



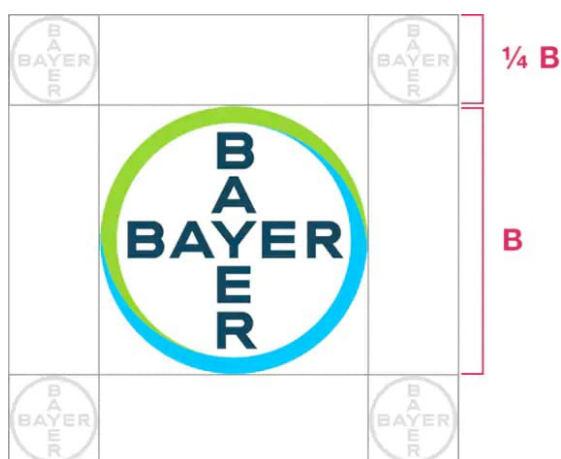
The Bayer logo

The Bayer logo is one of the world's best-known trademarks. Logo, color scheme, layout elements, font style and image conception are the basic elements of our corporate design and symbolize our brand personality and [strategy](#).

Use of the Bayer logo for external journalistic publications

Bayer is a registered trademark of Bayer AG, Leverkusen. The use of the Bayer logo by third parties for the purpose of advertising or promoting sales of a company or product is only permitted with express written permission.

We permit the use for journalistic purposes only: Publishers of press publications may use the Bayer logo in the connection with news that affect our company. Any other use, in particular commercial use and distribution is generally not permitted, even for publishers of press publications.



The appeal and recognition of the Bayer logo is best developed on a bright background when there is a free space around the logo of at least $\frac{1}{4}$ of the logo diameter used.

Feel free to contact us if you have any questions about the use of the Bayer logo.

Download:

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Eps-format for high resolution print

One-color Version:

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