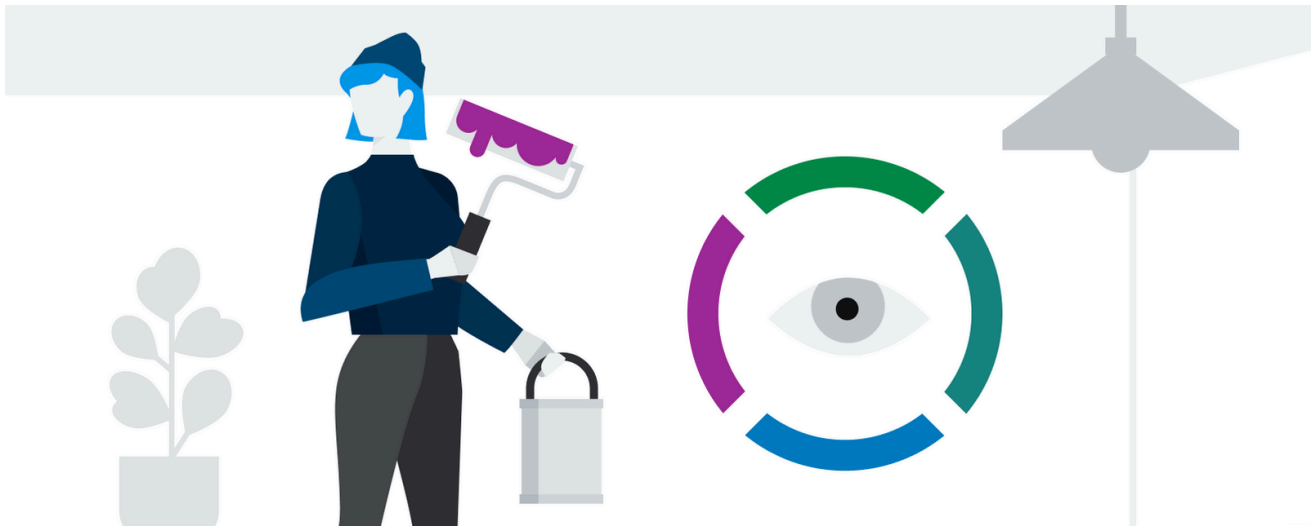
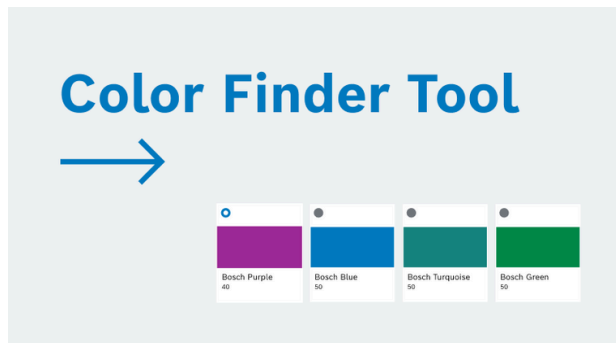




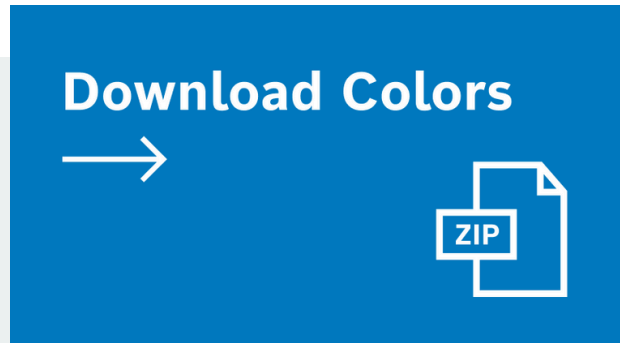
Colors



White and black, coupled with a sparing use of one of four accent colors: this makes the Bosch color scheme appear open, has space to breathe and leaves room for motif and brand promise. The colorful, narrow Supergraphic serves as contrast to the reserved overall impression and brings liveliness to the design.



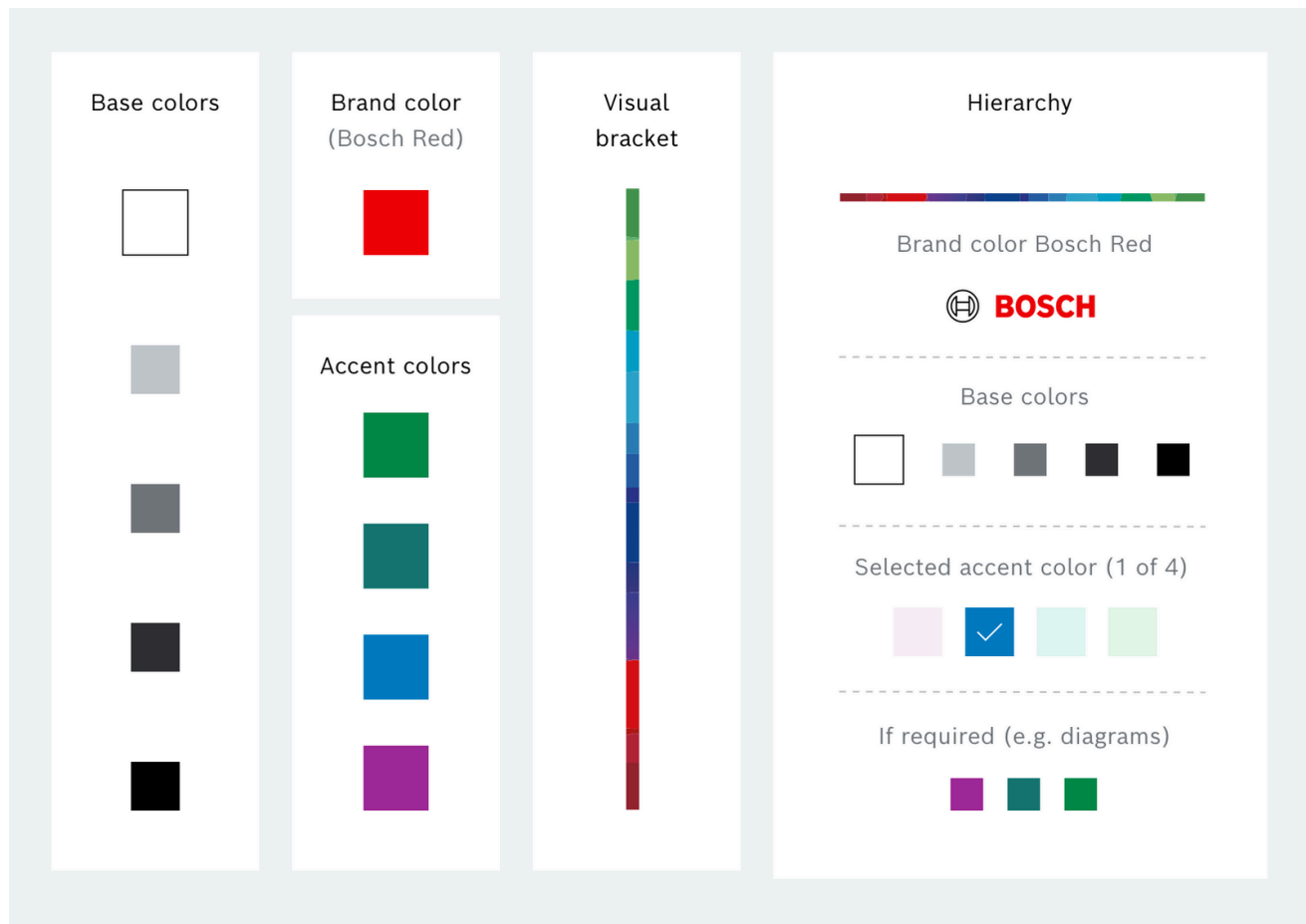
The [Color Finder Tool](#) makes it easy to find the right color values depending on the application.



For easy use of the colors, color palettes are available in the [download area](#), which can be used in all common Adobe programs.

Color composition

The neutral base colors (black, white and Bosch Gray gradations) lay the foundation. **One of the four accent colors** can now be added.



Base colors

The base colors include black, white and Bosch Gray in multiple gradations.

White

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
RAL
PMS

Black

HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100
RAL
PMS

Bosch Gray 50

HEX #71767C
RGB 113, 118, 124
CMYK 15, 5, 0, 63
RAL 260.50.05
PMS 430

Brand color

The brand color is Bosch Red. It is used **exclusively** for the logotype and may not be used as an additional accent color.



Accent colors

The accent colors are derived from the Supergraphic.



**Bosch Purple 40**

HEX #9E2896
RGB 158, 40, 150
CMYK 51, 94, 0, 0
RAL 330.40.45
PMS 513

**Bosch Blue 50**

HEX #007BC0
RGB 0, 123, 192
CMYK 85, 43, 0, 0
RAL 260.50.40
PMS 2172

**Bosch Turquoise 50**

HEX #18837E
RGB 24, 131, 126
CMYK 90, 20, 50, 10
RAL 190.50.40
PMS 7717

**Bosch Green 50**

HEX #00884A
RGB 0, 136, 74
CMYK 85, 15, 85, 12
RAL 150.50.50
PMS 7731

Attention! Color gradients are not permitted. Instead, the colors can only be used individually. But lighter and darker shades can only be applied in combination with the according main accent color. Font should be black or white if possible. Exceptions see [Fonts & typography](#).

Color palettes

To simplify working with the Bosch colors, they are available as color palettes that can be used in all common Adobe programs.

**Bosch_Colors_CMYK_2022.ase.zip**

2 KB - zip

**Bosch_Colors_sRGB_2022 2.ase.zip**

3 KB - zip

Color gradations

If further colors are required, such as for information graphics/diagrams, reportings or illustrations, additional lighter or darker shades of the accent colors can be used. But only in combination with the according main accent color, not as single main color in the designs.

The value at the end of a color name, for example "Bosch Blue 50", provides information on the brightness of the color: the higher the value, the lighter the color.

Info! To fulfill the accessibility standards for color contrasts according to WCAG 2.1, the "distance" between background and text must be at least a value of 50. For more information, please refer to [accessibility](#).


Bosch Gray: Gradations

	Bosch Gray 95	HEX #EFF1F2	RGB 239, 241, 242
		CMYK 0, 0, 0, 8	
	Bosch Gray 90	HEX #E0E2E5	RGB 224, 226, 229
		CMYK 3, 0, 0, 15	
	Bosch Gray 85	HEX #D0D4D8	RGB 208, 212, 216
		CMYK 5, 0, 0, 21	
	Bosch Gray 80	HEX #C1C7CC	RGB 193, 199, 204
		CMYK 5, 0, 0, 28	
	Bosch Gray 75	HEX #B2B9C0	RGB 178, 185, 192
		CMYK 10, 3, 0, 35	
	Bosch Gray 70	HEX #A4ABB3	RGB 164, 171, 179
		CMYK 10, 3, 0, 40	
	Bosch Gray 65	HEX #979EA4	RGB 151, 158, 164
		CMYK 10, 3, 0, 46	
	Bosch Gray 60	HEX #8A9097	RGB 138, 144, 151
		CMYK 12, 5, 0, 52	
	Bosch Gray 55	HEX #7D8389	RGB 125, 131, 137
		CMYK 12, 5, 0, 58	
	Bosch Gray 50	HEX #71767C	RGB 113, 118, 124
		CMYK 15, 5, 0, 63	
	Bosch Gray 45	HEX #656A6F	RGB 101, 106, 111
		CMYK 18, 8, 0, 68	
	Bosch Gray 40	HEX #595E62	RGB 89, 94, 98
		CMYK 18, 8, 0, 73	
	Bosch Gray 35	HEX #4E5256	RGB 78, 82, 86
		CMYK 18, 7, 0, 78	
	Bosch Gray 30	HEX #43464A	RGB 67, 70, 74
		CMYK 16, 7, 0, 82	
	Bosch Gray 25	HEX #383B3E	RGB 56, 59, 62

	Bosch Gray 20	CMYK 18, 7, 0, 85	
		HEX #2E3033	RGB 46, 48, 51
		CMYK 18, 6, 0, 88	
	Bosch Gray 15	HEX #232628	RGB 35, 38, 40
		CMYK 20, 8, 0, 91	
	Bosch Gray 10	HEX #1A1C1D	RGB 26, 28, 29
		CMYK 20, 8, 0, 95	
	Bosch Gray 05	HEX #101112	RGB 16, 17, 18
		CMYK 30, 10, 0, 97	





Bosch Purple: Gradations

	Bosch Purple 95	HEX #F7EEF6 CMYK 4, 8, 0, 0	RGB 247, 238, 246
	Bosch Purple 90	HEX #F0DCEE CMYK 5, 20, 0, 0	RGB 240, 220, 238
	Bosch Purple 85	HEX #EBCAE8 CMYK 9, 28, 0, 0	RGB 235, 202, 232
	Bosch Purple 80	HEX #E8B6E3 CMYK 11, 38, 0, 0	RGB 232, 182, 227
	Bosch Purple 75	HEX #E5A2DF CMYK 18, 45, 0, 0	RGB 229, 162, 223
	Bosch Purple 70	HEX #E48CDD CMYK 20, 55, 0, 0	RGB 228, 140, 221
	Bosch Purple 65	HEX #E472DB CMYK 25, 65, 0, 0	RGB 228, 114, 219
	Bosch Purple 60	HEX #E552DA CMYK 31, 76, 0, 0	RGB 229, 82, 218
	Bosch Purple 55	HEX #D543CB CMYK 37, 80, 0, 0	RGB 213, 67, 203
	Bosch Purple 50	HEX #C535BC CMYK 43, 85, 0, 0	RGB 197, 53, 188
	Bosch Purple 45	HEX #B12EA9 CMYK 48, 88, 0, 0	RGB 177, 46, 169
	Bosch Purple 40	HEX #9E2896 CMYK 51, 94, 0, 0	RGB 158, 40, 150
	Bosch Purple 35	HEX #8B2284 CMYK 54, 97, 0, 0	RGB 139, 34, 132
	Bosch Purple 30	HEX #791D73 CMYK 55, 100, 0, 20	RGB 121, 29, 115
	Bosch Purple 25	HEX #671761 CMYK 55, 100, 0, 20	RGB 103, 23, 97

	Bosch Purple 20	CMYK 55, 100, 0, 33	
		HEX #551151	RGB 85, 17, 81
		CMYK 53, 100, 0, 52	
	Bosch Purple 15	HEX #440C41	RGB 68, 12, 65
		CMYK 60, 100, 0, 65	
	Bosch Purple 10	HEX #340731	RGB 52, 7, 49
		CMYK 60, 100, 0, 80	
	Bosch Purple 05	HEX #230421	RGB 35, 4, 33
		CMYK 70, 100, 0, 90	


Bosch Blue: Gradations

	Bosch Blue 95	HEX #E8F1FF	RGB 232, 241, 255
		CMYK 12, 4, 0, 0	
	Bosch Blue 90	HEX #D1E4FF	RGB 209, 228, 255
		CMYK 20, 6, 0, 0	
	Bosch Blue 85	HEX #B8D6FF	RGB 184, 214, 255
		CMYK 31, 11, 0, 0	
	Bosch Blue 80	HEX #9DC9FF	RGB 157, 201, 255
		CMYK 42, 15, 0, 0	
	Bosch Blue 75	HEX #7EBDFF	RGB 126, 189, 255
		CMYK 52, 18, 0, 0	
	Bosch Blue 70	HEX #56B0FF	RGB 86, 176, 255
		CMYK 62, 23, 0, 0	
	Bosch Blue 65	HEX #00A4FD	RGB 0, 164, 253
		CMYK 70, 28, 0, 0	
	Bosch Blue 60	HEX #0096E8	RGB 0, 150, 232
		CMYK 75, 33, 0, 0	
	Bosch Blue 55	HEX #0088D4	RGB 0, 136, 212
		CMYK 80, 38, 0, 0	
	Bosch Blue 50	HEX #007BC0	RGB 0, 123, 192
		CMYK 85, 43, 0, 0	
	Bosch Blue 45	HEX #006EAD	RGB 0, 110, 173
		CMYK 85, 43, 0, 15	
	Bosch Blue 40	HEX #00629A	RGB 0, 98, 154
		CMYK 85, 43, 0, 30	
	Bosch Blue 35	HEX #005587	RGB 0, 85, 135
		CMYK 85, 43, 0, 41	
	Bosch Blue 30	HEX #004975	RGB 0, 73, 117
		CMYK 85, 43, 0, 55	
	Bosch Blue 25	HEX #003E64	RGB 0, 62, 100

	Bosch Blue 20	CMYK 85, 43, 0, 64	
		HEX #003253	RGB 0, 50, 83
		CMYK 85, 43, 0, 72	
	Bosch Blue 15	HEX #002742	RGB 0, 39, 66
		CMYK 85, 43, 0, 80	
	Bosch Blue 10	HEX #001D33	RGB 0, 29, 51
		CMYK 85, 43, 0, 88	
	Bosch Blue 05	HEX #001222	RGB 0, 18, 34
		CMYK 85, 43, 0, 94	





Bosch Turquoise: Gradations

	Bosch Turquoise 95	HEX #DEF5F3	RGB 222, 245, 243
		CMYK 15, 0, 8, 0	
	Bosch Turquoise 90	HEX #B6EDE8	RGB 182, 237, 232
		CMYK 29, 0, 15, 0	
	Bosch Turquoise 85	HEX #A1DFDB	RGB 161, 223, 219
		CMYK 39, 0, 20, 0	
	Bosch Turquoise 80	HEX #8DD2CD	RGB 141, 210, 205
		CMYK 48, 0, 25, 0	
	Bosch Turquoise 75	HEX #79C5C0	RGB 121, 197, 192
		CMYK 55, 3, 30, 0	
	Bosch Turquoise 70	HEX #66B8B2	RGB 102, 184, 178
		CMYK 62, 5, 35, 0	
	Bosch Turquoise 65	HEX #54ABA5	RGB 84, 171, 165
		CMYK 69, 10, 39, 0	
	Bosch Turquoise 60	HEX #419E98	RGB 65, 158, 152
		CMYK 75, 16, 43, 0	
	Bosch Turquoise 55	HEX #2E908B	RGB 46, 144, 139
		CMYK 82, 18, 47, 5	
	Bosch Turquoise 50	HEX #18837E	RGB 24, 131, 126
		CMYK 90, 20, 50, 10	
	Bosch Turquoise 45	HEX #147671	RGB 20, 118, 113
		CMYK 90, 20, 50, 24	
	Bosch Turquoise 40	HEX #116864	RGB 17, 104, 100
		CMYK 90, 20, 50, 38	
	Bosch Turquoise 35	HEX #0E5B57	RGB 14, 91, 87
		CMYK 90, 20, 50, 48	
	Bosch Turquoise 30	HEX #0A4F4B	RGB 10, 79, 75
		CMYK 90, 20, 50, 58	
	Bosch Turquoise 25	HEX #07423F	RGB 7, 66, 63

	Bosch Turquoise 20	CMYK 90, 20, 50, 67	
		HEX #053634	RGB 5, 54, 52
		CMYK 90, 20, 50, 76	
	Bosch Turquoise 15	HEX #032B28	RGB 3, 43, 40
		CMYK 90, 20, 50, 83	
	Bosch Turquoise 10	HEX #02201E	RGB 2, 32, 30
		CMYK 90, 20, 50, 89	
	Bosch Turquoise 05	HEX #011413	RGB 1, 20, 19
		CMYK 90, 20, 50, 95	

Bosch Green: Gradations

	Bosch Green 95	HEX #E2F5E7	RGB 226, 245, 231
		CMYK 13, 0, 13, 0	
	Bosch Green 90	HEX #B8EFC9	RGB 184, 239, 201
		CMYK 30, 0, 29, 0	
	Bosch Green 85	HEX #9BE4B3	RGB 155, 228, 179
		CMYK 41, 0, 40, 0	
	Bosch Green 80	HEX #86D7A2	RGB 134, 215, 162
		CMYK 50, 0, 49, 0	
	Bosch Green 75	HEX #72CA92	RGB 114, 202, 146
		CMYK 58, 0, 55, 0	
	Bosch Green 70	HEX #5EBD82	RGB 94, 189, 130
		CMYK 64, 0, 62, 0	
	Bosch Green 65	HEX #4AB073	RGB 74, 176, 115
		CMYK 69, 3, 68, 0	
	Bosch Green 60	HEX #37A264	RGB 55, 162, 100
		CMYK 75, 3, 75, 0	
	Bosch Green 55	HEX #219557	RGB 33, 149, 87
		CMYK 80, 8, 80, 8	
	Bosch Green 50	HEX #00884A	RGB 0, 136, 74
		CMYK 85, 15, 85, 12	
	Bosch Green 45	HEX #007A42	RGB 0, 122, 66
		CMYK 88, 22, 88, 20	
	Bosch Green 40	HEX #006C3A	RGB 0, 108, 58
		CMYK 90, 30, 95, 35	
	Bosch Green 35	HEX #005F32	RGB 0, 95, 50
		CMYK 90, 30, 95, 42	
	Bosch Green 30	HEX #00512A	RGB 0, 81, 42
		CMYK 90, 30, 95, 52	
	Bosch Green 25	HEX #004523	RGB 0, 69, 35





	Bosch Green 20	CMYK 90, 30, 95, 60	
		HEX #00381B	RGB 0, 56, 27
		CMYK 90, 30, 95, 70	
	Bosch Green 15	HEX #002C14	RGB 0, 44, 20
		CMYK 90, 30, 95, 78	
	Bosch Green 10	HEX #00210E	RGB 0, 33, 14
		CMYK 95, 30, 100, 86	
	Bosch Green 05	HEX #001507	RGB 0, 21, 7
		CMYK 95, 30, 100, 93	

Warning and notification colors

Warning colors are used, for example, for warnings, error messages or highlighting. They are not used as a design element and only have a functional character, such as in [notifications](#).

Bosch Yellow is suitable for important notifications, Bosch Red for error messages and Bosch Green for positive feedback.

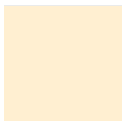




 <p>Bosch Yellow 85</p> <p>HEX #FFCF00</p> <p>RGB 255, 207, 0</p> <p>CMYK 0, 15, 95, 0</p> <p>RAL —</p> <p>PMS —</p>	 <p>Bosch Green 50</p> <p>HEX #00884A</p> <p>RGB 0, 136, 74</p> <p>CMYK 85, 15, 85, 12</p> <p>RAL 150.50.50</p> <p>PMS 7731</p>	 <p>Bosch Red 50</p> <p>HEX #ED0007</p> <p>RGB 237, 0, 7</p> <p>CMYK 0, 100, 100, 0</p> <p>RAL 030.50.60</p> <p>PMS 485</p>
 <p>Bosch Blue 50</p> <p>HEX #007BC0</p> <p>RGB 0, 123, 192</p> <p>CMYK 85, 43, 0, 0</p> <p>RAL 260.50.40</p> <p>PMS 7717</p>		

Gradations of warning colors

Gradations of the warning colors are mostly used for notifications in contact forms or within order processes.

Bosch Yellow: Gradations

 <p>Bosch Yellow 95</p>	<p>HEX #FFefd1</p> <p>CMYK 0, 7, 20, 0</p>	<p>RGB 255, 239, 209</p>
 <p>Bosch Yellow 90</p>	<p>HEX #FFdf95</p> <p>CMYK 0, 15, 50, 0</p>	<p>RGB 255, 223, 149</p>
	<p>HEX #FFCF00</p>	<p>RGB 255, 207, 0</p>

	Bosch Yellow 85	CMYK 0, 15, 95, 0	
	Bosch Yellow 80	HEX #EEC100	RGB 238, 193, 0
		CMYK 0, 20, 100, 0	
	Bosch Yellow 75	HEX #DEB300	RGB 222, 179, 0
		CMYK 0, 22, 100, 10	
	Bosch Yellow 70	HEX #CDA600	RGB 205, 166, 0
		CMYK 0, 25, 100, 18	
	Bosch Yellow 65	HEX #BD9900	RGB 189, 153, 0
		CMYK 0, 25, 100, 27	
	Bosch Yellow 60	HEX #AD8C00	RGB 173, 140, 0
		CMYK 0, 25, 100, 32	
	Bosch Yellow 55	HEX #9E7F00	RGB 158, 127, 0
		CMYK 0, 25, 100, 40	
	Bosch Yellow 50	HEX #8F7300	RGB 143, 115, 0
		CMYK 0, 25, 100, 50	
	Bosch Yellow 45	HEX #806700	RGB 128, 103, 0
		CMYK 0, 25, 100, 60	
	Bosch Yellow 40	HEX #725B00	RGB 114, 91, 0
		CMYK 0, 25, 100, 70	
	Bosch Yellow 35	HEX #644F00	RGB 100, 79, 0
		CMYK 0, 25, 100, 75	
	Bosch Yellow 30	HEX #564400	RGB 86, 68, 0
		CMYK 0, 25, 100, 80	
	Bosch Yellow 25	HEX #493900	RGB 73, 57, 0
		CMYK 0, 25, 100, 85	
	Bosch Yellow 20	HEX #3C2E00	RGB 60, 46, 0
		CMYK 4, 29, 100, 88	
	Bosch Yellow 15	HEX #2F2400	RGB 47, 36, 0
		CMYK 15, 35, 95, 91	
	Bosch Yellow 10	HEX #231A00	RGB 35, 26, 0
		CMYK 17, 38, 90, 95	

**Bosch Yellow 05**

HEX #171000





RGB 23, 16, 0

CMYK 45, 50, 80, 95

Attention! The color yellow may only be used for warnings.



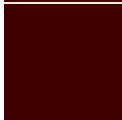
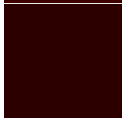
Bosch Green: Gradations

	Bosch Green 95	HEX #E2F5E7	RGB 226, 245, 231
		CMYK 13, 0, 13, 0	
	Bosch Green 90	HEX #B8EFC9	RGB 184, 239, 201
		CMYK 30, 0, 29, 0	
	Bosch Green 85	HEX #9BE4B3	RGB 155, 228, 179
		CMYK 41, 0, 40, 0	
	Bosch Green 80	HEX #86D7A2	RGB 134, 215, 162
		CMYK 50, 0, 49, 0	
	Bosch Green 75	HEX #72CA92	RGB 114, 202, 146
		CMYK 58, 0, 55, 0	
	Bosch Green 70	HEX #5EBD82	RGB 94, 189, 130
		CMYK 64, 0, 62, 0	
	Bosch Green 65	HEX #4AB073	RGB 74, 176, 115
		CMYK 69, 3, 68, 0	
	Bosch Green 60	HEX #37A264	RGB 55, 162, 100
		CMYK 75, 3, 75, 0	
	Bosch Green 55	HEX #219557	RGB 33, 149, 87
		CMYK 80, 8, 80, 8	
	Bosch Green 50	HEX #00884A	RGB 0, 136, 74
		CMYK 85, 15, 85, 12	
	Bosch Green 45	HEX #007A42	RGB 0, 122, 66
		CMYK 88, 22, 88, 20	
	Bosch Green 40	HEX #006C3A	RGB 0, 108, 58
		CMYK 90, 30, 95, 35	
	Bosch Green 35	HEX #005F32	RGB 0, 95, 50
		CMYK 90, 30, 95, 42	
	Bosch Green 30	HEX #00512A	RGB 0, 81, 42
		CMYK 90, 30, 95, 52	
	Bosch Green 25	HEX #004523	RGB 0, 69, 35

	Bosch Green 20	CMYK 90, 30, 95, 60	
		HEX #00381B	RGB 0, 56, 27
		CMYK 90, 30, 95, 70	
	Bosch Green 15	HEX #002C14	RGB 0, 44, 20
		CMYK 90, 30, 95, 78	
	Bosch Green 10	HEX #00210E	RGB 0, 33, 14
		CMYK 95, 30, 100, 86	
	Bosch Green 05	HEX #001507	RGB 0, 21, 7
		CMYK 95, 30, 100, 93	

Bosch Red: Gradations




	Bosch Red 95	HEX #FFECEC	RGB 255, 236, 236
		CMYK 0, 10, 5, 0	
	Bosch Red 90	HEX #FFD9D9	RGB 255, 217, 217
		CMYK 0, 20, 10, 0	
	Bosch Red 85	HEX #FFC6C6	RGB 255, 198, 198
		CMYK 0, 30, 18, 0	
	Bosch Red 80	HEX #FFB2B2	RGB 255, 178, 178
		CMYK 0, 40, 25, 0	
	Bosch Red 75	HEX #FF9D9D	RGB 255, 157, 157
		CMYK 0, 50, 30, 0	
	Bosch Red 70	HEX #FF8787	RGB 255, 135, 135
		CMYK 0, 60, 40, 0	
	Bosch Red 65	HEX #FF6E6F	RGB 255, 110, 111
		CMYK 0, 70, 50, 0	
	Bosch Red 60	HEX #FF5152	RGB 255, 81, 82
		CMYK 0, 82, 66, 0	
	Bosch Red 55	HEX #FF2124	RGB 255, 33, 36
		CMYK 0, 93, 83, 0	
	Bosch Red 50	HEX #ED0007	RGB 237, 0, 7
		CMYK 0, 100, 100, 0	
	Bosch Red 45	HEX #D50005	RGB 213, 0, 5
		CMYK 0, 100, 100, 10	
	Bosch Red 40	HEX #BE0004	RGB 190, 0, 4
		CMYK 0, 100, 100, 20	
	Bosch Red 35	HEX #A80003	RGB 168, 0, 3
		CMYK 0, 100, 100, 32	
	Bosch Red 30	HEX #920002	RGB 146, 0, 2
		CMYK 0, 100, 100, 44	
	Bosch Red 25	HEX #7D0002	RGB 125, 0, 2

	Bosch Red 20	CMYK 0, 100, 100, 55	
		HEX #680001	RGB 104, 0, 1
		CMYK 0, 100, 100, 67	
	Bosch Red 15	HEX #540001	RGB 84, 0, 1
		CMYK 0, 100, 100, 75	
	Bosch Red 10	HEX #410000	RGB 65, 0, 0
		CMYK 0, 100, 100, 86	
	Bosch Red 05	HEX #2D0000	RGB 45, 0, 0
		CMYK 0, 100, 100, 93	

Attention! The gradations of Bosch Red can only be used for error messages.

Bosch Blue: Gradations

	Bosch Blue 95	HEX #E8F1FF	RGB 232, 241, 255
		CMYK 12, 4, 0, 0	
	Bosch Blue 90	HEX #D1E4FF	RGB 209, 228, 255
		CMYK 20, 6, 0, 0	
	Bosch Blue 85	HEX #B8D6FF	RGB 184, 214, 255
		CMYK 31, 11, 0, 0	
	Bosch Blue 80	HEX #9DC9FF	RGB 157, 201, 255
		CMYK 42, 15, 0, 0	
	Bosch Blue 75	HEX #7EBDFF	RGB 126, 189, 255
		CMYK 52, 18, 0, 0	
	Bosch Blue 70	HEX #56B0FF	RGB 86, 176, 255
		CMYK 62, 23, 0, 0	
	Bosch Blue 65	HEX #00A4FD	RGB 0, 164, 253
		CMYK 70, 28, 0, 0	
	Bosch Blue 60	HEX #0096E8	RGB 0, 150, 232
		CMYK 75, 33, 0, 0	
	Bosch Blue 55	HEX #0088D4	RGB 0, 136, 212
		CMYK 80, 38, 0, 0	
	Bosch Blue 50	HEX #007BC0	RGB 0, 123, 192
		CMYK 85, 43, 0, 0	
	Bosch Blue 45	HEX #006EAD	RGB 0, 110, 173
		CMYK 85, 43, 0, 15	
	Bosch Blue 40	HEX #00629A	RGB 0, 98, 154
		CMYK 85, 43, 0, 30	
	Bosch Blue 35	HEX #005587	RGB 0, 85, 135
		CMYK 85, 43, 0, 41	
	Bosch Blue 30	HEX #004975	RGB 0, 73, 117
		CMYK 85, 43, 0, 55	
	Bosch Blue 25	HEX #003E64	RGB 0, 62, 100

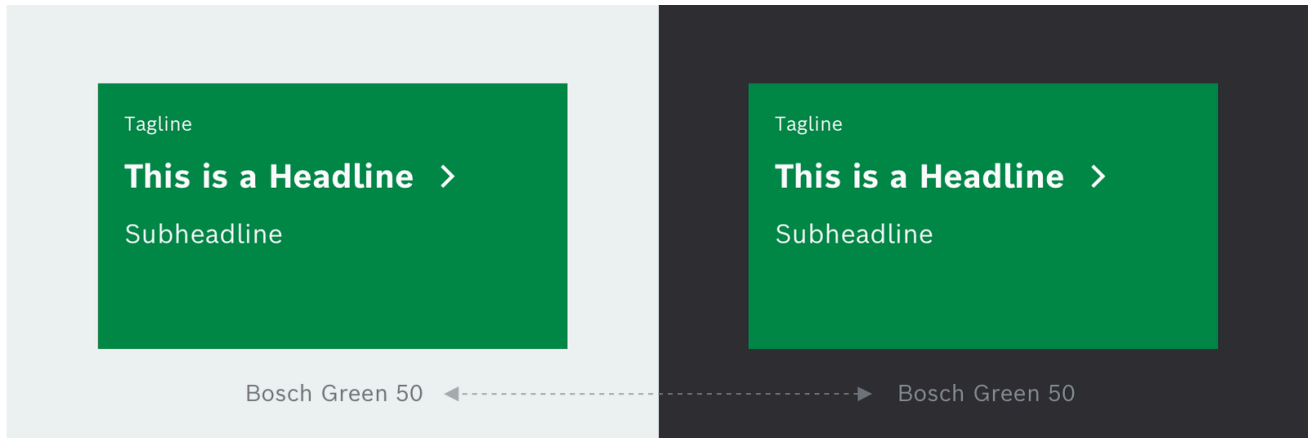
	Bosch Blue 20	CMYK 85, 43, 0, 64	
		HEX #003253	RGB 0, 50, 83
	Bosch Blue 15	CMYK 85, 43, 0, 72	
		HEX #002742	RGB 0, 39, 66
	Bosch Blue 10	CMYK 85, 43, 0, 80	
		HEX #001D33	RGB 0, 29, 51
	Bosch Blue 05	CMYK 85, 43, 0, 88	
		HEX #001222	RGB 0, 18, 34
		CMYK 85, 43, 0, 94	

Light and Dark Theme

For applications on screens and in the user interface area, an alternative to the design on a white background is the use of a **Dark Theme**.

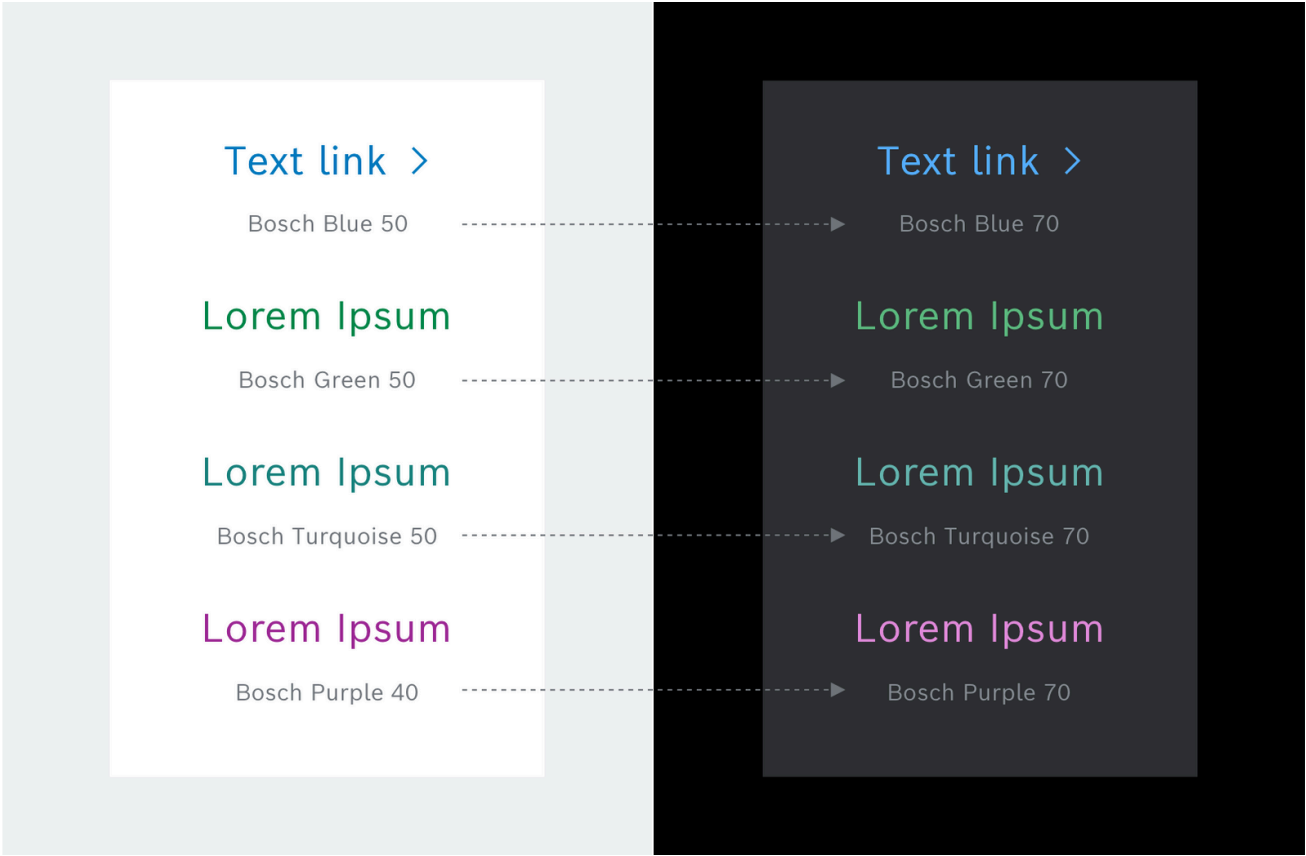


Flat elements on a dark background use the respective accent color.



Typefaces and delicate elements are given a lighter gradation of the same accent color on a dark background to ensure sufficient contrast; for example, a font on white in Bosch Blue 50 becomes Bosch Blue 70 on a dark background.

Possible color combinations for digital applications can be found in the [Digital Design System](#) and can be explored on the digital [color and color schemes page](#).



Use of color

The mix of **Light Theme** and **Dark Theme** is not only relevant for interface applications. The Bosch Design is bright and predominantly white. However, it is still possible to introduce contrast to the design with elements of the Dark Theme.

The content box is white. Color is used as an accent and sparingly - not as the predominant stylistic device. The use of color is reduced and selective.



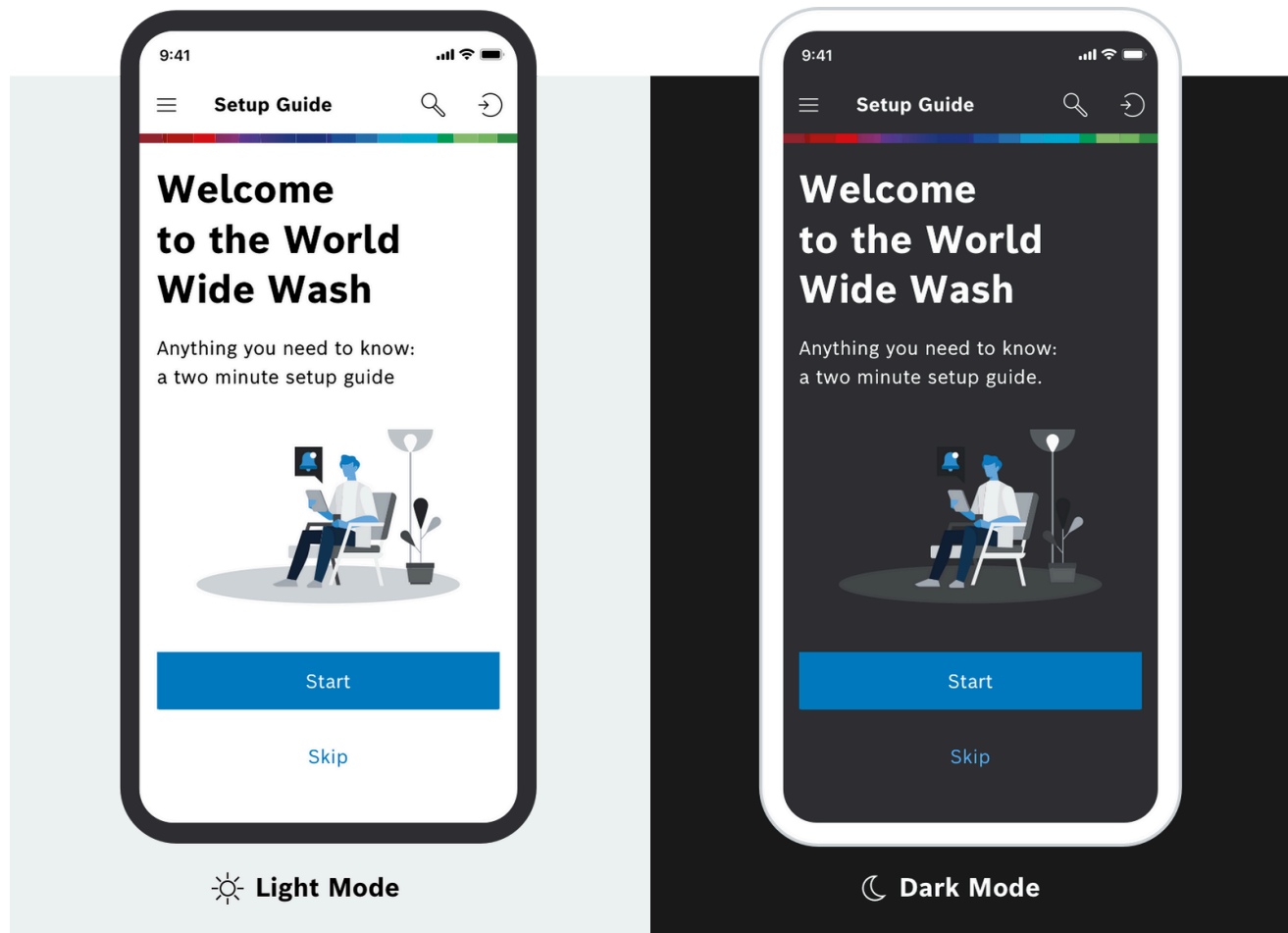
In the **Dark Theme** the impression of the colors is reversed. White becomes black. Backgrounds are kept in dark base colors or dark shades of Bosch Blue (<20).



Examples of use

By default, the bright **Light Mode** is used. Particularly in digital applications, color is only applied selectively, so that the functional aspect of the color is emphasized.

Dark Mode can be activated in some operating systems and is mainly used in dark environments or at night, so that the user interface can automatically switch between Light and Dark Mode.



We will be happy to support you with general questions about the Bosch Corporate Design as well as reviewing and approving of your design drafts. Our Design Support team will respond to your questions within 2-5 business days.

Email: support.design@bosch.com

Related topics:

[Supergraphic](#) | [Color Finder](#) | [Accessibility](#)

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