

Bosch logotype
standard version

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1 Scope

This Bosch-Norm specifies the design of the Bosch logotype, applied by itself as well as in its standard version. Use the logotype conforming to Bosch-Norm [N41A A10](#).

2 Use

In general, the combined Bosch symbol-cum-logotype is used. The combined Bosch symbol-cum-logotype in standard version is described in [N41A B07](#). In exceptional cases, the symbol and the logotype can be used separately or as single element (e.g.: type plates, small components).

3 Proportions

3.1 Use as single type

Product labeling with the Bosch logotype is based on a constructed element. Therefore the proportions of digital master files are determined and must not be modified.

The ratio of font height to font width of the Bosch logotype in standard version is 2:9 (see figure 1).

Use exclusively the provided master files to represent the Bosch logotype (see. chapter 5, „Digital master files“), any „redrawing“ is not permitted.

3.2 Combination of single types

The Bosch logotype in standard version may only be combined with the Bosch symbol in standard version as per [N41A B04](#). Doing so, the correct **ratio 2:3 (font height logotype [h] to diameter symbol [d])** is to be adhered to.

Figure 1: Bosch logotype in standard version, proportions



4 Dimensions

The Bosch logotype in standard version is provided for all application sizes. Nominal dimension is the font height h (see fig. 2).

The smallest application size is 1 mm. Minimum size for sand casting is 6 mm.

Figure 2: Bosch logotype, nominal dimension



The designation of the Bosch logotype depending on the font height is listed in table 1. There you find as well the possible combinations of the Bosch logotype in standard version as per [N41A B04](#).

The specified sizes are standard sizes e.g. for the lettering of mounting parts. To all design-related lettering the specifications as per Bosch-Norm [N41 A10](#) apply.

Table 1: Designation and possible combinations of the Bosch logotype with the symbol in the standard version

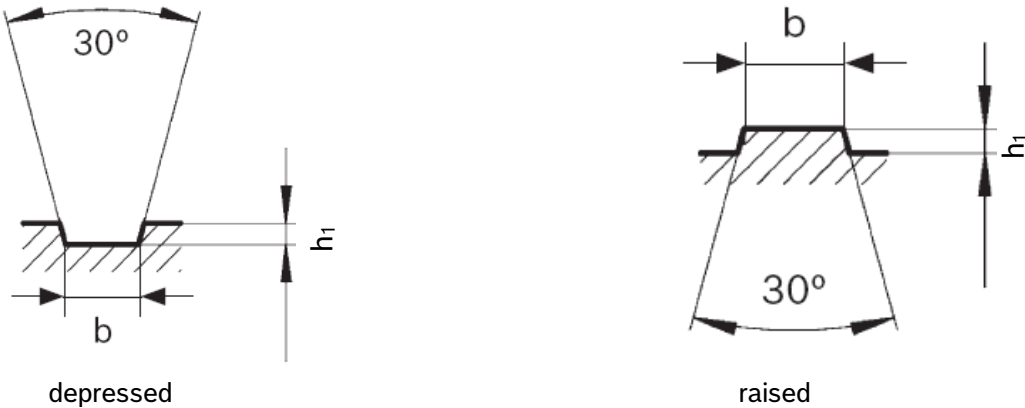
Designation	Bosch logotype	Designation	Bosch symbol
N41A ...	h = font height [mm]	N41A ...	d = diameter [mm]
B01/1	1	B04/1	1,5
B01/1,6	1,6	B04/1,6	2,4
B01/2	2	B04/2	3
B01/2,5	2,5	B04/2,5	3,75
B01/3	3	B04/3	4,5
B01/4	4	B04/4	6
B01/5	5	B04/5	7,5
B01/6	6	B04/6	9
B01/8	8	B04/8	12
B01/10	10	B04/10	15
B01/12,5	12,5	B04/12,5	18,75
B01/16	16	B04/16	24
B01/20	20	B04/20	30
B01/25	25	B04/25	37,5
B01/32	32	B04/32	48
B01/40	40	B04/40	60
B01/50	50	B04/50	75
B01/63	63	B04/63	94,5
B01/80	80	B04/80	120
B01/100	100	B04/100	150
B01/125	125	B04/125	187,5

To large the font size through scaling is permissible. Doing so, the ratio of font height to font width of the logotype as per chapter 2 has to be preserved. This rule of chapter 2 applies to combination of symbol and logotype as well.

5 Profiles

For pressed, sprayed or cast qualities of the Bosch logotype in standard version use the following profiles (fig. 3):

Figure 3: Bosch logotype, profiles



Take the profile depth h_1 as related to the font height h of the Bosch logotype from table 2.

For line width b take the provided digital master data.

Table 2: Profile depth h_1 related to font height h of the Bosch logotype

h_1		h
0,2 mm		≤ 3 mm
$h \times 0,08$ mm		> 3 mm

6 Digital master data

For all variations of the Bosch symbol and logotypes digital master files are available in the Bosch Bosch Brand Guide (brandguide.bosch.com).

7 Normative references

The following documents are necessary for using this Bosch-Norm. With dated references solely the edition referred to applies. With undated references the last edition of the indicated document applies (including all revisions). Intentionally cited historical standards are additionally identified as "H" in the column "Type".

No.	Document number (edition date)	Title	Type
1	N41A A10	Use of the Bosch trademarks	Z
2	N41A B04	Bosch symbol, standard version	Z
3	N41A B07	Bosch symbol-cum-logotype, standard version	Z

Type: M = Document to be supplied; Z = Cited document; H = Historical document