

Corporate Design Guidelines

APRIL 2026

BEMER

More Health. More Life.



Corporate Design BEMER Colors

Primary color



BEMER-Orange

CMYK 0/75/90/0
 RGB 235/90/35
 Hex #eb5a23
 Pantone 1665 C



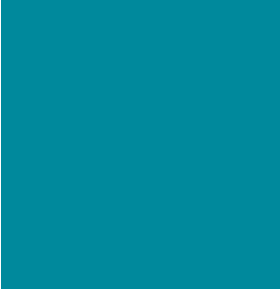
Bright Orange

CMYK 0/60/85/0
 RGB 240/126/48
 Hex #ef7d30
 Pantone 3564 C



BEMER-Petrol

CMYK 100/15/10/50
 RGB 0/89/123
 Hex #00587b
 Pantone 7707 C



Bright Turquoise

CMYK 85/0/20/30
 RGB 0/133/157
 Hex #00859d
 Pantone 2222 C



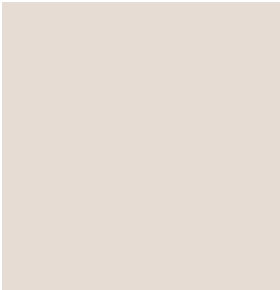
BEMER-Green

CMYK 1/0/69/36
 RGB 161/163/50
 Hex #a1a332
 Pantone 15-0543 TCX



Bright Green

CMYK 1/0/71/24
 RGB 193/195/57
 Hex #c1c339
 Pantone 14-0440 TCX



BEMER-Beige

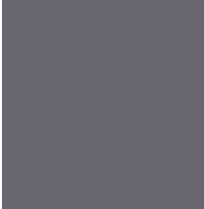
CMYK 0/5/8/10
 RGB 236/227/220
 Hex #ece3dc
 Pantone Warm Grey 1 C



BEMER-Anthracite

CMYK 15/15/0/80
 RGB 75/74/80
 Hex #4b4a50
 Pantone 7540 C

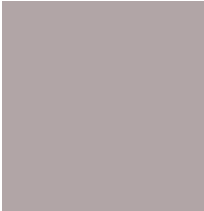
Secondary colors



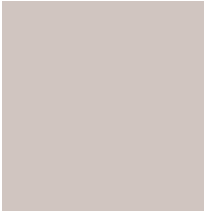
CMYK 10/13/2/65
 RGB 112/109/115
 Hex #6f6d73



CMYK 6/11/4/50
 RGB 148/143/147
 Hex #948f93



CMYK 0/9/6/35
 RGB 186/177/176
 Hex #b9b0b0



CMYK 0/7/7/20
 RGB 216/207/203
 Hex #d8cfcf

The corporate design colors

In line with the brand architecture, the orange tones are used in the umbrella brand BEMER as well as the product brands Human and Business Partner.

Within the Business Partner product brand, BEMER Anthracite – used at 100% and 80% saturation – plays a particularly prominent role.

The petrol/turquoise tones are reserved for the Animal product brand, and the green tones for the Dog Line product brand.

BEMER anthracite and beige can be used universally: anthracite as a text colour, beige primarily as a background colour.

The secondary colours are used mainly in diagrams, together with beige and anthracite. Here, the respective primary colour can provide an additional highlight.

Corporate Design BEMER Typography

Headlines XL

Barlow Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
WXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Headlines & Quotes

Barlow Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
WXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Sublines & Highlights

Barlow Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Quantity Text

Barlow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
WXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Corporate design fonts

We use Barlow as our corporate font in the Thin, Light, Semibold and Regular weights.

The Barlow Regular is used for quantity text, with the Barlow Semibold highlighting can be created.

Thin or Light font styles are used for headlines, depending on the size.

Sublines are set in the Barlow Semibold versal.

The Barlow Light is used for quotations.

- The minimum font size, e.g. for asterisk text, is 7 pt

Corporate Design BEMER

Human visual language



Human visual language

The new visual language works with a monochrome-looking, beige color lookup.

Only the brightest white -tones and the darkest grey tones are kept neutral to ensure an original color reproduction of the product.

Where possible, the surroundings are kept in the appropriate color scheme during the shoot.

Other, strong-acting colors should be avoided or desaturated.

The image composition is to be kept clear and iconic. Restless backgrounds are avoided as much as possible.

Corporate Design BEMER

Human Layout elements

Full-surface images with white text area



Neu ab Juli 2023

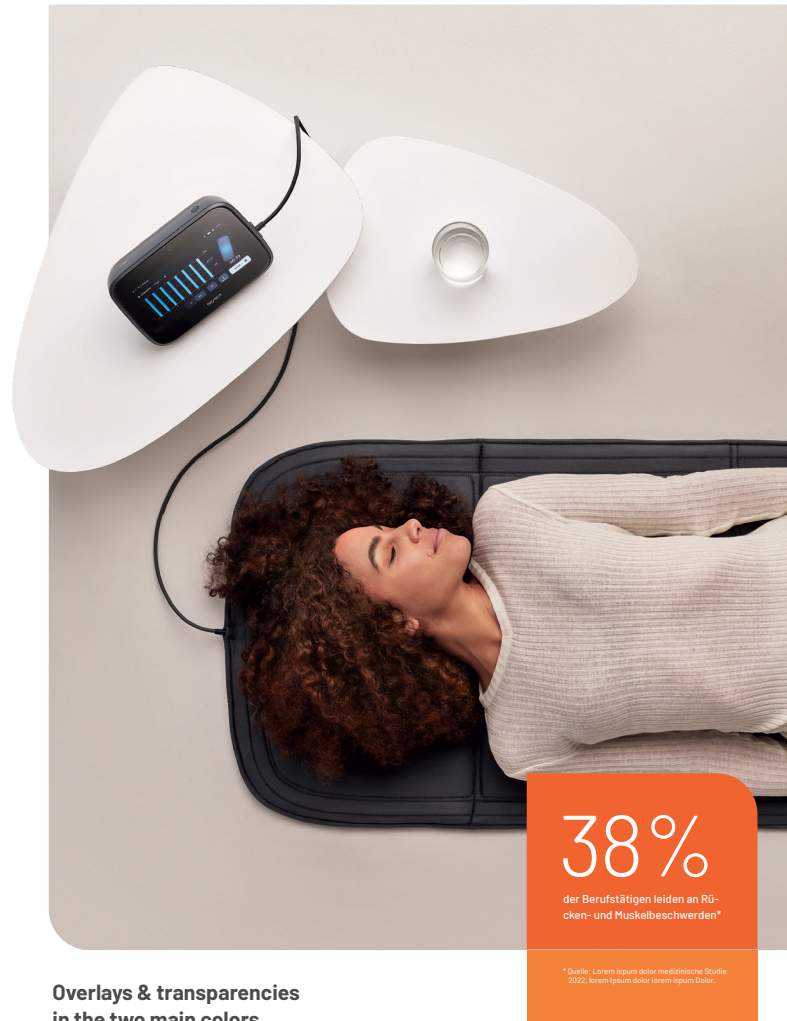
Color areas can be used as distractors or bars under the logo

BEMER

Use of partial freezers



White Background Area with sloping image



Overlays & transparencies in the two main colors

The use of surfaces, transparencies and corner - radii

Images and surfaces are used to construct the layouts. Larger areas usually have a large rounded corner. Smaller (colored) areas have half the corner radius in the same design area.

Formula for corner radius:
Large: width + format height ÷ 40

Small: Large rounding ÷ 2

No more than two rounded corners should be used per design surface or side.

The images can partially overlap surface edges as partial cut-outs.

A transparency effect is created by overlaying colored areas with different primary colors.

Corporate Design BEMER Animal Visual Identity



Animal visual language

In keeping with the Human visual language, the images for Animal are also primarily in beige and warm tones.

Other colors in the animals' -natural environment are somewhat desaturated so that the beige and brown tones dominate.

The only other spot color is the product color turquoise or petrol. This is minimally adjusted according to the primary colors and can also be used for other elements (e.g. clothing).

As far as possible, Animal also aims for calm, clear image compositions without many details in the background.

Corporate Design BEMER Animal Layout elements

Full-surface images with white text area



White Background Area with sloping image



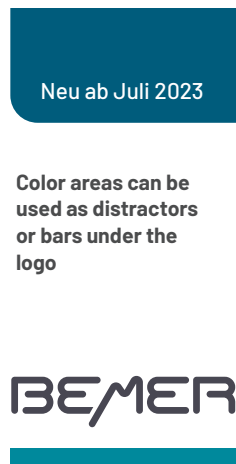
The use of surfaces, transparencies and corner radii

The rules and structure of the layouts with regard to images, surfaces and corner radii correspond to the specifications of the BEMER umbrella brand or the Human product brand.

However, the two primary colors of the Animal product brand are used in the overlapping color areas with transparency effect. The light shade corresponds to the light turquoise.

The surface overlaying the image should have a recognizable degree of transparency and correspond visually to the BEMER petrol.

Overlays & transparencies in the two main colors



Corporate Design BEMER Dog Visual Language



Visual Identity Dog

The visual identity for Dog is characterised by warm tones. The aim is to achieve a calm, clear composition with minimal background detail.

The primary accent colours are BEMER Green (light/dark combination) and BEMER Orange. The other primary BEMER colours are also permitted, but should be used in smaller proportions.

The images should be taken in a real home or kennel environments. The dogs should look well-groomed – however, no particular breed is preferred.

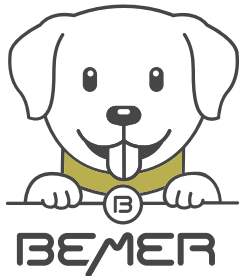
The lighting should be bright and friendly. All types of framing (e.g. full-body shots, details, close-ups) are permitted. The images should be created in both portrait and landscape formats.

Corporate Design BEMER Dog Layout-Elements

Full-surface images with white text area



Illustrative logo version for the Dog Line.



Use of partial cut-outs

White background area with overlapping image



Overlapping of the two main colours; this creates a transparency effect

The use of colour blocks, transparency and corner edges

The rules and structure of the layouts regarding images, colour blocks and corner radii comply with the guidelines of the BEMER umbrella brand and the Human product brand.

However, for the overlapping colour blocks with a „transparency effect“, **the two primary colours of the Dog product brand are used.** No actual transparency is used—the combination of the light and dark green creates the visual overlay effect while maintaining the BEMER green appearance.

For the Dog Line, there is an illustrative logo version featuring a white, happy dog – **it can be used across all applications related to the Dog Line.**

Corporate Design BEMER Business Partner visual Elements



The corporate design colors

In line with the brand architecture, the orange tones are used in the BEMER umbrella brand and the Human and Business Partner product brands.

At the Business Partner product brand, the BEMER anthracite - used in a shade value of 100% and 80% - is given a special significance.

The petrol/turquoise tones are reserved for the Animal product brand.

BEMER anthracite and beige can be used universally: anthracite as a font color, beige especially as a surface color.

The secondary colors, together with beige and anthracite, are mainly used in charts. Here, the respective primary color can set an additional highlight

Corporate Design BEMER

Testimonials visual language



Testimonial Portrait

Testimonial Action

Testimonials visual language

The testimonials will be photographed in their personal environment in future.

The motifs can either be expressive portraits or pictures with a reportage character, for example during sporting activities that the person depicted can undertake again thanks to BEMER (action).

Warm beige and skin tones also prevail here. As with the Animal visual language, individual spot colors can be more prominent. Other background colors are desaturated.

The look of the testimonials is directed at the camera.

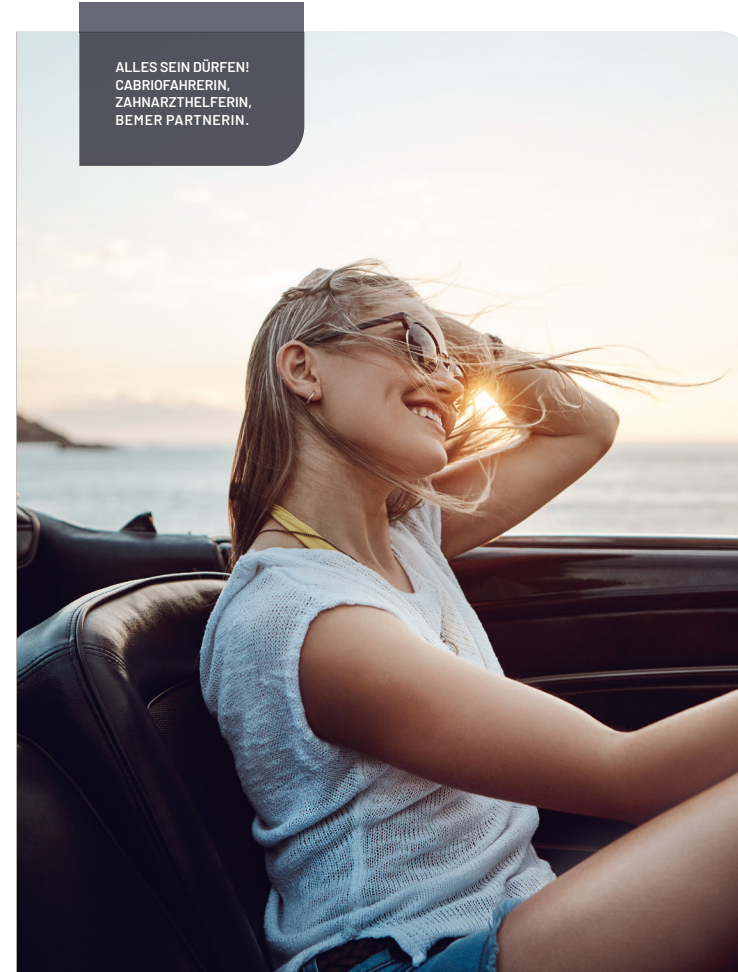
Corporate Design BEMER

Business Partner Layout elements

Layout elements business partners



Overlays & Transparencies in the two anthracite tones



The corporate design colors

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Neu ab Juli 2023

Use of colored areas:
possible as distractors, text areas or bars under the lo-

goPartial free space on white or in combination with orange background -surface

FAZIT

Roreceprecus mil eatio
Sam quia illoris cuptati
fugitam Pudae Dunt ate.

→ Lorem ipsum dolor sit
amet, consectetur adipiscing
elit. Aenean commodo ligula eget
dolor. Aenean massa. Cum sociis
natoque penatibus et magnis
dis parturient montes, nascetur
ridiculus mus. Donec quam felis,
ultrices nec, pellentesque eu,
pretium quis, sem. Nulla con-
sequat massa quis enim. Donec
pede justo, fringilla vel, aliquet
nec, vulputate eget, arcu. In enim
justo, rhoncus ut, imperdiet.



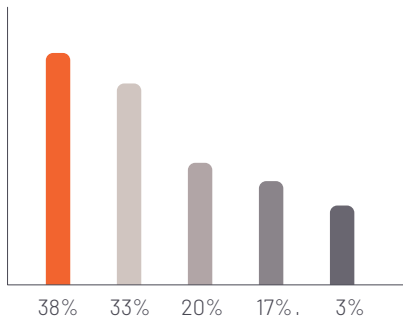
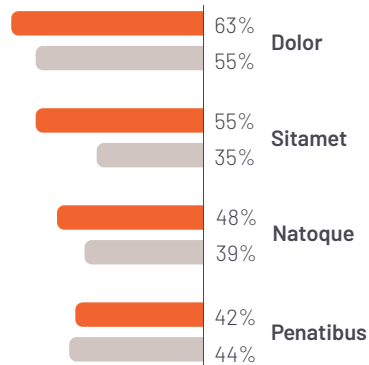
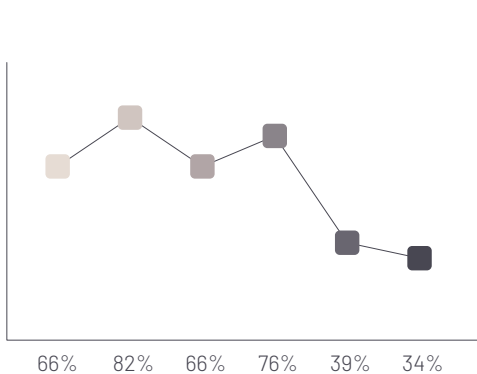
BEMER

White Background Area with sloping image

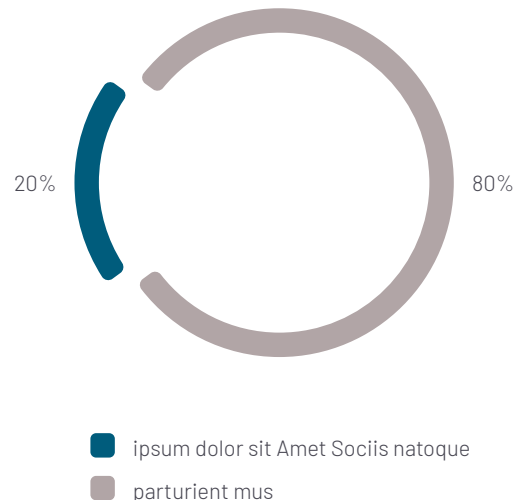
Corporate Design BEMER

Graphic elements

Charts & legends



- Lorem ipsum dolor sit
- Amet Sociis natoque Cum
- Penatibus et magnis Dis
- parturient mus Montes
- nascetur ridiculus Lorem



- ipsum dolor sit Amet Sociis natoque
- parturient mus

Line Element Subhead/Skyhead & Bulletpoints

SUBHEADLINE LOREM IPSUM

Dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Donec quam felis, ultricies nec Cum penatibus et magnis Dis parturient Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec vulputa eget, arc.

Function graphs and lines


Alongside image and color surfaces, various graphic elements are used in the design of the media.

The secondary colors are primarily used for multicolored representations.

The primary colors can be used specifically for highlighting.

The formal design of the elements is based on the examples shown here.

In enim justo, rhoncus ut, imperdieten enatis vitae.

 Vorname Nachname
Berufsbezeichnung **Quote Citation element**