

# Live Communication



NOT IF, BUT HOW

Munich RE 

## Fit for a game change?



To achieve a consistent, worldwide brand presence, our basic principles for live communication are summarised in this guideline.

<b>Principles and concepts</b>	4	<b>Elements</b>	12	<b>Spatial concept exceptions</b>	40	<b>Gallery of Live Communication</b>	58
		Stock overview		Modified solutions	41		
<b>Standardisation of elements</b>	6	3D cube and welcome counter	13	Specifications – exceptions	42	Reinsurance Meeting, Monte Carlo	59
Types of brand elements	7	Steles and signs	14			Reinsurance Meeting, Baden-Baden	64
Scalable elements	8	Counters	15	<b>Spatial concept North America set</b>	44	E-World	67
Brand filter elements	9	Lounges	16	Overview	45	ECF (European Career Fair)	68
Integration of landscape screens	10	Mobile brand space	17	Elements	46	Intersolar Munich	69
Integration of portrait screens	11	Furniture	18	Furniture	51	RIMS	70
						Further applications	
		<b>Branding and communication zones</b>	21	Specifications – reduced height /	52	Booth example (3x3 m)	72
		Booth	22	Size and position of logo and claim		Booth example (3x2 m)	73
		Lounge (S and L)	23	Placement portrait screens	54	Booth example (5x3 m)	74
		Mobile brand spaces	25	Placement landscape screens	56	Booth example (5x4 m)	75
		Requirements and specifications	25				
		Typography	26				
		Specifications typography	27				
		<b>Specifications</b>	28				
		Colours and materials	29				
		Image database	30				
		Specifications – production details	32				
		Size and position of logo and claim	33				
		Placement portrait screens	34				
		Placement landscape screens	36				
		Technical details portrait screen	38				
		Technical details landscape screen	39				

# Live Communication principles

## Live Communication principles

We develop a holistic brand experience based on the five principles:  
Brand - Modularity - Material - Media - Meeting.

### #1 Brand first, campaign second

The application allows a strong, sustainable, and differentiated positioning of the brand and avoids fragmented messages.

### #2 Modularity for recognisability

Defined modular elements make different executions possible and procure a consistent presentation of the brand.

### #3 Material as innovation

The perceived innovative aspect of the brand is accentuated through the use of original materials.

### #4 Media as message

The relevance of the message is highlighted through the media used, which characterises the application.

### #5 Meeting as experience

We see a meeting as an experience that we emotionally charge through interactive elements. This is how we create sustainable communication.

Personal contact is key for shows and conferences. The stand is the point of entry and the meeting rooms are the destination.

### That means:

Independent presence

Colour coding  
Blue / grey  
Primary colours

Long distance impact

Campaign is not a graphic layer, but rather typography

Modularity and scalability through materials and elements

The modular system works in different event formats, from pop-up presentations to VIP lounges

Break away from "classic" show elements

Use of new and surprising materials like glass (transparency), LED, light, wood, carpet, etc.

Integrated: LED / screens are part of a holistic experience

Generous: Media is applied to large surfaces

Interactive: Light, use of "state-of-the-art" media / technology, VR experience, presentation via tablet, material handed over personally, etc.

A host anticipates the needs of their guests:

- Quiet / retreat
- Entertainment
- Seating options
- Catering
- Charging station and Wi-Fi
- Lockers
- Give-aways



## Brand filter

The connection of these principles is our brand filter. With its striking colours, it not only sets a brand mark in the brand space, but it is also used as a projection surface - it sets and reflects themes, and initiates a dialog with our customers in the sense of consistent brand communication. The brand filter can be used as a structuring, delimiting, or emphasizing element in the brand space. It always appears in combination with other elements and thus forms a valuable connection for all principles.



# Standardisation of elements

## Synergies through standardisation of elements

We work with fixed, pre-defined brand elements, which enables us a consistent brand appearance worldwide. Depending on the use case, different levels of brand impact can be achieved.



### Basic representation

3D logo cube

### Special representation

3D logo cube  
Panel system (S)  
Media: Tablet

### Classic representation

3D logo cube  
Panel system (M)  
Media: Screens  
Counter

### Flagship representation

3D logo cube  
Panel system (L)  
Media: LED glass / LED wall  
Furniture



## Synergies through standardisation of elements

The sets consist of scalable backwall elements that enable flexible and consistent booth sizes. This way, we create a clear structure in our booths.



### Minimal size

Width 300 x Height 300 cm  
Optional monitor element

### Modular

Scalable Width XX x Height 300 cm  
Scalable

### Maximum size

Width 1000 x Height 300 cm  
Integrated monitor elements



## Synergies through standardisation of elements

The brand filter is a crucial part of our brand appearance. It creates a simple, yet effective reference to our brand. The amount of brand filter stands in relation to the width of the backwalls.



1/3 brand filter



2/3 brand filter



2/4 brand filter



3/5 brand filter

### Minimal size

Width 100 x Height 300 cm



Version 1/3 brandfilter with ONE glass segment should only be used in conjunction with a monitor. See next pages.

### Proportions

At least 1/3 of the backwalls must be covered with brand filter

## Synergies through standardisation of elements

The integration of landscape screens enables us to create a vivid and dynamic experience for our clients. Screens also provide the possibility to show recent events and keep customers up to date, creating a reference to relevant news. Screens must be located in the same position, regardless of the booth size.



### Integration of screens (landscape)

Screen 75" (Width 168.11 x Height 96.1 cm)

## Synergies through standardisation of elements

In addition to the landscape screens, portrait screens provide a modern and intelligent way of displaying information and bringing big data to life, catering to tomorrow's world.



### Integration of screens (portrait)

Screen 65" (Width 83.1 x Height 145.39 cm)

# Elements



## Elements, stock overview

The welcome brand area consists of a counter with backwall and applied brand filter, that both vary in size. The logo cube can act as a standalone element but can not be used as a counter.



**3D logo cube**  
Width 119 x Height 110 x Depth 60 cm

**3D logo cube, small**  
Width 29 x Height 29 x Depth 16 cm

**Welcome counter, small**  
Backwall with floor and counter:  
Width 100 x Height 300 x Depth 100 cm

**Welcome counter, large**  
Backwall with floor and counter:  
Width 300 x Height 300 x Depth 200 cm

## Elements, stock overview

There are two different types of steles, with horizontally or vertically mounted screens, providing yet another flexible way of displaying information. Room dividers and direction signs provide additional structure.



### Information stele

Stele with 40" screen (landscape)  
Width 100 x Height 250 cm



Please keep in mind:  
This element is 50 cm shorter than  
the other backwall elements

### Presentation set

Stele with screen (portrait)  
Width 100 x Height 300 cm  
+ Standing table and stool

### Room divider

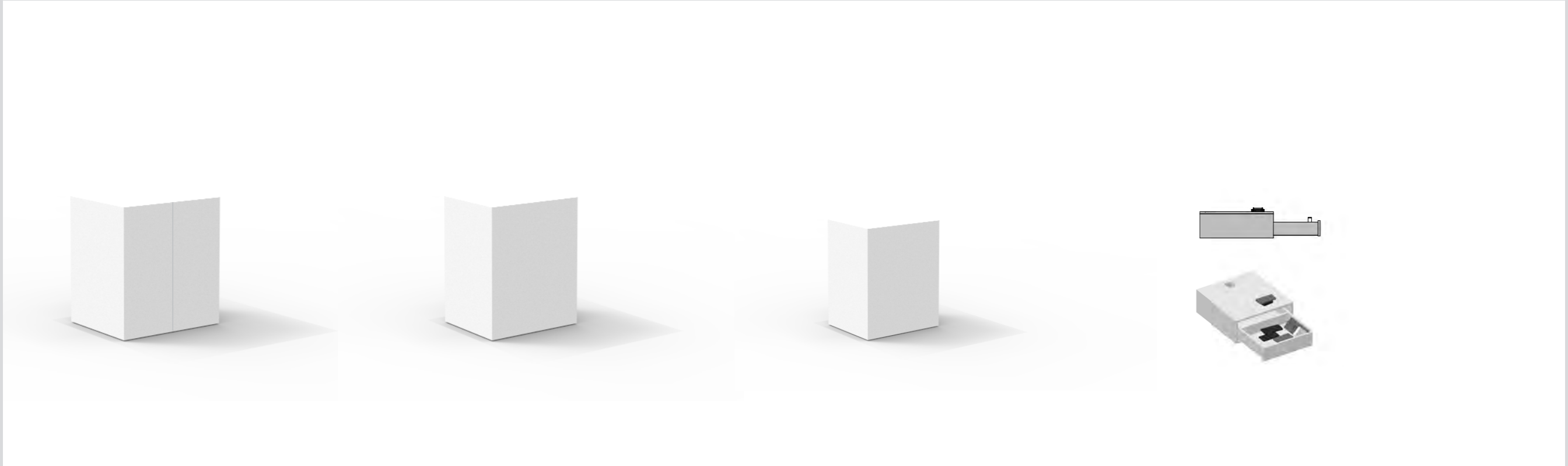
Width 100 x Height 180 cm  
5 pieces  
+ 5 pieces back-up version.  
Please don't mix

### Direction sign

Width 60 x Height 160 cm  
3 pieces

## Elements, stock overview

Counters provide flexible workspace, are available in different sizes and contain storage space, depending on needs.



### Bar/Counter

(storage space with doors)

Width 100 x Height 110 x Depth 80 cm

8 pieces

Width 100 x Height 100 x Depth 60 cm

4 pieces

### Counter small

Width 60 x Height 100 x Depth 60 cm

1 piece

### Counter PC

Width 80 x Height 90 x Depth 40 cm

1 piece

### Charging station in drawer

Can be integrated in all counters

2 pieces

## Elements, stock overview

Depending on the available space, different lounge sizes can be used. Both lounges include a floor strip, to further enhance the ambience and due to static issues.



### Lounge small

Width 300 x Height 300 x Depth 100 cm  
1 piece



### Lounge large

Width 500 x Height 300 x Depth 200 cm  
2 pieces



## Elements, stock overview

The mobile brand space is an exclusive closed space for a more intense brand experience that can be modified depending on the use case. In 2019, we started with a VR experience (see best practice gallery).

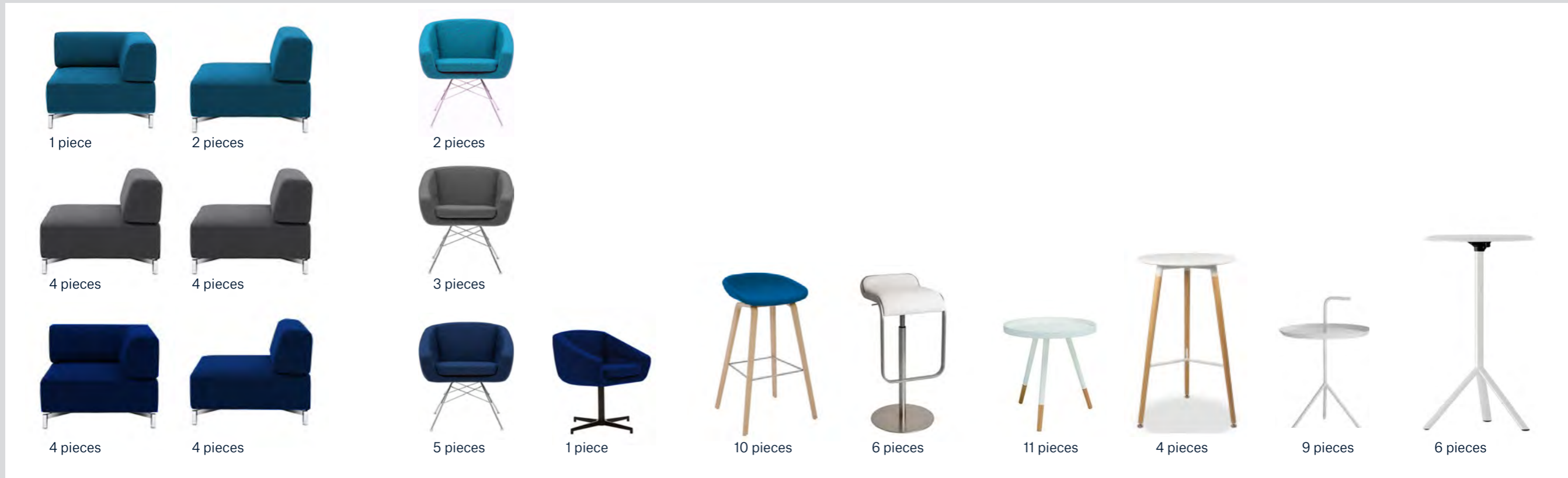


### Mobile brand space

Width 300 x Height 250 x Depth 300 cm

## Elements, stock overview

Live communication is about the dialogues with the guests.  
Through these, different degrees of brand impact are achieved.  
A sofa creates a confidence-building atmosphere, a standing table with bar stools, a relaxed get-together.



**Sofa**  
3 colours

**Stool »Aiko«**  
3 colours

**Stool, turning foot**

**Bar stool**

**Stool, »LEM«**

**Tables**  
Side table (»MOZILLO«)  
and standing table (»SPECTRUM«)

**Tables**  
Side table (»DLM«)  
and standing table (»MIURA«)

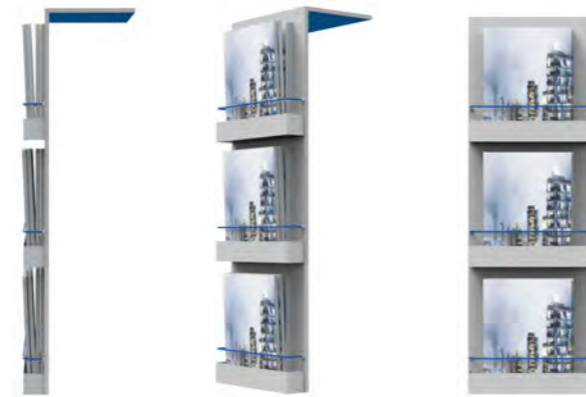
## Elements, stock overview

Live communication is about dialogues with guests.  
Through these, different degrees of brand impact are achieved.



1 piece

**Standing lamp "Tri Be Ca":**  
Height 170 x Length 44 x Width 44  
with 3 shelves and  
USB charging station  
(in lounges)



2 pieces

**Leaflet module:**  
Height 95 x Length 30 cm  
(at counter / bar)



3 pieces

**Shelving unit:**  
Height 35 cm / Ø 25 cm



2 pieces each

**Sheaf of ad materials**  
(in 2 sizes):  
Height 24 cm / Ø 14.5 cm  
Height 33.5 cm / Ø 19.5 cm



6 pieces each

**Cushions**  
4 colours

## Elements, stock overview

### Backup elements

Do not mix the seating from the backup set with the standard inventory shown on the previous pages.



2 pieces each

1 piece each

#### Sofa

2 colours

#### Lounge stool »ESTHER«

3 colours  
antrazith = 5 pieces  
lightgray = 10 pieces  
auqua / green = 3 pieces

#### Stool »GUM«

2 colours  
10 pieces each

#### Stool »FONDUE«

1 piece



# Branding and communication zones

## Branding and communication zones

The spatial experience provides different branding zones.  
This gives you the opportunity to highlight specific messages.  
(Example: Trade show, booth)



1. Logo cube

4. Brand filter (blue glass)

2. Branding

5. Communication zone (optional)

3. Graphic

6. Screen / Media (optional)

Additional use of tablets or other mobile devices suggested

## Branding and communication zones

The spatial experience provides different branding zones.  
This gives you the opportunity to highlight specific messages.  
(Example: Lounge)



**1. Logo cube**  
(use of Logo cube optional)

**2. Branding**  
(no logo on Lounge backwall)

**3. Graphic**

**4. Brand filter** (blue glass)

**5. Communication zone** (optional)

**6. Screen** (no screen in lounges, use of tablets or mobile devices suggested)

## Branding and communication zones

Enables up-close and face-to-face communication, as well as technical integrations like VR glasses, to provide a deep dive into the brand.



**1. Logo cube**  
(use of 3D Logo cube recommended)

**2. Branding** (logo and claim)

**3. Motif zone with image**

**4. Brand filter** (blue glass)

**5. Communication zone** (big headline)

**6. Screen / Media**

Exemplary application:  
- Presentation stele outside  
- VR experience inside

# Branding and communication zones

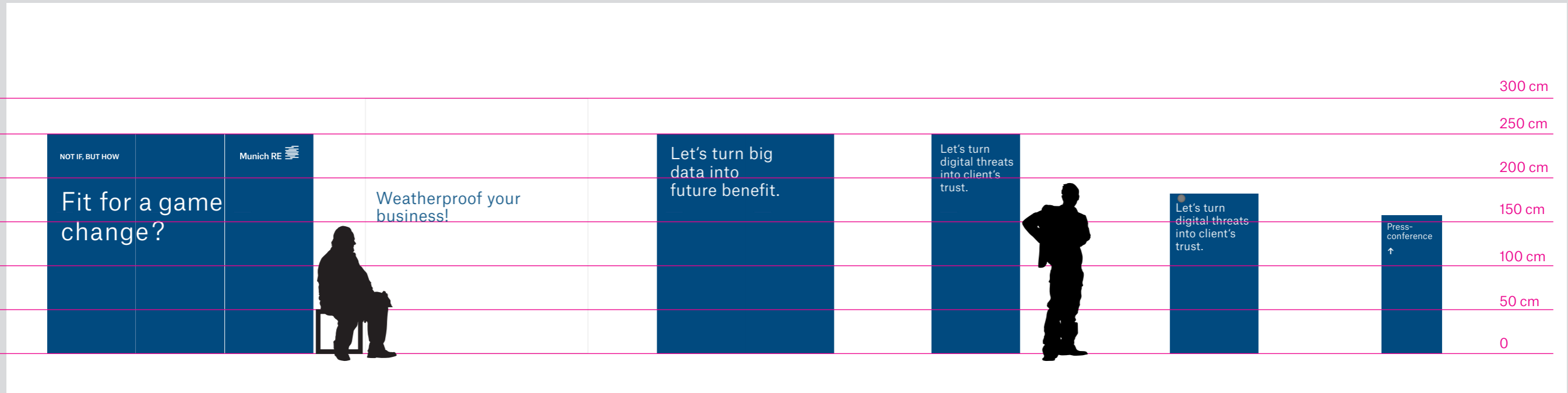
This table explains in which zone what type of communication content can be used and what requirements apply.

Zone	Communication content	Requirements
<b>Branding zone</b>	<b>Logo and claim</b>	<b>Trade fair booth:</b> Logo and claim, MunichRe blue or white on image. <b>Mobile brand space:</b> Logo and typo, plotter transparency, white / Oracal 631-010
<b>Motif zone</b> (back-lit print on textile)	<b>Image</b>	Motif from the image pool (brand in room) as per issue theme
<b>Communication zone</b> (Graphic on glass strips / brand filter rear booth wall)	<b>Text / image / film (digital content):</b> Monitor Text on coloured surface Photo motif or key visual Pictogram / icon	Max. 2/3 of surfaces may be covered, so that photo in motif zone remains distinct Text, plotter transparency, white / Oracal 631-010
<b>Extended communication zones</b> (Side walls)	<b>Text / image:</b> Typo large Typo on coloured surface Image Pictogram on coloured surface / image	<b>Text large:</b> Plotter transparency, blue / Oracal 631-051 Max. 2/3 of surfaces may be covered
<b>Brand filter</b> (Lounge / dividers / mobile brand space)	<b>Text</b>	<b>Logo, claim, typo:</b> Plotter transparency, white / Oracal 631-010 Max. 2/3 of surfaces may be covered



# Branding and communication zones

Live communication in spatial application depends on specific visual axes, eye levels, and proximate and distance effects.



## Typography

For basics and further information on the use and application of typography, see brand portal and the design basics.

## Typeface in spatial application

- As few different font sizes as possible are used.
- Ensure a uniform height (spatial) in the room.
- If possible, lettering should not cross the gaps of the brand filter elements. This can be achieved by changing the word spacing and tracking. Exceptions are possible.

## Eye level

According to DIN CEN ISO/TR 7250-2, the average eye level when seated is between 75 and 80 cm, measured from the seat surface at a height of 45 cm, i.e., a total of 120 - 125 cm from the top of the floor. According to this standard, the average eye level when standing is between 151 and 163 cm.

## Concealed surfaces through counters, furniture, and people

Graphic surfaces are concealed by furniture positioned in front of them. The following dimensions must be observed:

- Sofa and chairs approx. 45 - 50 cm
- Tables: approx. 75 cm
- Standing tables: 109 cm
- Counters / counter: 110 cm



**Typography on brand filter (mobile brand space)**

**Colour/material:**  
Oracal 631 - 010 white

**Font size**  
Depends on amount of text and space  
(here: 775pt / leading 950)

**Typography in extended communication zone**

**Colour/material:**  
Oracal 631 - 051 gentian blue

**Font size**  
Depends on amount of text and space  
(here: 500pt /leading 540)

**Typography on brand filter (in lounge)**

**Colour/material:**  
Oracal 631 - 010 white  
Oracal 631 - 051 gentian blue

**Font size**  
Depends on amount of text and space  
(here: 500pt /leading 540)

**Typography on brand filter in lounge**

**Colour/material:**  
Oracal 631 - 010 white

**Font size**  
Depends on amount of text  
(here: 400pt /leading 390)

**Typography on room divider**

**Colour/material:**  
Oracal 631 - 010 white

**Font size**  
Depends on amount of text  
(here: 400pt /leading 540)

**Typography on direction sign**

**Colour/material:**  
Oracal 631 - 010 white

**Font size**  
Depends on amount of text  
(here: 275pt /leading 300)

# Specifications

# Specifications

We use material as innovation. The perceived innovative aspect of the brand is accentuated through the use of original materials. Use new and surprising materials like glass (transparency), LED, light, wood, carpet, and fabrics.

**Primary colour palette**  
A range of greys, as well as tints and shades derived from the primary colours, provide a unified corporate expression. These colours are useful for backgrounds, data graphics, or text highlights.

White	#FFF	RGB: 255 255 255	CMYK: 0 0 0 100	AAA
MR Grey 1	#A9A9A9	RGB: 169 169 169	CMYK: 100 100 100 0	AAA
MR Grey 2	#808080	RGB: 128 128 128	CMYK: 100 100 100 0	AAA
MR Grey 3	#606060	RGB: 96 96 96	CMYK: 100 100 100 0	AAA
MR Grey 4	#404040	RGB: 64 64 64	CMYK: 100 100 100 0	AAA
MR Grey 5	#202020	RGB: 32 32 32	CMYK: 100 100 100 0	AAA
MR Grey 6	#000000	RGB: 0 0 0	CMYK: 100 100 100 0	AAA
MR Midnight Blue	#000080	RGB: 0 0 128	CMYK: 100 100 0 100	AAA

**Grey range**  
The range of greys provides a unified yet neutral expression for the Munich Re brand. Grey design elements can be used to structure information and to add depth to designs.

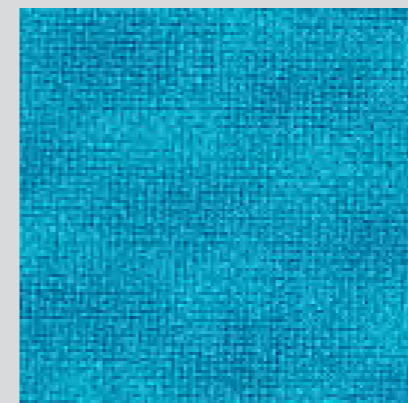
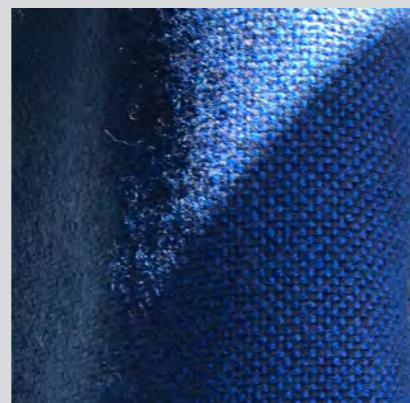
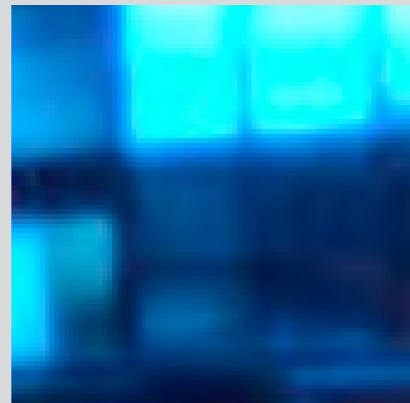
**MR Logo Blue palette**  
The MR Logo Blue palette is used when complementary data or statistics are required to communicate more detail. Always ensure legibility of text on these colours and match the contrast settings as shown above. Munich Re is striving to match AAA WCAG 2.1 accessibility ratings whenever possible.

**Accent colour palette**  
Every accent colour has corresponding tints and shades. Tints and shades can be used when complementary colours are required to communicate in more detail. They are particularly useful for data graphics.

MR Cyan	MR Green	MR Yellow	MR Orange	MR Purple
MR Cyan Shade 1	MR Green Shade 1	MR Yellow Shade 1	MR Orange Shade 1	MR Purple Shade 1
MR Cyan Shade 2	MR Green Shade 2	MR Yellow Shade 2	MR Orange Shade 2	MR Purple Shade 2
MR Cyan Shade 3	MR Green Shade 3	MR Yellow Shade 3	MR Orange Shade 3	MR Purple Shade 3
MR Cyan Shade 4	MR Green Shade 4	MR Yellow Shade 4	MR Orange Shade 4	MR Purple Shade 4
MR Cyan Shade 5	MR Green Shade 5	MR Yellow Shade 5	MR Orange Shade 5	MR Purple Shade 5
MR Cyan Tint 1	MR Green Tint 1	MR Yellow Tint 1	MR Orange Tint 1	MR Purple Tint 1
MR Cyan Tint 2	MR Green Tint 2	MR Yellow Tint 2	MR Orange Tint 2	MR Purple Tint 2
MR Cyan Tint 3	MR Green Tint 3	MR Yellow Tint 3	MR Orange Tint 3	MR Purple Tint 3
MR Cyan Tint 4	MR Green Tint 4	MR Yellow Tint 4	MR Orange Tint 4	MR Purple Tint 4
MR Cyan Tint 5	MR Green Tint 5	MR Yellow Tint 5	MR Orange Tint 5	MR Purple Tint 5

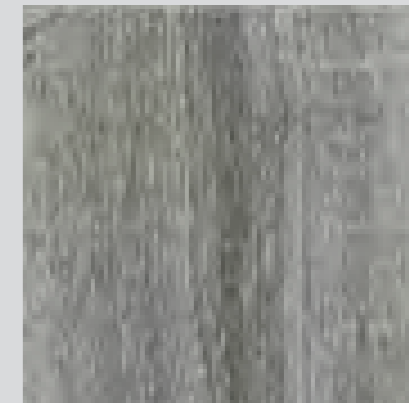
**Palettes**  
Each accent colour extends into a full palette of four tints and four shades. This offers many possibilities for designs that need additional nuance and depth. Tints and shades from different accent colours should not be mixed in one design except if it is a data graphic that needs a broader range of colours.

**Accessibility**  
Tints and shades can also be used to achieve AAA WCAG 2.1 accessibility ratings in instances where accent colours only offer AA ratings in its pure specifications. Always ensure legibility of text on these colours and match the contrast settings as shown above.



**MR Logo Blue**  
C96 M53 Y5 K27  
Pantone 647  
Plotter transparency,  
Oracal 631-051 gentian blue

**Branding/Communication**  
Plotter transparency, white  
Oracal 631-010 white



**Barstool**

**Cushions**



**Munich Re colour palette**  
and accent colour palette as base.

**Brand filter**  
Material: glass, 10 mm  
Blue transparency (from backside):  
Oracal 0096 Transparent Cal, steel blue

**Fabric / Sofa**  
Material: Kvadrat / Hallingdal 65  
Colour: blue 754

**Fabric / Sofa**  
Material: Kvadrat / Hallingdal 65  
Colour: grey 130

**Fabric / Sofa**  
Material: Kvadrat / Hallingdal 65  
Colour: turquoise 850

**Fabric – barstool**  
Material: Kvadrat / Hallingdal 65  
Colour: blue 733

**Fabric – cushions**  
Material: Kvadrat / Hallingdal 65  
Colour: aubergine melange 763,  
aubergine 702, orange 547,  
turquoise 850

**Floor – laminate**  
Manufacturer: Kronotex  
Colour: “oak / grey”

**Flooring – carpet**  
Manufacturer: Hübener-Hoven  
Colour: warm-grey / sand



# Specifications

Image database – in combination with spatial concept

**CAUTION**  
The licenses for the images shown here are subject to clearance. Do not use any of these motifs without involving Munich Re Munich's media production beforehand!

## Risk



Risk\_1



Risk\_2

## HR



HR\_1

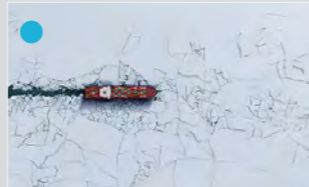


HR\_2

## Marine



Marine\_1



Marine\_2



Marine\_3

## Smart City



SmartCity\_Cyber\_Digitalisation\_1



SmartCity\_Digitalisation\_2



SmartCity\_3

## Cyber



Cyber\_1



Cyber\_2



Cyber\_3

## Natcat



Natcat\_1



Natcat\_2

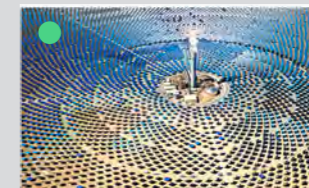
## Renewable



Renewable\_1



Renewable\_2



Renewable\_3



Renewable\_4

## Digitalisation



SmartCity\_Cyber\_Digitalisation\_1



SmartCity\_Digitalisation\_2



Digitalisation\_3



Digitalisation\_4

- Image database
- In processing
- Pending



# Specifications

## Graphics, examples



**Lounge L**  
Motif: City 1  
Size: Height 300 x Width 500 cm



**Lounge L**  
Motif: City 2  
Size: Height 300 x Width 500 cm



**Lounge S**  
Motif: Tablet Lady  
Size: Height 300 x Width 300 cm



**Mobile Brand Space**  
Motif: VR Boy  
Size: Height 250 x Width 300 cm



## Specifications – production details

The following process steps and printing specifications must be observed for the printing and production of the backlit graphic surfaces of the back panels:

### Image database

Angaben zur internen Bild-Bezeichnung, Bild-Nummern; evtl. sogar Verlinkung, wo das jeweilige Bild zu finden ist

Bilder liegen im Bildpool in zwei Auflösungen vor:

- low res
- high res

### Input Munich Re

### Image size, resolution, colour space

Please create print data in original size 1:1 or in scale 1:10.

Resolution at 1:1  
 Up to 1 m<sup>2</sup>: 300 dpi  
 Up to 3 m<sup>2</sup>: 150 dpi  
 Up to 5 m<sup>2</sup>: 100 dpi  
 From 5 m<sup>2</sup>: 75 dpi

Resolution at 1:1  
 Up to 1 m<sup>2</sup>: 3000 dpi  
 Up to 3 m<sup>2</sup>: 1500 dpi  
 Up to 5 m<sup>2</sup>: 1000 dpi  
 From 5 m<sup>2</sup>: 750 dpi

Always create print data in CMYK. Special colours are automatically converted to CMYK and may therefore differ on the print media.

### Colour fidelity

In case of special requirements for colour fidelity, a colour proof must be ordered or provided separately beforehand.

For black and white motives, contact the manufacturer regarding the colour system.

### Motive allowance

In general, the following print allowance applies: Add 10 mm to the left, right, and bottom.

Applied print format:  
 Area - W+20 mm x H+10 mm  
 Final visible format: Area - W x H mm

The created motive allowance will therefore finally no longer be visible. For deviating requirements, contact the manufacturer.

### File attachment in pdf

- Only one design per pdf file, no multi-page documents
- Colour gradient: pixel gradient, no vector gradient
- No white area around the print data
- No crop marks
- No colour bar or colour test fields
- No additional labelling in the document
- No transparencies
- No overprinting
- Always convert fonts to paths
- All layers reduced to background layer

### File formats

Production is PC-based. To ensure that the delivered data can be optimally processed, it should be delivered in the following formats:

- PDF single pages  
(only written from Acrobat Distiller, with the corresponding specifications such as standard PDF/X-3:2003)
- TIFF, JPG
- EPS vector data  
(always saved as Illustrator version 8.0) Graphic carrier area shown with black outline

MS Word and PowerPoint documents are not reproducible in high-quality printing processes.

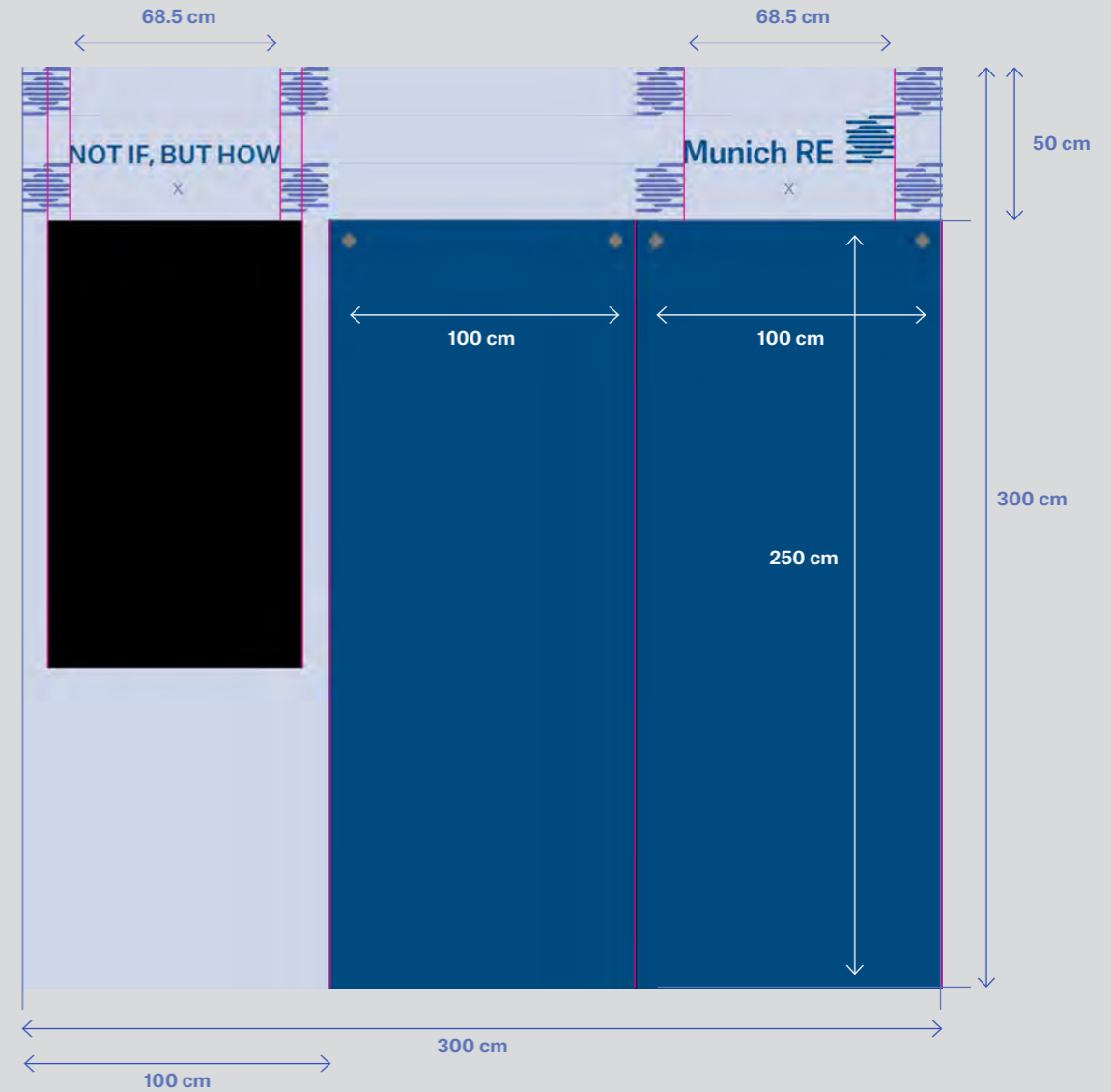
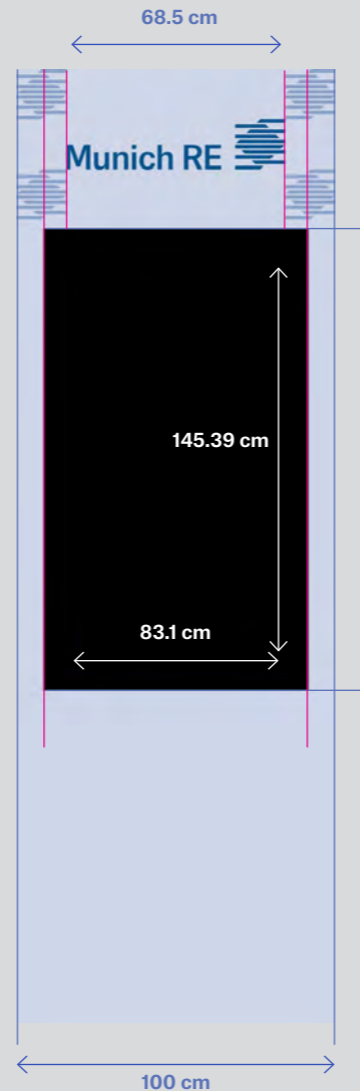
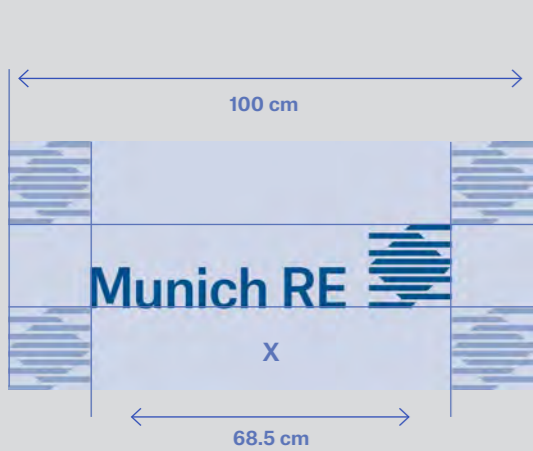
### Data archiving

Print data will be deleted by the manufacturer after the project has been completed.





Posterity and long-distance effect are very important for the brand presence in spatial application. The size and position of logo and claim are fixed and used on all backwalls.



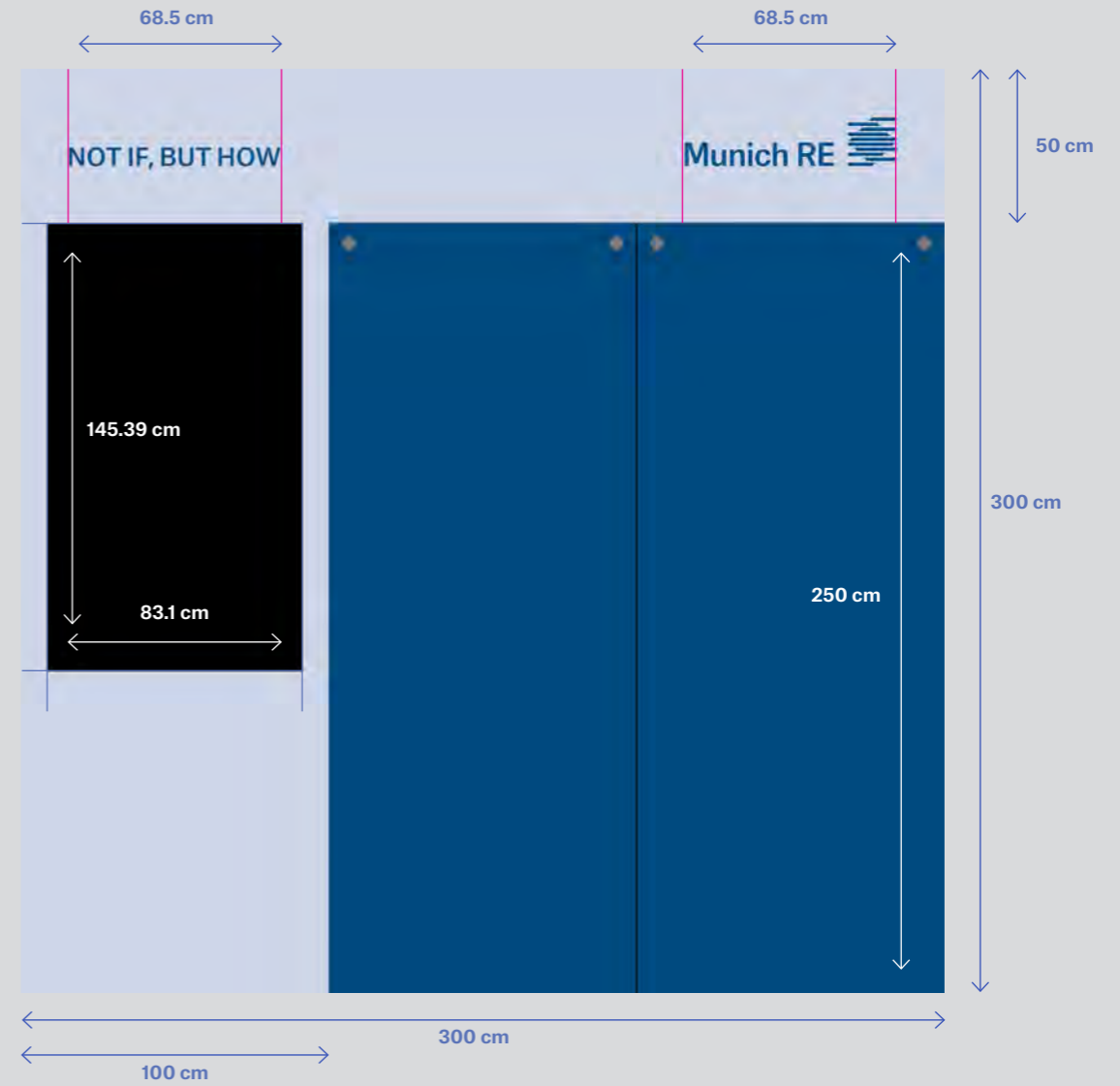
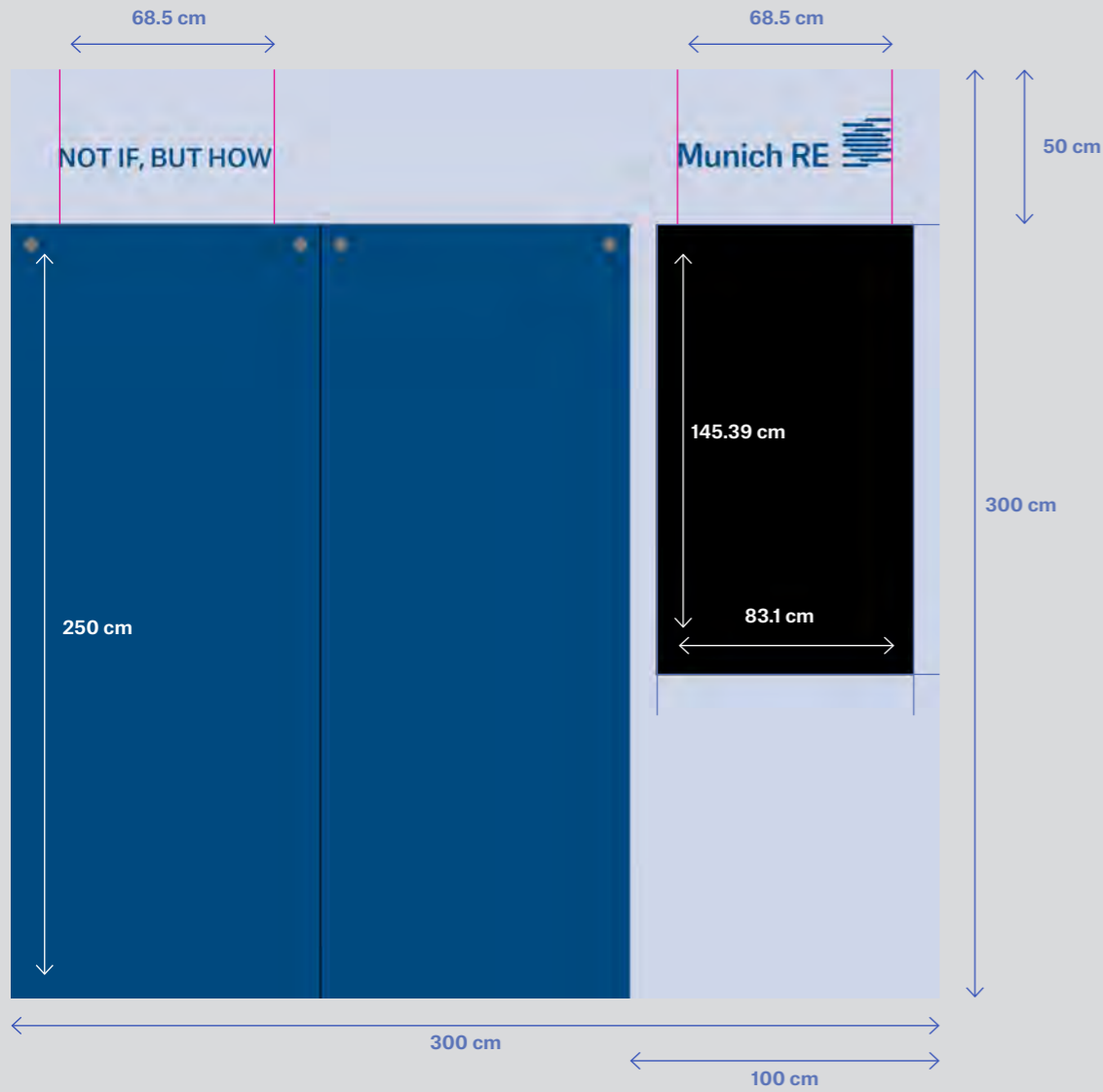
**Please note**

For basics on the use and application of logo, claim, and co-branding, visit Munich Re's Brand Portal, where you will find the Design Basics Guide. If in doubt, consult Munich Re's Brand Management.



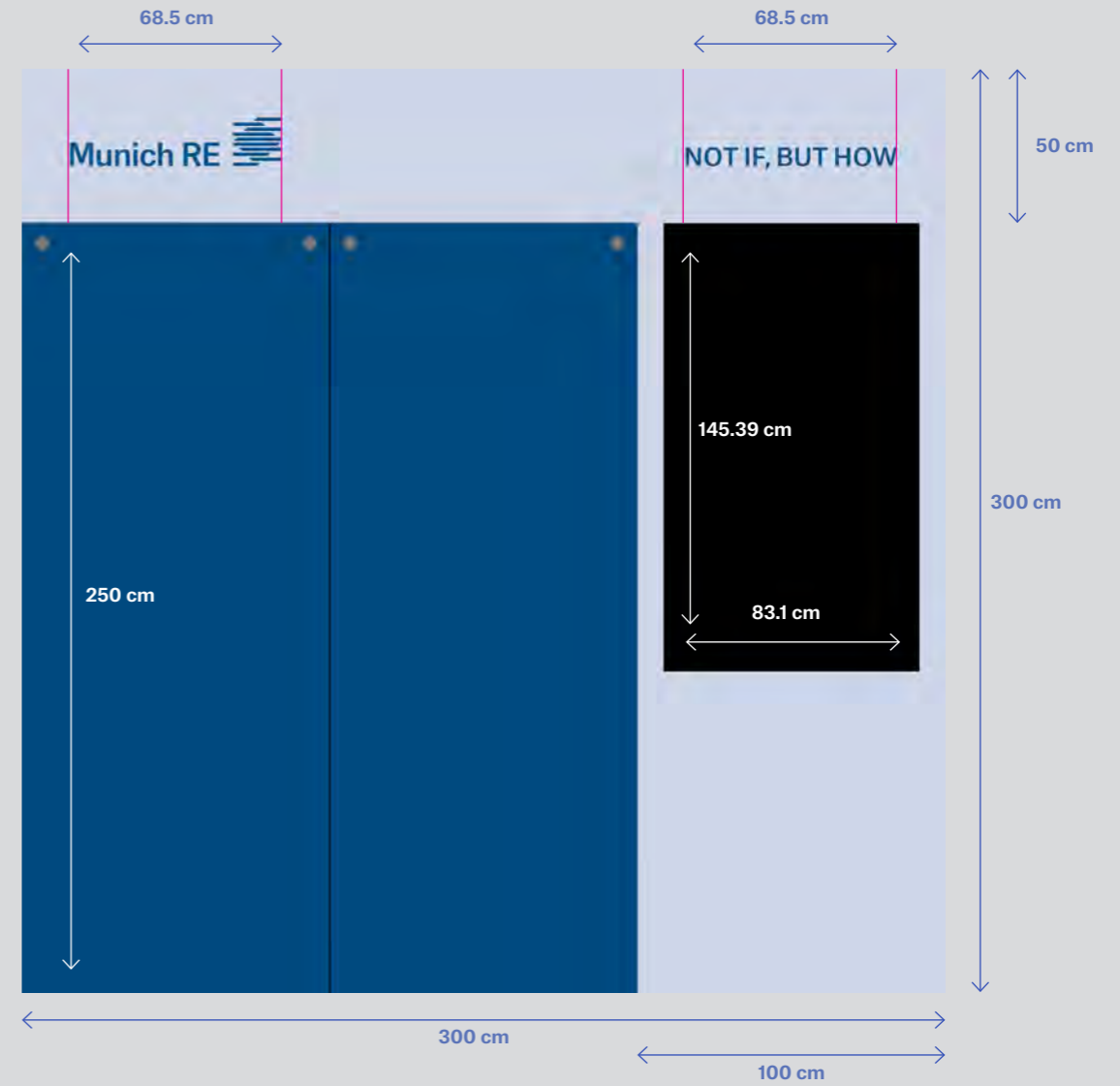
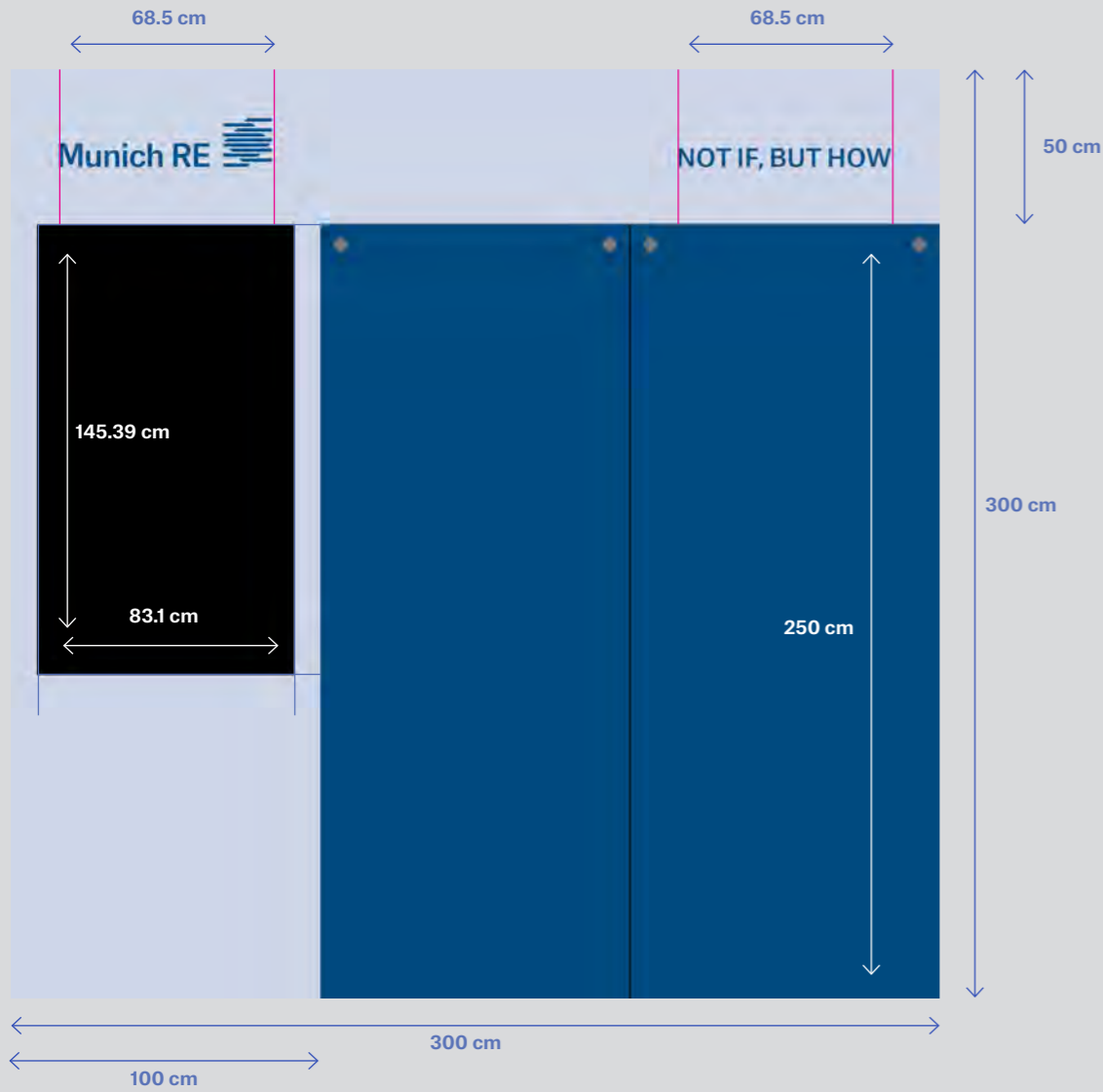
# Details

Logo and claim placement in detail  
Screen 65", portrait, logo left side



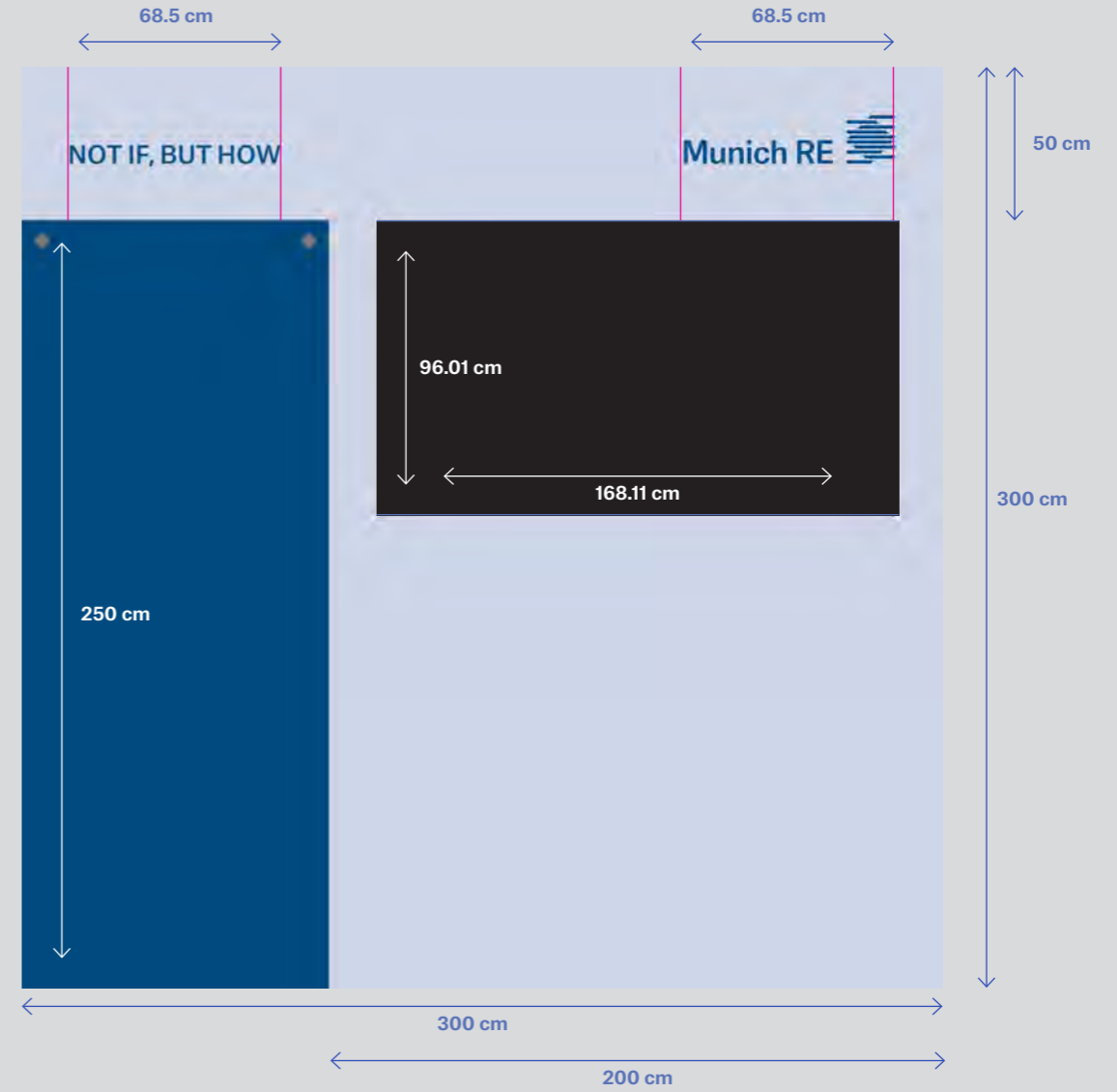
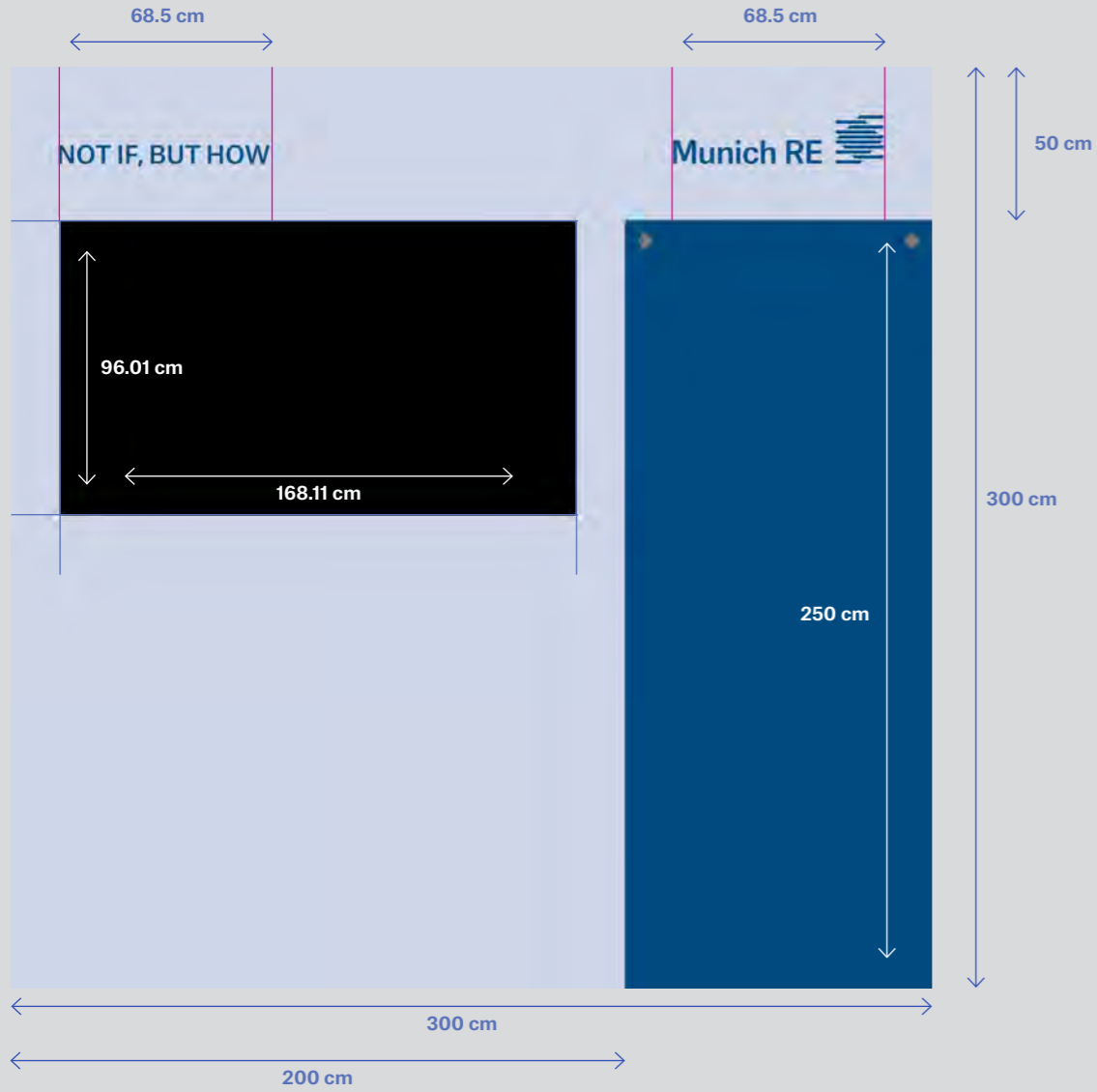
# Details

Logo and claim placement in detail  
Screen 65", portrait, logo left side



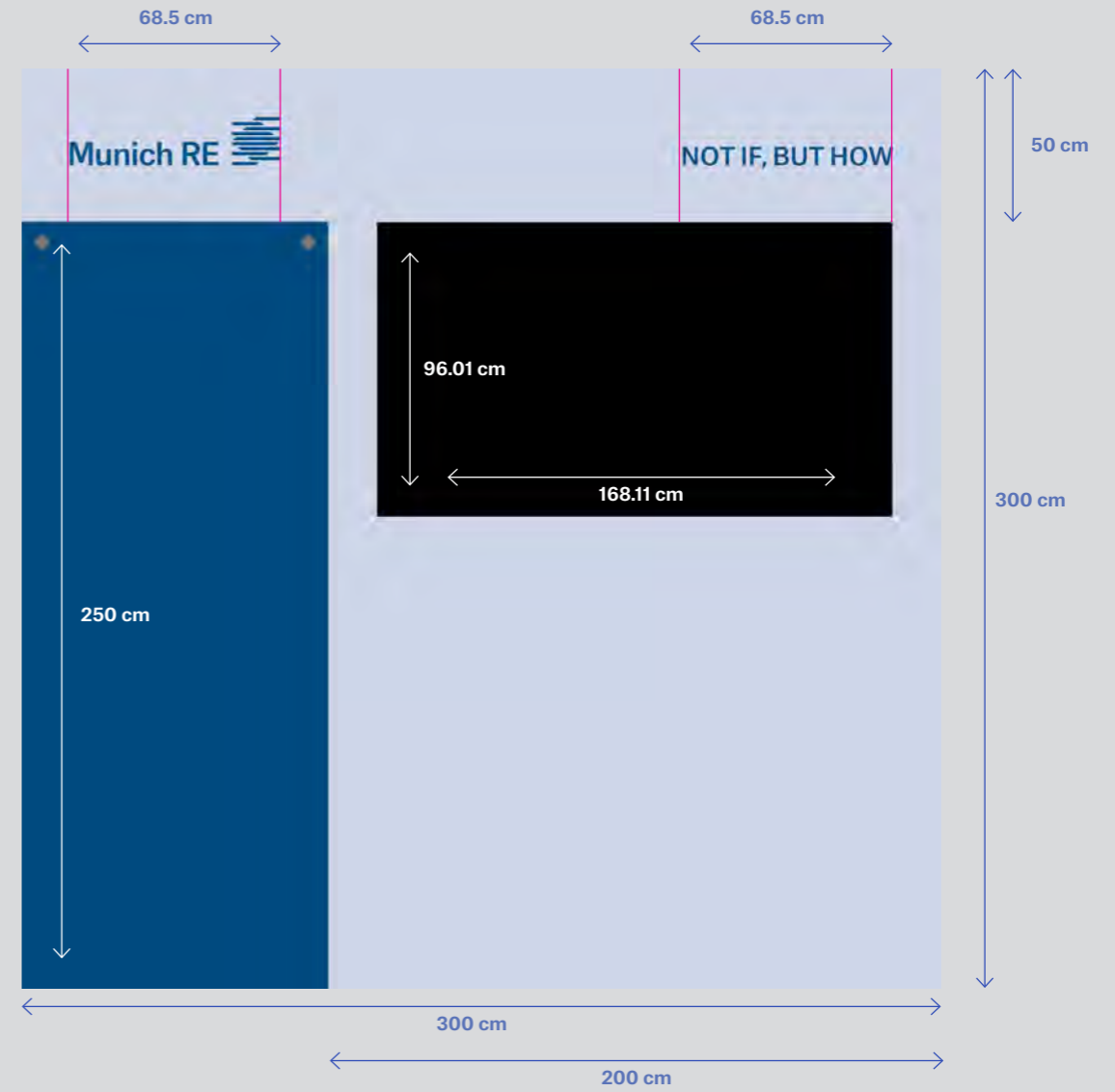
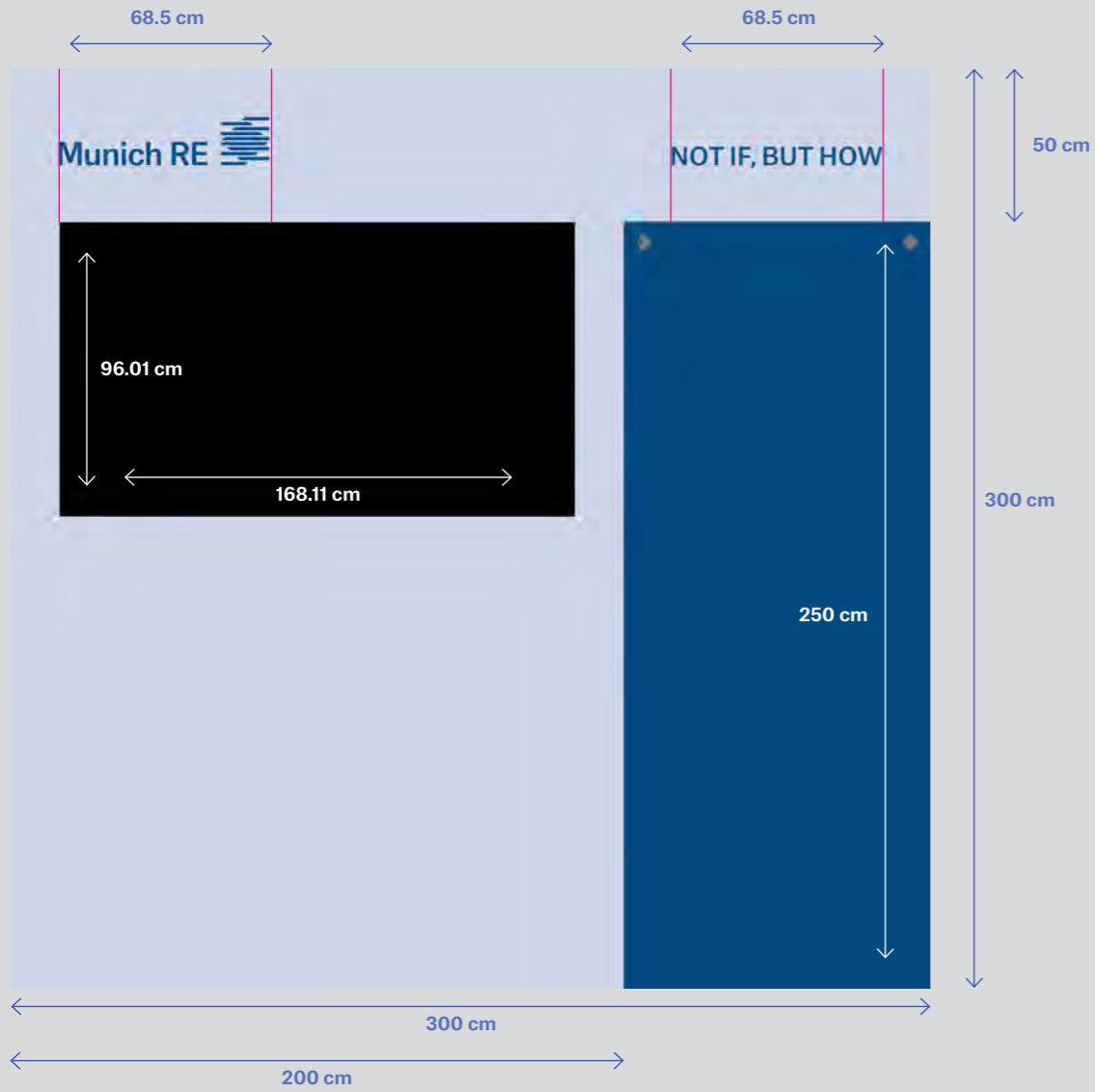
# Details

Logo and claim placement in detail  
Screen 75", landscape, logo right side



# Details

Logo and claim placement in detail  
Screen 75", landscape, logo left side





# Details

## Screen 65" – only for portrait use

**Samsung Smart LCD Signage QH65B**  
**EAN: 8806094197389**

**Display:**

Diagonal size: 163.9 cm (64.5 inch)  
Resolution: 3.840 x 2.160 (16:9)  
Brightness: 700 cd/m2 (nit)  
Haze: Non-glare

**Connectivity:**

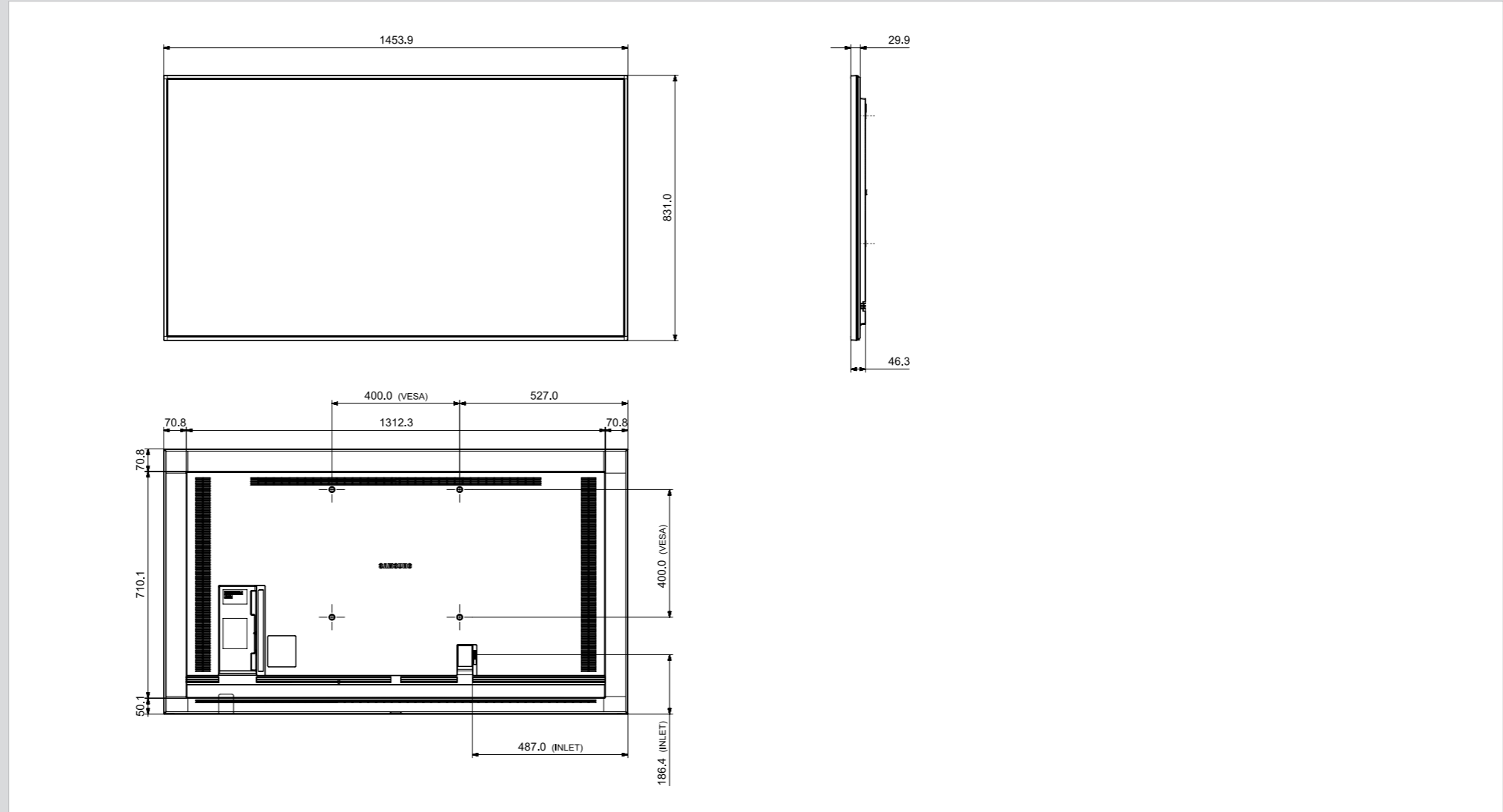
Video input: 3x HDMI 2.0, 1x DisplayPort 1.2  
USB input: 2x USB 2.0  
Sound output: 1x 3.5 mm stereo jack,  
2x 10W 2-channel integrated speakers

Internal MagicINFO player:

Operating system: Tizen 6.5  
Integrated storage: 16 GB  
Software: Workspace (Microsoft 365, VMWare, RDP),  
Smartview+ (PC)

**Multimedia:**

- Video decoder:  
MPEG-1/2/4, H.263, (UHD) H.264/AVC, H.265, VC-1,  
AVS+, HEVC, JPEG, PNG, VP8, VP9  
- Audio decoder:  
LPCM, DD, AAC, HE-AAC, WMA, MP3, etc.



# Details

## Screen 75" – only for landscape use

**Samsung Smart LCD Signage QH75B**  
**EAN: 8806094197464**

**Display:**

Diagonal size: 183.3 cm (74.5 inch)  
Resolution: 3.840 x 2.160 (16:9)  
Brightness: 700 cd/m2 (nit)  
Haze: Non-glare

**Connectivity:**

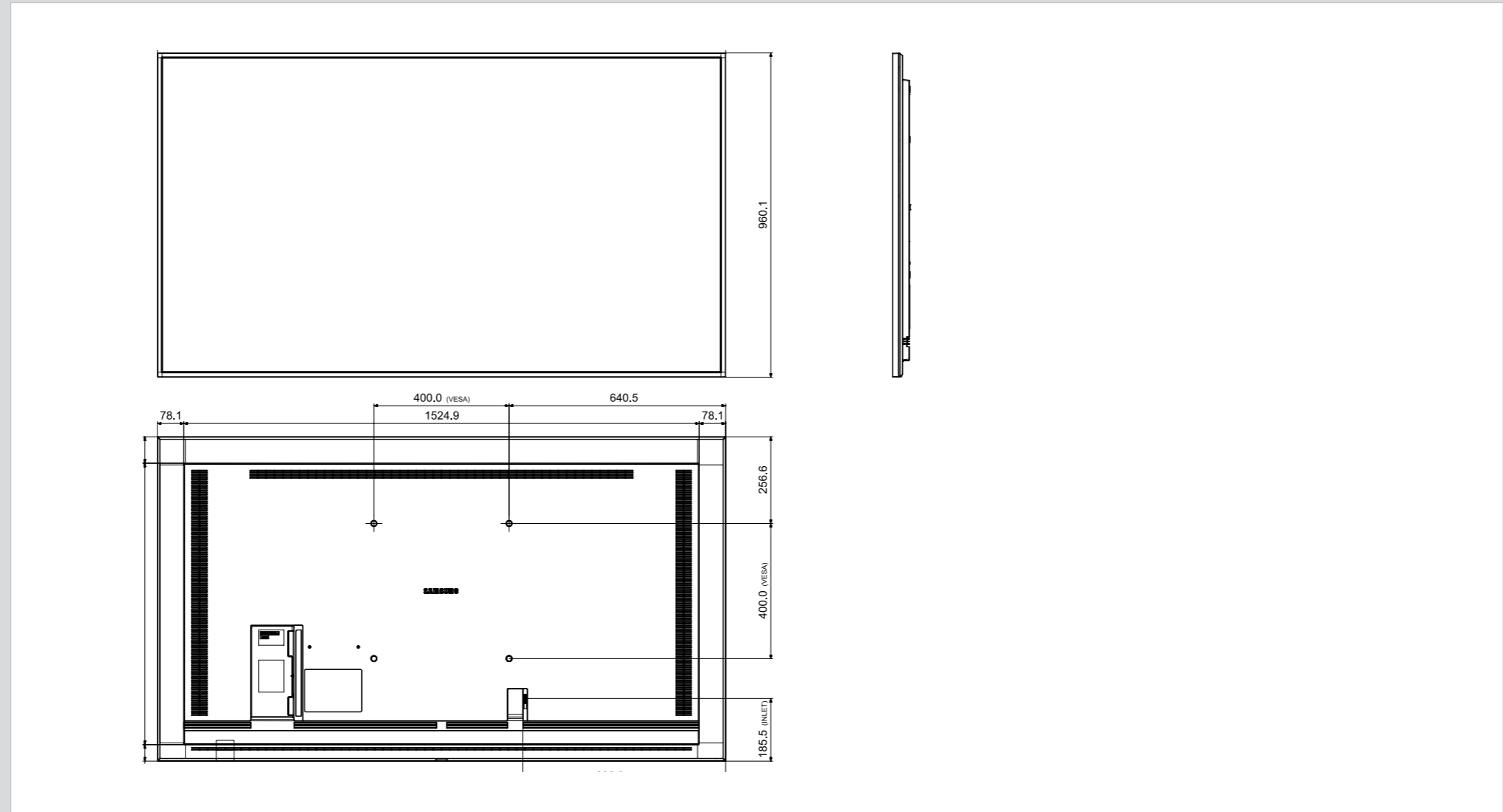
Video input: 3x HDMI 2.0, 1x DisplayPort 1.2  
USB input: 2x USB 2.0  
Sound output: 1x 3.5 mm stereo jack,  
2x 10W 2-channel integrated speakers

Internal MagicINFO player:

Operating system: Tizen 6.5  
Integrated storage: 16 GB  
Software: Workspace (Microsoft 365, VMWare, RDP),  
Smartview+ (PC)

**Multimedia:**

- Video decoder:  
MPEG-1/2/4, H.263, (UHD) H.264/AVC, H.265, VC-1,  
AVS+, HEVC, JPEG, PNG, VP8, VP9  
- Audio decoder:  
LPCM, DD, AAC, HE-AAC, WMA, MP3, etc.



# Spatial concept exceptions

## Spatial concept exceptions

The spatial concept also includes modified solutions for events with special requirements.

**The use of “exceptional solutions” is only allowed under the following circumstances:**

Limited possibility of using one’s own furniture elements on-site

Site construction restrictions

Organisation of events with very short setup times

Very short duration with limited personnel or time investment



### Please note

These exceptional solutions may only be used after consultation with the event team.

There are multiple backlit walls (frame-construction) in inventory. Special requirements regarding exceptional formats can be arranged with the responsible fair organiser.

### “X-tra Print”

The blue brand filter is integrated and printed with the graphic on the self-lit backgrounds of Munich Re’s spatial concept.

Flooring, logo cube and the Munich Re counter and furnishings are maintained.

### “Pop-Up”

Mobile trade fair system (graphics / self-lit backgrounds)-

Rented furnishings.

Munich Re counter and furnishings are preferred. Logo cube if possible.

### “On-Site”

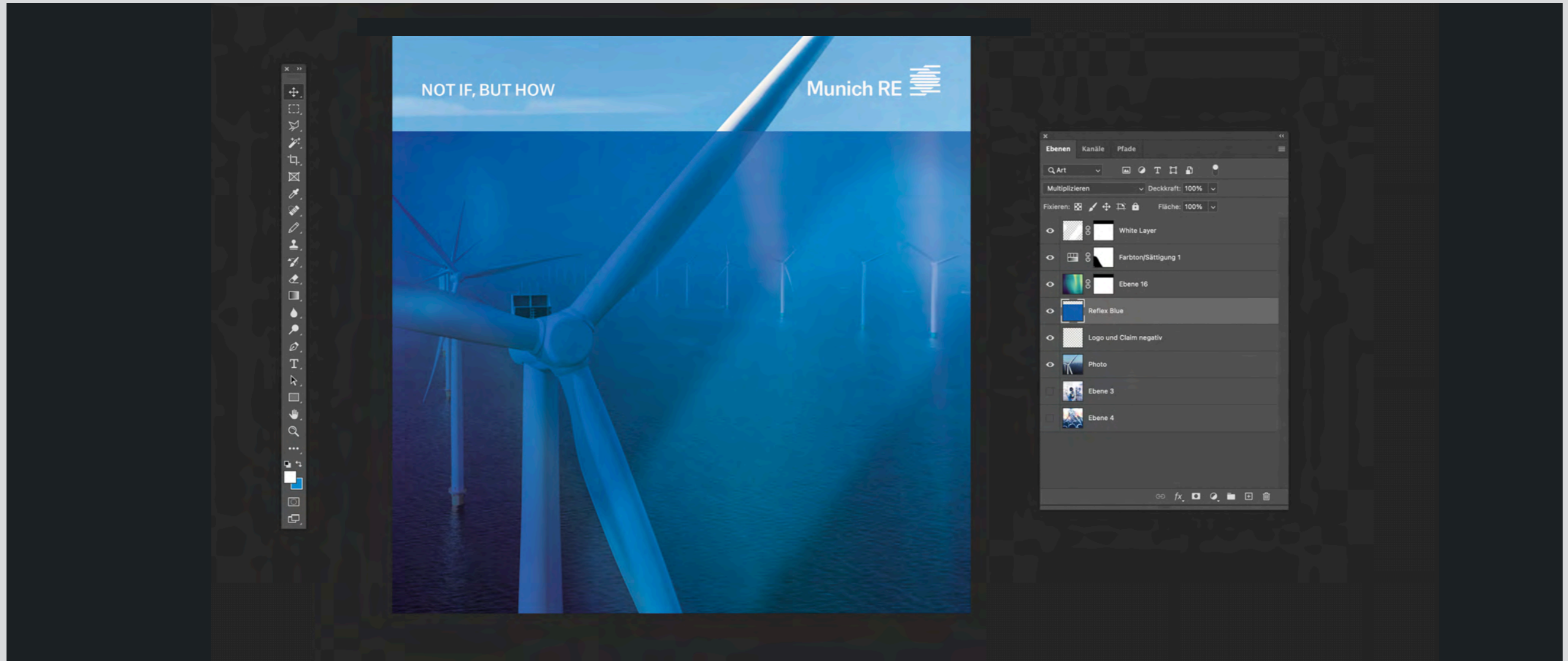
Use of the wall systems provided by the event organiser.

Munich Re only supplies the printing data. The format is supplied by the event organiser and individually tailored.

Logo cube if possible.

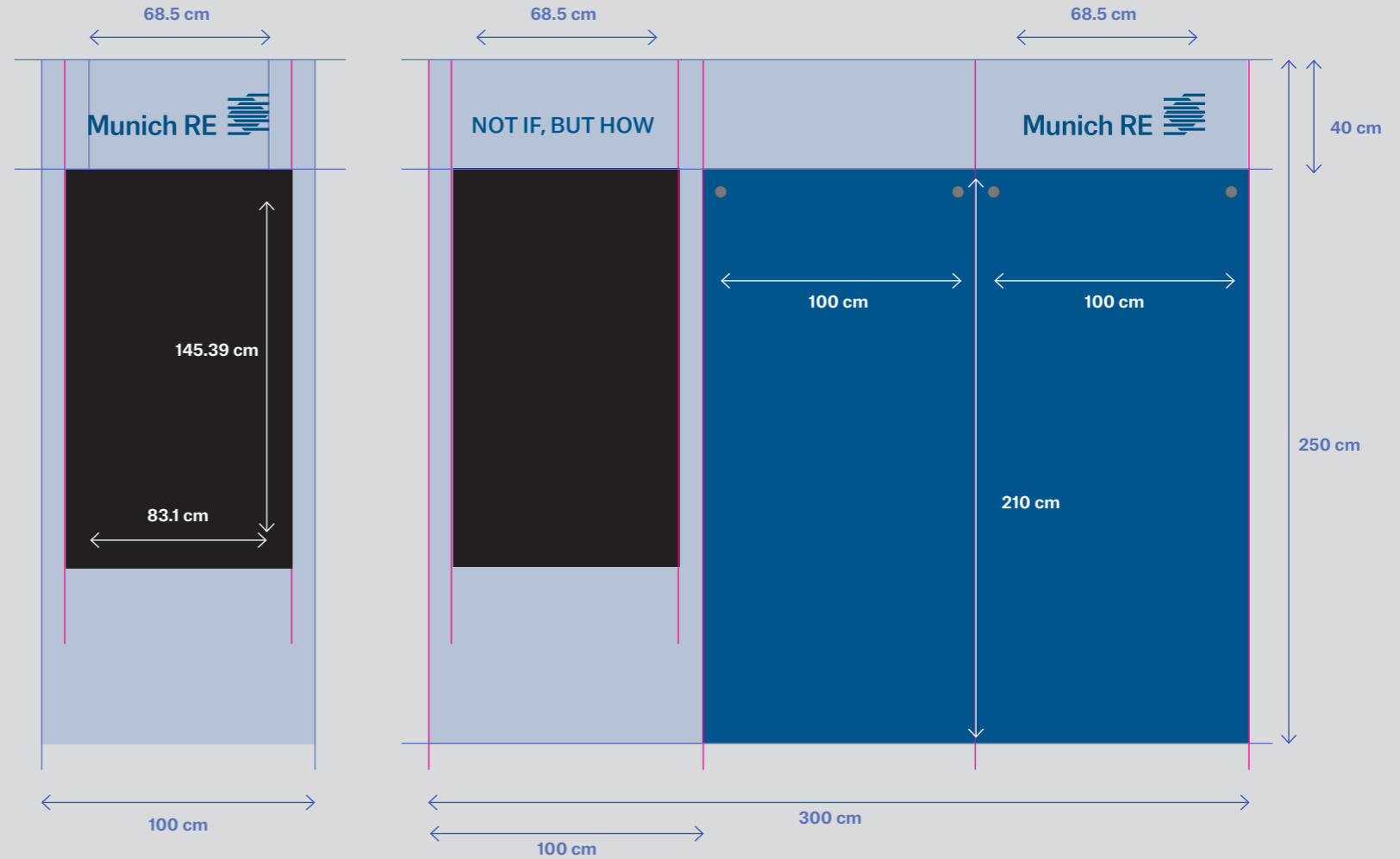
## Specifications – printed brand filter

The blue brand filter is integrated and printed with the graphic on the self-lit backgrounds of Munich Re's spatial concept. For these exceptional cases, the presented file (see screenshot) was developed.





Exceptional solutions are often reduced in height.  
 (Height = 250 cm instead of 300 cm)  
 This affects graphics on the backwalls.



**Please note**

For basics on the use and application of logo, claim and co-branding, visit Munich Re's Brand Portal, where you will find the Design Basics Guide. If in doubt, consult Munich Re's Brand Management.

Spatial concept  
North America set

## Overview, North America set

The North America set differs slightly from the EU set: In particular note the different wall element height of 250 cm.



Rear wall elements

Storage elements  
and PC element

Flexible  
room divider

3D logo cube,  
large and  
small

Mobile brand  
space

Space elements /lounges (6 pieces)

Stela with  
small screen  
(landscape)

Service station /  
coffee bar

## Elements, stock overview North America set

The welcome brand area consists of a counter with backwall and applied brand filter, which both vary in size.

The logo cube can act as a standalone element but can not be used as a counter.



### 3D logo cube

Width 119 x Height 110 x Depth 60 cm

### 3D logo cube, small

Width 29 x Height 29 x Depth 16 cm

### Service station

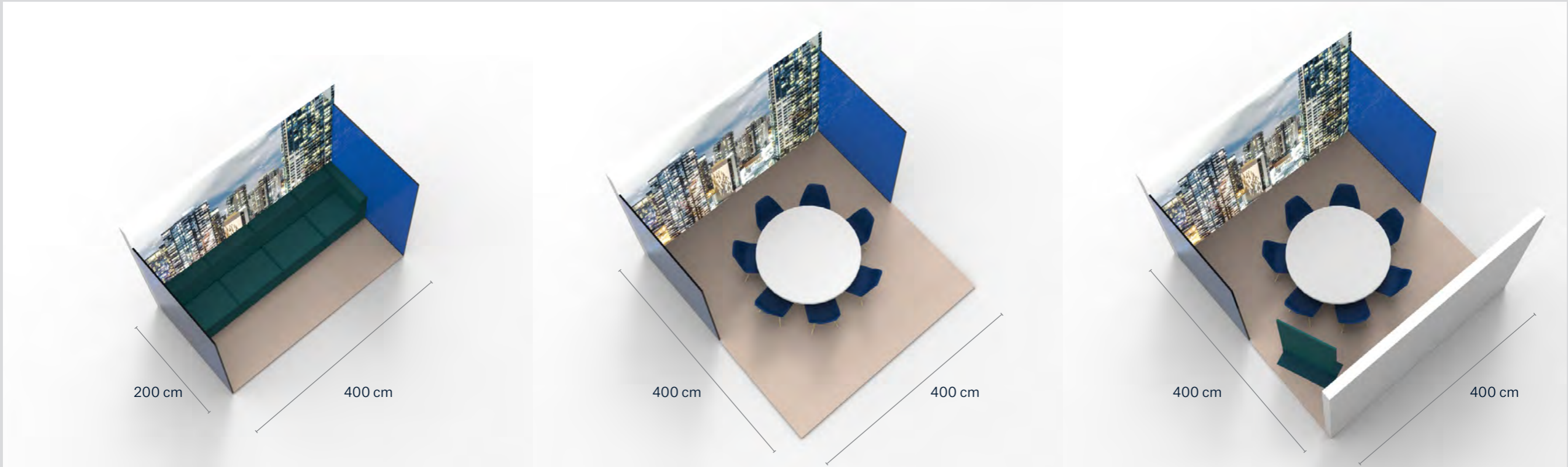
Backwall with floor and counter:  
Width 300 x Height 250 x Depth 200 cm

### Information stele

Stele with small screen (landscape)  
Width 100 x Height 250 cm

## Elements, stock overview North America set

For the North America set, the lounges have been further developed to meeting areas – to create a more intimate work situation.



### Lounge elements

#### Dimensions:

Set: Height 2.5 x Length 4.0 x Width 2.0 m

Wall: Height 2.5 x Length 4.0 x Width 0.2 m

Sides: Height 2.0 x Length 1.0 x Width 0.01 m

#### Material:

Wall: lightbox fabric print

Sides: glass panels, blue foil

Floor: carpet, warm grey / sand



## Elements, stock overview North America set

The mobile brand space is an exclusive closed space for a more intense brand experience that can be modified depending on the use case. In 2019, we started with a VR experience (see best practice gallery).

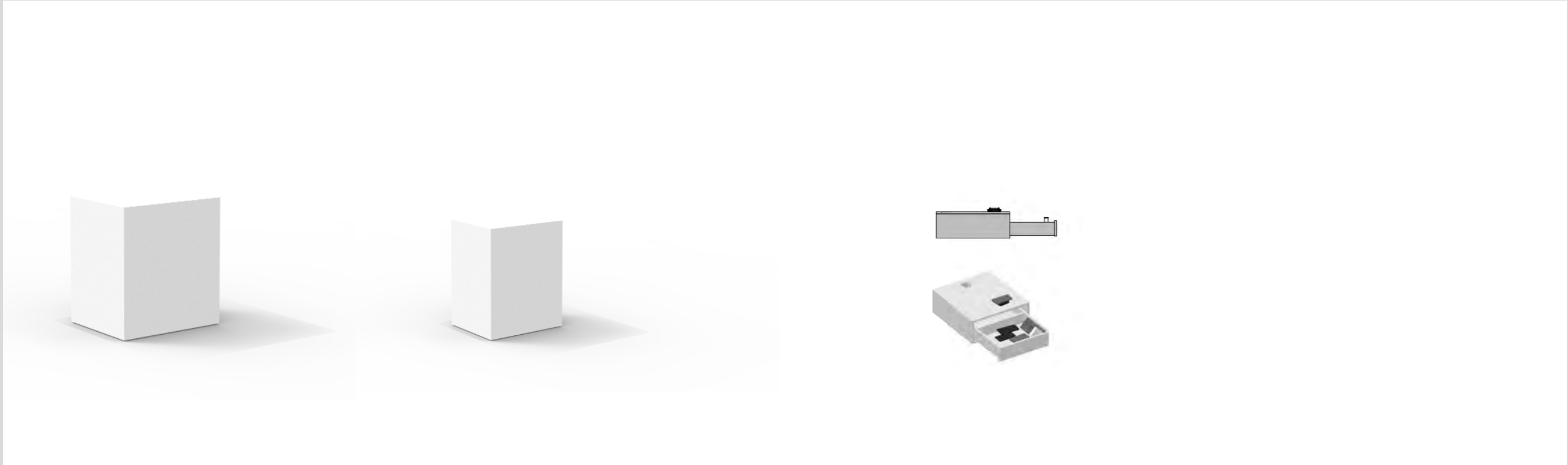


### Mobile brand space

Width 300 x Height 250 x Depth 300 m

## Elements, stock overview North America set

Counters provide flexible workspace and are available in different sizes, including storage space, depending on needs.



### Bar / Counter

Counter / storage element  
(with double door and locker)

Dimensions: Counter / storage element:  
Height 100 x Length 100 x Width 60 cm  
Material: surface spray paint glossy RAL 9016  
Amount: 7 pieces

### PC furniture VR:

Small counter / storage element  
(with double door and locker)

Dimensions: Height 90 x Length 80 x Width 40 cm  
Material: surface spray paint glossy RAL 9016  
Amount: 1 piece

### Charging station in drawer

Can be integrated in all counters  
2 pieces

## Elements, stock overview North America set

Rear wall elements and flexible room dividers complete the set. The roomdividers are acoustic elements and can also be used as pin boards.



### Rear wall elements

Dimensions:

Height 250 x Length 700 x Width 12 cm (1 piece)

Height 250 x Length 400 x Width 12 cm (2 pieces)

Height 250 x Length 150 x Width 12 cm (12 pieces)

Material:

Surface fabric, white

### Flexible room dividers

(Should be also used as pin board)

Dimensions:

Height 180 x Length 100 x Width 12 cm

Materials:

- Surface fabric Kavadrat Hallingdal 65 or similar

- Sublayer of cork or similar under the finish

- Foot for stand-alone: spray-paint same colour as fabric

Amount:

6 pieces grey; 6 pieces turquoise



**Lounge chairs**  
2 colours

**Cushions**  
5 colours

**Side table**

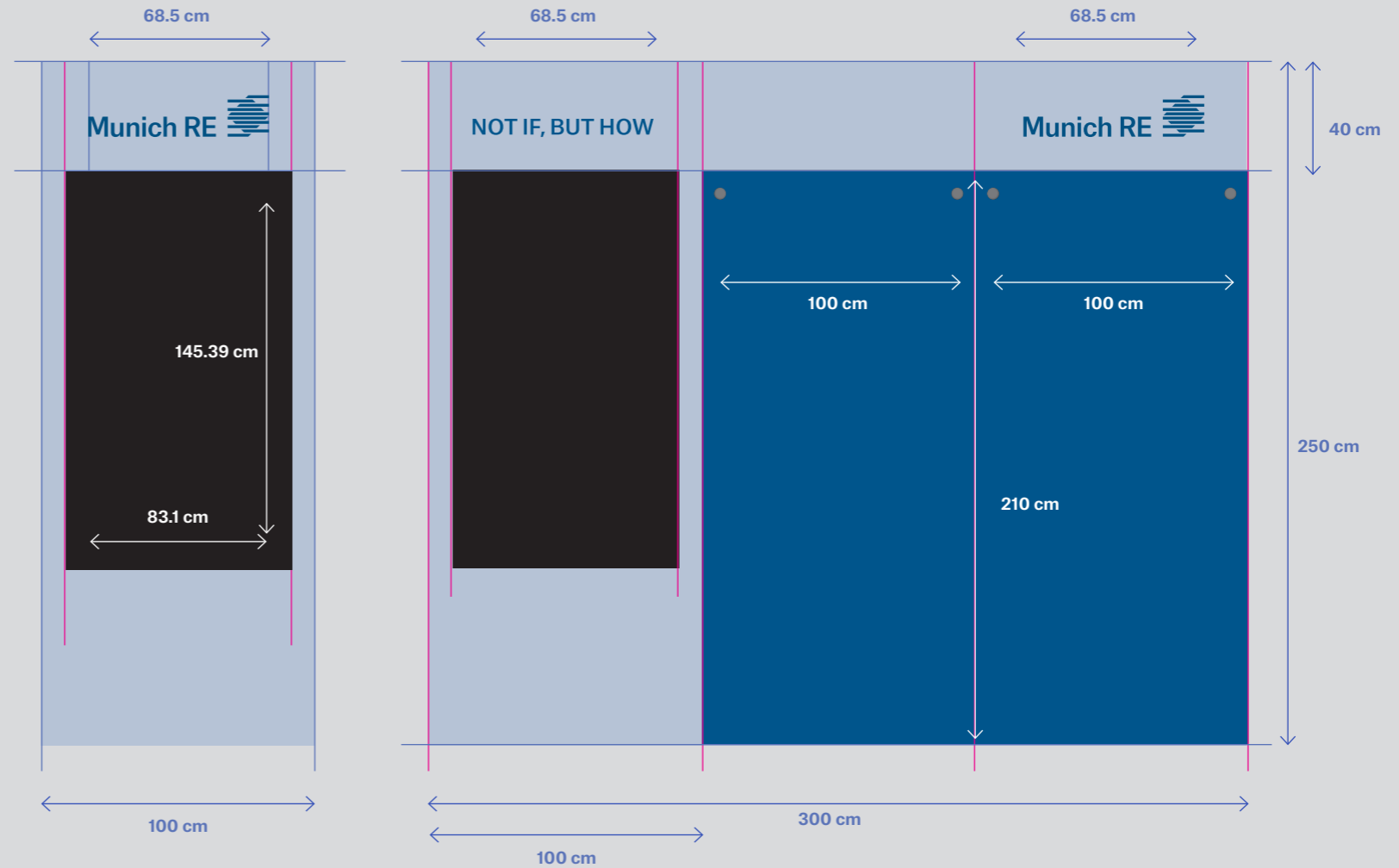
**Chair**

**Table**

**Barstool**

**High table**

The deviating height of the rear wall affects the position of logo and claim, as well as the dimensions of the brand filter. Here the brand filter has a height of 210 cm.



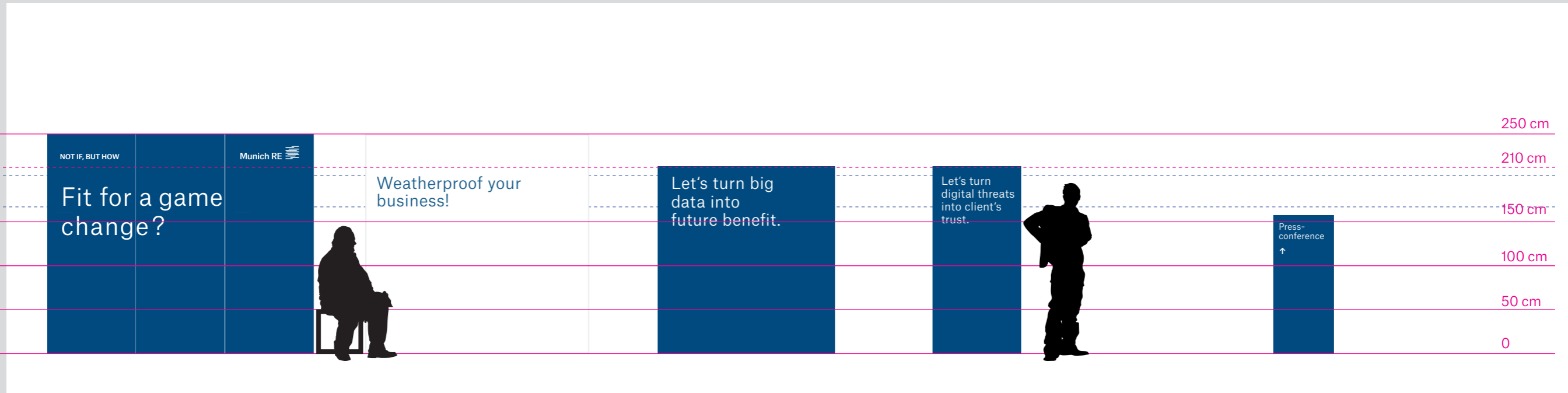
**Please note**

For basics on the use and application of logo, claim, and co-branding, visit Munich Re's Brand Portal, where you will find the Design Basics Guide. If in doubt, consult Munich Re's Brand Management.



# Branding and communication zones

Live Communication in spatial application depends on specific visual axes, eye levels, and proximate and distance effects. Also pay attention to the different height of the Europe set.



### Typography

For basics and further information on the use and application of typography, see brand portal and the design basics guide.

### Typeface in spatial application

- As few different font sizes as possible are used.
- Ensure a uniform height (spatial) in the room.
- If possible, lettering should not cross the gaps of the brand filter elements. This can be achieved by changing the word spacing and tracking. Exceptions are possible.

### Eye level

According to DIN CEN ISO/TR 7250-2, the average eye level when seated is between 75 and 80 cm, measured from the seat surface at a height of 45 cm, i.e., a total of 120 - 125 cm from the top of the floor. According to this standard, the average eye level when standing is between 151 and 163 cm.

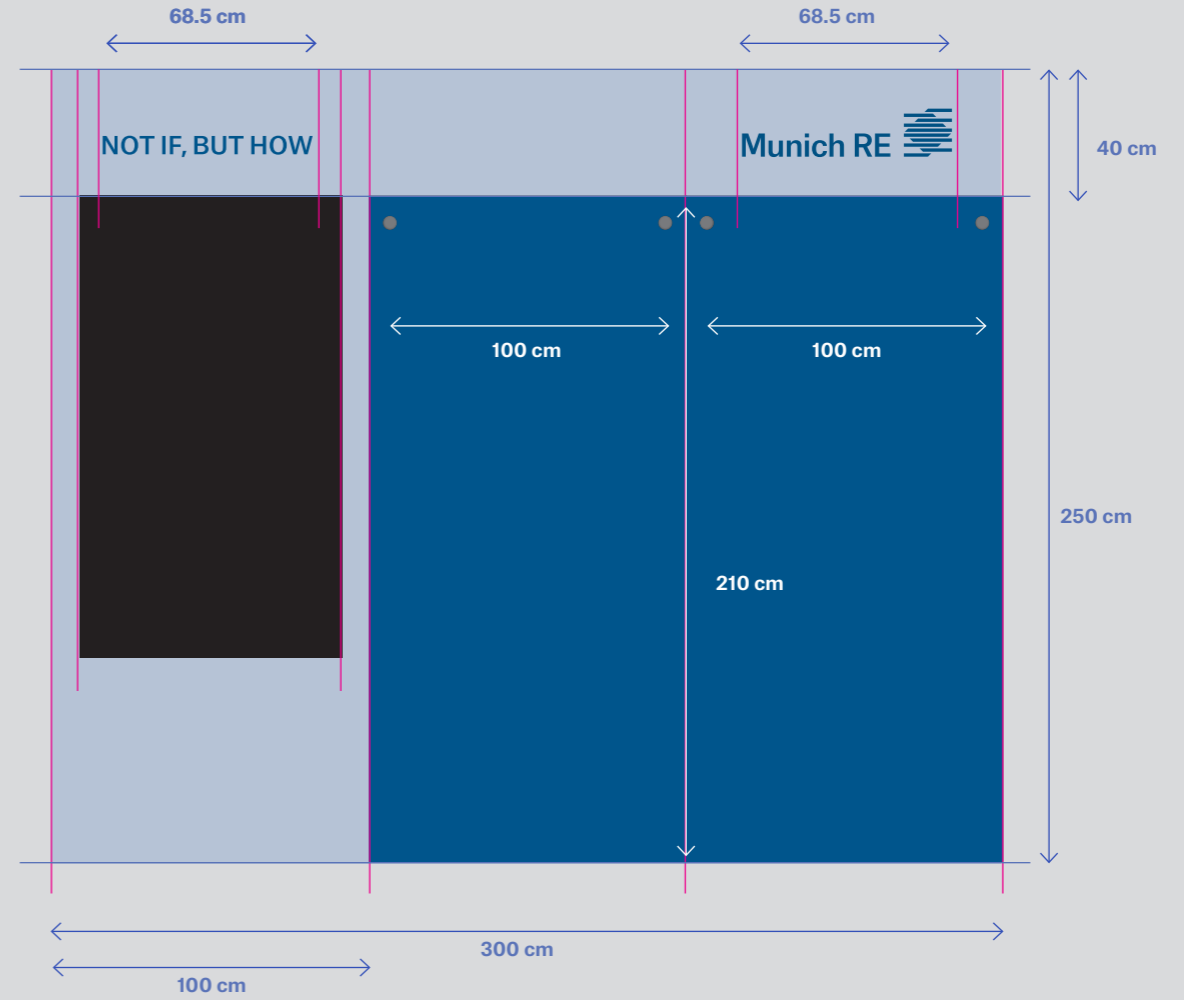
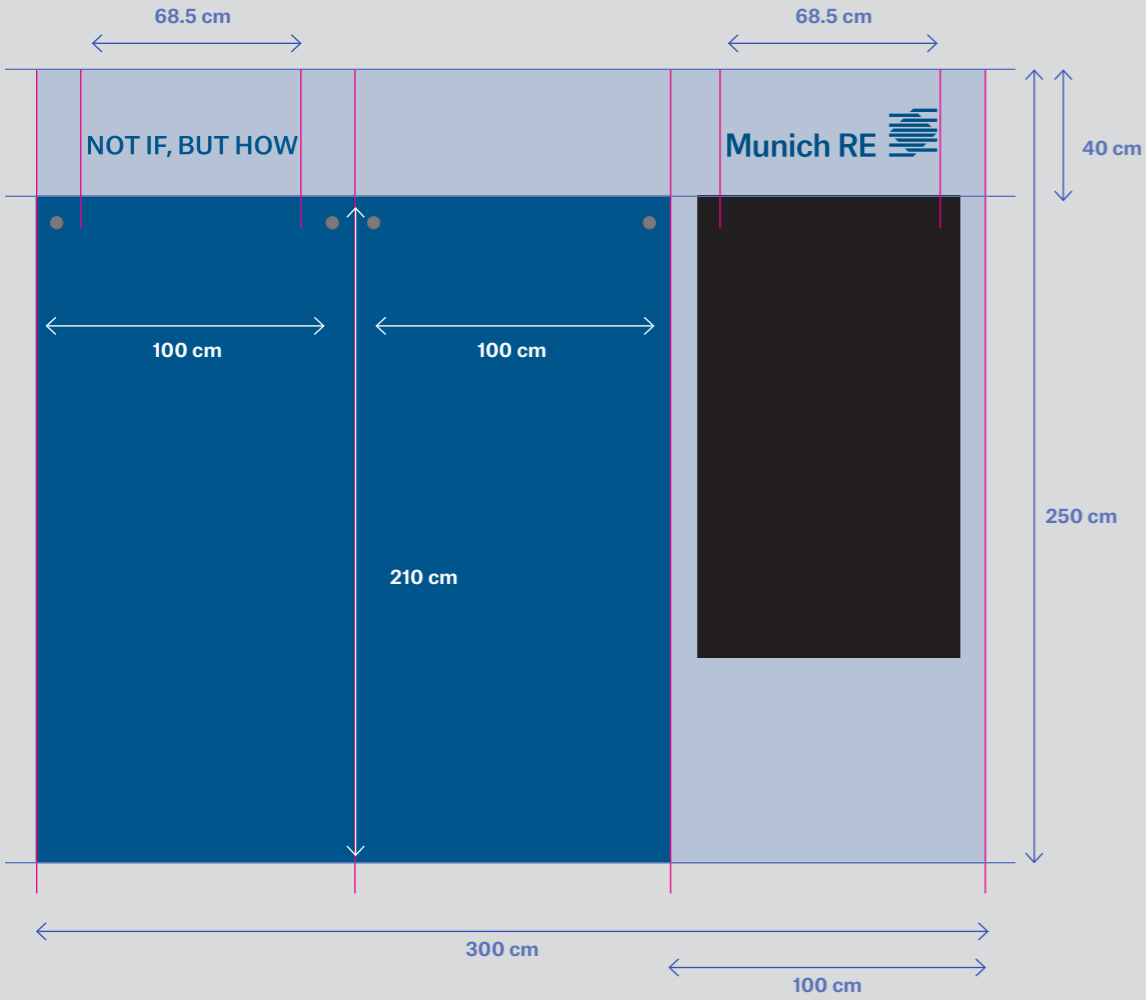
### Concealed surfaces through counters, furniture, and people

Graphic surfaces are concealed by furniture positioned in front of them. The following dimensions must be observed:

- Sofa and chairs approx. 45 - 50 cm
- Tables: approx. 75 cm
- Standing tables: 109 cm
- Counters / counter: 110 cm

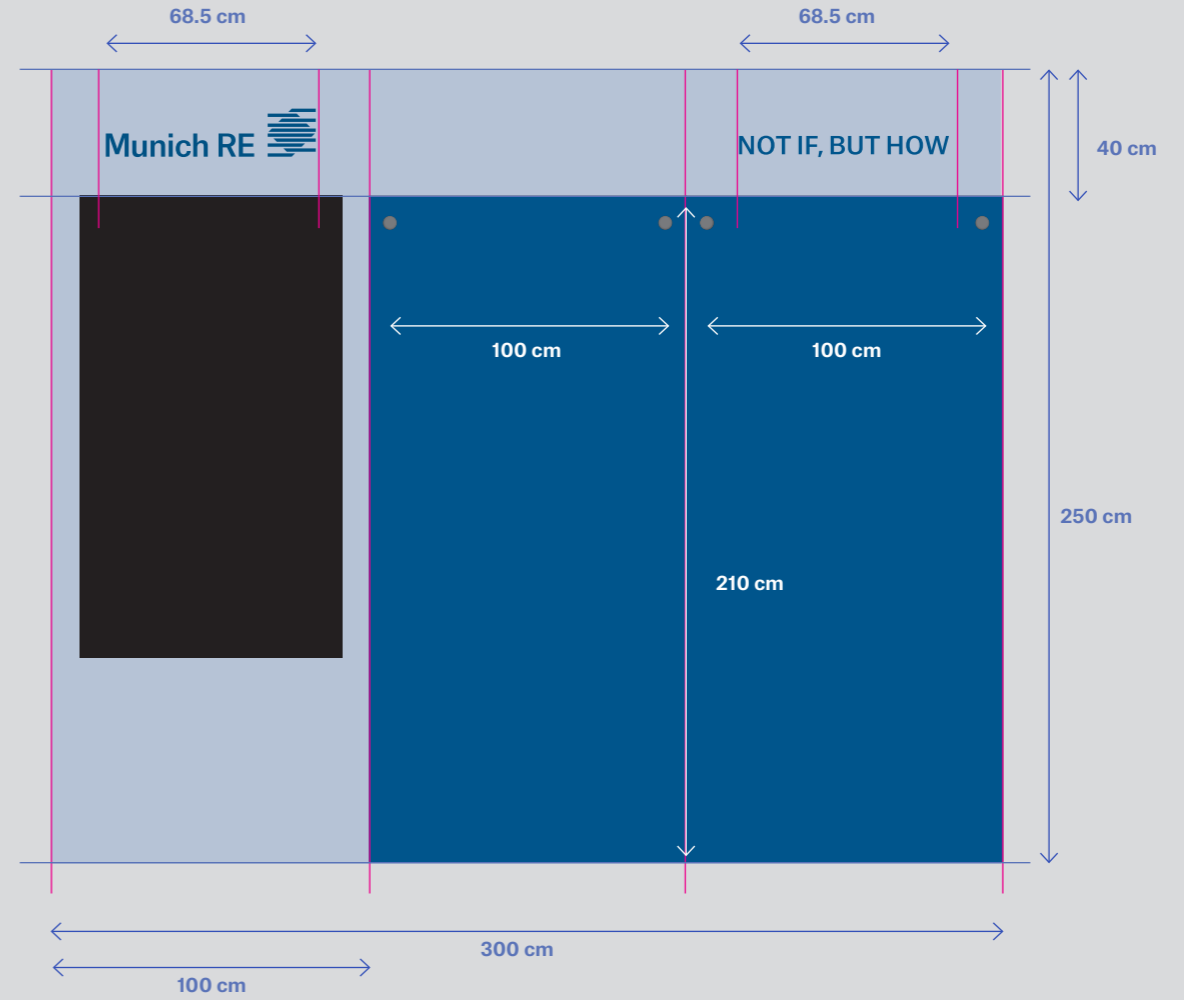
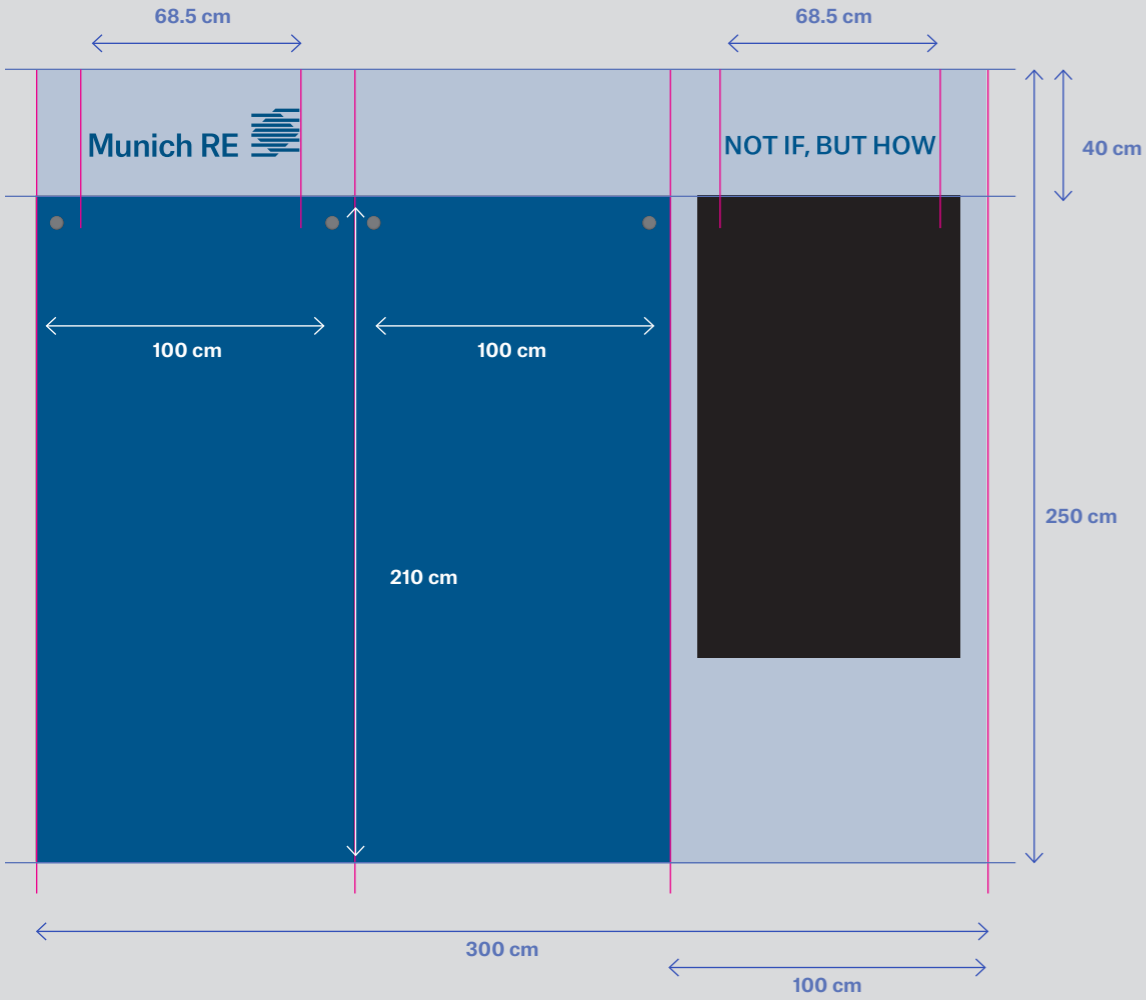
# Details, North America set

Logo and claim placement in detail  
Screen 65", portrait, logo right side



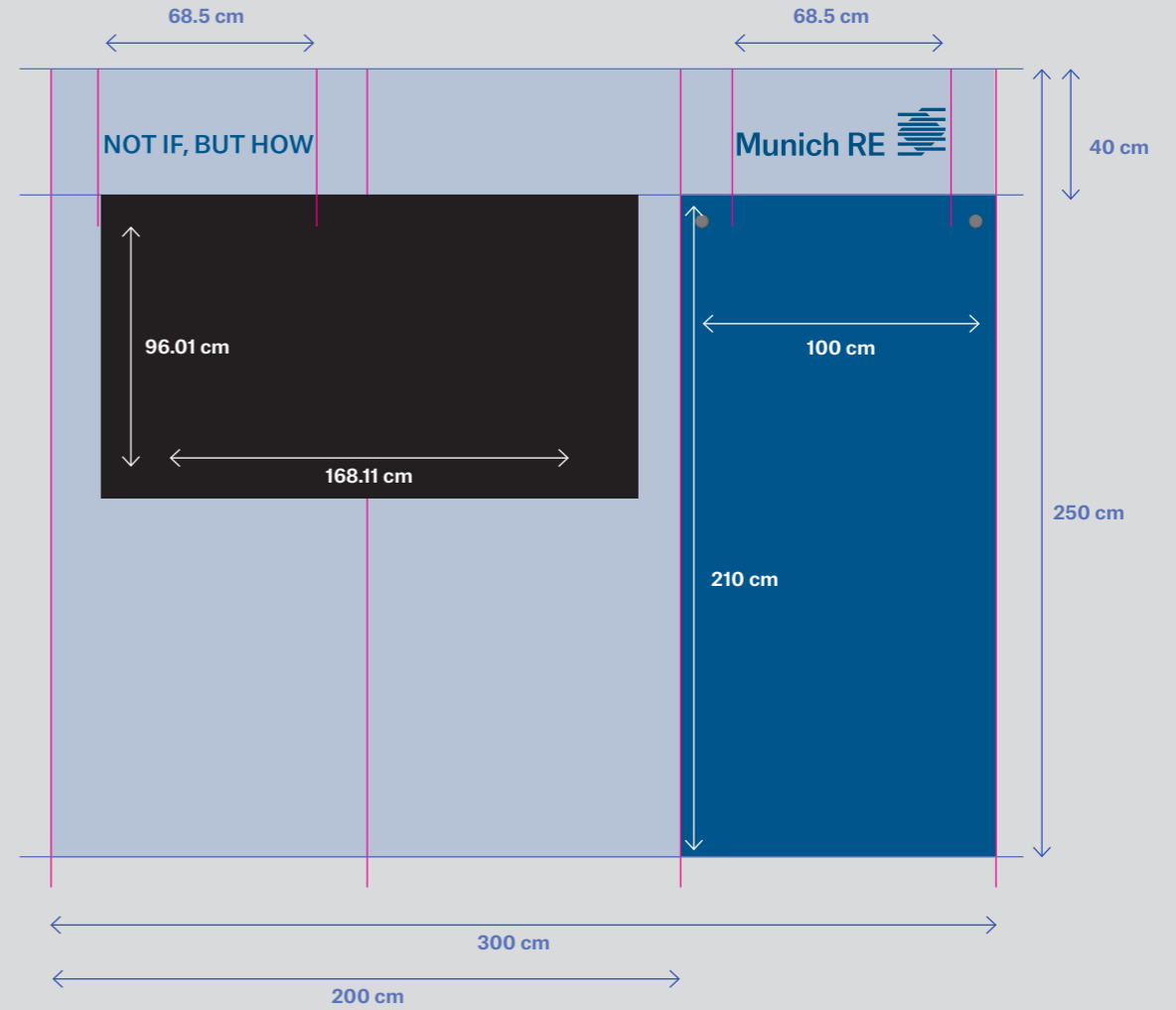
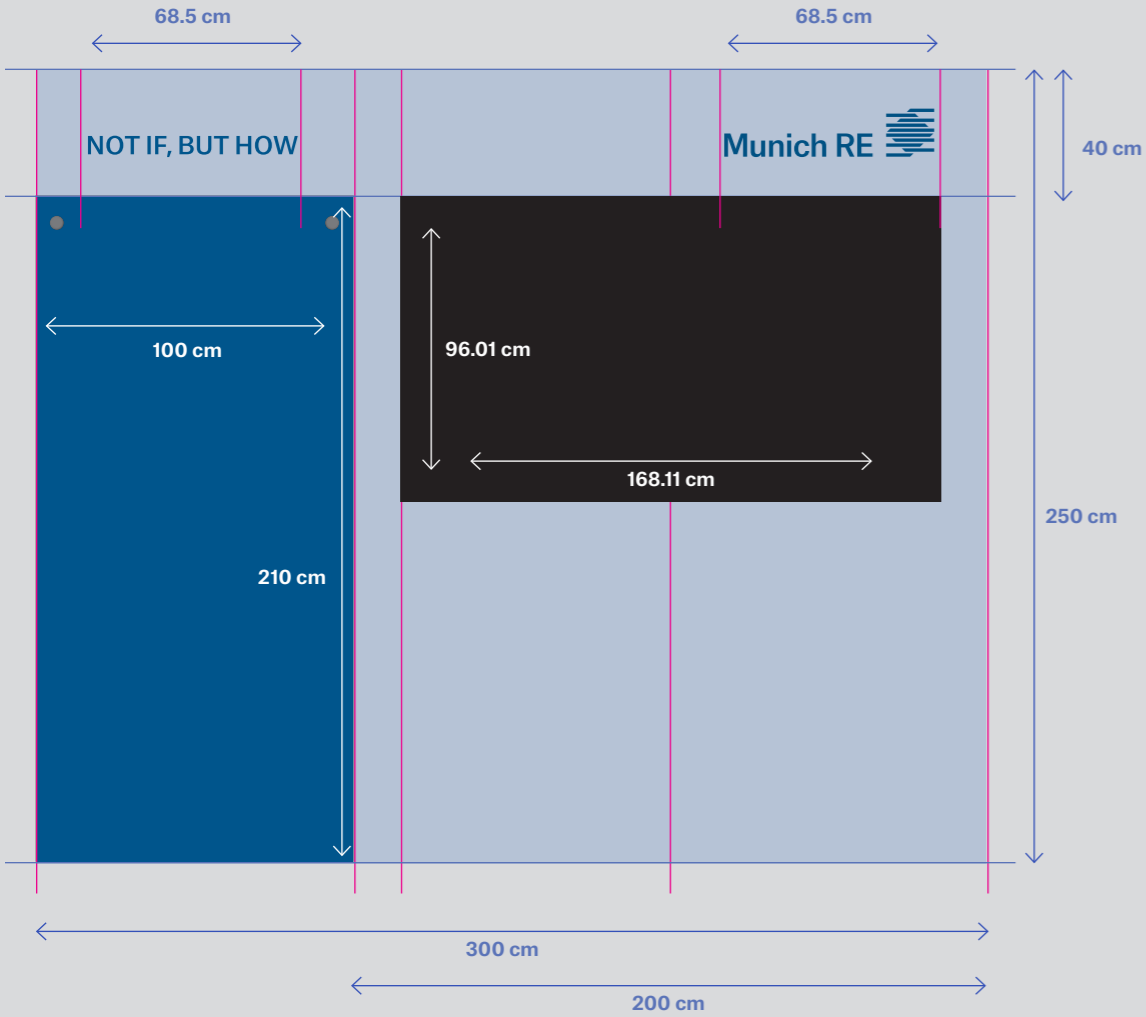
# Details, North America set

Logo and claim placement in detail  
Screen 65", portrait, logo left side



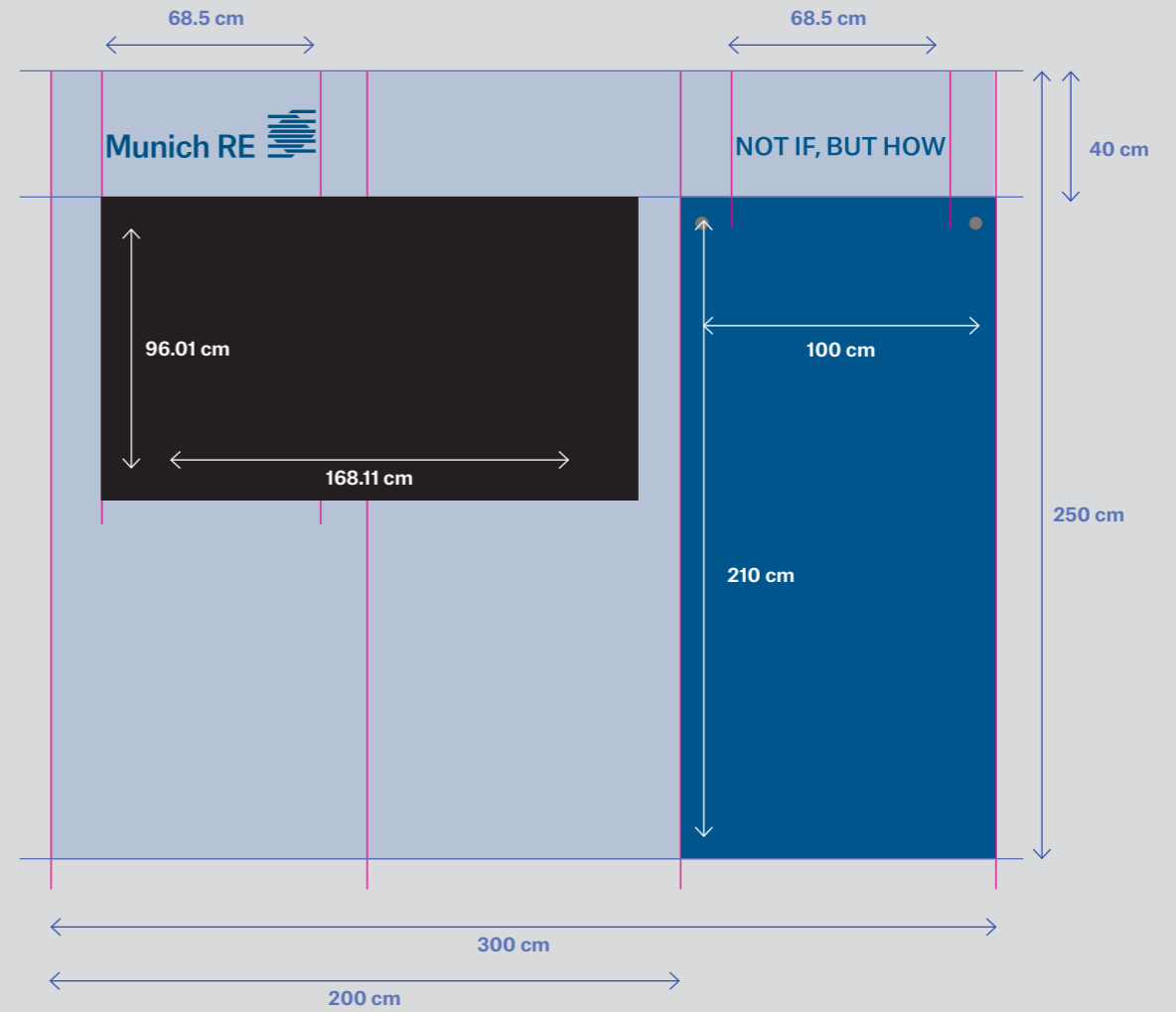
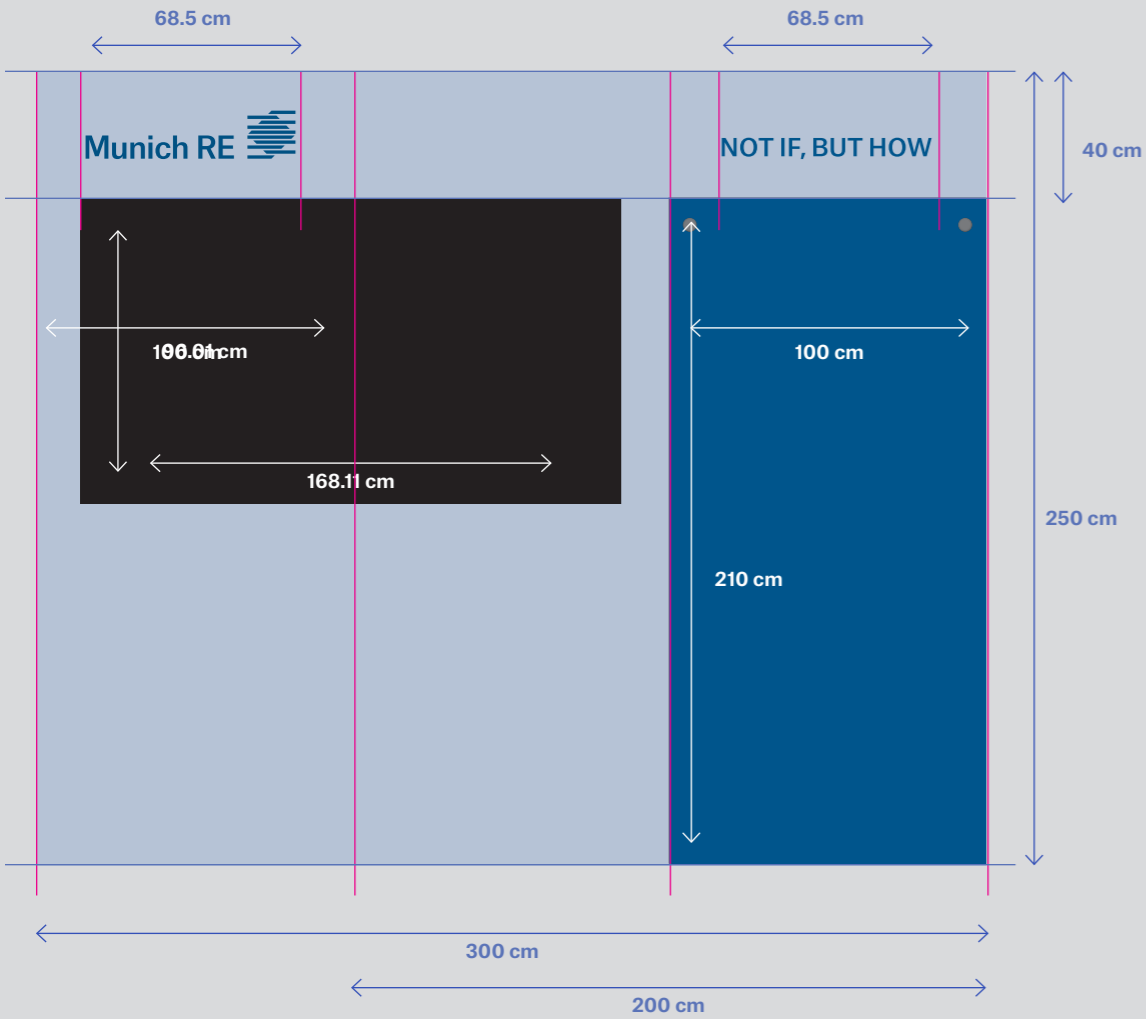
# Details, North America set

Logo and claim placement in detail  
Screen 75", landscape, logo right side



# Details, North America set

Logo and claim placement in detail  
Screen 75", landscape, logo left side





# Gallery of Live Communication

Reinsurance Meeting, Rendez-Vous de Septembre, Monte Carlo





Reinsurance Meeting, Rendez-Vous de Septembre, Monte Carlo





Reinsurance Meeting, Rendez-Vous de Septembre, Monte Carlo





Reinsurance Meeting, Rendez-Vous de Septembre, Monte Carlo





# Gallery

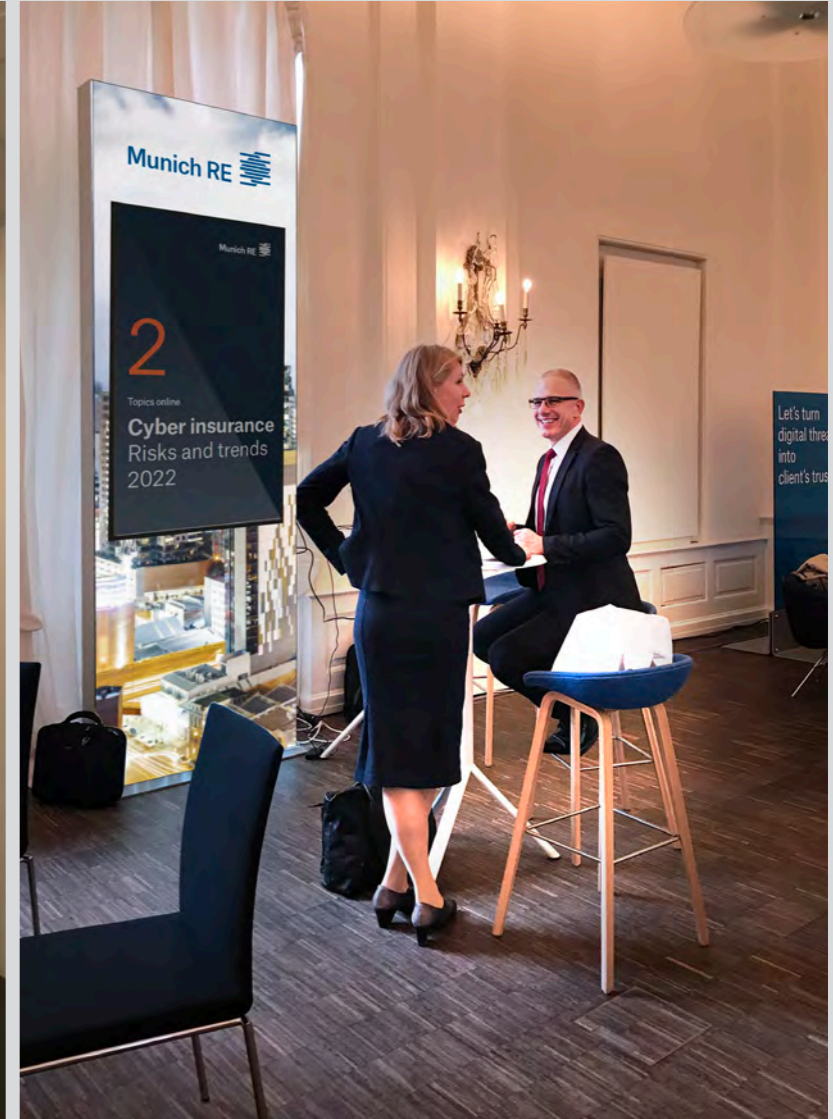
## Reinsurance Meeting, Rendez-Vous de Septembre, Monte Carlo





# Gallery

## Reinsurance Meeting, Baden-Baden

















# Gallery

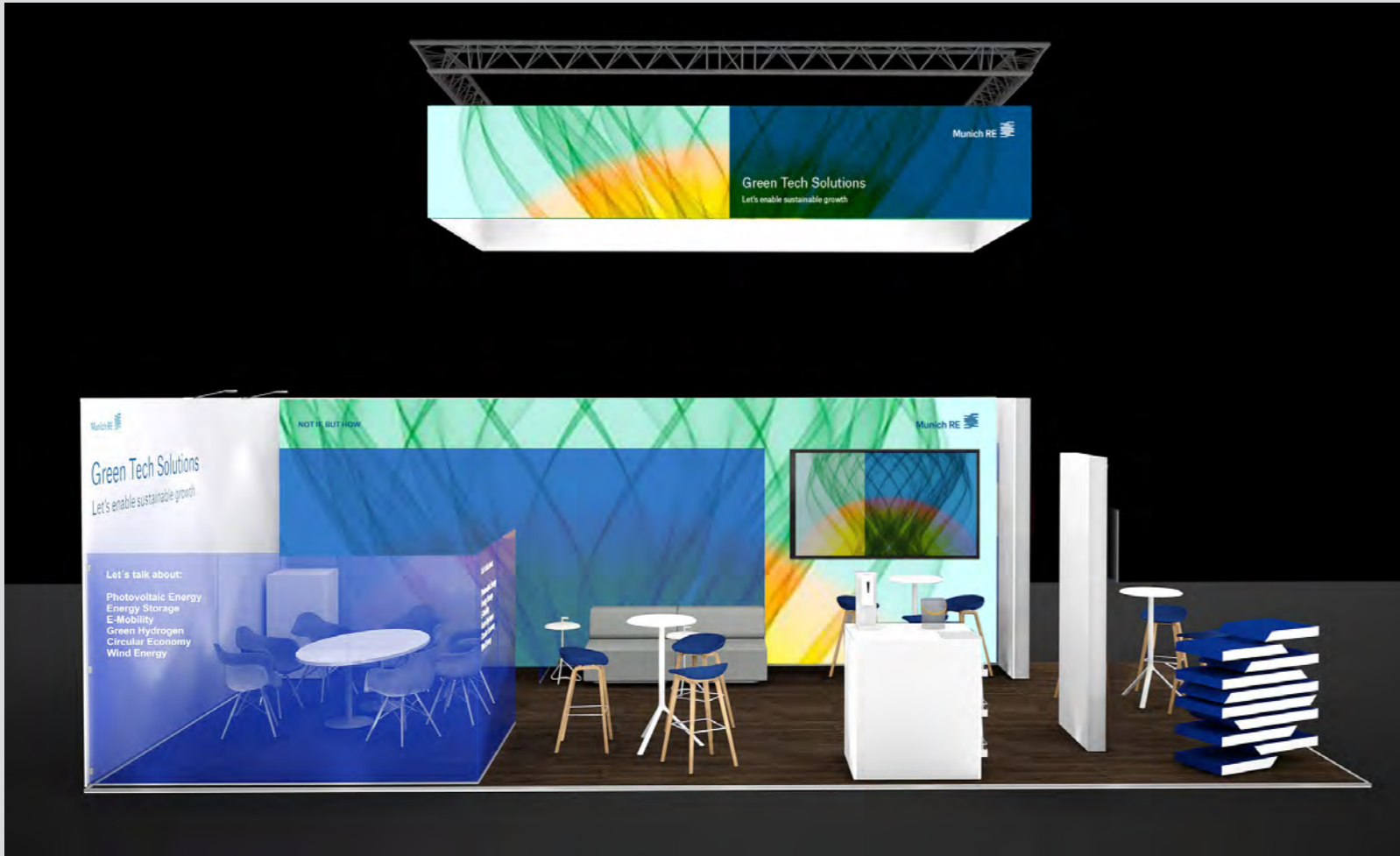
Fair, ECF (European Career Fair)





# Gallery

Fair, Intersolar Munich





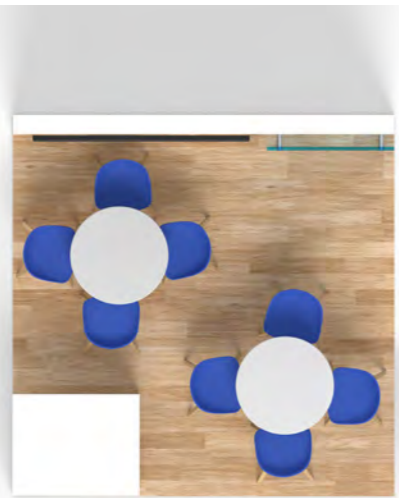






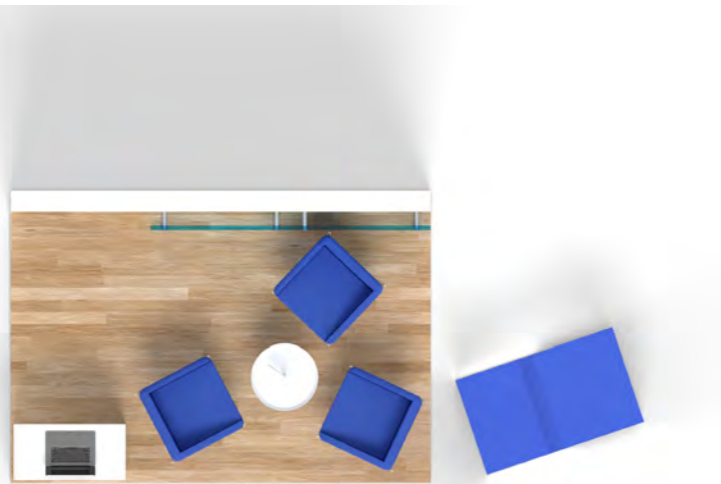
## Further applications

Booth example 3x3 m



## Further applications

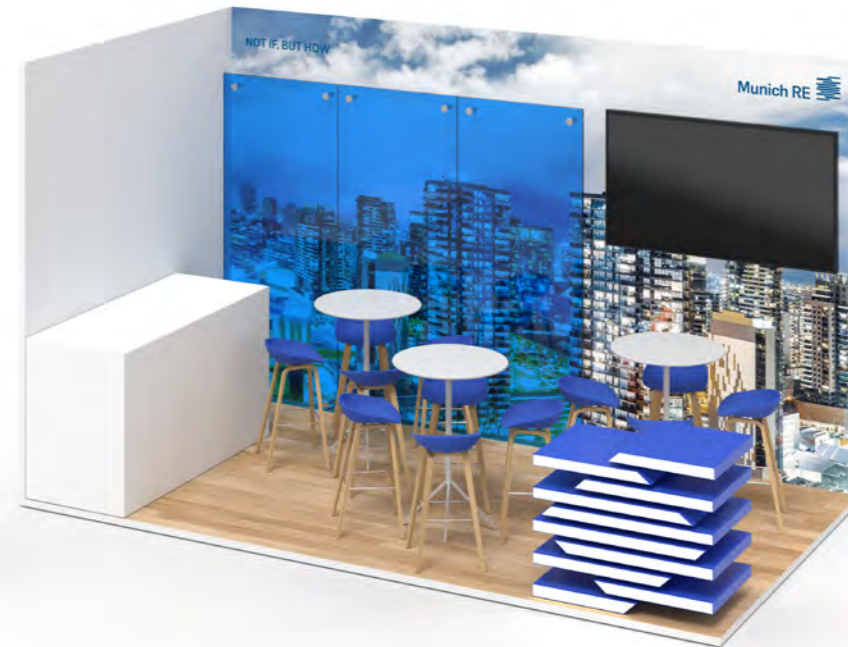
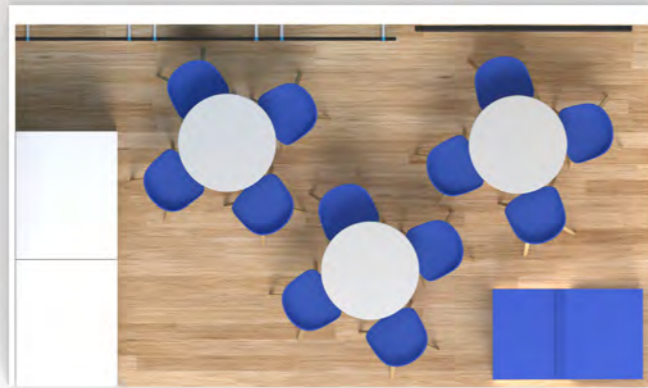
Booth example 3x2 m





## Further applications

Booth example 5x3 m



## Further applications

Booth example 5x4 m





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Picture credit

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Setcon Event & Expodesign GmbH (page 51)