

Corporate Gifts



Introduction

Style, quality as well as being socially responsible are part of who we are at Munich Re. Gifts for our clients and guests should reflect this. The examples shown on the following pages provide a practical framework for the selection and design of Munich Re gifts.

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Please note

This guideline must only be used in conjunction with *Design Basics*. *Design Basics* explains the Munich Re brand, design elements, and principles. For specific disciplines or channels other Munich Re design guidelines may apply.

General rules for gifts

Gifts are a form of non-verbal communication and are gestures that speak volumes at Munich Re. Therefore great care is taken in selecting them.



Contemporary

Munich Re gifts should reflect a contemporary style and current design as well as appropriate life-style trends.



Sustainable

Munich Re acts socially and ecologically responsibly. Munich Re gifts should be selected with focus on sustainable materials and manufacturing. Disposable gift items or items that are generally thrown away after only a short period of use (such as e.g. lanyards) should not be included. Social responsibility must also be considered as a criterion for selection. Items that are manufactured unethically, cannot represent Munich Re.



Style and quality

Munich Re is a premium provider. Munich Re gifts are a tangible manifestation of this via the combination of high quality, innovative ideas and attention to detail. Their design style and branding should always be consistent with the overall style and Corporate Design of Munich Re.

Cultural differences

The significance and type of gifting in business relations differ greatly from one country to another. Special cultural characteristics are to be taken into consideration both in selecting the gift and its packaging, and in presenting the gift.

Before offering a gift to an important foreign business associate, it is important to be familiar with the cultural customs of the recipient's country. It is recommended to discuss with colleagues the specifics of giving gifts within other cultural contexts.

Asia-Pacific countries

In Asia-Pacific countries, gifting has an important role and is celebrated in the form of a centuries-old ritual. Hierarchies are to be respected, i.e. the highest ranking member of a group should receive the most valuable present.

There is an emphasis on specific numbers as well with even numbers favoured over odd ones. Specifically, the number "8" is favoured as it symbolises prosperity while "4" should be avoided as it phonetically sounds like "death".

Gifts are generally exchanged at the end of a visit. The offering of the gift should be announced, and the gift is to be presented with both hands. Furthermore, in Asia, it is also customary to play down the significance of the gift, which means that the reaction of the recipient is often reserved. As the gift should reflect sincerity and is thought to enhance the relationship between parties, gifts which bear a highly visible company logo are typically avoided. The exception is applied when gifts are presented on behalf of, and between organisations.

China

While gifting is a common practice in China, it is important that the intent of the gift is clearly understood to be from one company to another. Avoid a situation where a gift can be interpreted as an attempt to bribe an individual.

Sensitivities within Chinese culture should be considered when gifting. Clocks are to be avoided as they phonetically share the same Chinese word as "funeral". Sharp objects are also to be avoided, as they represent conflict or the end of a relationship. Black, white, and blue wrapping are to be avoided as they are traditional colours of mourning. Red, yellow, and gold should be favoured, as they symbolise luck, prosperity and fortune.

Thailand

In Thailand, brightly coloured wrapping paper and ribbons are popular, and a gift is opened with care. Small presents are greatly appreciated. Three is regarded as a lucky number.

Korea

Exchanging gifts is an important part of Korean business life and is closely linked to showing respect, maintaining strong relationships and being courteous. The intent of gifts at the first business meeting is to set the foundation for the relationship and are often reciprocal. The most expensive or highest value gift should be given to the person of the highest rank. The gift is always presented to the recipient with both hands. Gifts are rarely opened at the time they are received or in front of the giver.

For special occasions and ceremonies, great baskets of flowers and pots of blossoming plants are presented, tied with colourful ribbons on which congratulatory messages are written in calligraphy. The number "four" is an unlucky number as it is associated with the word for death and should be avoided.

Malaysia

In Malaysia, gifting often takes place in the context of various festivities and multicultural celebrations throughout the year. Presents containing alcohol and any items related to pigs or pork should be avoided as they go against Islamic beliefs.

India

In India, gifts are presented with respect to hierarchies, yet there need not be a significant difference in the value of the gifts. Gifts are to be presented at the end of meetings and given with both hands. If this is not possible, only the right hand should be used.

Middle East

In the Middle East, presents containing alcohol and any items relating to pigs or pork must strictly be avoided as they go against Islamic beliefs. High quality products including technological gadgets are highly appreciated. Care must be taken to avoid gifts carrying unintended religious connotations. Items relating to Judaism and Israel should be strictly avoided due to deep religious divides. It is an affront to offer a present to the wife of an Arab business partner or to enquire after her.

Latin America

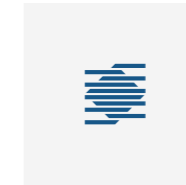
In Latin America, gifting is less governed by rituals than in Asia and the Middle East, but plays an important role nevertheless. Should you be invited to a private home to dinner, it is customary to bring a small present for the hostess (flower, chocolates, wine). Carefully chosen gifts that reflect the interests of the recipient are highly appreciated and emphasise the personal aspect of a business relationship. Offering gifts of leather should be avoided due to the extremely high quality of South American leather goods.

Australia, Canada, USA, Europe

In Australia, Canada, USA, and Europe gifts are regarded as a friendly gesture, but are not necessarily expected. It generally suffices to offer a small present. Gifts of a highly personal nature are not suitable. For an invitation to a private home, it is customary to bring the hostess a present.

Logo

Our logo comprises a combination of word mark and symbol. For applications on gifts, a symbol only version can be used when space is limited.



Logo versions

Depending on available space and material of the object to be designed, either the symbol or the complete logo can be applied. For applications linked to events and trade fairs, the usage of the complete logo is preferred if possible. Never use the word mark on its own without the symbol.

Logo exclusion zone

To ensure the integrity of the logo, an area of proportion directly surrounding it has been defined. If space is limited, the half exclusion zone can be used, i.e., for very small items.



Logo and symbol artwork

Munich Re's logo and symbol are supplied as a one-size-artwork to be scaled to the required sizes. Logo or symbol must always be reproduced in the correct form and colour. For small applications a special version of logo and symbol has been drawn to ensure legibility even at small sizes..

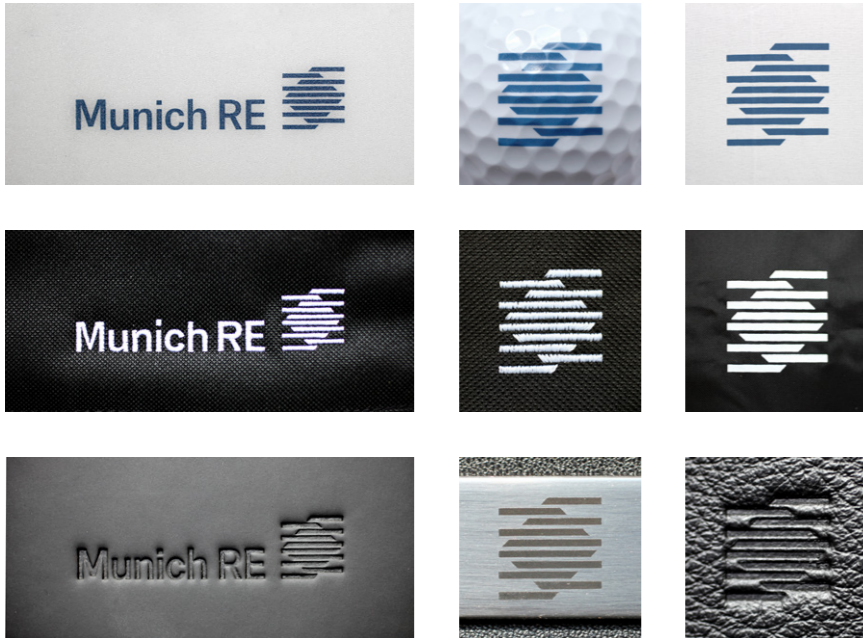


Legal requirements

The logo and the symbol are available with and without registered mark, the use of which depends on legal requirements. Companies based in the US must use the registered mark. For small applications the registered mark is omitted.

Logo application

To make Munich Re logo or symbol application look their very best, reproduction technologies must be carefully chosen to match individual materials.



Minimum logo and symbol sizes



Materials

Aim for high quality surface materials like brushed aluminium, stainless steel, fabric, leather, paper, or any other premium material. Finishes can be matt or polished. Always choose the application method best suited to the material.

Application techniques

All available reproduction techniques are possible as long as the logo or symbol appears premium and legible – screen printing, embossing, blind embossing, etching, weaving, lasering, embroidery, or engraving. Your merchandise supplier will probably recommend a certain reproduction technology to suit any chosen material.

Logo sizes

The logo and symbol might be applied in any size suited for the application. However, Munich Re's logo application is usually subtle, elegant and understated. There is a minimum size of 18 mm (logo width) and 4.5 mm (symbol width). Interrelated products should stick to one logo or symbol size if possible.

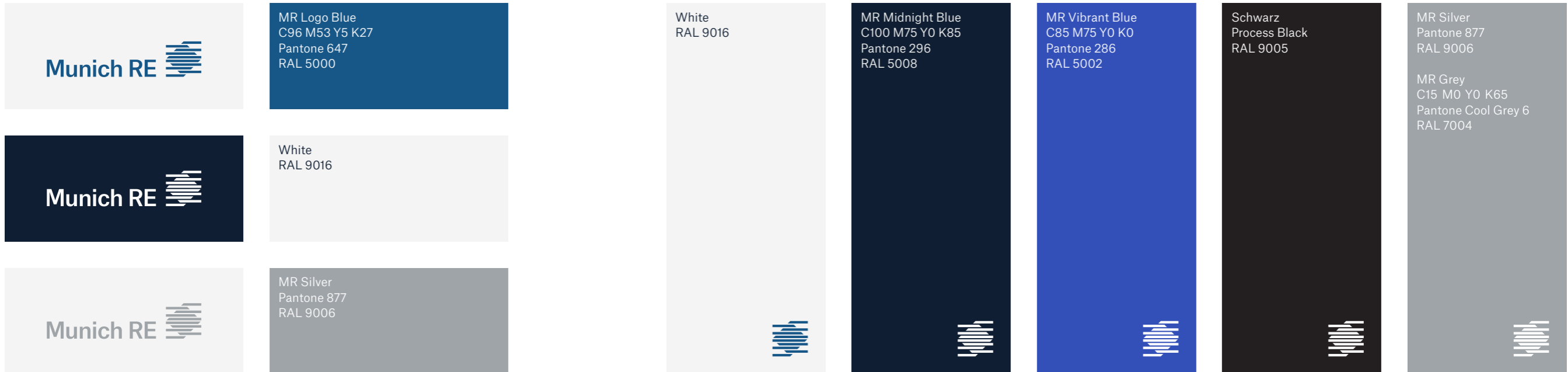


Limitations

Due to current technology limitations, there are sometimes restrictions in minimal logo reproduction sizes even when using the small logo or symbol version. For example embroidering or screen printing are only possible at certain sizes. In order to avoid substandard results, always find out minimum application sizes.

Colour

Munich Re gifts signal a contemporary and confident attitude through a defined range of colours and materials. Gifts thereby uniformly reflect the Munich Re brand.



Logo and symbol colour

The preferred logo or symbol colours are Munich Re Logo Blue on white, white on dark materials, or silver on any background. In cases where this is not possible or not desired, black can be used. Applying no colour (i.e. embossing) is of course possible too.

Background colour

Munich Re Logo Blue is reserved for logo and symbol on white materials. Never use Munich Re Logo Blue as a material colour or background. Munich Re Midnight Blue, Munich Re Vibrant Blue, black, silver, or grey materials are other possible colours for materials. Munich Re's other corporate colours are acceptable (see Design Basics) as long as the item still reflects the values of the brand.

Branded items

Materials used for Munich Re's gifts are elegant and understated. Premium materials and high quality execution are more important than the size of the logo. Munich Re gifts are well designed, affordable, contemporary yet timeless; fascinating branded objects.

When selecting gifts, care must be taken that all surfaces and materials convey a sense of quality. The combination of clean, contemporary designs, quality materials and consistently applied logos come together to create a range of products that will be distinctive and instantly recognisable.

The colour of each present should be monochromatic, i.e. white, black, silver or grey. Corporate colours are allowed but should be carefully selected. Items produced in corporate colours must always match the exact colour specification listed in these guidelines (please refer to Design Basics for additional colour specifications).

Munich Re corporate colours may also be used for branded carrier bags or similar items. Patterns or cheap looking materials must be avoided.



Claim or other messaging

Gifts are usually designed without the claim due to space or production restrictions. The claim might be used if gifts provide enough space. Messaging and event titles can be used alternatively.

NOT IF, BUT HOW

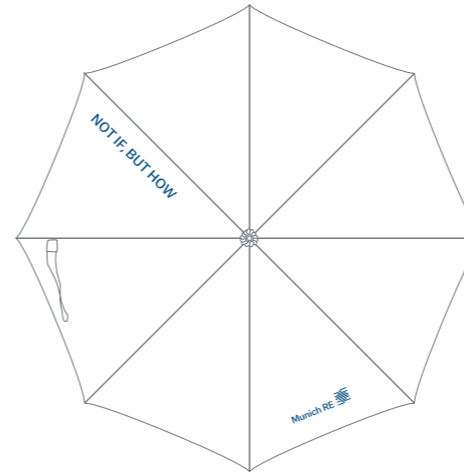
**Scale. Shape.
Succeed.**
Ambition 2025

NOT IF, BUT HOW

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Ambition 2025

NOT IF, BUT HOW

**Scale. Shape.
Succeed.**
Ambition 2025



NOT IF, BUT HOW

Claim

The claim must always match the colour of the Munich Re logo. It must be reproduced in Munich Re Logo Blue on white, in white on dark backgrounds, or silver on any background. In cases where this is not possible or not desired, black can be used. Applying no colour (i.e. embossing) is of course possible too. Do not combine claim and symbol only version.

Messaging and event titles

Branded items can also include messaging or an event title. Event titles are applied according to the specification of the event and rules described in Design Basics. The claim must be omitted when event titles are used.

Sizing and placement

To allow flexibility, most applications will require individual positioning of the claim. The claim, the messaging, or the event title is spatially positioned away from the Munich Re logo. Contrary to print and digital media, there is no fixed or pre-defined size and placement relationship between claim and logo for gifts to offer more flexibility.



Claim artwork

The claim is supplied as a one-size-artwork to be scaled to the required sizes. The claim must always be reproduced in the correct form and colour. Re-typesetting is not permitted.

Examples

The examples below demonstrate a commonality of rules, style and attitude whilst offering design flexibility, enabling the designs to work equally well for all kinds of gifts.



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Eidex