

Style guide for all online applications of Hannover Re

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0.0 Introduction

Hannover Re uses a reduced and unpretentious design which gives the user rapid guidance and facilitates recognition. The aim is to achieve the greatest possible visual uniformity for all digital interfaces. Applying clear design principles also serves to improve usability.

This styleguide concerns all screen-based media, such as

- software products marketed externally to customers
- home-made or licensed software products for in-house use
- online tools and web-based services for in-house use

Editorial notes

- Abbreviations are to be avoided completely. Acronyms etc. may be used without further explanation only if they can be taken for granted as familiar world-wide (e.g.: www).
- Highlighting of navigation items must be unambiguous to enable users to find their way around the application intuitively to a certain extent. That is to say, the terms used must be clear and concise and must not be duplicated.
- Every Hannover Re application has an imprint and, if appropriate, contains a reference to the company's data privacy policy. All obligatory details and legal information must be included. These details are to be placed in the header or footer, but at any rate must be immediately and readily accessible.
- Users should be offered an easy way of establishing contact.

Sub-brands and names of applications in continuous text

In continuous text the application name appears in normal lettering in the chosen system font and in the spelling used in the logo – this also applies to externally marketed tools. The vertical divider used in graphic trademarks (e.g. hr|Ascent) is replicated in the continuous text. The name may be highlighted in bold font.

Technical aspects

Service providers must be advised of the terms of reference applicable to IT at Hannover Re. The most important aspects to be taken into account must be communicated before any order is placed. Guidelines and other documents will be sent to the service provider in good time when needed.

Relevant documents on the terms of reference are the "Guideline for Software Development at Hannover Re" as well as "Processes for introducing applications at Hannover Re, including maintenance and quality management".

Documents and images

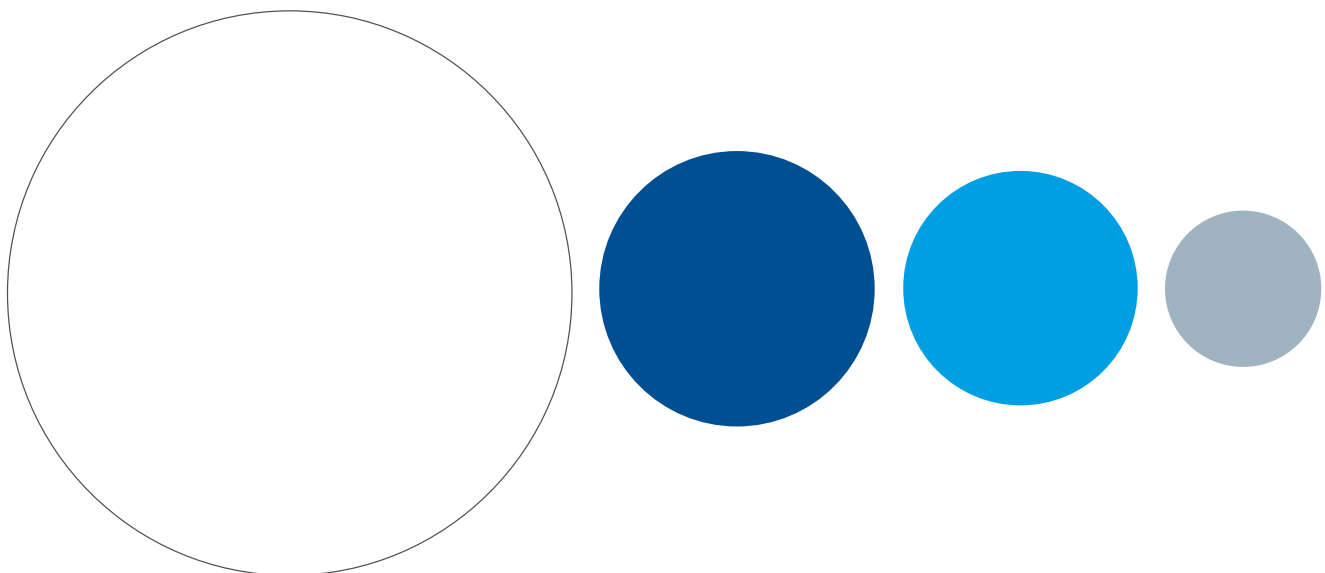
Documents generated from applications should adhere, as far as technically practicable, to the corporate design specifications for the corresponding type of printed document (e.g. letters, reports). Images may be used only in compliance with the Corporate Design. Image material must be agreed with Corporate Communications. Images should be taken from the [image pool](#) >

1.0 Colour

The corporate colours form an unmistakable scheme which visualises the personality of the Hannover Re Group.

1.1 Proportion

To obtain a distinguishable look of all Hannover Re applications, the appearance of the main colours and their proportions towards each other are indispensable. Here you see the proportions of the main colours as they would appear e.g. distributed on a website.



1.2 Colour codes

⊗

Never use

• colour gradients










• shading

• 3D effects

Primary colours



The main corporate colour is blue, it gives a serious, trustable appearance. Cyan is used in online applications to show an interactive, clickable state. They are accompanied by white, as the general background colour, and blue grey for details (e.g. lines, or in special cases as background colour).

Antracite is used for typography as the contrast to the white background is optimal for readability.

		RGB	Hexadecimal code
	White .primary-colour-white	255r 255g 255b	#ffffff
	Blue .primary-colour-blue	0r 81g 146b	#005192
	Cyan .primary-colour-cyan	0r 158g 224b	#009ee0
	Cyan 50% .primary-colour-light-cyan-50	131r 208g 240b	#83d0f0
	Grey blue .primary-colour-grey-blue	160r 180g 191b	#a0b4bf
	Grey blue 60% .primary-colour-grey-blue-60	198r 210g 217b	#c6d2d9
	Grey blue 30% .primary-colour-grey-blue-30	227r 233g 236b	#e2e8ec
	Grey blue 15% .primary-colour-grey-blue-15	241r 244g 246b	#f0f3f5
	Anthrazit .primary-colour-anthrazit	62r 62g 62g	#3e3e3e




Secondary colours

A wider colour scale is needed to represent complex graphics. In addition to the primary colours, secondary colours have been defined that are harmonious and yet allow a high contrast. The colour sequence within graphics is clearly defined. They are only to be used if the primary colours are not sufficient. Please apply colours according to colour scheme defined in the PowerPoint section.

		RGB	Hexadecimal code
	Light green .secondary-colour-light-green	172r 216g 25b	#acd819
	Dark green .secondary-colour-dark-green	122r 149g 1b	#7a9501
	Light orange .secondary-colour-light-orange	233r 173g 5b	#e9ad05
	Dark orange .secondary-colour-dark-orange	204r 108g 8b	#cc6c08
	Cyan 50% .secondary-colour-cyan	131r 208g 240b	#83d0f0
	Warm grey .secondary-colour-warm-grey	145r 135g 123b	#91877b
	Dark grey .secondary-colour-dark-grey	121r 110g 107b	#796e6b
	Dark grey blue .secondary-colour-dark-blue-grey	77r 107g 121b	#4d6b79

Signal colours

Signal colours for alerts, errors or traffic lights.

		RGB	Hexadecimal code
	Red .signal-colour-red	255r 0g 0b	#ff0000
	Yellow .signal-colour-yellow	255r 210g 0b	#ffd200
	Green .signal-colour-green	172r 216g 25b	#acd819

1.3 Backgrounds

The standard colour for backgrounds is white and should be used as far as possible. If a different background colour is needed to structure complex content in applications, the blue grey colour scheme may be used.

2.0 Typography

Hannover Re’s corporate font is Compatil. The serif font ‘Compatil Text’ gives the characteristic airy and classic look. In combination with the non-serif font ‘Compatil Fact’ it creates a unique and recognisable look.

2.1 Corporate font and fallback font

The font ‘Compatil’ is used in all applications of Hannover Re. If ‘Compatil’ is not available or too costly (e.g. for only internally used applications) the free Google font ‘Source’ is used.

In order to licence Compatil, contact Corporrate Communications. The Google font is integrated in Bootstrap.

Compatil Fact Regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnp
qrstufwxyz
1234567890

Compatil Fact Bold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnp
qrstufwxyz
1234567890

Compatil Text Regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnp
qrstufwxyz
1234567890

Source Sans Regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnp
qrstufwxyz
1234567890

Source Sans Bold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnp
qrstufwxyz
1234567890

Source Serif Regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnp
qrstufwxyz
1234567890

2.2 Font usage

The relation between two fonts

The blue serif font 'Compatil Text' is essential for the design and the brand recognition. It is used in headlines and can be used for special Markups such as citations. The anthrazit sans serif 'Compatil Fact', from the same font family is used as secondary font and accompanies it.

Compatil Text, Blue

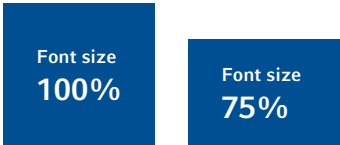
Compatil Fact, Anthrazit



On a blue or cyan background the font color is white.

Font hierarchies

Hierarchies can be used according to the need of the specific application, but have to be used consistently. You should always use as few different font sizes as possible. There has to be a significant differentiation between the size of the used fonts. Font in body text should never exceed headlines. If a font is, or is part of, an interactive, clickable element, the colour rule changes: see chapter 3.0 of this document.



Relation between headlines:
clear differentiation in size

Example: Recommended font sizes for desktop website

H1	Compatil Text, 50px, 60px, Blue
H2	Compatil Text, 37,5px, 45px, Blue
H3	Compatil Fact, bold: 25px, 30px, Anthrazit

Bodytext	Compatil Fact, regular: 15px, 24px, Anthrazit
Highlights in bodytext	Compatil Fact, bold: 15px, 24px, Anthrazit
Attribution text	Compatil Fact, regular: 12px, 20px, Anthrazit

Usage of 'Compatil Text'

If 'Compatil Text' is used in two headline hierarchies, like H1 and H2 (see example below), they should only be used separately and not in direct combination with each other. Therefore each 'Compatil Text' Headline should be combined with a 'Compatil Fact'.

H1 Lorem ipsum dolor sit amet

H2 Lorem ipsum dolor sit amet,
consetetur sadipscing elitr

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores



H1 Lorem ipsum dolor sit amet

H2 Lorem ipsum dolor sit

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor.

H2 Lorem ipsum dolor sit amet

H3 Lorem ipsum dolor sit amet,

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor.



2.3 Alignment

Text is always aligned to the left!

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo.



Lorem ipsum dolor sit amet, consetetur sadipscing, diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed voluptua. At vero eos et accusam et justo duo dolores et.



Lorem ipsum dolor sit amet, consetetur sadipscing elitr, nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam, sed diam voluptua. At veroet accusam et justo duo dolores et.



2.4 Font size behavior for viewports

Font sizes need to be adapted depending on the device (desktop, tablet, mobile) for an optimal readable result. Proportions to each other must be kept.



3.0 System elements

All clickable, interactive elements have the colour Cyan. No other element can use Cyan.



Never use rounded corners!

Buttons

Normal	Hover	Press	Inactive
<div>Primary</div> <div>Cyan</div>	<div>Primary</div> <div>Cyan 50%</div>	<div>Primary</div> <div>Cyan</div>	<div>Primary</div> <div>Grey blue</div>
<div>Secondary</div> <div>Cyan</div>	<div>Secondary</div> <div>Cyan 50%</div>	<div>Secondary</div> <div>Cyan</div>	<div>Secondary</div> <div>Grey blue</div>
<div>Secondary</div> <div>White</div>	<div>Secondary</div> <div>White</div>	<div>Secondary</div> <div>Cyan 50%</div>	

Textlinks

<div>Textlink ></div>	<div>Textlink ></div>		<div>Textlink ></div>
<div> Lorem ipsum dolor sit amet, consetetur s adipscing > elit, sed diam nonumy eirmod tempo</div>	<div> Lorem ipsum dolor sit amet, consetetur s adipscing > elit, sed diam nonumy eirmod tempo</div>		

Link with icon

<div> Print</div>	<div> Print</div>		<div> Print</div>

Link list

> [Link 1](#)

> [Link 2](#)

> [Link 3](#)

> [Link 4](#)

Radiobutton



Standard
Outline: thin (e.g. 1px), #9fb3c1



Active
Outline: thin (e.g. 1px), #9fb3c1
Marker: #009ee3



Mouse-over
Outline: double (e.g. 2px), #9fb3c1

Checkboxes



Standard
Outline: thin (e.g. 1px), #9fb3c1



Active
Outline: thin (e.g. 1px), #9fb3c1
Checkmark: #009ee3



Mouse-over
Outline: double (e.g. 2px), #9fb3c1

Textfields

Input Standard

Outline: thin (e.g. 1px), #a0b4bf

Input – Mouse-over

Outline: double (e.g. 2px), #a0b4bf

Input Standard – Active

Outline: thin (e.g. 1px), #a0b4bf

 Error

Outline: thin (e.g. 1px), #ff0000

Dropdown

Dropdown Standard




Outline: thin (e.g. 1px), #a0b4bf

Dropdown – Mouse over



Outline: double (e.g. 2px), #a0b4bf

Dropdown – Selected



Outline: thin (e.g. 1px), #a0b4bf

 Error



Outline: thin (e.g. 1px), #ff0000

Tab navigation

The design of the tab navigation mainly derives from the design of the main navigation, therefore, the colour is blue.

4.0 Modules

Lines and borders should be used sparingly. Clear structuring should be achieved as far as possible using text formatting, arranging the function blocks over the available space, and uniform use of design elements.



Never use rounded corners!

Corporate element – the speech bubble

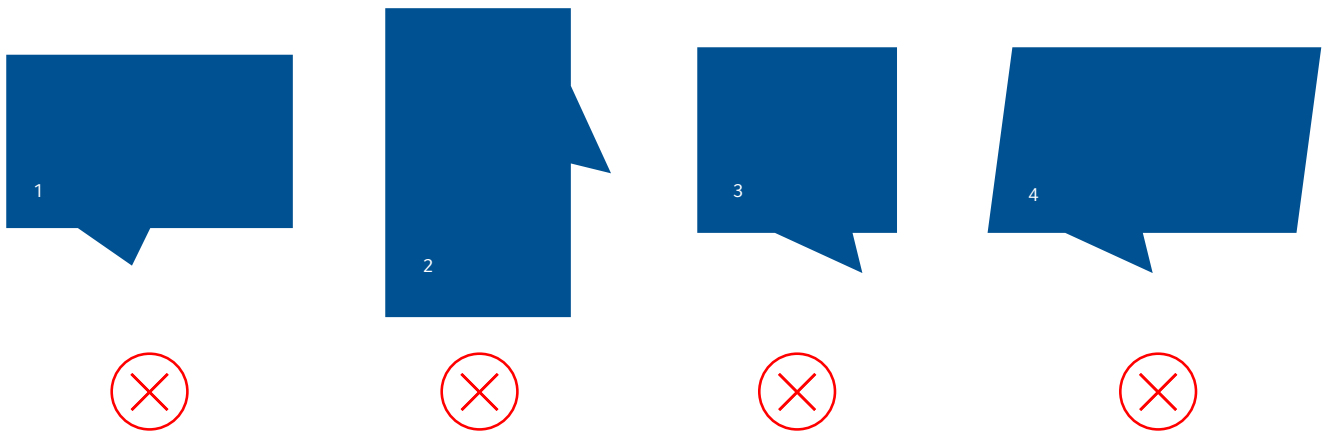
A central recognition feature of our Corporate Design is the speech bubble. The speech bubble consists of a rectangular area and a corner, whose size and position have been precisely defined. The speech bubble is important but should be used discerningly, being either used in white on images or in blue on white background.



Structure

The speech bubble can be used flexibly. The triangle (hook) is always positioned left under the rectangular area.

The distance from the left margin is equal to the length of the triangle side connected to the area.



No go's

1. The hook must not be imitated.
2. It is always positioned under the rectangular area.
3. The speech bubble width must not exceed 1/4 of the total width of the rectangular area.
4. The speech bubble area is a rectangle.

Functional element - Header



Logo

Only one logo can be used in the header. It is always positioned on the left, on white background with enough white space around it.

Which Logo is to be used?

Applications marketed externally in the name of a subsidiary that has its own company logo must use that company's logo. If an application is available Group-wide, the Hannover Re logo must be used.

Many reinsurance applications marketed to external customers are registered under a subbrand. or go by a name coined by Hannover Re. In this cases the sub-brand logo is used.

Inhouse applications are solely given a name.

Logos of other manufacturers should not be shown on the user interface (except if prescribed by the software manufacturer under the terms of licensing agreements).

Hannover Re Group brands

[Download here](#) >

hannover re® **e+s rück** **inter hannover**®

Sub-brands

The styling of product brands follows the [sub-brand design scheme](#) >

hr | subbrand
This is an explanatory subline

ih | subbrand
This is an explanatory subline

es | subbrand
Dies ist eine erklärende Unterzeile

Navigation bar

Under the logo there is a blue navigation bar which is a strong visual element of all online applications.

Service Navigation (optional)

A service navigation (Help, Print, Language selection, Log out, etc.) may be placed on the top right of the header and/or in the footer. The font colour is grey.

Subnavigation (optional)

The subnavigation can be designed according to the needs of the application. The available colours, to show different states, are white and blue. Different elements, such as lines or boxes, may be used but need to be used consistently. As few sublevels as possible should be used.

Search (optional)

The search is always positioned on the right side and is usually kept in grey, such as the service navigation.

If the search function is a main feature of the website, it can be kept in cyan.

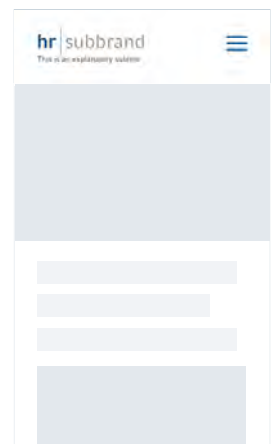
Breadcrumb (optional)

A breadcrumb navigation may be used, if necessary e.g., for websites with complex content and many levels of subnavigation. It can support the users orientation. The recommended colour is blue grey.

Mobile version

For the mobile version, it is recommended to use a hamburger menu.

As it is a representation of the blue navigation bar, the recommended colour is blue. The size of the logo and the hamburger menu need to be adapted for the viewport.

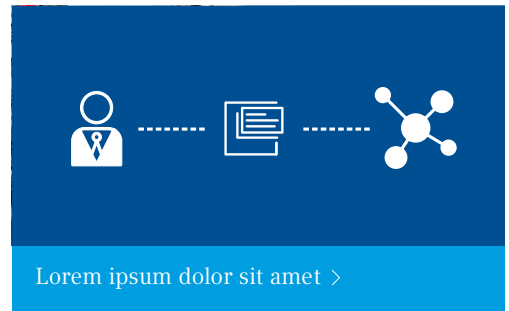


Functional element – Teaser

Teasers can be designed according to the specific need of the application but must then be consistently used. They can contain images, text and icons. The clickable areas are kept in Cyan.

Example Teasers





Functional element – Footer

The design and complexity of the footer can be adapted according to the needs of the application but should, designwise, derive from the main navigation bar. The recommended colour is blue. Legal information and company details are always placed in the footer.

5.0 Icons

Icons/pictograms are uniquely defined symbols that are always used in the same way. They are reduced and a symbolic representation, internationally understood and independent of cultural background.

The visual depiction of icons/pictograms is part of the Corporate Identity of the Hannover Re Group and is in line with our goal of understandable, no-frills corporate communication. To achieve the aim of unambiguity, it is essential for icons/pictograms to be used with discipline and in exactly the same way across all media. For this reason, a standard set of pictographic symbols has been developed for corporate communication that defines specific symbols for various specific purposes.

If there is a suitable pictogram in the standard set, it must be consistently used for the defined topic. If a new, dedicated symbol is needed, this should be created professionally by an agency or qualified service provider in consultation with Corporate Communications. Staff should not attempt to create new symbols themselves.

Corporate Communications
icp-requests@hannover-re.com

Functional icons

Functional icons are used for standard functions such as Print, Search, Trashcan/Delete, Save, Log in, Log out. The standard functional icons from the icon font Font Awesome must be used (integrated in Bootstrap).

As they are an interactive, clickable element their colour is cyan. If their role is minor they might be in blue grey, e.g. in the service navigation.

[View icon font >](#)



Functional icons – Standard Cyan



Functional icons – Minor – Anthrazit

Visualisation icons

Hannover Re provides a pool of visualisation icons for use in applications.

If further icons are needed, they must be agreed with Corporate Communications in advance so that they can be included in the pool, if so desired.

The standard colour is blue. If it is a clickable element it is cyan. It can stand on a blue or cyan background and is then inverted to white.

[View icons in media pool Cumulus >](#)



Visualisation icon – Standard – Blue



Visualisation icon – Clickable – Cyan



No boxes or shapes around icons!



A white icon can stand on blue or cyan background if that background is part of an element, like a module.

