

# WOMEN |



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# INTRODUCTION

# BRAND MANIFESTO

Women are biological miracles of wonder. There is immense beauty in the evolution of women's bodies throughout their life. Yet, misconceptions and lack of understanding are still at the forefront in the world of women's health. Women are underserved, receiving healthcare in a man's world, filled with taboos shame and lack of information.

Bayer has always been a beacon for health, pioneering women's healthcare for more than 100 years. We are dedicated to illuminating the path of every woman's health journey – dispelling myths and misconceptions, simplifying complexities, researching the unknown, and casting a light on the overlooked and misunderstood.

Our ambition is to help women to understand what normal really is and what it is not, so they question their 'normal' that is limiting them and take action to live a life without compromises.

Join us in the journey of empowerment as we accompany women every step of the way towards a brighter future.

The term "Women" is used to encompass individuals who identify as women, as well as those who may not identify within the traditional gender binary but still identify with womanhood. This usage is intended to be inclusive and respectful of all individuals who identify with the experiences and perspectives commonly associated with womanhood. We acknowledge and recognize the diversity of gender identities and strive to be inclusive in our language.

# BRAND BEHAVIOURS

## Holistic Understanding

Focus on comprehensive understanding and education in women's health for both consumers and healthcare providers.

## Demystify Women's Health

Simplify complex health information, providing clarity with easy-to-understand content which reassures women about what's normal, and when and how to seek help. Actively work to dispel myths and misconceptions, and tackle stigmas and and taboos.

## Empower with Trusted Advice

Offer insightful guidance that is reliable, up-to-date, and tailored to individual needs.

## Foster Empathy and Understanding

Positively impact diverse cultures and belief systems, to create an environment where women feel understood, and their health concerns are taken seriously.

## Build a Supportive Community

Develop a supportive network where women can connect, share, and learn about their health.

## Bridge the Healthcare Gap with Groundbreaking New Research

Backed by Bayer's expertise and capabilities, we will lead the way in new research initiative to fill the data voids in women's health and use our scale and influence to push new understanding into mainstream healthcare (e.g. through Bayer's close relationships with HCPs and NGOs).

## Lead with Innovation and Advocacy

Bayer strives to continuously innovate and advocate for advancements in women's health research, diagnosis, treatment, and care.

# BRAND PERSONALITY

1

## Empathetic Guide

Warm, understanding, and enlightening, embodying the role of a compassionate and insightful mentor.

2

## Trusted Expert

Reliable and accessible, providing a dependable source of illuminating information and advice.

3

## Visionary Ally

Forward-thinking and advocacy-driven, championing the needs and voices of women in healthcare.

4

## Inclusive Connector

Welcoming all women – those who were assigned female at birth or those who identify as a woman. We are creating a space where each individual's health journey is equally valued and supported.

# ENLIGHTENING THE WAY TO WOMEN'S HEALTH

Bayer has always been a beacon for health.  
Now **WOMEN** | Bayer heralds a momentous change  
for women everywhere – because we are dedicated  
to lighting the way in women's health.

Our identity uses the visual language of illumination.  
Highlighting bright, positive solutions as well as exposing  
the shadowy gaps and problems in women's health.

DESIGN IDEA





# OVERVIEW

Inadequate research has forced generations of women to endure extreme pregnancy sickness without treatment.

In 2023 scientists discover that a single hormone is the cause and a cure could now be on the horizon.



# LET'S CHANGE THINGS FOR THE BETTER



40.8% OF  
WOMEN  
FEEL  
IGNORED

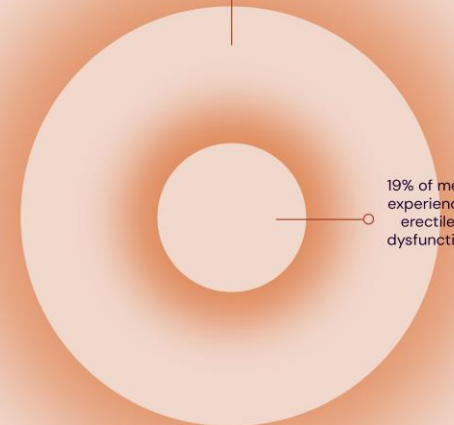
*It's time for change*



Women have a 50 percent higher chance of receiving the wrong initial diagnosis following a heart attack.

90% of women experience period pain

19% of men experience erectile dysfunction



# BRAND ASSETS

# BRAND ASSETS



Colour palette

## ENLIGHTENING THE WAY TO WOMEN'S HEALTH

WOMEN | Bayer invites you to step  
into a world where health decisions are  
made with confidence and positivity.

Typography

Logo

LOGO

## LOGO WORDMARK (ANIMATED)



In instances where motion is possible such as digital billboards, presentations, showreel screens and web etc, please ensure the animated version of the logo is used and the static version is used only when motion isn't available for activations such as print.

# LOGO WORDMARK (STATIC)



'Glow' (light beige) is the preferred colour for the logo, please see following pages for more information

Please allow plenty of clear space around the logo wordmark

## LOGO WORDMARK ON 'GLOWING LIGHT' COLOURWAY

When using the 'Glowing Light' gradient, you must be mindful of the standout of the **WOMEN | Bayer** logo. Because this gradient has points of lightness to it, be sure to focus on legibility.

'Glow' (light beige) is the preferred colour for the logo and symbol. However, 'Shadow' (deep purple) coloured logos or symbols may be used when placed on the 'Glowing Light' gradient if necessary for legibility.



'Shadow' on 'Glowing Light' gradient (limited use)



'Glow' on 'Glowing Light' gradient (preferred)

## LOGO WORDMARK ON 'SHADOW & LIGHT' COLOURWAY

When using the 'Shadow & Light' gradient, you must be mindful of the standout of the **WOMEN | Bayer** logo, because this gradient has points of darkness and light to.

Our recommendation is to use the 'Glow' colour for the logo but ensure that the lightest section of the gradient doesn't reduce legibility of the brand logo.





# LOGO WORDMARK ON 'DEEP SHADOW' COLOURWAY

Because of the deeper tones within this gradient, our guidance is to use 'Glow' as the only logo colour to ensure maximum standout.

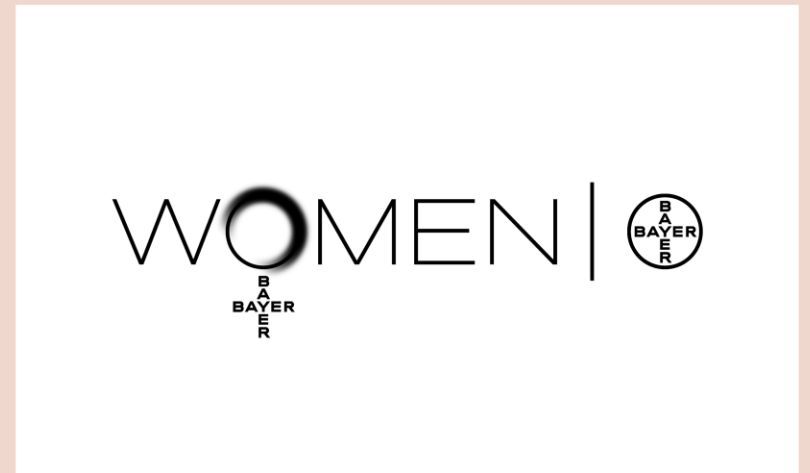


LOGO WORDMARK  
ON SOLID SHADOW  
COLOURWAY



Gradient backgrounds are preferred where possible but on solid 'Shadow' backgrounds the 'Glow' coloured logo should be used.

# LOGO WORDMARK OTHER COLOURWAYS



The 'Shadow' coloured logo may be used on gradient backgrounds or solid 'Glow' coloured backgrounds only when necessary for legibility and WCAG compliance. The Black logo may only be used on white backgrounds for very limited usage (e.g. when appearing alongside other black logos).



LOGO WORDMARK  
END FRAME ANIMATION



Please allow plenty of clear space around the logo wordmark

LOGO WORDMARK  
LOOPING ANIMATION



WOMEN  
BAYER



WOMEN  
BAYER



WOMEN  
BAYER

Please allow plenty of clear space around the logo wordmark

# LOGO GUIDANCE

In order to ensure brand continuity and coherence throughout all applications of our logo, please adhere to the following guidance.

DO'S	
1	Use the logo as the primary brand identifier.
2	Use gradient backgrounds where possible.
3	Motion first. In instances where motion is possible use the animated version of the logo (such as digital billboards, presentations, showreel screens and web etc). Use the static logo only when motion is not available (such as in print).
4	When placing the logo on gradient backgrounds ensure the warm light source in the gradient is emanating from the O of the logo wordmark. Any deviation will require global approval.
5	Always check that logo colours are legible over gradient backgrounds. Adjust backgrounds or crops if necessary to improve legibility.
6	Ensure that the guides for minimum clear space surrounding the logo are observed.

DON'TS	
1	Do not separate the individual logo elements. Always use the full <b>WOMEN   Bayer</b> logo.
2	The logo should not be adjusted in any way. Do not move the positioning of the Bayer cross, the dividing line or <b>WOMEN</b> wordmark.
3	Do not warp, stretch, curve, add a keyline, blur, recolour or distort the logo in any way.
4	Do not use the logo too small, always be mindful of legibility and use assets at a reasonable scale.
5	Do not translate the word <b>WOMEN</b> in the logo to any other languages. It should be used as supplied globally.
6	Do not use the 'Shadow' logo unless necessary for legibility, the 'Glow' logo is preferred.
7	Do not use the Black logo unless necessary for specific uses such as third-party logo line-ups.

# EXPRESSIVE TYPE



## EXPRESSIVE TYPE

As part of our visual identity, we have created a suite of expressive type examples, shown to the right. These can be used to highlight a specific topic **WOMEN** | Bayer wants to address within campaigns or activations such as social media posts and printed collateral. Guidance for how to use our expressive type is listed below and shown on the following pages.

1. When using our expressive type treatments within designs, the **WOMEN** | Bayer logo must be present within the application unless it is part of a wider document, print publication or social post carousel that contains the **WOMEN** | Bayer logo.
2. This type treatment is supplied as graphic assets and cannot be edited.

NORMAL?

MENOPAUSE

PERIODS

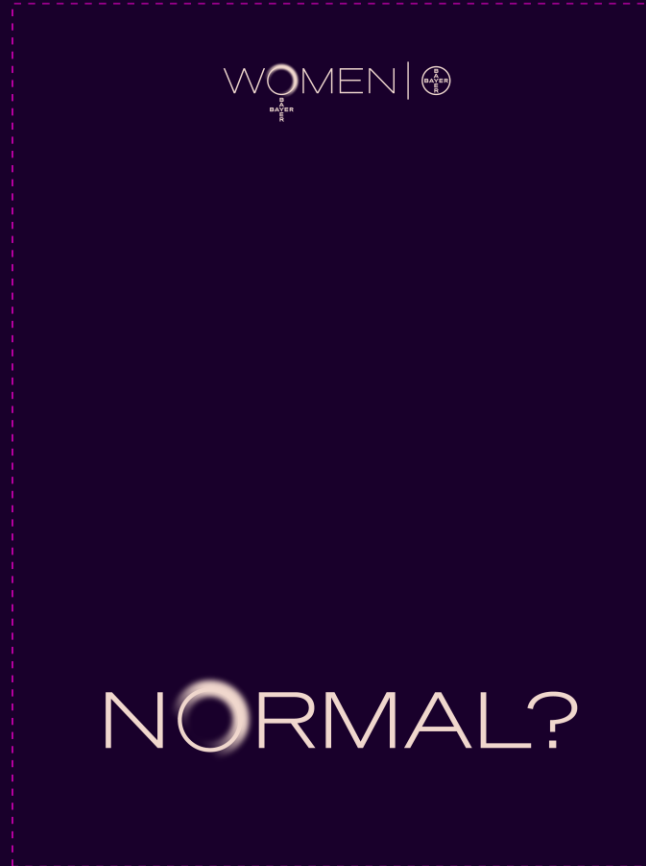
HORMONES

# EXPRESSIVE TYPE

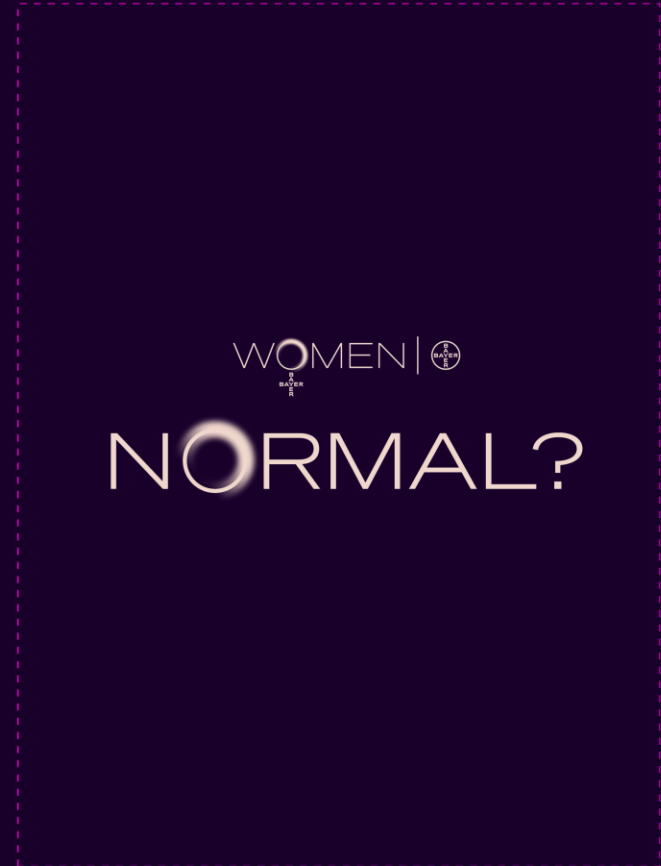
## LAYOUT EXAMPLES



Placement example 1



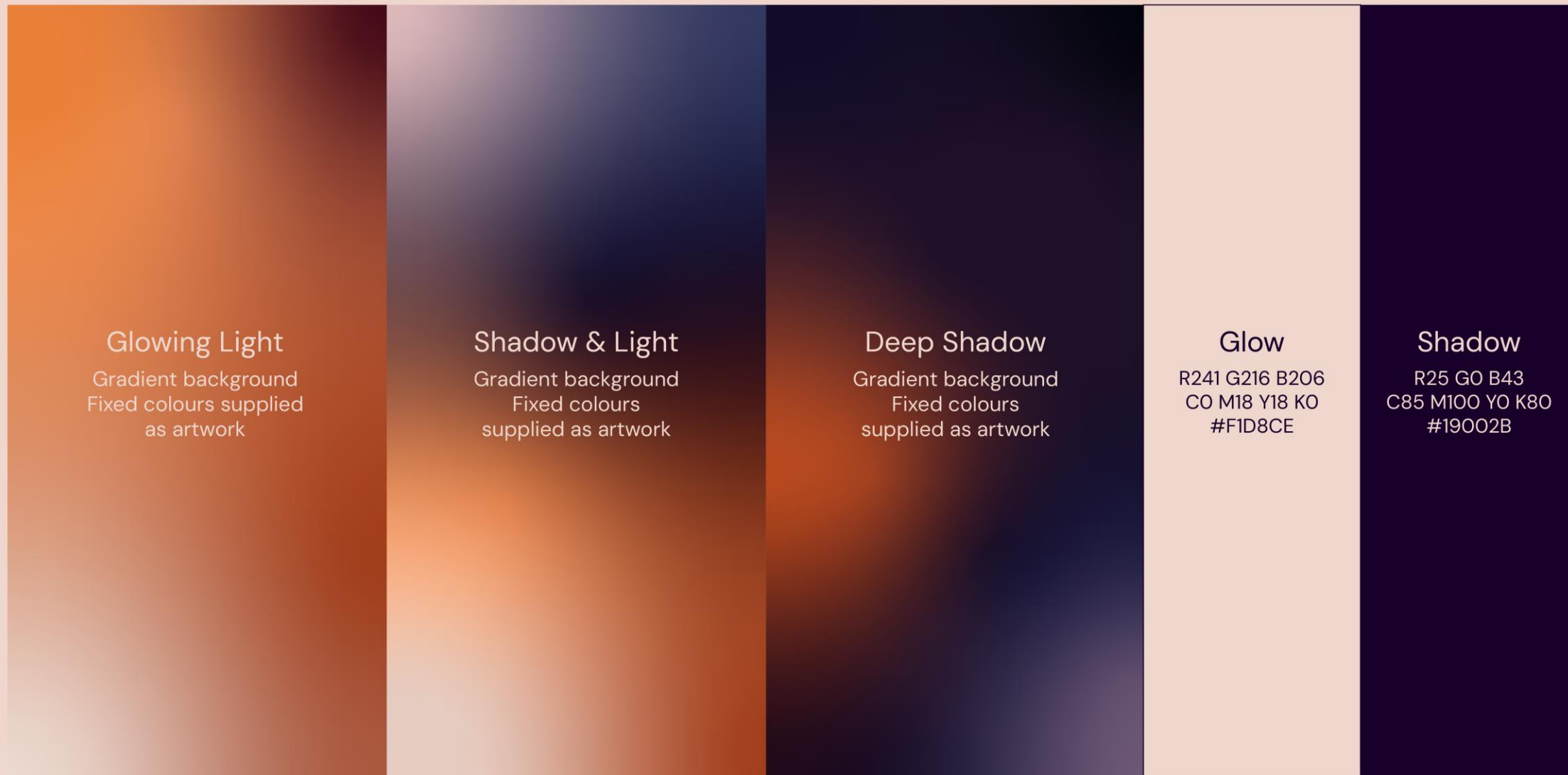
Placement example 2



Rough placement example

# COLOUR PALETTE

# COLOUR PALETTE



# COLOUR USAGE

## Glowing Light

A blend of warm, light shades, suitable for use when introducing **WOMEN | Bayer** and alongside positive, enlightening and illuminating messages.

## Shadow & Light

A mixture of light and dark, suitable for use with messages that highlight solutions as well as problems.

## Deep Shadow

A mixture of deeper tones with a subtle glow suitable for use with messages that highlight problems we're aiming to tackle.

## Shadow

Dark colour for solid backgrounds and typography: represents the dark areas of women's health (myths, uncertainty, taboo and misinformation). Suitable for use with negative messages.

## Glow

Light colour for solid backgrounds and typography: represents a brighter view on women's health (positive progress and solutions). Suitable for use with positive messages.

WOMEN |   
BAYER

Inadequate research has forced generations of women to endure extreme pregnancy sickness without treatment.

In 2023 scientists discover that a single hormone is the cause and a cure could now be on the horizon.

MALE ORAL CONTRACEPTION TRIALS HAVE BEEN PAUSED DUE TO SIDE EFFECTS INCLUDING MOOD SWINGS, NAUSEA AND HEADACHES.

The same side effects that women have been dealing with for years.

40.8% OF WOMEN FEEL IGNORED

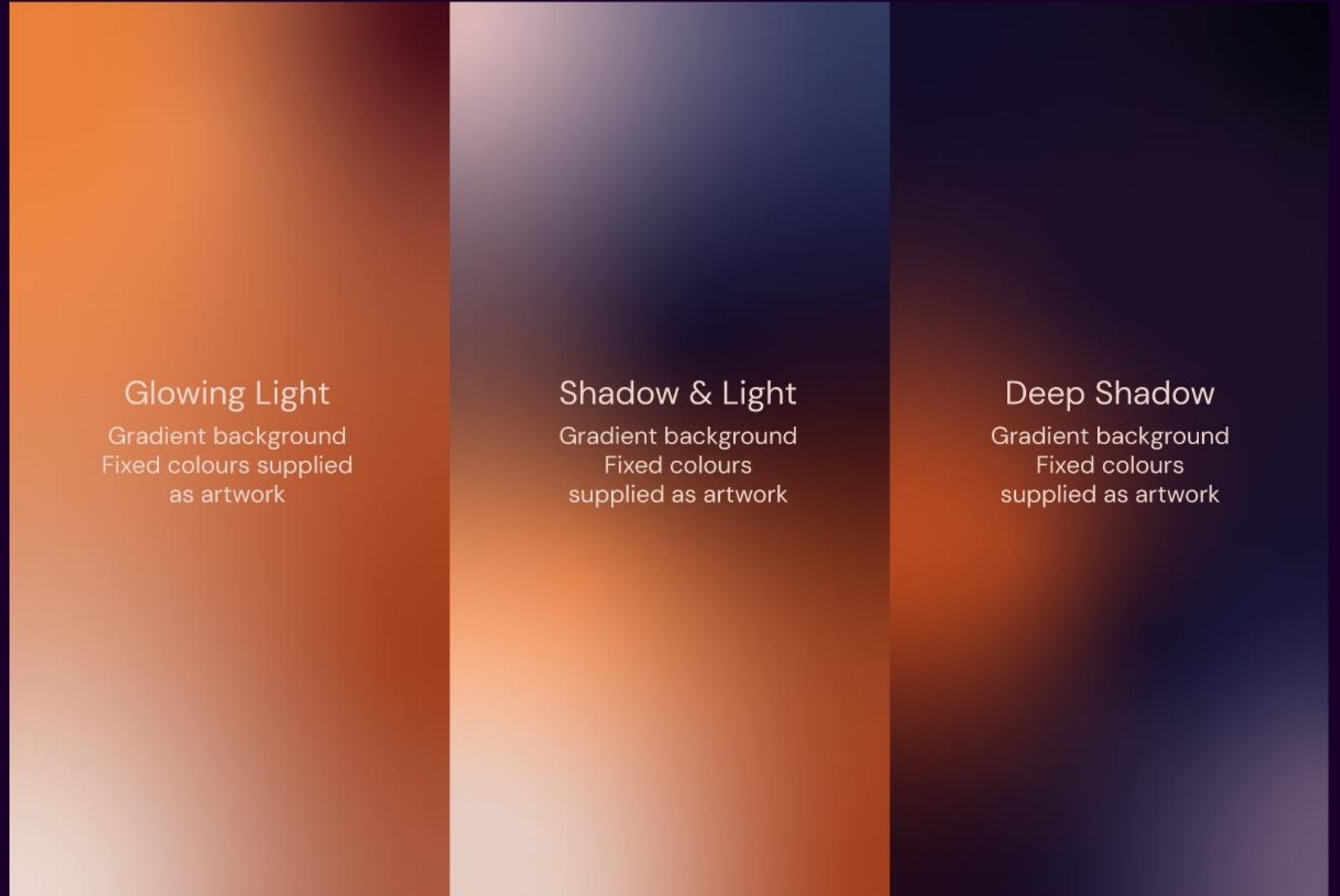
LET'S CHANGE THINGS FOR THE BETTER

# USING OUR GRADIENTS

**WOMEN | BAYER IS ALL ABOUT ILLUMINATING WOMEN'S HEALTH.**

Bayer has always been a beacon for health. Now **WOMEN | Bayer** heralds a new commitment to light the way in women's health.

The gradients used within our visual world represent the path we're illuminating for women's health. We have 3 gradient colourways each of which have specific uses. The following pages provide guidance on the best practice for these backgrounds along with when / where and how to use them to suit the content.



# GLOWING LIGHT GRADIENT

A background with blend of warm, light shades, suitable for use when introducing **WOMEN** | Bayer and alongside positive, enlightening and illuminating messages.

DO NOT remove/delete any of the additional colour points within the grads when moving these points around. These additional points ensure the colours remain true to their intent.

R79 G18 B28	R224 G131 B79	R164 G66 B33	R235 G128 B58	R230 G204 B193
C40 M96 Y65 K67	C9 M56 Y72 K0	C25 M80 Y93 K20	C0 M59 Y81 K0	C11 M22 Y23 K0
#4F121C	#E0834F	#A44221	#EB803A	#E6CCC1



R235 G128 B58  
C0 M59 Y81 K0  
#EB803A



R224 G131 B79  
C9 M56 Y72 K0  
#E0834F



R79 G18 B28  
C40 M96 Y65 K67  
#4F121C



R164 G66 B33  
C25 M80 Y93 K20  
#A44221

R230 G204 B193  
C11 M22 Y23 K0  
#E6CCC1



# SHADOW AND LIGHT

## GRADIENT

A background gradient with a mixture of light and dark, suitable for use when introducing **WOMEN** | Bayer and for use with messages that highlight solutions as well as problems.

DO NOT remove/delete any of the additional colour points within the grads when moving these points around. These additional points ensure the colours remain true to their intent.

R29 G16 B41	R212 G177 B180	R164 G66 B33	R224 G131 B79	R230 G204 B193
C69 M75 Y10 K85	C18 M34 Y23 K0	C25 M80 Y93 K20	C9 M56 Y72 K0	C11 M22 Y23 K0
#1D1029	#D4B1B4	#A44221	#E0834F	#E6CCC1



R212 G177 B180  
C18 M34 Y23 K0  
#D4B1B4



R29 G16 B41  
C69 M75 Y10 K85  
#1D1029



R224 G131 B79  
C9 M56 Y72 K0  
#E0834F

R230 G204 B193  
C11 M22 Y23 K0  
#E6CCC1



R164 G66 B33  
C25 M80 Y93 K20  
#A44221





# DEEP SHADOW

## GRADIENT

A background gradient with a mixture of deeper tones with a subtle glow suitable for use with messages that highlight problems we're aiming to tackle.

DO NOT remove/delete any of the additional colour points within the grads when moving these points around. These additional points ensure the colours remain true to their intent.

R9 G7 B18	R29 G16 B41	R96 G78 B109	R164 G66 B33
C72 M64 Y58 K73	C69 M75 Y10 K85	C67 M69 Y34 K21	C25 M80 Y93 K20
#090712	#1D1029	#604E6D	#A44221



R29 G16 B41  
C69 M75 Y10 K85  
#1D1029



R9 G7 B18  
C72 M64 Y58 K73  
#090712



R29 G16 B41  
C69 M75 Y10 K85  
#1D1029



R164 G66 B33  
C25 M80 Y93 K20  
#A44221



R29 G16 B41  
C69 M75 Y10 K85  
#1D1029



R96 G78 B109  
C67 M69 Y34 K21  
#604E6D

# HOW TO USE OUR GRADIENTS

When placing the logo on gradient backgrounds the warm light source should be emanating from the O of the **WOMEN** | Bayer wordmark. To achieve this, follow the steps below or the video shown on the right.

1. Within the live design file you can use the eyedropper tool to select the gradient and colourise your intended shape or background.
2. Once the selected shape has the gradient fill, use the gradient tool to reveal the points of the gradient. You can use these to adjust the location of the main light source.
3. Click the selected gradient point to move it around. Alternatively you can click and hold the shift key to select multiple points and move them together to retain the intent of the gradient.

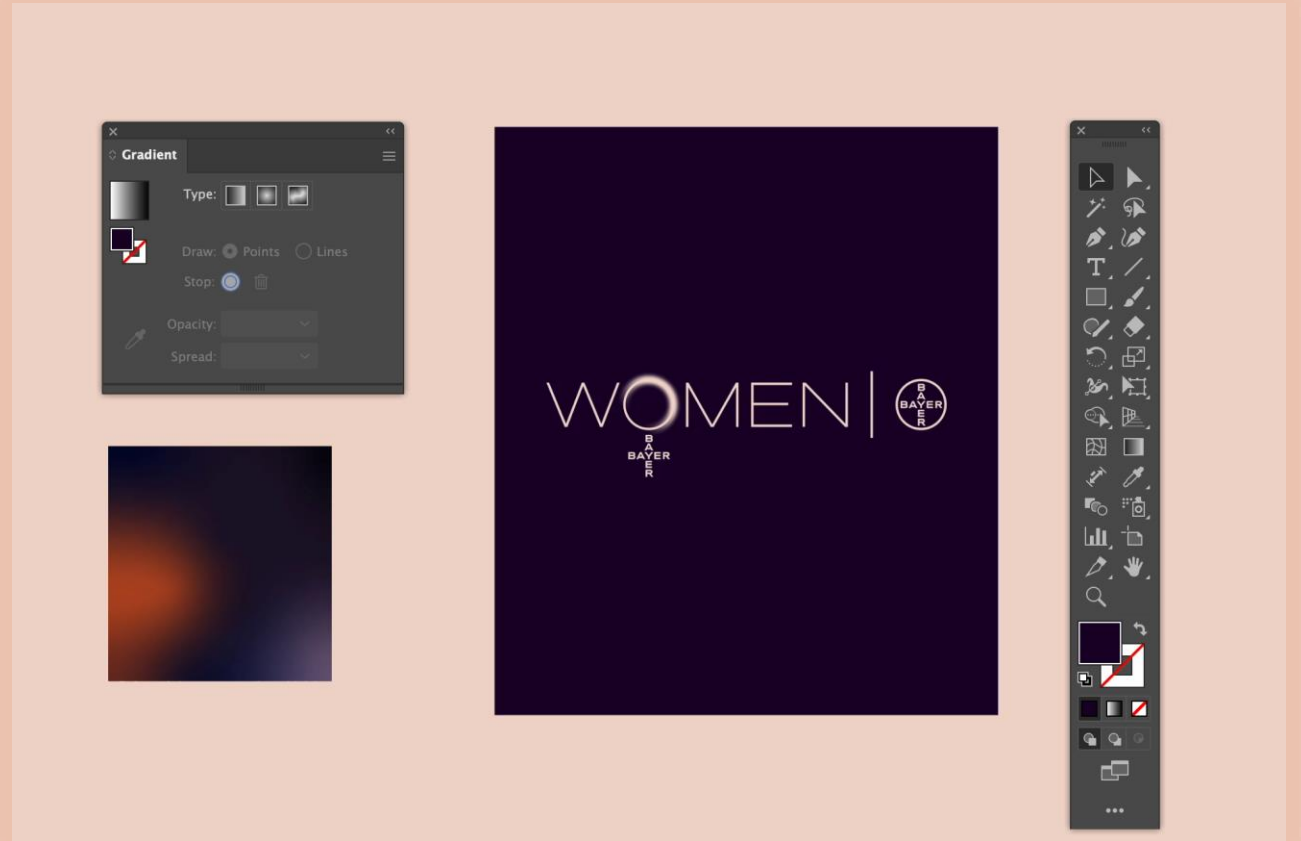
## USEFUL TOOLS



EYEDROPPER TOOL



GRADIENT TOOL



APPLYING GRADIENTS

NORMAL?

MENOPAUSE

PERIODS

HORMONES

# TYPOGRAPHY

# HEADLINES - FULL CUSTOMISATION

## Usage Guidance:

- Horizontal Scale 105%
- Tracking +20pt
- Leading same as font size
- Must be set in ALL CAPS

## SYNE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
`'::@£\$% · &\*()/+=<>

## Usage Guidance:

- Horizontal Scale 110%
- Tracking +15pt
- Leading same as font size
- Must be set in ALL CAPS

## SYNE SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
`'::@£\$% · &\*()/+=<>

## Usage Guidance:

- Horizontal Scale 115%
- Tracking +10pt
- Leading same as font size
- Must be set in ALL CAPS

## SYNE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
`'::@£\$% · &\*()/+=<>

## Usage Guidance:

- Horizontal Scale 125%
- No tracking (Opt)
- Leading same as font size
- Must be set in ALL CAPS
- For large scale use only

## SYNE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
`'::@£\$% · &\*()/+=<>

## When to use full customisation

Some simple typographic style adjustments are made to the typeface Syne when setting headlines.

Full customisation refers to the manual adjustment of the default values for Horizontal Scale (character width), Tracking (character spacing) and Leading (line spacing). This must be used whenever design software allows for these adjustments. This includes the majority of designed applications in print, social media, animation, film and digital.

When full customisation is applied Bold, Semibold and Medium weights can be used to allow for flexibility within designs. Please note: Regular weight is reserved for large scale use only when lighter type looks most balanced (such as large headlines on printed billboards or large digital screens).

For Adobe software follow the usage guidance on this page and see page 39 and 40 for more detail. For any other software please match this visually.

Google Font (open source)  
<https://fonts.google.com/specimen/Syne>

# HEADLINES - LIMITED CUSTOMISATION

## Usage Guidance:

- Tracking +20pt
- Leading same as font size
- Must be set in ALL CAPS

## SYNE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
,.;@£\$% ' &\*()/+=<>

## Usage Guidance:

- Tracking +15pt
- Leading same as font size
- Must be set in ALL CAPS

## SYNE SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
,.;@£\$% ' &\*()/+=<>

## FIGMA Usage Guidance:

- SYNE BOLD: 3% Letter Spacing
- SYNE SEMIBOLD: 2% Letter Spacing
- Leading same as font size
- Must be set in ALL CAPS

## When to use limited customisation

Limited customisation refers to the manual adjustment of the default values for Tracking (character spacing) and Leading (line spacing) when using the typeface Syne for headlines. This is used when the adjustment of Horizontal Scale (character width) is not possible within certain software such as Figma, other web software and PowerPoint.

When limited customisation is applied, only Bold and Semibold weights are permitted.

The Adobe software usage guidance is shown on this page with more detail on pages 39 and 40. For any other software please match to this visually.

A recommendation for Figma is also shown on this page.

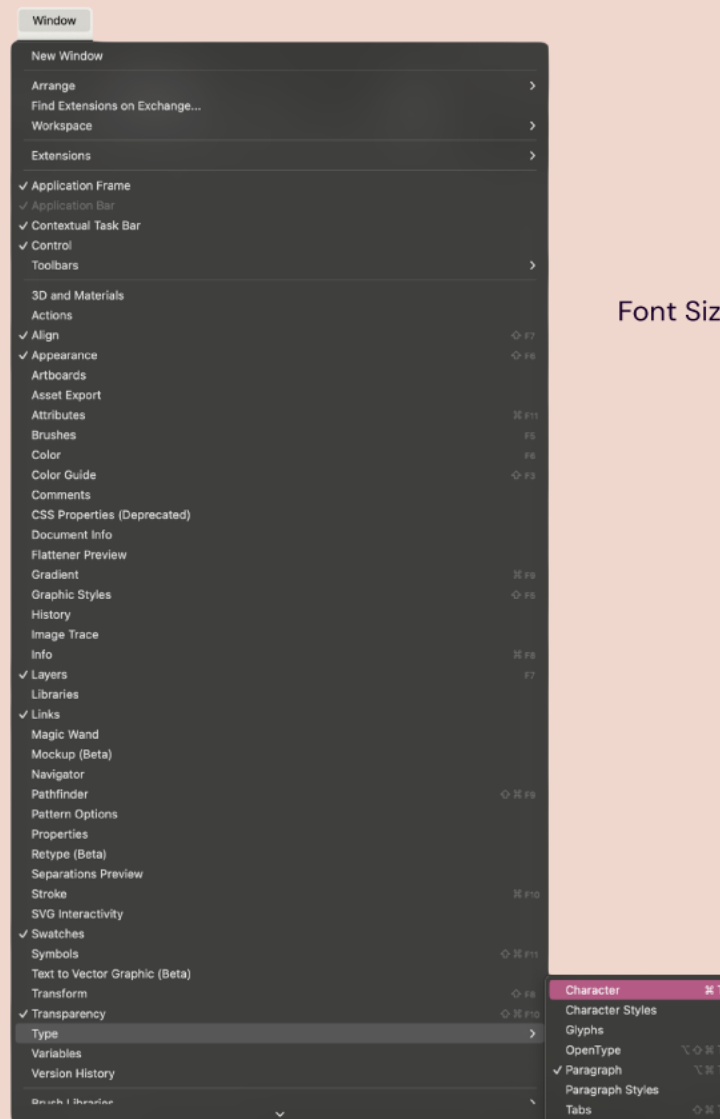
Google Font (open source)  
<https://fonts.google.com/specimen/Syne>

# CUSTOMISING HEADLINES

In order to achieve the expanded type look of the **WOMEN | Bayer** brand, please use the 'characters' panel in Adobe software to customise the font properties.

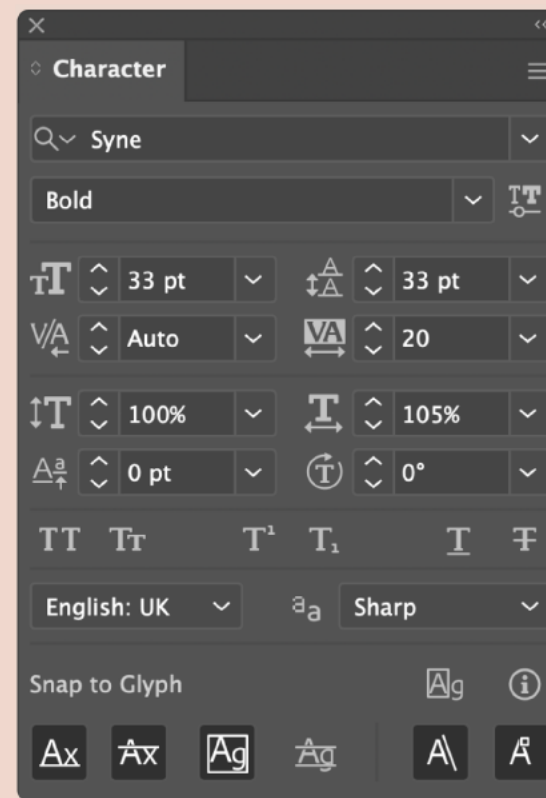
The exact numbers and properties for each typeface and weight are shown on the previous page.

How to access character preferences



Character Panel

Font Size →



← Leading

← Tracking

← Horizontal Scale

# NUMBERS IN HEADLINES

The default numerical style within the Syne typeface is old style non-lining numbers. This style is incorrect as it does not work with the ALL CAPS style of our headlines.

The correct cap height, lining numbers style can be accessed through glyphs in Adobe software as shown on this page. This style must be used whenever possible.

If setting the correct numerical style is not possible (such as in some web design software) please avoid using numbers in headlines.

INCORRECT numerical style

1234567890

CORRECT numerical style

1234567890

How to access  
Glyphs



Glyphs panel



← Correct numerical style

← Type weight selection



# BRAND LINE - SYNE BOLD

The Bold weight of Syne should be used for most applications (see next page for guidance on large scale usage). The type styling must follow the headline customisation rules for Syne Bold. The brand line must only be set in the four formats shown on this page. The brand line must be placed away from the logo following the guidance on page 20 (Logo spacing).

Single line

**ENLIGHTENING THE WAY TO WOMEN'S HEALTH**

---

2 line

**ENLIGHTENING THE WAY  
TO WOMEN'S HEALTH**

---

3 line

**ENLIGHTENING  
THE WAY TO  
WOMEN'S HEALTH**

---

4 line

**ENLIGHTENING  
THE WAY  
TO WOMEN'S  
HEALTH**

#### Usage Guidance:

- Horizontal Scale 105%
- Tracking +20pt
- Leading same as font size
- Must be set in ALL CAPS

# BRAND LINE - SYNE REGULAR

(FOR LARGE SCALE USE)

The Regular weight of Syne should be used for large scale applications only. The type styling must follow the headline customisation rules for Syne Regular. The brand line must only be set in the four formats shown on this page. The brand line must be placed away from the logo following the guidance on page 20 (Logo spacing).

Single line

ENLIGHTENING THE WAY TO WOMEN'S HEALTH

---

2 line

ENLIGHTENING THE WAY  
TO WOMEN'S HEALTH

---

3 line

ENLIGHTENING  
THE WAY TO  
WOMEN'S HEALTH

---

4 line

ENLIGHTENING  
THE WAY  
TO WOMEN'S  
HEALTH

#### Usage Guidance:

- Horizontal Scale 125%
- No tracking (Opt)
- Leading same as font size
- Must be set in ALL CAPS
- For large scale use only

# BODY COPY

## Usage Guidance:

- Sentence case
- Auto tracking and leading

## DM Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

~:;@£\$%^&\*()/+=<>

## Usage Guidance:

- Sentence case
- Auto tracking and leading

## DM Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

~:;@£\$%^&\*()/+=<>

## Usage Guidance:

- Sentence case
- Auto tracking and leading

## DM Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

~:;@£\$%^&\*()/+=<>

## When to use

For all body copy DM Sans should be used in Bold, SemiBold and Regular weights. The matching Italics for these weights should also be used as necessary.

If the brand fonts Syne and DM Sans are not available the default system font Arial should be used (e.e. Microsoft Word, eWizard etc).

## WOMEN | Bayer

When writing the brand name in text please set as shown above with the word WOMEN set in ALL CAPS and a bolder weight.

Google Font (open source)

<https://fonts.google.com/specimen/DM+Sans>

# BRAND INSPIRATION

# ART DIRECTION MOODBOARD

A world where uncertainty and misinformation leaves women feeling left in the dark



Looking towards  
a brighter future  
for women



Emerging from  
the shadows



Well-informed and confident  
women owning the light

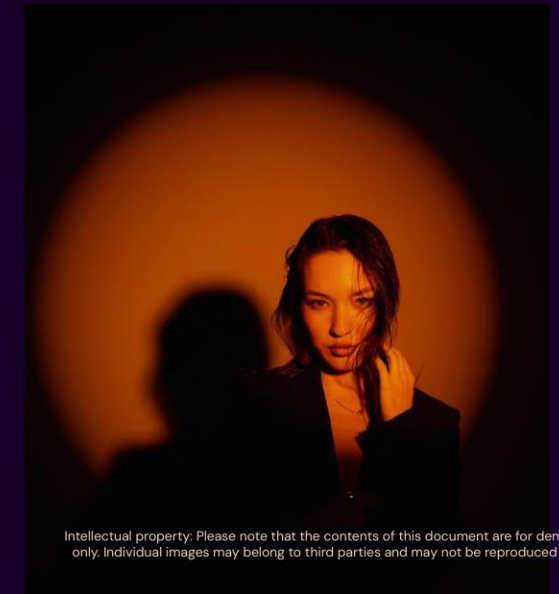
Showing our thought  
leadership in the  
Women's health space



Basking in the light of feeling  
self assured and seen



A world where women are  
listened to



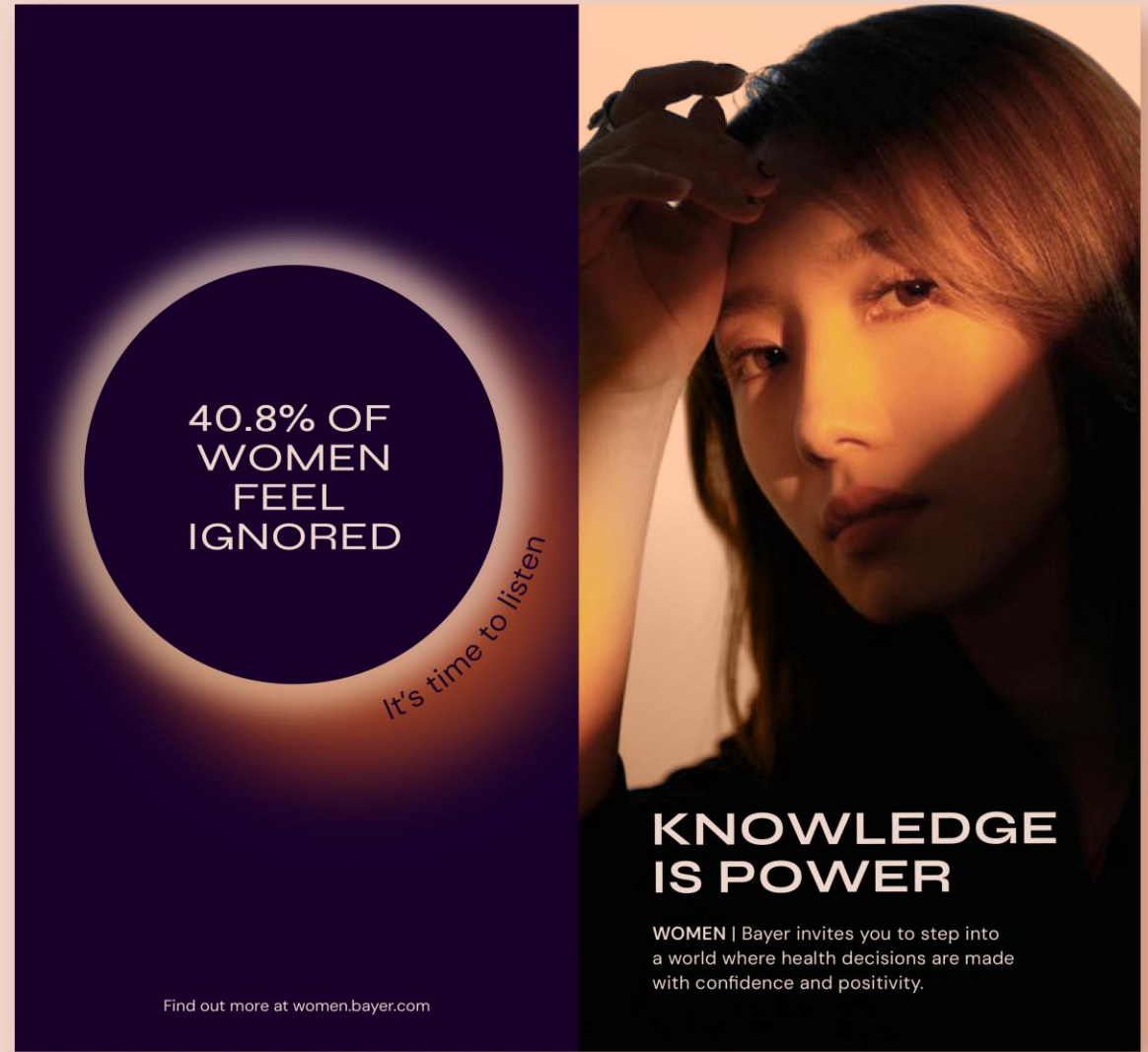
Intellectual property: Please note that the contents of this document are for demonstration only. Individual images may belong to third parties and may not be reproduced in any way.

# LAUNCH CAMPAIGN IMAGERY



This page shows key imagery from the launch campaign which features a camouflage concept.

# FLYER - COVER AND SPREADS

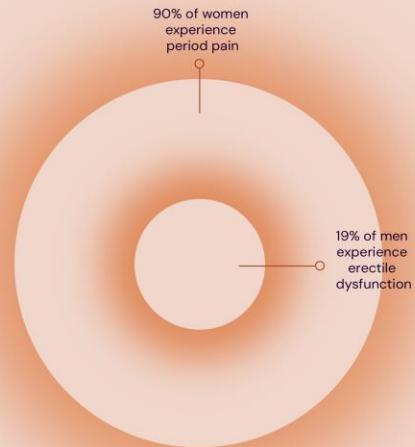


# FLYER - SPREADS

Women have a  
**50 percent** higher  
chance of receiving  
the wrong initial  
diagnosis following  
a heart attack.

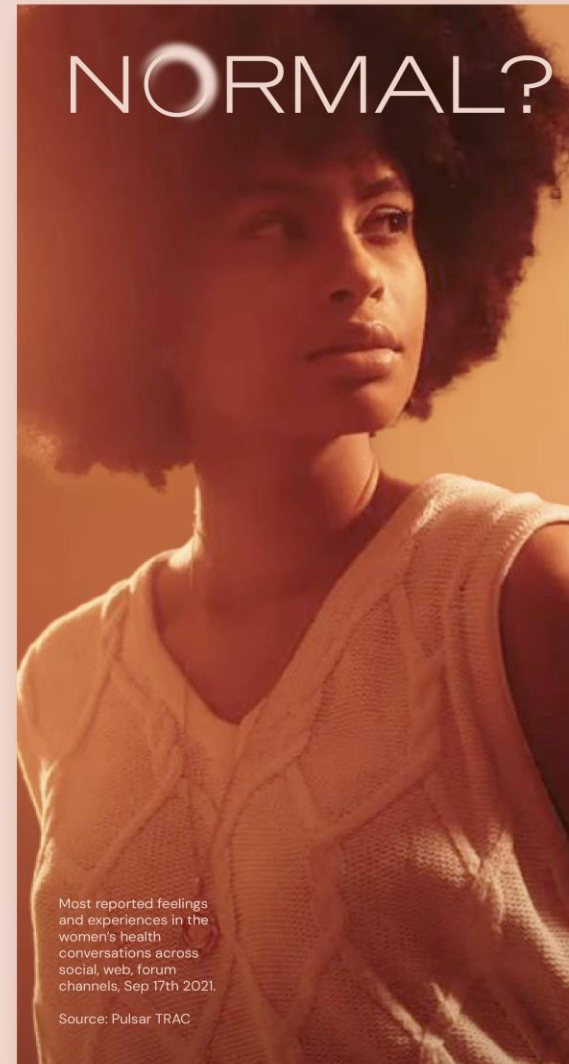
Most reported feelings in the women's health conversations across social, web, forum channels, Sep 17th 2021. Source: Pulsar TRAC

## GENDER IMBALANCE IN HEALTH



WOMEN | Bayer invites you to step into a world where health decisions are made with confidence and positivity.

## NORMAL?



Most reported feelings and experiences in the women's health conversations across social, web, forum channels, Sep 17th 2021.

Source: Pulsar TRAC

In 2016 male oral contraception trials were paused due to side effects including mood swings, nausea & headaches.

The same side effects that women have been dealing with for years.

**IT'S TIME TO  
SHINE A LIGHT ON  
WOMEN'S HEALTH.**



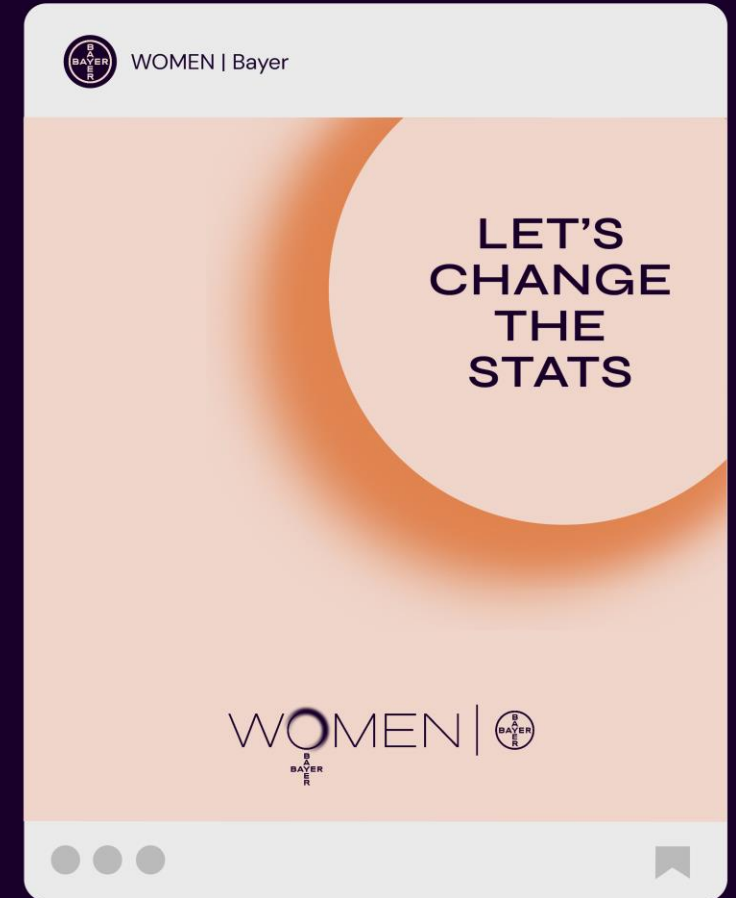
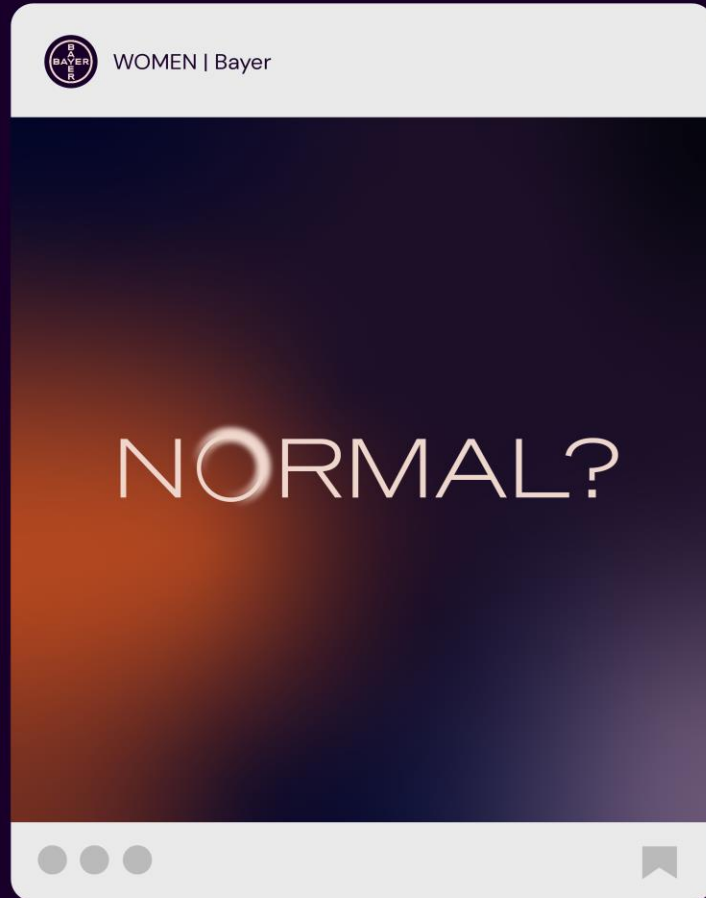
LET'S  
CHANGE  
THINGS  
FOR  
THE  
BETTER

WOMEN | Bayer invites you to step into a world where health decisions are made with confidence and positivity.

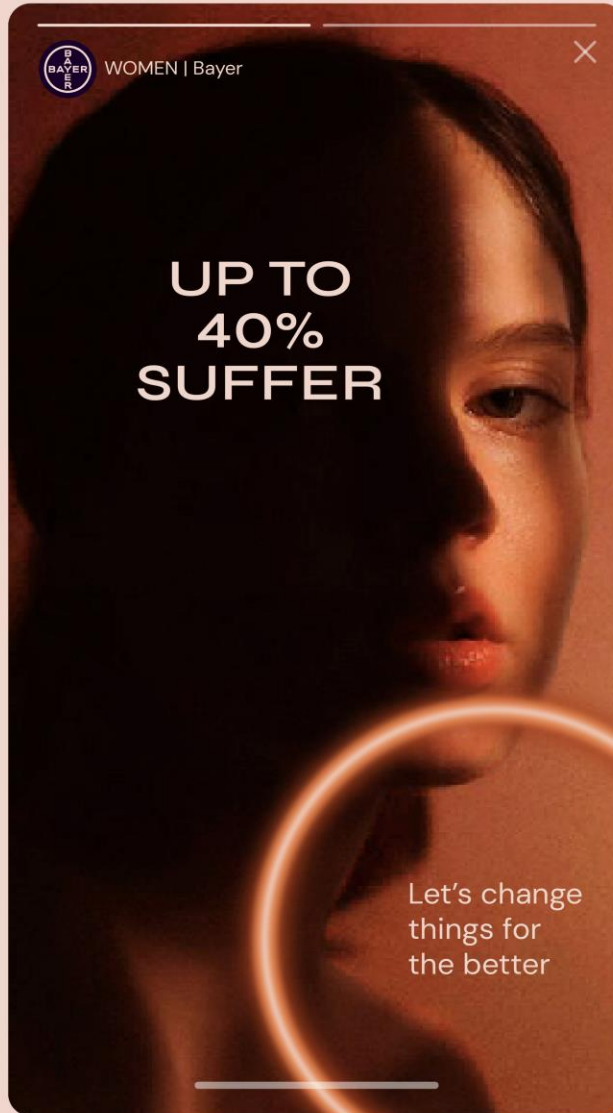
Find out more at [women.bayer.com](https://www.women.bayer.com)



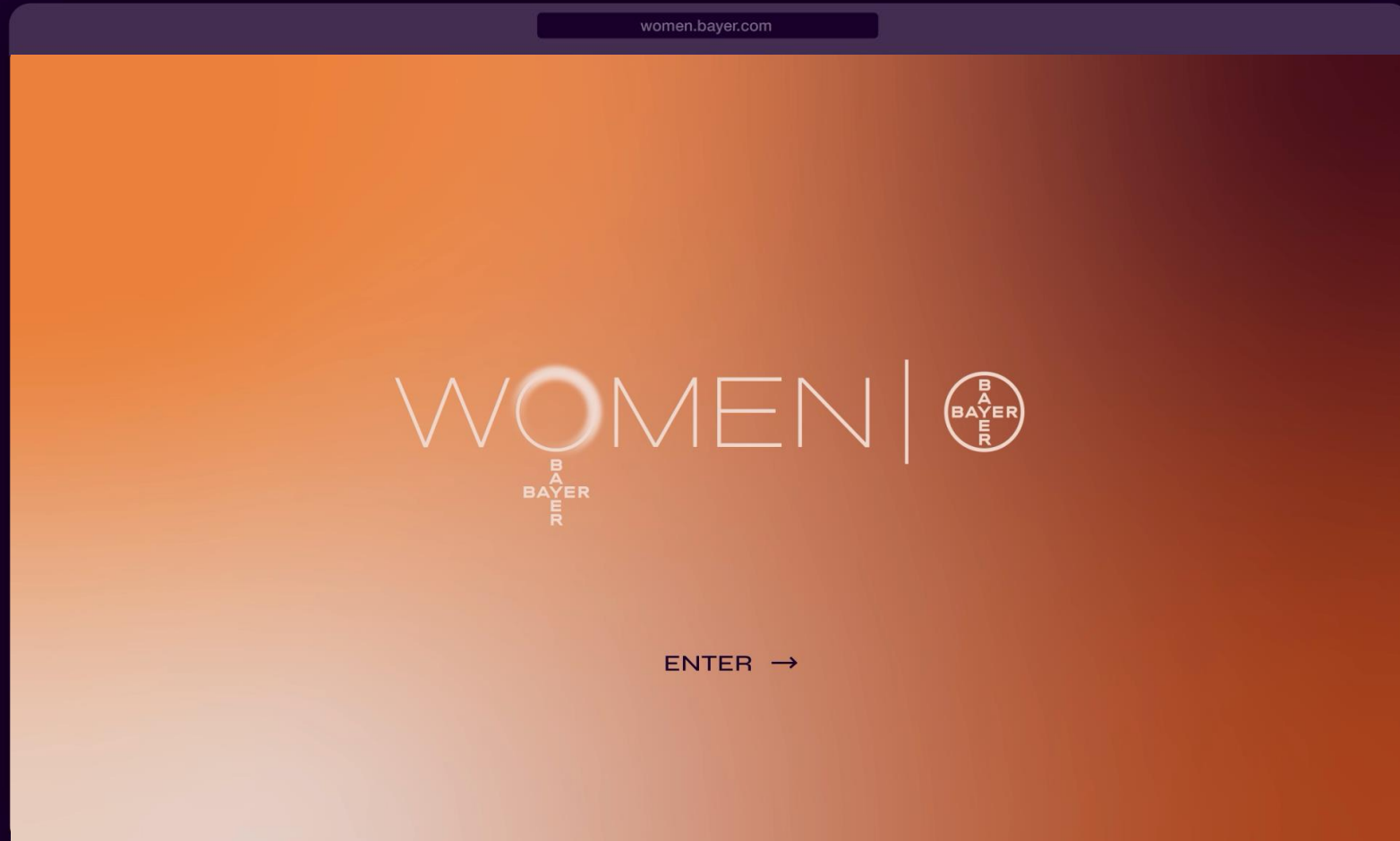
# SOCIAL MEDIA POSTS



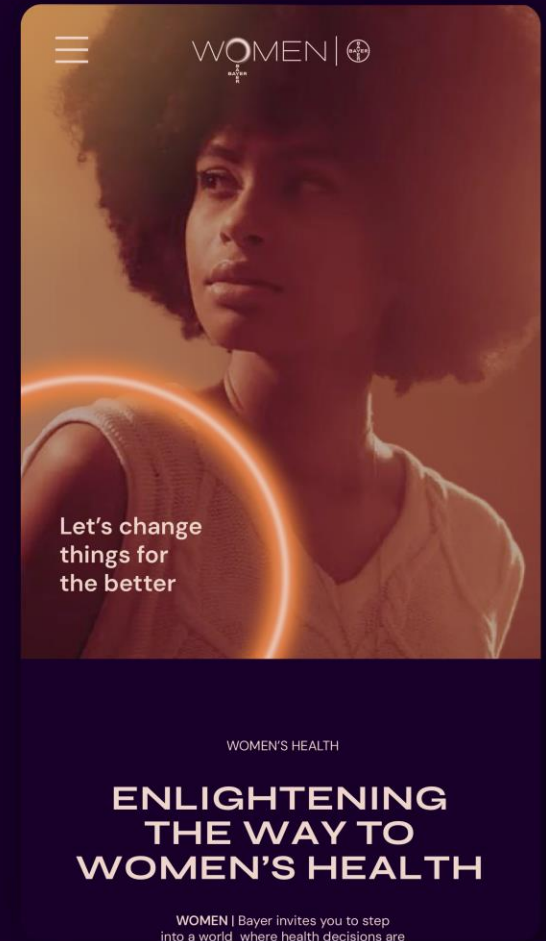
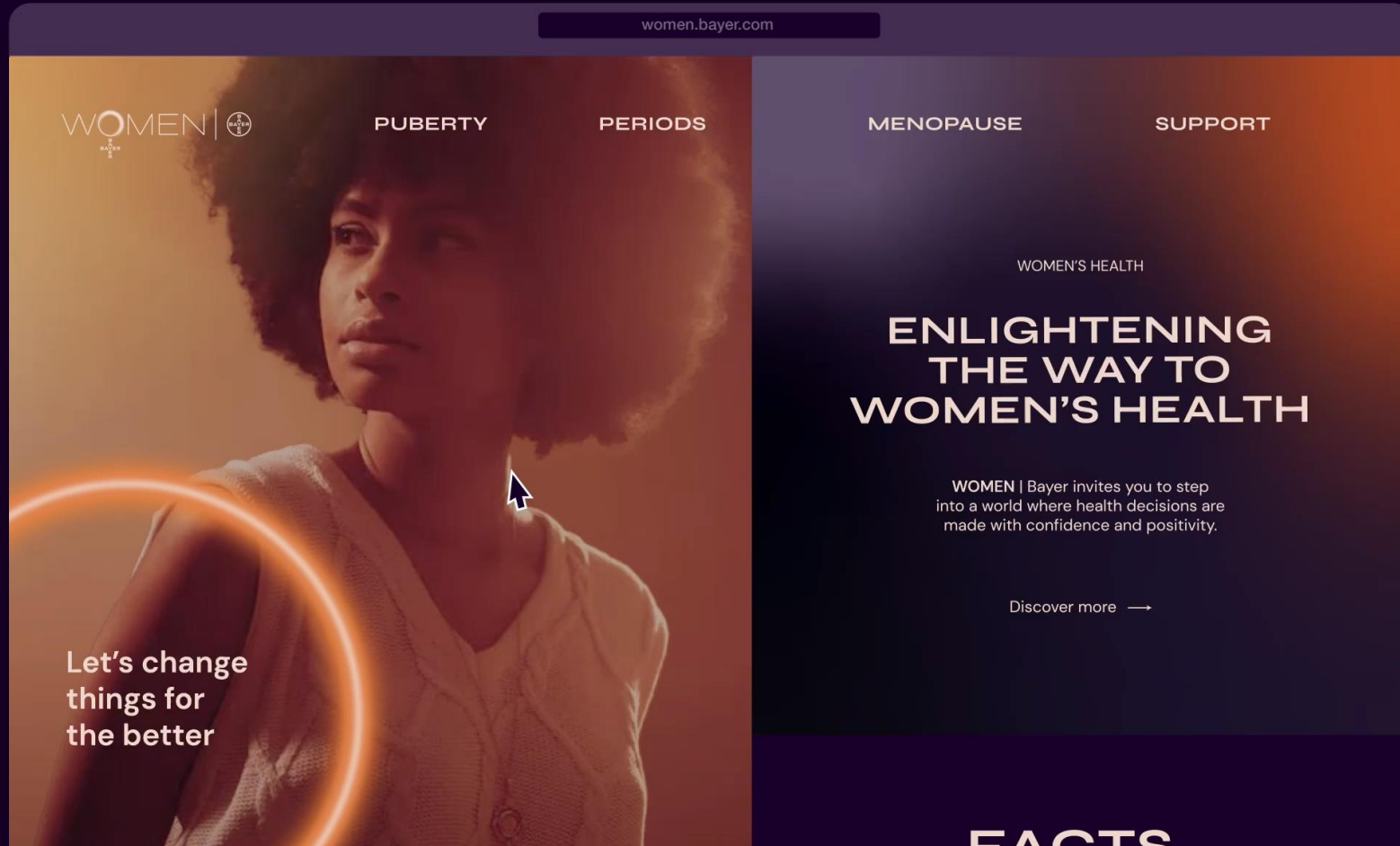
# SOCIAL MEDIA STORIES



# WEBSITE - LANDING PAGE



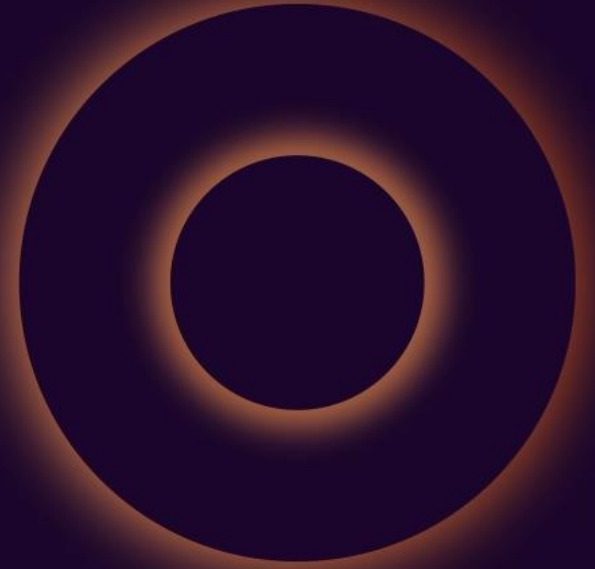
# WEBSITE



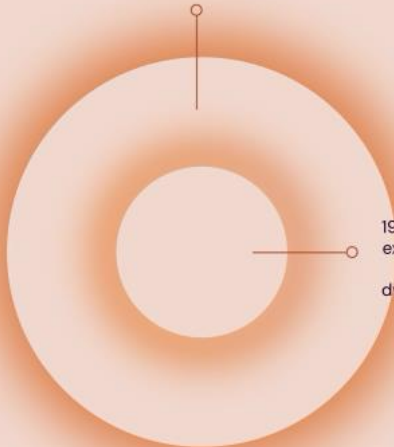
MOTION



WOMEN |   
BAYER



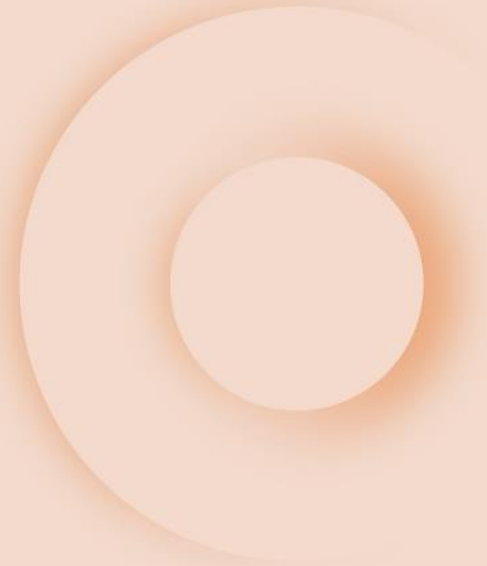
90% of women  
experience  
period pain



19% of men  
experience  
erectile  
dysfunction

40.8% OF  
WOMEN  
FEEL  
IGNORED

*It's time to listen*



# EVENTS AND EXHIBITIONS

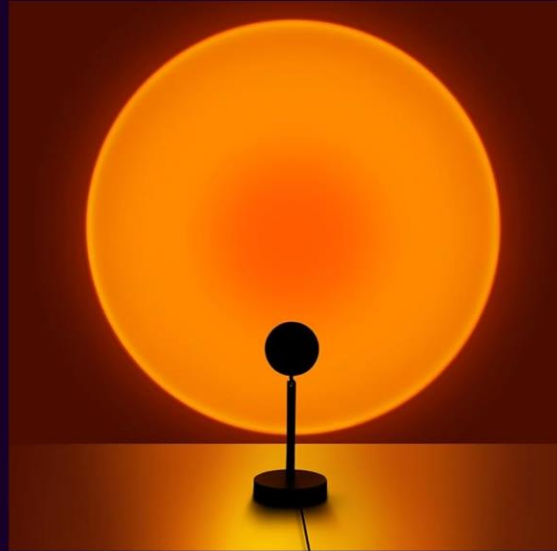
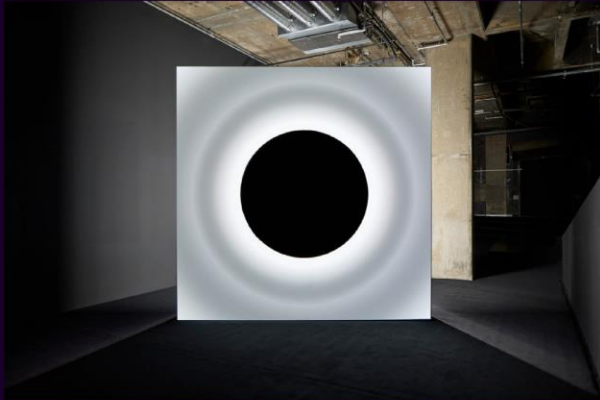


# EVENTS AND EXHIBITIONS





# EVENTS AND EXHIBITIONS



## HOW DO YOU FEEL?



WOMEN | Bayer invites you to step into a world where health decisions are made with confidence and positivity.

WOMEN |   


# EVENTS AND EXHIBITIONS



# EVENTS AND EXHIBITIONS

# WOMEN |

B  
A  
B  
A  
Y  
E  
R



# WOMEN |

B  
A  
B  
A  
Y  
E  
R



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# SUMMARY

Inadequate research has forced generations of women to endure extreme pregnancy sickness without treatment.

In 2023 scientists discover that a single hormone is the cause and a cure could now be on the horizon.

WOMEN |   
BAYER

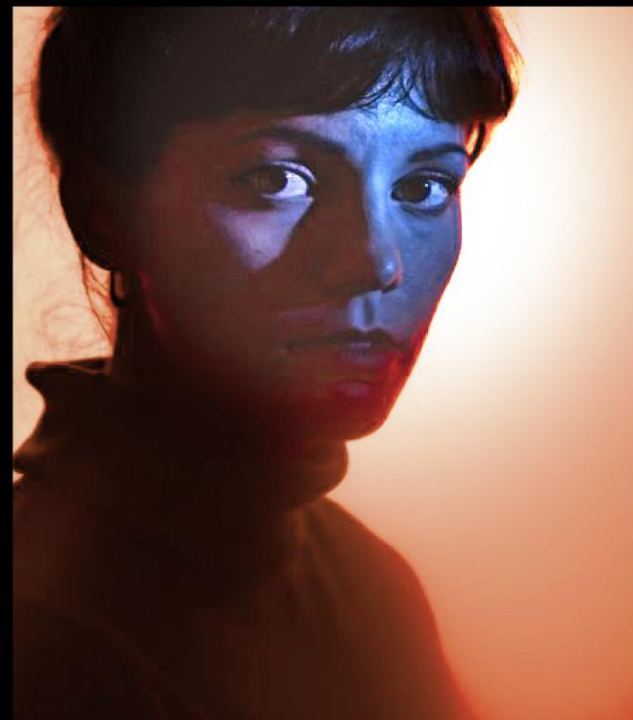
40.8% OF  
WOMEN  
FEEL  
IGNORED

*It's time for change*

90% of women  
experience  
period pain

15% of men  
experience  
erectile  
dysfunction

WOMEN | Bayer  
invites you to step  
into a world where  
health decisions are  
made with confidence  
and positivity.



A CURE FOR  
PREGNANCY  
SICKNESS  
COULD BE ON  
THE HORIZON

LET'S  
CHANGE  
THINGS  
FOR  
THE  
BETTER

# ASSET LIST

# STATIC ASSET LIST

## NORMAL wordmark static

### Glow colourway

- WOMEN\_BAYER\_NORMAL\_WORDMARK\_GLOW\_CMYK.ai
- WOMEN\_BAYER\_NORMAL\_WORDMARK\_GLOW\_CMYK.pdf
- WOMEN\_BAYER\_NORMAL\_WORDMARK\_GLOW\_RGB.ai
- WOMEN\_BAYER\_NORMAL\_WORDMARK\_GLOW\_RGB.pdf
- WOMEN\_BAYER\_NORMAL\_WORDMARK\_GLOW\_300ppi\_RGB.png
- WOMEN\_BAYER\_NORMAL\_WORDMARK\_GLOW\_150ppi\_RGB.png
- WOMEN\_BAYER\_NORMAL\_WORDMARK\_GLOW\_72ppi\_RGB.png

## PERIODS wordmark static

### Glow colourway

- WOMEN\_BAYER\_PERIODS\_WORDMARK\_GLOW\_CMYK.ai
- WOMEN\_BAYER\_PERIODS\_WORDMARK\_GLOW\_CMYK.pdf
- WOMEN\_BAYER\_PERIODS\_WORDMARK\_GLOW\_RGB.ai
- WOMEN\_BAYER\_PERIODS\_WORDMARK\_GLOW\_RGB.pdf
- WOMEN\_BAYER\_PERIODS\_WORDMARK\_GLOW\_300ppi\_RGB.png
- WOMEN\_BAYER\_PERIODS\_WORDMARK\_GLOW\_150ppi\_RGB.png
- WOMEN\_BAYER\_PERIODS\_WORDMARK\_GLOW\_72ppi\_RGB.png

## MENOPAUSE wordmark static

### Glow colourway

- WOMEN\_BAYER\_MENOPAUSE\_WORDMARK\_GLOW\_CMYK.ai
- WOMEN\_BAYER\_MENOPAUSE\_WORDMARK\_GLOW\_CMYK.pdf
- WOMEN\_BAYER\_MENOPAUSE\_WORDMARK\_GLOW\_RGB.ai
- WOMEN\_BAYER\_MENOPAUSE\_WORDMARK\_GLOW\_RGB.pdf
- WOMEN\_BAYER\_MENOPAUSE\_WORDMARK\_GLOW\_300ppi\_RGB.png
- WOMEN\_BAYER\_MENOPAUSE\_WORDMARK\_GLOW\_150ppi\_RGB.png
- WOMEN\_BAYER\_MENOPAUSE\_WORDMARK\_GLOW\_72ppi\_RGB.png



NORMAL wordmark in 'Glow' on transparent background



PERIODS wordmark in 'Glow' on transparent background



MENOPAUSE wordmark in 'Glow' on transparent background

# STATIC ASSET LIST

## Gradient Backgrounds

### Glowing Light

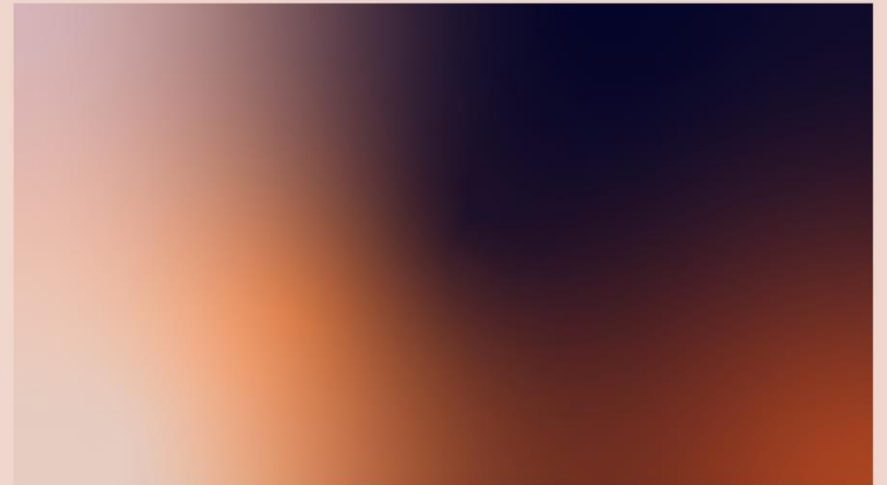
- WOMEN\_BAYER\_BACKGROUND\_GLOWING\_LIGHT\_A4\_LANDSCAPE\_CMYK.ai
- WOMEN\_BAYER\_BACKGROUND\_GLOWING\_LIGHT\_A4\_LANDSCAPE\_CMYK.pdf
- WOMEN\_BAYER\_BACKGROUND\_GLOWING\_LIGHT\_A4\_LANDSCAPE\_CMYK.jpg
- WOMEN\_BAYER\_BACKGROUND\_GLOWING\_LIGHT\_A4\_PORTRAIT\_CMYK.ai
- WOMEN\_BAYER\_BACKGROUND\_GLOWING\_LIGHT\_A4\_PORTRAIT\_CMYK.pdf
- WOMEN\_BAYER\_BACKGROUND\_GLOWING\_LIGHT\_A4\_PORTRAIT\_CMYK.jpg
- WOMEN\_BAYER\_BACKGROUND\_GLOWING\_LIGHT\_16\_9\_LANDSCAPE\_1920x1080px\_RGB.ai
- WOMEN\_BAYER\_BACKGROUND\_GLOWING\_LIGHT\_16\_9\_LANDSCAPE\_1920x1080px\_300ppi\_RGB.png
- WOMEN\_BAYER\_BACKGROUND\_GLOWING\_LIGHT\_16\_9\_LANDSCAPE\_1920x1080px\_150ppi\_RGB.png
- WOMEN\_BAYER\_BACKGROUND\_GLOWING\_LIGHT\_16\_9\_LANDSCAPE\_1920x1080px\_72ppi\_RGB.png
- WOMEN\_BAYER\_BACKGROUND\_GLOWING\_LIGHT\_16\_9\_PORTRAIT\_1080x1920px\_RGB.ai
- WOMEN\_BAYER\_BACKGROUND\_GLOWING\_LIGHT\_16\_9\_PORTRAIT\_1080x1920px\_300ppi\_RGB.png
- WOMEN\_BAYER\_BACKGROUND\_GLOWING\_LIGHT\_16\_9\_PORTRAIT\_1080x1920px\_150ppi\_RGB.png
- WOMEN\_BAYER\_BACKGROUND\_GLOWING\_LIGHT\_16\_9\_PORTRAIT\_1080x1920px\_72ppi\_RGB.png
- WOMEN\_BAYER\_BACKGROUND\_GLOWING\_LIGHT\_1080x1080px\_RGB.ai
- WOMEN\_BAYER\_BACKGROUND\_GLOWING\_LIGHT\_1080x1080px\_300ppi\_RGB.png
- WOMEN\_BAYER\_BACKGROUND\_GLOWING\_LIGHT\_1080x1080px\_150ppi\_RGB.png
- WOMEN\_BAYER\_BACKGROUND\_GLOWING\_LIGHT\_1080x1080px\_72ppi\_RGB.png

### Shadow and Light

- WOMEN\_BAYER\_BACKGROUND\_SHADOW\_LIGHT\_A4\_LANDSCAPE\_CMYK.ai
- WOMEN\_BAYER\_BACKGROUND\_SHADOW\_LIGHT\_A4\_LANDSCAPE\_CMYK.pdf
- WOMEN\_BAYER\_BACKGROUND\_SHADOW\_LIGHT\_A4\_LANDSCAPE\_CMYK.jpg
- WOMEN\_BAYER\_BACKGROUND\_SHADOW\_LIGHT\_A4\_PORTRAIT\_CMYK.ai
- WOMEN\_BAYER\_BACKGROUND\_SHADOW\_LIGHT\_A4\_PORTRAIT\_CMYK.pdf
- WOMEN\_BAYER\_BACKGROUND\_SHADOW\_LIGHT\_A4\_PORTRAIT\_CMYK.jpg
- WOMEN\_BAYER\_BACKGROUND\_SHADOW\_LIGHT\_16\_9\_LANDSCAPE\_1920x1080px\_RGB.ai
- WOMEN\_BAYER\_BACKGROUND\_SHADOW\_LIGHT\_16\_9\_LANDSCAPE\_1920x1080px\_300ppi\_RGB.png
- WOMEN\_BAYER\_BACKGROUND\_SHADOW\_LIGHT\_16\_9\_LANDSCAPE\_1920x1080px\_150ppi\_RGB.png
- WOMEN\_BAYER\_BACKGROUND\_SHADOW\_LIGHT\_16\_9\_LANDSCAPE\_1920x1080px\_72ppi\_RGB.png
- WOMEN\_BAYER\_BACKGROUND\_SHADOW\_LIGHT\_16\_9\_PORTRAIT\_1080x1920px\_RGB.ai
- WOMEN\_BAYER\_BACKGROUND\_SHADOW\_LIGHT\_16\_9\_PORTRAIT\_1080x1920px\_300ppi\_RGB.png
- WOMEN\_BAYER\_BACKGROUND\_SHADOW\_LIGHT\_16\_9\_PORTRAIT\_1080x1920px\_150ppi\_RGB.png
- WOMEN\_BAYER\_BACKGROUND\_SHADOW\_LIGHT\_16\_9\_PORTRAIT\_1080x1920px\_72ppi\_RGB.png
- WOMEN\_BAYER\_BACKGROUND\_SHADOW\_LIGHT\_1080x1080px\_RGB.ai
- WOMEN\_BAYER\_BACKGROUND\_SHADOW\_LIGHT\_1080x1080px\_300ppi\_RGB.png
- WOMEN\_BAYER\_BACKGROUND\_SHADOW\_LIGHT\_1080x1080px\_150ppi\_RGB.png
- WOMEN\_BAYER\_BACKGROUND\_SHADOW\_LIGHT\_1080x1080px\_72ppi\_RGB.png



Gradient background in 'Glowing Light'



Gradient background in 'Shadow and Light'

# STATIC ASSET LIST

## Deep Shadow

- WOMEN\_BAYER\_BACKGROUND\_DEEP\_SHADOW\_A4\_LANDSCAPE\_CMYK.ai
- WOMEN\_BAYER\_BACKGROUND\_DEEP\_SHADOW\_A4\_LANDSCAPE\_CMYK.pdf
- WOMEN\_BAYER\_BACKGROUND\_DEEP\_SHADOW\_A4\_LANDSCAPE\_CMYK.jpg
- WOMEN\_BAYER\_BACKGROUND\_DEEP\_SHADOW\_A4\_PORTRAIT\_CMYK.ai
- WOMEN\_BAYER\_BACKGROUND\_DEEP\_SHADOW\_A4\_PORTRAIT\_CMYK.pdf
- WOMEN\_BAYER\_BACKGROUND\_DEEP\_SHADOW\_A4\_PORTRAIT\_CMYK.jpg
- WOMEN\_BAYER\_BACKGROUND\_DEEP\_SHADOW\_16\_9\_LANDSCAPE\_1920x1080px\_RGB.ai
- WOMEN\_BAYER\_BACKGROUND\_DEEP\_SHADOW\_16\_9\_LANDSCAPE\_1920x1080px\_300ppi\_RGB.png
- WOMEN\_BAYER\_BACKGROUND\_DEEP\_SHADOW\_16\_9\_LANDSCAPE\_1920x1080px\_150ppi\_RGB.png
- WOMEN\_BAYER\_BACKGROUND\_DEEP\_SHADOW\_16\_9\_LANDSCAPE\_1920x1080px\_72ppi\_RGB.png
- WOMEN\_BAYER\_BACKGROUND\_DEEP\_SHADOW\_16\_9\_PORTRAIT\_1080x1920px\_RGB.ai
- WOMEN\_BAYER\_BACKGROUND\_DEEP\_SHADOW\_16\_9\_PORTRAIT\_1080x1920px\_300ppi\_RGB.png
- WOMEN\_BAYER\_BACKGROUND\_DEEP\_SHADOW\_16\_9\_PORTRAIT\_1080x1920px\_150ppi\_RGB.png
- WOMEN\_BAYER\_BACKGROUND\_DEEP\_SHADOW\_16\_9\_PORTRAIT\_1080x1920px\_72ppi\_RGB.png
- WOMEN\_BAYER\_BACKGROUND\_DEEP\_SHADOW\_1080x1080px\_RGB.ai
- WOMEN\_BAYER\_BACKGROUND\_DEEP\_SHADOW\_1080x1080px\_300ppi\_RGB.png
- WOMEN\_BAYER\_BACKGROUND\_DEEP\_SHADOW\_1080x1080px\_150ppi\_RGB.png
- WOMEN\_BAYER\_BACKGROUND\_DEEP\_SHADOW\_1080x1080px\_72ppi\_RGB.png



Gradient background in 'Deep Shadow'



# STATIC ASSET LIST

## NORMAL wordmark static

### Glow colourway

- WOMEN\_BAYER\_NORMAL\_WORDMARK\_GLOW\_CMYK.ai
- WOMEN\_BAYER\_NORMAL\_WORDMARK\_GLOW\_CMYK.pdf
- WOMEN\_BAYER\_NORMAL\_WORDMARK\_GLOW\_RGB.ai
- WOMEN\_BAYER\_NORMAL\_WORDMARK\_GLOW\_RGB.pdf
- WOMEN\_BAYER\_NORMAL\_WORDMARK\_GLOW\_300ppi\_RGB.png
- WOMEN\_BAYER\_NORMAL\_WORDMARK\_GLOW\_150ppi\_RGB.png
- WOMEN\_BAYER\_NORMAL\_WORDMARK\_GLOW\_72ppi\_RGB.png

## PERIODS wordmark static

### Glow colourway

- WOMEN\_BAYER\_PERIODS\_WORDMARK\_GLOW\_CMYK.ai
- WOMEN\_BAYER\_PERIODS\_WORDMARK\_GLOW\_CMYK.pdf
- WOMEN\_BAYER\_PERIODS\_WORDMARK\_GLOW\_RGB.ai
- WOMEN\_BAYER\_PERIODS\_WORDMARK\_GLOW\_RGB.pdf
- WOMEN\_BAYER\_PERIODS\_WORDMARK\_GLOW\_300ppi\_RGB.png
- WOMEN\_BAYER\_PERIODS\_WORDMARK\_GLOW\_150ppi\_RGB.png
- WOMEN\_BAYER\_PERIODS\_WORDMARK\_GLOW\_72ppi\_RGB.png

## MENOPAUSE wordmark static

### Glow colourway

- WOMEN\_BAYER\_MENOPAUSE\_WORDMARK\_GLOW\_CMYK.ai
- WOMEN\_BAYER\_MENOPAUSE\_WORDMARK\_GLOW\_CMYK.pdf
- WOMEN\_BAYER\_MENOPAUSE\_WORDMARK\_GLOW\_RGB.ai
- WOMEN\_BAYER\_MENOPAUSE\_WORDMARK\_GLOW\_RGB.pdf
- WOMEN\_BAYER\_MENOPAUSE\_WORDMARK\_GLOW\_300ppi\_RGB.png
- WOMEN\_BAYER\_MENOPAUSE\_WORDMARK\_GLOW\_150ppi\_RGB.png
- WOMEN\_BAYER\_MENOPAUSE\_WORDMARK\_GLOW\_72ppi\_RGB.png



NORMAL wordmark in 'Glow' on transparent background



PERIODS wordmark in 'Glow' on transparent background



MENOPAUSE wordmark in 'Glow' on transparent background

# STATIC ASSET LIST

Logo Wordmark With Gradient Backgrounds (for internal PPT use)

## Glowing Light

– WOMEN\_BAYER\_LOGO\_WORDMARK\_BACKGROUND\_GLOWING\_LIGHT\_16\_9\_LANDSCAPE\_1920x1080px\_72ppi\_RGB.png

## Shadow and Light

– WOMEN\_BAYER\_LOGO\_WORDMARK\_BACKGROUND\_SHADOW\_LIGHT\_16\_9\_LANDSCAPE\_1920x1080px\_72ppi\_RGB.png

## Deep Shadow

– WOMEN\_BAYER\_LOGO\_WORDMARK\_BACKGROUND\_DEEP\_SHADOW\_16\_9\_LANDSCAPE\_1920x1080px\_72ppi\_RGB.png



Logo wordmark in 'Glow' on 'Glowing Light' gradient



Logo wordmark in 'Glow' on 'Shadow and Light' gradient



Logo wordmark in 'Glow' on 'Deep Shadow' gradient

# MOTION ASSET LIST

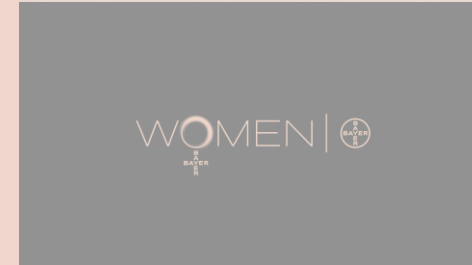
Logo wordmark animation (end frame)

.MOV (1920x1080px, 25fps, Apple ProRes4444)

- WOMEN\_BAYER\_LOGO\_WORDMARK\_END\_FRAME\_ALPHA\_16x9.mov
- WOMEN\_BAYER\_LOGO\_WORDMARK\_END\_FRAME\_BACKGROUND\_GLOWING\_LIGHT\_16x9.mov
- WOMEN\_BAYER\_LOGO\_WORDMARK\_END\_FRAME\_BACKGROUND\_SHADOW\_LIGHT\_16x9.mov
- WOMEN\_BAYER\_LOGO\_WORDMARK\_END\_FRAME\_BACKGROUND\_DEEP\_SHADOW\_16x9.mov
- WOMEN\_BAYER\_LOGO\_WORDMARK\_END\_FRAME\_BACKGROUND\_SHADOW\_16x9.mov

.MP4 (1920x1080px, 25fps, H.264)

- WOMEN\_BAYER\_LOGO\_WORDMARK\_END\_FRAME\_BACKGROUND\_GLOWING\_LIGHT\_16x9.mp4
- WOMEN\_BAYER\_LOGO\_WORDMARK\_END\_FRAME\_BACKGROUND\_SHADOW\_LIGHT\_16x9.mp4
- WOMEN\_BAYER\_LOGO\_WORDMARK\_END\_FRAME\_BACKGROUND\_DEEP\_SHADOW\_16x9.mp4
- WOMEN\_BAYER\_LOGO\_WORDMARK\_END\_FRAME\_BACKGROUND\_SHADOW\_16x9.mp4



Logo wordmark animation (end frame)  
in transparent background



Logo wordmark animation (end frame)  
in 'Glowing Light' gradient background



Logo wordmark animation (end frame)  
in 'Light and Shadow' gradient background



Logo wordmark animation (end frame)  
in 'Deep Shadow' gradient background



Logo wordmark animation (end frame)  
in 'Shadow' background

# MOTION ASSET LIST

Logo wordmark animation (loop)

.MOV (1920x1080px, 25fps, Apple ProRes4444)

- WOMEN\_BAYER\_LOGO\_WORDMARK\_LOOP\_ALPHA\_16x9.mov
- WOMEN\_BAYER\_LOGO\_WORDMARK\_LOOP\_BACKGROUND\_GLOWING\_LIGHT\_16x9.mov
- WOMEN\_BAYER\_LOGO\_WORDMARK\_LOOP\_BACKGROUND\_SHADOW\_LIGHT\_16x9.mov
- WOMEN\_BAYER\_LOGO\_WORDMARK\_LOOP\_BACKGROUND\_DEEP\_SHADOW\_16x9.mov
- WOMEN\_BAYER\_LOGO\_WORDMARK\_LOOP\_BACKGROUND\_SHADOW\_16x9.mov

.MP4 (1920x1080px, 25fps, H.264)

- WOMEN\_BAYER\_LOGO\_WORDMARK\_LOOP\_BACKGROUND\_GLOWING\_LIGHT\_16x9.mp4
- WOMEN\_BAYER\_LOGO\_WORDMARK\_LOOP\_BACKGROUND\_SHADOW\_LIGHT\_16x9.mp4
- WOMEN\_BAYER\_LOGO\_WORDMARK\_LOOP\_BACKGROUND\_DEEP\_SHADOW\_16x9.mp4
- WOMEN\_BAYER\_LOGO\_WORDMARK\_LOOP\_BACKGROUND\_SHADOW\_16x9.mp4



Logo wordmark animation (loop)  
in transparent background



Logo wordmark animation (loop)  
in 'Glowing Light' gradient background



Logo wordmark animation (loop)  
in 'Light and Shadow' gradient background



Logo wordmark animation (loop)  
in 'Deep Shadow' gradient background



Logo wordmark animation (loop)  
in 'Shadow' background

# CONGRESS LAUNCH ASSET LIST

## Cube

– BAYCOGG\_GRADIENT\_W42insx H68ins\_CUBE 2[84].pdf

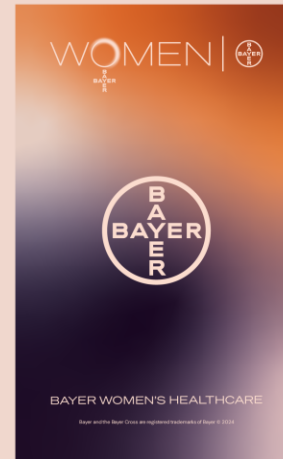
## LED Screen

### West

– WOMEN\_BAYER\_ACOG\_LED\_WEST\_5184x576\_15s\_60fps\_HEVC.mp4

### East

– WOMEN\_BAYER\_ACOG\_LED\_EAST\_5184x576\_15s\_60fps\_HEVC.mp4



Cube



LED Screen (West)



LED Screen (East)