



The Chemical Company

BASF introduced a new corporate design in March 2004. The key elements are a new logo and new corporate colors. The new corporate design underscores the company's path to the future and is the visual expression of core elements of the BASF brand.



With its new corporate design, BASF is signaling its strong brand and its path to the future.

Our four strategic guidelines (see page 2) shape BASF's self-image and identity. They determine what we want to stand for even more in the future: mutual success together with customers, intelligent solutions, reliability and trust, and cooperation in a spirit of partnership. BASF is the world's leading chemical company. BASF is The Chemical Company. This will shape the image that customers, suppliers, investors, employees, job applicants, neighbors and society have of BASF and thus sharpen the profile of the BASF brand.

The new company logo is the visual expression of core elements of the BASF brand: It is based on the well-known letters "BASF," which stand for tradition and the continuation of a clear strategy. These are now preceded by two

matching squares that represent partnership and collaboration to ensure mutual success. One square complements the other, and together the two form a whole. The logo is completed with a claim: "The Chemical Company" With this claim, BASF makes clear what it is and what it wants to remain: the world's leading chemical company. The claim reflects the company's commitment to chemistry - one of the key disciplines of the future, without which there would be neither innovation nor sustainable development. Six fresh, new corporate colors show BASF as a vital, dynamic and open company.

Source:

BASF - The BASF Brand

BASF - Logo Downloads

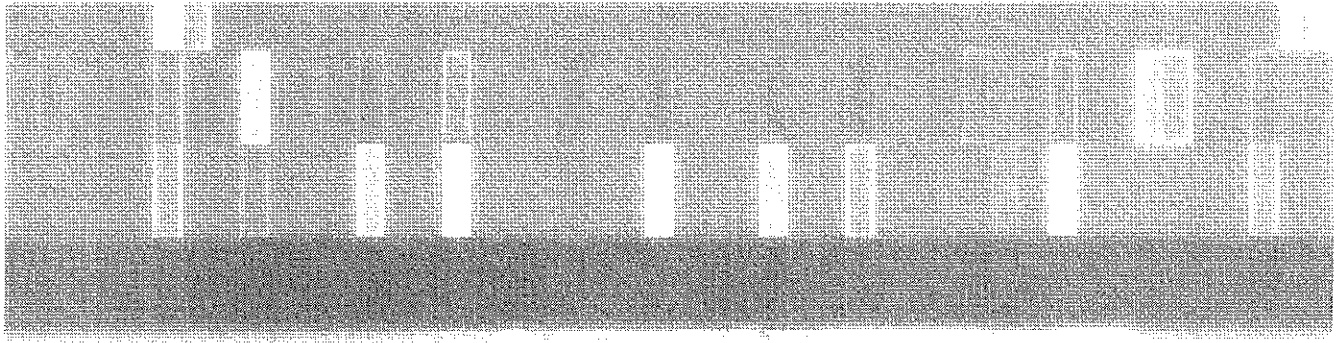
Robert Salzmer, 22 Aug. 04

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