



Social Media Brandbook

Stand November 2017



Social Media Brandbook

What The Repositioning Of The Bayer Brand Means For Social Channels

“Can we live better?”

We provide social content that inspires people and encourages them. We are there to provide guidance. That’s why every content piece should meet the following requirements. We present ourselves with imagery that proves our core values. Brand principles and CI guidelines guarantee one voice in text and imagery. Our visual guidelines emphasize our dynamic approach. With a set of different colors and gradients, the dynamic angle concept as well as clear cuts between text and imagery we further brand recognition while relinquishing branded content.

This Social Media Brandbook is an addition to the “Bayer Brand Summary of Key Elements”. It does not introduce additional graphic design, branding and photography, but contains specifications for the use in Social Media.

Social Media Brandbook

Assets For Logo

For basic principles on the general logo usage, please see page 6 of the “Bayer Brand Summary of Key Elements”.

✓ Do's



// Use the Bayer Logo as the profile picture. If necessary, use country code to represent your region, e.g. US, DE, FR

// A logo integration of post images is not mandatory. In case the image does not include recognizable

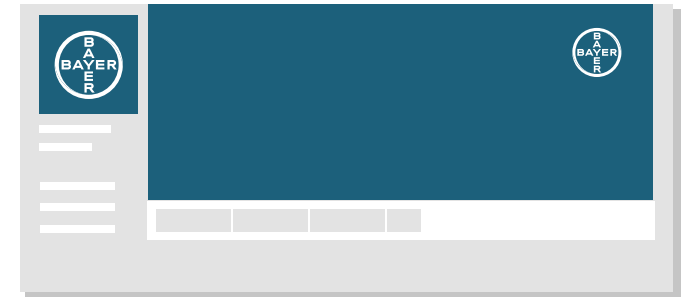


graphical Bayer elements, e.g. lines or panels, you can add the Bayer logo.



// You can choose where you place the logo on the image.

✗ Don'ts



// Do not add the Bayer logo to the cover photo, since it is already featured as the profile picture.

Social Media Brandbook

Assets For Typeface

Typefaces

Helvetica 36 Neue Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Hero headlines

- // Hero headlines usually combine italic and non-italic words or short sentences.
- // The non-italic words are always set using Helvetica 75 Bold. The italic words are usually set in Helvetica 36 Neue Thin Italic depending on positioning and legibility.
- // The sentence elements can be split over several lines or be on one line.

Example

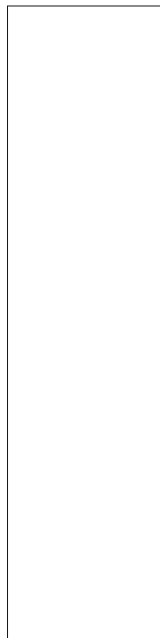
Intro element

hero words

Social Media Brandbook

Assets For Color

Color values



White
0/0/0



Bayer Bright Green
137/211/41



Bayer Green
102/181/18



Bayer Mid Green
43/102/54



Bayer Dark Green
0/68/34



Bayer Bright Blue
0/188/255



Bayer Blue
0/145/223



Bayer Mid Blue
0/97/127



Bayer Dark Blue
16/56/79



Bayer Fuchsia
255/49/98



Bayer Raspberry
211/15/75



Bayer Mid Purple
98/73/99



Bayer Dark Purple
68/50/71

Gradients should be



Bayer Bright Green -
Bayer Green



Bayer Green - Bayer Mid Green



Bayer Mid Green -
Bayer Dark Green



Bayer Bright Blue - Bayer Blue



Bayer Blue - Bayer Mid Blue



Bayer Mid Blue -
Bayer Dark Blue



Bayer Fuchsia -
Bayer Raspberry



Bayer Raspberry -
Bayer Mid Purple



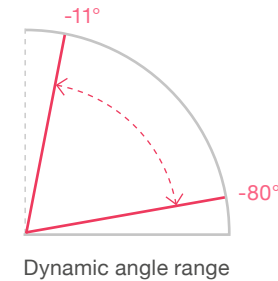
Bayer Mid Purple -
Bayer Dark Purple

Social Media Brandbook

Assets For Dynamic Angle Concept

The dynamic angle concept

- // The dynamic angle concept originates from our brand typeface Helvetica. The italic version of the font is constructed to tilt 11° towards the right. This angle creates a dynamic and progressive look and feel.
- // The 11° angle is in most instances the starting point for the dynamic angle. Other angles can be applied to suit the various applications, sizes and formats.

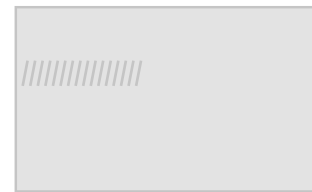


Expressions of the graphic device

All designs use a dynamic angle. In most instances, one, two or three angles create pleasing designs.

The dynamic angle concept is expressed in three main ways:

- // Dynamic textures
- // Dynamic image crops
- // Dynamic page graphics (panels and keylines)



Dynamic textures



Dynamic image crops



Dynamic page graphics

Social Media Brandbook

Do's & Don'ts

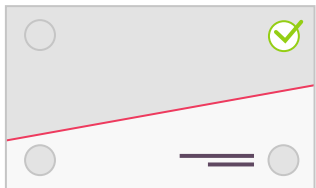
✓ Do's



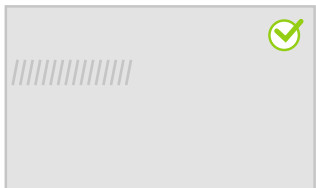
// Multiple angles can be used, appropriate to the format of the application. Do not overcrowd the design with dynamic angles. Three or less are enough.



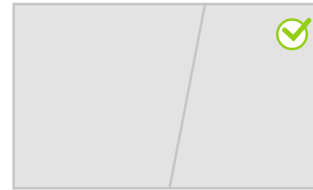
// Layers in form of the angle to provide a readable surface for text. These layers can be any of the 12 brand colors or gradients. Colors should be used evenly.



// A logo integration of post images is not mandatory. In case the image does not include recognizable graphical Bayer elements, e.g. lines or panels, you can add the Bayer logo at any of the image corners.



// If needed you can create a texture with the same angles.



// For an image with two or more exposed edges, the dynamic angles may define the border.



// Use the angles in form of colored layers or cropped shifted parts of the image to focus on details of an image.

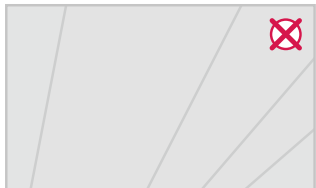


// You may apply gradients to the dynamic angles.

Social Media Brandbook

Do's & Don'ts

Don'ts



// Avoid to use more than three angles.



// Please avoid color combinations that resemble the old Bayer CI (such as white, blue and green in combination). Please use colored panels.



// Don't use white panels.



// Linework should be a solid color not a gradient.

Don'ts for images



// Do not exaggerate saturation. Do not use desaturated images.



// Avoid using blur effect. If you want to give the panels an active purpose they can zoom into the image (please use sparingly).



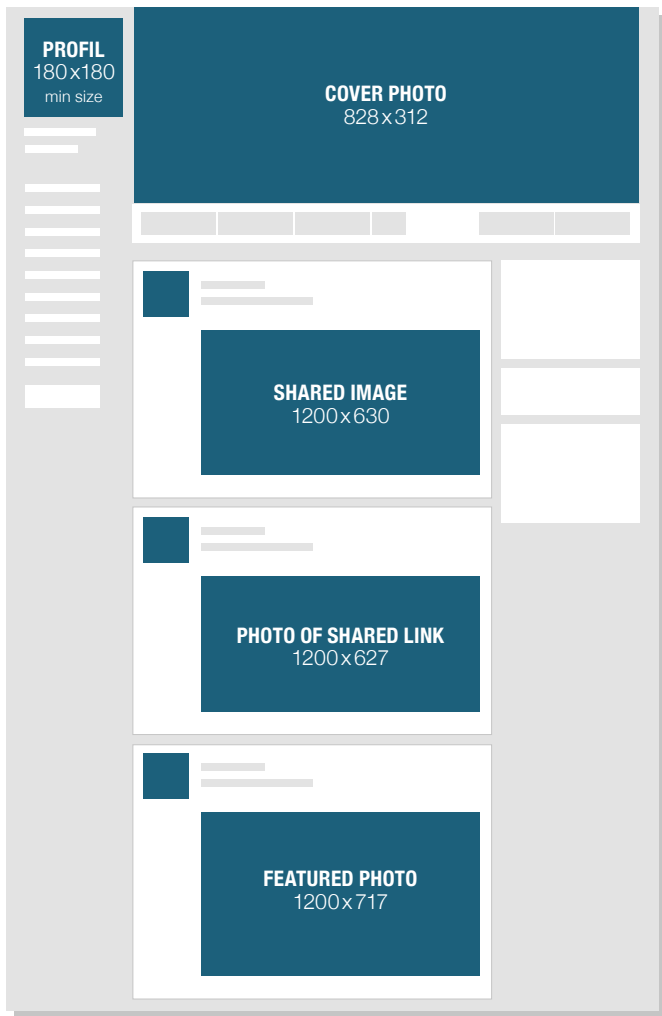
// Please avoid subject looking directly into the camera (people & animals). Images should depict human interaction and movement (subtle or motion blurred). Avoid people who are looking at things, try to show activity, interaction, passion.



Facebook

Facebook

Making Bayer Tangible



Example Cover Photo 828x312



Example Photo 1200x630



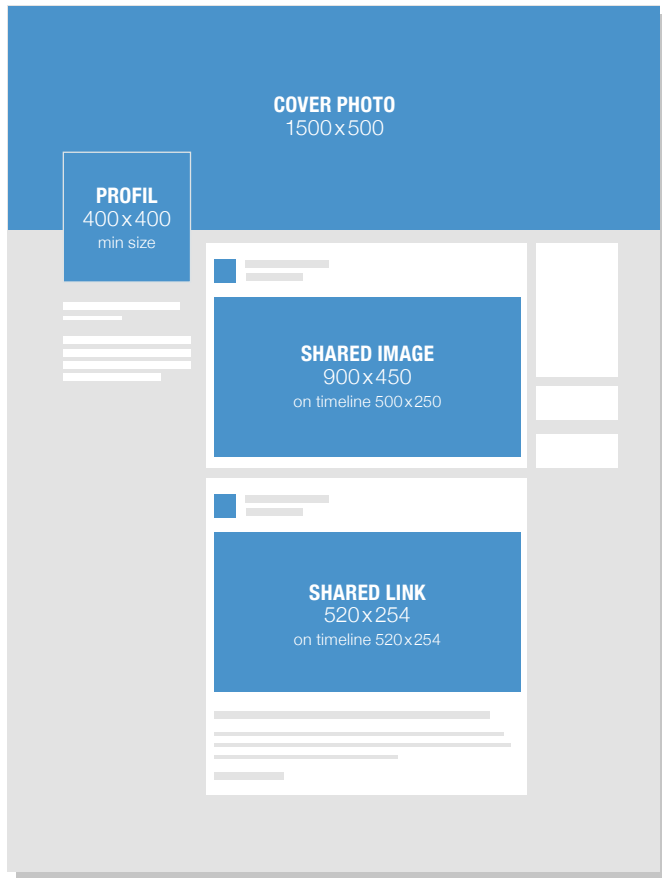
Example Photo +Text 1200x630



Twitter

Twitter

The Corporate News Channel



Example Cover Photo 1500x500



Example Photo 900x450



Example Photo + Text 900x450



Instagram

Instagram

A Collection Of Short Stories

PROFIL
150 x 150
min size

SHARED SQUARE PHOTO
1080 x 1080
on timeline 293 x 293

SHARED HORIZONTAL PHOTO
1080 x 566
on timeline 293 x 293

SHARED SQUARE PHOTO
1080 x 1350
on timeline 293 x 293



Example Photo 1080 x 566



Example Photo 293 x 293



Example Photo +Text 1080 x 566



Example Photo +Text 293 x 293



LinkedIn

LinkedIn

The Thought Leadership Channel



Example Cover Photo 1536x768 (visible area: 1350x220)



Example Photo 520x320



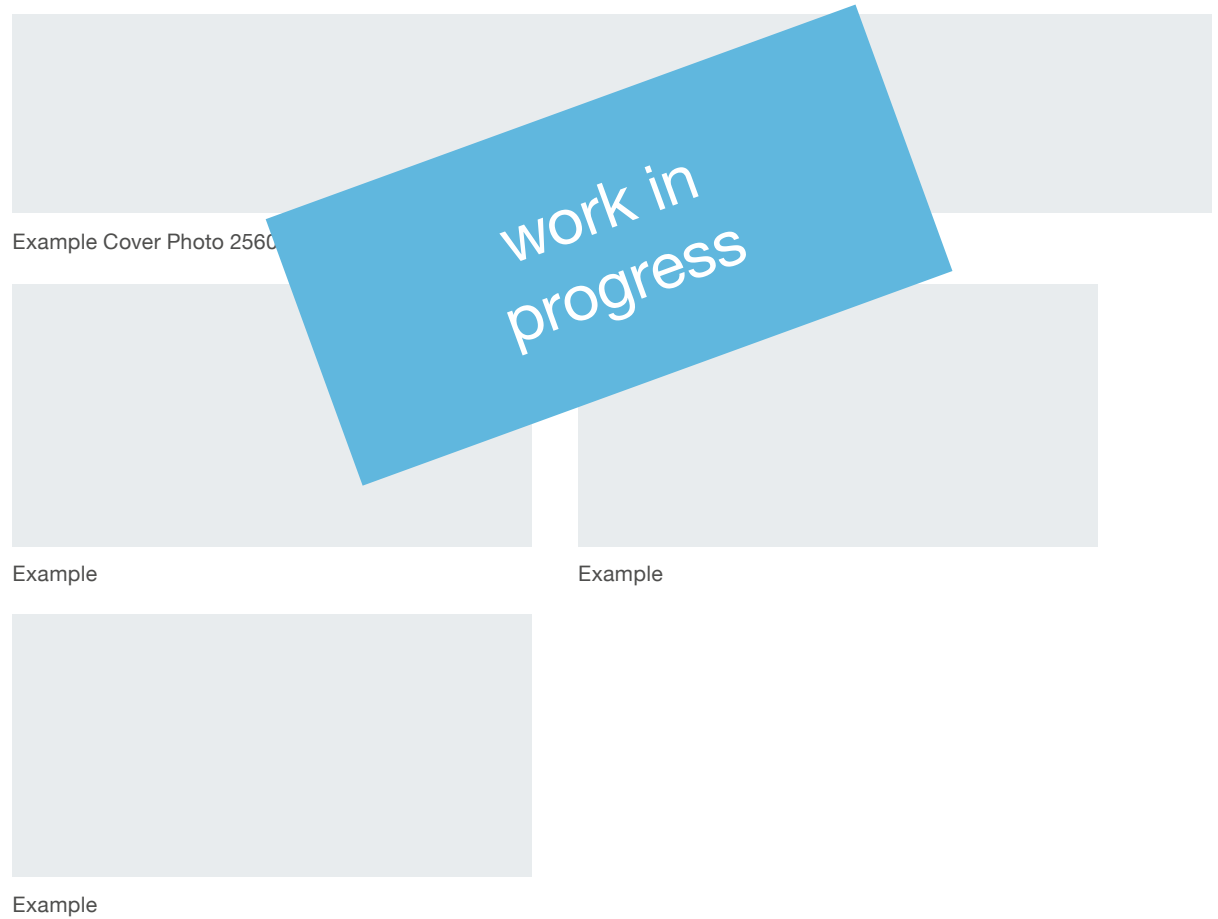
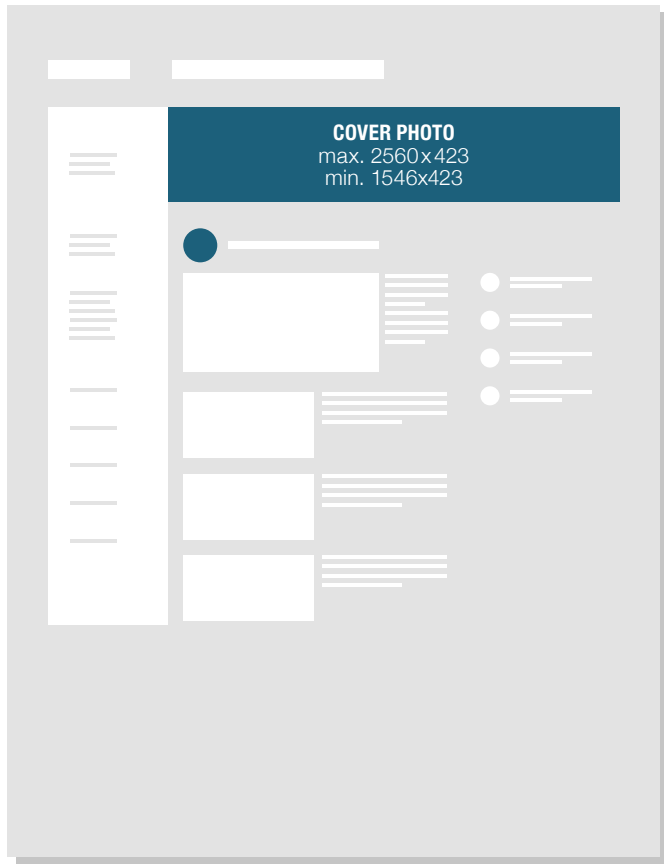
Example Photo + Text 520x320



work in
progress

YouTube

YouTube





work in
progress

Bayer's Brand Persona

Tonality

work in
progress