

# 2.0

## SYMBOL/ LOGOTYPE

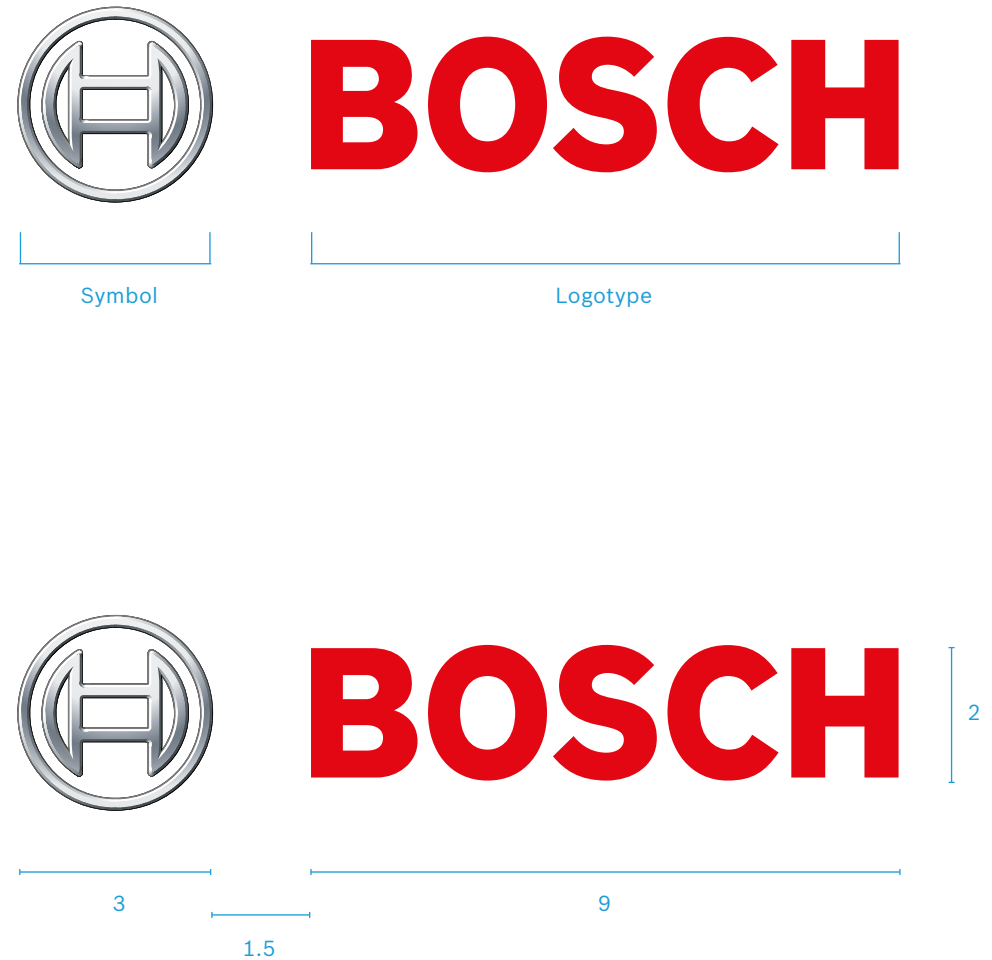
# Symbol/logotype

## General information

The **symbol/logotype** consists of the Bosch armature symbol and the Bosch logotype. When reproduced in the specified size and spacing proportions, the symbol/logotype forms an entity that represents the Bosch company.

The symbol and logotype form a unit. Exceptions to this rule apply only to product identification and packaging. Please refer to the relevant style guide for more details.

- ▶ Do not change the proportions or the spacing between the symbol and the logotype.
- ▶ The symbol and the logotype may not be used separately for decorative or design purposes.
- ▶ No other product, project, departmental, or event logos may be created next to the symbol/logotype.



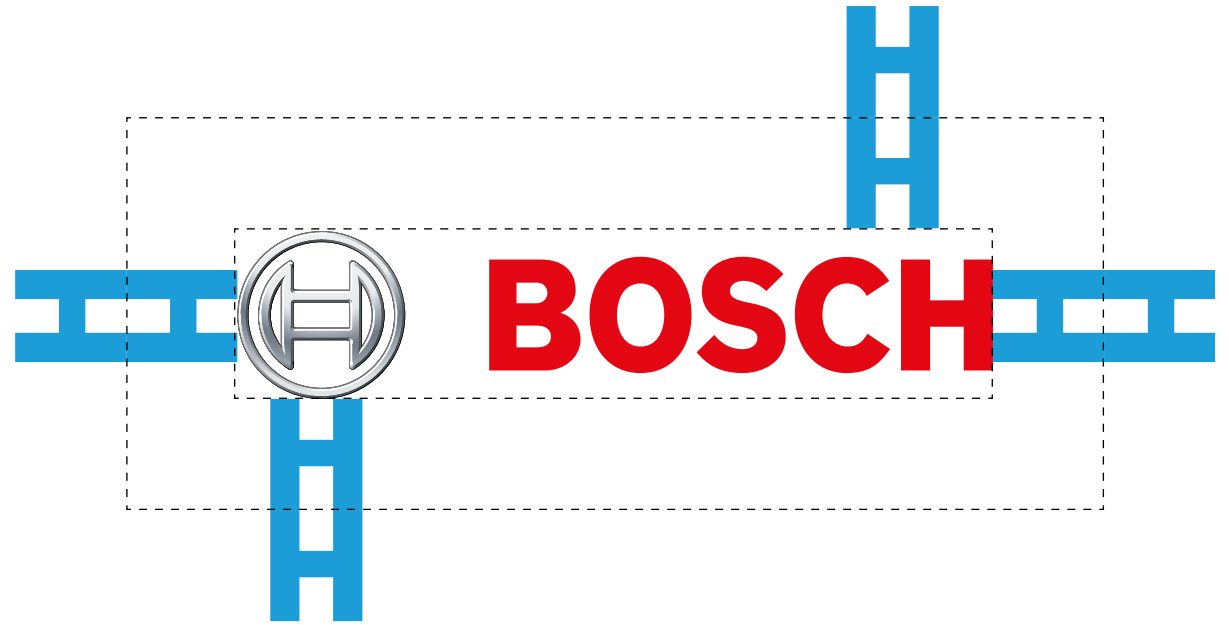
The symbol/logotype may be used only in the specified proportions.

**NOTE:** You can find masters of the symbol/logotype at [design.bosch.com](https://design.bosch.com) in the CD extranet.

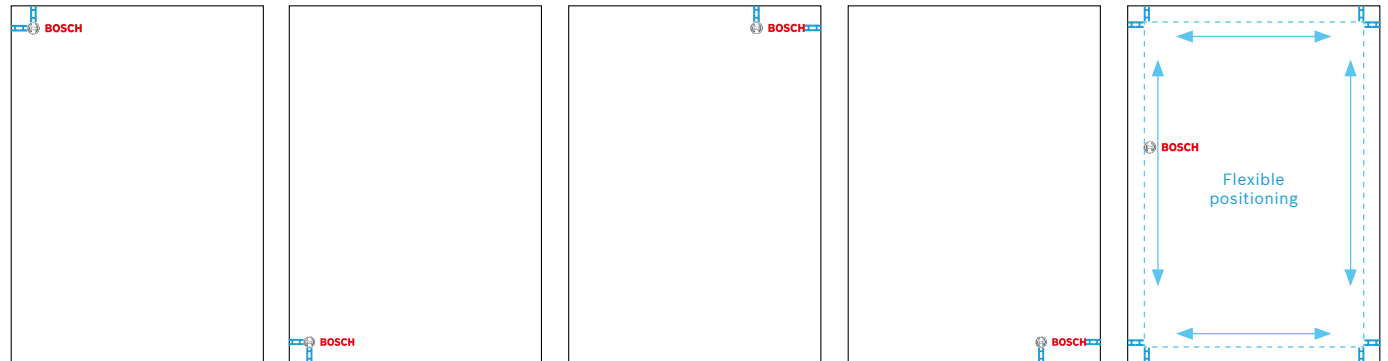
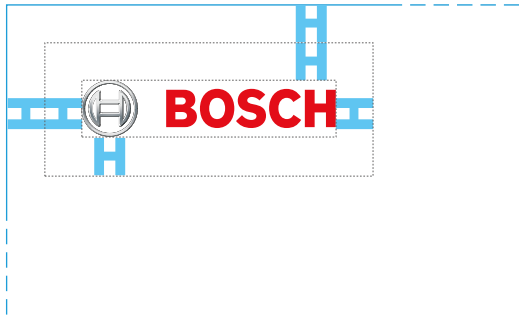
# Symbol/logotype

## Dimensions and spacing

The minimum spacing between the symbol/logo-type and other design elements, such as text or images, is equivalent to the height of one “H” to each side.



The preferred position is the top left corner. The symbol/logotype can be positioned flexibly along the format edge.



# Symbol/logotype

## Versions

To ensure a consistent corporate design, the 4-color version of the Bosch symbol/logotype should be used whenever possible. A grayscale version is available for black-and-white applications.

The line version is used in all applications where a 3-dimensional reproduction of the symbol is not possible for production reasons (e.g. silk-screen and pad printing).

- ▶ The symbol/logotype may be used only in the specified versions
- ▶ The symbol/logotype colors are defined and may not be changed
- ▶ Special specifications apply to building identification applications
- ▶ Backgrounds must be dark or bright enough to ensure appropriate contrast for the symbol/logotype

Please refer to the relevant style guides.

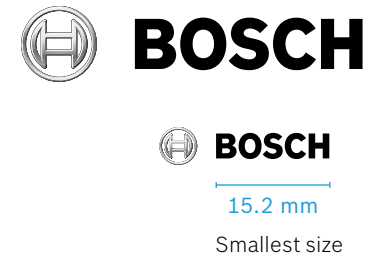
4C version and 2C version



Line version 2C  
(Dark Gray and Red)



Grayscale version



Line version 1C  
(silver/Light Gray)



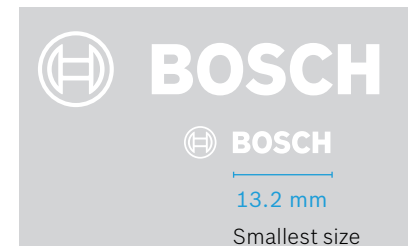
Line version 2C  
(silver/Light Gray and Red)



Line version 1C  
(black)



Line version 1C  
(white)



**NOTE:** You can find masters of the symbol/logotype with slogan at [design.bosch.com](https://design.bosch.com) in the CD extranet.

# 2.2

## SYMBOL/ LOGOTYPE WITH SLOGAN

# Symbol/logotype with slogan

## General information

### Symbol/logotype with slogan – standard position

The slogan “Invented for life” is used in advertising communications in combination with the symbol/logotype (see applications on page 13).

The standard position of the slogan is below the symbol/logotype. It is positioned flush left and right with the Bosch logotype and placed underneath it at a spacing of one slogan cap height. Typeface: Bosch Sans Regular.

In certain cases where the slogan is very long (e.g. French, Spanish), it is positioned flush left and right with the entire symbol/logotype.

- ▶ The slogan is binding for all Bosch divisions and regions worldwide in each of the national languages
- ▶ Use of other slogans or other text below the symbol/logotype is prohibited



**NOTE:** You can find masters of the symbol/logotype with slogan at [design.bosch.com](https://design.bosch.com) in the CD extranet.

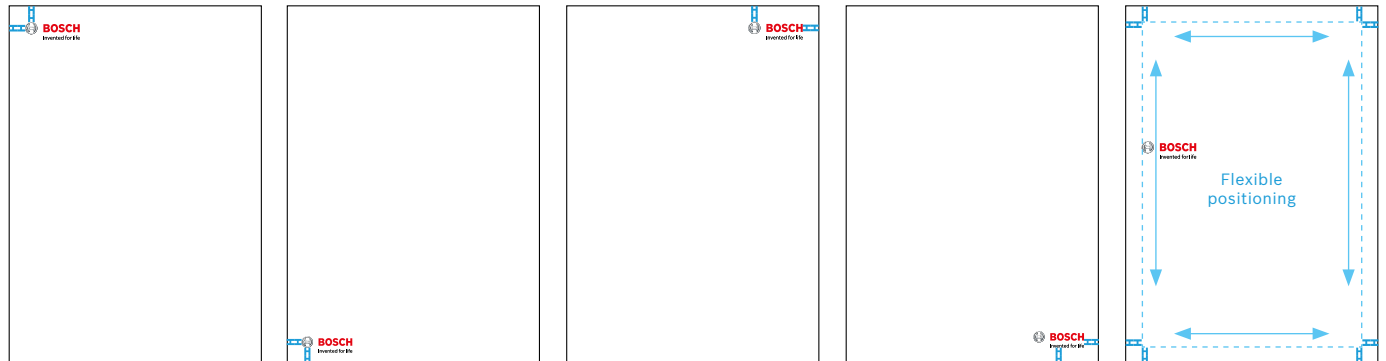
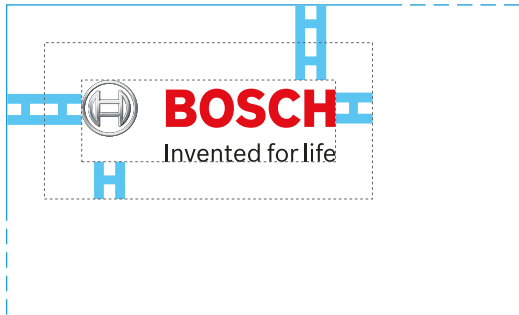
# Symbol/logotype with slogan

## Dimensions and spacing

The minimum spacing between the symbol/logo-type and other design elements, such as text or images, is equivalent to the height of one “H” to each side.



The preferred position is the top left corner. The symbol/logotype can be positioned flexibly horizontally/vertically along the format edge.



# Symbol/logotype with slogan

## Versions

To ensure a consistent corporate design, the 4-color version of the Bosch symbol/logotype should be used whenever possible. A grayscale version is available for black-and-white applications.

The line version is used in all applications where a 3-dimensional reproduction of the symbol is not possible for production reasons (e.g. silk-screen and pad printing).

- ▶ The symbol/logotype may be used only in the specified versions
- ▶ The symbol/logotype colors are defined and may not be changed
- ▶ Special specifications apply to building identification applications
- ▶ Backgrounds must be dark or bright enough to ensure appropriate contrast for the symbol/logotype

Please refer to the relevant style guides.

### Smallest size



**NOTE:** You can find masters of the symbol/logotype with slogan at [design.bosch.com](https://design.bosch.com) in the CD extranet.

4C version and 2C version



Line version 2C  
(Dark Gray and Red)



Grayscale version



Line version 1C  
(silver/Light Gray)



Line version 2C  
(silver/Light Gray and Red)



Line version 1C  
(black)



Line version 1C  
(white)





# Symbol/logotype with slogan

## Use of slogans

	Without slogan	With slogan
Advertising <sup>1</sup>		✓
Buildings and sites <sup>2</sup>	✓	
Dealer identification	✓	
Digital media <sup>3</sup>	✓	✓
Other presentations <sup>4</sup>	✓	
Personnel marketing <sup>5</sup>		✓
Products and packaging <sup>6</sup>	✓	
Publications <sup>7</sup>		✓
Stationery and office supplies <sup>8</sup>	✓	
Trade fairs and exhibitions <sup>9</sup>	✓*	✓**
Vehicles		✓
Work clothes	✓	

### Use of the symbol/logotype for bilingual and multilingual applications

For bilingual applications, the symbol/logotype can be used with the slogan in the main language. In exceptional cases it will be used without the slogan.

For multilingual applications the symbol/logotype can be used with the slogan in the main language. In exceptional cases it will be used without the slogan.

Approval from C/CCD is required.

<sup>1</sup> Advertising: advertisements, outdoor advertising, posters/billboards, mailings, merchandising, banners, point-of-sale activities, promotional clothing, TV/video/film, events/sponsoring, transport/panel advertising, advertising materials/gifts, writing pads, notepads

<sup>2</sup> Buildings and sites: building identification, site identification (pylons, signs, etc.), flags

<sup>3</sup> Digital media: extranet, internet, intranet, UI, apps, online banners, etc.

**NOTE:** Further design guidelines for digital media can be found in the online style guide.

<sup>4</sup> Other presentations: Bosch call centers, Bosch-BKK health insurance, Bosch culture, sport, and leisure (KSF), Bosch pension plan, Robert Bosch Versicherungsvermittlungs-GmbH

<sup>5</sup> Personnel marketing: personnel ads, brochures, HR communication, miscellaneous materials

<sup>6</sup> Products and packaging: user instructions, product identification, nameplates, technical publications (price lists, data sheets, spare parts lists, repair instructions, validation documents), packaging, packaging labels

<sup>7</sup> Publications: catalogs, customer and employee magazines, newsletters, press materials, product and image brochures

<sup>8</sup> Stationery and office supplies: letterheads, faxes, forms, PowerPoint, business cards

<sup>9</sup> Trade fairs and exhibitions: display boards, name tags

\* First level of perception: primary labeling

\*\* Second/third level of perception