Corporate signage

Munich RE

Introduction

Effective signage promotes a destination, informs employees or visitors, and assists navigation. Signage at Munich Re is designed to be visible and functional.

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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.

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Existing signage
Any already existing signage must not be changed or replaced if it has been implemented recently. The rules outlined in these guidelines are to be applied to any new signage implemented from 2022 onwards.

Signage overview
The first impression counts — and for that reason building signage should uniformly reflect the brand.

Munich Re uses several types of signage at its sites in order to cater for specific needs. Most Munich Re signage is unobstrusive but still clear enough to identify the company.

A pre-defined system of monoliths and wall mounted signs in various sizes serves as a standardised kit for identification and navigation.

Depending on the situation and purpose, it must be decided which part is suitable. In certain situations, an individual solution might be required due to location specific circumstances.

Munich Re's external signage is usually subtle, elegant and understated. Premium materials and high quality execution are more important than the size of individual logos. Munich Re logos should never be applied in large sizes (i.e. above a width of 1.5 m) to receptions or interiors. Logos must never be placed centred, but must be set off asymmetrically to the left or right on walls.

Signage should always be carefully considered and consistent across a site. By applying materials already in use within the architectural context, signage will appear in harmony with the building itself.

Logo

The Munich Re logo comprises a combination of word mark and symbol. The word mark is the distinctive verbal mark of the company. It is not used without the symbol as a matter of principle.

Logo colour
The Munich Re logo must be reproduced in Munich Re Logo Blue on white, and in white on dark backgrounds. Logo signage might also be applied in other colours, when a site specific situation requires it. Silver looks premium in many places and therefore offers an alternative to white or Munich Re Logo Blue applications.

Logo materials
If the logo is applied directly to walls it might be necessary to change the logo to a colour that reflects the architectural materials and stands out more – or less, if desired. For glass entrances the logo might be applied in frosted vinyl to make the logo stand out more from the darker background. On colourful walls the logo must always look premium and appear as legible as possible.

Logo exclusion zone
To ensure the integrity of the logo, an area of proportion directly surrounding it has been defined. This zone must be adhered to if possible. However, most signage applications require the half exclusion zone due to limited space and the desire for best visibility of logos.

Logo artwork
The Munich Re logo is supplied as a one-size-artwork to be scaled to the required size. The Munich Re logo must always be reproduced in the correct form and colour. The logo is available with and without registered mark, the use of which depends on legal requirements. Companies based in the US must use the registered mark in all of their communication.

Colours

Munich Re Logo Blue, Midnight Blue, White, and Silver form
Munich Re's central colour scheme for signage applications.
Together they convey solidity and reliability.

MR Logo Blue
RAL 5000

Munich RE

MR Midnight Blue
RAL 5008

MR White
RAL 9016
or anodised aluminum

MR Silver
RAL 9006
or chrome-plated

Munich Re Logo Blue
MR Logo Blue is only to be used for the logo. Background materials, typography, or graphic elements should never be in Munich Re Logo Blue.

Midnight Blue
Midnight Blue is used for typography throughout the corporate design. Midnight Blue can also be used for backgrounds to provide contrast as it offers a solid platform for text.

White
White is the background colour for most standard signs. White ensures good legibility for logo and text. Anodised aluminium can be used as an alternative to white materials. However, legibility of logo and type must always be ensured.

Silver
Silver or chrome-plated material can be used for the Munich Re logo. Chrome-plated material must not be used for sign backgrounds.

Munich Re Neue is our bespoke typeface. Its classic, yet contemporary style reflects the different facets of the brand character. For signage applications only one weight is used, Munich Re Neue Regular.

Munich Re Neue Regular
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789 »()&?!€„"–,.;:*«
→↑↓←↖↗↘↙

Please use
the front entrance

Münchener Rückversicherungs-
Gesellschaft
Aktiengesellschaft in München
Königinstraße 107
80802 München

Reception
Cafeteria
↑

Exit

→

1.0 X
0.6 X

Font
The Munich Re Neue fonts are available in OpenType® format. Entities assigned by Munich Re to work with the corporate typeface for a signage project should contact Munich Re's brand management for a copy of the typeface.
→ Brand Management

Technical features
Munich Re Neue has many technical features that help improve Munich Re's diverse and often very complex typographical applications. The bespoke typeface features also directional arrows based on multiples of 45 degrees. Munich Re Neue has language support for Latin Extended A and partly for B.

Typography
In order to maintain a consistent identity, typographic design should be applied using some basic rules. Munich Re typography must always be ranged left, manipulating the typeface is prohibited.

Type sizes and line spacing
Due to the varied dimensions of site signage, type sizes are not pre-defined. However, the relation between type size and line spacing should always match the above values to achieve the desired look-and-feel of Munich Re typography. Type size ranges should be kept to a minimum within one site application. Always use the arrows included within the typeface and apply them according to your requirements.

External primary site signage

Munich Re's primary site signage is advertising the brand and assisting navigation. Primary site signage is always promoting the presence of Munich Re at a specific location or building.

The Munich Re logo is the most recognisable symbol of the identity and is always used for external primary site signage.

The purpose of external primary site signage is to promote the presence of a Munich Re office at a specific buidling. Such signs are often large structures, usually require planning permission, and should only be put in place with the expertise of an architect or signage specialist. Always consult → Brand Management when planning external primary site signage.

Munich Re's external primary signage is always illuminated to provide maximum presence by day and night. Logo exclusion zones are mandatory. Logo signs are constructed as white illuminated light boxes with encased sides and opal facings, or as a dark metal construction with a halo illumination from behind. The construction of the support structure must not interfere with the logo shapes, or the illumination. It should be as invisible and elegant as possible.

External primary site signage is optional. Sometimes a less prominent branding is desired, especially if the building is not the main office. In these cases the Munich Re logo might be applied in much smaller sizes to exterior walls on the ground floor near the entrance (see next chapter).
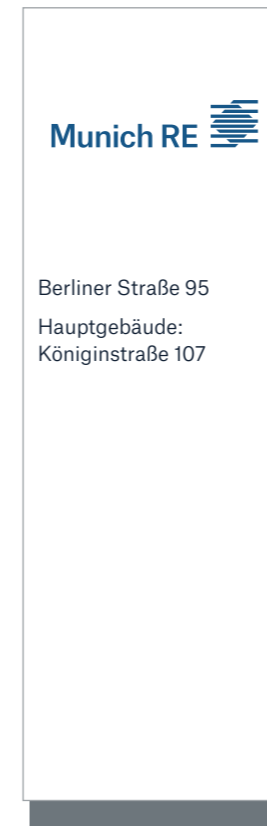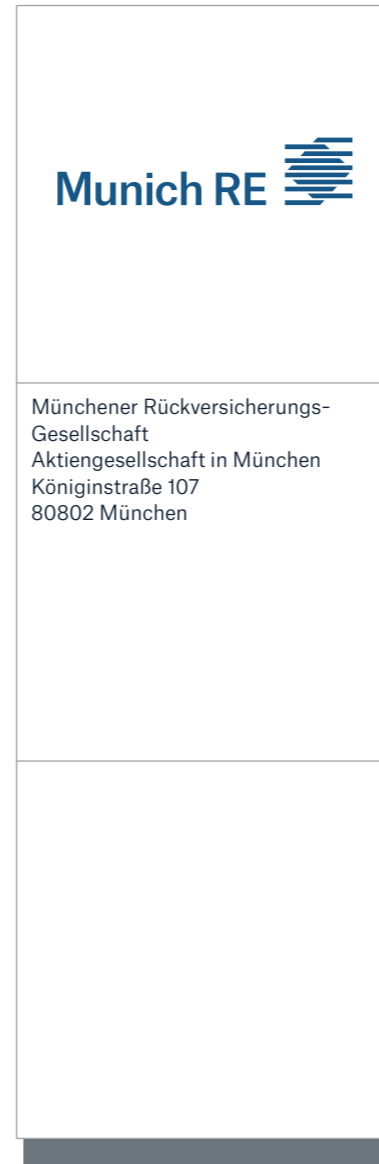
Munich RE

External secondary site signage

The purpose of external secondary site signage is to identify buildings and entrances of Munich Re sites. Secondary site signs project the values of the Munich Re brand through materials, aesthetics, and elegance.

The Munich Re logo can be applied directly onto exterior walls near the entrance at ground level. High visibility must be guaranteed through choice of size, placement, and materials.

For external signage purposes a system of monoliths is used when the logo cannot be placed directly on exterior walls or additional information becomes necessary. External secondary site signs are constructed as freestanding, anodised or white powder coated aluminium boxes. Lighting provides presence by night.

The Munich Re logo must always be part of any external secondary site signage. Additional information must be applied according to the rules outlined in these guidelines.

Munich RE

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Aktiengesellschaft in München
Königinstraße 107
80802 München

Munich RE

Berliner Straße 95

Hauptgebäude:
Königinstraße 107

Munich RE

External monolith signage
The monolith system can be used to promote entrances
to Munich Re sites. It uniquely identifies buildings and assists
navigation.

The large monolith version should be used for main
entrances of large buildings. Freestanding monoliths like
this usually require planning permission, a solid footing
and additional lighting.

The large monolith consists of three modules. The top
module must always carry the Munich Re logo. Additional
information might be applied to identify exact locations,
entrances, directional information, or sub branding. This
informations appears in the middle module. The bottom
module is always left empty.

Dependent on site specific situations the material of the
monolith might be individually selected. Glass, stone or
anodised aluminium are possible. White powder coated
aluminium is the preferred option. For lighting purposes
fret cut and illuminated graphics are an option. The overall
impression must always reflect the values of the brand.

Type A.1

Height	3000 mm
Width	1000 mm
Module size	1000 × 1000 mm
Depth	180 mm
Material	variable, white
Logo width	780 mm
Logo colour	MR Logo Blue
Typeface	Munich Re Neue Regular
Type size	40 mm (150 pt)
Line spacing	70 mm
Type colour	MR Midnight Blue

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Aktiengesellschaft in München
Königinstraße 107
80802 München

External monolith signage
The small monolith version is used for side entrances or subsidiary buildings. Solid footing and additional lighting is mandatory.

The small monolith uses one single module. It must always carry the Munich Re logo. Additional information might be applied to identify exact locations, entrances, directional information or sub branding.

Dependent on site specific situations the material of the monolith might be individually selected. Glass, stone or anodised aluminium are possible. White powder coated aluminium is the preferred option. For lighting purposes fret cut and illuminated graphics are an option. The overall impression must always reflect the values of the brand.

Type A.2

Height	2100 mm
Width	700 mm
Depth	120 mm
Material	variable, white
Logo width	540 mm
Logo colour	MR Logo Blue
Typeface	Munich Re Neue Regular
Type size	40 mm (150 pt)
Line spacing	70 mm
Type colour	MR Midnight Blue

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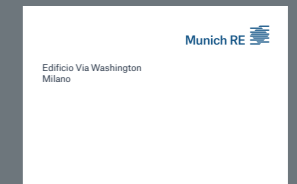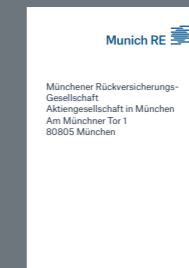Berliner Straße 95

Hauptgebäude:
Königinstraße 107

External wall mounted signage
Site and site entrance signage with wall mounted signs
is an economic option designed to identify buildings and
to aid navigation.

Sometimes the monolith version will be too prominent and
expensive to implement. Munich Re therefore offers
a simple external wall mounted signage option.

Due to the varied requirements of site signage, a system of
different sizes is available. Wall mounted panels should
always be applied with some distance to the wall and
invisible mounting.

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Aktiengesellschaft in München
Am Münchner Tor 1
80805 München

Edificio Via Washington
Milano

External wall mounted signage
The size and position of the Munich Re logo is pre-defined for all external wall mounted signage. Additional text allows for legal entities, directions or address details.

Materials should be carefully considered and consistent across a site. Generally, we recommend using high-quality light-coloured anodised aluminium as the base material because of its weather-resistance and ease of maintenance.

Ideally, the aluminium should be engraved with the logo and writing, and the engraving then painted in the respective colours. In exceptional cases, logo and writing may be applied as plotter-cut vinyl foil.
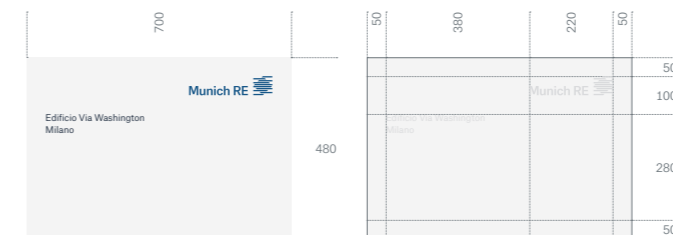
Type B.1

Height	700 mm
Width	700 mm
Material	variable, white
Logo width	540 mm
Logo colour	MR Logo Blue

Type B.2

Height	700 mm
Width	480 mm
Material	variable, white
Logo width	220 mm
Logo colour	MR Logo Blue
Typeface	Munich Re Neue Regular
Type size	18 mm (66.5 pt)
Line spacing	30 mm
Type colour	MR Midnight Blue

Type B.3

Height	480 mm
Width	700 mm
Material	variable, white
Logo width	220 mm
Logo colour	MR Logo Blue
Typeface	Munich Re Neue Regular
Type size	18 mm (66.5 pt)
Line spacing	30 mm
Type colour	MR Midnight Blue

Additional branding

Cobranding elements can be added to signage whenever necessary. Logos are separated by a line and must be positioned as described.

Type C.1

Height	700 mm
Width	700 mm
Material	variable, white
Logo width	400 mm
Logo colour	MR Logo Blue
Line	2 mm, MR Midnight Blue

Type C.2

Height	700 mm
Width	480 mm
Material	variable, white
Logo width	220 mm
Logo colour	MR Logo Blue
Font	Munich Re Neue Regular
Type size	18 mm (66.5 pt)
Line spacing	30 mm
Type colour	MR Midnight Blue

Type C.3

Height	480 mm
Width	700 mm
Material	variable, white
Logo width	260 mm or variable
Logo colour	MR Logo Blue
Font	Munich Re Neue Regular
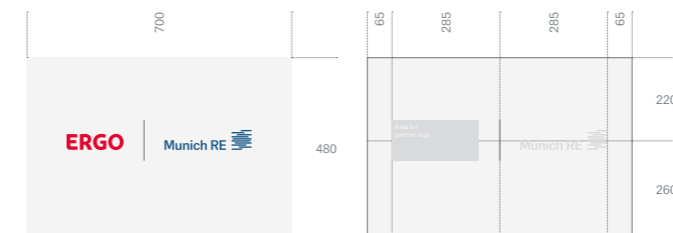
Internal signage

Munich Re reception areas should reflect the values of the brand, and be modern, functional, and efficient. The choice of construction materials should support these values.

Munich Re reception areas in the International Organisation incorporate the Munich Re logo to reinforce the presence of the brand.

The logo should be a three dimensional construction and the material used should be anodised aluminium, polished stainless steel, or chrome-plated metal. Other material options are possible, dependent on budget and the local situation. On white walls the logo can also be in Munich Re Logo Blue.

The size of the logo should be chosen sensibly and according to space and situation. Any mounting should be invisible. The logo should be placed in a prominent spot near or above the reception area. If local conditions permit, asymmetrical placement of the logo is preferred. In some cases the logo works better when positioned centred.

Do not apply or combine any messages or entity identifications in addition to the logo on reception walls. To communicate additional information use free-standing plinths, roll-ups, or customised presentation walls.

For individual solutions or advice please contact → Brand Management.

Recommended logo sizes

Small reception, logo width	1,100 mm
Large reception, logo width	1,630 mm

Temporary directional signage

For events or temporary directional signage a system
of freestanding moveable signs has been designed.

The signs are based on the A4 and US letter format for
easier production and are simply printed out on a colour
copier. The colour run-outs are then placed into standard
stand-up sign posts.
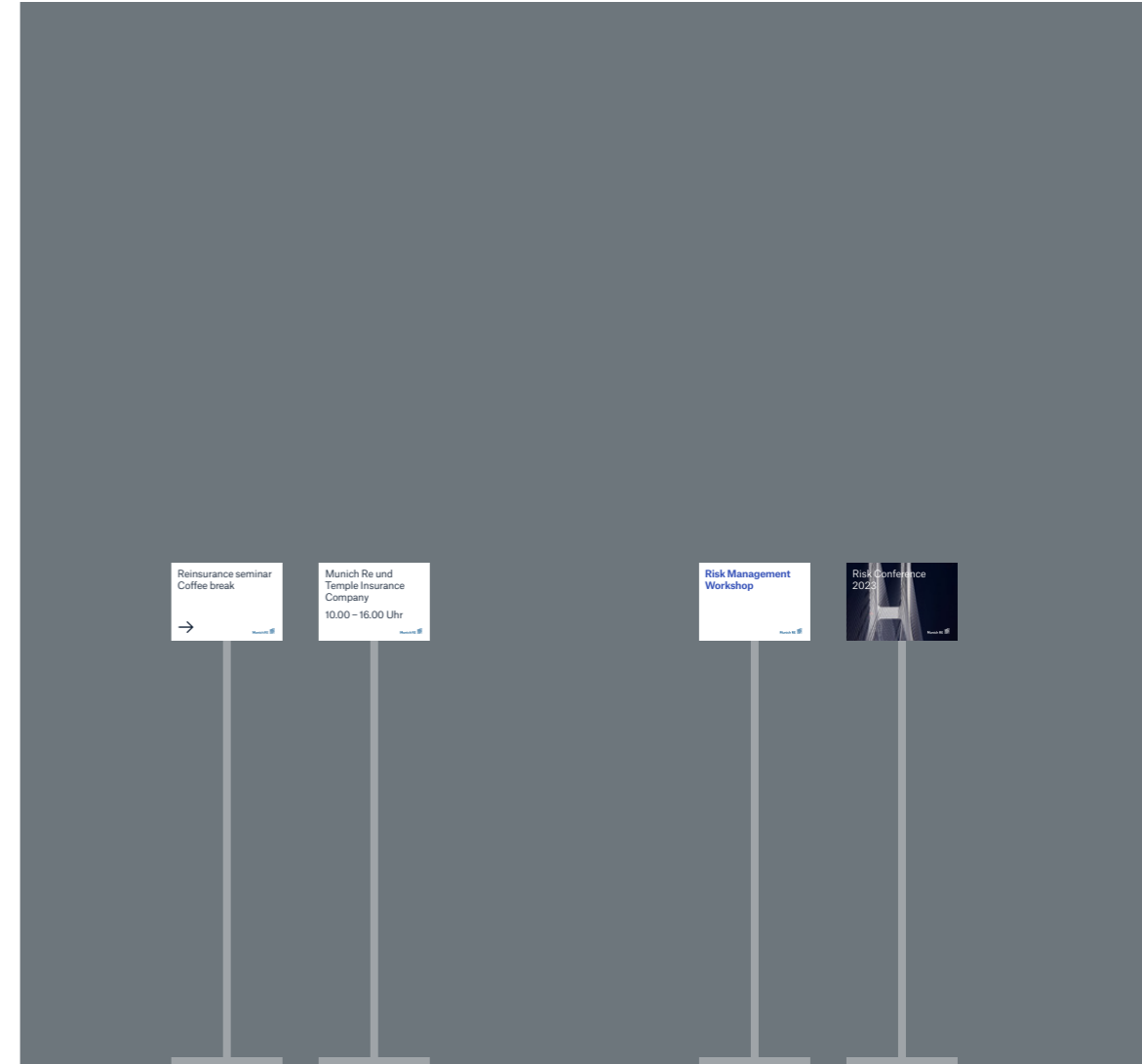
Temporary directional signage
Directional signage aids navigation for internal events or temporary room usage. A flexible easy-to-use system has been developed to allow quick implementation.

Temporary signage is designed with the Munich Re logo and a maximum of four lines of text. Any additional branding is treated as outlined in Design Basics.

Arrows are part of the corporate typeface Munich Re Neue Regular. If text elements require a directional arrow, the arrow is placed in the bottom left corner. The size of arrows is twice the type size.
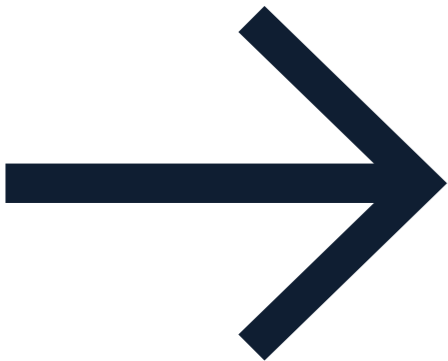
For specific events which use individual branding like type, colour, images, or descriptors the design must be adapted accordingly.

A4 format

Height	210 mm
Width	297 mm
Material	Paper print-out
Logo width	60 mm
Logo colour	MR Logo Blue
Typeface	Munich Re Neue
Type size	20 mm (75 pt)
Line spacing	32 mm
Type colour	MR Midnight Blue
Arrow size	Type size × 2

US letter format

Height	216 mm
Width	279 mm
Material	Paper print-out
Logo width	60 mm
Logo colour	MR Logo Blue
Typeface	Munich Re Neue
Type size	20 mm (75 pt)
Line spacing	32 mm
Type colour	MR Midnight Blue
Arrow size	Type size × 2

Examples

The examples shown on this page represent best case applications of the Munich Re logo. The examples have in common that the signage is applied according to the rules outlined in these guidelines — understated, elegant, clear, and premium-looking.

Misuse examples

Accurate and consistent application of the Munich Re logo reinforces awareness of the brand and ensures correct representation of the identity. To help avoid misuse, follow the guidelines and standards shown in these guidelines.

Do not use the symbol for decorative purposes. Always ensure plain walls for logo application.

Do not apply the logo with chromatic illumination.

Do not alter the logo in any way by changing or adding elements, or change the arrangement of the logo lockup. Always ensure maximum contrast and legibility.

Do not add domains, branch information, claim, or any other information to walls, counters, or receptions.

Do not apply the logo too prominent on counters. Always ensure logo exclusion zones are adhered to.

Do not place the logo in a confined space or violate the logo exclusion zone. **Do not** use the symbol for interior design elements or walls.

Do not apply the logo too large.

Do not create a custom logo or add addional information to the logo for specific purposes.