

Visual Style for Hannover Re Film Clips

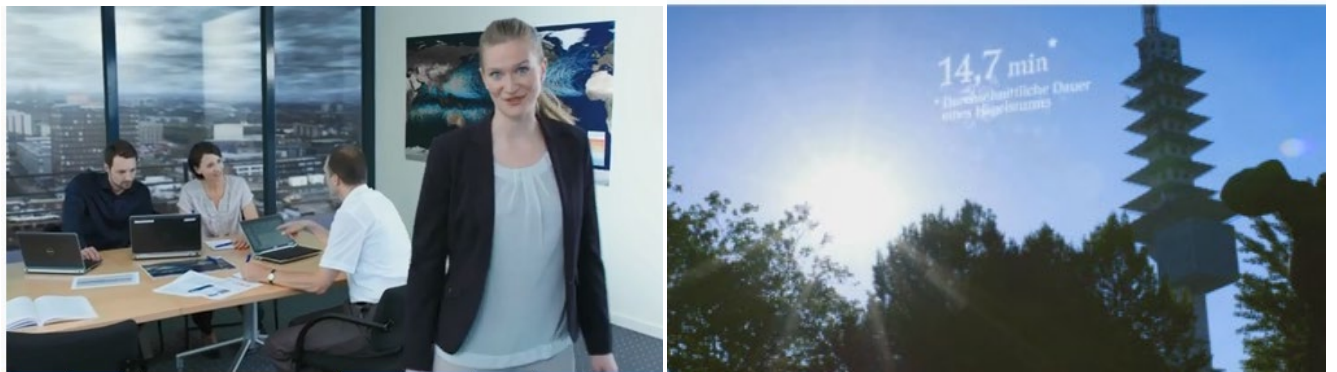
Various visual styles are used in the production of Hannover Re film clips:

Graphic style



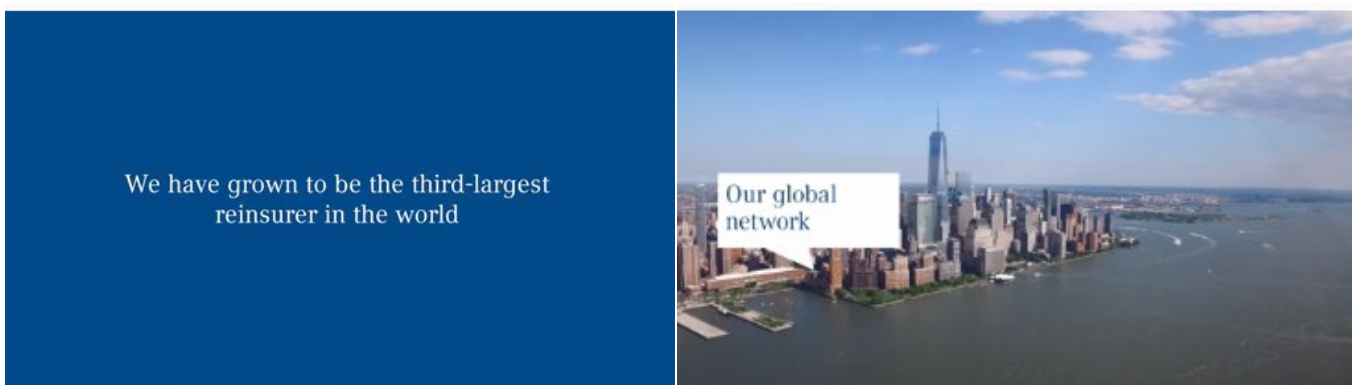
As illustrated by the marketing video for hr | Reflex

Real film sequences



As illustrated by the Hannover Re Employer Branding clip

or a combination of these two styles



As illustrated by the Hannover Re image clip

For certain areas of use there may be a desire for animated, somewhat more playful formats. In order to meet this requirement we have defined below a basic framework for the production of such film clips:

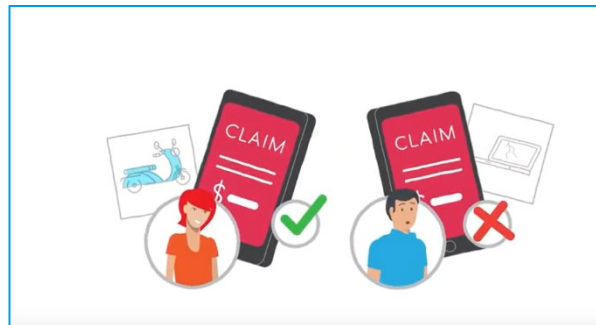
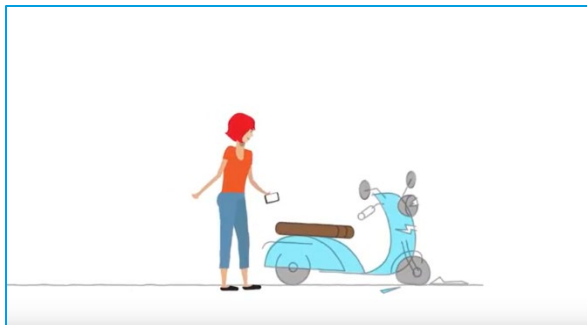
Animated videos (comic or illustration style)

Guidelines for animated clips in which Hannover Re appears as the originator:

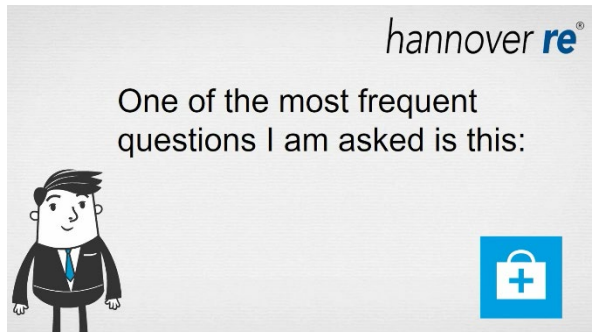
- Overarching design principle: Content first (emphasis on content, any use of design merely supports the message of the content, "Keep it short and simple")
- Understated colour scheme (where possible application of HR colour code)
- Greatest possible authenticity, simplicity of the figures (not excessively childish, colourful, "silly"), if possible white background, wherever possible no/little use of colourful backgrounds/accessories – avoidance of distortions/exaggerations, just as with the entire brand image
- Conformity with the basic Corporate Design rules, specifically
 - Use of the HR logo/claim in accordance with the guidelines
 - Use of the HR font
 - Exclusive use of the HR icons (no third-party icons)
 - No 3D, no shadows or gradients
 - No use of exaggerated animations
 - No annoying audio effects, music/melodies etc.)

Visualisation examples / Best practices:

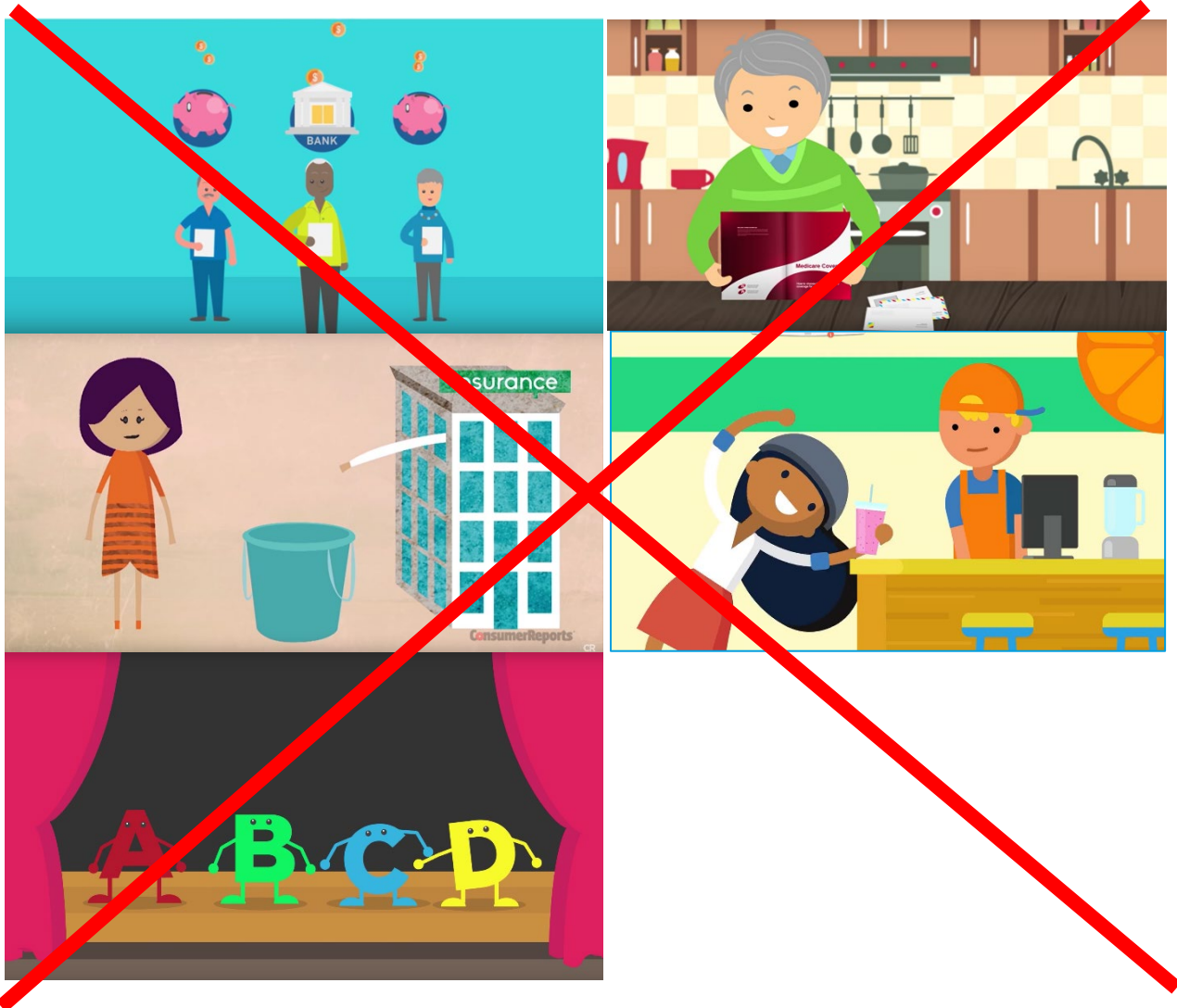
Acceptable: Example from external service provider



Self-created using "PowToon" animation software (cost-effective do-it-yourself tool, incl. option for individual soundtrack creation):



Examples of unsuitable visual styles:



Steps to follow:

- If you would like to commission the production of a film clip, please keep in mind the possibility of having it produced in an understated and reduced visual style when you are selecting a service provider
- Inquire about the general scope for tailoring it to our Corporate Design (colours, fonts, forms, use of our icons etc.)
- Get in touch with CC (icp-requests@hannover-re.com) – the team will be happy to help you and to assist with adapting it to fit our CD
- Please be sure to always forward the clip to CC for further review before it is cleared for use
- Tipp: Use the Best Practises/ existing Hannover Re Videos to find inspiration/orientation. You may find them in our [media database](#), category Videos an parts also on our Hannover Re Company Channel on [You Tube](#)