

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

High-end newsletter (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 (HL2)

Compatil Fact Lt Com Bold: fontsize 12.5 pt, line spacing 12 pt, HR blue, kerning: metric, aligned to basic line grid (start: 10.152 mm, spacing all: 12.5 pt) – 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 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 x 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 the basic line grid (start: 10.152 mm, all: 12.5 pt), tab in phone number: 7.5 mm, the settings for splitting words and spacing are given on p. 6 of the PDF*.

6 Lines

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

7 URL/date

Compatil Fact Lt Com Bold: fontsize 8,75 pt, line spacing 12.5 pt, HR blue or white, tracking: 5, kerning: metric

8 „Newsletter“

Compatil Text Lt Com Regular: fontsize 20 pt, line spacing 23 pt, white (depending on motif), tracking: -10, kerning: metric

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

In newsletters, the picture always takes up 2/6 of the format height. A white margin of 5 mm is left at the top, right and left.

11 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

12 Headline (title)

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

13 Bullet list

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)

14 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 newsletter (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 (HL 2)

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 (HL 3)

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. 6 of the PDF*.

5 Charts

(see Charts and tables)

6 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

7 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.

8 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

9 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).

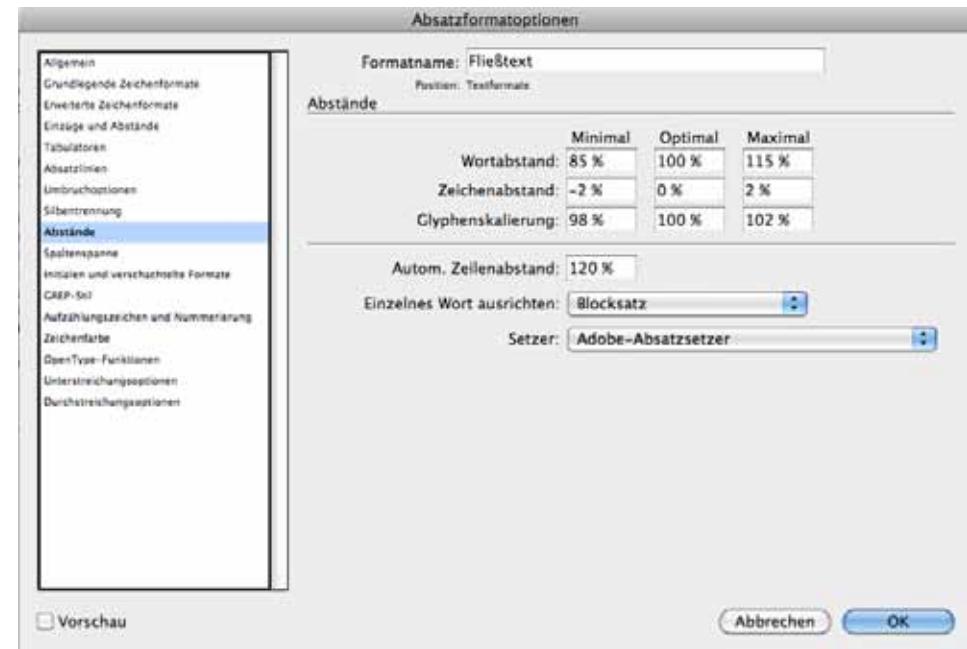
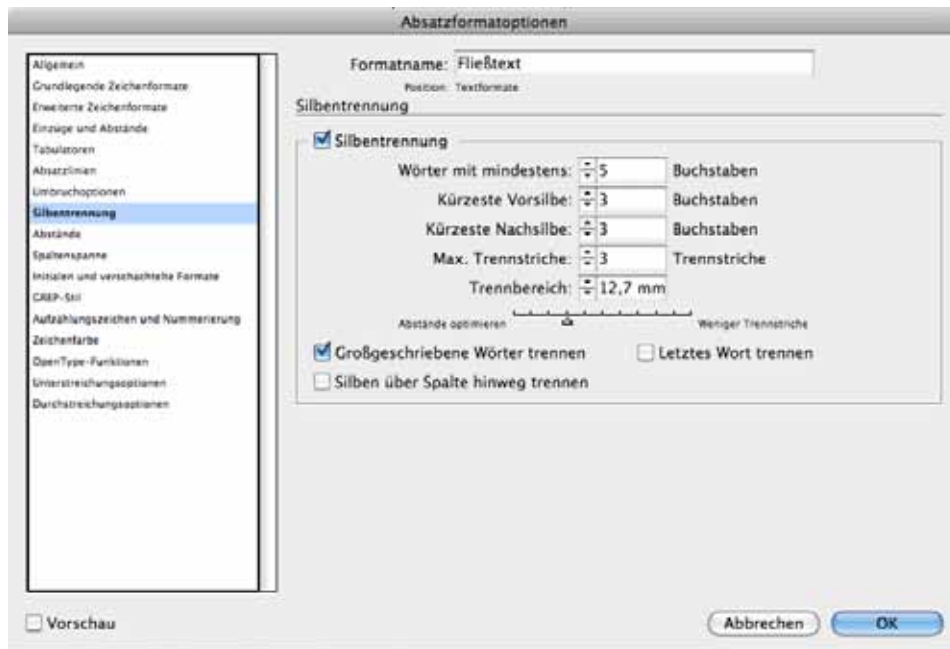
Line thickness: 1.75 pt, HR cyan

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

High-end newsletter

Product/lines-of-business information

- 1 Continuous text extras
InDesign settings for splitting words and spacing



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