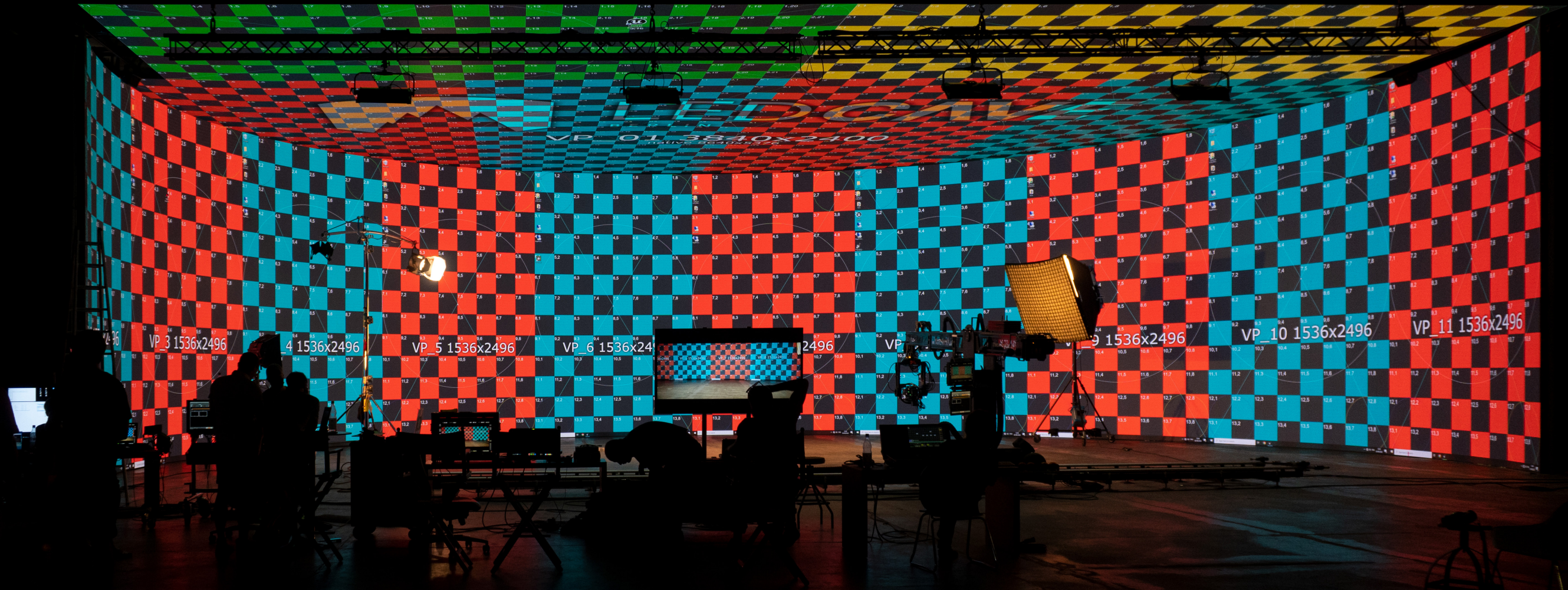


Video Guide



Munich Re’s video basics give direction on how to get the most from our video templates. They assist designers and ensure consistent communication across all videos and in line with the brand.

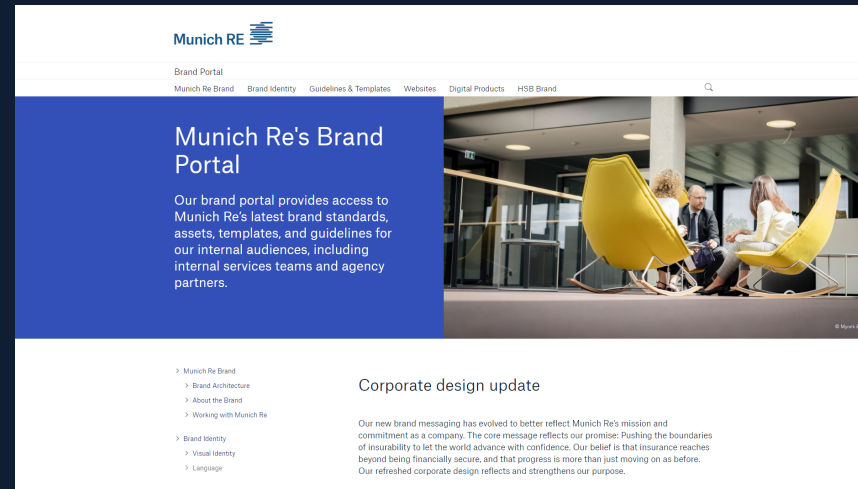
Working with the Munich Re design system	4	Grid	15
Overlays and typography	5	Use of colour	16
Graphical elements	6	Colour grading	17
Typography	7	Motion and transitions	19
Text on image	8	Motion graphic templates	22
Contrast gradient top	9	Basic principles	24
Contrast gradient bottom	10	Basic principles for motion graphics	25
Text box	11	Things to avoid	26
Lower-thirds	12	Technical specifications and legal issues	27
Solids (examples)	13	Imprint	28
Subtitles and captions	14		

Video is one of the most captivating, versatile, and accessible media. Streaming and online availability are becoming ubiquitous for mobile devices, while production costs keep sinking. Video has become an indispensable content element.

The immense number of use cases and platforms for video playback require high flexibility for a video guideline — like this one. This guide puts the focus on a basic, but brand-focused common look and the description of core formative elements, while leaving room for individual creation.

Working with the Munich Re design system

All company media are based on common design principles, assuring a consistent and harmonic overall look. This is where you find the information you need.



Munich Re's Design Basics Guide

This core guide covers all information you need for designing with confidence, like

- use of colour
- typography
- use of logo
- image style

The Munich Re Brand Portal

This portal provides all up-to-date information and assets you will need to understand Munich Re's brand and corporate design and work with it.

<https://brandportal.munichre.com/en.html>

The Brand Management pool mailbox

In case of need for approval, consulting, or special requests, please send a mail to:

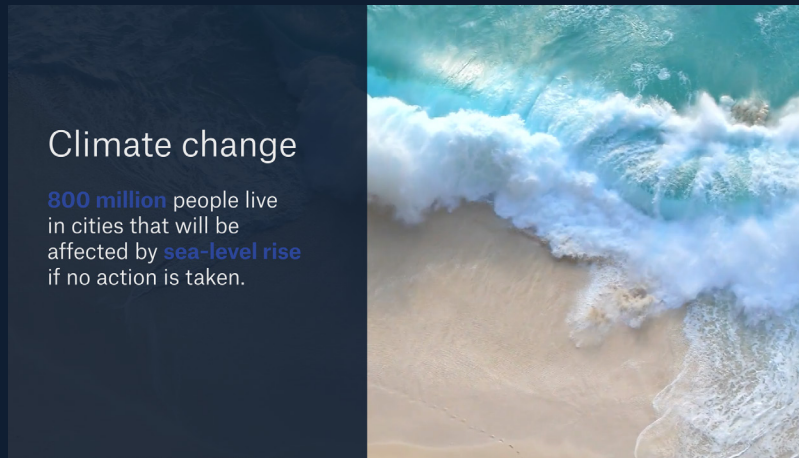
Brand Management (pool) – Munich

Overlays and typography

While video content and look of footage may differ widely with the actual topic and target group, text overlays at Munich Re's video follow a strictly defined design, thus safeguarding a consistent, brand-conforming look. Please use Munich Re's video templates that are offered for the most common use cases.

Graphical elements

The standard graphical elements used for Munich Re videos are solids and lines. Solids may be used to add structure to the screen, set a calm and readable area for graphical or textual content, and organize the content of a video. Lines are mainly used for lower-thirds, but may also help to structure multi-part content in a subtle way.



Climate change

800 million people live in cities that will be affected by sea-level rise if no action is taken.



Together we make it happen



Laurence Smith
Art Director, Creativ Lab

Solid areas

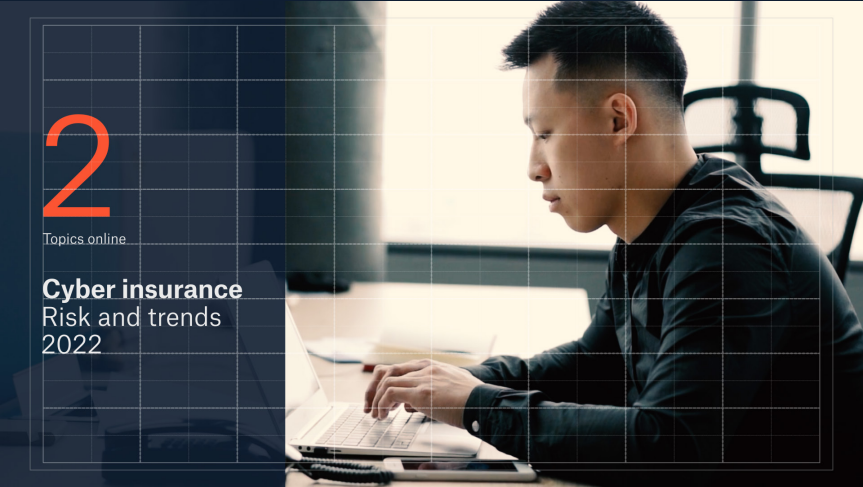
Solids help to add structure to a screen, set a calm and readable area for graphical or textual content, and to organize a video's content. They may be used with transparency or just opaque. In most cases a primary colour will be used, but if appropriate, an accent colour may be applied too. All solids operate within the design grid. Their appearance and disappearance will normally be animated.

Text underlays

Munich Re strives for an uncluttered look with as few elements as possible, so normally text will be sitting on top of the video, often helped by a transparent gradient behind it. In cases where this is no option, a transparent underlay box may be used too.

Line elements

Line elements are especially used for lower-thirds, where they help to guide the watcher's eye toward name and information provided there. You may find the full graphical and animation specifications on page 12.



Text overlay

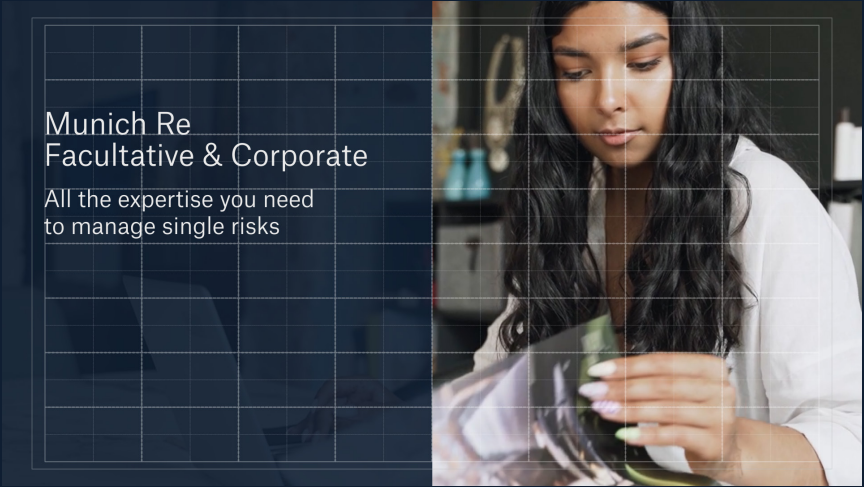
Style
Headline: Regular or bold
Subline or additional text: Regular
Size
Headline: 55 px
Subline or additional text: 35 px
(May vary depending on text length)

Line spacing
Headline: 60 px
Subline or additional text: 45 px
Spacing: 0 px



Lower-thirds

Style
Headline: Bold
Subline: Regular
Size
Headline: 55 px
Subline: 40 px
Spacing: 0 px



Solids

Style
Headline: Regular or bold
Subline or additional text: Regular
Size
Headline: 65 px
Subline or additional text: 50 px
(May vary depending on text length)

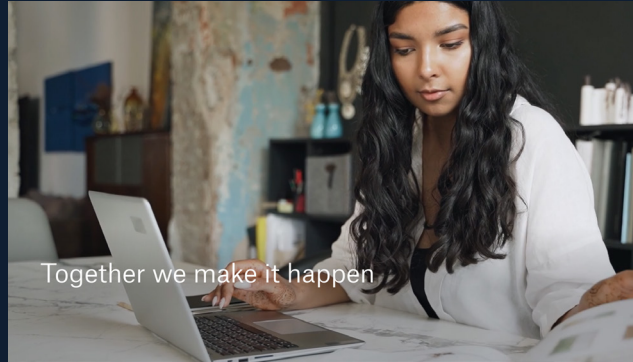
Line spacing
Headline: 70 px
Subline or additional text: 60 px
Spacing: 0 px

Text on image

The standard graphical elements used for Munich Re videos are solids and lines. Solids may be used to add structure to the screen, set a calm and readable area for graphical or textual content, and organize the content of a video. Lines are mainly used for lower-thirds, but can also help to structure multi-part content in a subtle way.



Pure text



Text with gradient underlay



Text within asymmetrical box

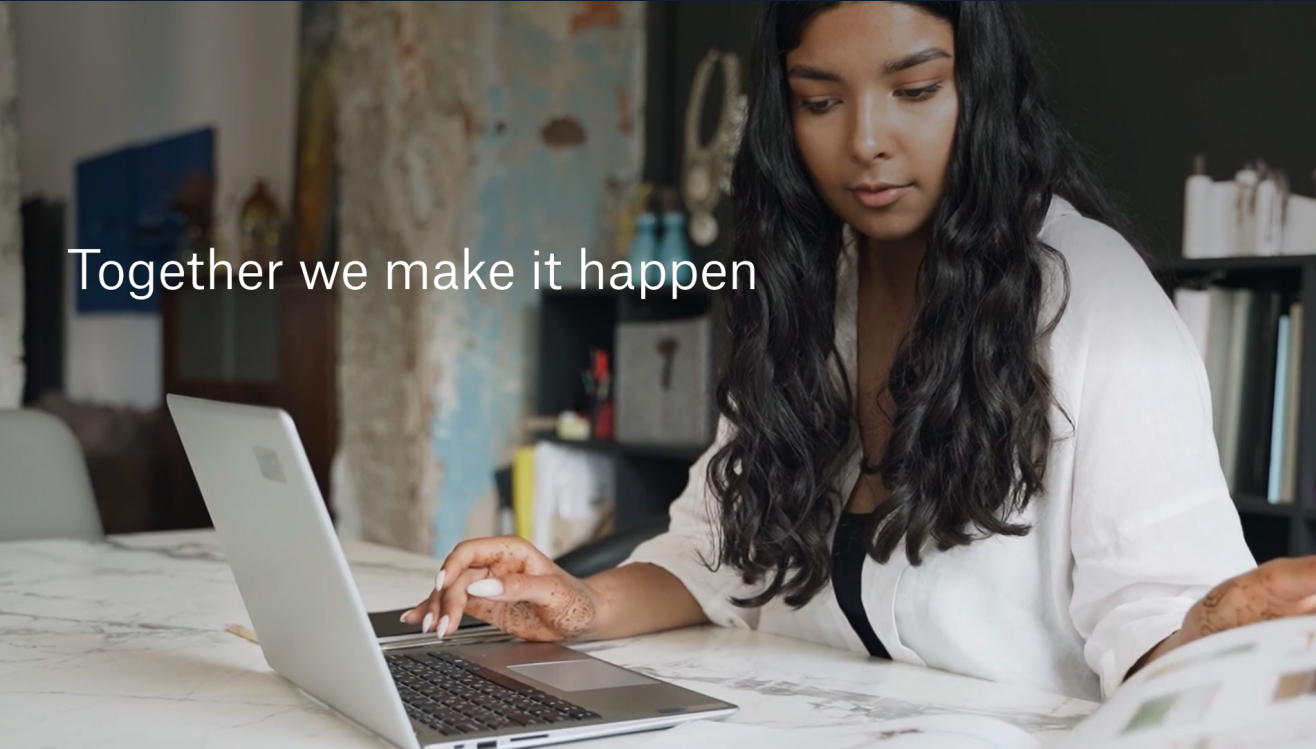


Text overlay hierarchy

Whenever possible, text should be placed directly on top of the video. If the readability is bad, a transparent gradient may be added (see page 9). In case there is still an issue with readability, a coloured box can be underlayed (see page 11).

Contrast gradient top

A subtle gradient is used to enhance the text overlay’s readability. The transparency has been chosen with care, so the video below will remain fully visible.



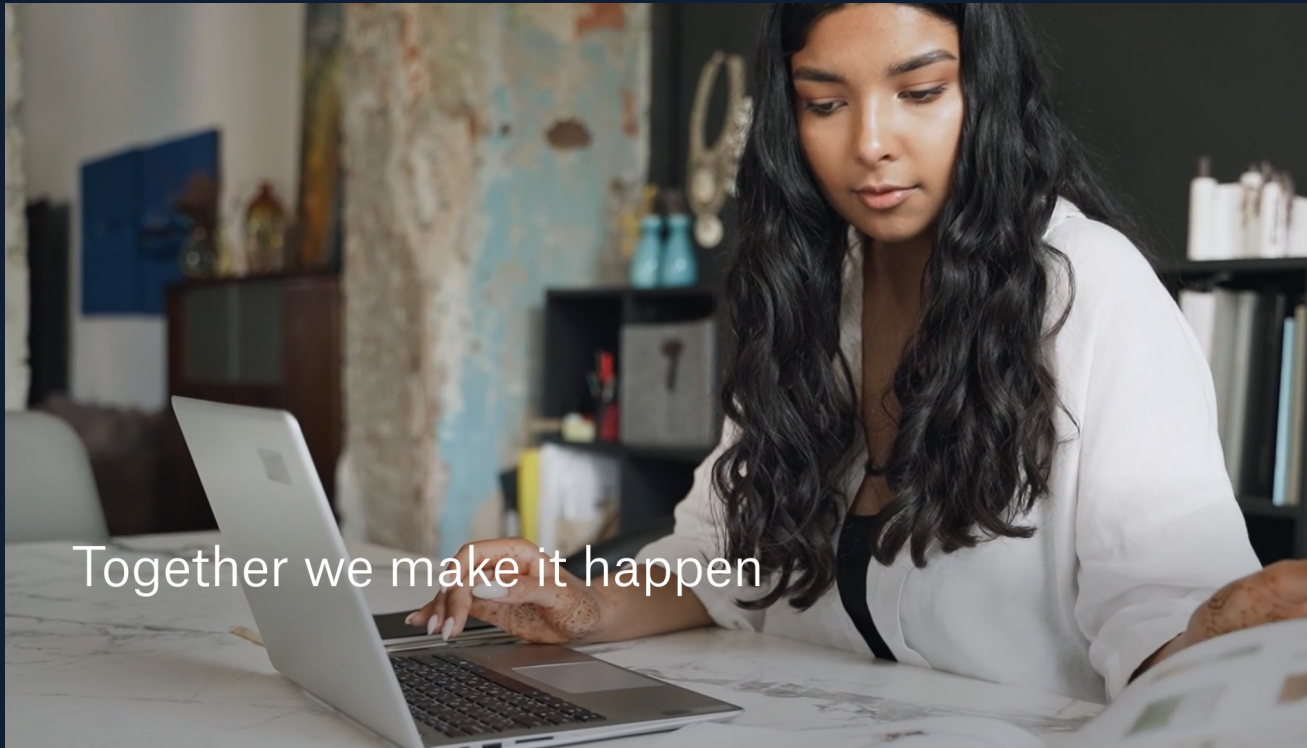
HD
Start point
Position: x=960, y=upper end of the text
Colour: black (R0G0B0)
Opacity: 100%
End point
Position: x=960, y=lower end of the text + 100px
Colour: black (R0G0B0)
Opacity: 0%

UHD
Start point
Position: x=960, y=upper end of the text
Colour: black (R0G0B0)
Opacity: 100%
End point
Position: x 960, y=lower end of the text + 200px
Colour: black (R0G0B0)
Opacity: 0%

Vertical linear gradient underneath the text
Opacity: 25%.
Transition time: 25 frames
Text needs to be placed in the upper half of the picture

Contrast gradient bottom

A subtle gradient is used to enhance the text overlay's readability. The transparency has to be chosen diligently, so the video below will remain fully visible.



HD

Start point

Position: x=960, y=lower end of the text

Colour: black (R0G0B0)

Opacity: 100%

End point

Position: x=960, y=upper end of the text - 100px

Colour: black (R0G0B0)

Opacity: 0%

UHD

Start point

Position: x=960, y=lower end of the text

Colour: black (R0G0B0)

Opacity: 100%

End point

Position: x=960, y=upper end of the text - 200px

Colour: black (R0G0B0)

Opacity: 0%

Vertical linear gradient underneath the text

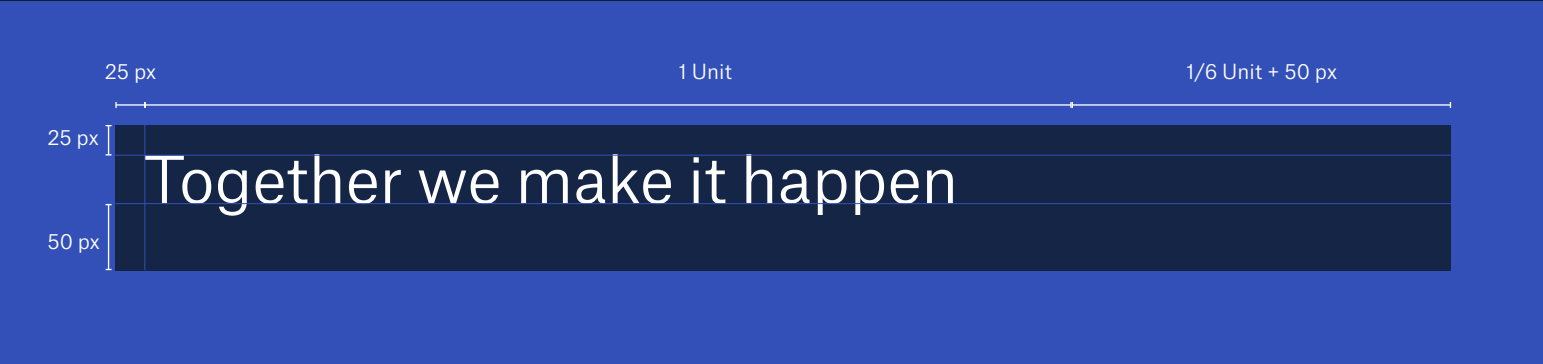
Opacity: 25%

Transition time: 25 frames

Text needs to be placed in the lower half of the picture

Text box

In case the text will neither be sufficiently visible on its own, nor with a gradient underlay, a transparent rectangular box may be used to ensure its readability.



Vertical linear gradient underneath the text.
Opacity: 85%
Transition time: 25 frames
Text needs to be placed in the upper half of the picture

HD
Width: 1/6 + 50 pixels wider than overall text length
Spacing around the text: 25px
Distance from bottom: 50px
Colour: MR primary colour, as an exception accent colour
Opacity: 85%

UHD
Width: 1/6 + 75 pixels wider than overall text length
Spacing around the text: 45px
Distance from bottom: 85px
Colour: black (R0G0B0)
Opacity: 85%



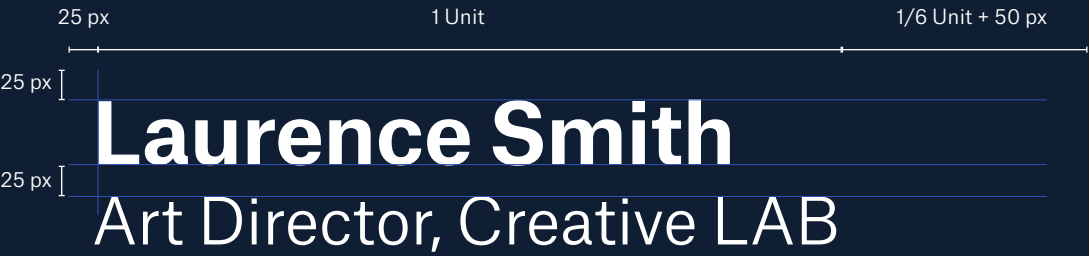
Please consider potential side effects of captions beforehand, if such shall be used.

Lower-thirds

Munich Re introduces a new, unobtrusive type of lower-third typography, which is a fully animated part of the motion graphic template system.

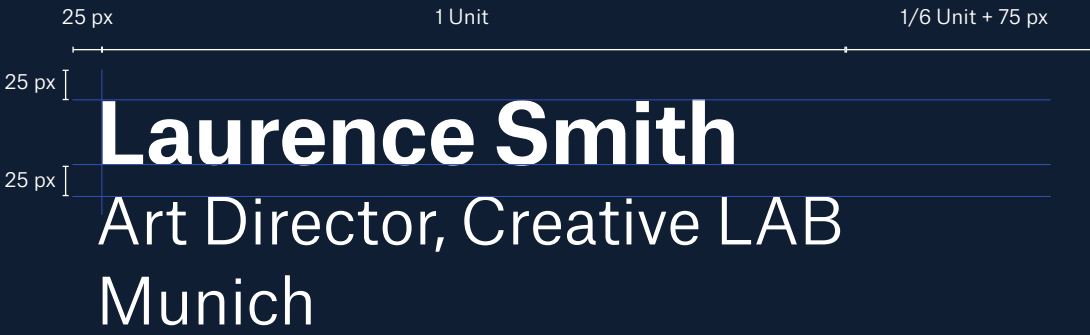


HD resolution



HD
Width: line above text is 1/6 + 50 pixels wider than the text
Vertical spacing between line and text equals the one between name and job title

UHD resolution



UHD
Width: line above text is 1/6 + 75 pixels wider than the text
Vertical spacing between line and text equals the one between name and job title

Font size
Name: 55 px
Job title: 40 px

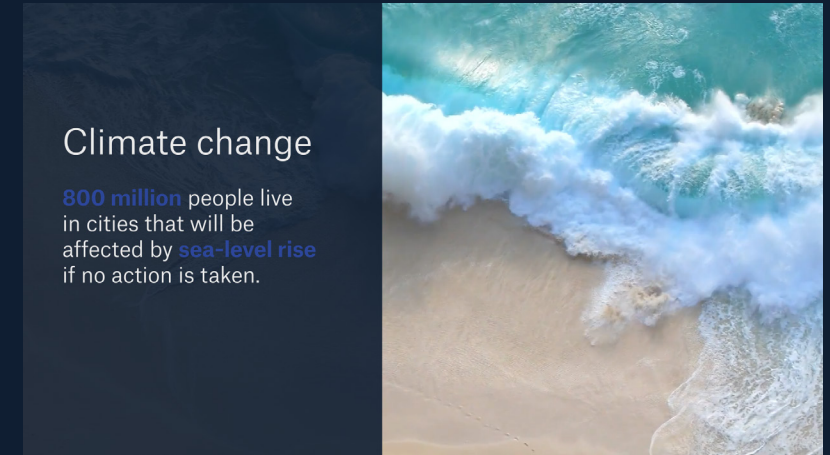
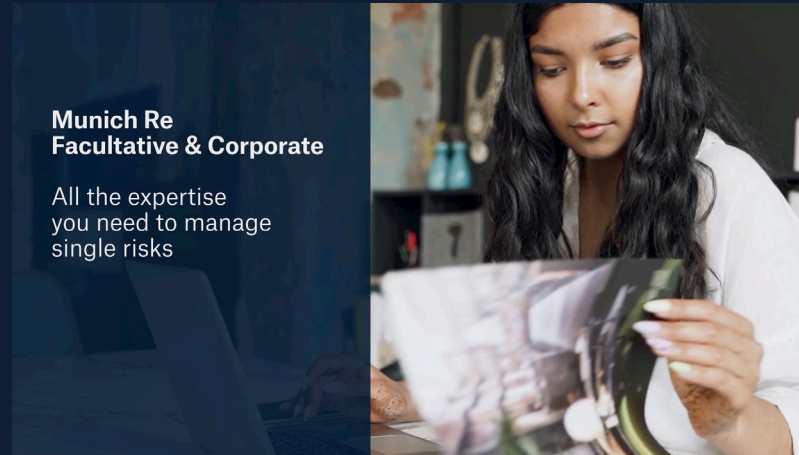
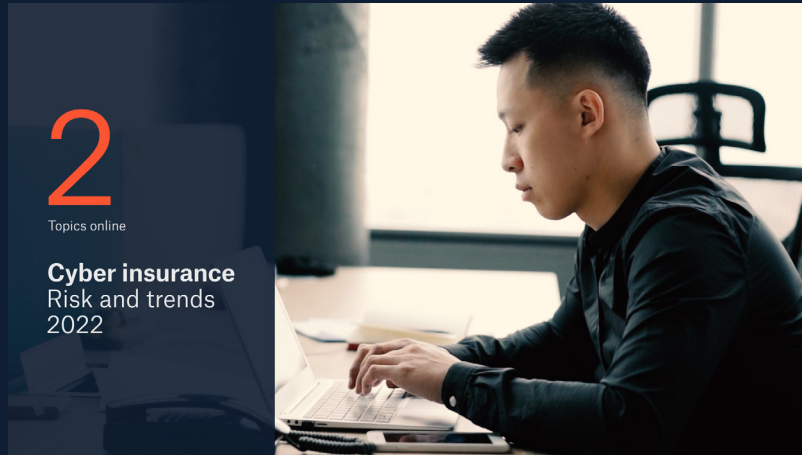
Vertical position
120 px from bottom



Please consider potential side effects of captions beforehand, if such shall be used.

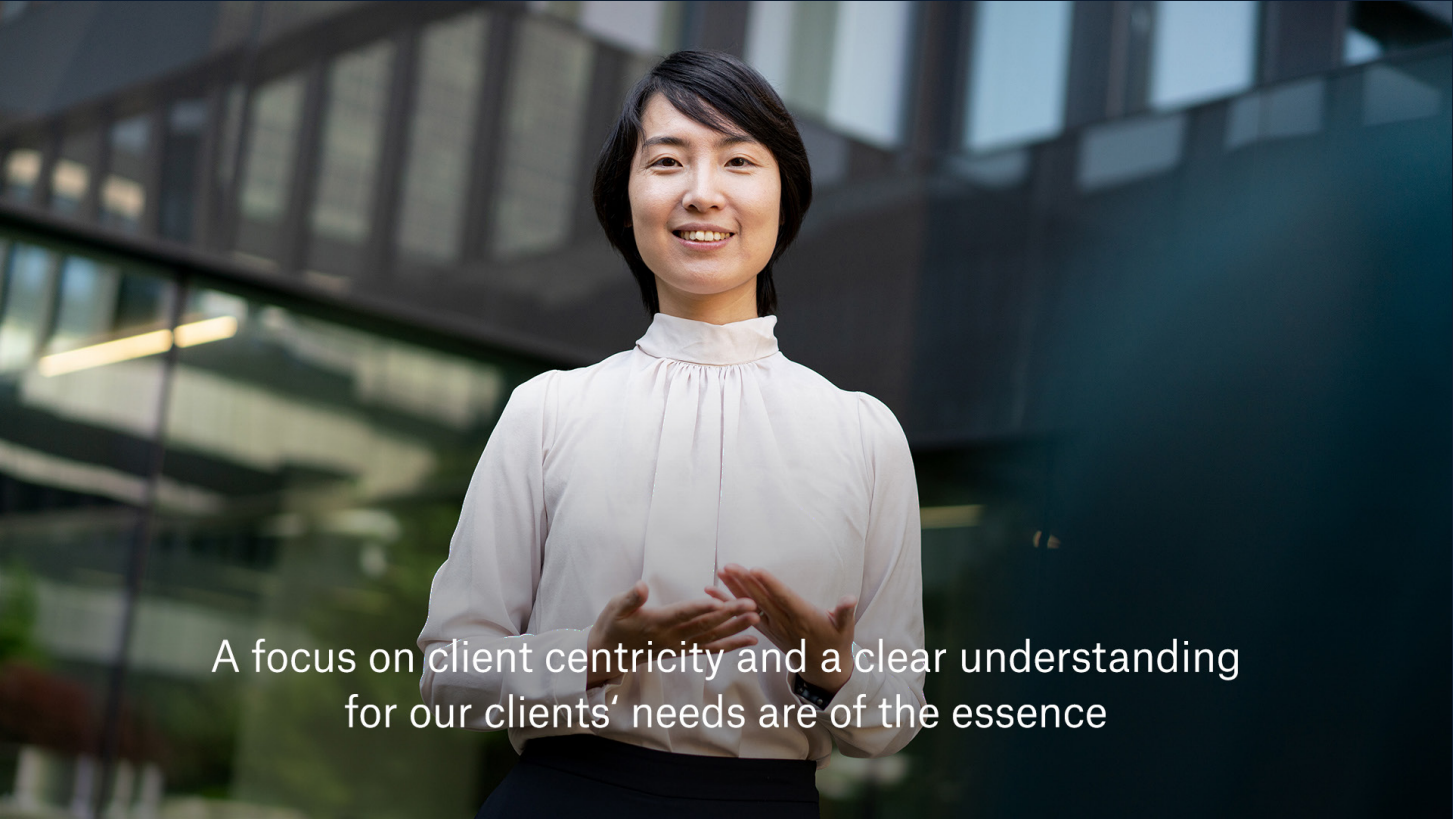
Solids (examples)

A solid is another way to implement text or titles into video.
The solid is placed according to the grid. Solids are used for titles and to separate chapters in a film. For graphical animations, solids are used for title-animations and the separation of chapters.



Subtitles and captions

Subtitles help to reach a broader global audience by providing translated versions of the spoken content. Captions are indispensable for offering a written version of whatever is spoken for persons with hearing impairments or simply for situations when silence must be kept.



Subtitles should be placed horizontally centered on the image within the action-safe-area. Subtitles consist of not more than one or two lines, so they can quickly be read and digested in the flow of the video.

Use one of the font sizes used for lower-thirds - preferably 55 px - and do not change this in the course of the video. For 4K resolutions a larger font size may be used, if needed.

No drop shadow may be used behind type; instead, a contrast gradient may be applied behind the text, to enhance the readability (see page 9).



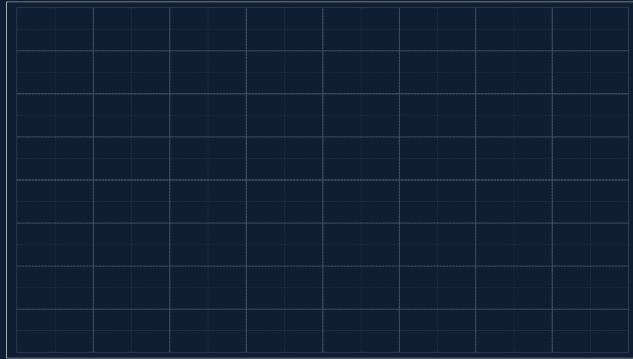
Please note that the standard language for Munich Re's videos is English. Exceptions from this can be made for videos that will only be shown internally and have a regional scope.



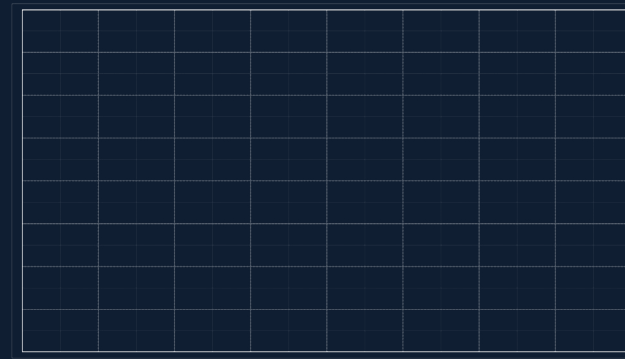
While editing the video, take care that any content provided in lower-thirds will remain readable, if you use captions and subtitles.

Grid

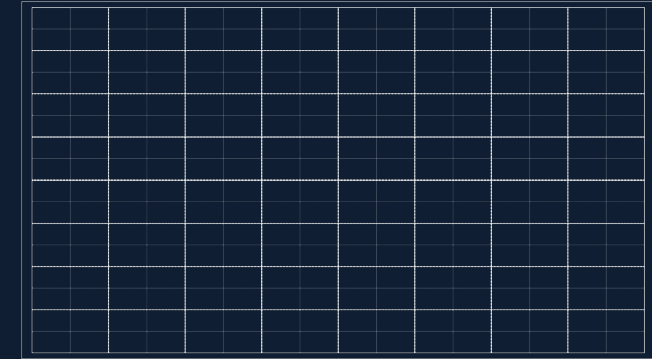
Graphical elements should be placed within the grid defined in the Munich Re Design Basics. Munich Re's grid sits within the title-safe area to meet the general video restrictions.



Action-safe area



Title-safe area



Grid in combination with safe margins



Any video's moving content, camera motion and picture cut may trigger additional options for positioning objects. Ideally they should be placed in the direction of motion or angle of view.

Use of colour

Munich Re's updated colour system uses two dominant primary colours, MR midnight Blue and MR Vibrant Blue. If needed, one accent colour and its tints may be utilized in place of the Vibrant Blue. This helps to create a strong and coherent corporate look-and-feel.



Generously used solids help set the stage for text and graphical content and add structure to the video. Accent colours may set highlights and a focus on this stage. Please note that solids may be used with transparency.



For all information regarding Munich Re's colour system, consult the Design Basics Guide, which may be downloaded in the Munich Re Brand Portal.

Colour grading

Colour grading

When working with material from various sources, like stock clips from image agencies, the final video requires additional editing. The visual consistency needs to be strengthened and an overall cinematic look should be achieved, which supports the storytelling emotionally.



Munich Re's LUT files

We are starting to provide LUT (lookup table) files that allow you to automatically colour grade video. This means you will easily adapt properties, like colour, contrast, luminosity, or gamma for achieving a consistent look. Our first LUT will especially take care of preserving warm skin tones, thus corresponding to Munich Re's "humanising the brand" approach. Please note that we will start with LUTs for Adobe Premiere Pro and After Effects. The effect a LUT has will depend upon the source material used.



Availability of Munich Re's LUTs

If you need a copy, contact Brand Management (pool) - Munich.

Motion and transitions

While video content and look of footage may differ widely with the actual topic and target group, text overlays at Munich Re's video follow a strictly defined design, thus safeguarding a consistent, brand-conforming look. Please use Munich Re's video templates that are offered for the most common use cases. Transitions are another dynamic element that needs to be in accordance with the overall brand appearance, as they are defining the flow, pace, and feel of the video.

Motion

An essential part of video design is connected to moving elements. Much of a video's appearance, energy, and emotion depend upon the speed and dynamics of things that are happening with. Key topics for this are animation, micro-animation, and transitions.



Direction

Whenever possible, the direction of movement should be upwards or to the right, in order to psychologically generate a positive impression for the viewer.

Motion blur

We recommend using motion blur for all motion graphics to avoid jittering. The technical specifications for the best results are:
Shutter-angle: 180°
Sampling: 8 (or more)

Speed curve

All motion uses exponential speed curves.
Incoming animation: 50% exponential speed curve.
Outgoing animation: 100% exponential speed curve.
All graphical elements should be animated in one direction only.

Transitions

Munich Re's brand personality is defined by our values. "We are committed partners, pioneering scientists, and engaging guides. We shape a future that has greater resilience through advanced insights and faster innovation." Any transition used in our videos should reflect this spirit.



Transition options

Simple dissolves, hard cuts, or wipes are the recommended effects.

Dynamics

Any transition should support the pace and flow of the story told. If possible, transitions should make use of a speed curve with eases, similar to the one shown on the previous page.



Please avoid any gimmicky transitions like spins, 3D or shape effects, page turns, explosions, etc. Also take care to avoid any effect that needs much time to unfold, as this will interrupt the flow of the video and distract the viewer.

Motion graphic templates

Any text overlay contains a number of design decisions, like choice of colour, typography, potential animation, and use of additional graphical elements. Munich Re is providing MOGRTs – Motion Graphic Templates – for the most common video editing software packages that make working on brand a snap.

All company media are based on shared design principles, assuring a consistent and harmonic overall look. This is where you find the information you need.

Munich Re is offering three different templates, each for the most common video software packages.

We also provide ready-to-use animated logo endings (logo in MR Logo Blue on white background / logo in white on MR Midnight Blue) as .mp4 video files. Together with this guide and the Design Basics Manual this will constitute Munich Re’s video starter pack. The template package comes with a software-specific visual explanation of how to work with the individual files.

Template versions

Supers/text overlays
Text superimposed on video footage is a key tool to emphasize content. Various text size and weight options are available, allowing the adaptability to show the diversity of solutions we develop for our clients.

Lower-thirds
Basic screen element to clearly define the name, job title or location of a specific item, individual, group, or place in footage.

Solids
Text on a coloured, transparent box. Ensuring text readability, while putting a graphical focus on it.

Files contained in the video starter kit

- Munich Re Video Guide
- Munich Re Design Basics Guide
- MOGRT templates
- LUT file
- Munich Re Neue typeface
- Logo endings in full HD and 4K, white and MR Midnight Blue

Available file types

Adobe After Effects

- MunichRe_Template_LowerThirds.aep
- MunichRe_Template_Solid_Text.aep
- MunichRe_Template_Text_Overlay.aep

DaVinci Resolve

- MunichRe_Video_CI_Template.drp

Final Cut Pro X

- MunichRe_Template_Lower_Thirds.motn
- MunichRe_Template_Solid_Text.motn
- MunichRe_Template_Text_Box.motn
- MunichRe_Template_Text_Clean.motn



Availability of Munich Re’s video starter kit

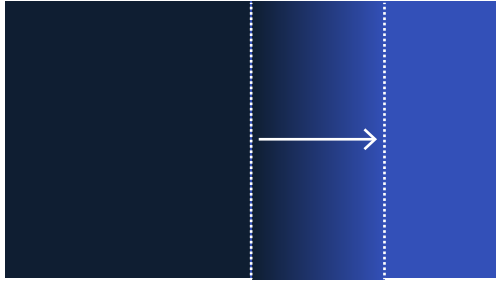
In order to teceive a copy of this kit, contact the Brand Management (pool) - Munich

The positive aspects described in this quick overview will help to create a video in a Munich Re look and feel, while the deviations will inevitably weaken this effect.

Basic principles

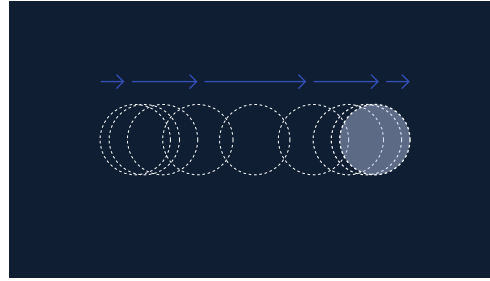
Basic principles for motion graphics

Munich Re's motion system expresses simplicity and no-frills attitude on the essentials. Subtly using only a few but distinct design elements will grab the attention of the viewer and strengthen your message. Sometimes less is more.



Transitions

Fade-ins and -outs should feel quick. Wipes should only be used horizontally and appear fast and fluid. Refrain from adding strong motion blurs as animations should be crisp.



Eases

Add smooth easing to the start and end of all scale, zoom, and linear movements. The duration of a moving element should be fast and efficient, not exceeding .5 seconds.



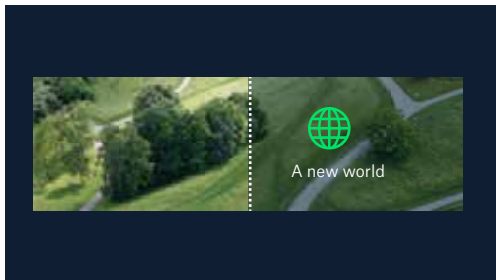
Typography in motion

Text should be left on screen with enough time to be read easily. Movement should be static with quick fade-ins. Type interacting with footage can add a layer of dynamism.



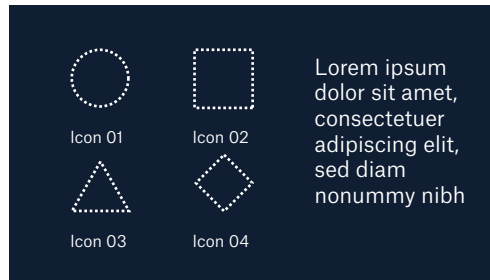
Animated graphics and icons

Graphics should be clear and simple, but also beautiful and engaging. Always avoid any unnecessary motion or clutter. Segment complex ideas into simple and concise scenes.



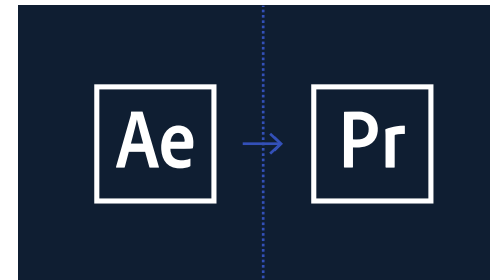
Colour usage

Munich Re palettes have been designed to ensure that all colours work harmoniously together. Colours must always match footage tonalities and selected theme.



Layout structure

Use the given grid to arrange elements and create content areas.



Template usage

Our Adobe After Effects templates should be used for commonly used sequences (see page 10). Editing can be done directly in Adobe Premiere in the essential graphics panel.



Logo and claim animated sequences

The claim and Munich Re logo animation is supplied as a stand-alone video asset that should be added to the end of every video. This sequence should never be altered.

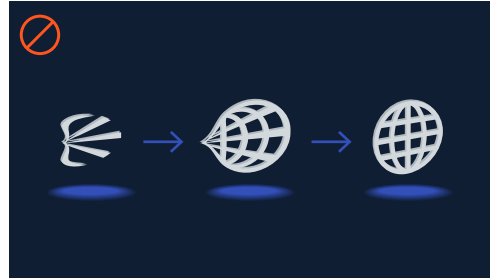
Things to avoid

Consistent use of animation in video maintains uniformity, brand identity, and legibility. The examples below demonstrate stylistic traits that fail to meet the principles governing the Munich Re visual identity.



Do not complicate animations

Keep animations simple and concise. Simple fade-ins and builds with limited movement are recommended. Avoid use of superfluous graphic treatments.



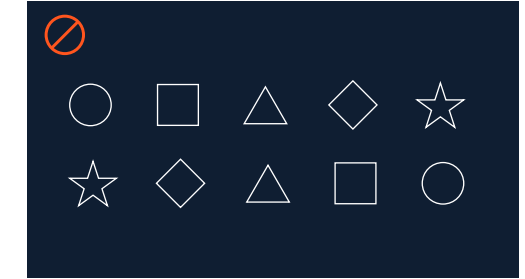
Do not overly use effects and presets

Avoid use of 3D, twists, flips, horizontal wipes, motion blurs, warps, drop shadows, and other distortions. Animations should feel clean and crisp.



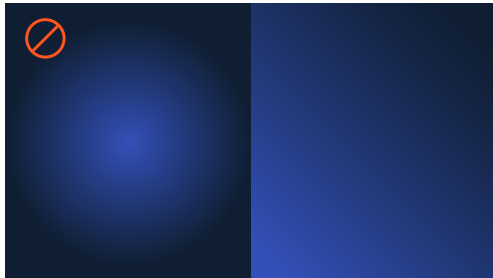
Do not alter template presets

Type must be arranged left. Manipulating the typeface is prohibited. Only use the fonts, font size, font weight, and colours that were carefully predetermined in the templates.



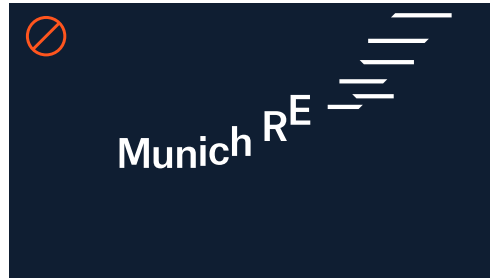
Do not clutter the viewing area

Avoid any unnecessary clutter. Edit each graphical sequence to its essence to be focused and clearly articulated. Keep text within action-safe area.



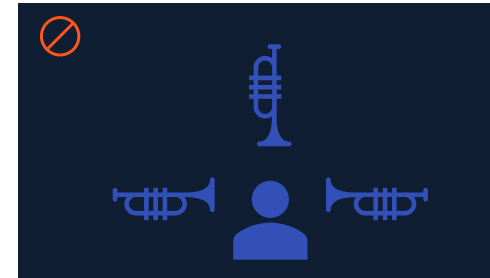
Do not use gradients

A background element should never use a gradient. Colours should appear solid or transparent to overlay footage. The only exception to this is the black to transparent gradient that helps with text readability.



Do not alter animated logo sequence

The claim and Munich Re logo animation should never be customized or replaced.



Do not use disgraceful music

Music should always do the Munich Re brand justice. It must never be cheap, arbitrary, or annoying.

Specifications

Resolutions

HD (1920x1080px)
UHD (3840x2160px)
Frames per second: 25 (Europe), 29.97 or 30 (USA)

File formats:

Picture

Container: *.MP4 or *.MOV
Format: H264 or H265
Bitrate: 5000 - 15000 KBit/s
Field order: Progressive
Profile: Main
Level: 4.1

Audio formats

Format: *.MP3
Bitrate: 128 - 256 KBit/s

Legal issues

Licensing



All items used in a video production and are not self-created need explicit licensing and written consent by their owner.

This encompasses:

- Video stock, including animation
- Audio clips
- Speaker recordings
- Still images and graphics

Most licenses have a defined duration, after which the license will expire and needs to be extended if the video shall continued to be used. Also, for most Munich Re purposes, the license should include all entities of the Munich Re group. If you work with rights-managed material the license will be bound to a certain use case. If you would like to use the video or part of it in another context you may need to extend the license. This said, it might be easier to work with royalty-free material, if possible. If you are working with an external provider who will acquire the licenses for you, make sure they will run on Munich Re, not the provider’s company. Also ensure that you will have access to the origin of the files, even if your business relation to the provider has ended. Document the acquisition of the licenses. Please make sure that branded objects, including buildings, may be legally protected. It might, therefore, be a good idea not to show these in your video.

Declaration of consent

If you create audio or video recordings of persons. you will need written consent from them for the use of their material. Munich Re is offering a form for this purpose, which is tailored to European legislation. If you are producing in other regions, make sure to conform with local law.

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Tel.: +49 89 38 91-0
Fax: +49 89 39 90 56
munichre.com

Contact
brandmanagement@munichre.com

Overall responsibility
Group Communications

Picture credits
Pg. 1: Munich Re/Andreas Kruse
Pg. 4: Munich Re/Manfred Jarisch
Pg. 6: (1) Pexels/Bela Rice/An Aerial Footage
of Crashing Waves/production ID 4662765
(2) Pexels/rodnae-productions-8052413
(3) Munich Re
Pg. 7: (1) Pexels/Mikhail Nilov/8102912
(3) Pexels/Yan Krukov/8836330
Pg. 8: (1) Adobe Stock
Pg. 14 Munich Re/Manfred Jarisch
Pg. 16: (3) Pexels/mikhail-nilov-7441821
(5) Pexels/Diva Plavaguna/6193964
Pg. 18: Munich Re
Pg. 20: (3) Munich Re
Pg. 21: Munich Re/Manfred Jarisch
Pg. 25: Getty Images
Pg. 27: (5) Getty Images (all other) Munich Re
Pg. 28: Munich Re