



When is it Permissible **to use the Bayer Cross?**

A Short Guide for Third Parties

We are proud of the Bayer brand. It is highly recognizable, and leads to positive interactions with our products and people. Therefore, it's natural that many distributors, partners and other third-parties will want to display elements of the Bayer brand – and among these, chiefly the Bayer Cross logo – to promote their link to us.

At the same time, the Bayer Cross is our legally protected trademark, and we need to prevent it from dilution or unwanted negative associations, to ensure it keeps delivering such a positive impact for us and our partners. We also have global brand guidelines that should always be adhered to.

Therefore, in many cases, as a third party you are required to obtain approval from a representative of Corporate Brand Management and/or Corporate Trademarks) at Bayer before displaying the Bayer Cross on your own materials. If you are not sure what is permitted or what you should seek approval for, use this guide as a starter, and speak to your Bayer contact and seek for further advice in the Corporate Brand Management or Corporate Trademarks team.

PRE-APPROVED USE (specific approval not needed)

// Bayer product packaging

The Bayer Cross appears on our products, and approved distributors and retailers can display these.

// Bayer-designed advertising and other collateral

We have many pre-designed and approved materials available for advertising, events or physical facilities. Talk to us to see if we can provide something.

NEEDS APPROVAL (obtain a written consent declaration before using)

// Advertising or collateral produced by a third party

If these contain a Bayer trademark in some form, we need to approve its use beforehand. This applies to displays, banners, point-of-sale, and other marketing materials.

// Bayer branding in third-party online marketplaces (e.g. on product listings)

This is the digital equivalent of point-of-sale, and we need to authorize it just like we would for point-of-sale materials in physical facilities.



// 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

We will collaborate on event organization and will agree branding elements together. Bayer may be able to provide suitable pre-approved materials. There may also be a clause in the sponsorship agreement permitting you to use the Bayer Cross in certain contexts. If you are designing public-facing materials yourself and there is no such agreement, or it does not cover the use you are intending, please obtain approval before proceeding with any use of the Bayer brand.

// All forms of co-branding

We have a separate process for approving co-branding (where our brand appears alongside the partner brand in any format) – these are typically end-to-end managed projects and require direct engagement.

// Within the separate 'Bayer Distributor' logo or wordmark

This logo can be used in various contexts including physical facilities (exterior and interior), flags and banners, website templates and visual merchandising. We have separate guidance for distributors, so contact us separately.

TYPICALLY NOT PERMITTED

// Social media profiles and posts

As a rule, we do not permit the use of the Bayer Cross on third-party social media. Specific exceptions must be directly requested and supported by a Bayer colleague.

// Partner stationery

Distributor stationery or business cards can use the 'Bayer Distributor' wordmark – but not the Bayer Cross logo.

// Partner vehicles

Bayer distributors may not use the Bayer Cross on their vehicle liveries.

Need to request approval or discuss a potential use of the Bayer Cross?

Contact the Corporate Brand Management team at Bayer for guidance, resources and decisions:
identitynet@bayer.com