

NEW PT PRO DESIGN – INFORMATION FOR DEALERS



New communication design for Bosch PT PRO (BI-BE, AC and MT Professional)



BOSCH PT PRO COMMUNICATION MANUAL

Robert Bosch Power Tools GmbH

Dear Dealer,

the Bosch PT PRO communication design has been adapted. From now on, Bosch PT PRO* is going to be bluer, bolder and more authentic.

Please conform to the guidelines of the new design when creating print or online communication for Bosch Professional in the future.

Please note:

The Dealer Website Style Guide is currently being adapted, too. Further information on that will follow.

* This is valid for all PT Professional Business Units at Bosch Professional

Reasons for the new design

- ▶ Become more relevant for the PRO users through authentic communication & realistic situations on eye level
- ▶ Become more masculine through bold design elements
- ▶ Better differentiate towards Bosch Home Garden and become more relevant for PRO users
- ▶ Built up a unified appearance at Bosch Professional worldwide
- ▶ Use a strong colour DNA (brand codes) for a better brand recognition

The BBA communication approach

**BLUE.
BOLD.
AUTHENTIC.**

Blue

Bosch PRO Blue 100 is the dominating colour by which recipients recognize the brand. It sets the brand apart from competitors and DIY business units.

Bold

The tone in written communication is bold, to the point, uncompromising and distinctive in order to get the PRO's attention in a market filled with commoditized products and impulsive decision making. Design elements support the boldness. Lightness and playfulness does not suit the brand.

Authentic

The brand depicts real people, real environments and real work situations. The scenes don't seem fake, the language is not stilted.

Basic elements overview

Symbol/Logotype



Colors



Bold Blue Gradient

Imagery



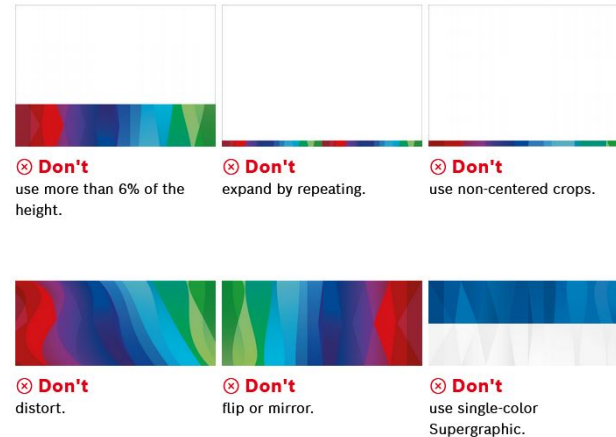
Layout System



Typography

Bosch Office Sans
Bosch Sans Black
Bosch Sans Bold

Bosch PRO Blue 100		Bosch Dark Blue	
HEX	#003B6A	HEX	#005691
RGB	0, 59, 106	RGB	0, 86, 145
CMYK	100, 50, 0, 55	CMYK	100, 35, 0, 30
RAL	250, 30, 30	RAL	250, 40, 40
PMS	7694C	PMS	7691
PMS-TCX	19-4120 TPG Blue ...	PMS-TCX	



Basic elements overview

SYMBOL/LOGOTYPE - The Bosch symbol/logotype is usually placed on the Bold Blue Gradient background and its positioning depends on the specific type of medium.

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



3D version
Use for: Print



Line version
Use for: Digital applications



Watermark branding
Use for: Social media



al, exploitation, reproduction, editing, distribution, as well as in the event of applications for industrial property rights.

Before and after Example I



Before and after

Example II



Before and after

Example III



BLUE BOLD AUTHENTIC

HIGHLIGHTING ELEMENTS - To mark new or special products and features, it is possible to use white, red, or Bosch Dark Blue 50 % circles as highlights.

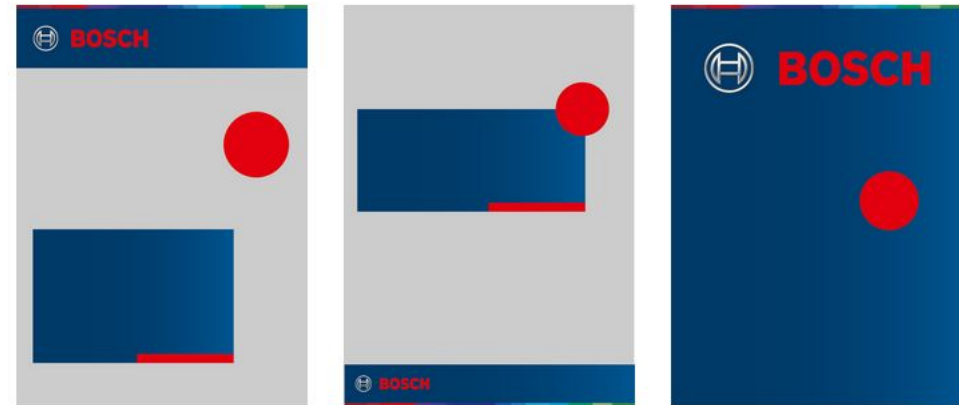
- Can be tilted by 10 °.
- The font weight is either Bosch Sans Black or Bosch Sans Bold.
- For emphasis, a larger font size should be used. The font color is either blue or white.

Tip: Additional highlight color: Bosch Dark Blue 50%.

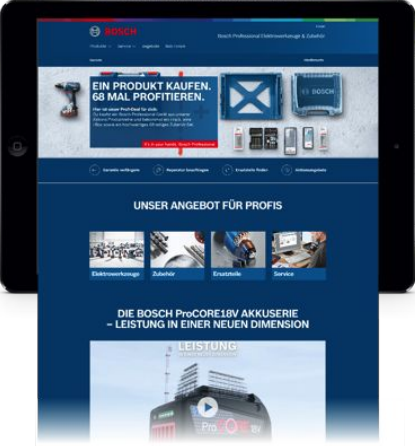
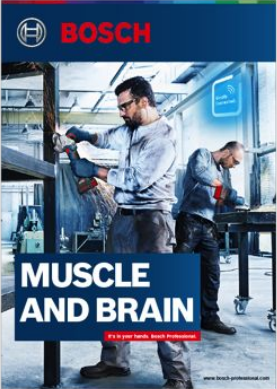


⊗ **Don't**
use other shapes or
colors for
highlighting
elements.

The circles can be positioned flexibly within the layout, but should be placed at a distance from the main brand area with blue bar and symbol/logotype.



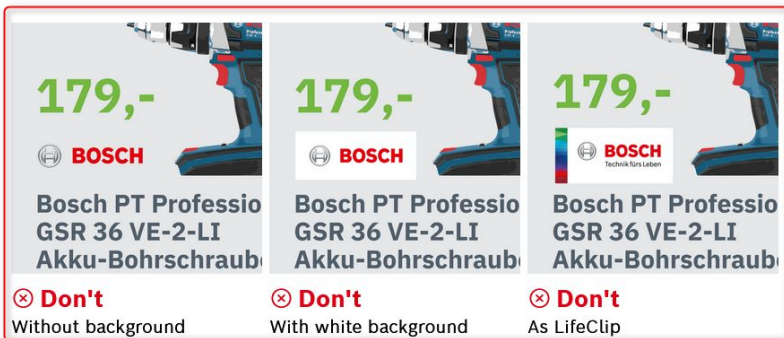
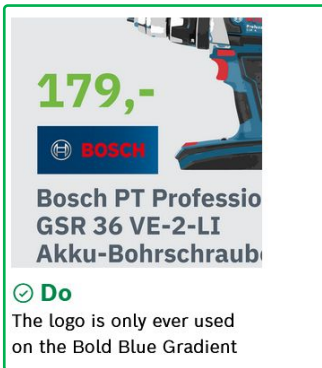
BLUE BOLD AUTHENTIC MOOD



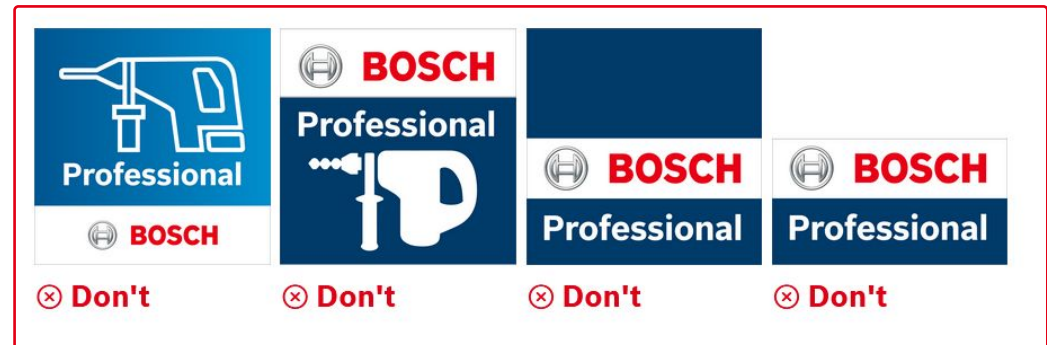
BLUE BOLD AUTHENTIC DEALERS/PARTNERS

A clear distinction must be made between Bosch Power Tools Professional and Home & Garden by using dedicated designs.

Bosch Logo usage:



The addition "Professional" is omitted and may not be used in the logo (as is the case in older logos or app icons).



BLUE BOLD AUTHENTIC DEALERS/PARTNERS

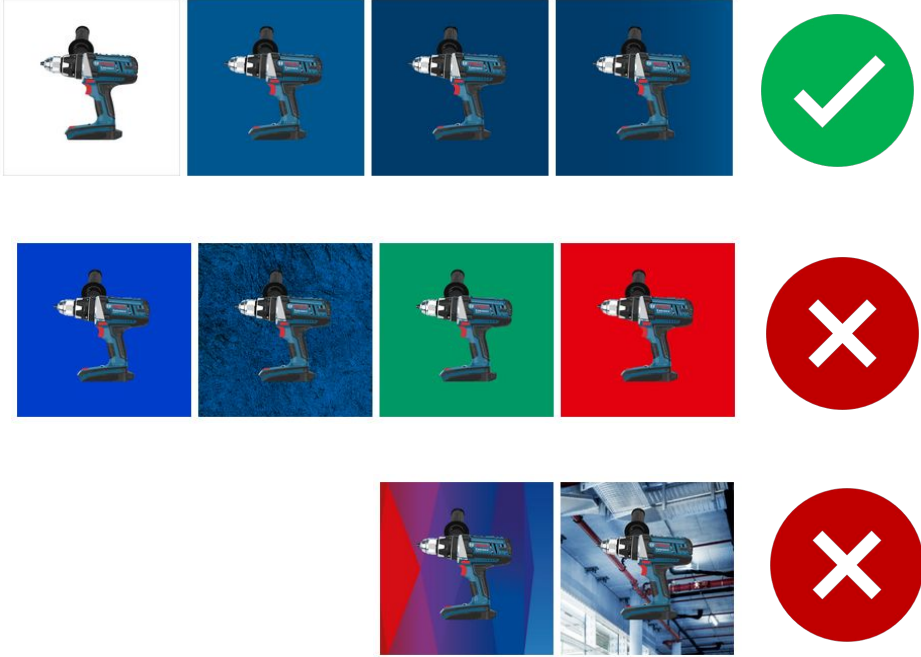
As the addition “Professional” does not appear in the logo, it **must be included in the product name or advertising headline.** !

179,-

 BOSCH

Bosch PT **Professional**
GSR 36 VE-2-LI
Cordless Drill

 **Do**
In the product name



THANK
YOU

