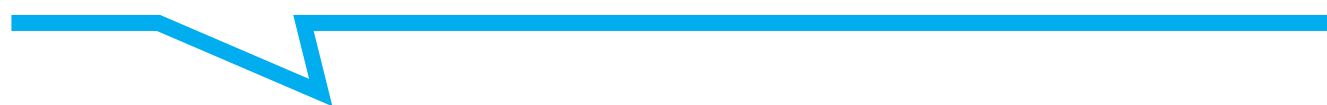


somewhat
different

Corporate Design
Building photography

hannover **re**[®]

Contents



Building photography	3
Exterior shots	3
Exterior details	5
Interior shots	6

Introduction

The company's image promotion media include not just advertising and themed photos but also images of company headquarters and the indoor facilities. The CD specifications for these photos are given below. In line with the general imagery philosophy, the formal criteria of narrative imagery also apply to these motifs.

Building photography

This comprises

- exterior shots of the building, full views/details
- interior shots
- moods

Exterior shots

Long shots

Long shots should if possible show the whole building. To facilitate cropping, no parts of the building should be cut off.

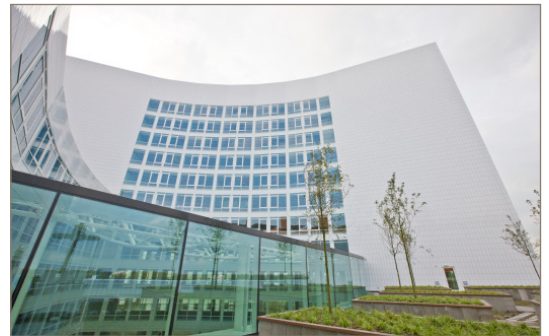
To convey a friendly impression, photos should only be taken in months when the plants are green.

Perspective

Photos should be taken from a normal eye-level perspective – worm's-eye and bird's-eye views are discouraged. The perspective should show as little distortion as possible and few converging lines (distortions can be avoided by using a tilt-shift lens or corrected by post-editing).



The building should be shown in full



Unsuitable due to excessive perspective distortion



Unsuitable due to bird's-eye view

Lighting

To avoid a boring postcard-like appearance, special lighting situations are recommended – e.g. typical times of day or interesting cloud structures. Backlight conditions can likewise help to convey an atmospheric impression.

Avoid

- plain blue or grey skies
- shooting in noontime sunshine with hard, cast shadows and sharp contrasts



Atmospheric lighting



Twilight mood



Interesting cloud formations



Backlight

Exterior details

Special characteristics that are as unique as possible to the building are recommended as motifs:

- company name on the building
- street numbers
- handles on the access door
- nameplates
- special features on the façades

Different colour moods, materials and details such as light incidence/shadowing are desirable.

The following motifs may be suitable for Hannover Re buildings:

- fish ponds and gardenscapes
- banners in front of the building
- details of the round canteen building
- façade details
- “glass tunnel” connecting building sections



Interior shots

As in the case of exterior shots, the motifs chosen should highlight what is special about the building.

The following are imaginable:

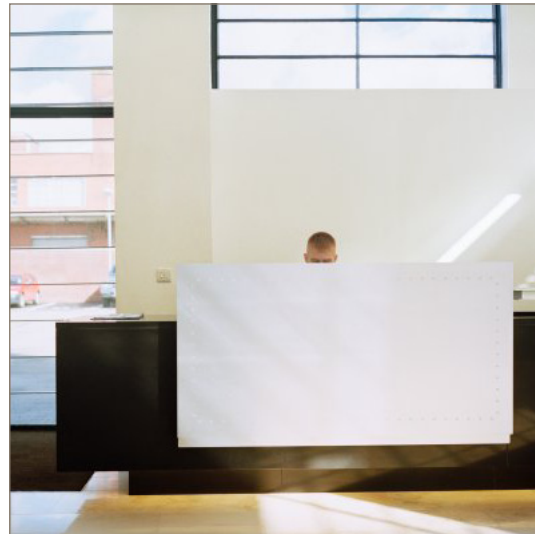
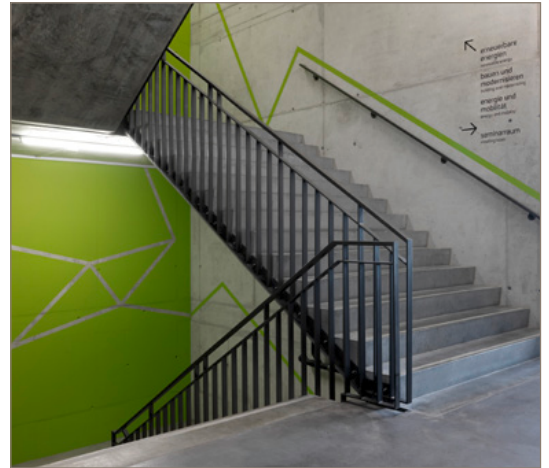
- glass passageways
- staircases
- reception area
- conference rooms

People

If people are included, they should be co-incidental and not a dominant part of the scene.

Artwork

The art on display can be a particularly characteristic feature adding identity to the building. Sculptures and paintings are suitable as motifs.



View of artwork

Contact

Corporate Communications

Internal Communication and Publications

icp-requests@hannover-re.com

Editor

Hannover Rück SE

Karl-Wiechert-Allee 50

30625 Hannover

Germany

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www.hannover-re.com