

The Bayer logo consists of a circular emblem. The emblem is formed by two concentric rings: an outer light green ring and an inner light blue ring. In the center of the emblem, the word "BAYER" is written in a dark blue, bold, sans-serif typeface. The letters are arranged in a cross pattern: "B" and "A" are stacked vertically in the upper half, "Y" and "E" are stacked vertically in the lower half, and "B" and "R" are stacked horizontally in the left half, while "A" and "E" are stacked horizontally in the right half.

**B
A
BAYER
E
R**