



Bayer.com // Drupal

# *Style guide*



**July 2024**



INTERNAL



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**Style guide**

*Before you start*

## Considerations before creating a page

### Aspects that provide excellent page quality



#### Purpose

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Before starting: What is the **purpose of my page?**  
Think about the **user's expectations** of the page.  
Make sure that especially the headline and intro text mirror these expectations.



#### Content

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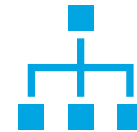
Consider what kind of material you have.  
Is there any video content? Can you integrate diagrams or images? Pay attention to a **good balance of content**, show a variety of components but not too many. Deliver interactive content.



#### Target Group

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Keep in mind: Who are my target groups and **what are their needs?** Identify the main target group and cater the page to their needs. However, also consider secondary target groups.



#### Structure

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Make sure there is a clear structure within your page. Make it easy for the user to **navigate through the page** and find all the relevant information. Keep in mind: The most relevant information should come first.





# Your checklist to create excellent content pages

## 10 steps to have in mind

### 1 | Establish a clear structure

Create a **well-structured hierarchy** of content elements (header, intro, sub-headers and main text). The user should always know where to find the information and where to start reading. Use one main text format. Avoid too many elements with different widths. Use sub-headings to split up lengthy text elements into **snackable pieces**.

### 2 | Create the right balance

Provide the user with the **right amount of information**. Do not overload the page with text but integrate multimedia content like pictures and/or videos, if possible. Watch out for the right spacing between elements. Establish **appealing content formats** and produce **snackable content**.

### 3 | Use appealing components

Drupal gives you a selection of well-designed components. Make use of them to **make your page look appealing** and to provide the user with **opportunities to interact**, if possible.

### 4 | Get to that 2<sup>nd</sup> level

Upgrade your page with secondary elements like **quotes, diagrams or images**. Use quotes that can be found in the text to **highlight information**. However, avoid highlighting **lengthy quotes**.

### 5 | Get picky with visuals

Use **high-resolution images** that transport your message. Make sure that no important part of the image gets cropped within the component. Use the Focal Point function in the CMS. Make sure that **infographics are readable**.



## Your checklist to create excellent content pages

### 10 steps to have in mind

#### 6 | Create multimedia content

Make sure to use multimedia content that is as **appealing and versatile** as possible. If there are no multimedia elements at your disposal, use existing layout templates to spice up the page and to avoid text wastelands. Check whether infographics are readable.

#### 7 | Provide further information

If it makes sense, integrate a sidebar with further information like **links to other pages** and **downloads**. Limit the maximum number of links and check if all the **links work**.

#### 8 | Scroll depth

Depending on the purpose and target group, the depth of a page varies. Make sure to give users everything they need. If possible, avoid creating very long pages. A **good balance of elements** is also important.

#### 9 | Factor in responsiveness

Pay particular attention to how **teaser components** and **sidebar elements** will be displayed on **mobile devices**. The best thing to do when the page is created is to **check the layout on a smartphone**.

#### 10 | Sharing is caring

**Integrate Social Media share buttons** into your content pages. Social media can multiply the results of your page traffic, especially on the Career and Sustainability pages. Upgrade your piece with secondary elements like quotes, diagrams or images. However, **do not overdo** this



**Style guide**

*Page setup*



# Landing page

Two different types available



There are **two different types** of a landing page available. It is **your choice** which page layout to use. **Recommendation:** use the right sidebar for service oriented pages and hide the right sidebar for story telling oriented pages.

// **With right side bar.**  
(Standard)

This screenshot shows the 'Our Mission & Strategy' landing page. The main content area features a large image of a scientist holding a small plant, with the headline 'Busting Bureaucracy, Igniting Innovation'. Below this, there are three columns of text: 'Who We Are', 'Imagine a workplace where 95% of decisions are made by those on the ground...', and 'What is Dynamic Shared Ownership (DSO)?'. A right sidebar contains a navigation menu with items like 'Who We Are', 'Profile and Organization', 'Our Mission & Strategy', 'Our Contributions', 'Our Code of Conduct', 'Diversity, Equity & Inclusion at Bayer', 'Team Bayer', 'Bayer Worldwide', 'History', 'Procurement', 'Corporate Compliance', 'Calendar', and 'Contact Us'. At the bottom, there is a 'Strategy and Financial Update' section.

// **Without right side bar**

This screenshot shows the 'Pharmaceuticals Fighting Diseases' landing page. The main content area features a large image of a swimmer, with the headline 'Pharmaceuticals Fighting Diseases'. Below this, there are three columns of text: 'I am a Patient', 'I am a Professional', and 'I am a potential Partner'. A right sidebar contains a navigation menu with items like 'Health at Bayer', 'Pharmaceuticals', 'Treatments & Therapies', 'Innovation & Technologies', 'Cell and Gene Therapy', 'Sustainability', 'Transparency', 'News & Stories', 'Clinical Trials Explorer', 'Transparency Policy', 'Personal Health', 'Report a Side Effect', and 'Medical Counterfets'. At the bottom, there is a 'We Care' video player.





## Content page

### Jumbotron component – your teaser image + headline + kicker



The **Jumbotron** component is the **starting point** for a compelling page. It consists of a kicker-headline, a main headline and a large image. There are **six different color schemes** available (green, green alternate, purple, purple alternate, fuchsia and fuchsia alternate).

#### // Kicker-headline

Home > Health > Personal Health  
Consumer Health

#### // Main headline

Better Health for All

#### // Large image



- Health at Bayer
- Pharmaceuticals >
- Personal Health
- Solutions >
- Products >
- Innovation >
- Our Commitments >

Everyone deserves the chance to live a fuller, healthier life. As a leader in consumer health, our mission is to use science to improve lives. So far, we've helped billions of people, and we won't stop until there is open access to safe, convenient daily health solutions for all.

#### Widening Access to Health Solutions

Every day, we strive to build upon our mission of *Health for All, Hunger for None*.

#### Products

> Find out more about the Consumer Health brand portfolio



# Content page

## Jumbotron component – additional options



The **Jumbotron** component **can also be used without an image** and can be used inside of content + sidebars. For service-oriented pages, simple overview pages, or sub-hub pages (e.g., country pages) you may choose this option to move the left-hand navigation higher up on the page.

### Jumbotron inside content + sidebars without image

The screenshot shows the Bayer Global Corporate Compliance page. The header includes the Bayer logo, navigation menus for 'This is Bayer', 'Health', 'Agriculture', 'Products', 'Innovation', 'Sustainability', 'Media', 'Investors', and 'Career'. The main content area features a large heading: 'Conducting the Business According to Applicable Law and Our Code of Conduct'. Below this is a paragraph: 'At Bayer we firmly believe that compliance is our license to operate worldwide. We understand the importance of compliance in fostering trust, integrity, and accountability within our organization.' To the right of the main content is a sidebar with three sections: 'Contact' (with a 'COMPLIANCE Hotline' button), 'Publications' (with an 'AR' button), and 'Follow Us' (with social media icons for Facebook, X, YouTube, LinkedIn, Instagram, and RSS).

### Jumbotron inside content + sidebars with image

The screenshot shows the Bayer Global Ireland page. The header includes the Bayer logo, navigation menus for 'This is Bayer', 'Innovation', 'Products', 'Sustainability', 'Media', 'Investors', 'Career', and 'News & Stories'. The main content area features a large heading: 'Ireland'. Below this is a large image of a modern building. To the left of the image is a sidebar with navigation links for 'Ireland', 'About us', 'Media', 'Commitment & Sustainability', 'Educational Resources for Medicines', 'Career', and 'Contact us'. Below the image is a paragraph: 'Bayer is a global enterprise with core competencies in the Life Science fields of health care and agriculture. Our'. To the right of the paragraph is a 'Follow Us' button.

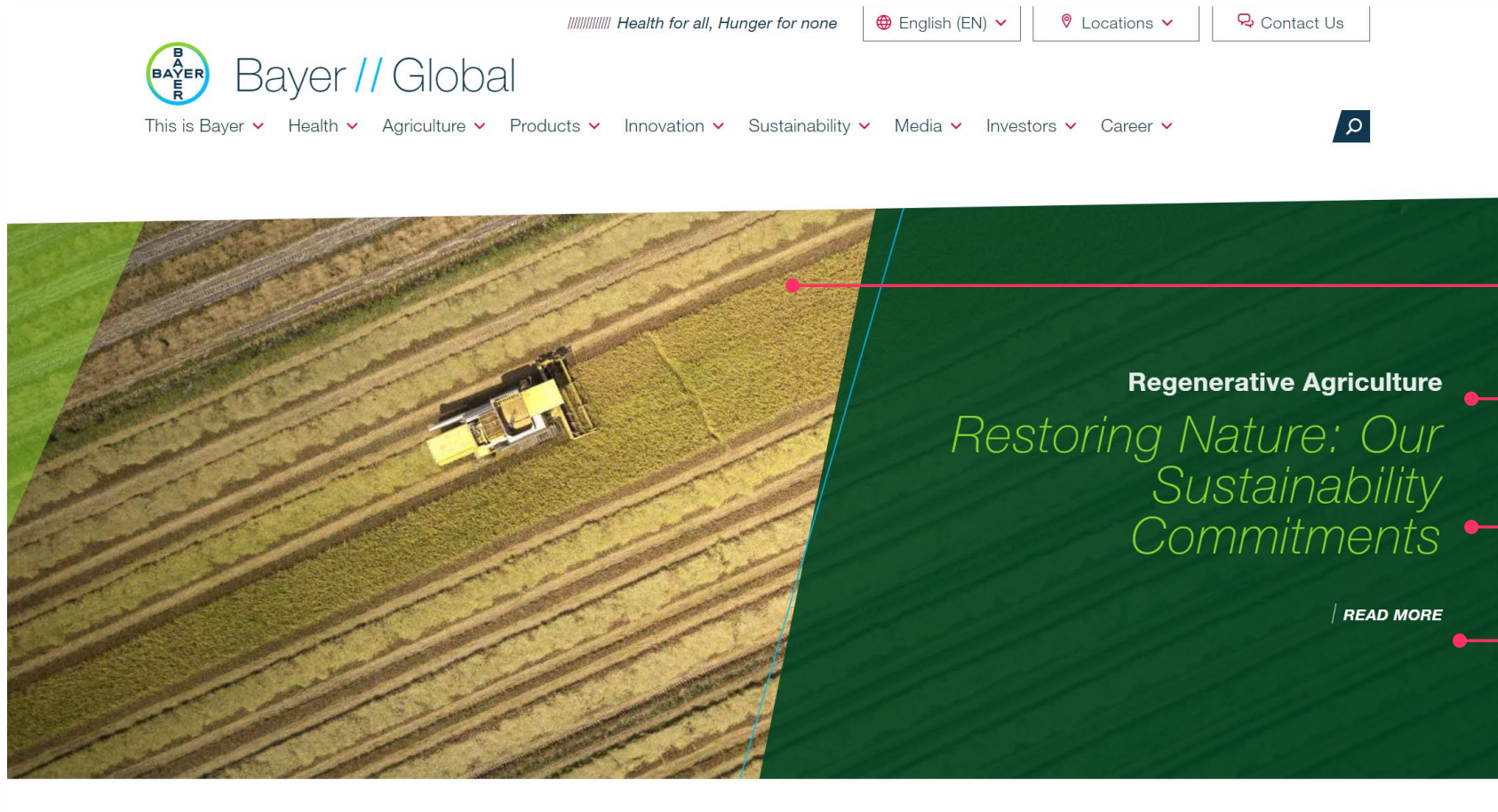


## Content page

### “Image Wide” component – Overlay + Image + Kicker, Title & CTA



The **Image Wide** component is **another starting point for a compelling page**. It consists of a large image, an overlay, a title, Kicker and CTA. There are **six different color schemes available** (green, green alternate, purple, purple alternate, fuchsia and fuchsia alternate).



// Large image

// Kicker-headline

// Main Headline

// Call-to-Action (CTA)



# The main headline

## Position depends on the large key visual



If the content page has a large key visual at the top, the main headline is leveled with “Global”.  
If the content page has no large key visual, the headline is centered.

**Headline with large key visual**

The screenshot shows the Bayer Global Investor News page. At the top, there is a large key visual of two men in a meeting. Below the image, the headline reads "The Latest Updates as They Happen". The page includes a navigation menu, a search bar, and a list of news items.

**Centered headline**

The screenshot shows the Bayer Global Strategic Sustainability Focus Areas page. The headline "Strategic Sustainability Focus Areas" is centered. Below it, there are sections for "Climate Protection in the Supply Chain" and "Focus Areas". The page includes a navigation menu, a search bar, and a list of publications.





## Content page

Mini banner component – your teaser image + headline + kicker + color overlay



The **Mini banner** component is another possible **starting point for a content page**. It consists of a kicker-headline, a main headline, an image and a color overlay. There are **seven different color options** available (blue, purple, green, mid green, dark blue, mid blue and raspberry). The color **overlay** can be positioned on the **left or right** side of the picture.

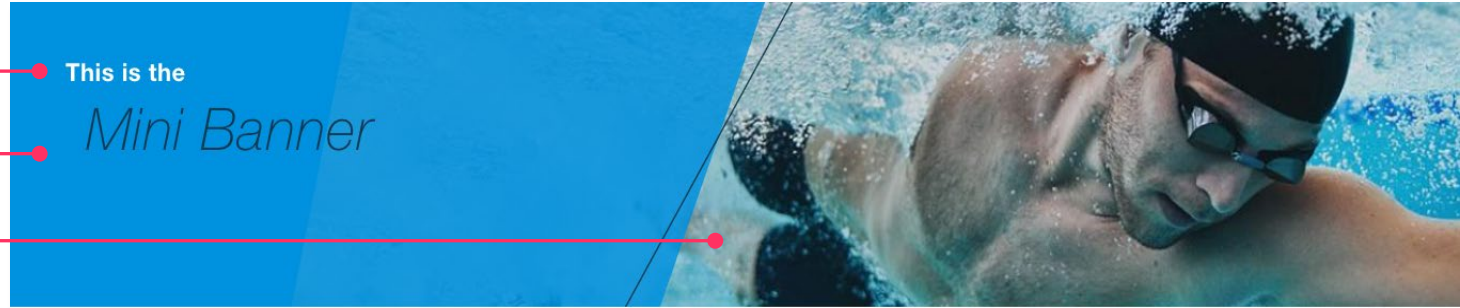
// Kicker-headline

This is the

// Main headline

*Mini Banner*

// Large image





# Right sidebar

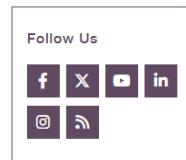
## Important part of a website



The **right sidebar** can be an important part of your content if you make best use of it. **Very important information** or links could be **placed twice** on a page: in the text and in the right sidebar in order to highlight and promote it. Please note that the content in the right sidebar will move to the end of the content and sidebars component on mobile devices.



### // Example: Social media buttons



### // News, important milestones, downloads, links or social media buttons can be placed in the right sidebar.



# Page layout The abstract



Your intro text (abstract) on a page should be in bold.

// Use the "Intro" tab in the Text with Image component.

Text with Image - The following information will be available on May 14, 2024:

**Intro** Media Content

**Introduction**

**The following information will be available on May 14, 2024:**

Text format: Image Text

Component name:

Published

Health for all, Hunger for none | English (EN) | Locations | Contact Us

Bayer // Global | This is Bayer | Health | Agriculture | Products | Innovation | Sustainability | Media | Investors | Career


Home > This is Bayer > Procurement > Sustainability in Procurement > Industry Initiatives

Who We Are | Profile and Organization | Procurement | Sustainability in Procurement | Our Approach | Supplier Code of Conduct | Strategic Sustainability Focus Areas | Supplier Diversity | **Industry Initiatives** | Supplier Information | Contact Procurement | Corporate Compliance | Calendar | Contact Us

**Industry Initiatives**

## Partnering to Advance a Sustainable Supply Chain

**In order to effectively address the wide-ranging challenges of a sustainable supply chain and to leverage synergies, Bayer joined two industry initiatives – the "Pharmaceutical Supply Chain Initiative" (PSCI) and "Together for Sustainability" (TfS), an initiative that was co-founded by Bayer.**



Bayer drives collaboration with PSCI and TfS to establish new sustainability standards for the its supply base and the supply base of its peers (peer companies). Both initiatives are integral elements of Bayer's commitment to sustainability in the supply chain.

In the initiatives, sustainability assessments and audit results of suppliers are exchanged. Sharing information with multiple customers reduces the number of double assessments and audits. It also significantly reduces time spent, resources used and overall costs. This enables both sourcing and supplying organizations to allocate resources more efficiently and to mutually improve sustainability standards in the global supply chains of the respective industries.

Both initiatives focus not only on conducting audits or assessments, but also on capability building for suppliers for example through training courses and events. This supports suppliers in operating consistently with industry expectations on sustainability and goes hand in hand with Bayer's supplier development ambitions.

**Contact**

> For any kind of questions please contact the Bayer Source-to-Pay Accounts Payables Team

**Links**

- > Supplier Code of Conduct
- > Sustainability at Bayer
- > Together for sustainability
- > Pharmaceutical Supply Chain Initiative

**Publications**

**Sustainability Report**

> Sustainability Report

**Follow Us**

f X v in

Instagram RSS



# Page layout

## Left-hand navigation



The **left-hand navigation** allows up to **four navigation levels**.

// Up to four navigation levels.

The screenshot displays the Bayer website's navigation structure. On the left, a vertical navigation menu lists various sections, with 'Supervisory Board' expanded to show 'Members' as the active sub-section. The main content area features a large heading 'The Supervisory Board of Bayer AG' and a detailed paragraph describing the board's role. On the right side, there are three utility boxes: 'Links' with two document links, 'Downloads' with two PDF links, and 'Publications' with an 'AR' (Annual Report) link. At the bottom right, there is a 'Follow Us' section with social media icons for Facebook, X, YouTube, and LinkedIn.





# Social media buttons

## Share your content



**Share component:** The component can be used according to your personal taste. **Recommendation:** Use the component depending on the topic. Ask yourself, “Is this a topic somebody wants to share in his social media profile?”. Try to place the **share component after the abstract**, as many people do not read the full text. Additionally, it is recommended to **place the component at the end of the text**. It is always recommended to place the share component after the abstract and at the end of the text for Magazine pages.

// After the abstract

// At the end of the text

// Please note that the **social media buttons only link to your social media presence.**



# Page layout

## Link Box



If you have a **particularly long and information-heavy page**, it may benefit the reader to include **anchor links** at the top of the page to allow them to jump to the information that is of interest to them.

// **Anchor links** will allow the user to “jump” immediately to **different sections of content**. You can utilize the “List Links” component to showcase anchor links

The screenshot shows the Bayer Global website page for 'Our Bioethical Principles'. The page features a navigation menu at the top with options like 'This is Bayer', 'Health', 'Agriculture', 'Products', 'Innovation', and 'Sustainability'. Below the navigation, there is a breadcrumb trail: 'Home > Sustainability > Management & Governance > Group Positions > Bioethical Principles'. The main heading is 'Our Bioethical Principles' with a sub-heading 'Relevant Positions'. A large image of a DNA double helix is displayed. On the left side, there is a 'List Links' component with a red dot highlighting the 'Report' link. The main content area includes a section titled 'Our six focus areas from a bioethical perspective' with a grid of six items: Gene Technologies, Human Stem Cells, Human Biological Samples, Studies Involving Humans, Artificial Intelligence (AI) in the Context of Human Healthcare, and Animal Welfare. On the right side, there is a 'Links' component with two links: 'The Foundation of Our Success - Research and Development' and 'The Bayer Bioethics Council'. At the bottom, there is a paragraph of text: 'As a life science company, committed to innovation in the areas of human health and agriculture, we align our actions with our mission 'Health for all, Hunger for none'. Science and technology are advancing rapidly and creating new opportunities. We strive to utilize their potential for improving people's lives. We are fully aware of our responsibility to deliver solutions and products'.



# Fact boxes

## Highlight the most important statements



Use **fact boxes** to share the most important statements from your text or story. Fact boxes can be placed left (below navigation) or to the right of the text. The **color of each fact box can be chosen**. Keep the **text short**. Fact boxes can only be utilized in combination with certain components, such as Text with Image, Accordion, and Tab components.

// Promote important information.

Global | This is Bayer | Innovation | Products | Sustainability | Media | Investors | Career

Background Information  
Recognizing Fraudulent Brands  
Commitment to Fighting Counterfeit Drugs  
News  
Links  
New Safety Features for Prescription Medicine in Europe  
Counterfeits in Agriculture  
Report a Side-Effect  
Products from A to Z

dysfunction. Criminals make counterfeits of other medicines as well, and sell them primarily through illegal online pharmacies. But there is clear evidence that they are sold in red-light districts, discos, and gyms.

Please remember: Even if an illegal medication seems to work, you never know what substances you are in fact taking – nor what risks they have and side effects they may cause.

### How Do I Protect Myself from Counterfeits?

Knowledge protects you from fakes. If you want to protect yourself, be suspicious of dubious offers. The most important question is: Do I trust the seller?  
When in doubt, check this website for a list of reputable internet pharmacies.

If a private person tries to sell you medications, decline the offer and immediately contact the police or customs authorities.

- In Europe, medications may only be sold through pharmacies.
- Most medicines are available only with a prescription. Pharmacists may only provide medication when the patient provides a prescription from a physician.
- You can find out which medication require a prescription by looking at the package or asking your pharmacist.
- In matters of prescription medicine, view your pharmacy as your trusted partner.

Example: Drugs for Treating Erectile Dysfunction

New Levitra® counterfeit: Packs and / or blisters with the batch number BXB10855 are always fakes.

Many fake drugs for erectile dysfunction are sold illegally and sometimes even at a higher price than the original product. A pharmacy is the only trustworthy place for prescription medicines. Anyone who ignores pharmaceutical legislation is only interested in their own profit, and not in providing safe, effective, high-quality medicines.

Global | This is Bayer | Innovation | Products | Sustainability | Media | Investors | Career | Magazine

Overview  
Profile and Organization  
Our Commitments  
Societal Needs  
Our Contribution to a Better Life  
Smart Fields  
Allergies a Common Disorder  
For the Heart  
Fit in Old Age  
Defying the Weather  
Shrinking Farmland  
Living with Dengue  
The Future of Agriculture and Food  
Bayer Employees  
Bayer Worldwide  
Procurement  
Corporate Compliance  
Corporate Governance  
History  
Board of Management  
Supervisory Board  
Calendar  
Contact Us

The world's population is growing, but the amount of farmland available per head is shrinking. Agricultural productivity will have to increase if we want to safe-guard our food supply in the long term. Digitalization in farming can help us deploy our resources efficiently and sustainably, enabling farmers to get the best out of their fields with minimal environmental impact.

Share: LinkedIn | Email | Facebook

Catalá/ BRASILIA. Humming quietly, the drone hovers over the field, the lens of its camera surveying the ground below it. Not 200 meters away, a twin-engined Piper stands in its hangar. The propeller plane is much faster, but the drone is better for this job. The remote-controlled aircraft's camera delivers high-resolution images from every corner of the soy fields, much better than the Piper could. If a problem comes up, Ediney Afonso Dias can react immediately. The Brazilian agronomist can then take targeted action to control weeds, fungal diseases and pests without having to treat the entire field. "Cutting-edge, sustainable agriculture needs lots of accurate information," says Dias. "Now we don't have to use crop protection agents on large areas when only certain sections are affected. That's good for us farmers and for the environment."

Farmers benefit from the use of drones

Dias, a graduate of the Universidade Estadual de Goiás in Brazil, has been working

Links  
Shaping the Future of Agriculture  
Products from Bayer Crop Science  
Bayer's Contribution to Food Security

Publications  
research - the Bayer Scientific Magazine

Follow Us  
Facebook | X | YouTube | LinkedIn  
Instagram | RSS

“Cutting-edge, sustainable agriculture needs lots of accurate information.”  
Ediney Afonso Dias  
Farm Manager

// Use quotes.



# Spacing

## Distance between text and components

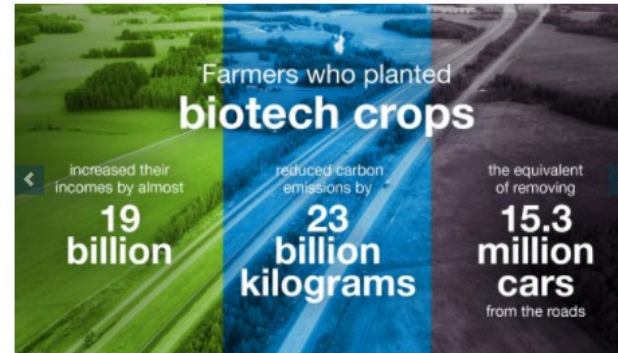


One of the main components used in Drupal is the text with image component. When using several text with image components on a page, there are **predefined distances** that ensure an appealing look.

**Recommendation 1:** Information, text, pictures which belong together should also form a single entity.

**Recommendation 2:** The spacing before a headline should be larger than after the headline.

// The spacing before a headline should be larger than after the headline.



Advancing genetic solutions for a sustainable future (1)

Did you know that Leaps by Bayer invests into potentially disruptive technologies to tackle some of the largest, unsolved challenges in the life sciences?

With **Leaps by Bayer** – our impact investment approach utilizing venture capital – we are constantly scanning for additional potential breakthroughs that hold promise to either cure or treat people from diseases or help feed a growing population with less impact on the environment.





# Downloads

## Important part of the content



**Downloads** are often an **important part of your content**. If that is the case, **download links should be placed right in the text**. Additionally, the download links could be placed in the right sidebar to promote them. The right sidebar is also useful if your download is available in several languages. Tip: The **right sidebar is often considered as an additional “service column”**. Tip 2: Please consider that on mobile view, the right sidebar moves to the bottom of the Content and Sidebars where it is inserted.

// Place your download links directly in the text.

The screenshot shows the 'Procurement-Related Downloads & Links' page. A red box highlights a 'Contact' link in the right sidebar. The main content area contains several download links placed directly within the text:

- List of Bayer Companies (PDF, 43 KB)
- North America - W-9 Legacy Monsanto & Bayer (English Version, PDF, 1.06 MB)
- NA Road Freight Carrier Onboarding Forms and Documents
- Canada:
  - CND Payment Method Fillable form - English version (PDF, 281 KB)
  - CND Payment Method Fillable form - French version (PDF, 233 KB)
  - Foreign Vendor Tax Certification Letter (DOCX, 66 KB)
  - CND COI Sample (PDF, 118 KB)

// Or place your download links in the right sidebar

The screenshot shows the 'Conditions of Purchase for the Bayer Group' page. The right sidebar contains a 'Contact' link and a 'Previous Versions of Conditions of Purchase' section with a dropdown menu for 'Downloads'. The dropdown menu lists several download links:

- 2021 - Australia - EN (PDF, 165 KB)
- 2022 - Canada - EN (PDF, 526 KB)
- 2021 - Crop Science Australia - EN (PDF, 166 KB)

The main content area shows the 'Conditions of Purchase for the Bayer Group' with a section for 'Asia / Pacific' containing a list of regions with download links:

- Australia
- China
- Hong Kong, China
- India



# Headlines

## Different types of headlines available



**H1 tags** are used to denote the most important text, such as the main theme or title of a content. The H1 (Headline 1) option can only be used once per page. This headline can only be achieved by utilizing the components that are intended to come first on pages – Jumbotron, Mini Banner, Image Wide and Hero Teaser.





# Headlines

## Different types of headlines available

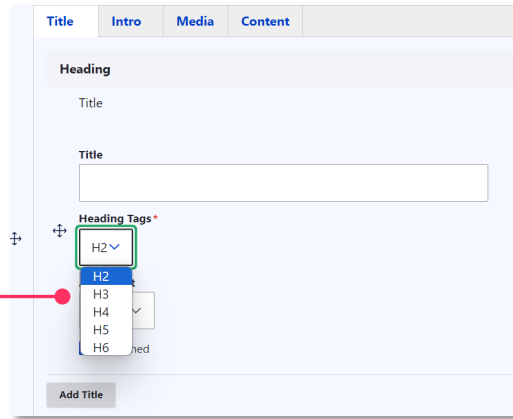


There are **several different sub-headlines available** which can be used for designing a page.

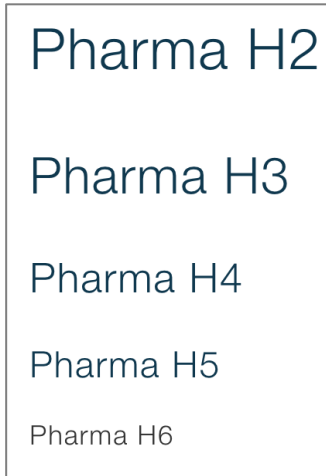
**Tip: Structure your headlines in a semantic order** (e.g., H1 followed by H2, etc.). H2 & H3 tags are commonly used as subheadings. You can use more than one on a page. H4, H5, H6 tags may be used to provide further structure within those subsections.

**Tip: If you are not sure, you can copy & paste any headline from [bayer.com](http://bayer.com)** into the text with image component and it will show you which headline it is.

// You can add headlines in the Title Tab or Content Tab



### H-Style Examples





# Press releases

## Part of the content



**Press releases** should be placed in the **main text column**. They could be placed additionally in the right sidebar using the List Links component in the right sidebar, if a doubling makes sense OR if a relevant press release supports the content on the page.

The screenshot shows the Bayer Global website's 'News' section. At the top, there's a navigation bar with the Bayer logo, 'Bayer // Global', and various menu items like 'Health', 'Agriculture', 'Products', 'Innovation', 'Sustainability', 'Media', 'Investors', and 'Career'. Below the navigation is a banner for 'Discover our Services for Media'. The main content area is titled 'News' and includes a sub-header: 'Are you a media representative looking for content on Bayer? This section provides news, press photos and more.' There are two news items listed, each with a date, a short summary, and a 'READ MORE' link. A right sidebar contains a 'Calendar' section with dates and links to reports and meetings.

// **Press releases / news should be placed in main text column.**

**News Release**

Bayer supports “The Challenge Initiative” of Johns Hopkins Bloomberg School of Public Health with 10 million USD

| [READ MORE](#)

---

||| [FURTHER NEWS](#)

*Example: News Release in the right sidebar.*



# Color schemes of components

## Different colors available



When you add components to your content page, like a Jumbotron or an Accordion, there are **six different colors** (e.g., fuchsia, green) available. It is up to you, which color you choose for which component. The color for each component could be set individually. **Please make sure that you use a mix of different colors for boxes, accordions and other components.**

Accordion 2  
Accordion (6)

▼ Accordion

Accordion Item

➤ Accordion Item  
Guiding Principles for use of Gene Technologies for Healthcare

➤ Accordion Item  
Definition of Gene Technologies for Healthcare:

➤ Add one accordion item.

Add Accordion Item

Color  
Green ▼

Choose a color from drop-down

Component name

Add a name for the component so that you can easily find it in the page content overview.

Published

Breakthrough Innovation

Conserving Natural Resources in Agriculture

Rewriting the Future of Healthcare

Leaps by Bayer

Research and Development

Spotlight

Driving Positive Change for People and the Planet

## Breakthrough Innovation: The Convergence of Life Sciences and Data Science

Have you ever wondered how innovation drives change, especially when it comes down to tackling some of the world's most pressing challenges like climate change, a complex global food system and incurable diseases? With breakthrough innovation we can fundamentally change the way things are done. Let's explore how breakthrough innovation can shape the future of healthcare and agriculture, and what role Bayer plays in this age of discovery.

// Choose a color from the drop-down and your component will adapt accordingly.

Jumbotron

Jumbotron (1)

▼ Jumbotron

Kicker

Driving Positive Change for People and the Planet

Preferable character limit is 60.

Title \*

Breakthrough Innovation: The Convergence of Life Sciences and Dat

Preferable character limit is 100.

Style Variation

- None - ▼

Choose a style variation.  
Default is "Standard"- Headline and kicker above image.  
50/50 variation should be used only outside of content + sidebars.

Color Scheme

Fuchsia Alternate ▼

Choose a color scheme from drop-down. Default follows the page color option set on basic c  
For pages without a page color option, the default is Fuchsia.

► Background Image/Video

▼ Background Gif Image





# Hidden pages

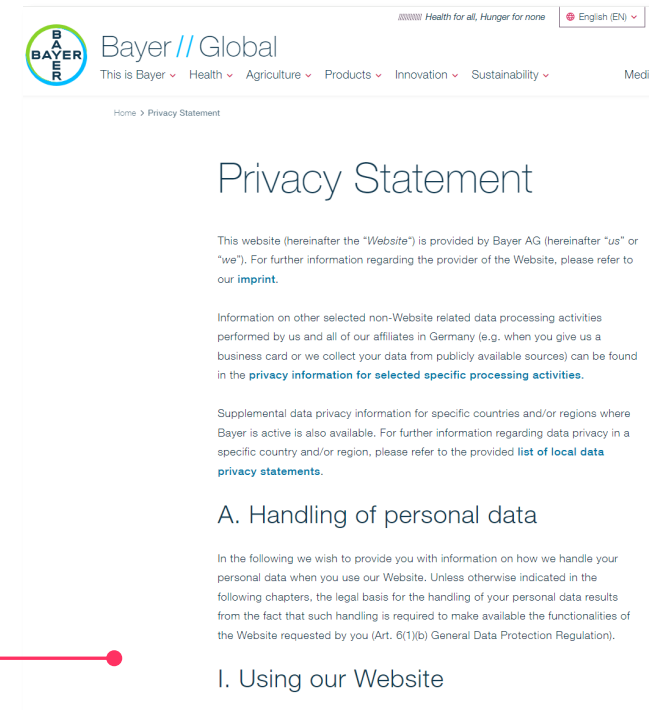
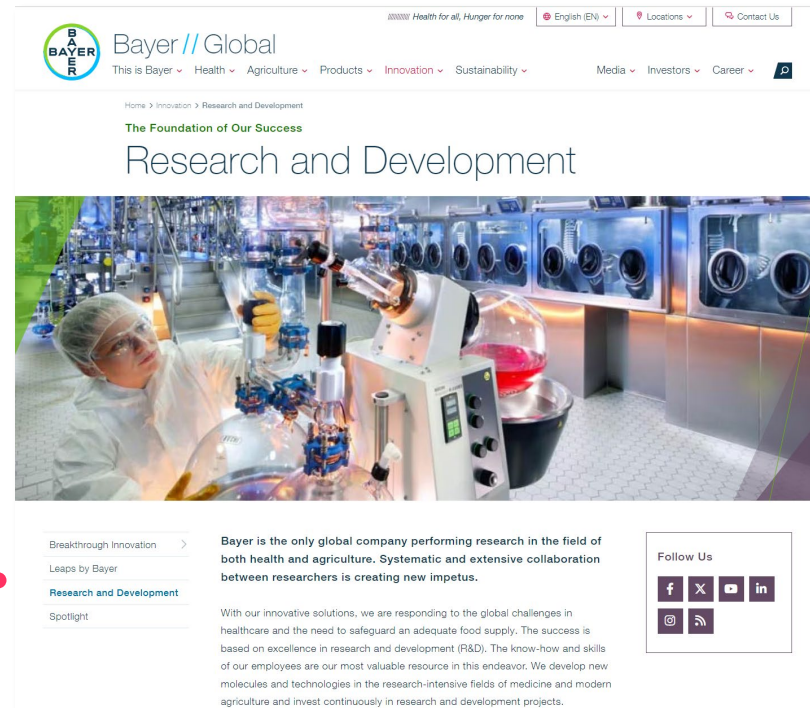
## Left hand navigation



Sometimes it may be necessary to **create a page** that is **not featured in the website navigation menu** and does not include the left-side menu - aka a hidden page. This may be necessary if the navigation is not sufficient for political reasons or if a content page does not fit to a topic (e.g., glyphosate settlements). **Hidden pages are possible but should be an exception** (e.g., legal information for social media).

// If possible, all content pages should be available in the left-hand navigation.

// Hidden pages may be appropriate in certain situations





**Style guide**

*Magazine*



## Mandatory components (1/2)

### Start of the article



To ensure a **uniform design** of every article published in the content hub “News & Stories”, please include the following **mandatory components**:

// **Main headline (& Kicker headline)**, if possible, with keywords for a better SEO

// **Key visual**

// **Short intro in bold**

// **Social Media share button** directly under the key visual

The screenshot shows a Bayer news article page. At the top is the Bayer logo and navigation menu. The article title is "How Decarbonization Can Succeed without Deindustrialization". Below the title is a large image of a man with glasses. Under the image is a short intro in bold: "At the end of the 19th century, visionaries like Carl Duisberg discovered that there was much more to tar chemistry than just synthetic dyes. Organic chemistry was starting to revolutionize our lives, with the introduction of new materials, medicines and fertilizers. One might compare these discoveries to the digital transformation, and the new factories that sprang up in places like Leverkusen and Ludwigshafen might be compared to today's Silicon Valley." Below the intro are social media share buttons for LinkedIn, Email, Facebook, and a plus sign.



## Mandatory components (2/2)

### End of the article

To ensure a **uniform design** of every article published in the content hub “News & Stories”, please include the following **mandatory components**:

// **Social Media share button** at the end of the article (two in total)

// Use the **“related content” component** to link to other interesting content pieces

can slow down or eradicate citrus greening altogether – a ray of hope to ensure citrus growers’ livelihoods, so that fresh citrus can continue to be a fixture on dining tables around the world.

Share: LinkedIn Email Facebook

### Discover More

 <b>PEOPLE &amp; PERSPECTIVE</b> Working together for Health for all, Hunger for none <a href="#">  READ MORE</a>	 <b>BETTER HEALTH</b> Finding Heart: Women and Cardiovascular Risk <a href="#">  READ MORE</a>	 <b>BETTER HEALTH</b> COVID-19 and your mental health – no room for taboos <a href="#">  READ MORE</a>	 <b>BETTER HEALTH</b> Healthy Food for a Healthy Heart <a href="#">  READ MORE</a>
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## Optional components for better readability (1/3)

### Overview



For **better readability**, the articles should be enriched with different optional components to break up the text. For example, use:

// **Short sub-headlines**

// **Large pictures**

// **Picture galleries**

// **Infographics**

// **Interesting video materials** embedded from Youtube (< 90/120 sec) & shown as early as possible

// **Sidebar Fact and/or Link Boxes** on the right side with interesting key facts, links to related content, explanations of difficult terms, pictures, ...

// **Info boxes between text passages**

// **Quotes** from experts or main characters of the story

// **Keywords and hyperlinks** to other existing related content are very helpful for a good Google ranking and better results concerning organic search.



# Optional components for better readability (2/3)

## Examples

### // Large pictures

Conquering Citrus Greening: Research Collaboration Breeds New Hope



Citrus greening is a devastating and incurable disease destroying groves of citrus fruits across the globe. And it's much more than your freshly-squeezed glass of orange juice at risk: without more innovative and affordable solutions to control it, citrus greening could lead to the loss of all fresh citrus within 10 to 15 years.

### // Sidebar Fact and/or Link Boxes on the right side with interesting key facts, links to related content, explanations of difficult terms, pictures, ...

#### v Hope

by the **Citrus Research** zation in Florida  
 ation, which brings  
 as awarded a \$10 million  
 al Institute of Food and  
 h and Extension  
 nal \$5 million will be  
 \ funds and adequate

primary liaison between  
 ns, and we're proud to  
 ss this devastating  
 ent of a high-throughput  
 i more cost-effective

#### The Power of Microbes

Did you know that soil is saturated with microorganisms? A tablespoon of soil can contain around 50 billion of them!

Nature uses microorganisms to carry out the fermentation processes. We have used microbes in the preparation of our food for thousands of years, including bread, cheese, yogurt, beer, wine, vinegar, soy sauce, sauerkraut, injera, kimchi, and even chocolate.

Microbes are a fundamental part of nature that are important for our health. They protect both humans and plants against many diseases. In fact, many of our important human therapies, like antibiotics, are produced by microorganisms. In agriculture, microbial products are being

### // Picture galleries



The underside of this leaf shows some of the visual symptoms of HLB infection: asymmetrical chlorosis (the yellowing of leaf tissue) and blotchy mottle pattern (no symmetry across the midvein). All photo gallery images taken by Brandon Page, Field Trial Manager, CRDF.

### // Quotes from experts or main characters of the story

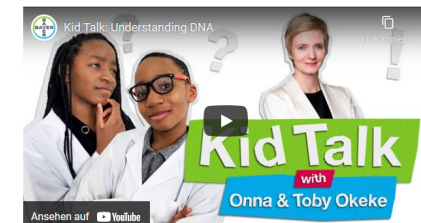
“Research suggests by eating a Mediterranean diet, a diet which includes lots of fresh fruit and vegetables as well as healthy fats (e.g. cold-pressed olive oil), you could protect your DNA, which could allow you to slow down the aging process of your body and brain.

Anna Wilkes, a self-employed nutritionist, also advises competitive athletes to optimally adapt their diet to everyday training.

“Can you tell us more about that?” asked Toby, who had followed his nose into the kitchen.

“Actually, you two have had such good questions that I think it would be even better to let you talk to a real DNA expert,” said Mom. “I’m going to arrange a call with a scientist from my company.”

The next day, Onna and Toby were on a video chat with Dr. Monika Lessl, who leads Corporate Research and Development and Social Innovation at Bayer. Play the video to hear what she had to say!



### // Interesting video materials embedded from Youtube (< 90/120 sec) & shown as early as possible



# Optional components for better readability (3/3)

## Examples

### // Infographics

friends and family, strengthening our health becomes an act of selflessness and solidarity that will help to overcome the coronavirus crisis.

**7 Myths About Immunity**

- 1. The cold causes colds**  
Colds are caused almost exclusively by viruses, not by the cold itself. But cold air can dry your nasal membrane out, making it more susceptible to cold viruses.
- 2. Antibiotics help fight colds**  
Colds are almost exclusively caused by viruses, and antibiotics only work against bacteria.
- 3. Taking antibiotics prophylactically can prevent you from getting sick**  
As bacterial resistance has become more of a concern, using antibiotics as a preventive measure against infections has become less common in recent years.
- 4. Handwashing kills viruses and bacteria**  
Soap works mainly by acting as bit like glue between the dirt and the water. When you rinse your hands, the water washes away the soap molecules - along with viruses and bacteria.
- 5. The more Vitamin C, the better!**  
Studies have shown that vitamin C can help your body fight infections. But your body can only absorb a certain amount each day, with the rest being excreted.
- 6. Yogurt is great for your gut and therefore for your immune system**  
Not all yogurts contain probiotics that promote gut health and immunity. As always, it pays to read the label.
- 7. Any exposure to an illness-causing viruses or bacteria will make you ill**  
Whether you get sick depends on many things including the type and amount of pathogens you encountered, and how strong your immune system is.

> Download PDF (PDF 60.42 KB)

### // Info boxes between text passages

#### How our immune defense system fights viruses

Our innate immune defense system reacts quickly and nonspecifically to bacteria and viruses. Scavenger cells (macrophages) surround the foreign body, break it down and present it on their surface. Then they release messenger substances that attract additional immune cells. The scavenger cells also play a role in triggering the next stage of defense: They send the T-killer cells a signal to destroy all foreign cells. What makes it a little different is the immune system stores the characteristics of the pathogen. If a new infection occurs, the body can respond more rapidly and more effectively. Vaccines also use this principle.<sup>14</sup>

### // Short sub-headlines (Size: H2)

There is no cure – once a citrus tree is infected, the disease is fatal to the tree within three-five years.

#### Mitigating an Incurable Disease

To try to control the disease, growers currently employ tactics such as removing infected trees and replanting new trees, spending more time scouting, and increasing applications of crop protection, which contributes to the rising cost of growing citrus. Researchers have developed innovative short-term solutions. Nutritional treatments are being used to combat the loss of nutrients that result from citrus greening. **Trained dogs** are showing promise at smelling the disease within a

intensification of corn production, allowing farmers to be more productive and utilize inputs and natural resources more efficiently. And increasing production without expanding land use, preserves land for biodiversity.

### // Keywords and hyperlinks to other existing related content are very helpful for a good Google ranking and better results concerning organic search.

#### A Growing Population Demands a Commitment to Action

As climate change and extreme weather impact crop yields, the stakes for global food security become even higher. It is expected that 10 billion people – an increase of about 3 billion people – will live on earth by 2050. That means a 70% increase in food production is needed in the next 30 years. It is estimated that there are already nearly **690 million people who are food insecure** in the world today. The current COVID-19 crisis exacerbates the challenges food systems face, making it even more difficult to **achieve zero hunger by 2030**, the second of the United Nations' 17 Sustainable Development Goals. Without solutions to mitigate the impact a changing climate has on our food, millions of more people could be at risk of malnutrition. Bayer continues to invest in tailored integrated systems that drive us toward our own **reduced environmental impact commitment**. And Short Stature Corn is the latest innovation to help farmers meet the needs of a growing population in a changing climate.



**Style guide**

*Picture guide*



## Picture Guide

### Overview of component's sizes ratio



**Recommended file size for all: Max. 5MB.**

**Keep in mind:** The **system scales images automatically**. Images are only uploaded to the CMS once.

Component	Image ratio
List Links, List Links Dropdown, Report List, Grid Layout, Read More, Image Gallery, Image, Cluster Composition, Footer Video, Mini Banner (in content pages), Hero Teaser, Featured Content, Teaser Card in Corporate, Image Block in Main Navigation, Image in Products (A-Z), Landscape (e.g. Jumbotron, Image Wide, Teasers, Media and most of the components)	16:9 (e.g., 1920x1080, 1280x720, 640x360)
Quote, Author	1:1 (e.g., 120x120)
Jumbotron, Image overlay, Image Wide	3:1 (e.g., 1440x480, 900x300)
Mini Banner	5:3 (e.g., 1800x1080) or 5:1 (e.g., 2880x540)
Profile Cards (in Grid) + Portrait Images (in Text with Image)	3:4 (e.g., 1200x1600)






# Picture Guide

## Formats



### General recommendations for pictures:

- // Please use only pictures of real-life situations.
- // Avoid collages.
- // Use only meaningful images.
- // Always double-check the overall text-to-image ratio, that is avoid wastelands of text!
- // Upload images that are big enough to display nicely on all devices.
- // Choose a sound focal point and ensure enough “space” around the focal point, so that it has enough space when it comes to auto cropping.

 Expert tip: Prepare your pictures on your computer before uploading.  
For example, “Paint 3D” can save pictures in jpg, jpeg and png.







## Picture Guide

### Example A - Generic image without people or centered focus



**Select the focal point** (center of the image that will never be cropped) by moving the white crosshairs to desired position. It is important to set the correct focal point in the image to ensure that the main content remains visible.

// Focal Point



// **Keep in mind:** All components will crop and scale images to fit the frame based on the focal point you have set.

// If you do not wish for your image to be cropped, we suggest using the recommended aspect ratio. After selecting the focal point, **auto cropping** and **responsive layout** will be **generated automatically!**



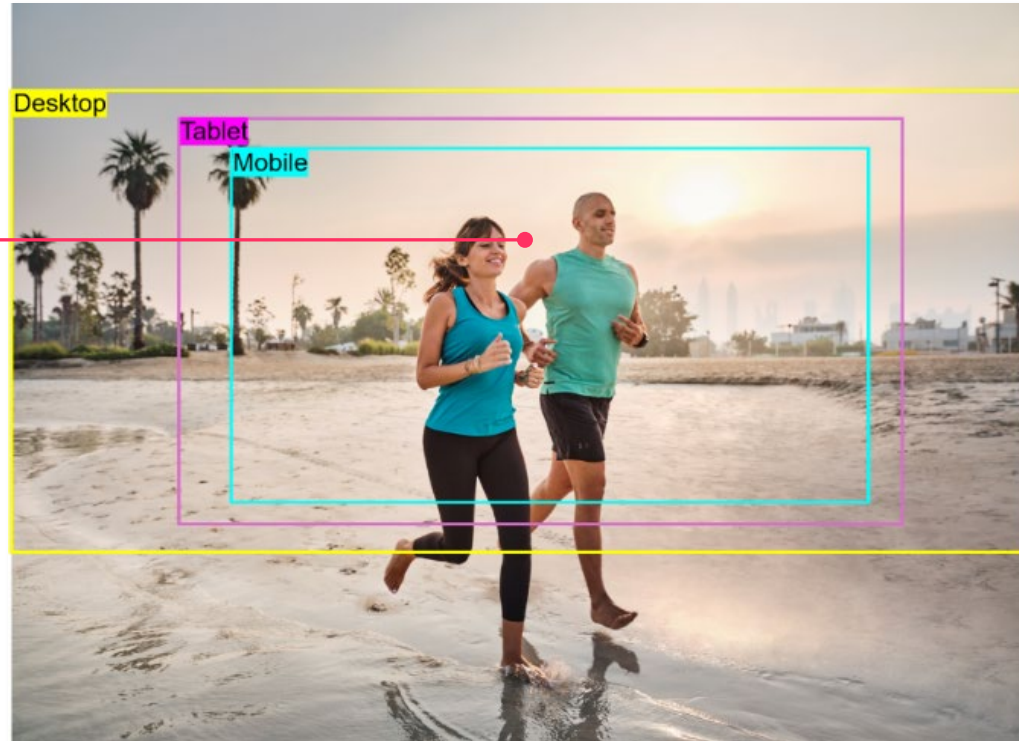
## Picture Guide

### Example B – Image with people in the center



It is important to use pictures with plenty of space around the center so that nothing will be cropped off.

// Focal Point



// **Keep in mind:** The zone should take 50% of the width of the picture, here for instance: 320 px

// There are slightly **ratio variations in different responsive layouts** (Desktop, Tablet, Mobile).

// It is useful when pictures in Teaser components have **a lot of space around the center/focal point.**

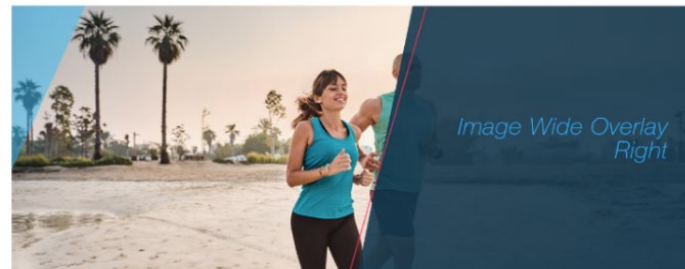
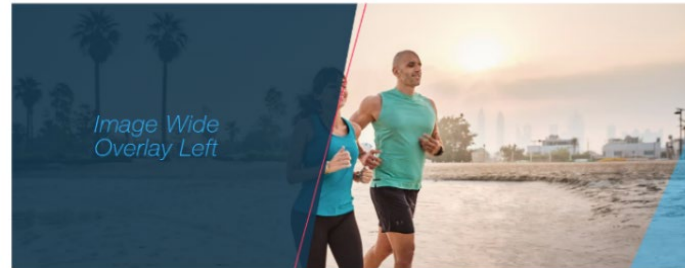


## Picture Guide

### Overlay options (right or left side)



The **overlay component will ignore the focal point** and adapt to the full width of the image.



- // Although our chosen image works well for the Jumbotron, it does not go well with an overlay.
- // This example shows that there is probably no way around adapting some images for a specific component (before upload) and that it is almost impossible to **have a safe zone that is valid for all cases**.
- // **Images with people/focus on the left, should not be placed into an component with a left side overlay.**  
Consider first: **What is the focus of my picture and which component makes sense?**



**Style guide**

*Best practice  
examples*





# Best practice This is Bayer

## This is Bayer | Bayer Global

The This Is Bayer page presents the company and delivers all useful and necessary content links.

### Clear hierarchy

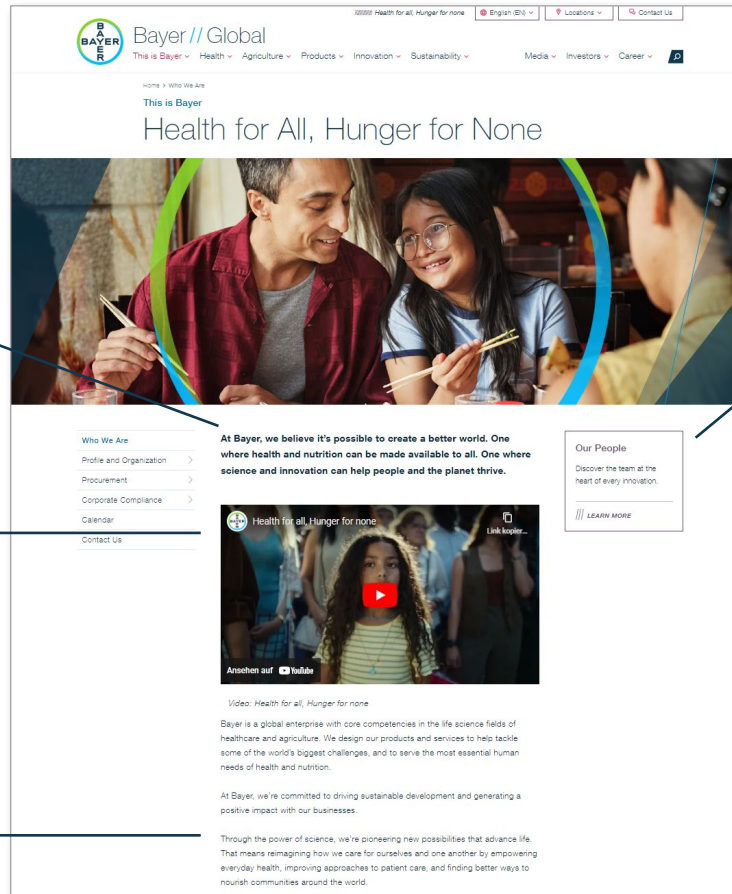
Well-structured hierarchy between headline, sub-head, intro and main text paragraph.

### Use of multimedia content

The video is included at a very good position, with an emotional message and barrier-free to consume (no login required, fast loading).

### One main text format

Ensures a good reading flow and leads the user through the page.



### Further information

Integrated side bar with a clear CTA.

### Hierarchy and structure

Clear content-related separation by chapter separator – for the main text only one text format is used, which gives the page a structure.

### Appealing components

Further Information put together in appealing components.

**Things to improve:**  
Suitability of main visual can be questioned.





# Best practice Teaser page

## Bayer Crop Science | Bayer Global

Well-structured blend of text, visuals, links and interactive elements → Good use of Multimedia Quality

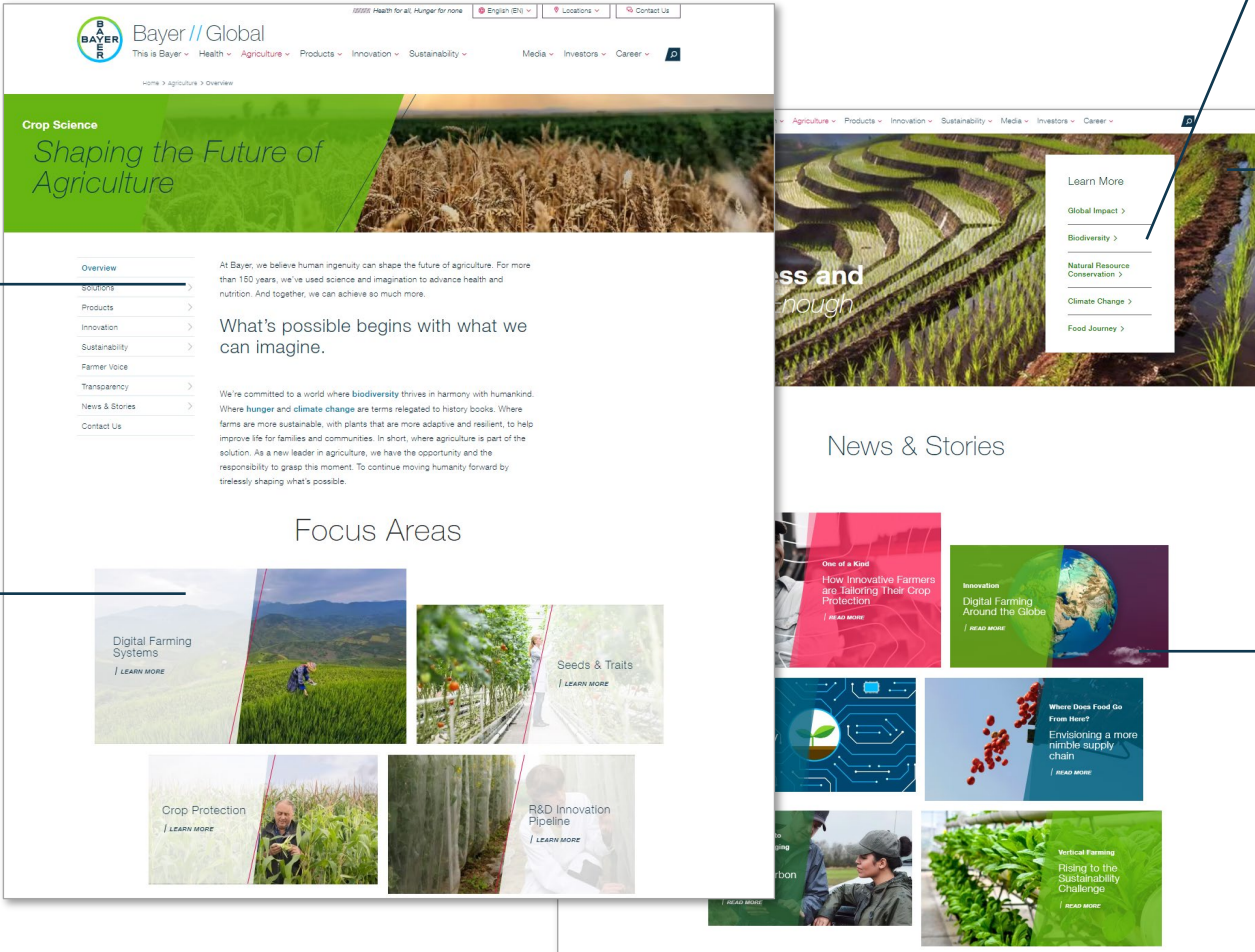
### Clear text structure

clear hierarchy between header, intro, sub-headers and main text. Text is not too long and in one main text format.

### Useful image components

Appealing templates to give the user more detailed information on the topic. Visual limitations of teasers becomes clear at "R&D Innovation Pipeline".

All images are of very good quality.



### Further information

A clearly arranged list of further information for download.

### Image selection

Well-chosen images, with good quality, no important parts are cropped, images transport the content of this page.

This image component is very attractive and structures the page very well.

### Appealing components

The potential of stories to be told is used here quite well.

**Things to improve:**  
Integrate share buttons for Social Media.





**Style guide**

*Writing style*



## Writing style Recommendations



### General recommendations for text and headlines:

- // Make your text more personal by using the **active voice, pronouns, and/or writing in the first person.**
- // Please use the **"Chicago style"** for English headlines.
  - // Examples: **nouns and adjectives start with an upper-case letter, articles and prepositions with a lower-case letter)**
- // Please do not use a dot at the end of subheadings.
- // In general, all pictures **need a caption** (exceptions are for example key visuals).
- // When linking to files on web pages, please always **include the file size** and the type of file in the linked text on the page.
- // When a translation of your text is necessary (e.g., German for all Global pages), it should be **translated by a professional translator** whose native language is ideally the target language.
- // As a basic principle, we see translations not as a literal, word-for-word recreation, but rather as a flexible shift, maintaining the meaning with respect to the characteristics of the target language. This effort is more than 'just' translation: it takes a full understanding and creative use of the characteristics of the target language.

