

Press release



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New Bosch brand identity

From innovation to fascination: more emotionality for the brand Corporate design as an expression of digital transformation

- Denner: “Our new corporate design gives expression to digital transformation in the company.”
- Developed for the demands of digital media
- More flexibility and freedom for creativity

Stuttgart, Germany – Vibrant, diverse, dynamic: with its new brand identity, Bosch is underlining the company’s digital transformation to a provider of solutions for connected living. “With connected solutions, we want to help improve quality of life and conserve resources. Our new brand identity follows this example. Its design reflects the diversity and individuality of life and our products,” says Dr. Volkmar Denner, chairman of the board of management of Robert Bosch GmbH, explaining the background of the new brand identity. The new corporate design pushes the emotional aspects of the brand to the fore with more colors and a new language of imagery and form. The red Bosch lettering, the claim “Invented for life,” and the armature in a circle will remain unchanged. “Our company has changed greatly in recent years. The new corporate design gives expression to digital transformation at our company,” Denner adds. The smart home provides more convenience in the home, and the car gets help on its own if there is an accident.

New corporate design makes “Invented for life” tangible

The new corporate design is geared toward the special design requirements of digital media. However, it is also used in printed media, product packaging, and interior design. The simple design system has only very few rigid rules, which gives users creative freedom when putting the corporate design into practice. The new visual worlds show the benefits of “Invented for life” in warm colors. The focus is on the users of technology. “Whenever people come into contact with the

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brand, we want to make our claim, 'Invented for life,' tangible. We do this through images and graphic elements," says Peter Feldmann, head of brand management and marketing communication at Bosch.

One new graphic element is what is known as the supergraphic. Through straight, overlapping, and curved lines, it symbolizes the Bosch brand promises: quality, global partnership, fascinating products, and responsibility. The supergraphic features the new range of colors. This is based on the colors used within the Bosch group to date: red, blue, light blue, and green. This range has been expanded to include mixed shades of the primary colors, such as fuchsia. A further design element is colored text boxes that can overlap. The overlapping fields stand for the link between people and technology. Summing up the new design, Gregor Schilling, head of corporate design at Bosch, says: "Together, full-screen background images, the supergraphic, and overlapping text boxes result in a lively, distinctive design."

Bosch will introduce the new corporate design gradually over the next two years.

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Basic information:

The Bosch Group is a leading global supplier of technology and services. It employs roughly 375,000 associates worldwide (as of December 31, 2015). According to preliminary figures, the company generated sales of more than 70 billion euros in 2015. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiaries and regional companies in some 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. The Bosch Group's strategic objective is to deliver innovations for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life."

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information is available online at www.bosch.hu