



# *BayerNet – Design Guidelines*





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# *The Basics*

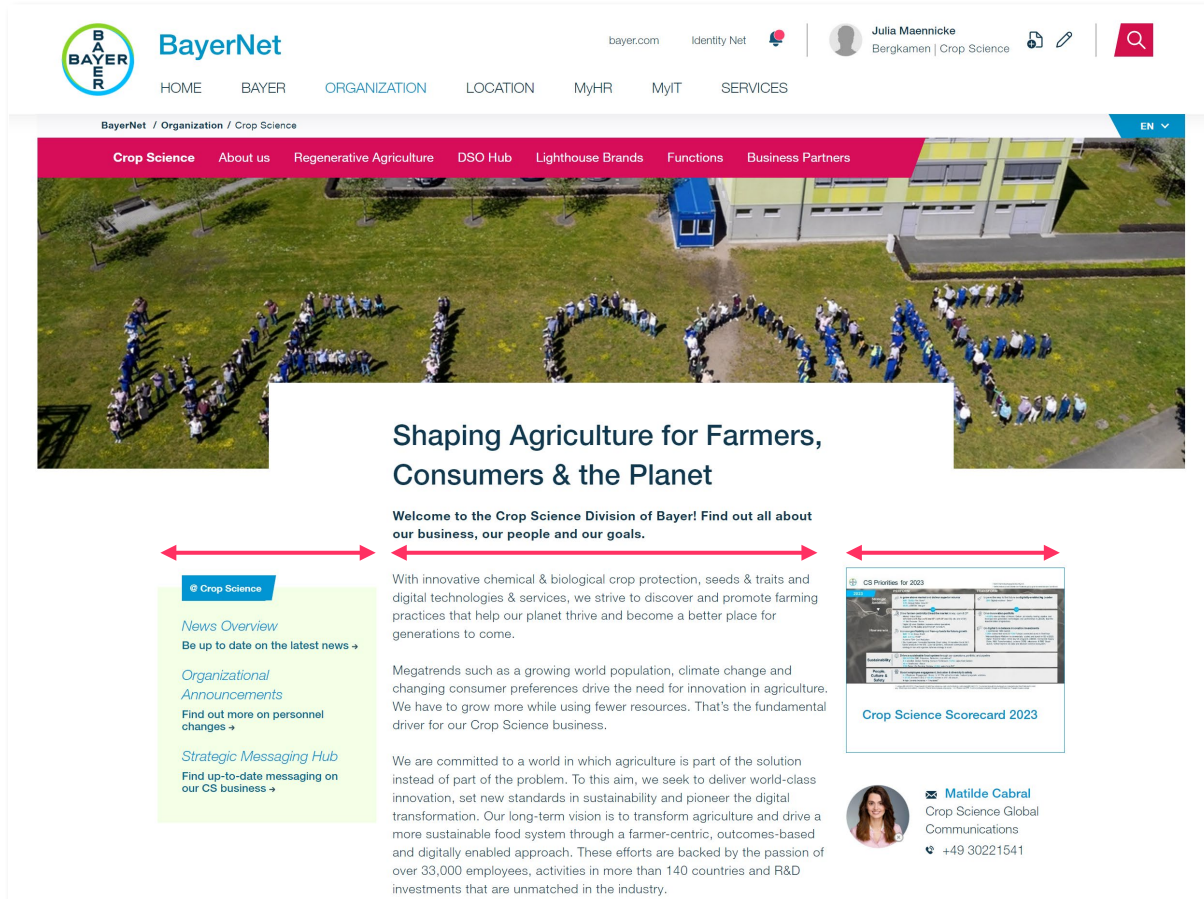
Templates, dividers & components





# Why Design Guidelines

## A brief introduction



// The BayerNet is visually attractive, and **consistent in language, style and visual appearance** cross all pages and content.

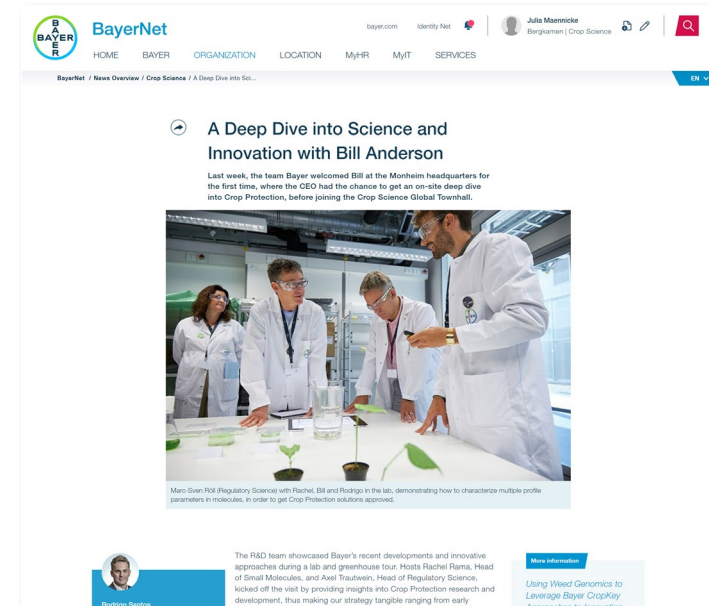
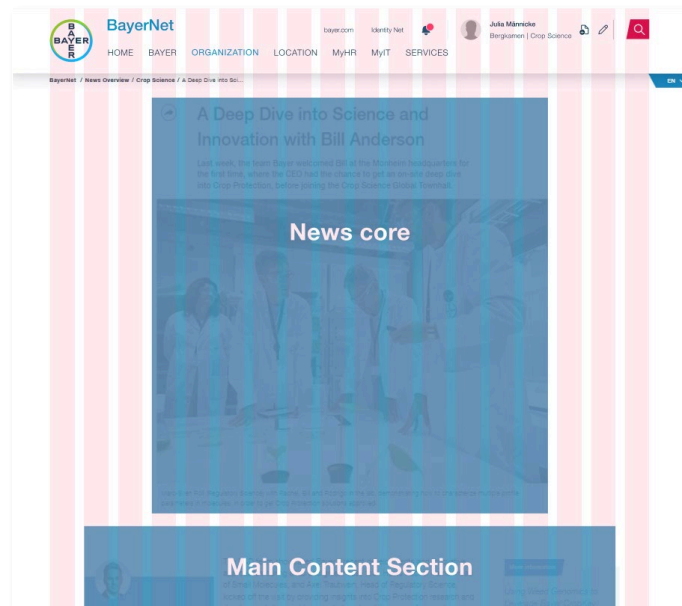
// The Design Guidelines give guidance about how to **structure a content site** and what to consider in terms of **visuals**.



# Understanding different templates (1/3)

## News articles

- // The **template is pre-configured** when you create the news article. This layout should always be used to maintain a consistent style for news.
- // News articles include a headline, abstract, an optional image, followed by a three-column layout. The main text goes in the center and the left and right columns can be used for link boxes, quotes, info boxes, etc.

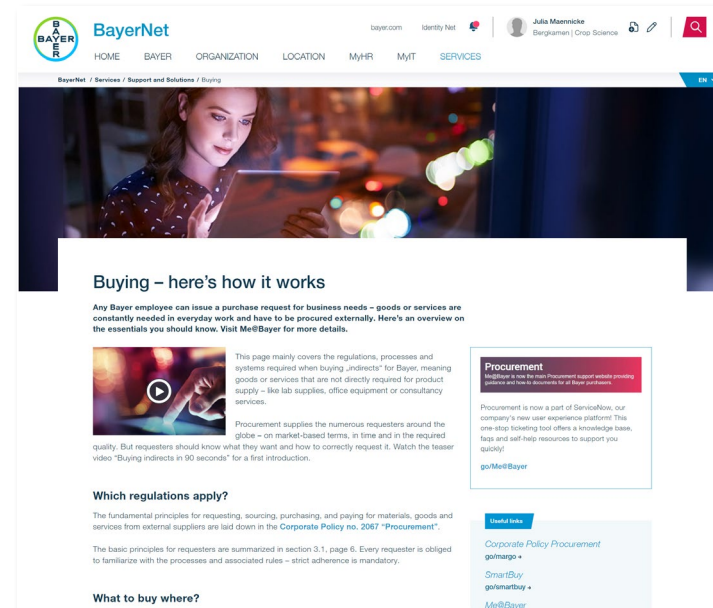
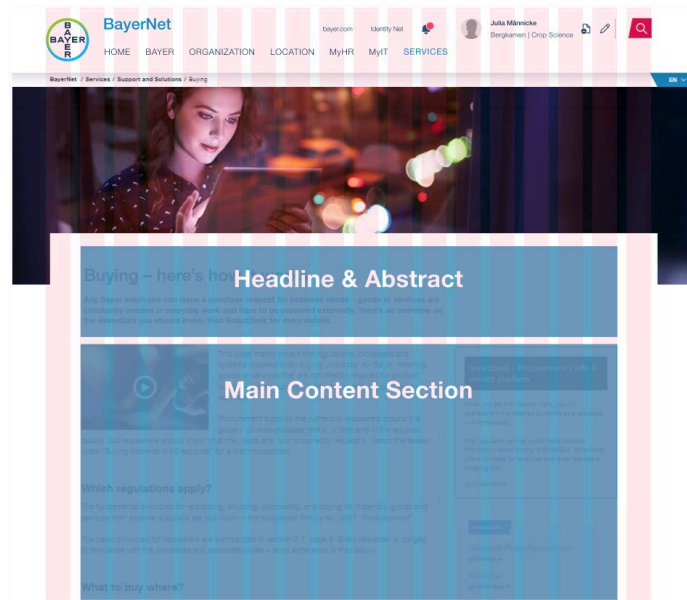




# Understanding different templates (2/3)

## Content pages

- // This is the **standard content page for non-news content in BayerNet**.
- // A “hero image” is recommended. The page content generally consists of one wide column for the main content and one narrower column on the right for additional features like link boxes, teasers etc.
- // Alternative column layouts can be created using various content dividers (see page 8).

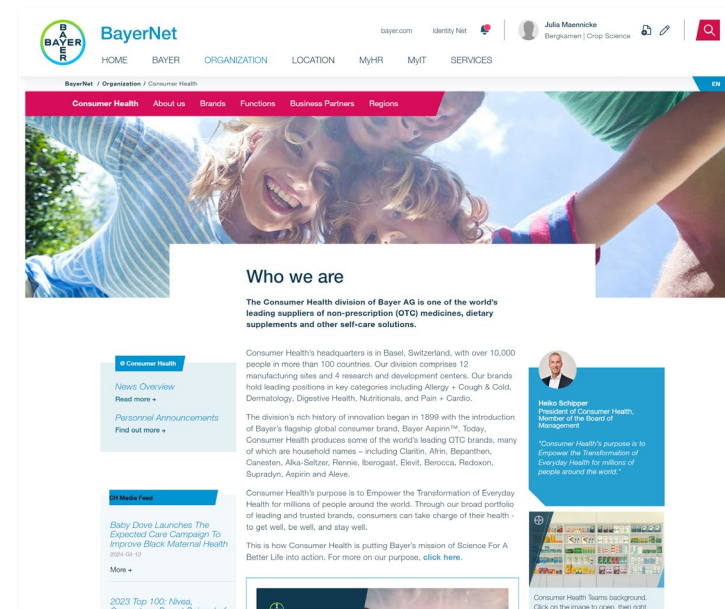
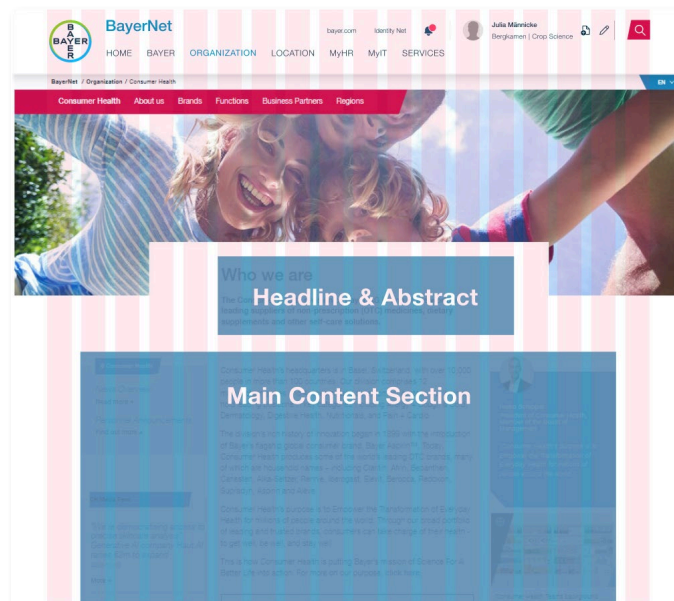




# Understanding different templates (3/3)

## Content space homepage (Unit Template)

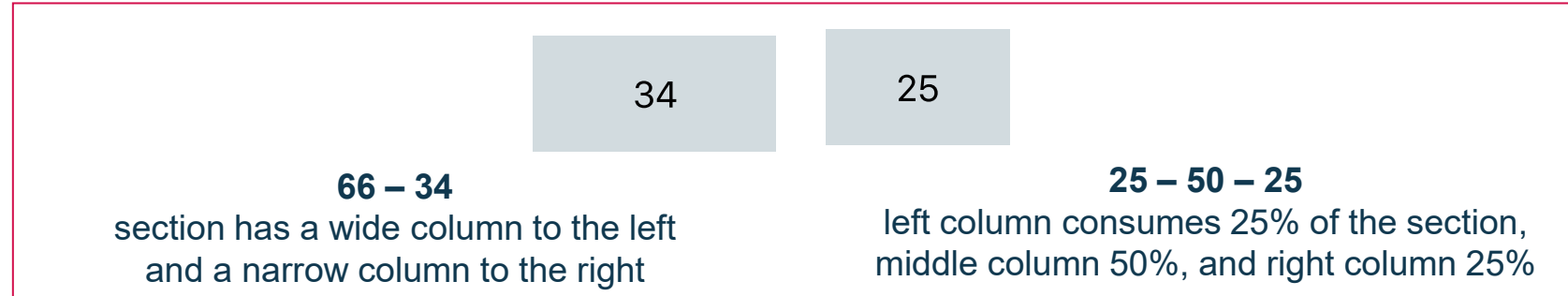
- // **The format of the “hero image” is different than on the standard page template** – headline and abstract are narrower. The main content section is the three-column layout.
- // If news and personnel announcements are published for the content space, links to filtered news and announcements overviews should be included.
- // The pink navigation of the content space will be displayed at the top.





# Set up the general grid of your page

## The dividers



**Dividers:** Each main content section may be divided into columns of different sizes.

### Recommendations:

- // Use “Content Page” template for an easy start with less complex setup options.
- // Start your page with a 66-34 or 25-50-25 divider.
- // Use the wider column for the main content (text, videos, large images).
- // Use the narrower column for quotes, link boxes etc...
- // Different background colors are available
- // Use 25-50-25 dividers for news pages (default).
- // For information on dividers, see the [Editor's Guide](#).



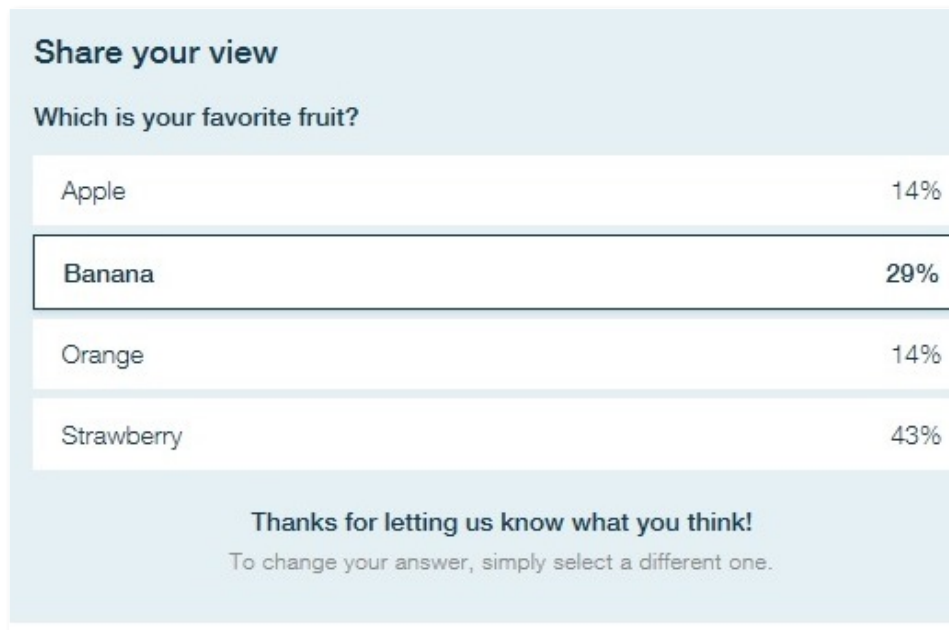


# Making your content more interactive

## Ideas for interactive BayerNet features

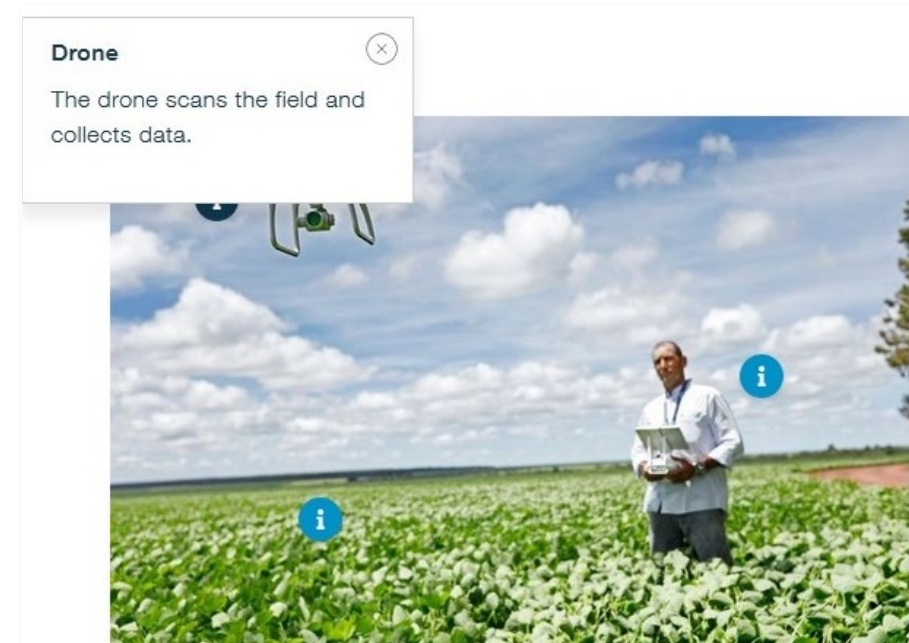
### Polls

// Use the poll function to ask your community for opinions



### Clickable images

// Integrate clickable images to create virtual experiences for your community



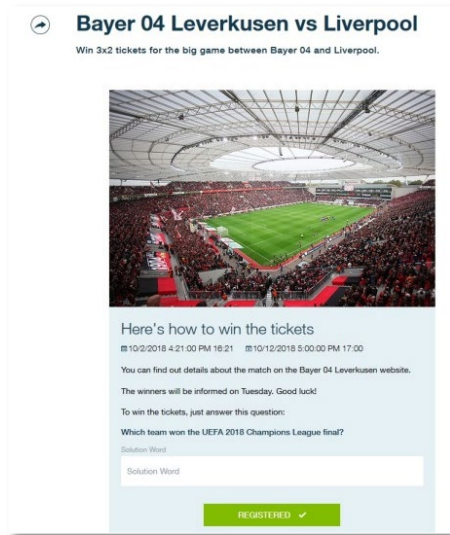


# Making your content more interactive

## Ideas for interactive BayerNet features

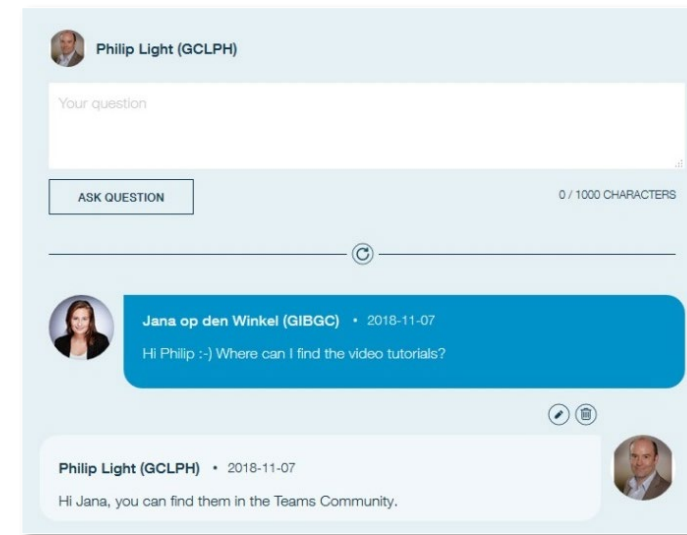
### Draw Components

- // Serve as interactive gamification elements – raffle winners according to corporate compliance



### Ask me anything

- // Through "ask me anything" elements you may engage directly with your community



If you want to know how to create an interactive tool, please check out the [BayerNet Editor's Guide](#).

# Create your first page

## Dos and don'ts

// Use the wider column for main content and more narrow sidebar columns for quotes and links.

// Avoid unwanted style information in text you copy/paste (e. g. from Word).

// Do not edit font sizes or colors using the rich-text editor.

// Use the accordion and tab components for long content.

The screenshot shows a web page layout for 'Digital Farming'. At the top, there is a navigation bar with 'BayerNet / Services / Employee Channels / Design Guidelines' and a language selector 'EN'. The main header image shows a drone flying over a green field at sunset. Below the image is the title 'Digital Farming' and a sub-headline: 'Now and into the future, farmers need the ability to adapt to the evolving changes in the marketplace, and the planet at-large. Our work is dedicated to connecting them to the best possible yield with innovation, thoughtful collaboration and novel solutions.' The main content area contains a paragraph of placeholder text, followed by a sub-headline 'First sub-headline' and another paragraph. To the right, there is a 'Useful Links' sidebar with two items: 'Sharepoint' and 'Digital Farming Solutions', each with a 'Read more' link. Below the main text, there is a small image of a farmer with a tractor, followed by another paragraph. At the bottom, there is an accordion component with two items: 'Support for farmers' and 'Innovative technologies'. Red lines with dots point to various elements: the main text paragraph, the sub-headline, the 'Useful Links' sidebar, the farmer image, and the accordion items.

// Do not pile up too many components in the left and right margins.

// Avoid sidebars that are longer than the main content section.

// Use background colors sparsely.



# *Visual Guidance*

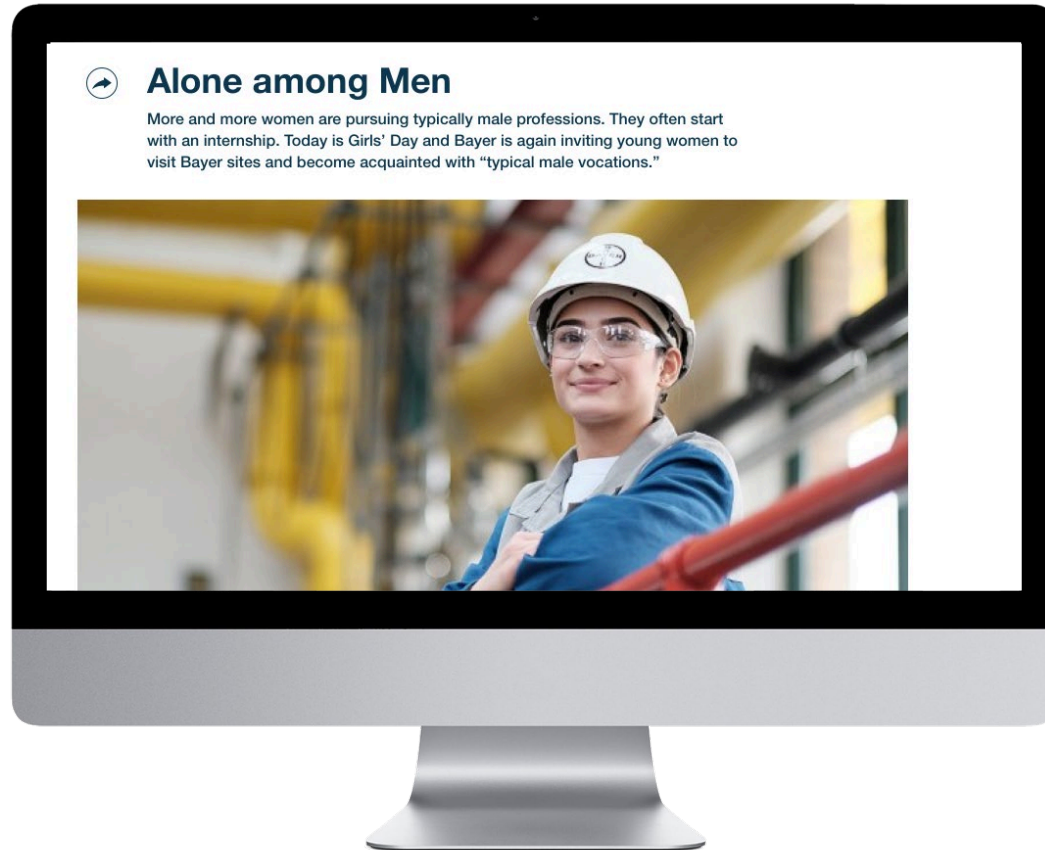
Images





# Create visually appealing content!

## Best practices for images



- // **Pictures:** Please use only pictures of real-life situations.
- // Collages are not allowed.
- // Use only meaningful images.
- // Always double-check the overall text-to-image ratio, that is avoid wastelands of text!
- // **Positioning:** Put images and videos preferably in the largest column (for example the middle one in a 25 – 50 - 25 grid).

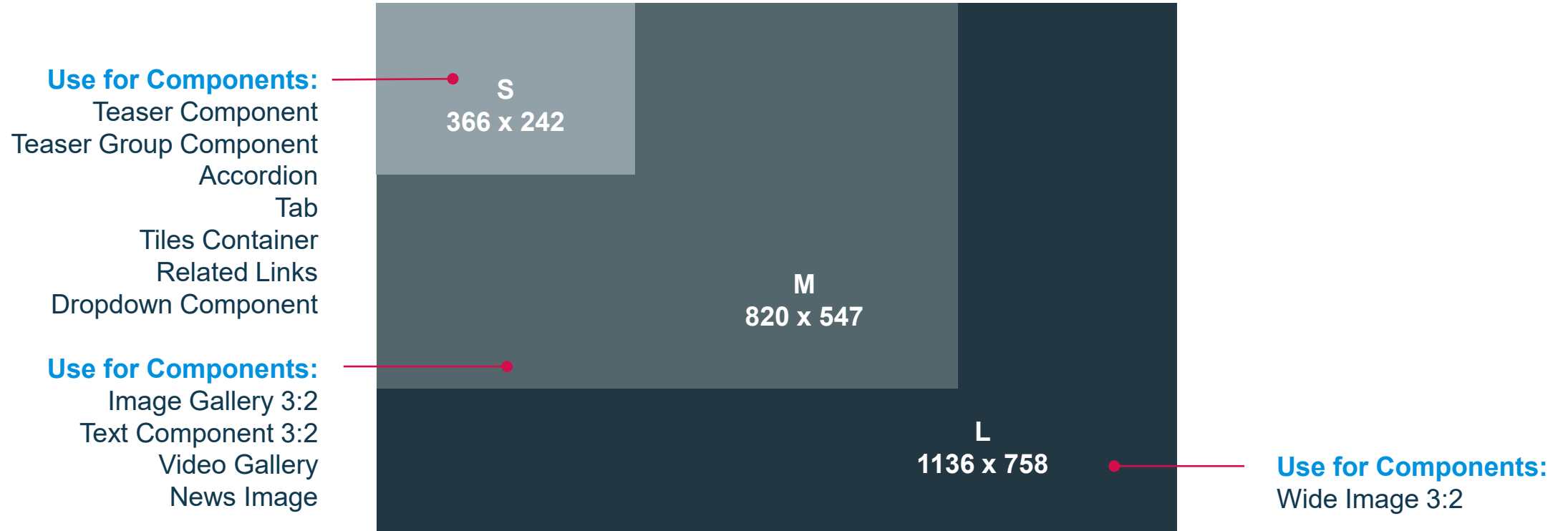


For more information on Bayer's Corporate Identity Guidelines, please refer to: [Identity Net](#)



# Images Sizes 3:2

Use with Components





# Hero image

On content space pages and article pages

**Use on content space**  
starting pages and  
on article pages

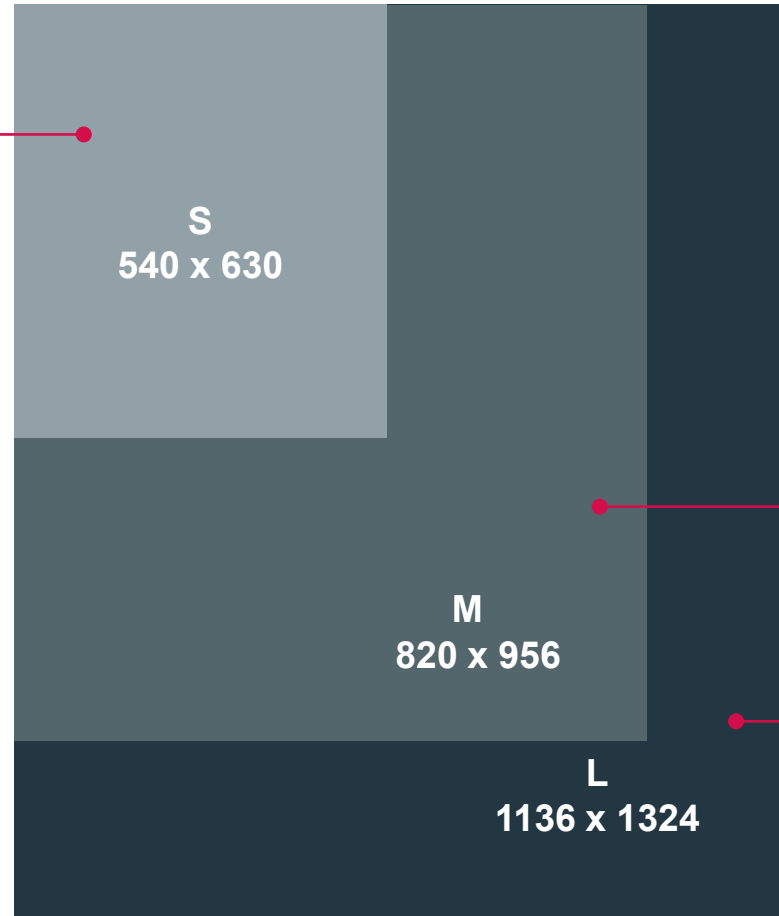




# Images Sizes 6:7

Use with Components

**Use for Components:**  
Image Gallery 6:7  
Text Component 6:7



**Use for Components:**  
News Image

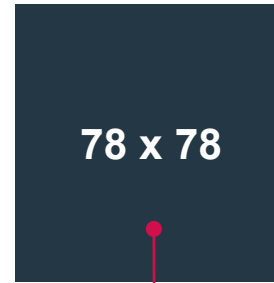
**Use for Components:**  
Wide Image 6:7





# Images Sizes 1:1

Use with Components



**Use for Component:**  
Quote Component