

NOT IF, BUT HOW

Munich RE 

Com 1.4.2 Brand & Design

Corporate Design Update FAQs

How will we implement the new corporate design?
Who is responsible for the implementation?
What will stay the same?
Which corporate design elements will change?
What are the implications for various media?
Will there be new assets, guidelines, and templates?
What are the implications for campaigns?
What are the implications for events?
Are there any implications for autonomous brands?
Milestones 2022

To stay ahead and strengthen our position and image in the various markets, Munich Re has developed a new brand positioning and has updated the corporate design. While the new positioning reflects Munich Re's meaningful contribution, unique strengths and benefits, the revised corporate design further humanises the brand, while being contemporary and adding simplicity and functionality.

How will we implement the new corporate design?

To allow for a swift, smooth, and simple implementation, the revised corporate design will be implemented step-by-step. New applications are still being developed within 2022, allowing for a rolling transition phase.

Who is responsible for the implementation?

The Brand & Design team has the project lead and coordination of the update. Subtasks have been identified and will be performed in the respective units, like Com 1.4.1.

What will stay the same?

Brand values

Munich Re's brand values "reliable, future-focused, solution-oriented, and fascinating" will remain unchanged.

Munich Re logo and claim

The Munich Re logo, symbol, claim, logo positions, logo sizes, and artwork will not change. Read more about usage in the next section.

Brand architecture

The Munich Re brand architecture will remain unchanged.

Office communication

Email signatures, as well as all stationery, including business cards and firm stamps, will stay the same.

Some of the current guidelines

The following guidelines will remain unchanged: Positioning and Tone of Voice, Endorsement, Partnership Branding and References, Corporate Wording and Corporate Writing.

MR Web and Go Ahead Online

MR Web, including Go Ahead Online, will remain the same.

Which corporate design elements will change?

Munich Re logo and claim usage

As before, the Munich Re logo and claim will be reproduced in MR Logo Blue on all white backgrounds and in white on darker coloured backgrounds. On light backgrounds or light images, the logo may be reproduced in MR Midnight Blue to meet accessibility standards. Claim usage is optional.

Colours

The primary colours have been extended. Next to MR Logo Blue and white, there will be two additional colours: MR Midnight Blue and MR Vibrant Blue. These colours and their tints and shades will be used in the majority of communications. The previous secondary colours are replaced by six new accent colours plus tints and shades. They can be used to set specific communication apart or to make designs more expressive.

Typeface

Munich Re's corporate typeface has been updated, optimised, and renamed. The new typeface – "Munich Re Neue" – retains the sans-serif, contemporary style and will be available in two weights (regular and bold) with corresponding italic styles. The Brand Management team can be consulted on suitable fallback options for other alphabets – i.e., Chinese. Arial will remain the typeface for all office communication (i.e., PPT presentations).

Image style

While the overall Munich Re image style will remain unchanged, people are now given prominence to create an emotional and relatable impression. Accordingly, the pictures on the existing library will stay valid. New pictures focusing on people will be added to help further humanise the brand. These should be dominant within communication wherever relevant. Regional shootings are being conducted and led by Brand Management.

Layout principles

Stripes in layouts will be outphased. Simple divisions of formats organise content and structure layouts in the future. Defined zones lend visibility to the brand and orientation to target audiences. A basic grid is used to define these zones and helps to establish clear segmentations for messaging, branding, and images. Overall, layouts will be much simpler and more accessible across all channels.

What are the implications for various media?

The Munich Re website as well as other online/print media and channels will be updated by the Brand Management team within 2022. All newly developed media must follow the new corporate design. A new social media strategy and design guideline is being developed that will apply for all social media coms. There will also be a refreshed look for Munich Re's videos.

Will there be new assets, guidelines, and templates?

We are currently developing new assets, guidelines, and templates (with the exception of those mentioned under "what will stay the same"). These will be made available in the brand portal as soon as they are finalised. We will keep you updated via Yammer/intranet.

We are also developing new PPT templates and aim to minimise the impact on existing presentations. For this, we have planned for a long transition phase to ensure a smooth process.

The corporate gifts guideline/catalogue will also be updated. Currently, available gifts reflecting the old colours will not be destroyed but can and should still be distributed while available for reasons of sustainability.

What are the implications for campaigns?

We are currently working on a new Global Brand Campaign. This will replace the current *Re/verb* messaging and advertising. Also, a new image film will be developed that will replace the current image film within 2022. Other campaigns that are currently running will remain unchanged. All newly developed campaigns should follow the new corporate design principles.

What are the implications for events?

The AGM will be the first major event to reflect the new corporate design. Monte Carlo and Baden-Baden will follow. Monte Carlo will be the first large event with a booth that will reflect the new corporate design. All event booths before Monte Carlo will retain the old design. Local events should be discussed with the Brand Management team.

Are there any implications for autonomous brands?

Autonomous brands will not be impacted by the refresh of Munich Re's corporate design. However, certain formats, such as the website, may experience minor design changes due to our global platform.

Milestones 2022

