

LABEL STYLEGUIDE

ST Product and Packaging Labels | STWI-06027-000 | Version 7.1



BOSCH

Invented for life

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1

INTRODUCTION

2018-05-29 - SOCO S

Introduction

This styleguide "ST Product and Packaging Labels" is part of a complete set of styleguides which will allow you to implement the Bosch Corporate Design at all levels.

You can make your contribution to a globally strong, uniform Bosch brand identity by applying the specifications in this styleguide systematically. It will also assure recognition of the Bosch brand in all application areas.

You will find information on the basic elements of the Bosch Corporate Design in the [Basic Elements styleguide](#).

Use always the biggest possible box label size to achieve the best readability (biggest label "L", smallest label "XS"). See also [ST Packaging Styleguide](#). For own produced products (YFIN) the standard box label sizes have to be used. For trade goods A and B (YBFR – Bosch, Electro Voice, Dynacord, RTS and Telex branded products) box and product label sizes from supplier can be used within the tolerances defined in Chapter 4.0 and adapted to the label design according to this styleguide.

For trade goods C (YBFR – supplier branded products out of the shelf) styleguide is not mandatory.

Label creation in SAP done by Engineering Departments (e.g. ENG, ENI, PDM). If you need support, please contact ST/MKM1.

The specifications are binding for all product and packaging labels of Bosch Security Systems (all brands).

Any exceptions have to be approved by ST/MKM1.

2

PRODUCT

LABELS / MARKING

Product Labels

Product Label 35 x 76 mm – Variant 1

1 Logotype + Symbol

Bosch_LA_S.eps, 18%

2 Separation lines

0.2 mm, color: black

3 Family name

Bosch Sans Condensed Bold 7 pt

4 CTN

Bosch Sans Condensed Bold 8 pt

5 Material number

Bosch Sans Condensed Regular 7 pt

6 Serial number

Bosch Sans Condensed Regular 7 pt

7 DataMatrix ECC200

Measurements: 7 x 7 mm

Content: Serial number

(18digits)

8 Legal entity and Country of origin

Bosch Sans Condensed Regular 4 pt

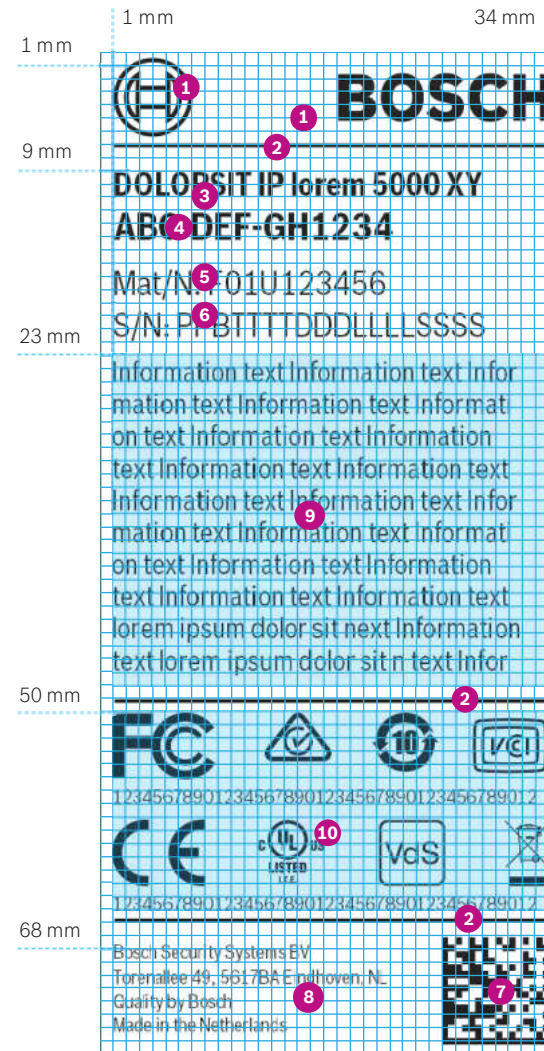
9 Area for product specific description

Bosch Sans Condensed Regular 6 pt

10 Area for certification symbols

Symbol height: 5 mm | CE Number: Bosch Sans Condensed Regular 4 pt

2018-05-29 - SOCOS



Scale 1:1

Reproduction 175%

Product Labels

Product Label 35 x 76 mm – Variant 2

1 Logotype + Symbol

Bosch_LA_S.eps, 18%

2 Separation lines

0.2 mm, color: black

3 Family name

Bosch Sans Condensed Bold 7 pt

4 CTN

Bosch Sans Condensed Bold 8 pt

5 Material number

Bosch Sans Condensed Regular 7 pt

6 Serial number

Bosch Sans Condensed Regular 7 pt

7 DataMatrix ECC200

Measurements: 7 x 7 mm

Content: Serial number

(18 digits)

8 Legal entity and Country of origin

Bosch Sans Condensed Regular 4 pt

9 Area for product specific description

Bosch Sans Condensed Regular 6 pt

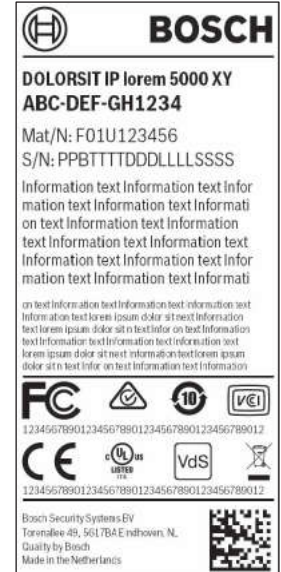
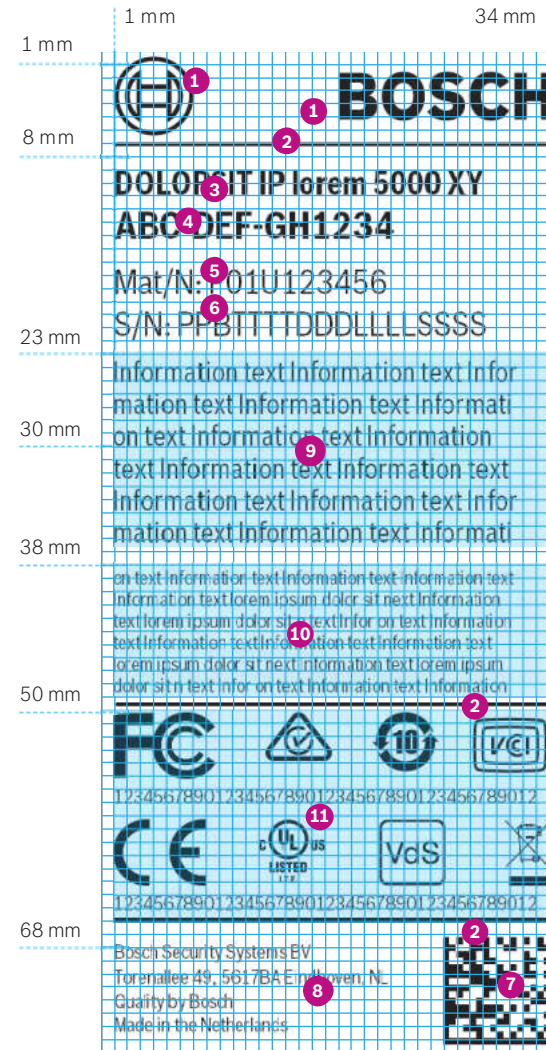
10 Area for product specific description

Bosch Sans Condensed Regular 6 pt

11 Area for certification Symbols

Symbol height: 5 mm | CE Number: Bosch Sans Condensed Regular 4 pt

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Scale 1:1

Reproduction 175%

Product Labels

Product Label 76 x 35 mm

1 Logotype + Symbol

Bosch_LA_S.eps, 18%

2 Separation lines

0.2 mm, color: black

3 Family name

Bosch Sans Condensed Bold 7 pt

4 CTN

Bosch Sans Condensed Bold 8 pt

5 Material number

Bosch Sans Condensed Regular 7 pt

6 Serial number

Bosch Sans Condensed Regular 7 pt

7 DataMatrix ECC200

Measurements: 6 x 6 mm

Content: Serial number

(18 digits)

8 Legal entity and Country of origin

Bosch Sans Condensed Regular 4 pt

9 Area for product specific description

Bosch Sans Condensed Regular 6 pt

10 11 12 Areas for product specific description and certification symbols

Areas 10 and 11 can be used for either text or symbols.

Area 12 is reserved for symbols only.

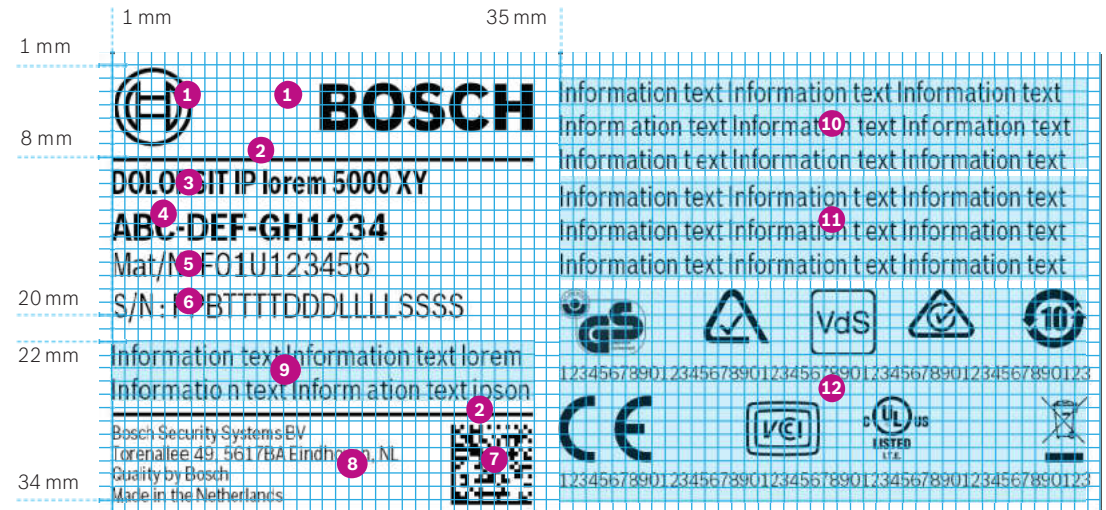
Certification symbols

Symbol height: 5 mm | CE number: Bosch Sans Condensed Regular 4 pt

Product specific description

Bosch Sans Condensed Regular 6 pt

2018-05-29 - SOCO



Reproduction 175%



Scale 1:1

Product Labels

Product Label 81 x 28 mm

1 Logotype + Symbol

Bosch_LA_S.eps, 18%

2 Separation lines

0.2 mm, color: black

3 Family name

Bosch Sans Condensed Bold 7 pt

4 CTN

Bosch Sans Condensed Bold 8 pt

5 Material number

Bosch Sans Condensed Regular 7 pt

6 Serial number

Bosch Sans Condensed Regular 7 pt

7 DataMatrix ECC200

Measurements: 6 x 6 mm

Content: Serial number

(18 digits)

8 Legal entity and Country of origin

Bosch Sans Condensed Regular 4 pt

9 10 11 Areas for product specific description and certification symbols

Areas 9 and 10 can be used for either text or symbols.

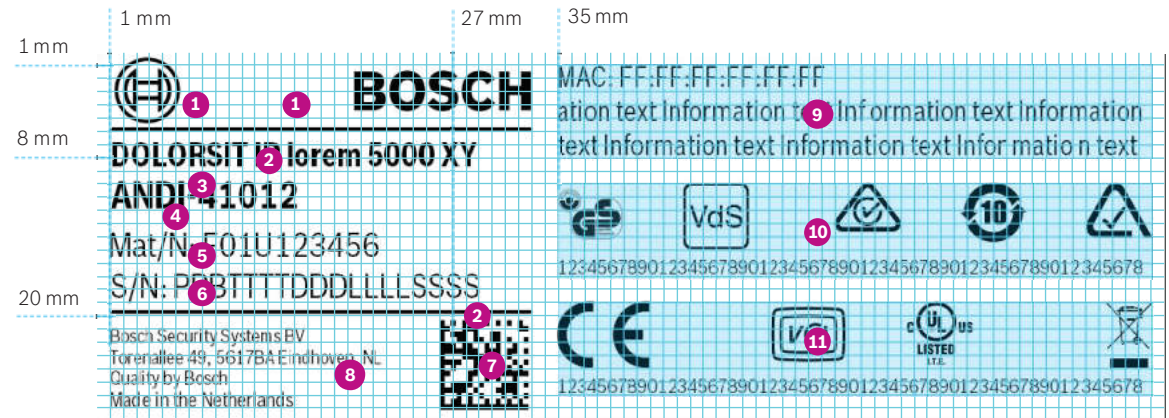
Area 11 is reserved for symbols only.

Certification symbols

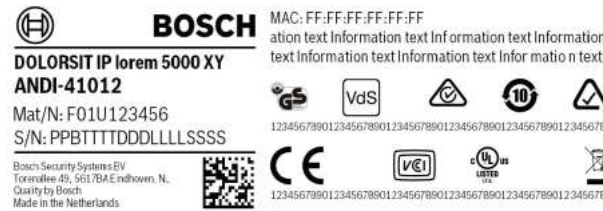
Symbol height: 5 mm | CE number: Bosch Sans Condensed Regular 4 pt

Product specific description

Bosch Sans Condensed Regular 6 pt



Reproduction 175%



Scale 1:1



Scale 1:1

2018-05-29 - SOCO

Product Labels

Product Label 54 x 36 mm

2018-05-29 - SOCO5

1 Logotype + Symbol

Bosch_LA_S.eps, 18%

2 Separation lines

0.2 mm, color: black

3 Family name

Bosch Sans Condensed Bold 7 pt

4 CTN

Bosch Sans Condensed Bold 8 pt

5 Material number

Bosch Sans Condensed Regular 7 pt

6 Serial number

Bosch Sans Condensed Regular 7 pt

7 DataMatrix ECC200

Measurements: 6 x 6 mm

Content: Serial number

(18 digits)

8 Legal entity and Country of origin

Bosch Sans Condensed Regular 4 pt

9 Area for product specific description

Bosch Sans Condensed Regular 5 pt

10 11 12 Areas for product specific description and certification symbols

Areas 10 and 11 can be used for either text or symbols.

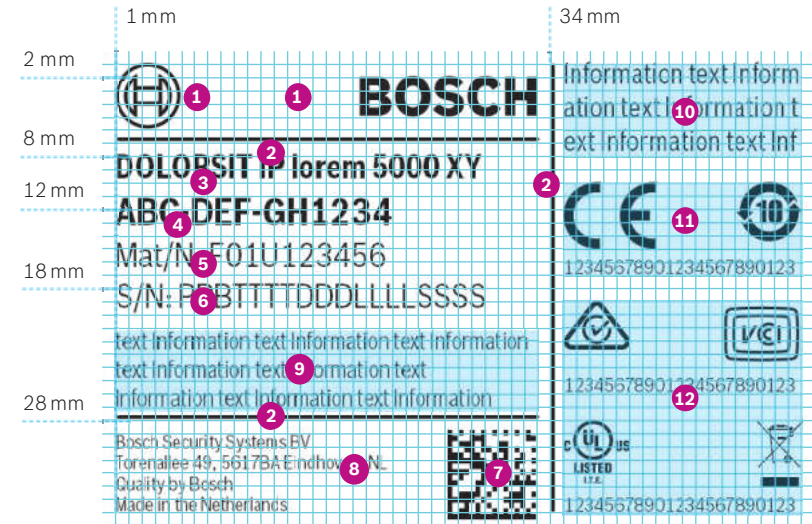
Area 12 is reserved for symbols only.

Certification symbols

Symbol height: 5 mm | CE number: Bosch Sans Condensed Regular 4 pt

Product specific description

Bosch Sans Condensed Regular 6 pt



Reproduction 175%



Scale 1:1



Scale 1:1

Product Labels

Product Label 32 x 20 mm

1 Logotype + Symbol

Bosch_LA_S.eps, 10%

2 Separation lines

0.2 mm, color: black

3 CTN

Bosch Sans Condensed Bold 5 pt

4 Material number

Bosch Sans Condensed Regular 5 pt

5 Serial number

Bosch Sans Condensed Regular 5 pt

6 DataMatrix ECC200

Measurements: 5 x 5 mm

Content: Serial number

(18 digits)

7 Areas for product specific description

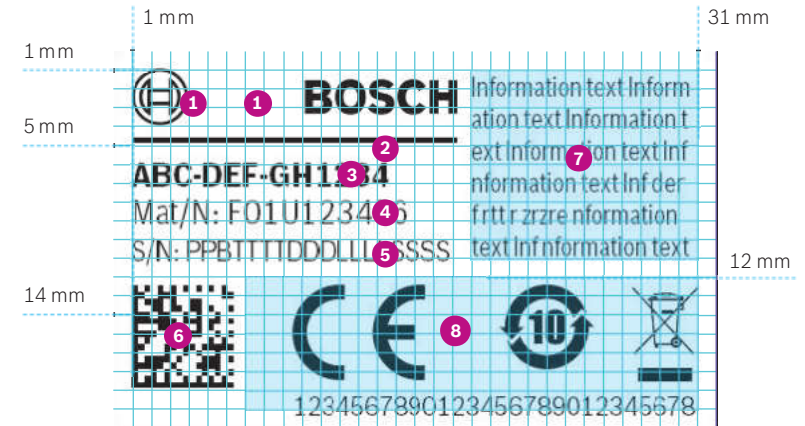
Bosch Sans Condensed Regular 5 pt

8 Areas for certification symbols

Symbol height: 5 mm | CE number: Bosch Sans Condensed Regular 4 pt

2018-05-29 - SOCCOS

NOTE: Many countries require Legal entity and/or Country of origin on the product label as a requirement for import of products (i.e. Turkey). If this label is used, it is recommended to fulfill these requirements on the product label (7) or in other way if space is limited, i.e. second label.



Reproduction 250%



Scale 1:1

Product Labels

Product Label 50 x 20 mm – Variant 1

1 Logotype + Symbol

Bosch_LA_S.eps, 10%

2 Separation lines

0.2 mm, color: black

3 CTN

Bosch Sans Condensed Bold 5 pt

4 Material number

Bosch Sans Condensed Regular 5 pt

5 Serial number

Bosch Sans Condensed Regular 5 pt

6 DataMatrix ECC200

Measurements: 5 x 5 mm

Content: Serial number

(18 digits)

7 Legal entity, quality endorsement and country of origin

Bosch Sans Condensed Regular 4 pt

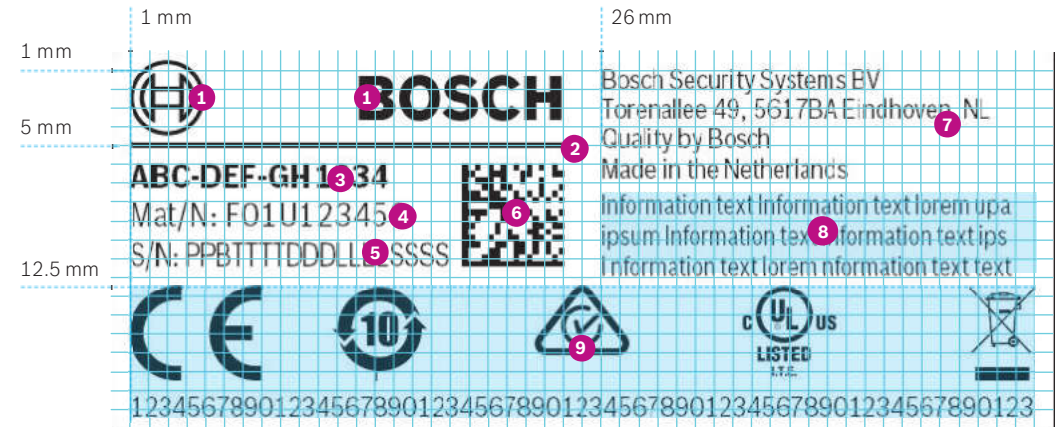
8 Areas for product specific description

Bosch Sans Condensed Regular 4 pt

9 Areas for certification symbols

Symbol height: 5 mm | CE number: Bosch Sans Condensed Regular 4 pt

2018-05-29 - SOCCS



Reproduction 250%



Scale 1:1

Product Labels

Product Label 50 x 20 mm – Variant 2

1 Logotype + Symbol

Bosch_LA_S.eps, 10%

2 Separation lines

0.2 mm, color: black

3 CTN

Bosch Sans Condensed Bold 5 pt

4 Material number

Bosch Sans Condensed Regular 5 pt

5 Serial number

Bosch Sans Condensed Regular 5 pt

6 DataMatrix ECC200

Measurements: 5 x 5 mm

Content: Serial number

(18 digits)

7 Legal entity, quality endorsement and country of origin

Bosch Sans Condensed Regular 4 pt

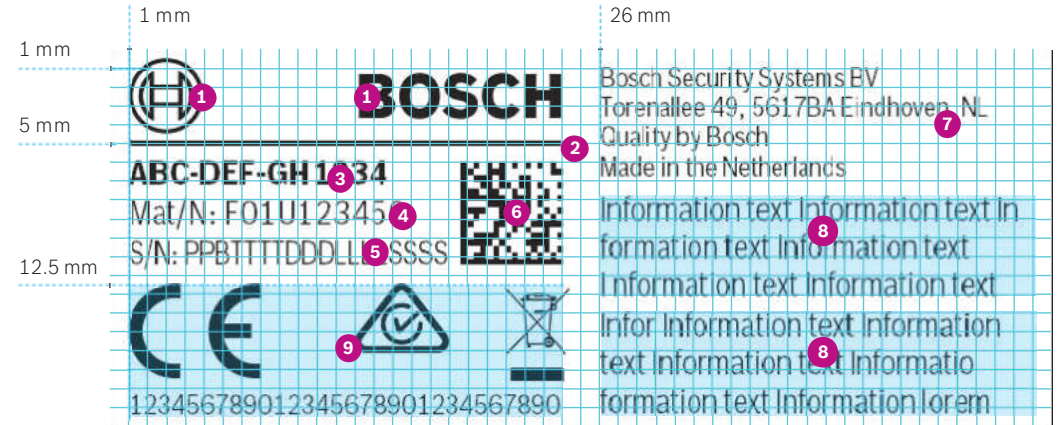
8 Areas for product specific description

Bosch Sans Condensed Regular 5 pt (three lines per area)

9 Areas for certification symbols

Symbol height: 5 mm | CE number: Bosch Sans Condensed Regular 4 pt

2018-05-29 - SOCCS



Reproduction 250%



Scale 1:1

Product Labels

Product Label 41 x 12.5 mm – Variant 1

1 Logotype + Symbol

Bosch_LA_S.eps, 8%

2 Separation lines

0.2 mm, color: black

3 CTN

Bosch Sans Condensed Bold 5 pt

4 Serial number

Bosch Sans Condensed Regular 4 pt

5 DataMatrix ECC200

Measurements: 5 x 5 mm

Content: Serial number

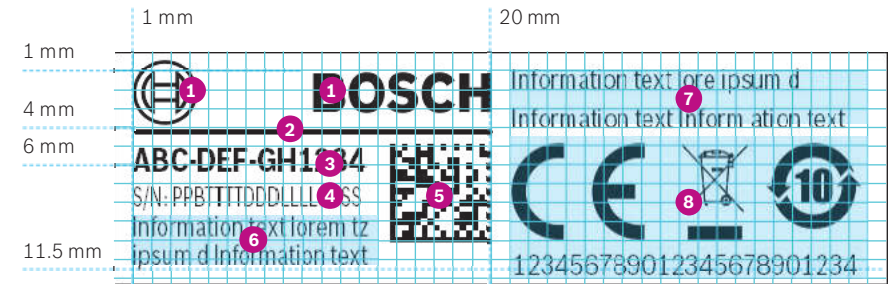
(18 digits)

6 7 Areas for product specific description

Bosch Sans Condensed Regular 4 pt

8 Areas for certification symbols

Symbol height: 5 mm | CE number: Bosch Sans Condensed Regular 4 pt



Reproduction 250%



Scale 1:1

NOTE: Many countries require Legal entity and/or Country of origin on the product label as a requirement for import of products (i.e. Turkey). If this label is used, it is recommended to fulfill these requirements on the product label (6) or in other way if space is limited, i.e. second label.

Product Labels

Product Label 41 x 12.5 mm – Variant 2

1 Logotype + Symbol

Bosch_LA_S.eps, 8%

2 Separation lines

0.2 mm, color: black

3 CTN

Bosch Sans Condensed Bold 5 pt

4 Serial number

Bosch Sans Condensed Regular 5 pt

5 DataMatrix ECC200

Measurements: 6 x 6 mm

Content: Serial number

(18 digits)

6 7 Areas for product specific description and certification symbols

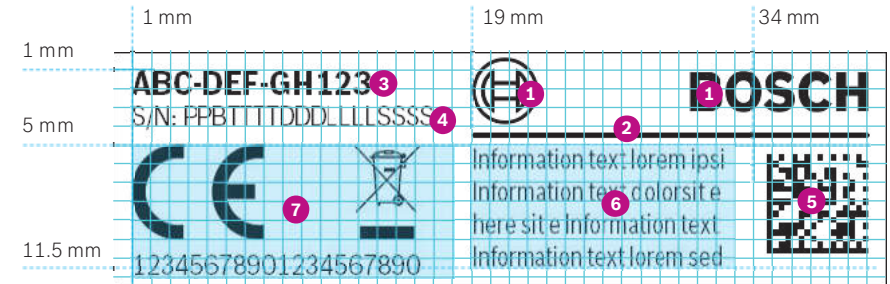
Bosch Sans Condensed Regular 4 pt

Area 6 can be used for either text or symbols

Area 7 is reserved for symbols only

Certification symbols

Symbol height: 5 mm | CE number: Bosch Sans Condensed Regular 4 pt



Reproduction 250%



Scale 1: 1

NOTE: Many countries require Legal entity and/or Country of origin on the product label as a requirement for import of products (i.e. Turkey). If this label is used, it is recommended to fulfill these requirements on the product label (6) or in other way if space is limited, i.e. second label.

Product Labels

Product Label 26 x 12.5 mm

1 Logotype

Bosch_LA_S.eps, 8%

2 CTN

Bosch Sans Condensed Bold 4 pt

3 Serial number

Bosch Sans Condensed Regular 4 pt

4 DataMatrix ECC200

Measurements: 6 x 6 mm

Content: Serial number

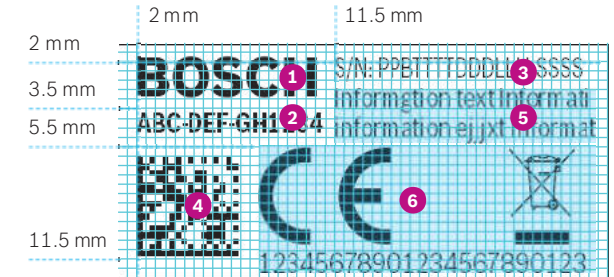
(18 digits)

5 Area for product specific description

Bosch Sans Condensed Regular 4 pt

6 Area for certification symbols

Symbol height: 5 mm



Reproduction 250%



Scale 1:1

NOTE: Many countries require Legal entity and/or Country of origin on the product label as a requirement for import of products (i.e. Turkey). If this label is used, it is recommended to fulfill these requirements on the product label (5) or in other way if space is limited, i.e. second label.

3.1

STANDARD BOX

LABELS

Standard Box Labels

Box Label Version XS Portrait – Standard (36 x 54 mm)

1 Logotype + Symbol

Bosch_LA_S.eps, 9%

2 Separation lines

0.2mm, color: black

3 Family name

Bosch Sans Condensed Bold 7 pt (max. 30 characters | max. shrink size 50%)

4 CTN

Bosch Sans Condensed Bold 7 pt (max. 15 characters)

5 Material description¹

Bosch Sans Condensed Bold 7 pt (max. 40 characters | max. shrink size 50%)

6 Material number

Barcode size: 31 x 5 mm, 10 digit code 128

Bosch Sans Condensed Bold 6.5 pt

7 Serial number

Barcode size: 31 x 5 mm, 18 digit code 2/5 interleave

Bosch Sans Condensed Bold 6.5 pt

8 DataMatrix ECC200

Measurements: 6.5 x 6.5 mm

Content: Material number+Serial number+CTN number
(10digits)(18digits)(15digits) Total 45 digits (incl. +)

9 QTY/MultiPack

Bosch Sans Condensed Bold 6 pt

10 Area for product image

Max. picture size: 13.5 x 9.5 mm | Product image is centered horizontally and vertically within the frame

11 Legal entity

Bosch Sans Condensed Regular 5 pt

12 Country of Origin

Bosch Sans Condensed Regular 5 pt (max. shrink size 50%)

13 Area for product specific description and certification symbols

Block 1 TEXT: Bosch Sans Condensed Regular 5 pt

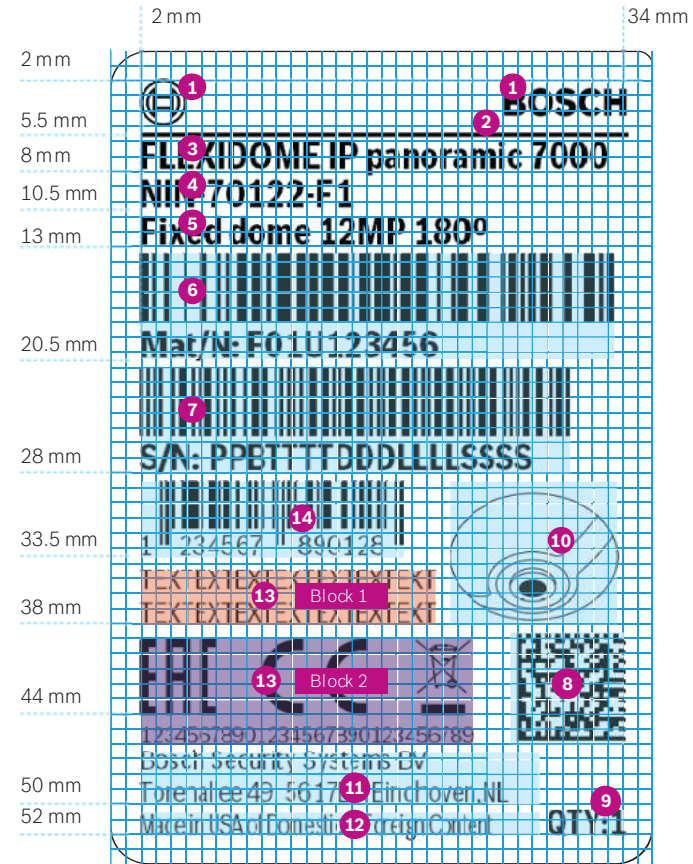
Block 2 TEXT: Bosch Sans Cond Reg 5 pt OR SYMBOL: height 5 mm | certification text: Bosch Sans Cond Reg 4 pt

14 GTIN (EAN 13) or UPC barcode

Barcode size: 26 x 6 mm | Bosch Sans Condensed Regular 5 pt

¹ English use 35 characters, for other translations it is 40 character length.

2018-05-29 - SOCOs



Scale 2:1



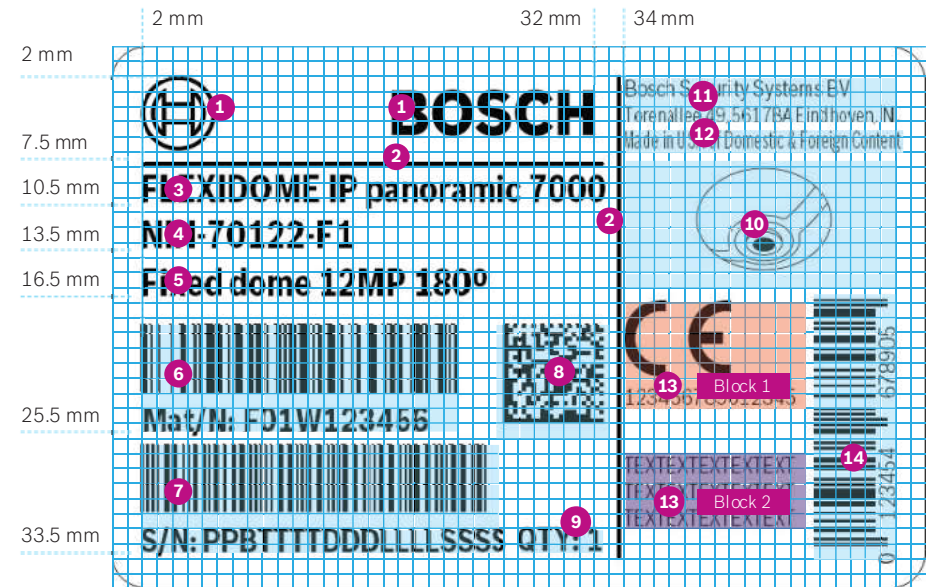
Scale 1:1

Standard Box Labels

Box Label Version XS Landscape – Standard (54 x 36 mm) - Product image Landscape

2018-05-29 - SOCOS

- 1 Logotype + Symbol**
Bosch_LA_S.eps, 13%
- 2 Separation lines**
0.2mm, color: black
- 3 Family name**
Bosch Sans Condensed Bold 7 pt (max. 30 characters | max. shrink size 50%)
- 4 CTN**
Bosch Sans Condensed Bold 7 pt (max. 15 characters)
- 5 Material description¹**
Bosch Sans Condensed Bold 7 pt (max. 40 characters | max. shrink size 50%)
- 6 Material number**
Barcode size: 21 x 4.5 mm, 10 digit code 128
Bosch Sans Condensed Bold 6 pt
- 7 Serial number**
Barcode size: 25 x 4.5 mm, 18 digit code 2/5 interleave
Bosch Sans Condensed Bold 6 pt
- 8 DataMatrix ECC200**
Measurements: 6.5 x 6.5 mm
Content: Material number+Serial number+CTN number
(10digits)(18digits)(15digits) Total 45 digits (incl. +)
- 9 QTY/MultiPack**
Bosch Sans Condensed Bold 6 pt
- 10 Area for product image**
Max picture size: 12 x 9 mm | Product image is centered horizontally and vertically within the frame
- 11 Legal entity**
Bosch Sans Condensed Regular 4 pt
- 12 Country of Origin**
Bosch Sans Condensed Regular 4 pt (max. shrink size 50%)
- 13 Area for product specific description and certification symbols**
Block 1 TEXT: Bosch Sans Cond Reg 5 pt OR SYMBOL: height 5 mm | Certif. text: Bosch Sans Cond Reg 4 pt
Block 2 TEXT: Bosch Sans Cond Reg 5 pt OR SYMBOL: height 5 mm | Certif. text: Bosch Sans Cond Reg 4 pt
- 14 GTIN (EAN 13) or UPC barcode**
Barcode size: 18 x 6 mm | Bosch Sans Condensed Regular 5 pt



Scale 2:1



Scale 1:1



Scale 1:1 - Multi Pack

¹ English use 35 characters, for other translations it is 40 character length.

Standard Box Labels

Box Label Version XS Landscape – Standard (54 x 36 mm) - Product image Portrait

1 Logotype + Symbol

Bosch_LA_S.eps, 13%

2 Separation lines

0.2mm, color: black

3 Family name

Bosch Sans Condensed Bold 7 pt (max. 30 characters | max. shrink size 50%)

4 CTN

Bosch Sans Condensed Bold 7 pt (max. 15 characters)

5 Material description¹

Bosch Sans Condensed Bold 7 pt (max. 40 characters | max. shrink size 50%)

6 Material number

Barcode size: 21 x 4.5 mm, 10 digit code 128

Bosch Sans Condensed Bold 6 pt

7 Serial number

Barcode size: 25 x 4.5 mm, 18 digit code 2/5 interleave

Bosch Sans Condensed Bold 6 pt

8 DataMatrix ECC200

Measurements: 6.5 x 6.5 mm

Content: Material number+Serial number+CTN number
(10digits)(18digits)(15digits) Total 45 digits (incl. +)

9 QTY/MultiPack

Bosch Sans Condensed Bold 6 pt

10 Area for product image

Max. picture size: 17.5 x 9 mm | Product image is centered horizontally and vertically within the frame

11 Legal entity

Bosch Sans Condensed Regular 4 pt

12 Country of Origin

Bosch Sans Condensed Regular 4 pt (max. shrink size 50%)

13 Area for product specific description and certification symbols

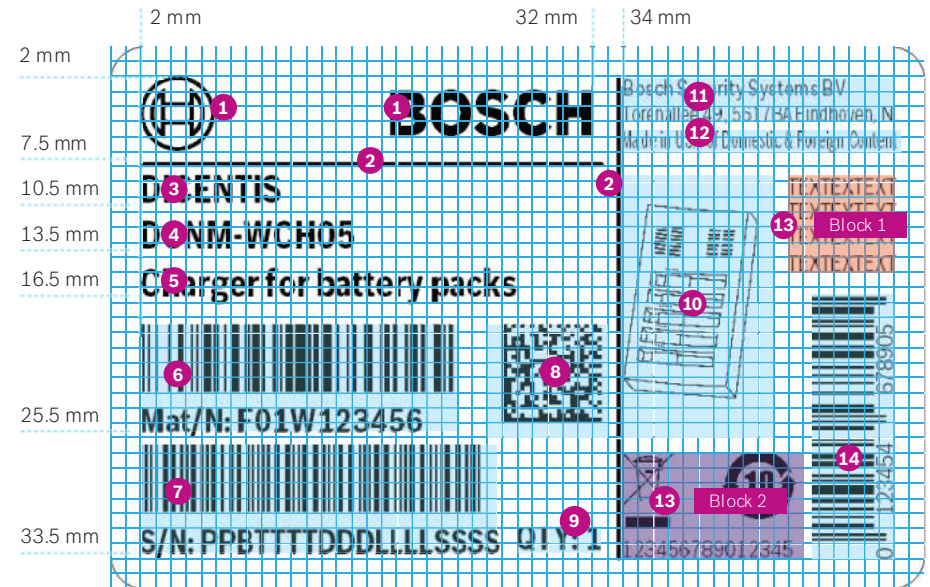
Block 1 TEXT: Bosch Sans Reg 5 pt OR SYMBOL: height 5 mm | Certif. text: Bosch Sans Cond Reg 4 pt

Block 2 TEXT: Bosch Sans Reg 5 pt OR SYMBOL: height 5 mm | Certif. text: Bosch Sans Cond Reg 4 pt

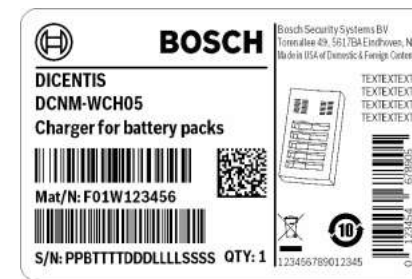
14 GTIN (EAN 13) or UPC barcode

Barcode size: 26 x 6 mm | Bosch Sans Condensed Regular 5 pt

¹ English use 35 characters, for other translations it is 40 character length.



Scale 2:1



Scale 1:1



Scale 1:1 - Multi Pack

2018-05-29 - SOCO5

Standard Box Labels

Box Label Version S – Standard (81 x 28 mm)

1 Logotype + Symbol

Bosch_LA_S.eps, 12%

2 Separation lines

0.2 mm, color: black

3 Family name

Bosch Sans Condensed Bold 6 pt (max. 30 characters | max. shrink size 50%)

4 CTN

Bosch Sans Condensed Bold 6 pt (max. 15 characters)

5 Material description¹

Bosch Sans Condensed Bold 6 pt (max. 40 characters | max. shrink size 50%)

6 Material number

Barcode size: 26 x 4 mm, 10digit code 128, Bosch Sans Condensed Bold 6 pt

7 Serial number

Barcode size: 25 x 4 mm, 18 digit code 2/5 interleave / Bosch Sans Condensed Bold 6 pt

8 DataMatrix ECC200

Measurements: 7 x 7 mm

Content: Material number+Serial number+CTN number+MAC address

(10digits)(18digits)(15digits)(16digits) Total 63 digits (incl. +)

9 QTY/MultiPack

Bosch Sans Condensed Bold 6 pt

10 Area for product image

Max. picture size: 10x14 mm | Product image centered horizontally and vertically within the frame

11 Legal entity

Bosch Sans Condensed Regular 5 pt

12 Country of Origin

Bosch Sans Condensed Regular 5 pt (max. shrink size 50%)

13 Area for product specific description and Certification Symbols

Block 1 Bosch Sans Regular 5 pt

Block 2 TEXT: Bosch Sans Reg 5 pt OR SYMBOL: height 5 mm | certification text: Bosch Sans Cond Reg 4 pt

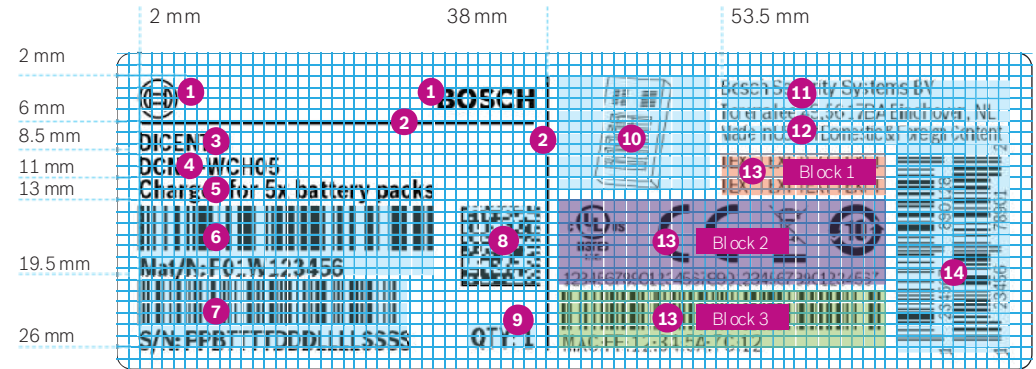
Block 3 TEXT: Bosch Sans Regular 5 pt OR

MAC Address Barcode size: 28 x 3 mm, code 128, Bosch Sans Condensed Regular 5 pt

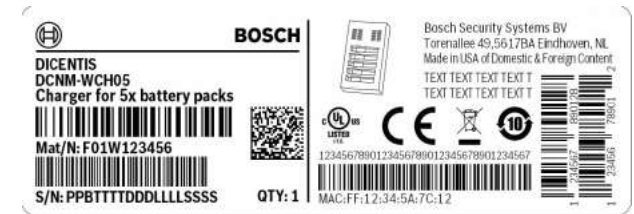
14 GTIN (EAN 13) and UPC barcode

Barcode size: 18 x 6 mm | Bosch Sans Condensed Regular 4 pt

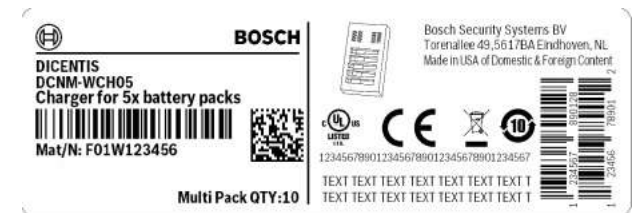
¹ English use 35 characters, for other translations it is 40 character length.



Scale 3:2



Scale 1:1



Scale 1:1 - Multi Pack

2018-05-29 - SOCO

Standard Box Labels

Box Label Version M – Standard (114 x 43 mm) - Product image Landscape

2018-05-29 - SOCOS

1 Logotype + Symbol

Bosch_LA_S.eps, 15%

2 Separation lines

0.2 mm, color: black

3 Family name

Bosch Sans Condensed Bold 11 pt (max. 30 characters | max. shrink size 50%)

4 CTN

Bosch Sans Condensed Bold 11 pt (max. 15 characters)

5 Material Description¹

Bosch Sans Condensed Bold 11 pt (max. 40 characters | max. shrink size 50%)

6 Material Number

Barcode size: 37 x 6 mm, 10 digit code 128, Bosch Sans Condensed Bold 8 pt

7 Serial number

Barcode size: 38 x 6 mm, 18 digit code 2/5 interleave / Bosch Sans Condensed Bold 8 pt

8 DataMatrix ECC200

Measurements: 9 x 9 mm

Content: Material number+Serial number+CTN number+MAC address

(10digits)(18digits)(15digits)(16digits) Total 63 digits (incl. +)

9 QTY/MultiPack

Bosch Sans Condensed Bold 9 pt

10 Area for Product image

Max. picture size: 23 x 11 mm | Product image centered horizontally and vertically within the frame

11 Legal entity

Bosch Sans Condensed Regular 7 pt

12 Country of Origin

Bosch Sans Condensed Regular 7 pt (max. shrink size 50%)

13 Area for product specific description and Certification Symbols

Block 1 SYMBOL: Height 5 mm | certification text: Bosch Sans Reg 4 pt

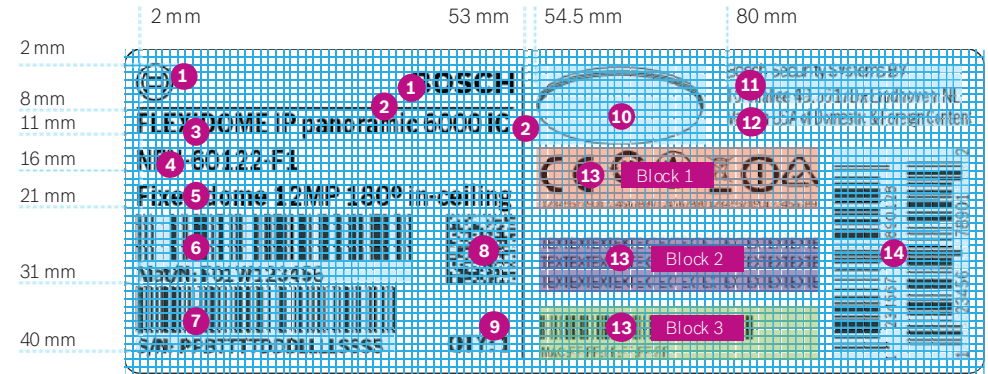
Block 2 TEXT: Bosch Sans Cond Reg 6pt OR SYMBOL: height 5 mm | certification: Bosch Sans Cond Reg 4 pt

Block 3 TEXT: Bosch Sans Cond Reg 6pt OR MAC Address Barcode size: 28 x 3 mm, code 128, Bosch Sans Condensed Regular 5 pt OR Quantity Statement

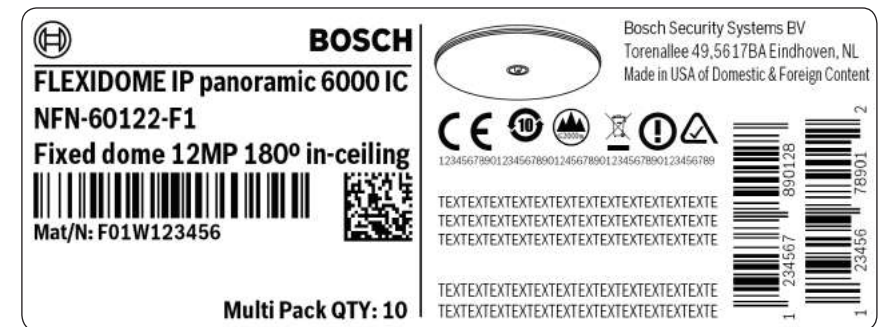
14 GTIN (EAN 13) and UPC barcode

Barcode size: 28 x 9.5 mm | Bosch Sans Condensed Regular 6 pt

¹ English use 35 characters, for other translations it is 40 character length.



Scale 1:1



Scale 1:1 - Multi Pack

Standard Box Labels

Box Label Version M – Standard (114 x 43 mm) - Product image Portrait

1 Logotype + Symbol

Bosch_LA_S.eps, 15%

2 Separation lines

0.2 mm, color: black

3 Family name

Bosch Sans Condensed Bold 11 pt (max. 30 characters | max. shrink size 50%)

4 CTN

Bosch Sans Condensed Bold 11 pt (max. 30 characters)

5 Material description¹

Bosch Sans Condensed Bold 11 pt (max. 40 characters | max. shrink size 50%)

6 Material number

Barcode size: 37 x 6 mm, 10digit code 128, Bosch Sans Condensed Bold 8 pt

7 Serial number

Barcode size: 38 x 6 mm, 18 digit code 2/5 interleave / Bosch Sans Condensed Bold 8 pt

8 DataMatrix ECC200

Measurements: 9 x 9 mm

Content: Material number+Serial number+CTN number+MAC address

(10digits)(18digits)(15digits)(16digits) Total 63 digits (incl. +)

9 QTY/MultiPack

Bosch Sans Condensed Bold 9 pt

10 Area for product image

Max. picture size: 13.5 x 29 mm | Product image centered horizontally and vertically within the frame

11 Legal entity

Bosch Sans Condensed Regular 7 pt

12 Country of Origin

Bosch Sans Condensed Regular 7 pt (max. shrink size 50%)

13 Area for product specific description and certification symbols

Block 1 TEXT: Bosch Sans Reg 6 pt OR SYMBOL: height 5 mm | certification: Bosch Sans Cond Reg 4 pt

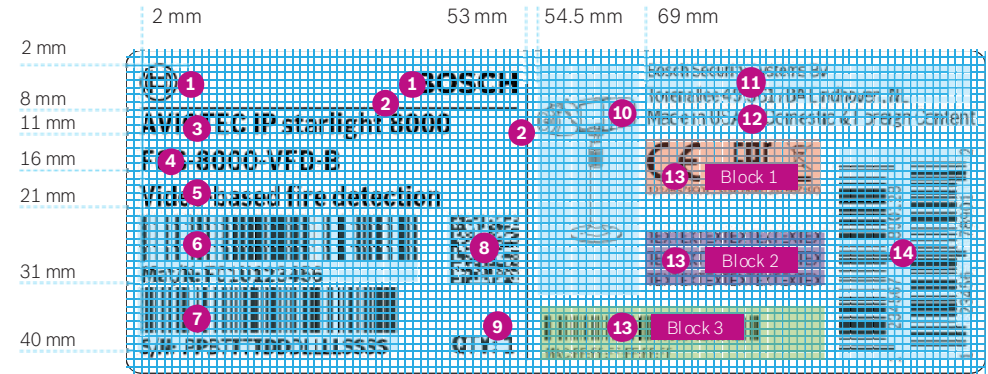
Block 2 TEXT: Bosch Sans Reg 6 pt OR SYMBOL: height 5 mm | certification: Bosch Sans Cond Reg 4 pt

Block 3 TEXT: Bosch Sans Cond Reg 6pt OR MAC Address Barcode size: 28 x 3 mm, code 128, Bosch Sans Condensed Regular 5 pt OR Quantity Statement

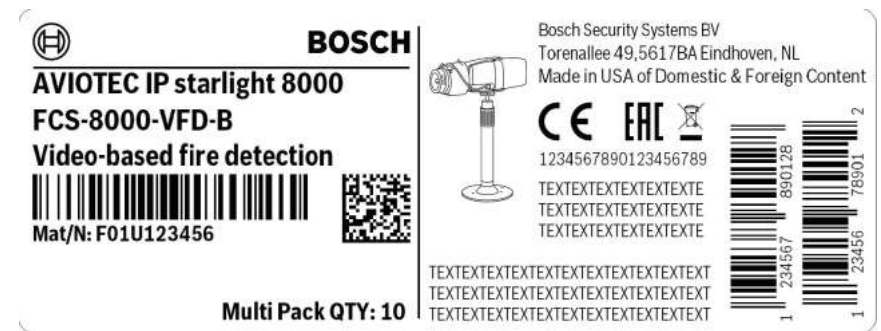
14 GTIN (EAN 13) and UPC barcode

Barcode size: 28 x 9.5 mm | Bosch Sans Condensed Regular 6 pt

¹ English use 35 characters, for other translations it is 40 character length.



Scale 1:1



Scale 1:1 - Multi Pack

2018-05-29 - SOCO5

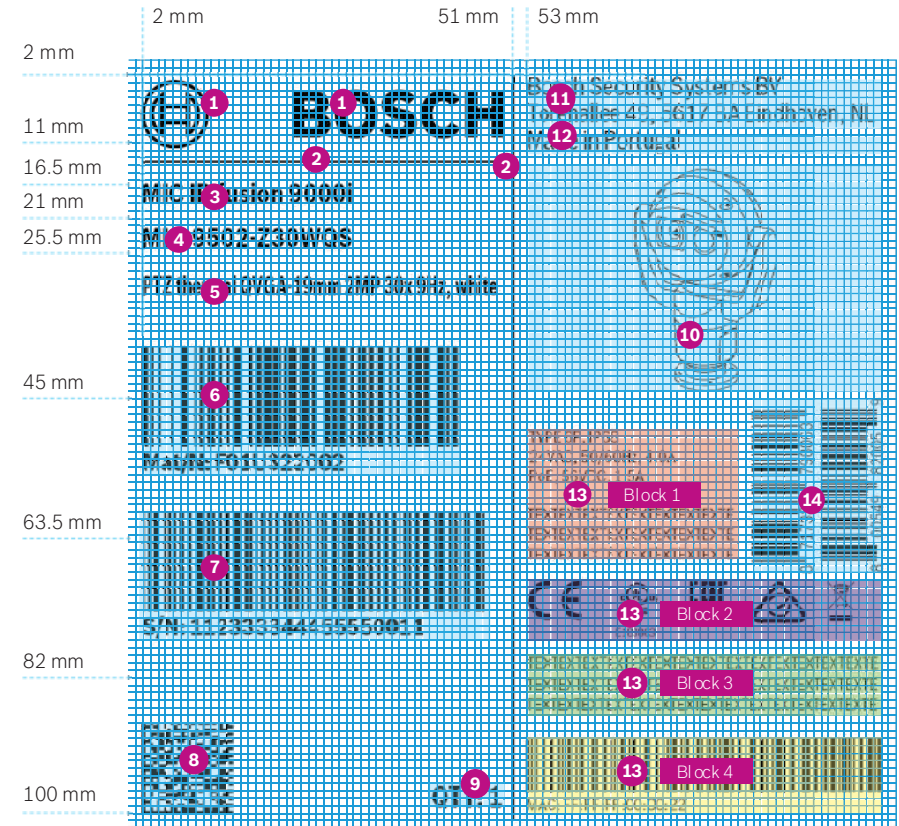
Standard Box Labels

Box Label Version L – Standard (102 x 102 mm)

2018-05-29 - SOCOS

- 1 Logotype + Symbol**
Bosch_LA_S.eps, 23%
- 2 Separation lines**
0.2 mm, color: black
- 3 Family name**
Bosch Sans Condensed Bold 10 pt (max. 30 characters | max. shrink size 50%)
- 4 CTN**
Bosch Sans Condensed Bold 10 pt (max. 15 characters)
- 5 Material Description¹**
Bosch Sans Condensed Bold 9 pt (max. 40 characters | max. shrink size 50%)
- 6 Material Number**
Barcode size: 41 x 13 mm, 10 digit code 128, Bosch Sans Condensed Bold 9 pt
- 7 Serial number**
Barcode size: 45 x 13 mm, 18 digit code 2/5 interleave / Bosch Sans Condensed Bold 9 pt
- 8 DataMatrix ECC200**
Measurements: 12 x 12 mm
Content: Material number+Serial number+CTN number+MAC address (10digits)(18digits)(15digits)(16digits) Total 63 digits (incl. +)
- 9 QTY/MultiPack**
Bosch Sans Condensed Bold 10 pt
- 10 Area for product image**
Max. picture size: 46 x 46mm | Product image centered horizontally and vertically within the frame
- 11 Legal entity**
Bosch Sans Condensed Regular 9 pt
- 12 Country of Origin**
Bosch Sans Condensed Regular 9 pt (max. shrink size 50%)
- 13 Area for product specific description and Certification Symbols**
 - Block 1** TEXT: Bosch Sans Cond Reg 6 pt
 - Block 2** TEXT: Bosch Sans Cond Reg 6 pt OR SYMBOL: height 5 mm | certification text: Bosch Sans Cond Reg 4 pt
 - Block 3** TEXT: Bosch Sans Cond Reg 6 pt OR SYMBOL: height 5 mm | certification text: Bosch Sans Cond Reg 4 pt
 - Block 4** TEXT: Bosch Sans Cond Reg 6 pt OR MAC Address: Bosch Sans Cond Reg 6 pt (Barcode size: 37.5 x 4 mm, code 128) OR Quantity Statement
- 14 GTIN (EAN 13) and UPC barcode**
Barcode size: 23 x 6 mm | Bosch Sans Condensed Regular 6 pt

¹ English use 35 characters, for other translations it is 40 character length.



Scale 1:1



Scale 1:2.5



Scale 1:2.5 - Multi Pack

NOTE: In case of having symbols, use Block 3 first. If more space is needed, Block 2 also available.

3.2

SPECIAL DESIGNS FOR BOX LABELS

Special Designs for Box Labels

Example: Box Label M (114 x 43 mm) – Special

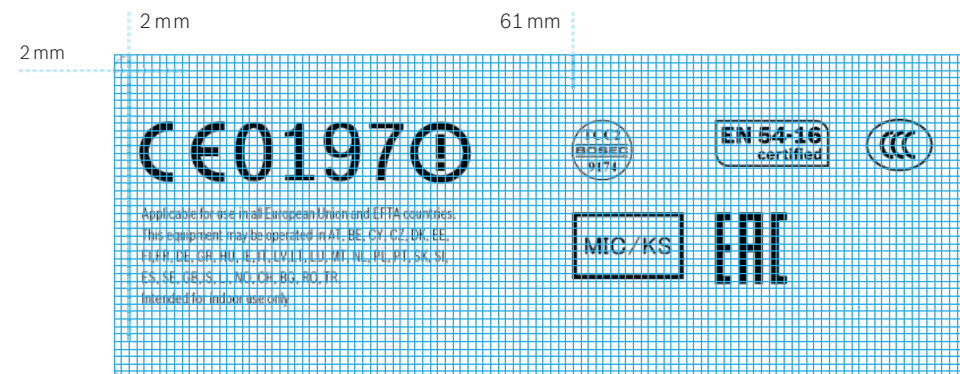
Label will be used, if there is not enough space for text or certification symbols on the standard box label. The label itself is defined as a 'Special label'. **The size has to be identical with the size for the standard box label.**

The position on the box is described in the Packaging Styleguide STWI-06025-000.

2018-05-29 - SOCOS

Minimum sizes:

- Symbol height: 5 mm
- Certification Text: Bosch Sans Condensed Regular 4 pt



Scale 1:1 (Only example for box label size: 114 x 43 mm)

Special Designs for Box Labels

Box Label Version S (81 x 28 mm) – Seal Version

1 Logotype + Symbol

Bosch_LA_S.eps, 12%

2 Separation lines / Bending lines

0.2 mm, color: black

3 Family name

Bosch Sans Condensed Bold 6 pt (max. 30 characters)

4 CTN

Bosch Sans Condensed Bold 6 pt (max. 15 characters)

5 Material description¹

Bosch Sans Condensed Bold 6 pt (max. 40 characters | max. shrink size 75%)

6 Material number

Barcode size: 26 x 4 mm, 10 digit code 128, Bosch Sans Condensed Bold 6 pt

7 Serial number

Barcode size: 25 x 4 mm, 18 digit code 2/5 interleave / Bosch Sans Condensed Bold 6 pt

8 DataMatrix ECC200

Measurements: 6.5 x 6.5 mm

Content: Material number+Serial number+CTN number

(10digits)(18digits)(15digits) Total 45 digits (incl. +)

9 QTY/MultiPack

Bosch Sans Condensed Bold 6 pt

10 Area for product image

Max. picture size: 11.5 x 9 mm | Product image centered horizontally and vertically within the frame

11 Legal entity

Bosch Sans Condensed Regular 5 pt

12 Country of Origin

Bosch Sans Condensed Regular 5 pt

13 Area for product specific description and certification symbols

Block 1 TEXT: Bosch Sans Cond Reg 5 pt OR Symbol height 5 mm, Certification: Bosch Sans Cond Reg 4 pt

Block 2 TEXT: Bosch Sans Cond Reg 5 pt OR Symbol height 5 mm, Certification: Bosch Sans Cond Reg 4 pt

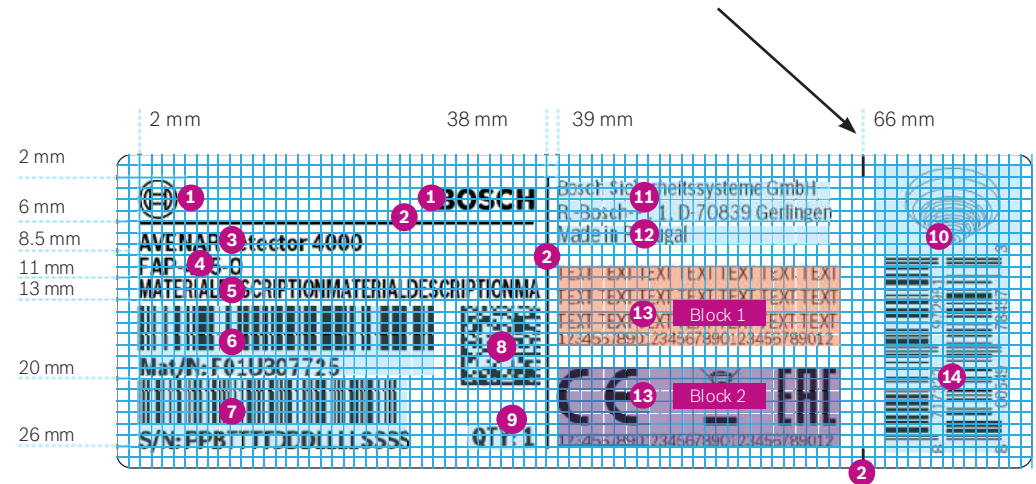
14 GTIN (EAN 13) and UPC barcode

Barcode size: 18 x 6 mm | Bosch Sans Condensed Regular 4 pt.

Special box label can be used as a seal on small boxes after agreement with ST/ MKM or ST/MKC.

Product image should be rotated 90° counter clockwise, if possible.

The 2 small lines are indicators for the bending line.



Scale 3:2



Scale 1:1

2018-05-29 - SOCOS

¹ English use 35 characters, for other translations it is 40 character length.

Special Designs for Box Labels

Box Label Version XS Portrait (36 x 54 mm) – Reseller

1 Logotype + Symbol

N/A

2 Separation lines

N/A

3 Family name

Bosch Sans Condensed Bold 8 pt (max. 30 characters | max. shrink size 69%)

4 CTN

Bosch Sans Condensed Bold 7 pt

5 Material description¹

Bosch Sans Condensed Bold 7 pt (max. 40 characters | max. shrink size 51%)

6 Material number

Barcode size: 31 x 5 mm, 10 digit code 128, Bosch Sans Condensed Reg 6 pt

7 Serial number

Barcode size: 25 x 4 mm, 18 digit code 2/5 interleave, Bosch Sans Cond Reg 6 pt

8 DataMatrix ECC200

Measurements: 6.5 x 6.5 mm

Content: Material number+Serial number+CTN number
(10digits)(18digits)(15digits) Total 45 digits (incl. +)

9 QTY/MultiPack

Bosch Sans Condensed Bold 5 pt

10 Area for product image

N/A

11 Legal entity

Bosch Sans Condensed Regular 5 pt

12 Country of Origin

Bosch Sans Condensed Regular 5 pt (max. shrink size 90%)

13 Area for product specific description and Certification Symbols

Block 1 Bosch Sans Cond Reg 5 pt / Symbol height 5 mm, Certification: Bosch Sans Cond Reg 4 pt

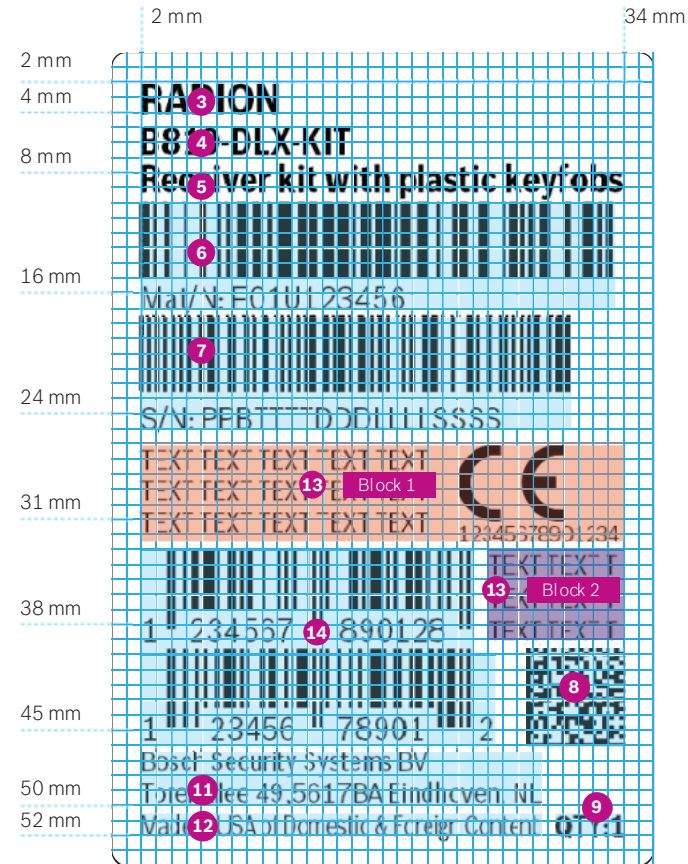
Block 2 Bosch Sans Condensed Regular 5 pt

14 GTIN (EAN 13) and UPC barcode

Barcode size: 23 x 6 mm, Bosch Sans Condensed Regular 6 pt

Reseller Label is valid only for Reseller boxes. Bosch Brand has to be shown on several sides on the box. Product description and product information must be printed also on the packaging.

[See Packaging Styleguide STWI-06025-000.](#)



Scale 1:1

Scale 2:1

¹ English use 35 characters, for other translations it is 40 character length.

2018-05-29 - SOCO

Special Designs for Box Labels

Box Label Version XS Landscape (54 x 36 mm) – Reseller

1 Logotype + Symbol

N/A

2 Separation lines

0.2 mm, color: black

3 Family name

Bosch Sans Condensed Bold 7 pt (max. 30 characters | max. shrink size 77%)

4 CTN

Bosch Sans Condensed Bold 7 pt

5 Material description¹

Bosch Sans Condensed Bold 7 pt (max. 40 characters | max. shrink size 60%)

6 Material number

Barcode size: 26 x 4.55 mm, 10 digit code 128, Bosch Sans Condensed Reg 6 pt

7 Serial number

Barcode size: 31 x 5 mm, 18 digit code 2/5 interleave, Bosch Sans Cond Reg 6 pt

8 DataMatrix ECC200

Measurements: 6.5 x 6.5 mm

Content: Material number+Serial number+CTN number

(10digits)(18digits)(15digits) Total 45 digits (incl. +)

9 QTY/MultiPack

Bosch Sans Condensed Bold 6 pt

10 Area for product image

N/A

11 Legal entity

Bosch Sans Condensed Regular 4 pt

12 Country of Origin

Bosch Sans Condensed Regular 4 pt (max. shrink size 71%)

13 Area for product specific description and Certification Symbols

Block 1 Bosch Sans Cond Reg 5 pt / Symbol height 5 mm, Certification: Bosch Sans Cond Reg 4 pt

Block 2 Bosch Sans Cond Reg 5 pt / Symbol height 5 mm, Certification: Bosch Sans Cond Reg 4 pt

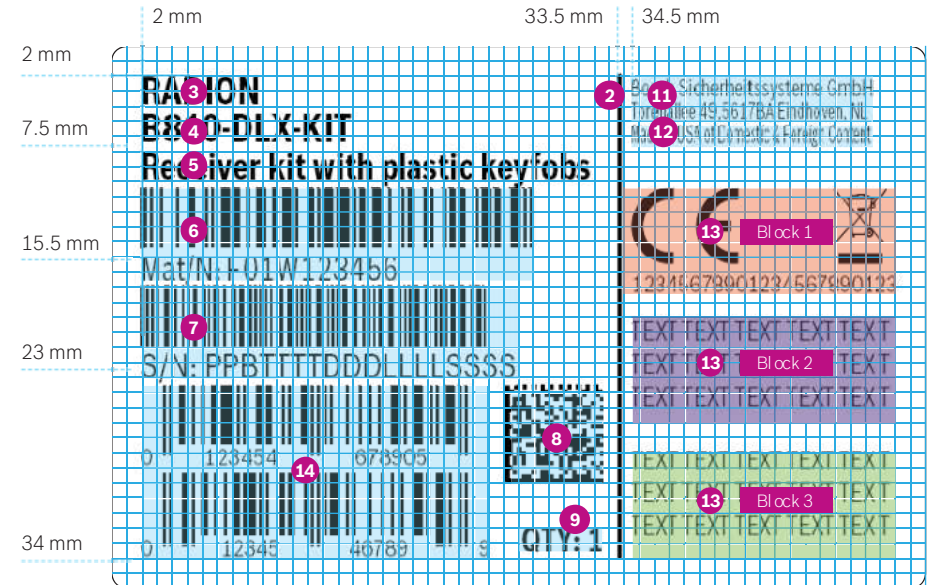
Block 3 Bosch Sans Cond Reg 5 pt / Symbol height 5 mm, Certification: Bosch Sans Cond Reg 4 pt

14 GTIN (EAN 13) and UPC barcode

Barcode size: 23 x 6 mm, Bosch Sans Condensed Regular 6 pt

Reseller Label is valid only for Reseller boxes. Bosch Brand has to be shown on several sides on the box. Product description and product information must be printed also on the packaging.

[See Packaging Styleguide STWI-06025-000.](#)



Scale 2:1



Scale 1:1

2018-05-29 - SOCOS

¹ English use 35 characters, for other translations it is 40 character length.

Special Designs for Box Labels

Box Label Version M (114 x 43 mm) – for Spare Parts (YSPR)

1 Logotype + Symbol

N/A

2 Separation lines

0.2 mm, color: black

3 CTN

Bosch Sans Condensed Bold 7 pt

4 Material description¹

Bosch Sans Condensed Bold 7 pt (max. 40 characters | max. shrink size 60%)

5 Material number

Barcode size: 26 x 4.55 mm, 10 digit code 128, Bosch Sans Condensed Reg 6 pt

6 Serial number

Barcode size: 31 x 5 mm, 18 digit code 2/5 interleave, Bosch Sans Cond Reg 6 pt

7 DataMatrix ECC200

Measurements: 6.5 x 6.5 mm

Content: Material number+Serial number+CTN number

(10digits)(18digits)(15digits) Total 45 digits (incl. +)

8 QTY/MultiPack

Bosch Sans Condensed Bold 6 pt

9 Legal entity

Bosch Sans Condensed Regular 4 pt

10 Country of Origin

Bosch Sans Condensed Regular 4 pt (max. shrink size 71%)

11 Area for product specific description and Certification Symbols

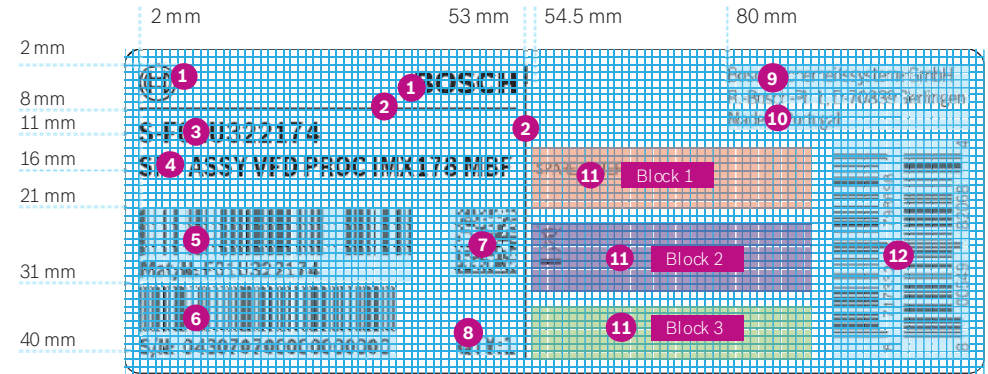
Block 1 Bosch Sans Cond Reg 5 pt / Symbol height 5 mm, Certification: Bosch Sans Cond Reg 4 pt

Block 2 Bosch Sans Cond Reg 5 pt / Symbol height 5 mm, Certification: Bosch Sans Cond Reg 4 pt

Block 3 Bosch Sans Cond Reg 5 pt / Symbol height 5 mm, Certification: Bosch Sans Cond Reg 4 pt

12 GTIN (EAN 13) and UPC barcode

Barcode size: 23 x 6 mm, Bosch Sans Condensed Regular 6 pt



Scale 1:1



Scale 1:2 - With quantity statement and no serial number



Scale 1:2 - Multi Pack - With quantity statement

¹ English use 35 characters, for other translations it is 40 character length.

2018-05-29 - SOCOS

Special Designs for Box Labels

Box Label for Chinese Market

Materials imported in China

All materials exported to China don't need additional fields 'Material description' and 'Manufacture name plus address' in Chinese characters on box and product label.

Shanghai warehouse is adding special labels with Chinese characters which contains the 'Material description' according to 'chinese customs list'.

Materials 'Made in China for China distribution only'

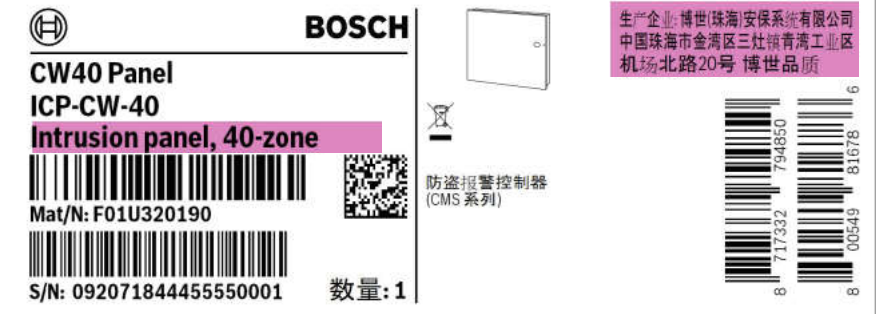
For product and box label, the English material description and English manufacture name plus address must be replaced with Chinese characters.

2018-05-29 - SOCCS

NOTE: Font for Chinese characters: Bosch Sans Global.



Product label: 32 x 20mm



Box label: 114 x 43mm

Special Designs for Box Labels

Box Label for trade goods (YBFR)

Tolerances for label sizes from trade good supplier



Box label: 114 x 43mm



Box label: 81 x 28mm



Box label: 54 x 36mm



Box label: 102 x 102mm

2018-05-29 - SOCOS

4 GLOBAL DEFINITIONS

Global Definitions

Family Name

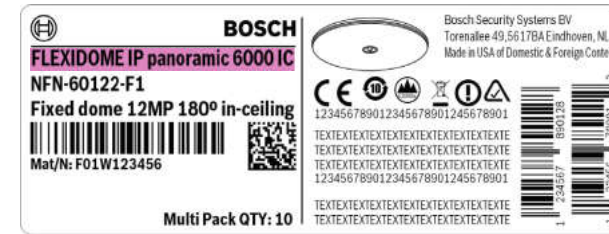
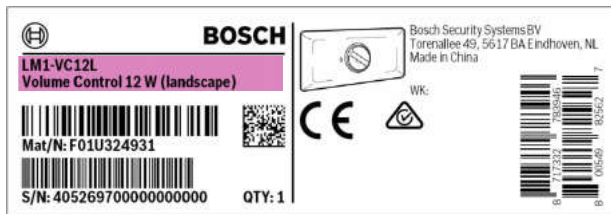
Family name on labels

The family name is defined according to the ST Naming Guideline STWI-06041-004. The family name is made of the following elements:

- ▶ **Category name** – in most cases a registered trademark – that is set in upper cases. For video cameras, the IP/AN identifier is set directly after the category name.
- ▶ **Sub-name** – a universal, mostly descriptive term with a meaning – that is set exclusively in lower cases (optional element)
- ▶ **Value level** from 1000 to 9000 (optional element)
- ▶ **Differentiator** that is made of one, two or three characters (optional element)

For detailed explanation please consult the [Naming Guideline STWI 06041-004](#).

For products without family names such as accessories or system components, the fields for CTN and material description are moved to the top, leaving the third line empty:



CATEGORY NAME	SUB-NAME	VALUE LEVEL	DIFFERENTIATOR
LECTUS	secure	5000	W
<ul style="list-style-type: none"> • Artificial Name • Registered trademark • Latin-sounding with many vowels • Written in capitals 	<ul style="list-style-type: none"> • Universal (mostly English), generic and short • Not registerable • Written in small letters 	1000 2000 ... 8000 9000	<ul style="list-style-type: none"> • Alphanumeric • Often an abbreviation • Up to 3 characters (2 letters max)

Examples:

CATEGORY NAME (+IP/AN for cameras)	SUB-NAME	VALUE LEVEL	DIFFERENTIATOR
FLEXIDOME IP	panoramic	6000	IC
DICENTIS			
FERION		3000	
PLENA	matrix		
LECTUS	duo	3000	

2018-05-29 - SOCOS

Global Definitions

Product Images

Product illustration on packaging labels

To give more orientation to the user, a product illustration is added on the packaging labels.

Image Style

The product illustration is a drawing; It can be generated from the CAD file or created in Illustrator based on a product image. Ensure that the lines are thick enough to be printed correctly on labels (at least 0.5 pt).

If no drawing is available, the product image can be exceptionally imported as photograph. Please ensure that the quality is sufficient and suitable for a print in black and white.

Perspective

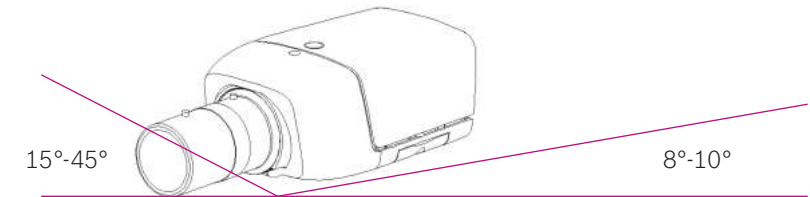
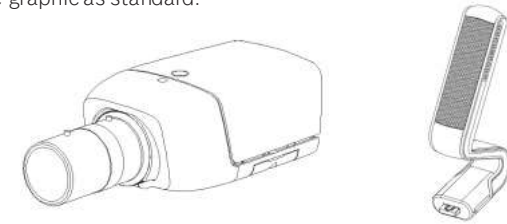
The recommended perspectives are based on the guideline STWI-06035-000 Image Specifications for product shoots.

Depending on the products, the standard views are the following:

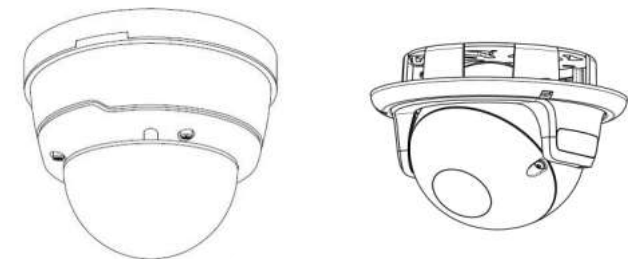
- ▶ From the top: Front/left view with 15°-45° from the left and 8-10° from the right
- ▶ From the bottom for ceiling-mounted products: Bottom-up view

- ▶ Product illustrations can be found in the ST Mediapool: mediapool.boschsecurity.com
- ▶ ST/MKM1 can also support in the creation of product illustrations: Packaging-ST@de.bosch.com
- ▶ Additional information for creating product images, see Chapter 5.0- General Label Information ([Link to Bosch Connect](#))

Outline graphic as standard:



For ceiling-mounted products: Bot tom-up perspective:



Global Definitions

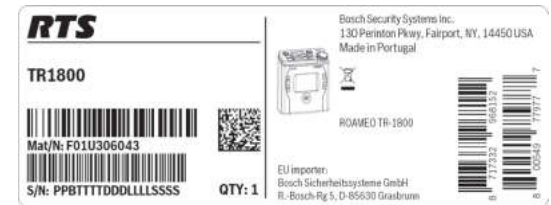
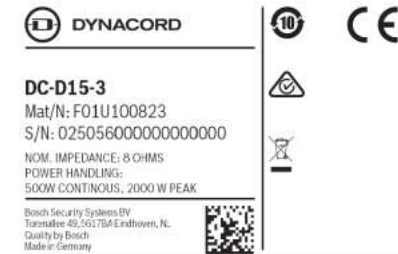
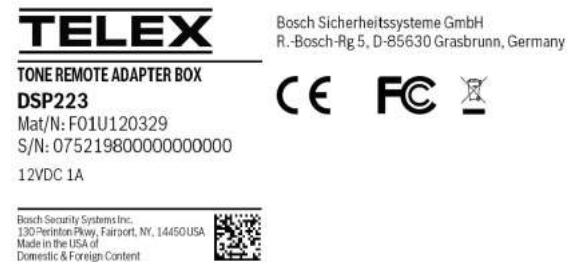
Non-Bosch Brands

Alternative brands

- For the additional brands Electro-Voice, Dynacord, RTS and Telex, the Bosch labels are used by replacing the Bosch logotype with the alternative logo.

ORG.	BU	LOGO / SYMBOL	NAME	TABLE	SAP	IMAGE
Telex	COMM	L	LOG-RTS-Main	B004	F01U143382	RTS
Telex	COMM	L	LOG-Telex-Block	B005	F01U143383	TELEX
Telex	COMM	L	LOG-Dynacord	B006	F01U143384	DYNACORD
Telex	COMM	L	LOG-Electro-Voice	B007	F01U143385	Ev Electro-Voice

2018-05-29 - SOCCS



Global Definitions

Legal entity

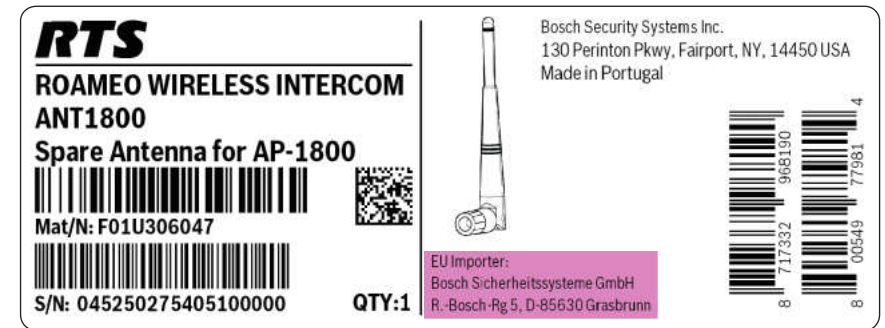
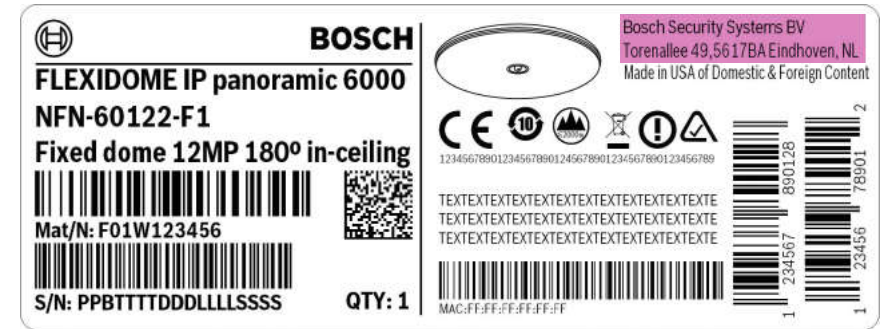
Legal entity

- ▶ The legal entity depends on the Business Unit, plus Business Segment.
- ▶ The addresses are defined as a standard. They might be modified if required, e.g. Bosch Sicherheitssysteme Engineering GmbH if requested by UL authorities.
- ▶ According to the European directive 768/2008/EC, manufacturers that have their legal entity not in EU, the manufacturer or the EU importer shall indicate the address at which they can be contacted on the product or, where that is not possible, on its packaging, or in a document accompanying the product.
- ▶ For labels with address in the US, the Grasbrunn address is added on the back page of the technical manuals.

Standard addresses of the business units

BUSINESS UNIT	MANUFACTURER ADDRESS	EU Importer
Video	Bosch Security Systems BV Torenallee 49, 5617BA Eindhoven, NL	Not applicable
Comm Pro S/CCS Products*	Bosch Security Systems Inc. 130 Perinton Pkwy, Fairport, NY, 14450 USA	Bosch Sicherheitssysteme GmbH R.-Bosch-Rg5, D-85630 Grasbrunn
Comm PACO Products*	Bosch Security Systems BV Torenallee 49, 5617BA Eindhoven, NL	Not applicable
Fire	Bosch Sicherheitssysteme GmbH R.-Bosch-Pl. 1, D-70839 Gerlingen	Not applicable
Access	Bosch Sicherheitssysteme GmbH R.-Bosch-Rg 5, D-85630 Grasbrunn	Not applicable
Intrusion	Bosch Security Systems Inc. 130 Perinton Pkwy, Fairport, NY, 14450 USA	Bosch Sicherheitssysteme GmbH R.-Bosch-Rg5, D-85630 Grasbrunn

* Where indicated, if in doubt consult Controller ST-CO/COR and corresponding Product Manager (ST-CO/MKP1, ST-CO/MKP2, ST-CO/MKP3 or ST-CO/MKP4) for correct "owning" address. This is important for tax reasons.



2018-05-29 - SOCOS

Global Definitions

Quantity statement

Application for box labels:

1 Quantity Statement

- Bosch Sans Condensed Regular 5 pt - 81 x 28mm
- Bosch Sans Condensed Regular 6 pt - 114 x 43mm
- Bosch Sans Condensed Regular 6 pt - 102 x 102mm

2018-05-29 - SOCOS

NOTE: To be used in case one CTN corresponds to several pieces. Quantity statement is the number of pieces inside one product box, supplied by ordering one CTN.

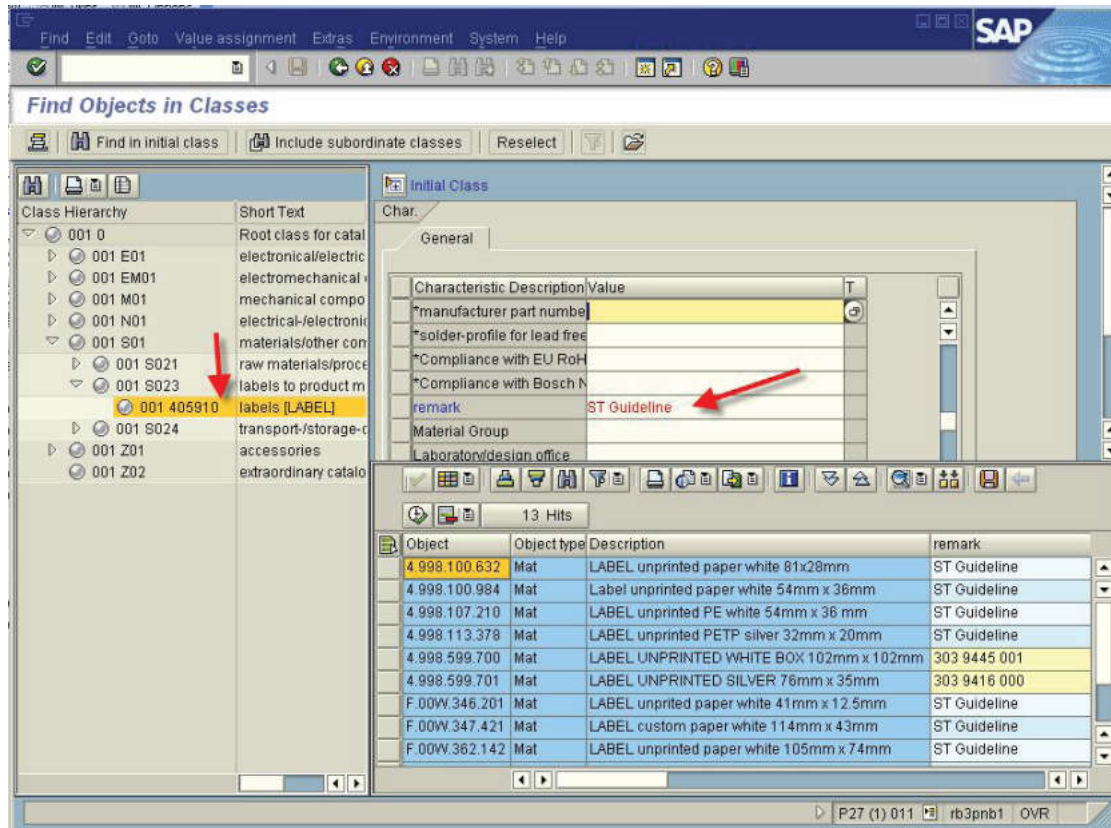


Single Pack



Multi Pack

2018-05-29 - SOCOS



Raw labels to be used for Corporate Design:

- ▶ The relevant material masters for the raw labels can be found under Class 405910.
- ▶ In field remark they do have the text ST Guideline.

5 GENERAL LABEL INFORMATION

Additional label information can be found in the ST Packaging Community on Bosch Connect

- ▶ [Link to Bosch Connect ST Packaging](#)

6

VERSION HISTORY

Version history

Version 5.1

August 2011

Modification of the Country of origin for products manufactured in Glencoe, Lincoln, Morrilton and Lancaster (see page 26)

Version 6.0

October 2014

Re-design of all labels

Product labels: 2D barcode is mandatory + manufacturer address

Box labels: Reduced to 4 standard sizes, new field for product name, product image + manufacturer address

Global Specifications

Specifications for product name

Specifications for product image

Specifications for manufacturer address and legal entity

Version 6.1

February 2016

All labels

Modification of endorsement into "Quality by Bosch"

"S/N" added in front of serial number for more clarity

(On all labels except product label 41 x 12.5 mm, Variant 1 and product label 26 x 12.5 mm)

Version 7.0

December 2016

New Styleguide adapted:

Box label redesign

Version 7.1

Page September 2017

ECC200 measurements changed on box labels + product labels

Material Description on box labels: Max. length updated

11 Added note regarding Legal Entity/Country of Origin

14 Added note regarding Legal Entity/Country of Origin

15 Added note regarding Legal Entity/Country of Origin

16 Added note regarding Legal Entity/Country of Origin

24 Box label L – Standard (102 x 102 mm): New layout

30 Box label M (114 x 43mm) for Spare Parts (3 new versions for spare parts)

31 Box label for Chinese market

32 Box label for trade goods (YBFR) - Maximum and minimum tolerance

34 Family name: Example for products without family name added

36 Non-Bosch Brands: Dynacord and Electro-Voice logos updated

37 Country of Origin/ Quality Endorsement: Legal entity legal addresses updated (Fairport)

EU Importer, additional column added

40 New: Quantity statement

42 New: Link included to Bosch Connect site, additional label information outside label style guide

Contact and support

Bosch Security Systems Sistemas de Segurança, S.A.

ST/MKM1

EN 109, Zona Industrial de Ovar
Lugar da Pardala
São João de Ovar
3880-728 Ovar
Portugal

Packaging-ST@de.bosch.com

You will find further information, trademark
graphic files, design style guides, and typefaces
on the Bosch Corporate Design extranet,
design.bosch.com

2018-05-29 - SOCCOS



BOSCH

Invented for life