

somewhat
different

Publications system: product/lines-of-business information
High-end inlay (4 or 6-page)

hannover **re**[®]

High-end inlay (4-page) – 1/2

Product/lines-of-business information

Outside pages, original size: 210×297mm (420×297mm), image size 57%

1 Header

The header bar takes up 1/6 of the format height. A white margin of 5 mm is left at the top, right and left. Permissible colours are HR blue, HR cyan and HR warm grey (full colour and 30% gradations).

2 Subhead (HL 2)

Compatil Fact Lt Com Bold: fontsize 12.5 pt, line spacing 12.5 pt, HR blue, kerning: metric, spacing below: one empty line

3 Contact photos

Photos of contact persons are arranged from top left to bottom right depending on the structure of the title page. Photos at the same position are arranged in alphabetical order.

Size: 25.4×30.48 mm, frame: HR warm grey, line thickness: 0.5 pt

4 Highlighted text

Compatil Fact Lt Com Bold: fontsize 8.75 pt, line spacing 12.5 pt, HR blue, tracking: 5, kerning: metric, aligned to basic line grid (start: 10.152 mm, spacing all: 12.5 pt)

5 Continuous text

Compatil Text Lt Com Regular: fontsize 8.75 pt, line spacing 12.5 pt, black, tracking: 5, kerning: metric, justified, aligned to basic line grid (start: 10.152 mm, spacing all: 12.5 pt), tab in phone numbers: 7.5 mm, the settings for splitting words and spacing are given on p. 10 of the PDF*.

6 Lines

Length: 85.25 mm, HR warm grey, line thickness: 0.5 pt

7 URL/date (date optional)

Compatil Fact Lt Com Bold: fontsize 8.75 pt, line spacing 12.5 pt, HR blue or white, tracking: 5, kerning: metric

8 Picture

The picture is variable in inlays and can take up 1/6 to 3/6 of the format height. A white margin of 5 mm is left at the top, right and left.

9 Claim

The claim may be used in white, HR blue, HR cyan and HR warm grey (full colour and 30% gradations). The claim should only be placed on unbroken areas of the picture, and the colour of the claim should be in distinct contrast to the image. The size of the claim depends on the size of the logo (see: Logo/claim ratio).

10 Picture caption

The first line of the picture caption is aligned to the tip of the speech bubble.

Compatil Fact Lt Com Regular: fontsize 7.5 pt, line spacing 10 pt, black, kerning: metric

11 Headline (title)

Compatil Text Lt Com Regular: fontsize 26 pt, line spacing 29 pt, HR cyan, tracking: -10, kerning: metric

12 Logo

The logo is used in the 4c version. The logo sizes for each of the DIN formats are precisely defined. In format DIN A4, the logo size is 9 mm. The logo is positioned with the specified spacing at the bottom right of the title page.



Dimensions in mm

High-end inlay (4-page) – 2/2

Product/lines-of-business information

Inside pages, original size: 210×297mm (420×297mm), image size 57%

1 Header

The header bar takes up 1/6 of the format height. A white margin of 5 mm is left at the top, right and left. Permissible colours are HR blue, HR cyan and HR warm grey (full colour and 30% gradations).

2 Subhead (HL2)

Compatil Fact Lt Com Bold: fontsize 12.5 pt, line spacing 12.5 pt, HR blue, kerning: metric – if the subhead is at the beginning of a text block, it is not aligned to the basic line grid but ends flush with the upper-case height of the continuous text. One empty line below.

3 Subhead (HL3)

Compatil Fact Lt Com Bold: fontsize 10 pt, line spacing 12.5 pt, HR blue, tracking: +5, kerning: metric

4 Continuous text

Compatil Text Lt Com Regular: fontsize 8.75 pt, line spacing 12.5 pt, black, tracking: 5, kerning: metric, justified, aligned to basic line grid (start: 10.152 mm, spacing all: 12.5 pt), tab in phone numbers: 7.5 mm, the settings for splitting words and spacing are given on p. 10 of the PDF*.

5 Charts

(see Charts and tables)

6 Bullet lists

Compatil Fact Lt Com Regular: fontsize 8.75 pt, line spacing 12.5 pt, black, tracking: 5, kerning: metric, indent left: 3 mm, tabulator position: 6 mm, aligned to basic line grid (start: 10.152 mm, spacing all: 12.5 pt)

7 Page numbering

As of four pages, page numbers are printed with the affix “Hannover Re.” No page numbers are printed on the title and back pages.

Compatil Fact Lt Com Bold: fontsize 8 pt, line spacing 10 pt, HR blue, kerning: metric

8 Picture

Pictures may be incorporated into the continuous text (single-column) or extend over both columns (minus the two caption columns). They protrude beyond the type area and thus have a margin of 5 mm to the side of the page.

9 Picture caption

If the picture is incorporated into the continuous text, the caption stands beneath the picture in a single column within the type area. If the picture extends over both columns (minus the two caption columns), the caption stands to the right or left of the picture and runs over two columns.

Compatil Fact Lt Com Regular: fontsize 7.5 pt, line spacing 10 pt, HR cyan, kerning: metric

10 Quotes/highlights

A speech bubble line is inserted above highlighted text or a quote at a distance of two lines from the copy text. If it is a real quotation, the source is identified beneath the quote (format see point 9).

Line thickness: 1.75 pt, HR cyan

Compatil Fact Lt Com Regular: fontsize 13 pt, line spacing 16 pt, HR cyan, kerning: metric, spacing below: 2 lines

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Kapitalanlagen

in %

8,3 %	Financial Solutions	42,7 %	Konventionelle Rückversicherung
10,2 %	Multinationale Versicherer		
10,5 %	Banc-assurance		
28,3 %	Neue Märkte		

4

6

- Irredutível, ele vai recusar esse anúncio porque o texto
- Mas se o anúncio for recusado por causa do texto, logo este texto que não valia nada
- Poderá valer alguma coisa, poderá ser o diferencial que definirá o sucesso ou fracasso de uma campanha
- Buna concorrência
- A teoria do caos na propaganda meu se uma
- Irredutível, ele vai recusar esse anúncio porque o texto
- Poderá valer alguma coisa, poderá ser o diferencial

Bom, agora imagine se no meio de uma apresentação, digamos de uma campanha da Mercedes (ou da Lada) em Hamlnua que ninguém fala.

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Aligendi bere sum harundem

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(Mouse em Bogotá, alguém na reunião, por acaso, fale essa língua que ninguém fal arta do principio que esse alguém está olhando esse layout.

2

Aquele cu que coloquci lá em cima

Mas se o infeliz for português? Corremos o risco do cara não entender a piada ("que piada nada, é só uma simulação de texto, esse cu não vale nada, é um cu virtuale").

4

Lorem ipsum aro anunres

No caso de estar fixando seus olhos em mim, preste bem atenção: confira o meu tamanho. Se estiver num corpo menor que 9, reclame. Não é possível a compreensão da mensagem quando o consumidor está com os olhos quase cerrados na tentativa de ler. Outra coisa que você deve levar em conta é se o copy está em itálico ou em caixa alta. Bom, agora imaalguém na reunião, por acaso, fale essa língua que ninguém fala. Parta do princípio que esse alguém está olhando esse layout que decora, olha para foto, e tomara que o diretor de arte não

2 LZ

6

10

2 LZ

15

7

Hannover Re | 3

12

High-end inlay (6-page) – 1/2

Product/lines-of-business information

Outside pages, original size: 210×297mm (630×297mm), image size 41%

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10 URL/date (date optional)

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Dimensions in mm

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8 Subhead (HL 3)

Compatil Fact Lt Com Bold: fontsize 10 pt, line spacing 12.5 pt, HR blue, tracking: +5, kerning: metric

9 Charts

(see Charts and tables)

! The Foldout leaf is 3 mm shorter.

<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>10</p> <p>11</p> <p>12</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>10</p> <p>11</p> <p>12</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>10</p> <p>11</p> <p>12</p>
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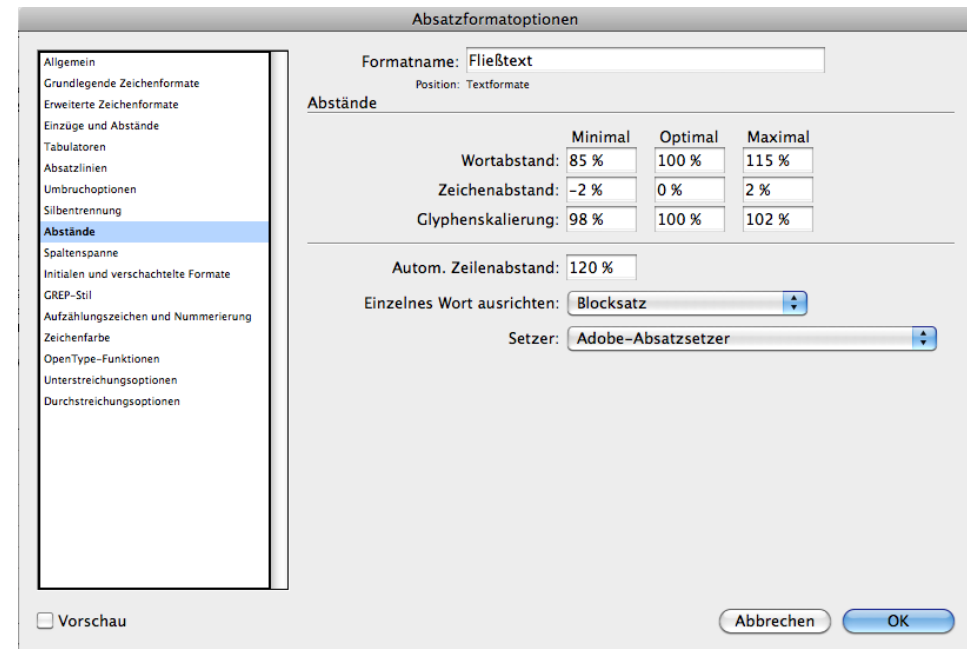
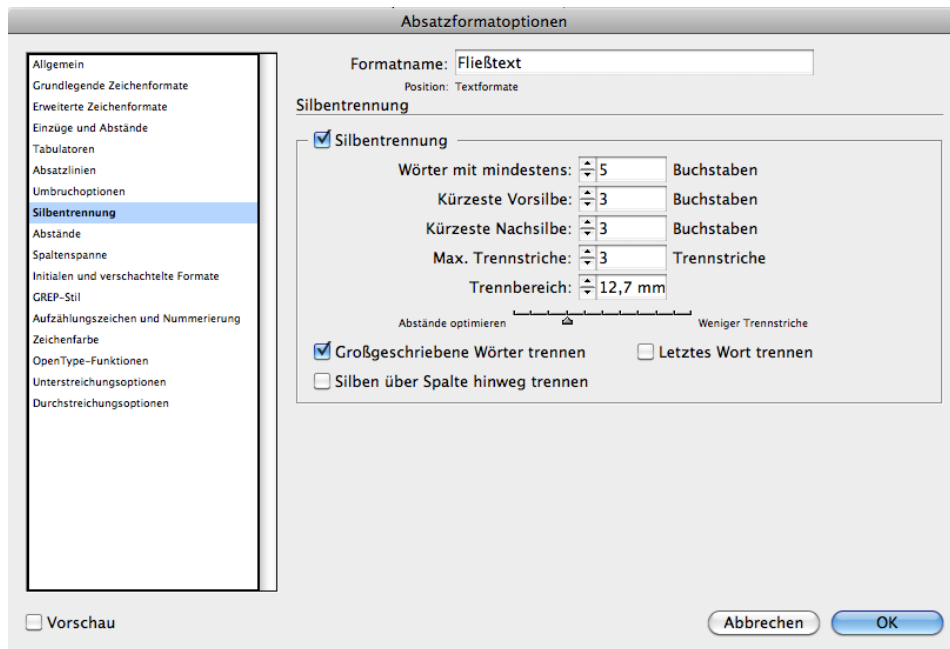
Dimensions in mm

High-end inlay

Product/lines-of-business information

Continuous text extras

InDesign settings for splitting words and spacing



Your contact

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