

somewhat  
different

Corporate Design

Portrait photos of staff members

hannover **re**<sup>®</sup>

# Introduction

Portraits should exhibit as uniform as possible an appearance throughout the Group. This can be achieved by adhering to the following factors detailed below.

**The following factors are crucial for a uniform appearance:**

1. Identical lighting situation at photo shootings
2. Pose and facial expression
3. Dress code

**Image processing**

4. Uniform matching of the image to the desired format
5. Image processing only according to defined rules

## 1. Identical lighting situation

The ideal is, as in this photo, a neutral, soft light coming slightly from the right so that the face does not appear too flat.

There is no shadow in the background and the subject appears removed. There should be texture in the depth, and the highlights must not be blown out.

Enough room should be left around the heads when shooting to give more freedom when deciding on the final image area (see below).

## 2. Pose and facial expression

The body is turned slightly to the left or right, the face is head-on to the camera, looking straight forward. The subject is smiling or laughing, the expression should be open and relaxed.

## 3. Dress code

To achieve the greatest possible uniformity in portrait photos for different purposes worldwide, casual or formal business attire in discreet colours (dark blue, brown, black, grey, light blue or cream) should be chosen. White-only clothing is also unsuitable because of the white background.

Avoid:

- fine patterns e.g. on ties or shirts (because of moiré effects)
- attire that looks too much like leisure activities, bare arms, sharp colour contrasts (e.g. tie/shirts) and loud patterns
- Strong colour contrasts and patterns



### Image processing only according to defined rules

Image processing is used for two purposes:

- to smooth slight fluctuations in colour shading or lighting
- to touch up minor blemishes where necessary (to whiten teeth, tone down redness, dull shiny patches or smooth deep wrinkles), to harmonize skin tones

The complexion should look natural and fresh; neither too strongly saturated (Fig. left), nor too grey (Fig. right).



too strongly saturated



too grey

## Processing details

### Basic version

The subject is shown from the waist up. The arms and head are not in the trim, the space between the subject and the border is empty.

To ensure adequate print quality, photos should be taken as RAW data with as wide a colour spectrum as possible (Adobe RGB), thus maximising the quality of the basic data.

### Photo rights

Hannover Rück SE purchases full rights to use the photos.

### Data transmission

Please send us the original data as JPG files in the formats defined here by e-mail, as download link or on CD/DVD in high quality (compression 100%).

Single files should not exceed 5 MB to enable e-mailing them.



Basic version

## Processing for target formats (templates)

The following target format has been defined for the prevalent use cases. Other formats or sizes can be processed from the basic version as required.

### Format for PowerPoint and standard print (contact sheets) – photo size: 300×360 px, 300 dpi

The face level matches the oval (no. 1, max. 210 px). Extravagant hairstyles are not enclosed in the oval. The nose should be as close as possible to the centreline.

The front shoulder is in the trim, next to the rear shoulder there is empty space to the border (the size and position of the head has first priority).

There is at least 10 px empty space to the top edge (no. 2), the hairdo does not encroach upon the trim.

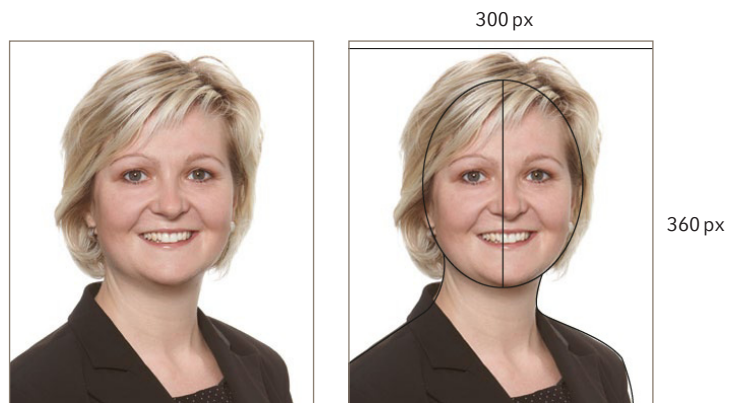
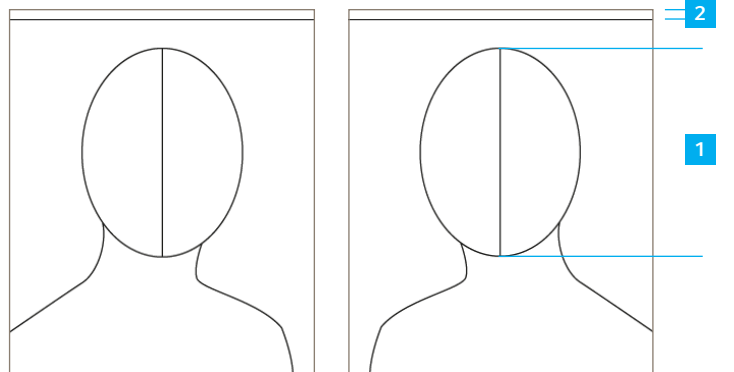


Figure 300x360 px target format

Figure with template



Templates 300 x 360 px

## Contact

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