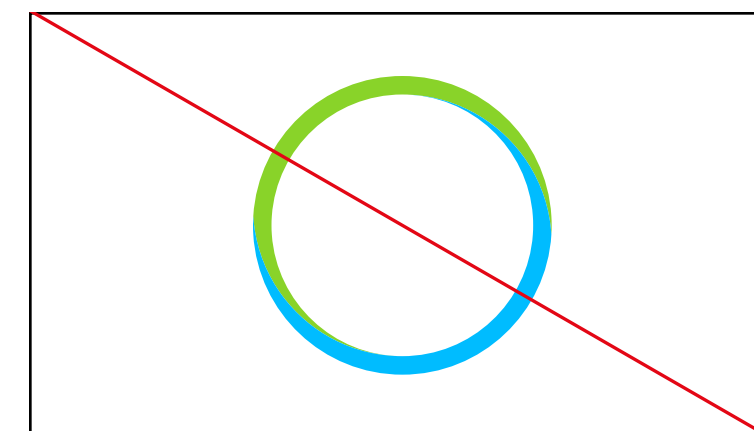
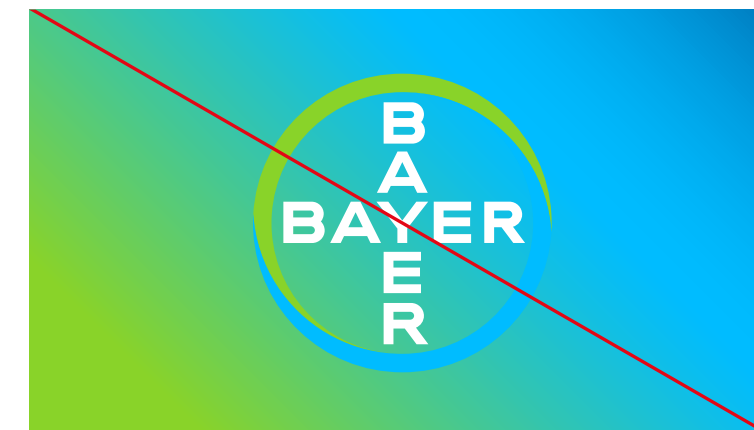
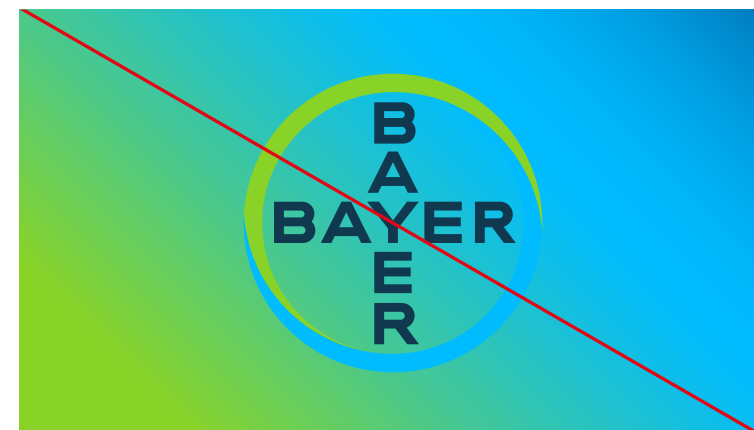
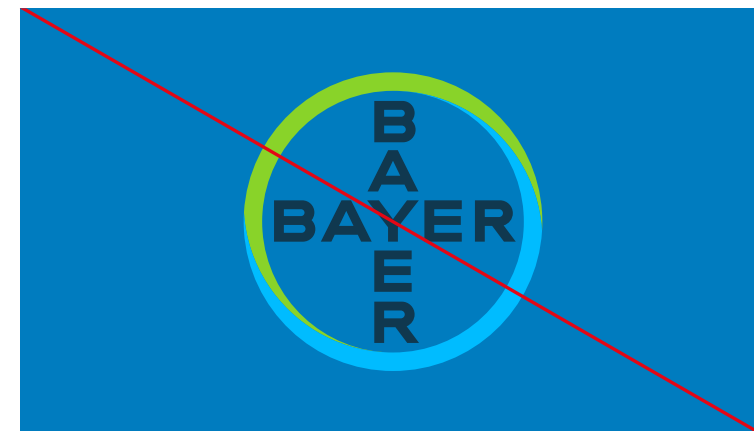




# Guidance: The Bayer brand

## Please don't:

- ✗ Use the reverse or grayscale versions on white backgrounds, or if the situation does not demand it
- ✗ Use the positive full-color logo on a colored or photographic background
- ✗ Use the positive OR reverse full-color logo on gradient backgrounds
- ✗ Use any version on a background that renders it hard to read
- ✗ Turn the color version black-and-white. The black-and-white versions are separate icons with a thinner circle – please download and use them separately
- ✗ Use the wordmark logo in any form other than the ones provided in this guide (i.e. do not resize or reposition the wordmark)
- ✗ Edit or customize the Bayer Cross





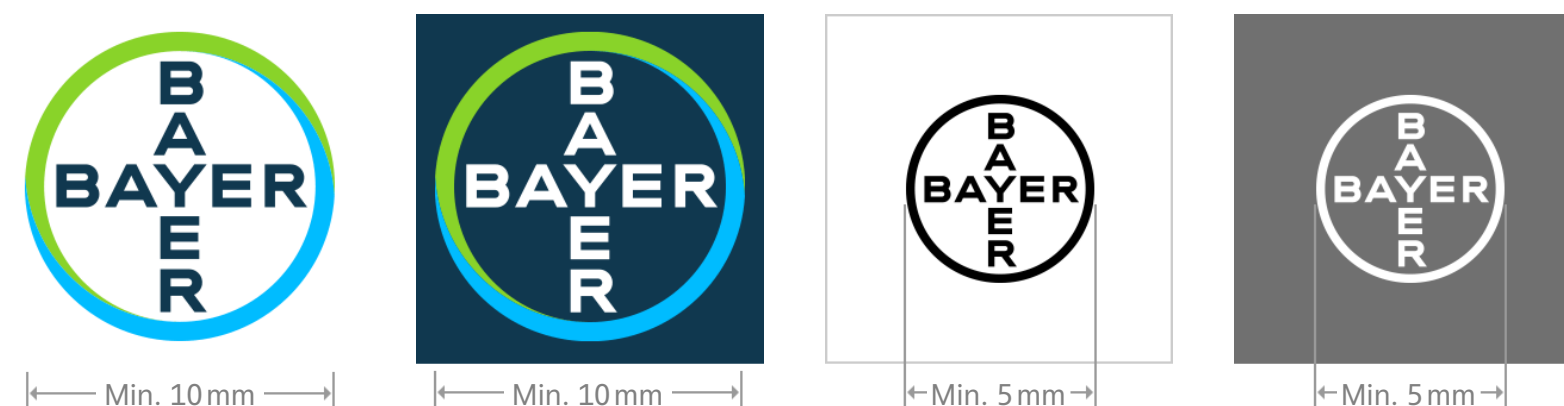
# Guidance: The Bayer brand

## 3.4 Sizing and spacing

The Bayer Cross works best when it is given a certain degree of prominence and negative space. This subsection covers our standards for size and placement in different formats.

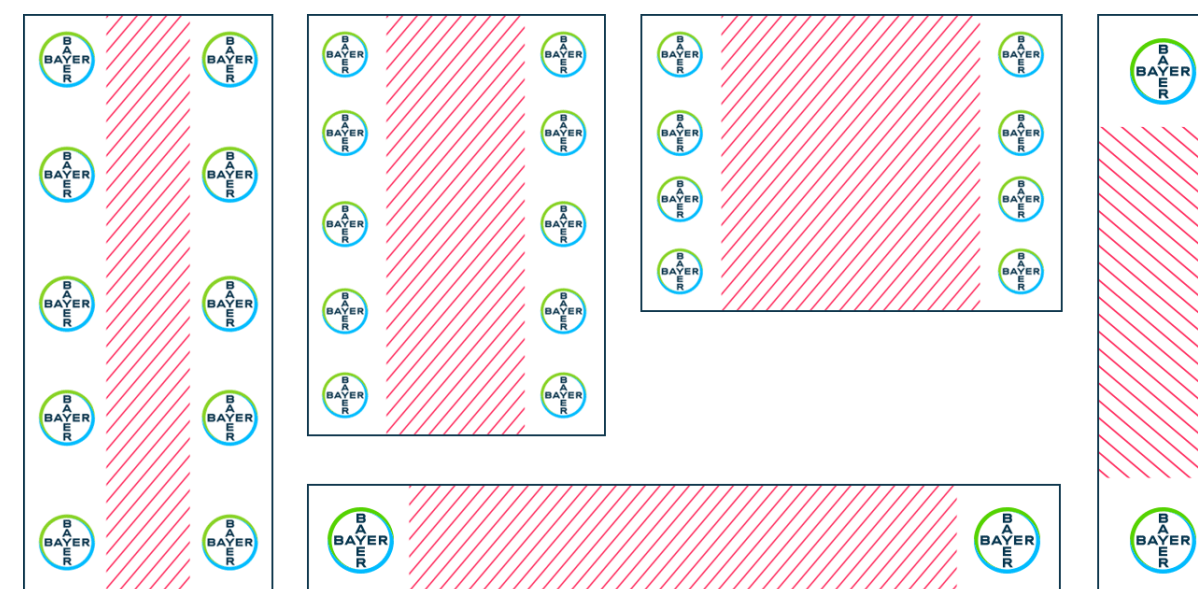
### Sizing in print

- // Always use the full-color logo with at least 10 mm width.
- // If this is not possible, the single-color black or white version can be used instead, with at least 5 mm width.



### Placement

- // The Bayer Cross is best placed on the 'long side' of your layout (e.g. the left- or right-hand side of a portrait page or a scroller website).
- // Only place the logo on the 'short side' of the layout if the format is extremely narrow.
- // Within this constraint, any placement is acceptable.
- // Use a consistent position for all communications in the same project.
- // The image below gives examples of acceptable areas to place a logo within different template shapes and sizes.

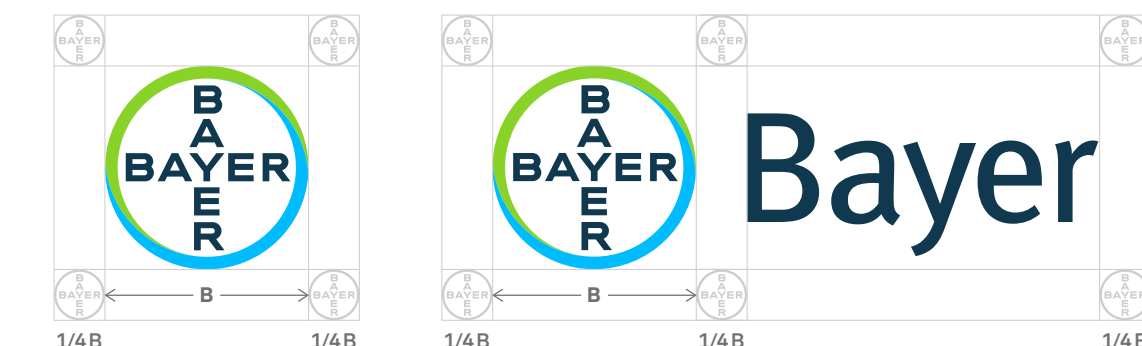


### Sizing in digital formats

- // There is no minimum fixed size for any version of the Bayer Cross. Use the most appropriate size for the format.
- // Readability should be ensured.
- // Remember: always use the positive full-color version of the logo where possible.

### Space

- // Always leave space around the logo, at least equivalent to one quarter of its diameter.





# Guidance:

# Bayer distributor branding

**Some of our distributors may wish to specifically advertise the fact that they are an approved supplier of Bayer products. To help with this, we have developed a set of distributor logos and wordmarks. These are distinct from the ‘pure’ Bayer logo, though they may incorporate the Bayer Cross.**

Although this isn’t quite the same as just using the Bayer brand, it’s also not co-branding (where Bayer and partner brands are displayed together). This is about situations where a specific ‘Bayer distributor’ brand mark is used as part of a distributor’s operations or published materials.

Using the Bayer logo or wordmark as part of a distributor logo is a form of reference advertising, so – just as with use of the Bayer Cross alone – we should approve this and ensure it complies with our brand guidelines before use.

This section will give clear and concise advice on how our distributors can achieve that.

## 4.1 Bayer Distributor logo and wordmark

We have designed a specific Bayer Distributor logo, which approved distributors may use in certain settings.

Approved distributors can use this logo without approval for the artwork itself, provided that they don’t edit it. They do need to ensure that they only use the logo in approved contexts. Please see later in this section for a discussion of appropriate places to use the logo.



There is also a wordmark version with the text ‘Bayer Distributor’, intended for business cards with the distributor’s own company name and details on.

### /// Bayer Distributor

**NOTE:** The logo and wordmark are NOT interchangeable! There are certain settings where the wordmark version should be used, and the logo version should not. We will cover these in the next subsection.

## Creating The Wordmark Yourself

The wordmark version can be created individually purely from text, if you use the approved lettering and format. This is the correct specification:

// **Typeface:** Bayer Sans Light Italic (this typeface is license-free)

// **Bayer corporate colors:** see later in this guide for exact values

// **Printed width:** 40 mm

// **Space:** 4 mm from the edge of the template

**NOTE:** Although you can ‘design’ the wordmark version yourself, please don’t do the same for the logo version! Since it contains the Bayer Cross, it should follow the dos and don’ts for use of the Bayer Cross, including not editing or customizing it. Please use the supplied logo and don’t alter it, including the placement of the words next to and under the Cross.

# Guidance: Bayer distributor branding

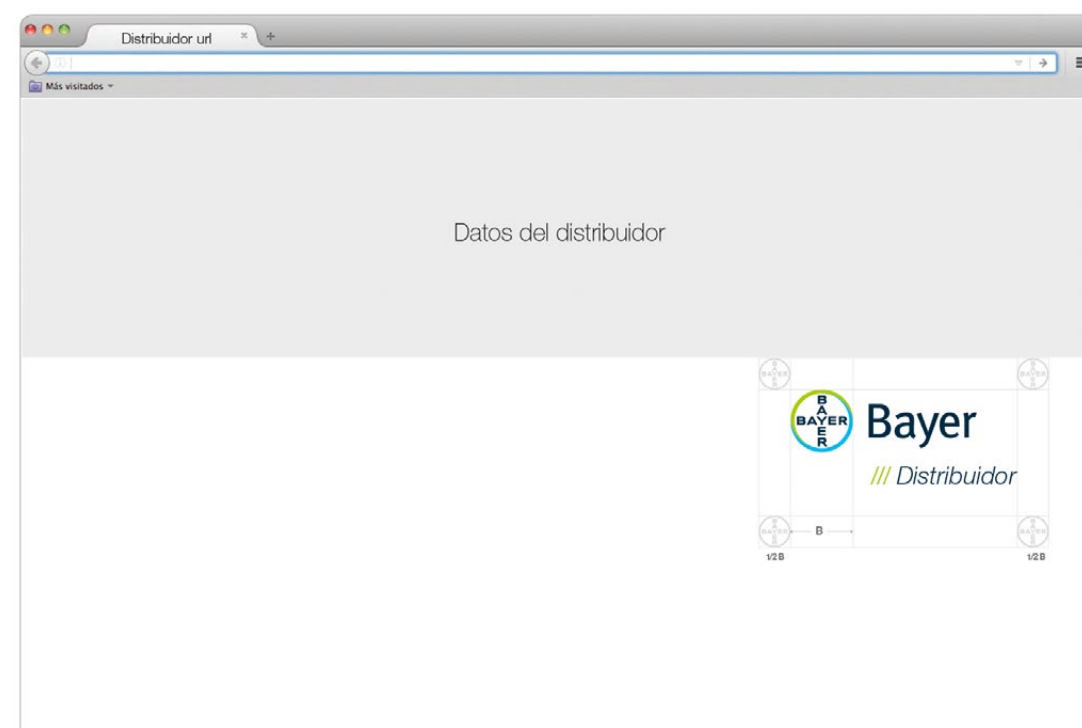
## 4.2 Where to use distributor branding

There are many possible situations for use of the Bayer Distributor brand. See the below list for a representative guide. Please also note the specific sizing and spacing guidelines for each format. If in doubt about whether a particular use is accepted, contact your marketing representative or the Corporate Brand Management team at Bayer.

### // Website templates

**Position:** Ideally on the right-hand side of website home page

**Spacing:** Leave negative space half the width of the Bayer Cross

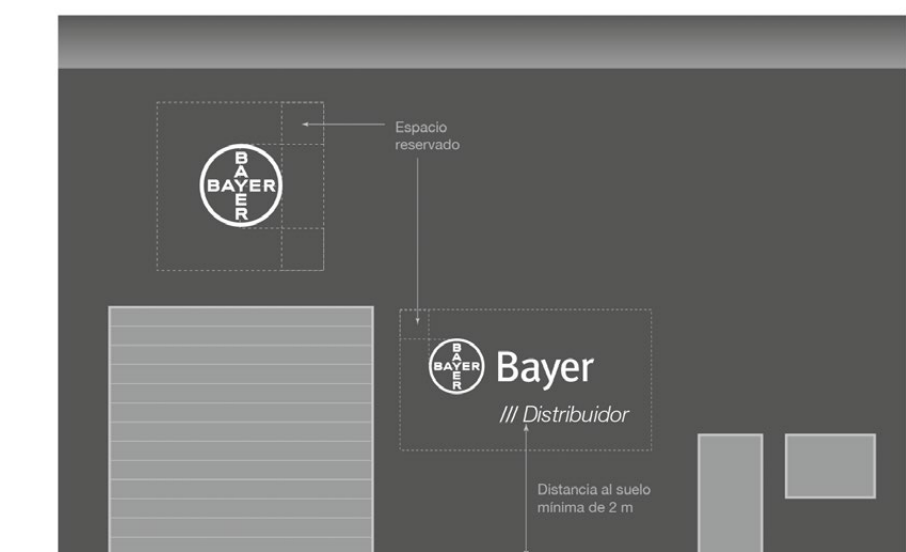
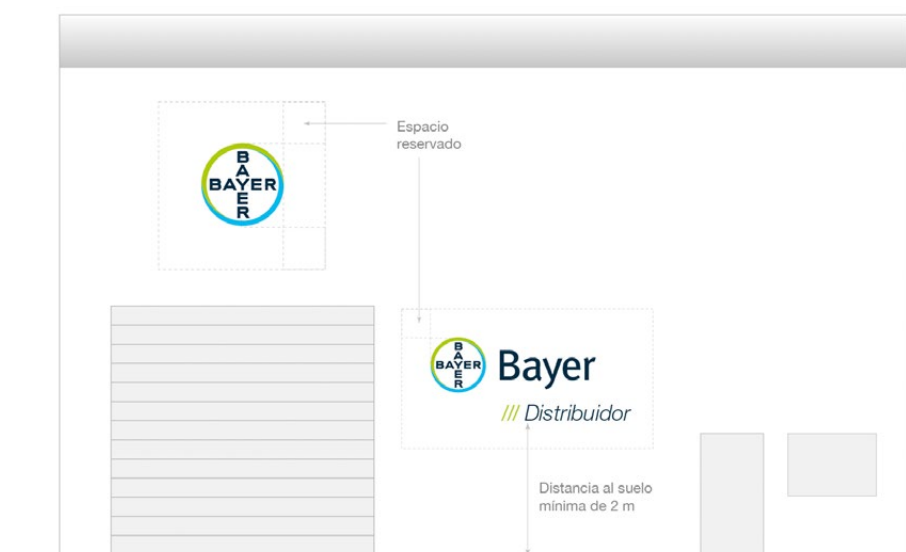


### // Signage on facilities

**Spacing:** Reserve space around the logo, at least half the width of the Bayer Cross

**Height:** At least 2 m from the ground

**Color:** Use positive full-color logo by default. If the building façade is dark-colored, use a white version



### // Flags and banners

**Size:** Standard flag height is 4000 mm, flag width 1500 mm

**Leave negative space around Bayer Cross as follows:** half Bayer Cross to top of flag, half of Bayer Cross to bottom of distributor wordmark, one quarter of Bayer Cross to each side





# Guidance: Bayer distributor branding

## // Indoor merchandising and point of sale

Contact your local marketing team or Corporate Brand Management – we may have pre-designed templates you can use



## // Distributors' business cards (wordmark only)

**Sizing:** Wordmark should have width of 40 mm

**Spacing:** 4 mm from edge of the card

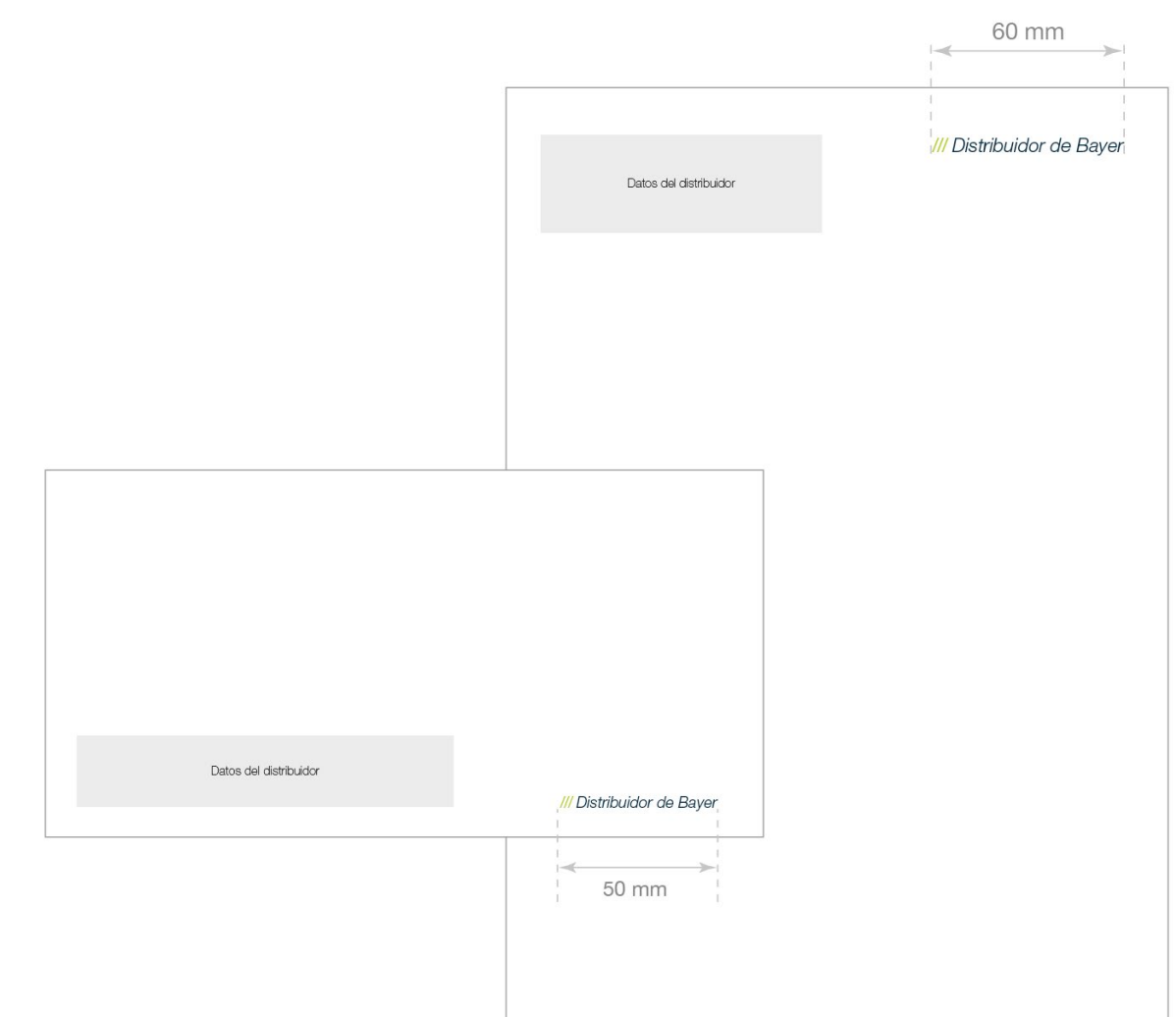
This applies to both portrait and landscape designs



## // Distributors' corporate stationery (wordmark only)

**Size:** Wordmark should have 60 mm width on A4 pages, 50 mm width on envelopes

**Spacing:** 4 mm from edge of the page/envelope



# Guidance:

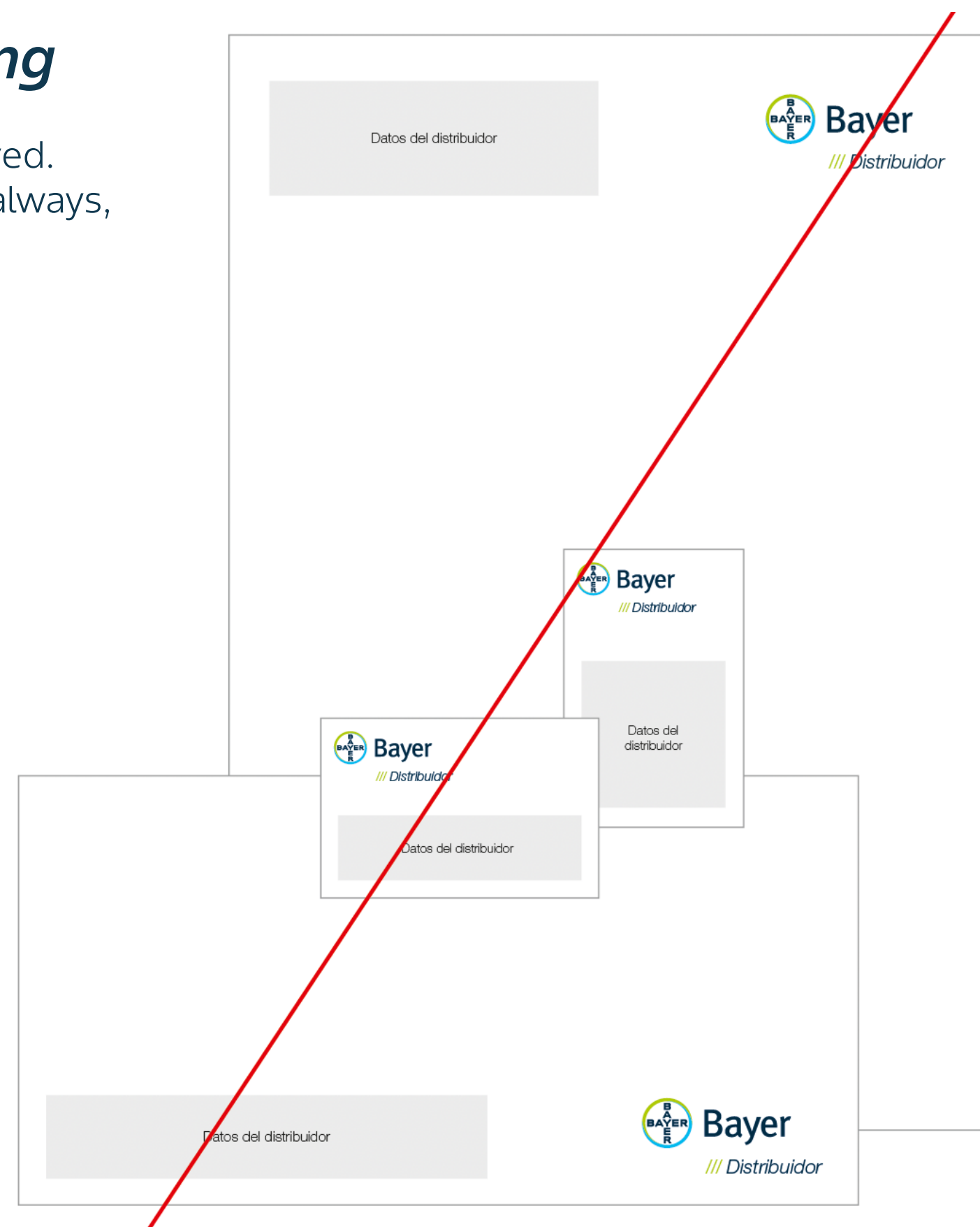
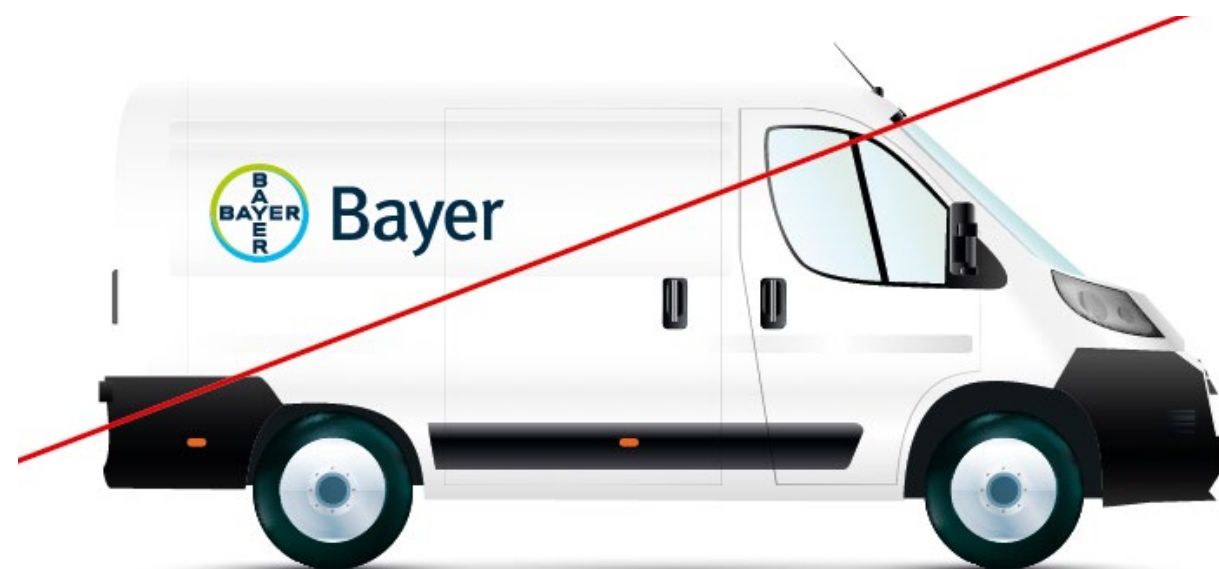
## Bayer distributor branding

### 4.3 Where NOT to use distributor branding

Some uses of the Bayer brand in distributor logos are not approved. It is important to be aware of these cases and to avoid them. As always, if in doubt, please contact a Bayer representative for approval.

#### Not permitted:

- ✗ Co-branded adverts including the Bayer Distributor logo and the distributor's own logo
- ✗ Distributor stationery using the Bayer Cross (use distributor wordmark **only**)
- ✗ Vehicle branding using the Bayer logo





# Guidance: Co-Branding

**In some situations, where Bayer works with other brands and organizations, the Bayer brand may appear alongside the partner brand, signifying a collaboration between the two. We refer to this as ‘co-branding’.**

Co-branding is a sign of significant trust. It means the value of the Bayer brand is used to support the partner brand – and vice versa. Therefore, it’s something that needs careful consideration, to ensure both brands have a good fit and reinforce each other, and that the brand partnership will add meaningful value.

In these cases, therefore, we perform a higher-level analysis – not just checking brand guidelines but also making a holistic consideration of the potential co-brand. Don’t worry: this consideration will be done in an inclusive way, consulting marketing teams and partners, so you can always understand what we’re looking to achieve with co-branded activations and how we can get it right together.

The Bayer brand is known worldwide and associated with positive customer intentions, so it’s only natural that other brands want to associate with it. Co-branding is about making those associations work for both us and our partners, strengthening both our brands in the long term and avoiding risks.

In this section, you’ll get an idea of our thought process and some examples of when and how co-branding is a success.

## 5.1 When co-branding is used: examples

If you are considering a specific co-branding opportunity, it is mandatory to consult Corporate Brand Management and Corporate Trademarks and to obtain the necessary consent declaration. Together, we’ll work through an analysis of the opportunity, whether it delivers the brand value and mutual benefit we need it to, and any risks it may present.

Each case is so different that it’s hard to give universal guidelines. But in general, a co-branding approval process might involve asking and answering the following questions:

- // Are the brands a good fit in terms of values, expertise or products?
- // Does it make sense to communicate our brand in the partner’s industry or product category, and vice versa?
- // Does the partner brand match our standard for integrity?

- // Are end users sufficiently aware of the partner brand and do they have a positive perception of it?
- // Does co-branding achieve something that we cannot achieve with separate branding?
- // Will it be clear to end users what the relationship between the partners is and what they each bring to the co-branded project?
- // Can the project adhere to trademark regulations and our own design standards?



# Guidance: Co-Branding

## *Types of co-branded project*

Co-branding is something we take great care over, but that does not mean it is rare! You will see co-branded materials featuring Bayer throughout our portfolio and even in everyday life, including:

- // Co-advertising
- // Co-marketed products or services
- // Listings on websites
- // Distributor premises
- // Our participation in multistakeholder groups / support for non-profits
- // Sports advertising
- // Jointly organized events
- // Strategic partnerships

Therefore, although we take great care over co-branding, please do not be discouraged of thinking of creative concepts or suggesting co-branded possibilities. Some of our most successful brand projects come through co-branding, so we are always open to considering new ideas.



*Co-branding at the point of sale in a real-world premises*





# Guidance: Co-Branding

## 5.2 How to ensure co-branding is compliant

Let's say you have already consulted Corporate Trademarks or Corporate Brand Management, and obtained agreement in principle to proceed with co-branding. What's next?

Now, you need to ensure that the Bayer brand is used in a way that meets our existing corporate design standards. That means the guidelines for the Bayer logo and other brand aspects, discussed elsewhere in this PDF, *apply equally to uses of the brand in co-branding.*

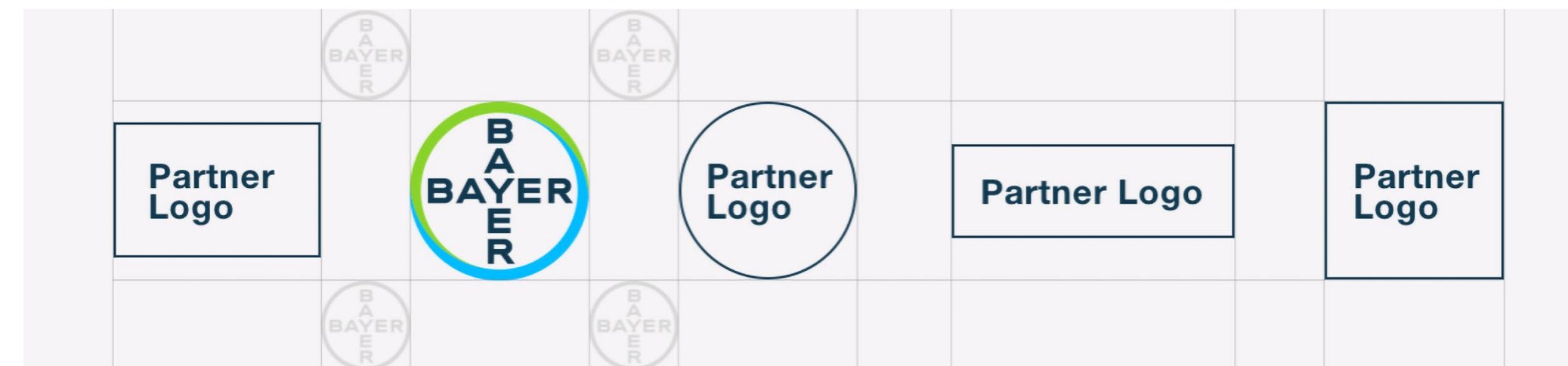
### That includes:

- // Logo selection
- // Color choice
- // Size
- // Positioning and spacing
- // Relationship to the partner

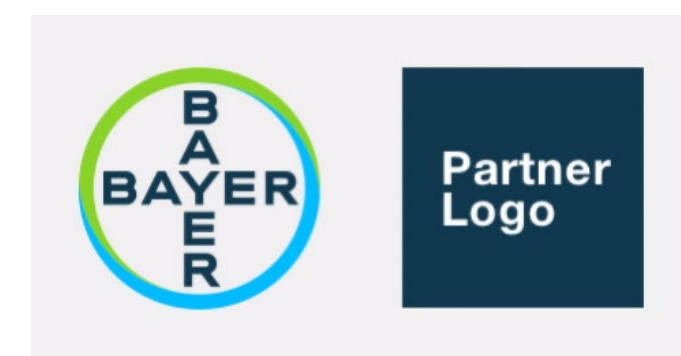
### More detail: depicting the brand relationship accurately

As well as the two brand logos themselves, we should consider their relative positioning – ensuring it correctly reflects the partner companies' roles in this partnership. That could include, for example: Bayer being the 'main' partner, Bayer being 'secondary' to the partner brand, both brands being equal, or many brands all appearing together in a collaborative initiative.

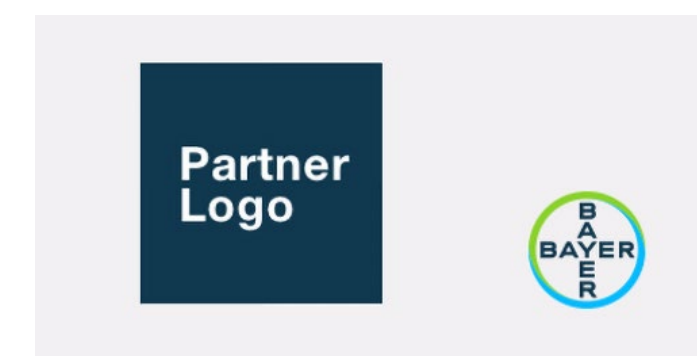
If the guidelines relating to the Bayer brand are respected, it can be shown alongside, larger, or smaller than a partner brand. What is correct will depend on the context. See the images below for examples of good practice.



*Bayer as an equal partner among various partners*



*Bayer as an equal partner of two*



*Bayer as the minor partner of two*



*Bayer as the lead partner of two*

# Other elements of the Bayer brand

**The Bayer Cross might be the most immediately recognizable brand element we have – and it is the one that distributors and partners will interact with most often. Therefore, this guide rightly focuses on this element of our brand.**

But our brand goes deeper. In fact, it incorporates a full range of visual, verbal, sonic and spatial elements, which come together to create a consistent 360-degree brand experience.

In this section, we will cover some of the additional aspects of the brand, with some key guidelines. This is not an exhaustive list – indeed, it is only a small number of elements. We are restricting this guide to the main aspects that are relevant here.

## 6.1 Brand colors

The Bayer color palette consists of 12 colors (plus white), which can be split into three color groups each with bright, core, mid and dark hues. However, just three of these colors are used in our logo and wordmark: Bayer Bright Green, Bayer Bright Blue and Bayer Dark Blue.

Exact values for these three are given below; contact us for specific values of all 12 colors.

Pantone	2380C	<b>Bayer Dark Blue</b>
RAL	5011	
RGB	16/56/79	
HEX	10384F	
CMYK	80/33/0/80	

Pantone	298C	<b>Bayer Bright Blue</b>
RAL	5012	
RGB	0/188/255	
HEX	00BCFF	
CMYK	71/0/0/0	

Pantone	2299C	<b>Bayer Bright Green</b>
RAL	6039	
RGB	137/211/41	
HEX	89D329	
CMYK	40/0/100/0	



# Other elements of the Bayer brand

## 6.2 Typography

We have adopted a new corporate font: Bayer Sans, designed just for us. This font is available to our external partners, free of charge.

This typeface contributes to our unique visual identity, reflects our modern outlook, is rated as highly legible, and is available in a wide range of weights and styles.

### Bayer Sans Upright Weights

Bayer Sans Thin	100
Bayer Sans Extra Light	200
Bayer Sans Light	300
Bayer Sans Regular	400
Bayer Sans Medium	500
<b>Bayer Sans Bold</b>	<b>700</b>
<b>Bayer Sans Heavy</b>	<b>800</b>
<b>Bayer Sans Black</b>	<b>900</b>

### Bayer Sans Italic Weights

<i>Thin Italic</i>
<i>Extra Light Italic</i>
<i>Light Italic</i>
<i>Regular Italic</i>
<i>Medium Italic</i>
<b><i>Bold Italic</i></b>
<b><i>Heavy Italic</i></b>
<b><i>Black Italic</i></b>

You can also type the Bayer logo directly using this font (Mac OS: *option-F*; Windows: *Alt-0131*).

To help reinforce the consistency of Bayer-branded messaging, feel free to use this font across any relevant materials. There are no hard-and-fast sizing or color rules; use your judgement to achieve an appealing mix of weights and colors, using the Bayer color palette where appropriate and especially for headlines.

### When we cannot use Bayer Sans

There are a small number of exceptions where we do not use Bayer Sans.

Bayer Sans is available in English and Cyrillic-based texts; in other scripts, we instead use the open Google font, Noto Sans.

And in regular on-screen word processing applications, we don't use Bayer Sans but still use Arial.





# Further information: Bayer Identity Net

After reading this guide, you may be looking for more information, or to access specific resources. For this, we have a single centralized brand resource at Bayer: the Identity Net. This is available to all Bayer employees – and to selected external partners who would benefit from it.

## In the Identity Net, you will find:

- // Principles for visual, verbal and sonic branding
- // Detailed guidelines for different formats and media
- // Lessons and case studies from successful real-world brand activations
- // Rationale and deeper discussion of the ‘why’ of our brand
- // Media pool enabling downloads of branded assets
- // And more

Bayer colleagues can gain access to the Identity Net using their regular Bayer login details. External partners will need to register first; this involves giving your details and purpose for access, as well as contact information for your ‘sponsor’ at Bayer who you work with. This person will also approve your application. Once this is approved, you will be given a separate login for on-demand access.

## Use the following links to get started:

- >> <https://idnet.bayer.com>  
– access the Identity Net
- >> <https://identitynet.bayer.com/portal/register>  
– register for Identity Net access as an external user

