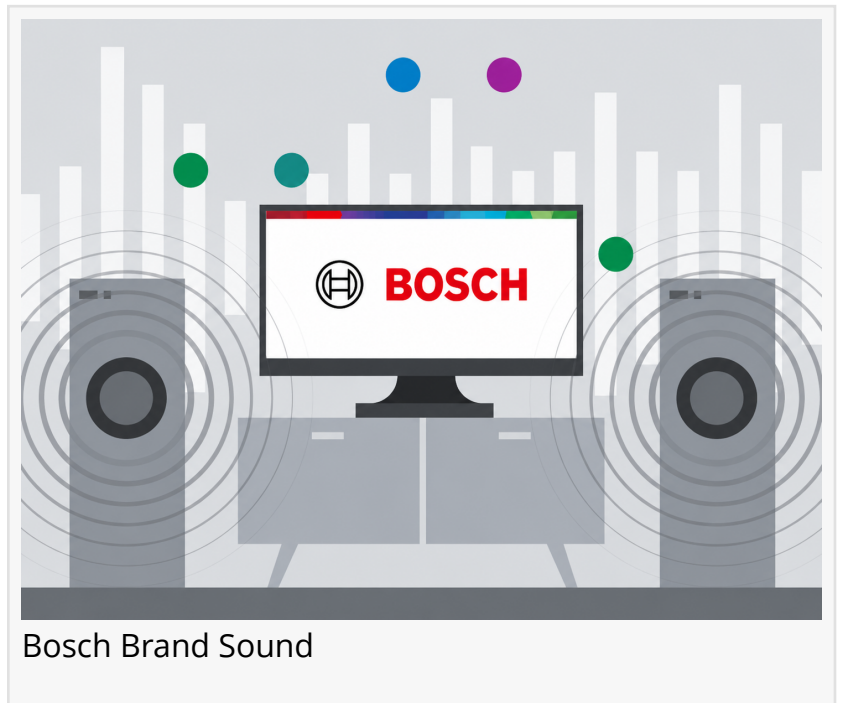


Corporate Design Award 2026 for the Bosch Brand Sound

The Bosch Brand Sound developed by Audity GmbH has been honored with the Corporate Design Award 2026 in the Corporate Sound Design category.

KONSTANZ, BADEN-WÜRTTEMBERG, GERMANY, August 31, 2026
/EINPresswire.com/ -- Audity GmbH develops sonic brand identity for Bosch around the brand promise "Invented for life"

The [Bosch Brand Sound](#) developed by Audity GmbH has been honored with the Corporate Design Award 2026 in the Corporate Sound Design category. At the heart of the sonic brand identity is a distinctive five-note motif that brings the Bosch brand promise "Invented for life" to life through sound.



From brand promise to sonic experience

The Bosch Brand Sound is more than just a melody. The five-note motif forms the foundation of the entire sonic brand identity and creates a consistent sonic thread across different touchpoints.

In addition to the Sound Logo, the motif can also be found in UX Sounds and adaptive music for campaigns, films, events, products and digital experiences. This creates sonic recognition that connects different applications while remaining flexible in its use.

A sonic system for different touchpoints

The aim of the Bosch Brand Sound is to make the brand's values and identity audible and translate the brand promise "Invented for life" into a recognizable sonic experience.

Alongside the development of the Brand Sound and the central five-note motif, an internal Music



Together with Audity GmbH, we have developed a sonic identity that makes 'Invented for life' audible. We are pleased that this approach has now been recognized with the Corporate Design Award 2026."

Gregor Schilling, Head of Corporate Design, Robert Bosch GmbH

Mixer tool is also used. It enables Bosch teams to easily and flexibly create on-brand music for applications such as video soundtracks.

This creates a holistic sonic brand identity that unfolds through the Sound Logo, UX Sounds and music across campaigns, products and digital experiences.

Honored with the Corporate Design Award 2026

The Bosch Brand Sound was honored with the Corporate Design Award 2026 in the Corporate Sound Design category. The international Corporate Design Award has been recognizing outstanding design projects for launches and relaunches for 30 years.

By combining recognizability with flexible application, the Bosch Brand Sound strengthens the brand's sonic identity, evokes emotions and creates lasting connections with people around the world.

About Audity GmbH

Audity GmbH is an internationally active audio branding and UX sound agency based in Konstanz on Lake Constance, Germany. Since 2006, Audity GmbH has been developing sonic brand identities, sound logos, brand music and UX sounds for companies and brands worldwide. Its clients include Bosch, Miele, GROHE and Swiss Post, among others.

In addition to strategic consulting and sound design, Audity GmbH develops digital tools that help companies implement their sonic brand identities consistently and flexibly across different touchpoints. Audity GmbH's work has received numerous internationally renowned design and branding awards.

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