



Individual Brands

Submission Brand Profile for the Brand Portal

Brand Name

When was it evaluated a BASF Individual Brand (BASF Verbund Brand, Companion Brand, Satellite Brand)? (Evaluation Date mm/yyyy)

Division/Service/Corporate

Brand Manager

Contact Data can be published

Yes

No

Profil Picture can be published

Yes

No

Brand Type

Companion Brand (formerly field 2 and 3)

Satellite Brand (formerly field 4)

Only applicable for newly evaluated brands:

Please, **GBE/SHV-TCB**, prepare a story in the Experience Corner (Our Brand Portal section where we share branding examples)

Yes , please prepare a story.

No

Post a news on Yammer (Branding channel)

Yes

No

Please insert here a short teaser text for the overview of individual brands.

„e.g. ... our brand for“

Tell us your brand story in a short text:

What is your brand all about? What is the promise behind? What makes it special?

If you would like to make your brand site more personal, you can publish a quote.

The quote could be from you as a brand manager or a customer or somebody else saying something about your brand.

Please indicate if you would like to offer downloads on your site.

Design Guideline

Logo File(s)

Others

Link to the Website about your brand:

Please attach in your mail

1. a logo file to display the logo on your site
2. an attractive teaser image
3. the design guideline as a pdf or as a link.

Any more images are welcome for an appealing layout of your brand site.

Send >>