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| [Logo: BAYER] |
| Bayer |
| DISTRIBUTORS’ MANUAL |
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| 01 |
| Authorization |
| 01 |
| **Authorization to use the brand** |
| Procedure |
| [Logo: BAYER] |
| The Bayer brands BAYER and the BAYER CROSS are the most distinctive and valuable intangible assets of our company.  We have adopted a “one face to the customer” approach. This means that compliancewith the Bayer Brand Identity – described and explained in the [Identity Net](https://idnet.bayer.com/en/) – is mandatory. Final approval of designed material by dedicated and empowered Bayer employees is essential.  Moreover, the use of the Bayer brands by the distributor must have an economic and reputational benefit for Bayer that is measurable, remarkable and exceeds the input.  Legal regulationsgoverning the use of our trademarks must be fulfilled. A Consent Declaration signed by Corporate Trademarks is mandatory in case that communication materials are produced by externals.  The use of Bayer logos in social media by third parties and the use of Bayer brands on business documents like business cards, letterheads, etc. of external partners is not allowed. |
| How to request authorization |
| As a first step, a request has to be sent to the respective Marketing Department.  Second, close coordination and collaboration with Corporate Trademarks and Corporate Brand Management is mandatory. Marketing must send the request for an authorization to both, together with the full name, address and e-mail address of the distributor. Additionally, a list all communication and media where the Bayer brands will appear and a short description of the importance/role of the distributor is needed.  After review, a time limited Consent Declaration will be signed by Corporate Trademarks. It can be renewed when the distribution agreement between Bayer and the Distributor is renewed, usually every three years. In cas od questions contact [identitynet@bayer.com](mailto:identitynet@bayer.com) |
| How to secure authorization for implementation in/on a medium |
| In this manual, you will find a set of corporate standards for using the Bayer brands in the different items that require it. |
| Media with the Bayer brands cannot be used until the approval email from the Marketing Department together with the signed Consent Declaration has been received. |
| If distributors are producing material with own suppliers (only possible after executing a Consent Declaration), the Corporate Design conformity must be confirmed and approved by the Marketing Department at Bayer. |
| If the distributors request material through Impulso Bayer loyalty program and the communications material is produced by Bayer, an approved design will be delivered. |
| Any other use of the Bayer assets not envisaged in this manual is not allowed. |
|  |
| 02 |
| **Graphic brand** |
| 02.1 |
| **Graphic brand** |
| Main version |
| [Logo: BAYER] |
| [Logo: BAYER] Bayer |
| 02.2 |
| **Graphic brand** |
| Single-ink version |
| [Logo: BAYER] |
| [Logo: BAYER] Bayer |
| 03 |
| **Corporate colors** |
| 03 |
| **Corporate colors** |
| [Logo: BAYER] |
| The colors established cannot be changed for the color version of the graphic brand. |
| We provide the different international codes to facilitate use by graphic sector professionals. |
| **Bayer Bright Green** |
| Pantone |
| 2299C |
| RAL |
| 110 80 70 |
| RGB |
| 137/211/41 |
| HEX |
| 89D329 |
| CMYK |
| 40/0/100/0 |
| **Bayer Bright Blue** |
| Pantone |
| 298C |
| RAL |
| 240 70 30 |
| RGB |
| 0/188/255 |
| HEX |
| 00BCFF |
| CMYK |
| 71/0/0/0 |
| **Bayer Dark Blue** |
| Pantone |
| 2380C |
| RAL |
| 5011 |
| RGB |
| 16/56/79 |
| HEX |
| 10384F |
| CMYK |
| 80/33/0/80 |
| 04 |
| **Correct uses** |
| [Logo: BAYER] |
| 04.1 |
| **Correct uses** |
| depending on the background |
| [Logo: BAYER] |
| The color version is the preferred option for the use of the brand. |
| // The color version will be used on dark and medium backgrounds, be they colors or pictures. |
| // The white version will be used on lighter or bright backgrounds. |
| // The positive color version will be preferred on a white background, except for single-ink jobs. |
| *Color background* |
| [Logo: BAYER] |
| *Image background* |
| [Logo: BAYER] |
| 04.2 |
| **Correct uses** |
| depending on the brand elements |
| [Logo: BAYER] |
| Important: |
| The single-ink brand version (black and white) has a finer edge than the 4-ink version, **they are totally different items** |
| [Logo: BAYER] |
| **correct** |
| [Logo: BAYER] |
| **incorrect** |
| [Logo: BAYER] |
| **correct** |
| [Logo: BAYER] |
| **incorrect** |
| 04.3 |
| **Correct uses** |
| Reserved space and minimum sizes |
| [Logo: BAYER] |
| The minimum space of **1/4 of the diameter of the Bayer Cross** should be observed to prevent any other item from interfering with the graphic brand. |
| **B** |
| **1/4 B** |
| **1/4 B** |
| **B** |
| **1/4 B** |
| **1/4 B** |
| **1/4 B** |
| The use of the color brand should prevail up to a diameter of 10 mm. |
| For smaller sizes, the single-ink versions will be used as convenient. |
| The size of the Bayer Cross should never be less than 5 mm. |
| **B** |
| [Logo: BAYER] |
| **B** = minimum 10 mm |
| **B** |
| [Logo: BAYER] |
| **B** = minimum between 5 and 10 mm |
| **B** |
| [Logo: BAYER] |
| **B** = minimum between 5 and 10 mm |
| 05 |
| **Incorrect uses** |
| [Logo: BAYER] |
| 05.1 |
| **Incorrect uses** |
| depending on the brand elements |
| [Logo: BAYER] |
| Under no circumstances can the order of the items or the size proportions between the Bayer Cross and the logotype vary, the size of the graphic brand can only be changed as a single unit. |
| [Logo: BAYER] Bayer |
| 05.2 |
| **Incorrect uses** |
| depending on the color |
| [Logo: BAYER] Bayer |
| [Logo: BAYER] Bayer |
| [Logo: BAYER] Bayer |
| [Logo: BAYER] Bayer |
| Do not use another color or colors different to those established as standard in section *03 Colors*. |
| 05.3 |
| **Incorrect uses** |
| depending on the background |
| Do not use the color version on backgrounds that do not provide a clear contrast with the Bayer Cross colors. Use the white version instead, as stated in the section *04.1 Correct uses depending on the background*. |
| [Logo: BAYER] |
| 06 |
| **Authorized uses** |
| [Logo: BAYER] |
| 06.1 |
| **Authorized uses** |
| Brand for distributors |
| [Logo: BAYER] |
| The official graphic brand for the distributors is: |
| [Logo: BAYER] Bayer |
| /// *Distributor* |
| 06.2 |
| **Authorized uses** |
| Basic stationery |
| cards |
| [Logo: BAYER] |
| The phrase “Bayer Distributor” will be used on calling/business cards, and it will have a width of **40 mm**. The corporate colors and the *Helvetica Neue Light Italic* corporate font will be used. |
| */// Bayer Distributor* |
| *Card size: 85x55 mm.* |
| Distributor's details |
| */// Bayer Distributor* |
| 40 mm |
| 4 mm |
| 4 mm |
| Distributor's details |
| */// Bayer Distributor* |
| 40 mm |
| 4 mm |
| 4 mm |
| 06.3 |
| **Authorized uses** |
| Basic stationery other |
| other |
| [Logo: BAYER] |
| On letter sheets of paper, invoices, envelopes, etc., the phrase “Bayer Distributor” will have the following sizes. |
| *Sheet of paper size: A4 (210x297 mm).* |
| *Envelope size: 225x155 mm.* |
| Distributor's details |
| 60 mm |
| /// *Bayer Distributor* |
| Distributor's details |
| /// *Bayer Distributor* |
| 50 mm |
| 06.4 |
| **Authorized uses** |
| Web |
| [Logo: BAYER] |
| The graphic brand should be placed on the right-hand side of the web home page, in a visible place and observing a reserved space of half the size of the Bayer Cross. |
| Distributor’s URL |
| Most visited |
| Distributor's details |
| [Logo: BAYER] Bayer |
| /// *Distributor* |
| **B** |
| **1/2 B** |
| **1/2 B** |
| 06.5 |
| **Authorized uses** |
| Signage on outdoor façades |
| [Logo: BAYER] |
| Any of the versions shown below can be used for façade signage. The graphic brand will always be placed in a **reserved space** of about half the size of the Bayer Cross, where there can be no item. |
| A minimum distance of **2 meters** from the brand to the ground is recommended. |
| *Industrial premises façades* |
| [Logo: BAYER] |
| Reserved space |
| [Logo: BAYER] Bayer |
| /// *Distributor* |
| Minimum distance of 2 m from the ground |
| 06.6 |
| **Authorized uses** |
| Signage on |
| outdoor façades |
| [Logo: BAYER] |
| The white graphic brand should be used on dark-colored façades to guarantee readability. |
| *Industrial premises façades* |
| [Logo: BAYER] |
| Reserved space |
| [Logo: BAYER] Bayer |
| /// *Distributor* |
| Minimum distance of 2 m from the ground |
| 06.7 |
| **Authorized uses** |
| Signage on |
| banners |
| [Logo: BAYER] |
| Only the designs provided below may be used when banners need to be used for signage. |
| 0.125 B |
| 0.125 B |
| 0.5 B |
| **B [Logo: BAYER]** |
| 0.5 B |
| /// *Distributor* |
| Minimum size |
| Standard size |
| Maximum size |
| 1500 mm |
| 4000 mm |
|  |
| /// *Distributor* |
| **[Logo: BAYER]** |
| /// *Distributor* |
| **[Logo: BAYER]** |
| /// *Distributor* |
| 06.8 |
| **Authorized uses** |
| Indoor signage |
| Some pre-designed items for indoor signage are shown below. |
| // Shelf |
| // Stopper |
| // Sign |
| // Box |
| 07 |
| **Unauthorized uses** |
| [Logo: BAYER] |
| 07.1 |
| **Unauthorized uses** |
| Ads, basic stationery and vehicles |
| [Logo: BAYER] |
| // Sharing ads which feature both Bayer’s and the distributor’s logotype are not authorized on either *online* or *offline* media. |
| // Use of the brand on the distributor’s basic stationery (calling/business cards, envelopes, sheets of letter paper, etc.) is not authorized. |
| // The use of the graphic brand on the distributor vehicles is not authorized. |
| Distributor's details |
| /// *Distributor* |
| /// *Distributor* |
| Distributor's details |
| /// *Distributor* |
| Distributor's details |
| Distributor's details |
| /// *Distributor* |
| 08 |
| [Logo: BAYER] |