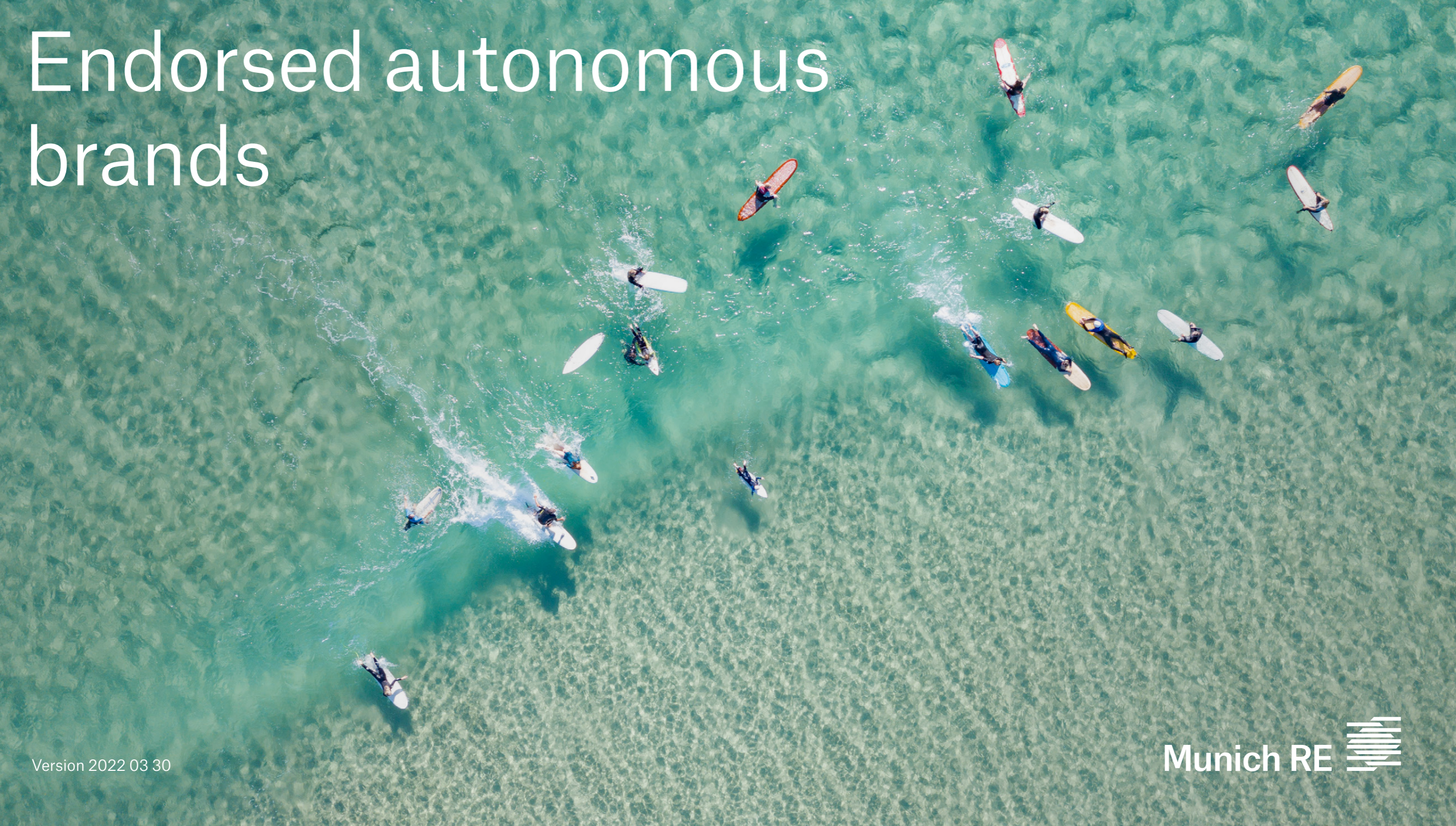


Endorsed autonomous brands



Introduction

Autonomous brands are independent brands within the Munich Re architecture. The addition of the endorsement is to provide a strong connection to Munich Re. It is meant to showcase: clarity of ownership, the breadth and strength of the Munich Re Group, and a tie to the Munich Re value proposition.

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Please note

Munich Re requires all autonomous brands to comply with these guidelines to ensure consistent communication. This guideline explains the general behavior of the Munich Re endorsement. Autonomous brands must also follow the guidelines of each individual brand.

Endorsement wording

Autonomous brands are supported by a line of text which indicates their relation to the Munich Re Group. The endorsement wording is predefined and reads: “A Munich Re company”.

A Munich Re company

A Munich Re company

A Munich Re company

A Munich Re company

Typeface

The endorsement is set in the corporate typeface of the individual autonomous brand in a light or regular weight. Text should be in either black or grey. Reversed out white is allowed when necessary.

A company of Munich Re

Wording

Do not change predefined wording.

A company
of **Munich Re**

Appearance

The endorsement is intended as one line of text without any additional typographic features or line breaks.

A MUNICH RE COMPANY

Case sensitivity

Do not change the typesetting.

Munich RE 

Logo usage

Autonomous brands are not allowed to use the Munich Re logo as endorsement.

Recommended placement

The endorsement appears either in a fixed combination or separately from the autonomous brand logo depending on available space and application type.



A Munich Re company



Endorsement with logo

The Munich Re endorsement is added to the autonomous brand logo whenever this feels appropriate. The combination is to be seen as one unit and positioned accordingly.

Ensure that the endorsement is not encroaching the exclusion zone of the autonomous brand logo. If possible the endorsement should be aligned left or set flush with the logo.

The scale relationship between logo and endorsement must be selected individually. However, the endorsement must be large enough to be legible at all sizes.

Endorsement separate from logo

The endorsement is used as a line of text where a combination with the autonomous brand logo is not desired or possible. This might be the case when space is limited.

The endorsement must always be positioned prominently. Optimal placement include the header area on websites or branding zone in print communication.

To ensure the integrity of the endorsement, a clear area of at least one cap height surrounding it has been defined.

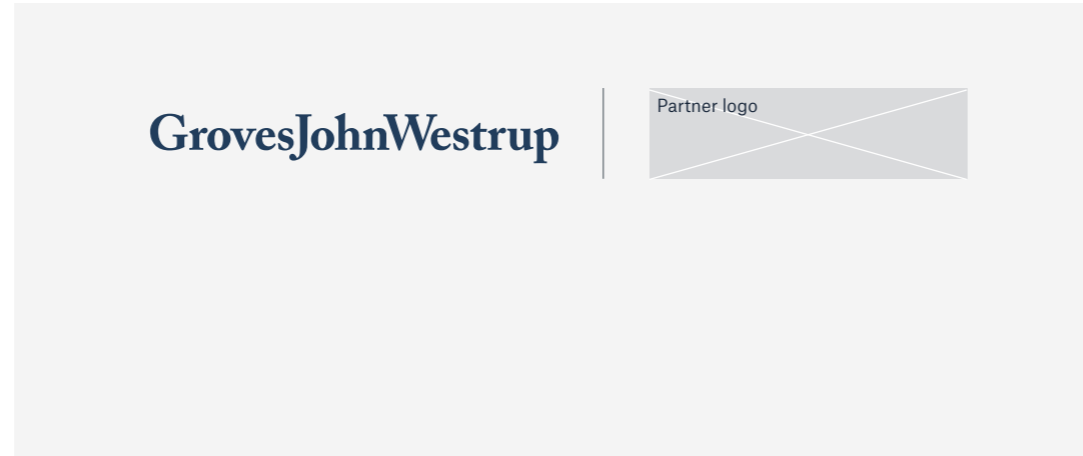


Artwork

This is an exemplary visualisation. Actual artwork to be designed by the individual company and provided to Munich Re Brand Management for approval.

Partner cobranding

This type of branding is applied whenever an autonomous brand joins up with one or more partners to develop a new business or solution together.



Cobranding for autonomous brands

Partner logos can be placed at visually equal size left, right, above or below the autonomous brand logo, divided by a thin line. Logos might be positioned depending on the application and the relationship between the two organisations. When more partners need to be displayed, any other partner logo is simply added to this system. The endorsement "A Munich Re company" is omitted.



Please note

This type of cobranding applies to the autonomous brand and its individual corporate design rules. This example can therefore provide rough guidance only.

Examples

In general, the Munich Re endorsement should be used in all communications with the exception of consumer channels (B2C). This includes: corporate communications, internal communications, talent recruiting, and business marketing.

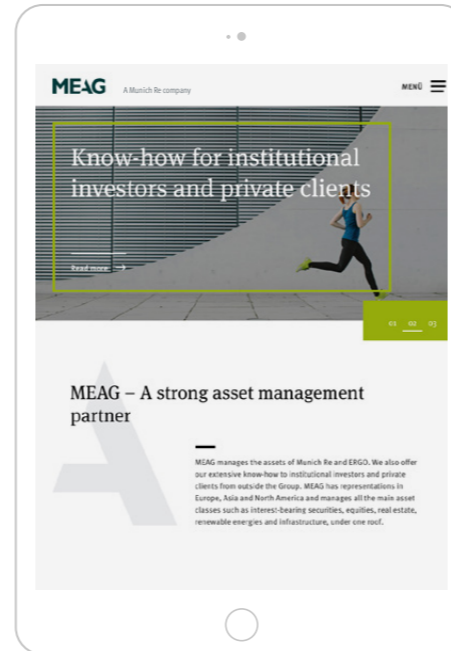
Internal newsletter



Talent recruiting



Corporate website



Usage

Applications may vary for each autonomous company. In general, the endorsement line needs to appear only once within a single document.

Exceptions and exclusions

The endorsement is not mandatory in all cases. Exceptions could include: Corporate gifts, small print items, and constricted digital media spaces. Use good judgment and consult Brand Management if needed.



Artwork

This is an exemplary visualisation. Actual artwork to be designed by the individual company and provided to Munich Re Brand Management for approval.

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