

somewhat
different



Hannover Re presents

Our Brand – Our Face to the Outside World

Corporate Communications
May 2020

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**Basic rules ensure our consistent brand
identity**

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1

The logo

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The logo

The logo is the trademark of the Hannover Re Group.
It must not be omitted or altered in any way.

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The logo

- Every visible medium of communication used by the Hannover Re Group bears the logo "Hannover Re".

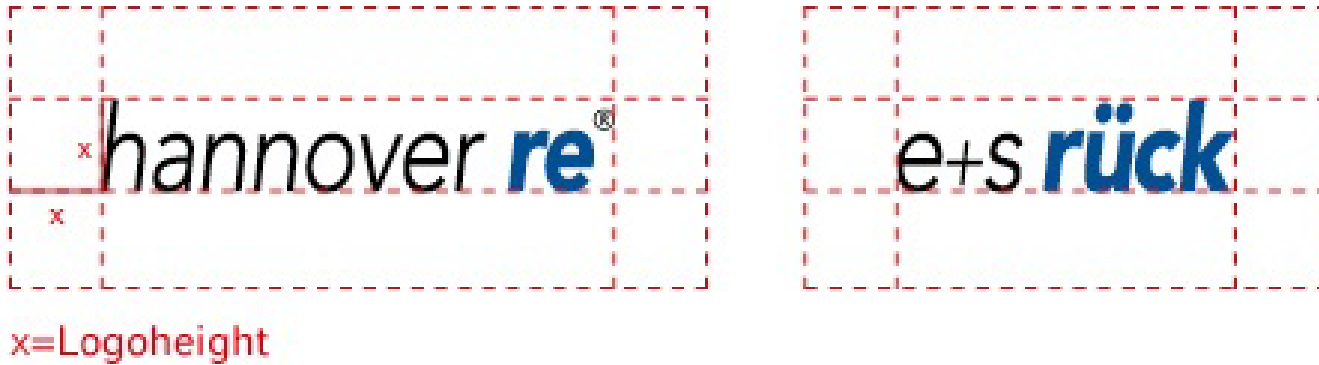
hannover **re**[®]

- The subsidiary E+S Rückversicherung AG uses its own logo.

e+s **rück**

The logo

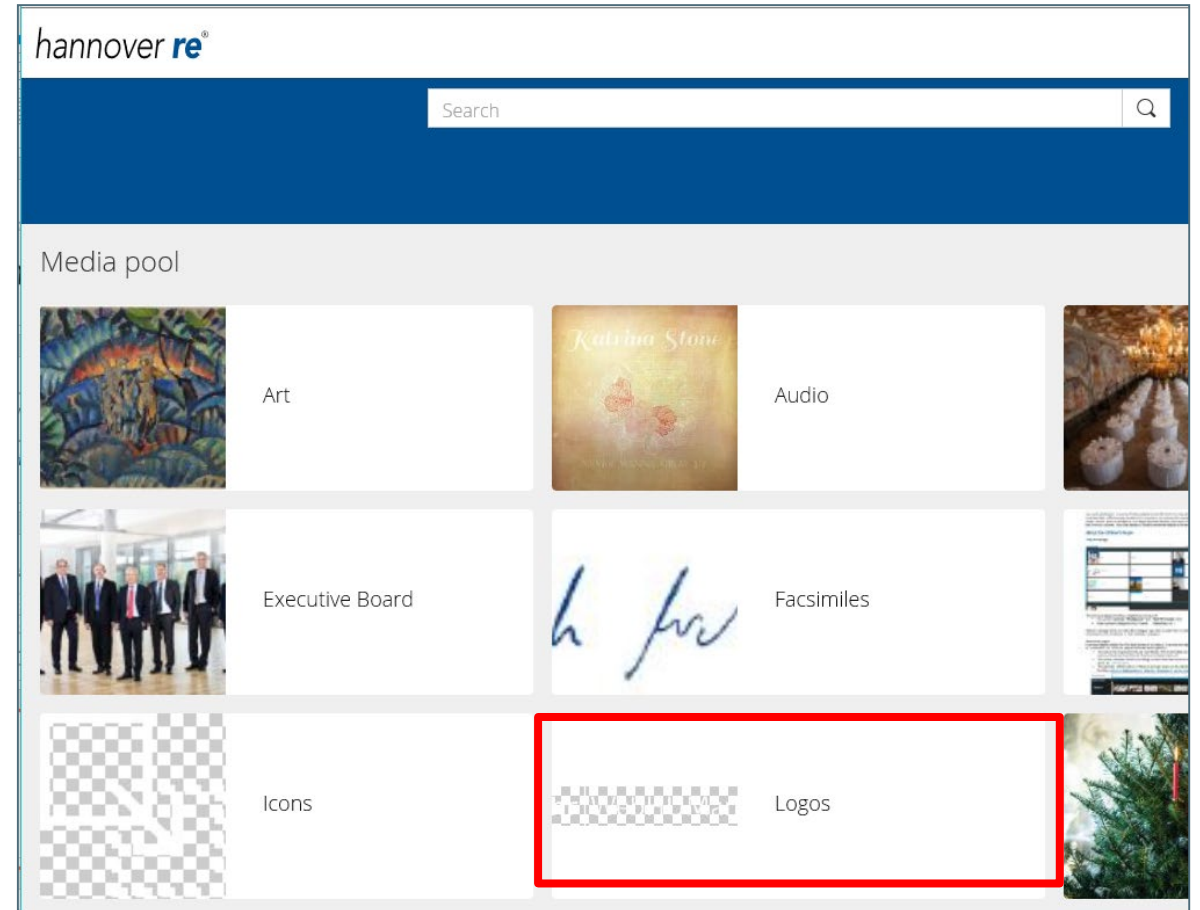
- The logo has a specific fixed position in all media.
- Other design elements such as text and images are always kept well clear of the logo.



- Existing logos are not replicated, coloured, compressed, tilted, rotated, animated or altered in any other way.
- New logos can never be independently created.

The logo

You should use solely the logo files available from the [Hannover Re Media Pool](#).



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The claim

The company tagline (claim)

- The logo "Hannover Re" is associated with the claim "somewhat different".

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- The subsidiary E+S Rück has its own claim.

***Der Rückversicherer
für Deutschland***

The company tagline (claim)

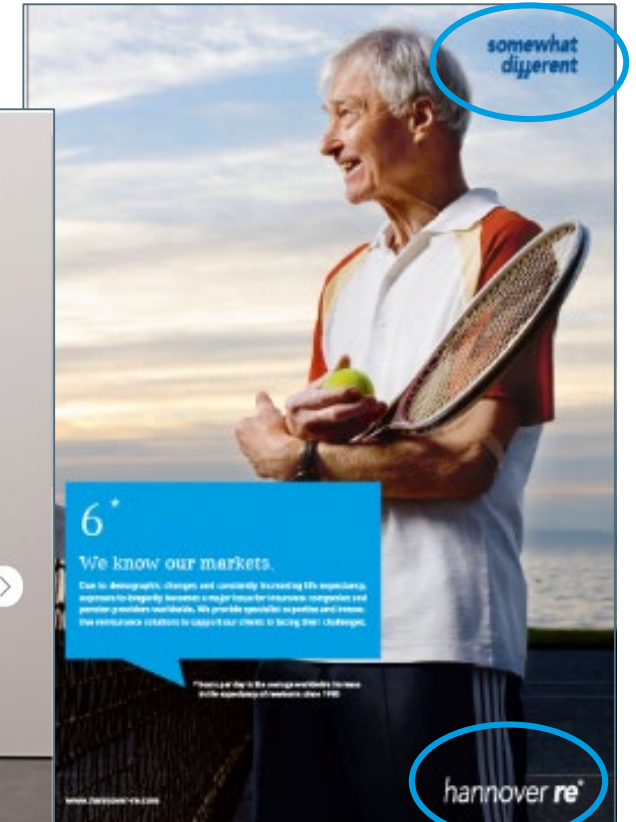
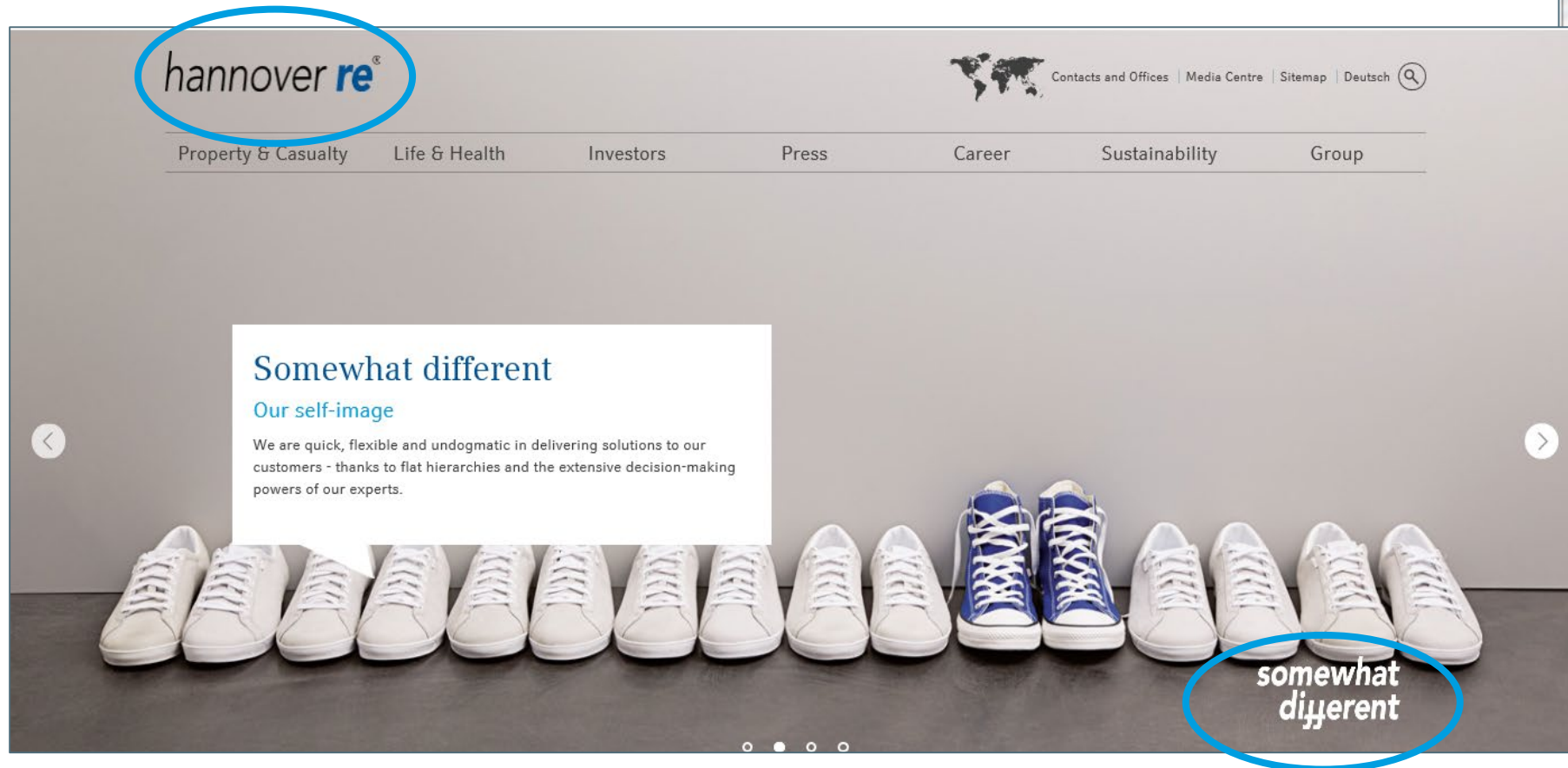
The claim is only shown when the logo is also visible.

The claim is omitted if there is a lack of space.



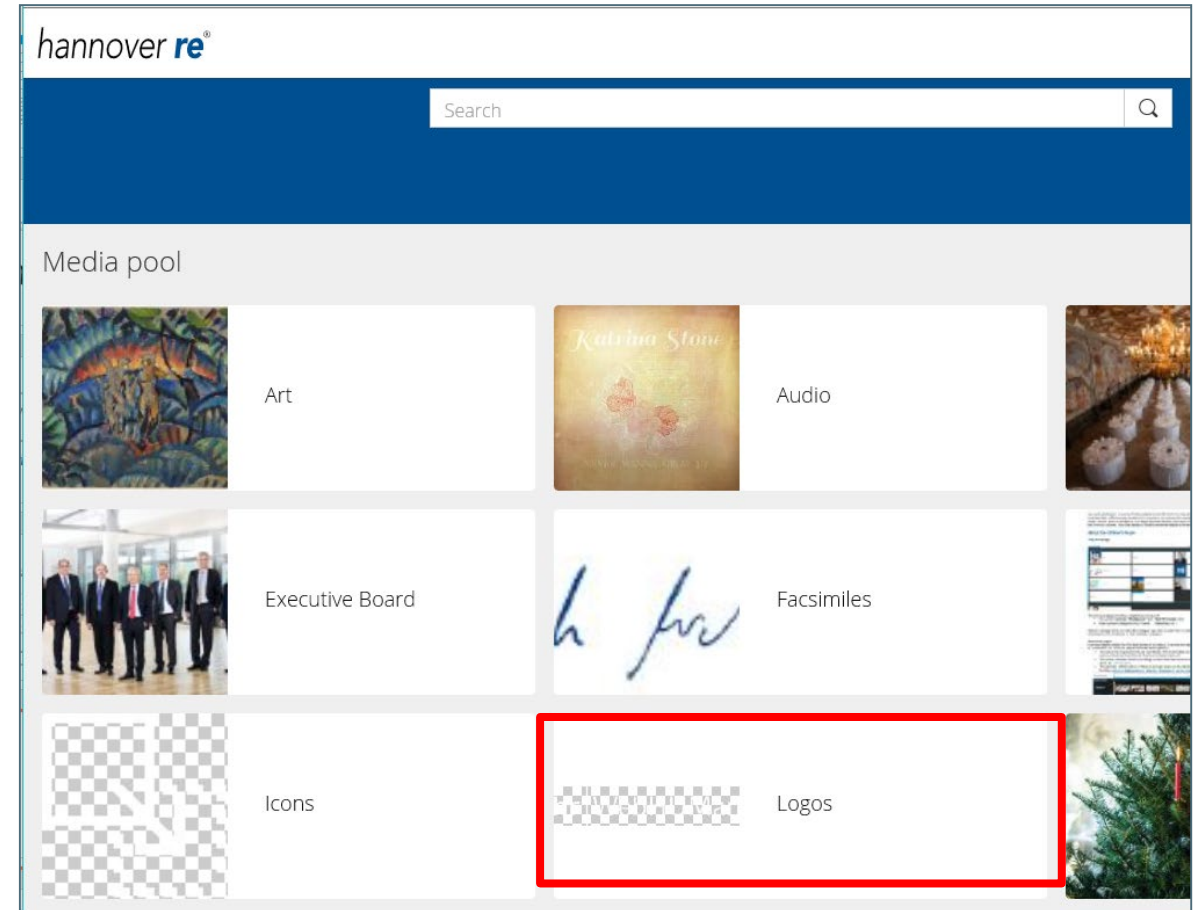
The company tagline (claim)

The logo and claim are never positioned directly next to one another.



The company tagline (claim)

You should use solely the claim files available from the [Hannover Re Media Pool](#).



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The colours

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Use only Hannover Re colours

The main corporate colours of Hannover Re are HR Blue, HR Cyan and HR Warm Grey.



- The Hannover Re colour palette can be found [here](#) in our Corporate Design Manual.
- You should only use colours from the Hannover Re colour palette.
- The selection of colours and their use in relation to one another vary according to the medium.

Use only Hannover Re colours

Colour spectrum for PowerPoint presentations

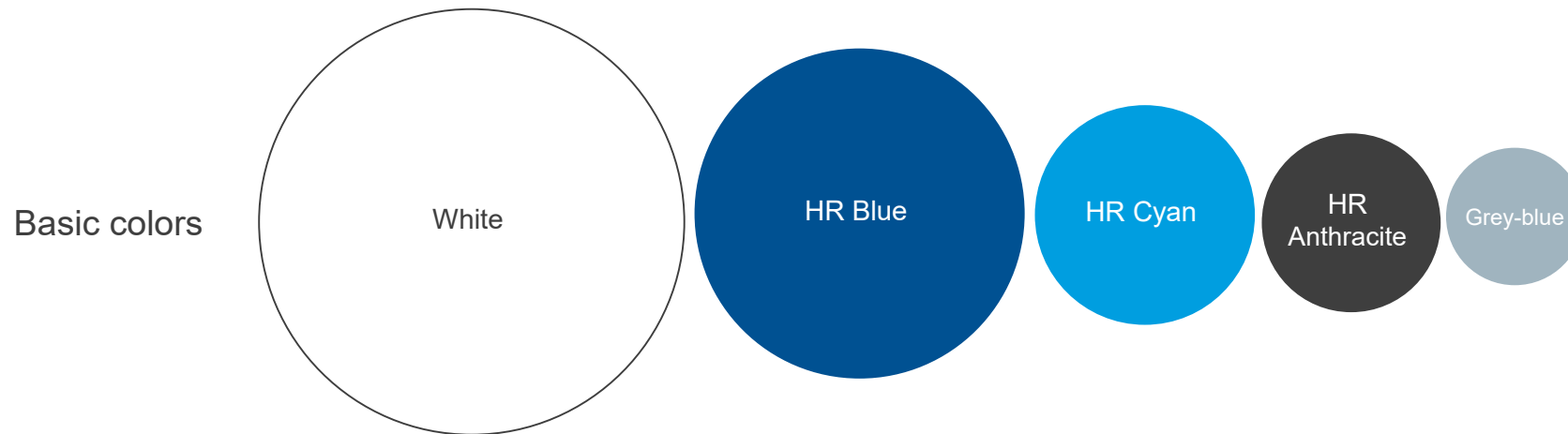


Diagram colors



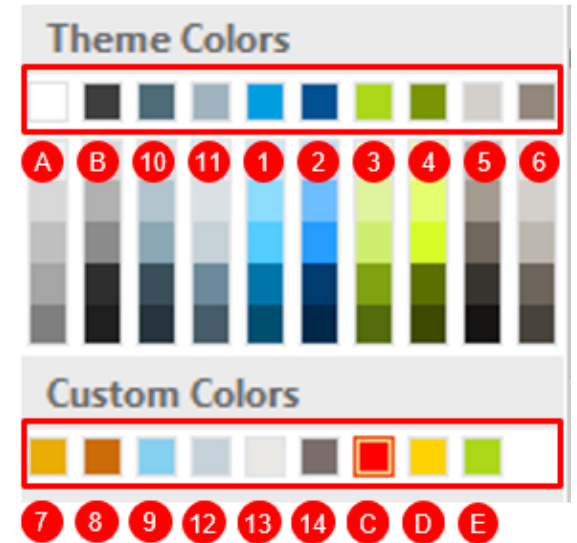
Additional colors



Signal colors

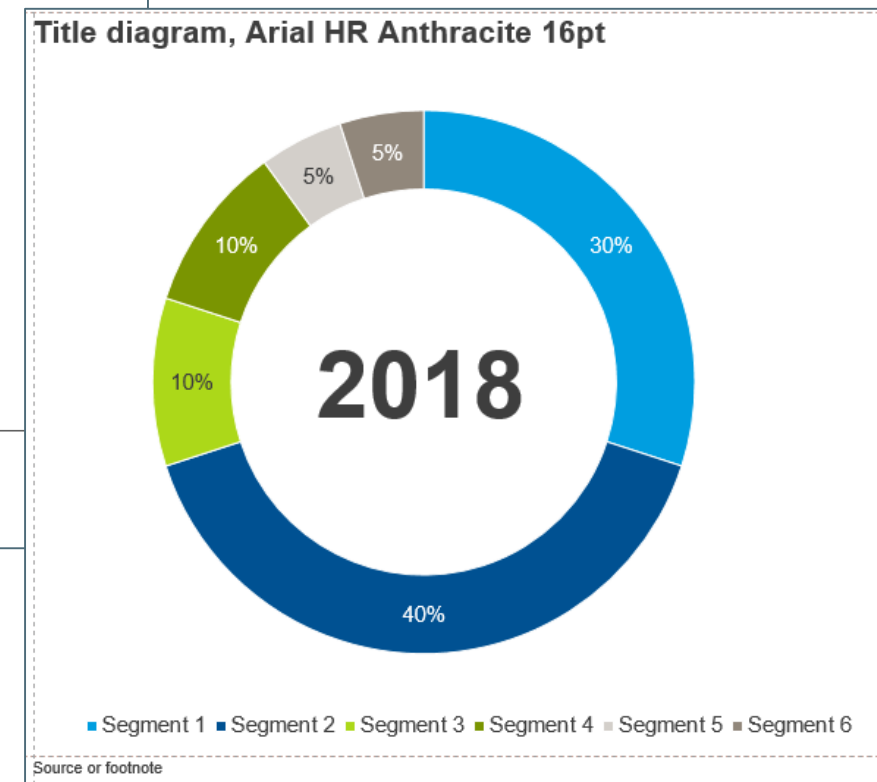
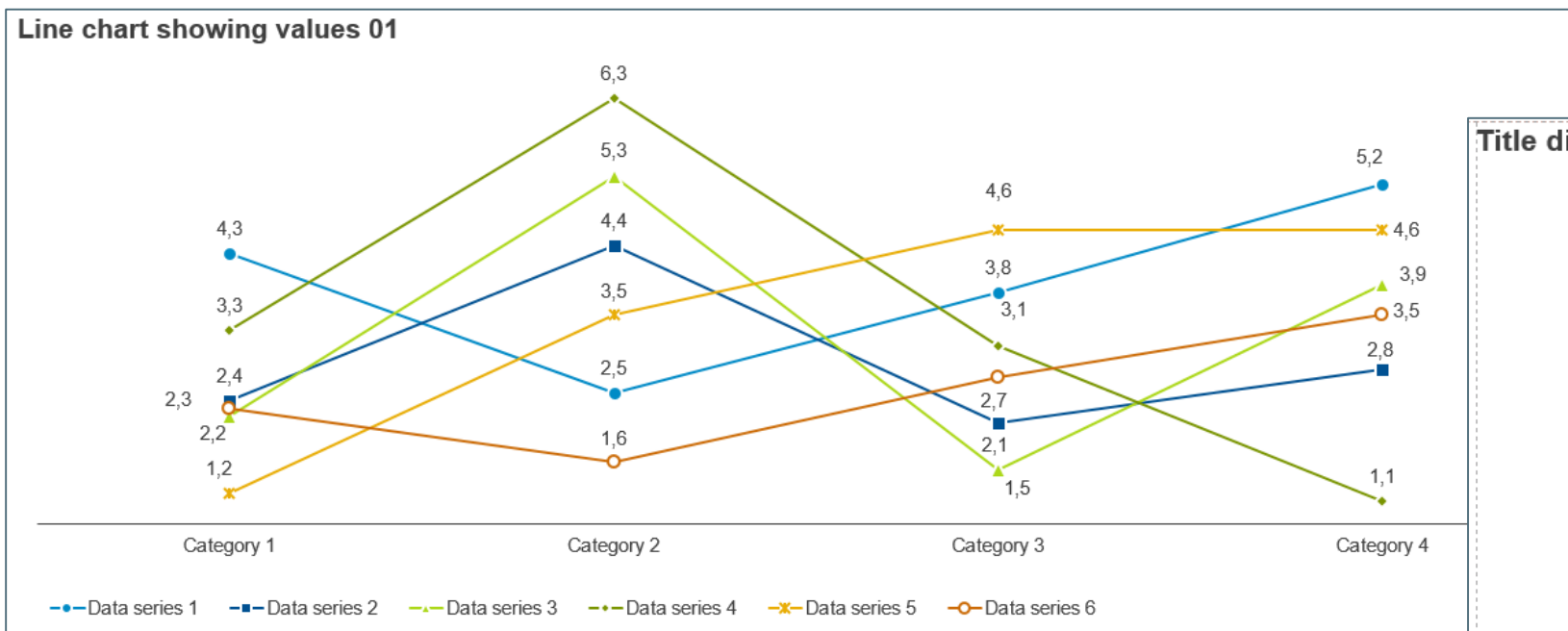


Colour overview in PowerPoint:



Use only Hannover Re colours

Design graphics using PowerPoint because the correct colours are stored here.



Use only Hannover Re colours

Do not use any gradients, opacities, shadows or patterns.



Full colour



**Background
colour**



Pattern

Gradient

Shadow

Opacity

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The font

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Use the right font

Hannover Re's corporate font is called Compatil.

Important: A fee is payable for this font and it must be individually purchased, licensed and installed for each PC.

- On cost and technical grounds we use the following other fonts:
 - in **MS Office** the font type Arial
 - in **IT applications** the Google font Source as well as Compatil

Do not replace the font specified for a particular medium with a different one.

Do not mix fonts and do not use italics, capitals and/or underlines (exception: text links).

Do not use distracting effects and avoid text animations. Especially do not use: shadows, 3D effects, vertical text direction, curves etc.

Compatil® Text

serif font in the styles:

41887 Com Bold

41885 Com Regular

Compatil® Fact

sans serif font in the styles:

41879 Com Bold

41877 Com Regular

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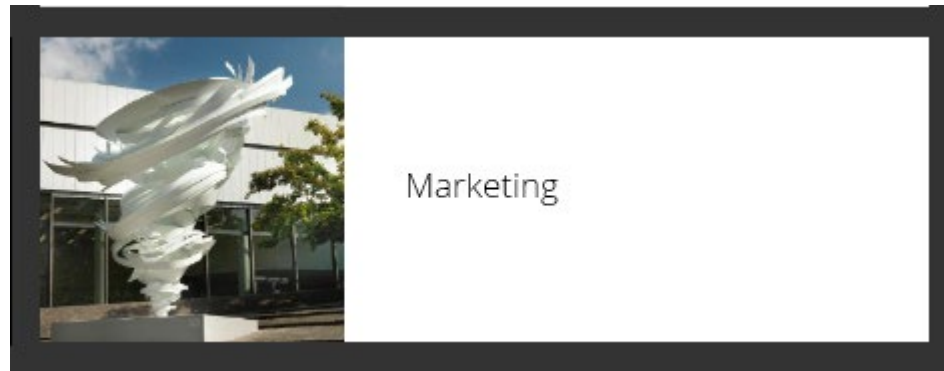
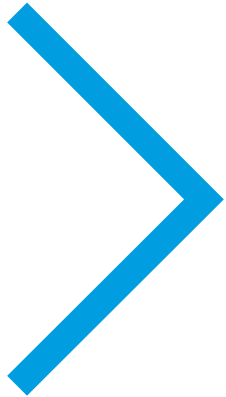
The images

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Use photos from the Hannover Re Media Pool

Images should always have a connection to the content/text.

Do not use images originating from the Web but solely those available in the Hannover Re Media Pool (conformity with visual style and usage rights).

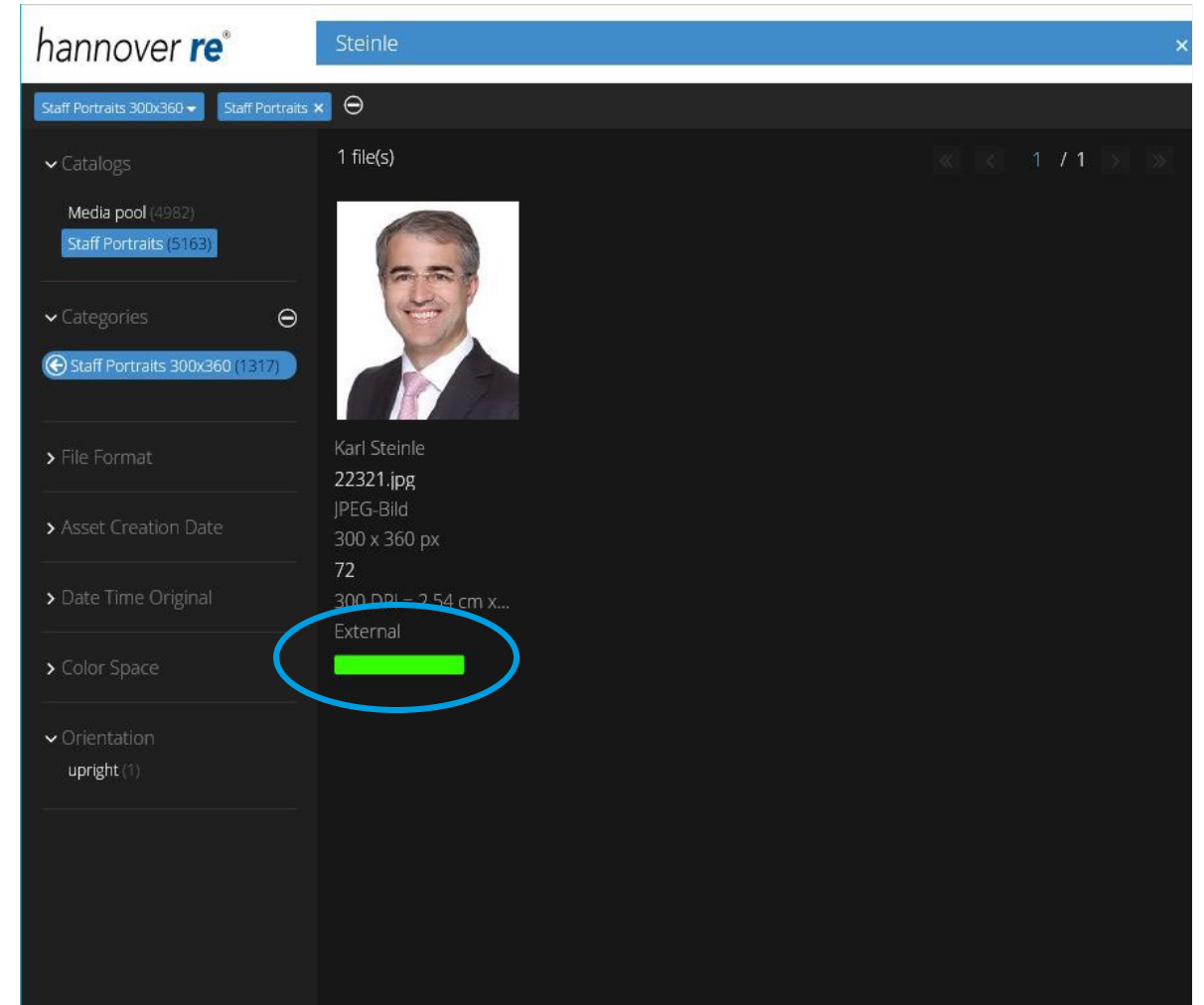


Use photos from the Hannover Re Media Pool

When using photos of persons take care to respect the specifications regarding usage rights (internal/external) in the Media Pool (privacy rights).

- Internal: All media with a Group-internal orientation such as the intranet, Jabber, Yammer
- External: All media with a Group-external orientation such as the Internet, extranet, presentations, flyers

Never use a photo of a person without the express consent of the individual shown.



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The icons

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Use icons/pictograms from the Hannover Re Media Pool

Icons/pictograms may be enlarged for illustrative purposes, their colours may be changed (using HR colours) and they may be combined with one another. Do not use any 3D effects.



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The speech bubble

Use all variants of the Hannover Re speech bubble sparingly

- Only use the HR speech bubble in the three main corporate colours and in white



- Do not change the proportions or replicate the speech bubble yourself and do not colour, compress, tilt or rotate it.



- Avoid using a callout marker

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Corporate Wording

Keep to the Corporate Wording

Hannover Re uses British English (e.g. "s" spelling in words such as "organisation", not: "organization") and upper/lower case as per the "Financial Times".

Always take care to use the correct name of the Group's parent company: Hannover Rück SE (German and English).

The designations Hannover Rück-Konzern, Hannover Rück-Gruppe (German) and Hannover Re Group (English) can be used to refer to the corporate group.

For details of the Corporate Wording see [here](#).



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Use centrally provided resources

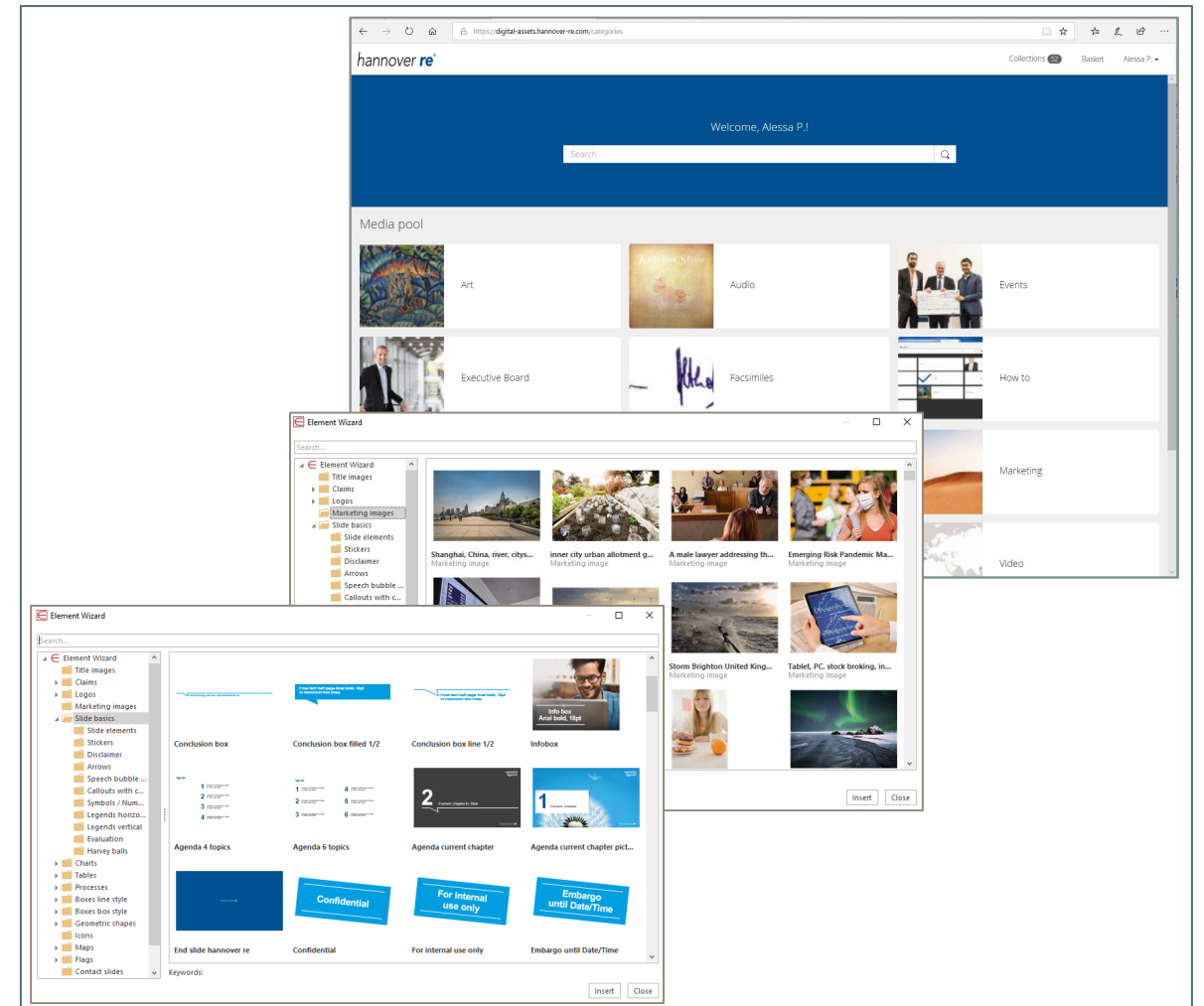
Use centrally available communication resources

Use the centrally provided templates and media in order to ensure up-to-dateness and compliance with data privacy and other legal considerations.

[To the marketing service in the intranet](#)

Our corporate design rules:

[Online Corporate Design Manual](#)



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Contact Corporate Communications

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Involve Corporate Communications

If you have any questions regarding Corporate Design or the available media and templates or if you need additional material, please get in touch with us via

icp-requests@hannover-re.com.

Please involve us at an early stage in projects and production activities.



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