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# Basic Online Style guide

Anna Rebecca Egli, COM/OD

# Basics Online Style guide

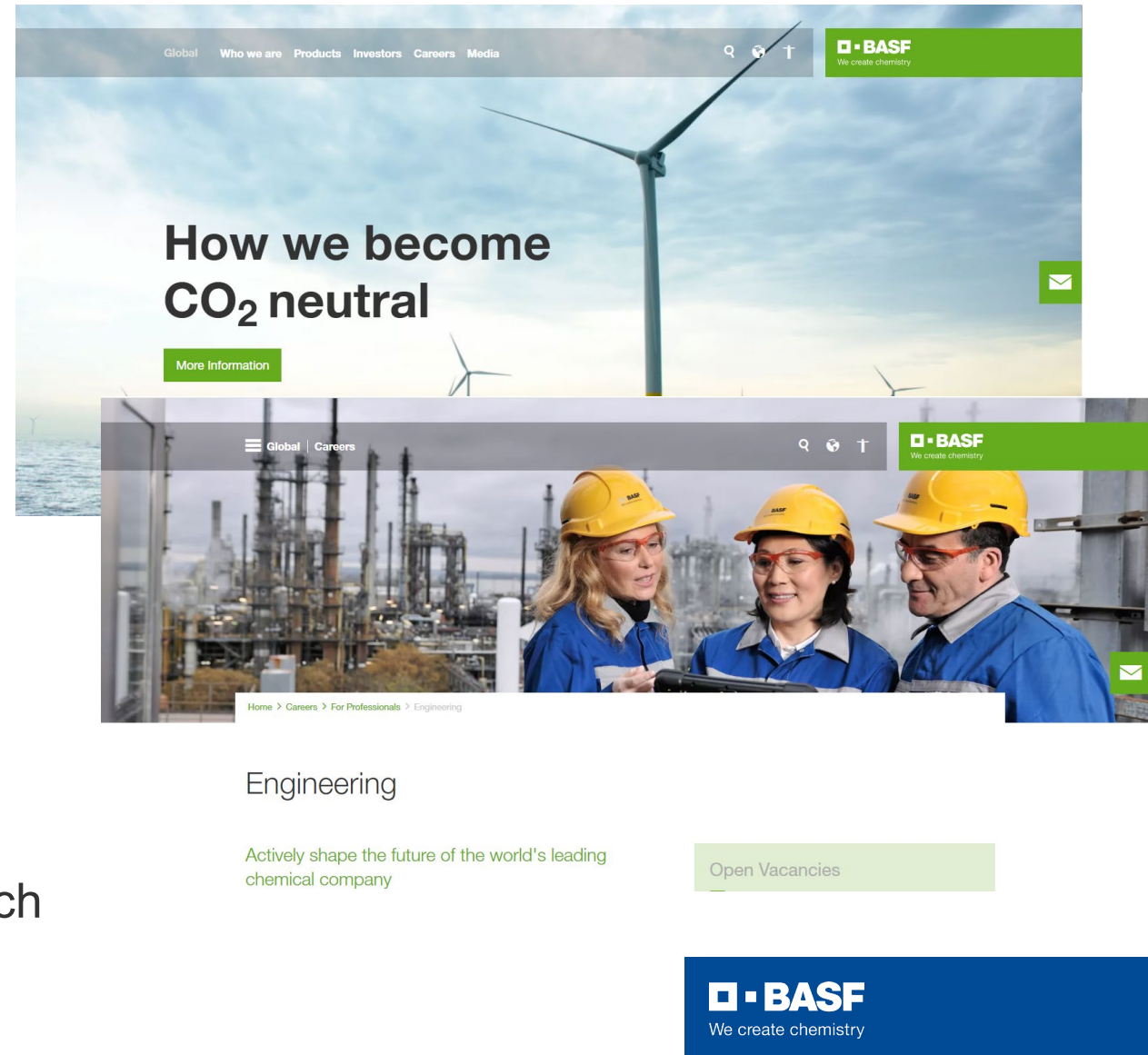
## Online platforms targeted at

- an internal audience follow the Intranet style.
- an external audience follow the Internet style.
- both an external and an internal audience follow the Internet style.

Please check the [Online Requirement](#) as well as the [Brand Portal](#) and contact COM/OD before launching a new online platform. Please also note that [BASF Domain Rules](#) are mandatory

# Internet pages

- BASF Logo placed in the top right corner.
- Logo banner does not go across the page, navigation next to the logo banner
- Size of the stage (display of photos, photo sliders, videos) can vary
- Footer mandatory
- Basic style guide can be found [here](#)
- [Example](#)
- Contact: Anna Rebecca Egli/Stefanie Seiter-Walch



# Intranet pages

- BASF logo placed in the top left corner
- Logo banner across the whole top of the page, navigation underneath the logo banner
- No additional information or graphic elements in the logo banner
- Size of the stage (display of photos) can vary
- Footer mandatory
- Intranet style guide can be found [here](#)
- [Example](#)
- Contact: Jürgen Schwerdtfeger





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