1 The brand
   1.1 Who we are
   1.2 What characterizes us

2 The design
   2.1 Our modular design principle
   2.2 Basic elements

3 The applications
   3.1 Examples

4 Appendix
   4.1 Contact
1 The brand

1.1 Who we are
1.2 What characterizes us
Who we are

Founded as an insurance company in Germany in 1890, Allianz is one of the world’s largest financial service providers today. Our expertise lies in the areas of insurance, asset management and banking.

How can we be so good at so many different things? We rely on our strong family of brands.
We are a large corporation, with subsidiaries and regional partners around the globe. Together, we pool our different areas of expertise to best serve our customers. Our Allianz flagship brand is the “center of gravity” of our group of brands, focusing on insurance and asset management.

In some regions, we rely on our joint ventures with regional partners to serve our customers. In other countries, the Allianz Group is represented by strong local players – individual corporate brands who are experts in their respective fields.

Despite the different ways in which people recognize us, every member of our group of brands shares the same corporate commitment and shows visually the relationship to Allianz.
Our corporate commitment: We are trusted to deliver in **moments of truth**.

Our expertise has made it possible for us to achieve success for our customers time and time again. We need to channel our efforts at every level to ensure that we can keep our promises each and every day. This is how we can give our customers true peace of mind – as a partner known for their **integrity**, **confidence** and **honesty**.

Fulfilling our corporate commitment – by reflecting key initiatives – will lead to dedicated and committed employees, a convinced financial community and confident customers.

The essence of all this is our shared belief in our brand core.
What characterizes us

The brand core that unites our entire group of brands is **trust**.

Thanks to decades of success in the financial services sector, Allianz has become an **icon of trust**. We have been partner to our customers around the world, providing them with protection and helping them to achieve their financial goals.

This is captured in our **promise** to our customers:

“With Allianz you will feel confident. Thanks to the support of your personal advisor who enables you to take the best decisions for you that prove Allianz’s value in moments of truth. And who is there for you whenever you need him.”

We have taken this promise and our brand core trust to define our winning personality. It helps us bring the Allianz brand to life.
Our personality

**We are competitive.** As a powerful provider of financial and insurance services, we are ambitious in our search to find ways to better serve our customers. In the process, we never forget that they are the real judge of our performance. People choose Allianz because of our passion for excellence. Our clients know: We only make promises that we can keep.

**We are committed.** We know our customers. By being responsive to them and listening to their needs and aspirations, we can create innovative products and services to make their lives easier. Our solution-driven approach helps us to establish long-lasting relationships with our clients to support them every step of the way. We are an understanding and strong partner dedicated to our customers’ success.

**We are competent.** With locations in many countries, we are at home all over the world. We are a world-wise global player and an experienced local partner. The work we have done over the years enables us to approach new ideas with acquired wisdom. We respect diversity, and never stop learning from the different cultures around us. This unique perspective enables us to develop original and outstanding ideas.
In our family of brands, **trust** is the basis for everything we say and do. While members of our family have their own unique personalities and identities, we share the same design framework that makes us recognizable as a group of reliable partners.

This design framework is based on the idea of **unity in diversity.** Even though all of our brands use the same design elements, it is possible for each of us to express our distinctive personalities.
2 The design

2.1 Our modular design principle
2.2 Basic elements
Why do we need a unique corporate design?

There’s more to corporate design than meets the eye. It involves much more than just making a company look good.

A unique look and feel helps to set a company apart from its competitors. It provides people with orientation. It also enables people to develop an emotional connection, making the company more accessible and less anonymous.

Corporate design also establishes a favorable and lasting image of the brand in the mind of the customer. This association promotes brand recognition and tells the customer what they can expect. It benefits the awareness, reputation and image of the company.

In the end, effectively implemented corporate design results in strong visual equity, which leads to positive brand equity.

### Top 20 brand values on the EURO STOXX 50

<table>
<thead>
<tr>
<th>Corporation</th>
<th>Ranking 2007</th>
<th>Ranking 2006</th>
<th>Brand value in million €</th>
</tr>
</thead>
<tbody>
<tr>
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<td>1</td>
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<td>35,083</td>
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<tr>
<td>Unilever</td>
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<td>2</td>
<td>30,753</td>
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<tr>
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<td>BNP Paribas</td>
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<td>4</td>
<td>27,578</td>
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<td>26,289</td>
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<tr>
<td>Allianz</td>
<td>6</td>
<td>8</td>
<td>23,921</td>
</tr>
<tr>
<td>France Telecom</td>
<td>7</td>
<td>7</td>
<td>23,420</td>
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<tr>
<td>Deutsche Telekom</td>
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<tr>
<td>BCO Santander</td>
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<td>11</td>
<td>22,273</td>
</tr>
<tr>
<td>Total</td>
<td>10</td>
<td>10</td>
<td>20,905</td>
</tr>
<tr>
<td>DaimlerChrysler</td>
<td>11</td>
<td>9</td>
<td>19,699</td>
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<tr>
<td>Deutsche Bank</td>
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<td>14</td>
<td>19,575</td>
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<td>AXA</td>
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<td>15</td>
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<td>Renault</td>
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<td>Société Générale</td>
<td>19</td>
<td>19</td>
<td>17,169</td>
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<tr>
<td>Telecom Italia</td>
<td>20</td>
<td>18</td>
<td>17,111</td>
</tr>
</tbody>
</table>

Brand Equity Evaluation System, BBDO Consulting, Prof. Dr. Bernd W.Wirtz, Düsseldorf, Juni 2007
2.1 Basics / The design / Our modular design principle

Our look

We need a clear and simple look to effectively communicate our unique personality. Only in this way can we create an image of visible trust.

We have developed a modular design principle that reflects our idea of unity in diversity. Our visual identity is based on three distinctive elements that create a consistent look while allowing us to express our individual personalities.

The image involves the customer. It reflects moments in their everyday lives.

The content box informs the customer. It makes our messages easy to recognize and remember.

The logo box reassures the customer. It is the icon of trust for our customers.
Our modular design principle

The interplay of these design elements creates a look for our brand that people recognize instantly. Each design element has its own unique function. A few simple rules govern how each one is used.

The image is all-encompassing. It can extend across entire formats. It should visualize the world of our customers in a vivid and authentic way.

The content box is flexible. Its dimensions may vary. It can also be positioned in a variety of ways within the layout.

The logo box is consistent. Its dimensions and content never change. It is always positioned in a defined relationship to the content box.
2.2 Basic elements

2.2.1 The logo
2.2.2 The content box
2.2.3 The imagery
2.2.4 The typeface
2.2.5 The language style
2.2.6 The grid
2.2.7 The colors
2.2.8 Diagrams and tables
The logo
Our trademark

The Allianz logo always stood for our values and our identity. People around the world recognize this unique and distinctive symbol.

Wherever our brand may be: **Our logo is perceived as an icon of trust.**
The logo

Our trademark

The Allianz logo consists of the **wordmark Allianz** and the **Allianz picture mark**. These elements must **always** be used **together**. Never use the picture mark or wordmark on its own. The combination of these two elements makes Allianz recognizable everywhere around the world.

As a global player, Allianz also relies on its large family of subsidiaries, regional companies and partners. In some cases, the Allianz logo is combined with the wordmark of local partners.
Specific proportions have been defined for the Allianz logo boxes. There are four fixed size versions available. The most common is 8 x 3 units for the Allianz logo, the Allianz logo with descriptor and short double-branding logos. The version with 6 x 3 units is used for short Allianz company logos, e.g. AGF. Logo boxes with proportions of 10 x 3 units or 12 x 3 units respectively are used for long Allianz double-branding logos.
The content box
Our way of providing information

Content boxes are featured in all our communication. They capture the attention of the viewer or reader. At the same time, they communicate essential information – whether in the form of headlines or interesting details. Our content boxes are a distinctive and recognizable element of our brand identity, which is why they appear in our corporate color blue. Even though they are used for text, they accent our communication much like images.
The imagery
Our emotional side

Our imagery visualizes the world of our customers – their needs, expectations and desires. We capture authentic moments that are part in people’s everyday lives. Our imagery helps us win their trust.
The imagery
Image style and image type

Trust is the core value of Allianz. We have derived imagery that allows us to clearly express this value. The image style\(^1\) and image type\(^2\) help us bring our personality to life.

We have defined a common image style shared by all brands. This is expressed by a generous composition, characteristic use of color and exciting arrangements.

The common image type is characterized by authenticity, quality and clarity. Additional image type attributes reflect the individual brand personalities of each member of our group. The qualities that specifically define the image type of the Allianz flagship brand are powerful, positive and direct.

1) The image style refers to the formal aspects of the photography, including coloration and composition.
2) The image type details the qualitative aspects of the visuals we use, the stories we tell and the motifs we select.
Image style and image type

**IMAGE STYLE**
- Exciting arrangement
- Generous composition
- Use of color

**IMAGE TYPE**

**GENERAL IMAGE TYPE**
- Authentic
- Qualitative
- Clear

**SPECIFIC IMAGE TYPE**
- Powerful
- Positive
- Direct
The imagery

Image style

<table>
<thead>
<tr>
<th>Exciting arrangement</th>
<th>Generous composition</th>
<th>Use of color</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Unique perspective and level of detail</td>
<td>• Image is divided into a few large areas</td>
<td>• Individual color code (Allianz = blue)</td>
</tr>
<tr>
<td>• Focus on main character/object</td>
<td>• Main character/object in the foreground</td>
<td>• Focus on a few main colors</td>
</tr>
<tr>
<td>• Unusual point of view</td>
<td>• No highly complex motifs</td>
<td>• No desaturated images</td>
</tr>
<tr>
<td>• No focus on background</td>
<td>• No high detail photographs</td>
<td>• No fragments</td>
</tr>
<tr>
<td>• No boring perspectives</td>
<td>• No fragments</td>
<td></td>
</tr>
</tbody>
</table>
## The imagery

### Image type

<table>
<thead>
<tr>
<th>GENERAL IMAGE TYPE</th>
<th>SPECIFIC IMAGE TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Authentic</strong></td>
<td>Powerful</td>
</tr>
<tr>
<td>· Natural environment</td>
<td>· Self-confident, active, dynamic characters</td>
</tr>
<tr>
<td>· Natural characters and objects</td>
<td>· Intense colors used over large areas</td>
</tr>
<tr>
<td>· Natural action</td>
<td>· High contrast</td>
</tr>
<tr>
<td>· Theme-related accessories</td>
<td>Positive</td>
</tr>
<tr>
<td>· No studio look</td>
<td>· Positive characters and positive situations</td>
</tr>
<tr>
<td>· No high-end models or trendy makeup</td>
<td>· Positive, friendly color code</td>
</tr>
<tr>
<td>· No posing, not staged</td>
<td>· Life-loving activities (passion)</td>
</tr>
<tr>
<td>· Neither too high class/ expensive nor low quality/ cheap</td>
<td>· No dark colors</td>
</tr>
<tr>
<td></td>
<td>· No accidents, no commentary</td>
</tr>
<tr>
<td><strong>Qualitative</strong></td>
<td>Direct</td>
</tr>
<tr>
<td>· Choice of motif, high-quality photography</td>
<td>· Motif supports the message and tells a story</td>
</tr>
<tr>
<td>· Choice of light, well-illuminated characters</td>
<td>· No self-important or indirect communication</td>
</tr>
<tr>
<td>· No snapshots, no stock images</td>
<td>· No banal scenes or misleading text/picture concept</td>
</tr>
<tr>
<td>· Not too dramatic, not artificial</td>
<td></td>
</tr>
</tbody>
</table>
The imagery
Different images for different target groups

We use different motifs for our various target groups. Our **business-to-consumer communication** depicts personal customer situations and details from everyday life in bold colors. Images within our **business-to-business communication** show moments in the working lives of professionals, but in more reserved colors.
The imagery
Motif spectrum

Allianz uses different levels of detail. Each brand should have a spectrum of images with perspectives ranging from “far away” to “close up”.

Motif “far away”
Motif “mid range”
Motif “close up”
The typeface
Our unique signature

The typeface is an essential tool for communicating information. Furthermore, a typeface is a distinctive part of our brand identity. It’s important to use the same typeface consistently in all our communication to create a unique look and feel our customers recognize. Think about how important someone’s voice is to speech. A typeface gives the text its own personal voice.
Our typeface plays an essential role in our communication.

We use it to clearly express information that the viewer needs to digest quickly. Typefaces provide orientation and divide texts into segments that are easy to understand.

This clearly legible serif typeface is ideal for longer body texts.
The language style
Putting our personality into words

All of our texts are characterized by a specific tone of voice, which is derived from the Allianz brand personality. This style enables us to create texts that both motivate and inspire the reader. Our language is clear, direct and positive. If visuals are featured within the communication, the text conveys the message of the image in an engaging way.

Example: Visual poster

Example: Text advertising
The grid
The basis for our design

Design grids are the **foundation** of our brand identity. They are essential for ensuring that all our design applications have a consistent and clearly-organized appearance.
Our design grid consists of **square units**. What makes it unique is the fact that these units do not have fixed sizes. Their sizes change in proportion to the respective format. As a result, the grid will always be 30 x 42 units for all DIN portrait formats.
The colors
A reflection of our personality

Whether in electronic or print media, on signage or in our architecture: **Primary and secondary colors** have been defined for use in all applications. These colors clearly express the idea of trust and are derived from our personality – competitive, committed, competent.
The colors
An essential part of our look

Blue, white and gray are our primary colors. Our new characteristic blue is featured in all applications, including our distinctive logo. We have a wide range of secondary colors that may only be used as accent colors in tables and graphics. These secondary colors are different for each target group.

Our business-to-consumer communication features full, vivid colors, while more reduced, reserved colors are used in business-to-business media. Red is used for both target groups to create eye-catching elements. It is possible to use basically any predefined secondary color as long as it is used consistently throughout the media. For example, if green has been selected as an accent color for an informational brochure, no other secondary colors may be used as accents in the same medium.
### The colors

#### Business-to-consumer

**Primary colors** (including gray) for private and business customers

<table>
<thead>
<tr>
<th>Pantone 287</th>
<th>Pantone Cool Gray 10</th>
<th>Pantone 1797</th>
<th>Pantone 158</th>
<th>Pantone 7406</th>
<th>Pantone 363</th>
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</thead>
<tbody>
<tr>
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<td>Pantone Cool Gray 10 60%&lt;br&gt;CMYK 0/0/0/56&lt;br&gt;RGB 193/193/193</td>
<td></td>
<td>Pantone 158 60%&lt;br&gt;CMYK 0/40/60/0&lt;br&gt;RGB 249/162/102</td>
<td>Pantone 7406 60%&lt;br&gt;CMYK 0/15/60/0&lt;br&gt;RGB 255/210/107</td>
<td>Pantone 363 60%&lt;br&gt;CMYK 48/12/60/0&lt;br&gt;RGB 128/179/135</td>
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<tr>
<td>Pantone 287 40%&lt;br&gt;CMYK 40/20/0/7&lt;br&gt;RGB 129/156/204</td>
<td>Pantone Cool Gray 10 40%&lt;br&gt;CMYK 0/0/0/38&lt;br&gt;RGB 215/215/215</td>
<td></td>
<td>Pantone 158 30%&lt;br&gt;CMYK 0/15/30/0&lt;br&gt;RGB 254/212/166</td>
<td>Pantone 7406 30%&lt;br&gt;CMYK 0/5/30/0&lt;br&gt;RGB 255/232/166</td>
<td>Pantone 363 30%&lt;br&gt;CMYK 24/6/30/0&lt;br&gt;RGB 196/214/187</td>
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<tr>
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<td>Pantone Cool Gray 10 20%&lt;br&gt;CMYK 0/0/0/25&lt;br&gt;RGB 235/235/235</td>
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<td></td>
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<tr>
<td>Pantone 287 8%&lt;br&gt;CMYK 8/4/0/0&lt;br&gt;RGB 229/236/246</td>
<td>Pantone Cool Gray 10 10%&lt;br&gt;CMYK 0/0/0/12&lt;br&gt;RGB 245/245/245</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Corporate Color**<br>**Allianz Blue**<br>Pantone 287

**Impact:**<br>Orange is engaging, promotional and product-oriented.

**Secondary colors** for private customers. These colors are best used to achieve the desired impact as described below.

<table>
<thead>
<tr>
<th>Pantone 158</th>
<th>Pantone 7406</th>
<th>Pantone 363</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK 0/65/100/0&lt;br&gt;RGB 241/112/26</td>
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<td>Pantone 7406 60%&lt;br&gt;CMYK 0/15/60/0&lt;br&gt;RGB 255/210/107</td>
<td>Pantone 363 60%&lt;br&gt;CMYK 48/12/60/0&lt;br&gt;RGB 128/179/135</td>
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<td>Pantone 7406 30%&lt;br&gt;CMYK 0/5/30/0&lt;br&gt;RGB 255/232/166</td>
<td>Pantone 363 30%&lt;br&gt;CMYK 24/6/30/0&lt;br&gt;RGB 196/214/187</td>
</tr>
</tbody>
</table>

Red: Usage only for **eye-catching elements**

Impact:<br>Yellow is likeable, cooperative and communicative.

Impact:<br>Green is knowledgeable, informative and competent.
# The colors

## Business-to-business

### Primary colors
(including gray) for private and business customers

<table>
<thead>
<tr>
<th>Corporate Color</th>
<th>Pantone 287</th>
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</thead>
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<td>RGB 148/148/148</td>
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<td>RGB 129/156/204</td>
<td>RGB 215/215/215</td>
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</tr>
<tr>
<td></td>
<td>RGB 229/236/246</td>
<td>RGB 245/245/245</td>
<td>RGB 199/216/181</td>
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</table>

### Red: Usage only for eye-catching elements

<table>
<thead>
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<th>Pantone 154</th>
<th>Pantone 1255</th>
<th>Pantone 5743</th>
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<tr>
<td>RGB 177/73/17</td>
<td>RGB 182/130/54</td>
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</tr>
</tbody>
</table>

### Secondary colors for business customers

<table>
<thead>
<tr>
<th>Pantone 154</th>
<th>Pantone 1255</th>
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<td>CMYK 50/30/60/0</td>
</tr>
<tr>
<td>RGB 205/141/107</td>
<td>RGB 204/165/110</td>
<td>RGB 136/159/113</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<td>CMYK 10/20/25/0</td>
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<td>RGB 237/212/191</td>
<td>RGB 235/213/181</td>
<td>RGB 199/216/181</td>
</tr>
</tbody>
</table>

- **Pantone 287**
- **Pantone Cool Gray 10**
- **Pantone 1797**
- **Pantone 154**
- **Pantone 1255**
- **Pantone 5743**
Diagrams and tables

Basic version

All of our diagrams and tables are two-dimensional. Our simplest graphics feature defined shades of the primary colors blue and gray. There are three different options: Blue graphics, gray graphics and gray graphics with blue accents. The different shades of color should run from dark to light in each diagram. Our corporate color blue can be used to emphasize special information or important figures.
Diagrams and tables

Accent color

Secondary colors can be used in diagrams and tables to identify specific information or call attention to key figures. Only one secondary color may be used in each medium. The different shades of color should run from dark to light in each diagram. The defined tones of an accent color are used to highlight important information.
3  The applications

3.1  Examples
Our brand’s world
How our customers experience the brand

Our customers can encounter the brand every day in countless situations. A **consistent visual identity** in all our media ensures that our brand is always perceived in the same way.

Whether on our posters or signage, at the point of sale, in advertisements or sponsoring, or on our website – every application brings our brand to **life**.
Think big
Around town ...

People can find Allianz all over the globe. No matter where they look – our distinctive style is impossible to miss.
Meeting our clients
At home and at work ...

Wherever our customers might be, we are there. Up close and personal – our familiar look and feel helps give our customers orientation.
Passion meets performance
During free time ...

We share our customers’ passion for sports. Our competitive spirit comes through in our extensive sports sponsorship activities.

Formula 1 sponsoring, cooperation with BMW Williams Team

Soccer stadium Allianz Arena, Munich, Germany
4 Appendix

4.1 Contact
Any questions?
Contact

Do you need access to the Allianz Corporate Design Management Platform CDMP? Or do you have specific questions relating to our design?

We are always happy to help. Please contact Allianz Group Marketing.

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