



# Partners with their own corporate design

## Partner logo

The minimum requirements for third-party provider identification are the masterbrand supergraphic and the symbol/logotype with contract designation.



**BOSCH**

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**Service Partner**

Together, these elements form the **partner logo**, which is always used in the arrangement shown below.



Against a white background: outlined with a fine hairline in black



Against dark backgrounds or logos: no outline

## Symbol/logotype with contract designation

The symbol/logotype with contract designation is a cohesive design element whose two components are always separated by a fine line. If an additional designation is needed, it may be added on a second line.



- ① Symbol/logotype
- ② Separator line
- ③ Contract designation
- ④ Additional designation (optional)



- ① Layout spacing is determined by the height of the “H” in the symbol/logotype
- ② Line weight: 1/100 of the height of the symbol/logotype.  
Color: Bosch Dark Gray
- ③ Bosch Sans Bold,  
size variable, always exactly as wide as the symbol/logotype  
(aligned with the inside edge of the armature for visual balance).  
Color: Bosch Dark Gray
- ④ Bosch Sans Regular,  
no larger than 1/6 of the size of the contract designation.  
The size is reduced for longer designations.

## Supergraphic

**The masterbrand supergraphic element is a defining characteristic of the brand and is thus an important component of third-party provider identification.**

Partners/dealers with their own corporate design use the masterbrand supergraphic in their materials only in the form of a linear cutout and only as part of the partner logo.

Detailed information about using the masterbrand supergraphic can be found under [Basic elements](#).



## Layout

Combining the two elements yields the partner logo.



## Variants

Version with flat armature for digital applications



## Do's and Don'ts



Do not place it on a colored or patterned background without a white panel.



Do not distort



Do not change the structure of the logo or the symbol/logotype (with the exception of textual changes to the contract designation).



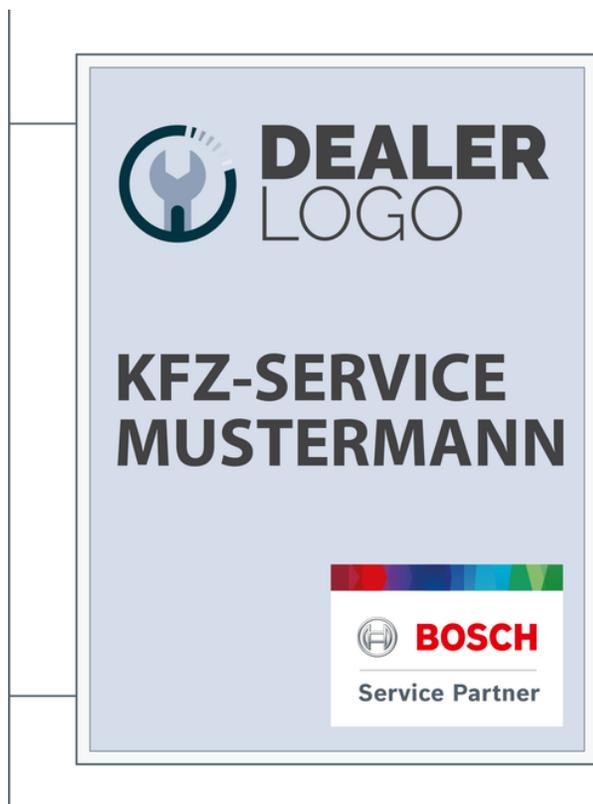
In combination with the LifeClip, do not exceed the size of the LifeClip.

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## Identification materials

**The following usage examples show only possible variants for displaying the partner logo in connection with the partner's corporate design. The actual placement of the partner logo depends greatly on the respective partner's/dealer's corporate design and may differ from the examples shown here.**

### Signboard

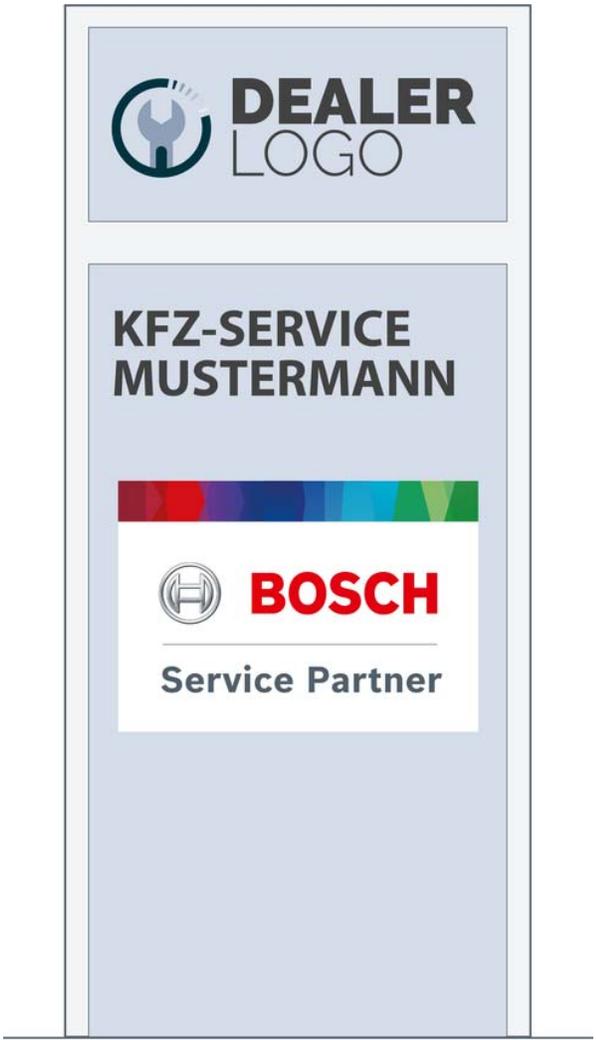


### Frieze

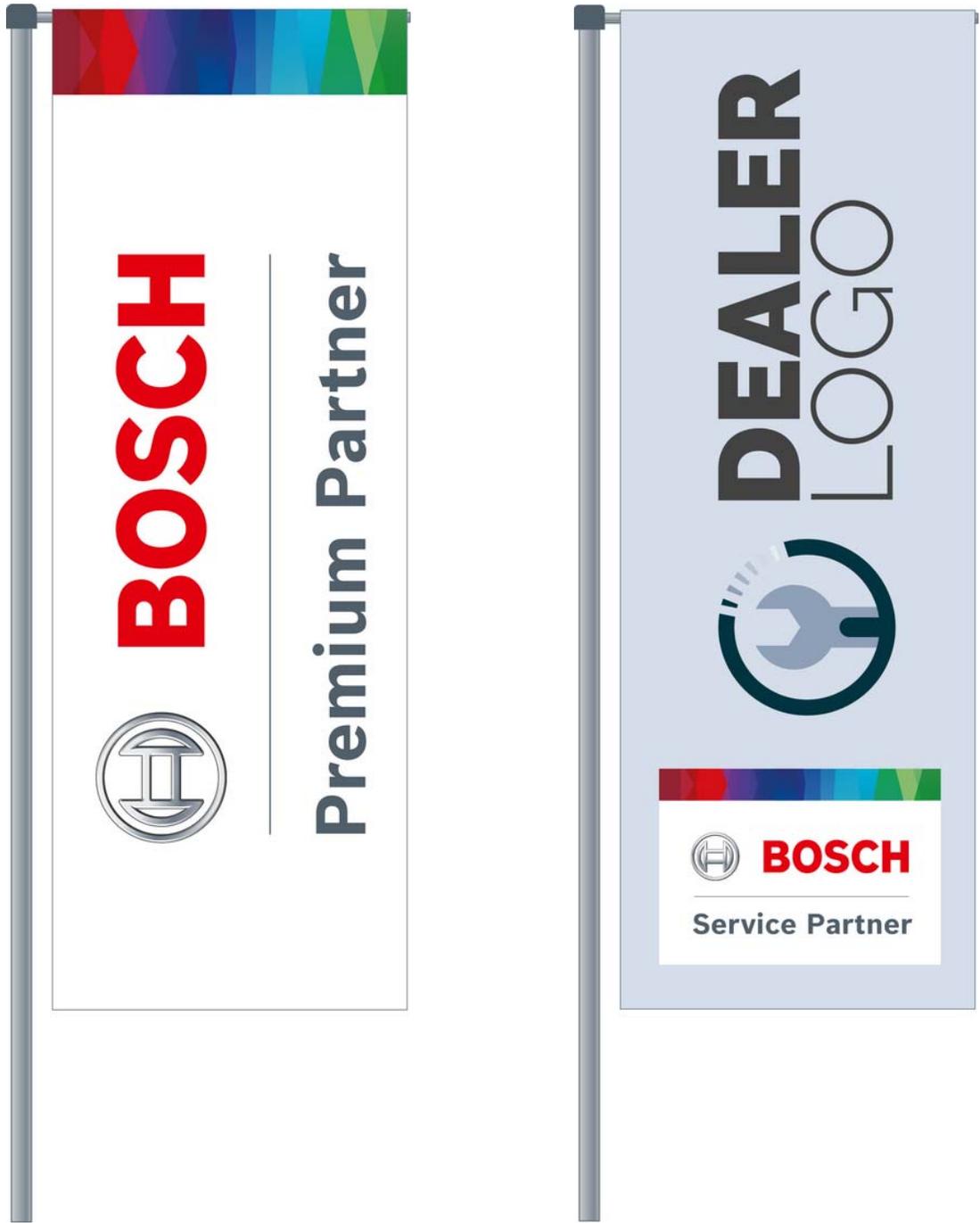
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## Pylon



## Flags



## Banners



## Shop window decals

If local guidelines, building protection measures, or even budget constraints do not permit or enable the installation of lighting or other identification materials, we recommend applying the partner logo as a decal on or near the shop window.



## Vehicles

Guidelines for dealer identification on vehicles can be found in the [Fahrzeugbeschriftung Styleguide](#).



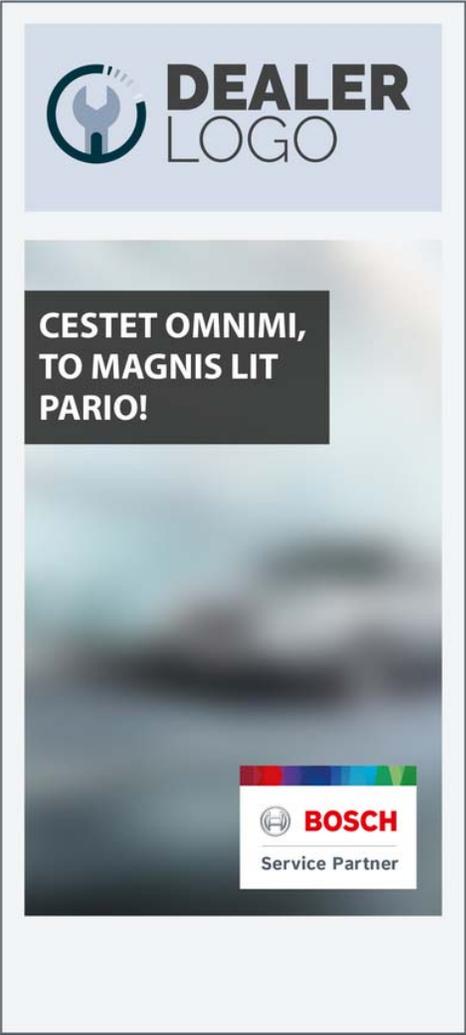
## Dealer display board



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## Advertising materials

### Advertising sign/display case



A-frames



## Posters



## Advertisements



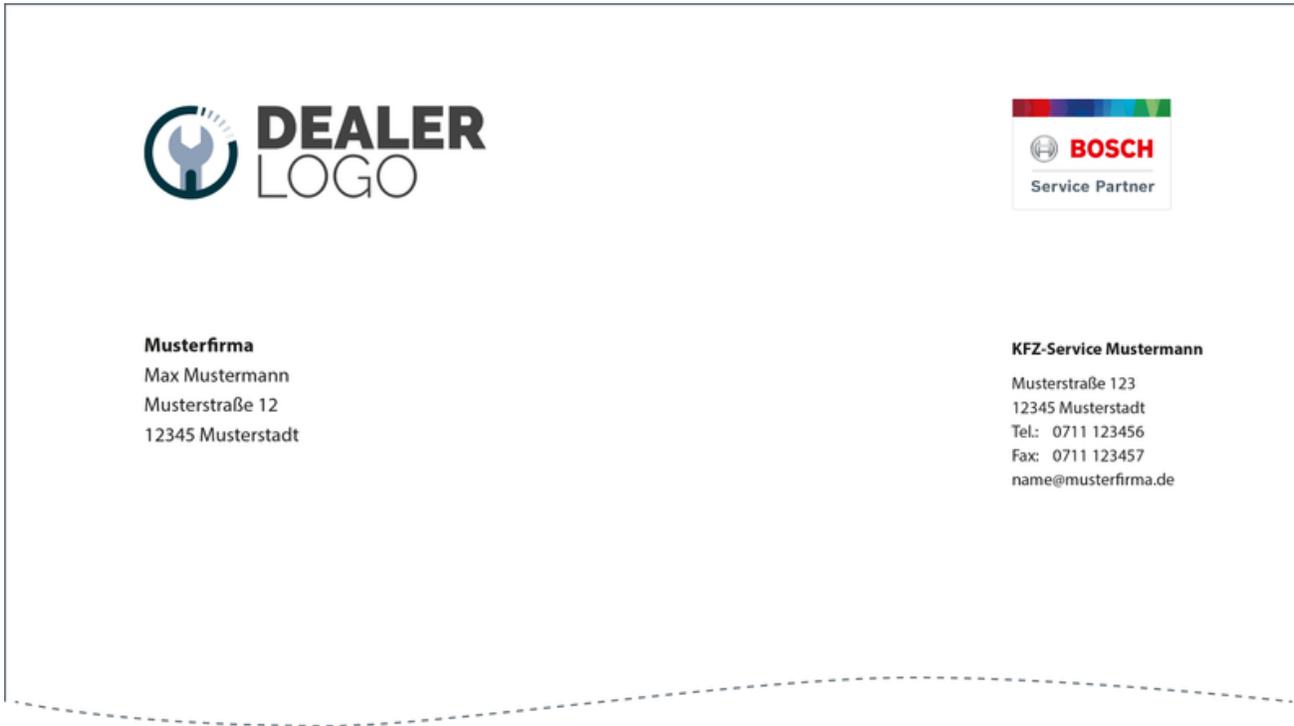
## Flyers



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## Business stationery

terhead



## Envelope



## Business cards



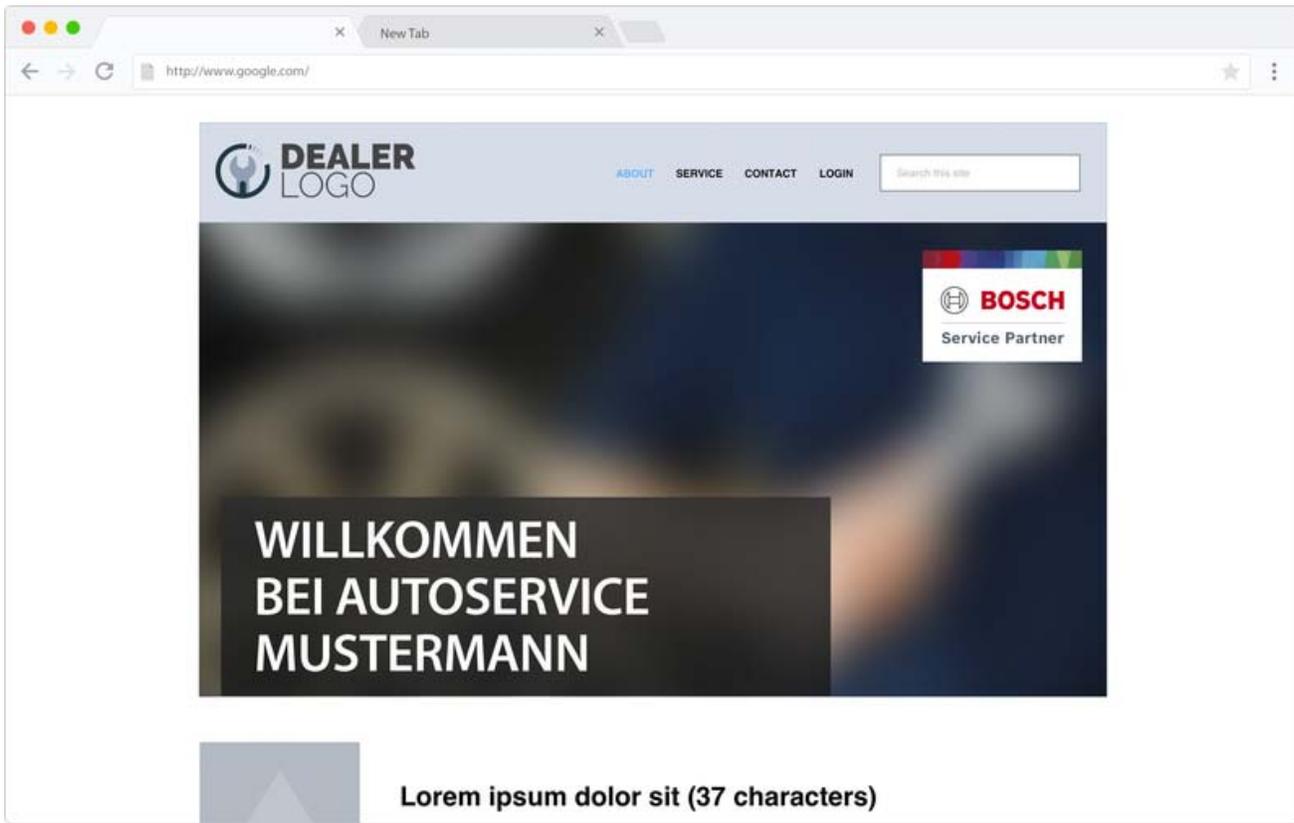
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## Digital third-party provider identification

**Going forward, partnerships with Bosch should also be communicated appropriately in many non-print areas. To this end, the following pages contain notes on the requirements for integrating digital dealer identifications.**

### Webseite

Website in the dealer's corporate design. In this case, the partnership can be indicated using the dealer's logo placed prominently on the website.



Web banners

at e-mails

## Newsletters

## Social media

If the dealer uses their own corporate design and has a partnership contract with Bosch, the partner logo can be used as a sticker on the cover photo. In addition, Bosch product images can be displayed in the cover photo to underscore the partnership relationship.

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## Recommendations

Basic elements

Vehicle marking

Bosch associates and external creative service providers can contact **Design Support Service** from Monday to Friday between **9 a.m. and 6 p.m. CET**. The support team is happy to answer general questions about Bosch's corporate design and review and approve design drafts for the Bosch brand.

E-mail: [support.design@bosch.com](mailto:support.design@bosch.com)

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