



Request to use the Bayer Cross **on social media**

Third-Party Questionnaire

Bayer distributors, partners and other third parties who wish to use the Bayer Cross logo on their social media channels should complete this form in conjunction with their Bayer contact. Forms can be emailed to **identitynet@bayer.com** or directly to Corporate Brand Management at COM or Corporate Trademarks at LPC.

Completing this form is good practice before requesting permission for third-party logo use. However, it does not guarantee that the use will be approved. The Bayer Cross is our most valuable trademark, and written permission must be given ahead of any third-party use. Corporate Brand Management and Corporate Trademarks may grant this permission following a further discussion with relevant Bayer colleagues and partner representatives, using the information in this questionnaire as a starting point.

Should you have any questions regarding the approval process or brand guidelines, please contact **identitynet@bayer.com**.

Name (including legal entity) and complete postal address of partner:

Website URL of partner:

**Short description of importance/role of partner to requestor
(e.g. distributor with long-standing business relationship, event
we are attending, joint stakeholder group we are part of, etc.)**



Name, email address and phone number of main partner contact:

Link to the social media page(s) for which the request is being made:

Briefly describe the intended use of the Bayer Cross will look like, the post(s) in which it will appear, and their goal:

**Do you already have a draft of the post text, image or other content?
If so, please paste it here or attach to this form as a separate file.**

**Why is it essential to use the Bayer Cross, and why can the post(s)
not proceed without including it?**

**Is the proposed use part of a wider campaign? Please give a brief
description if so.**

**Are there any risks to including the Bayer Cross in these post(s)?
If so, how are you mitigating them?**

What benefits are the post(s) likely to have for Bayer and the partner?

**Have you consulted the guidelines on co-branding and the use of the
Bayer brand?**

Name and email address of the Bayer sponsor of this request: