



Digital styleframe



The image shows a white iPad displaying a digital styleframe of the Zurich website. The styleframe is a wireframe version of the actual website, showing the layout, navigation, and various content sections. The website features a blue header with the Zurich logo and a search bar. Below the header, there are several main sections: 'Individual and private customers', 'Large and multinational corporations', 'Small and mid-sized businesses', and 'How NGOs and investors can work together'. Each section contains sub-content, images, and calls-to-action like 'Find insurance cover in your country' and 'Go to your local website'. The styleframe is set against a light-colored wooden background, with a white mug of coffee visible in the top right corner. A red circular callout in the bottom left corner contains the following text:

Future Brand image (background, iPad): Usage rights have to be clarified

Introduction

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Our mark

Contents

Our mark	03
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Minimum clear space on websites

We make sure there is always enough clear space around our mark, so it has enough room to breathe and be noticed. The last thing we want to do is crowd it out or suffocate it.

The clear space is the diameter of the 'Z' logo. This is the minimum and should be increased wherever possible.

Background

Make sure the Zurich mark is only placed on white. It should stand out.



Position in website header

We always position/place our logo on the left side of the header.



News About us Products Industry knowledge Investor relations Corporate resp

Position on mobile header

We always position/place our logo on the left side of the header. The clear space around it varies to the website rule.



Recommended mark size

Website	mark height
Header	83 px

We should always make sure our mark is the right size. Never too small, or too big. Just right.

The protective sign ® becomes illegible at the minimum size and should not be used.

Absolute minimum size for the Zurich stacked mark



Absolute minimum size for the Zurich ranged mark



Search

Our colours

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The world's favourite colour

Blue is the world's favourite colour, the colour of the sky and of the oceans. Across our industry, it is a colour of great range and appeal.

Future Brand
content & image:
Usage rights have to
be clarified

↑ **Light blue signifies**
Protection
Warmth
Honesty
Caring
Welcoming

↓ **Darker blue signifies**
Premium
Trust
Security
Professionalism
Reliability
Intelligence

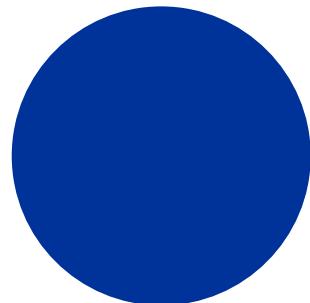
Primary colours

The primary colours are used for key elements and key functionalities.

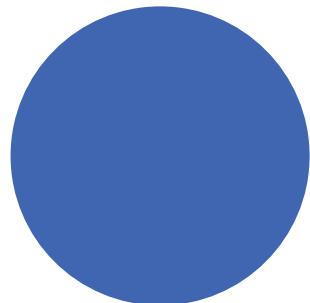
Primary colour palette

Zurich Blue 1

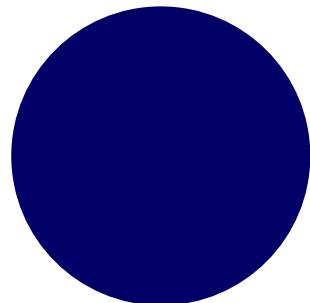
Zurich Blue 1 is lighter and more radiant. We want to make the most out of it – so feel free to put it to good use. It is used as a metaphor of protection in our photography.



Zurich Blue 1
R0 G51 B153
#003399



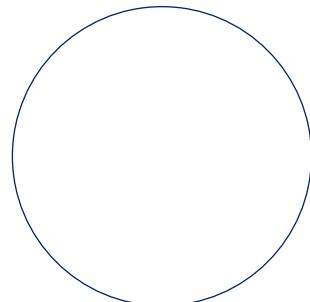
Zurich Blue 1 75%
R0 G51 B153
#4066B3



Zurich Blue 2
R0 G0 B102
#000066

White

We are a blue and white brand. We use white to help our blues stand out.



White
R255 G255 B255
#FFFFFF

Primary colours

Zurich Blue 1 is exclusively used for CTAs

Zurich Blue 1 75% is exclusively used for interactive elements

Zurich Blue 2 is used to draw special attention to single content modules. It is always used for stage headlines.

Examples

Zurich Blue 1

is exclusively used for CTA elements



Zurich's corporate responsibility stra

CTA

Zurich Blue 1 75%

is used for key interactive elements

dia

Corporate Responsibility

About Us

Ind

main navigation bar

More media

links

Zurich
insurance.
For those
who truly
love.



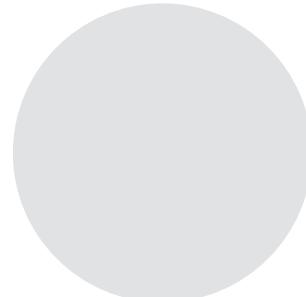
stage headline

Secondary colours

These colours have been selected to complement the primary colours, not to compete with them. They allow the flexibility needed for type, graphic elements and backgrounds.

Always use primary and secondary colours for charts and diagrams before resorting to the charts and diagram colours.

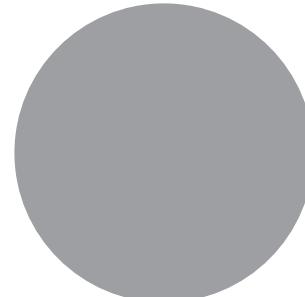
Secondary colour palette



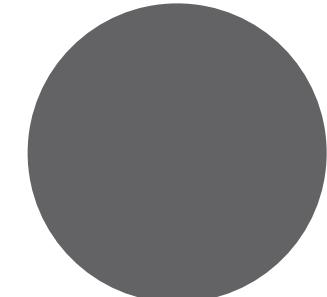
Grey 10%
R230 G230 B230
#E6E6E6



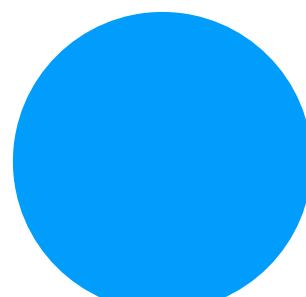
Grey 5%
R243 G243 B243
#F3F3F3



Grey 45%
R142 G142 B142
#8E8E8E

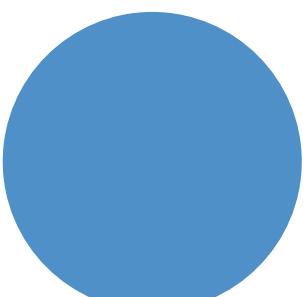


Black 75%
R62 G62 B62
#3E3E3E



20% 40% 60% 80%

Sky Blue
R0 G158 B254
#009EE0



20% 40% 60% 80%

Mid Blue
R79 G144 B200
#4F90c8

Charts and diagrams

These colours can only be used for charts and diagrams after the primary and secondary colour palettes have been exhausted or when we wish to highlight specific areas in a chart or a diagram.

Exception:

Salmon red can also be used for alerts and error messages.

Colours for charts and diagrams only

Colours for Charts and diagrams

Should only be used alongside the primary or secondary palettes to highlight a specific area in a chart or diagram. This will help to keep a consistent Zurich look and feel.

These colours should never be used anywhere else, e.g. headlines, backgrounds etc.

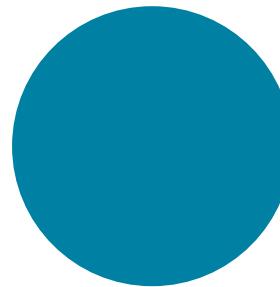
Tints

If you need more variation, tints of our secondary colours can be used at 20%, 40%, 60% and 80%.

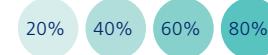
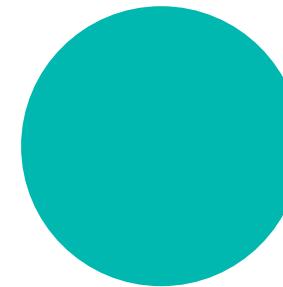
Please see next page for examples of how our colours work in the real world.

Tip

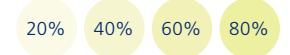
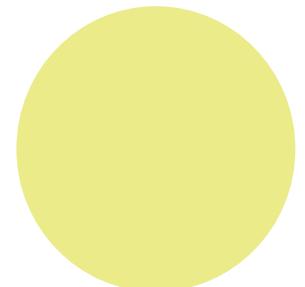
Teal and Turquoise blend best with our primary and secondary palettes and should be used first when creating charts and diagrams.



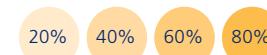
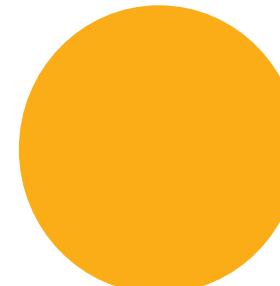
Teal
R0 G115 B150
#007396



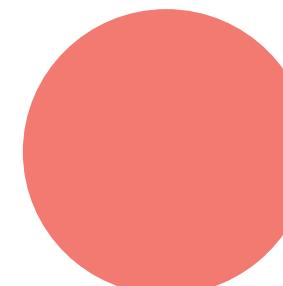
Turquoise
R0 G191 B179
#00BFB3



Lemon
R224 G226 B124
#E0E27C



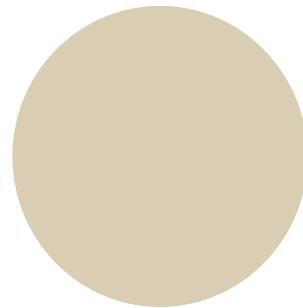
Orange
R246 G156 B0
#F69C00



Salmon
R234 G99 B92
#EA635C

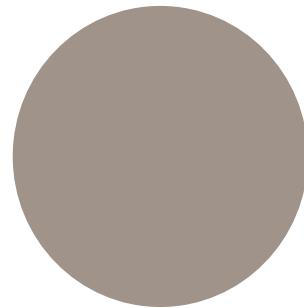
Charts and diagrams

Colors for charts and diagrams only



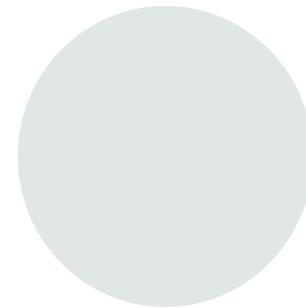
20% 40% 60% 80%

Sand stone
R213 G206 B181
#D5CEB5



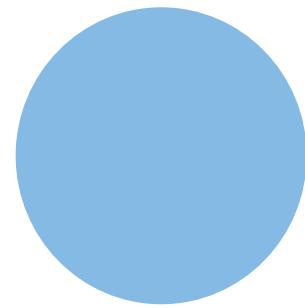
20% 40% 60% 80%

Dark stone
R168 G159 B150
#A89F96



20% 40% 60% 80%

Dove
R231 G236 B235
#E7ECEB



20% 40% 60% 80%

Light blue
R151 G193 B227
#97C1E3

How to use colour in charts and diagrams

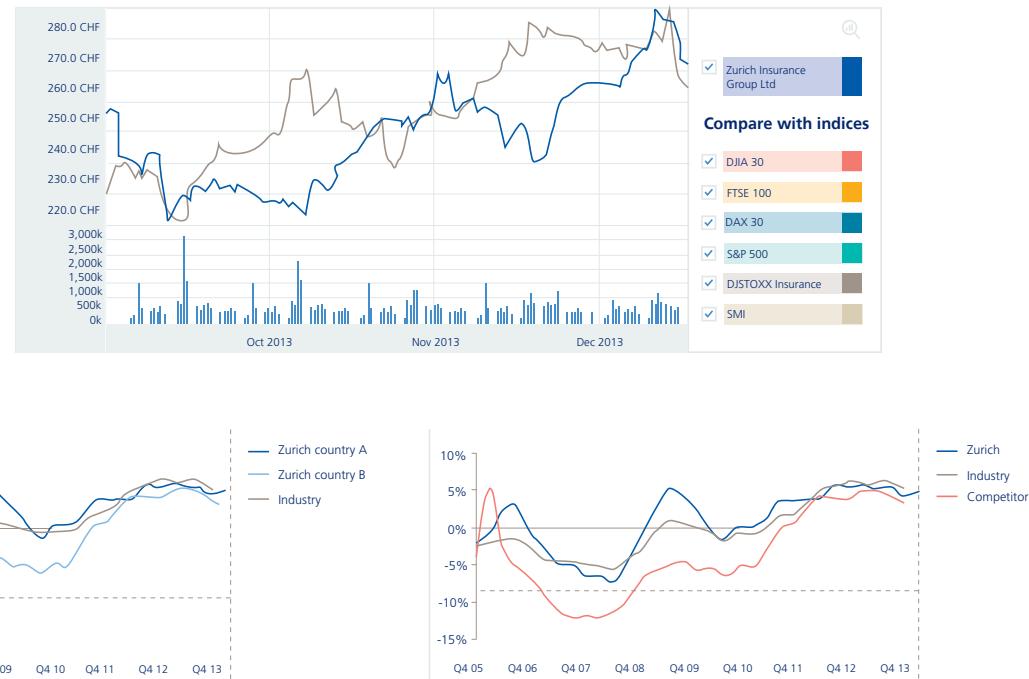
Colours from all three palettes can be used for charts and diagrams.

Preference should always be given to the primary and secondary colours, which best represent the Zurich look and feel. The chart and diagram colours should be used only:

- When the primary and secondary colour palettes have been exhausted
- When we wish to differentiate specific areas in a chart or diagram to set them apart – particularly when representing competitors or external organizations. Zurich should always be represented in one of our primary blues.

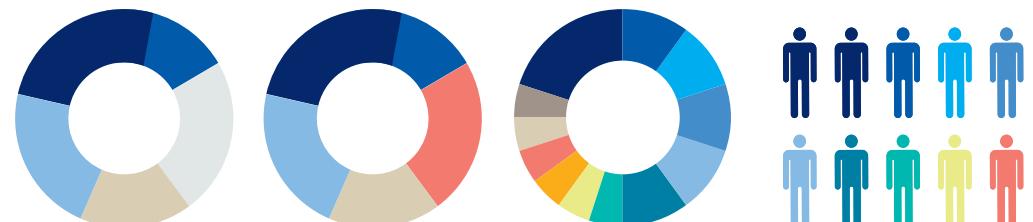
Graphs

These examples demonstrate how we show competitors or external organizations in chart and diagram colours. Zurich is always represented in blue.



Charts

Use chart and diagram colours once primary and secondary colours have been exhausted or to represent a competitor or external organization.



Background colours

- Background panels use 5% or 10% Black
- Background panels are used to visually structure the page and aid user guidance.
- Background panels are different from the background colours within components. Components have fixed background colours which don't change.

Example: the „Quotation“ component always uses Mid Blue.
 Either the copy is Mid Blue or the copy is White in a Mid Blue box. The background on which the copy or the box appear can change depending on the background panel. The background panel can be white, 5% black or 10% black.

Example: use of background colour

The image shows three screenshots of the Zurich Insurance Group website illustrating the use of background colours to structure the page:

- Screenshot 1:** A white background panel featuring a bicycle and a headline "Zurich insurance. For those who truly love." with a "Watch the TV spots" button.
- Screenshot 2:** A dark blue background panel featuring a world map and a headline "Zurich's flood resilience engagement". It includes a "See all projects" button and a "Corporate Responsibility" section with a "You can invest in responsibility" heading.
- Screenshot 3:** A light grey background panel featuring a photograph of a rural scene in Bangladesh and a headline "Practical action in Bangladesh". It includes a "Project facts" section with statistics like "300 houses", "250 acres of crops", and "95% people".

Where we use our colours

Here is a quick checklist to ensure you are using the right colours in the right applications.

Primary	Logo	Icons	Headlines	Back-grounds	Charts& diagrams	Call to action	Hover
Zurich Blue 1 Zurich Blue 2 White	✓	✓	✓	✓	✓	✓	✓
Secondary							
Zurich Blue 1 75% Sky Blue Mid Blue Grey 5% Grey 10% Grey 45% Black 75%	✗	✓	✗	✓	✓	Only Zurich Blue 1 75 %	Only Zurich Blue 1 75 %
Chart and diagram colours only*							
Teal Turquoise Lemon Orange Salmon Sand Stone Dark Stone Dove Light Blue	✗	✗	✗	✗	✓	✗	✗

* To be used only after the primary and secondary colours have been exhausted.
Exception: Salmon red can also be used for alerts and error messages.

Our typography

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Typeface

Our primary typeface for websites is Swiss721 compared to above the line.

Our primary typeface

Swiss721 Light should be used for headlines

Swiss721 Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 & %

Usage in

Headline 1
Headline 2
Headline 4

Swiss721 Roman should be used for navigation and bodycopy.

Swiss721 Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 & % s

Navigation mobile 1
Navigation mobile 2
Navigation main
Navigation megadropdown 2
Body copy
Label

Swiss721 Bold should be used for Call to actions, navigation and links.

Swiss721 Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 & %

Call to action
Navigation megadropdown 1
Link
Footer

Our narrative typeface

Swiss721 Bold should be used for quotations.

Garamond Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 & %

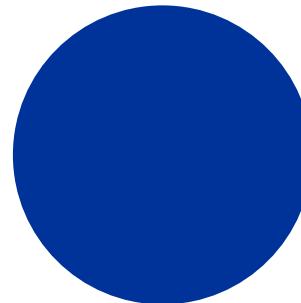
Quotation 1
Quotation 2

Typography colours

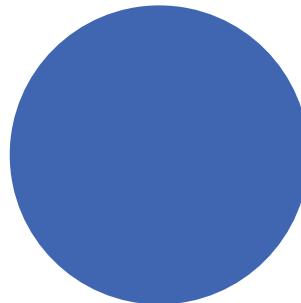
Short overview of where to use which colour in typography.

- Zurich Blue 1 is exclusively used for CTAs
- Zurich Blue 1 75% is exclusively used for interactive elements
- Zurich Blue 2 is used to draw special attention to single content modules and infographics. It is always used for stage headlines.
- Mid Blue is used for elements that illustrate or complement other content, such as quotes, short facts, or image sliders.
- Quotes and image sliders use Mid Blue, short facts use Zurich Blue 2
- Large Headlines use 45% Black
- Body copy uses 75% Black

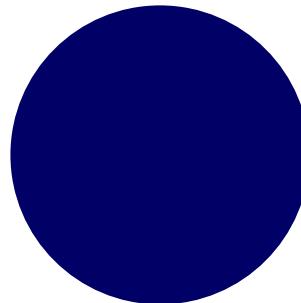
Typography colours



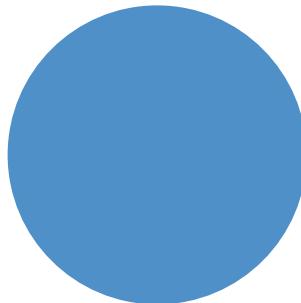
Zurich Blue 1
R0 G51 B153
#003399



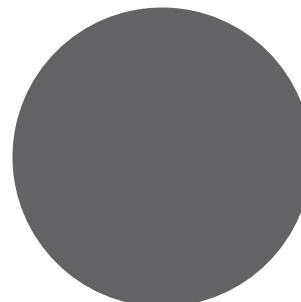
Zurich Blue 1 75%
R0 G51 B153
#4066B3



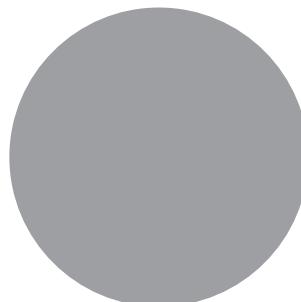
Zurich Blue 2
R0 G0 B102
#000066



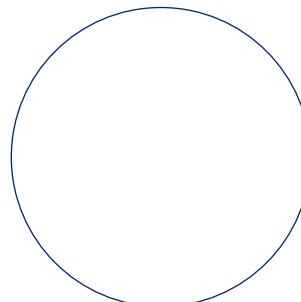
Mid Blue
R64 G102 B255
#4F90C8



Black 75%
R62 G62 B62
#3E3E3E



Grey 45%
R142 G142 B142
#8E8E8E



White
R255 G255 B255
#FFFFFF

Font format	Widescreen		Desktop		Tablet portrait		Mobile	
Typeface, weight, colours and use	Font size	Leading	Font size	Leading	Font size	Leading	Font size	Leading
Headline 1 Font: Swiss721 Light Colour: Zurich Blue 1 75%, Grey 45% Used in: stage start page, page headlines, infographics numbers	45 px	48 px	45 px	48px	34 px	36 px	24 px	26 px
Headline 2 Font: Swiss721 Light Colour: Zurich Blue 1 75%, Grey 45% Used in: big teaser headlines start page, stage headline chapter pages, content headlines	30 px	36 px	30 px	36 px	24 px	28 px	24 px	26 px
Headline 4 (=Headline 3) Font: Swiss721 Light Colour: Grey 45%, Zurich Blue 1 75% Used in: header, page intro, infographics, big teasers sub pages	18 px	24 px	18 px	24 px	16 px	20 px	16 px	20 px
Headline 4 bold Font: Swiss721Bold Colour: Grey 45% Used in: Tags in Search headline	18 px	24 px	18 px	24 px	16 px	20 px	16 px	20 px

Font format	Widescreen		Desktop		Tablet portrait		Mobile	
Typeface, weight, colours and use	Font size	Leading	Font size	Leading	Font size	Leading	Font size	Leading
Call to Action Font: Swiss721 Bold Colour: Zurich Blue 1 Used in: CTAs	18px	24 px	18 px	24px	16 px	20 px	16 px	20 px
Navigation mobile 1 Font: Swiss721 Roman Colour: Zurich Blue 1 75% Used in: mobile navigation	—	—	—	—	—	—	24 px	26 px
Navigation mobile 2 Font: Swiss721 Light Colour: Zurich Blue 1 75% Used in: mobile navigation	—	—	—	—	—	—	16 px	20 px
Navigation main Font: Swiss721 Roman Colour: Zurich Blue 1 75%, Grey 45% Used in: main navigation bar, megadropdown quicklinks, customer entry tab module	16px	20 px	14 px	18 px	12px	18 px	12 px	18 px
Navigation megadropdown 1 Font: Swiss721 Bold Colour: Zurich Blue 1 75% Used in: Megadropdown headlines	16px	18px	14px	16px	14px	22px	—	—

Font format	Widescreen		Desktop		Tablet portrait		Mobile	
Typeface, weight, colours and use	Font size	Leading	Font size	Leading	Font size	Leading	Font size	Leading
Navigation megadropdown 2 Font: Swiss 721 Roman Colour: Zurich Blue 1 75% Used in: Megadropdown items	16px	18px	14 px	16px	12 px	22 px	—	—
Quotation 1 Font: Garamond Regular Colour: White, Mid Blue, Used in: citations	28px	36px	24px	32px	24px	32px	20 px	25 px
Quotation 2 Font: Garamond Regular Colour: Grey 45%, White, Mid Blue, Used in: navigation megadropdown, stage chapter pages	20px	25px	20px	25px	16px	22px	—	—
Body copy Font: Swiss721 Roman Colour: Black 75%, Grey 45%, Zurich Blue 1 Used in: main navigation bar, megadropdown quicklinks, customer entry tab module	14px	20 px	14 px	20 px	12px	18 px	12 px	18 px
Link Font: Swiss721 Bold Colour: Zurich Blue 1 75%, Grey 45%, White, Used in: teaser headlines, links, tags, filters	14px	20px	14px	20px	12px	18px	12px	18px

Font format	Widescreen		Desktop		Tablet portrait		Mobile	
Typeface, weight, colours and use	Font size	Leading	Font size	Leading	Font size	Leading	Font size	Leading
Footer Font: Swiss721 Bold Colour: Grey 45% Used in: footer, breadcrumb	12px	18 px	12 px	18px	12 px	18 px	12 px	18 px
Label Font: Swiss721 Roman Colour: Grey 45%, White , Used in: footer, footnotes, LABELS in search results, calendar, knowledge library	12px	18px	12px	18px	12px	18px	12 px	18px

Underline

„nn“ is used for the Homes-Stage

„NN“ is used for Subpages

Example: use of underlines

Desktop



Tablet



Mobile



Underline

Example: use of underlines

Desktop



Tablet



Mobile



Spacing: below underlines

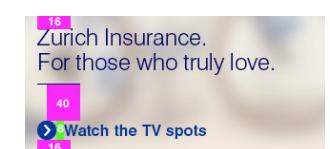
Desktop



Tablet



Mobile

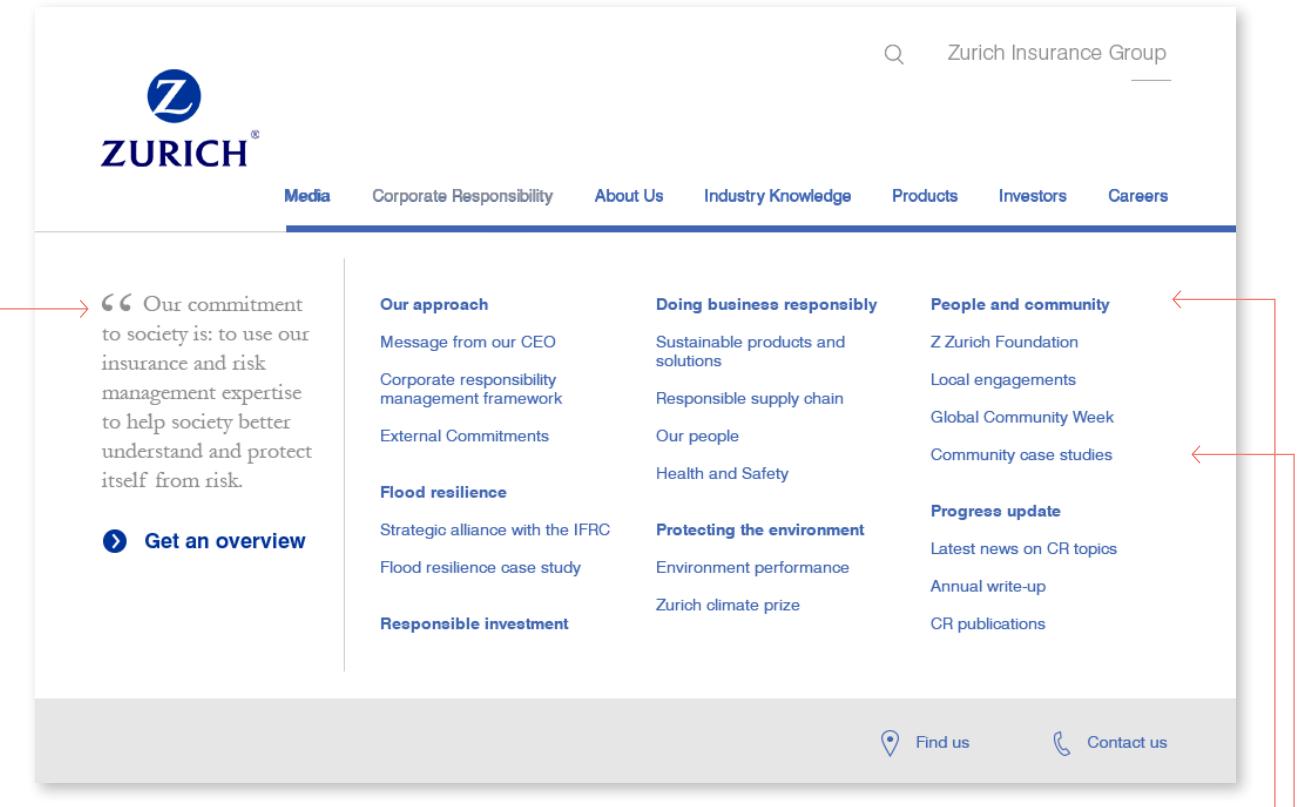


How we use our typography

The screenshot shows the homepage of the Zurich Insurance Group website. Red arrows point from specific text elements to labels indicating the font used.

- Navigation Main:** Font: Swiss721 Roman (points to the main navigation bar at the top).
- Headline 4:** Font: Swiss721 Light (points to the headline "Zurich insurance. For those who truly love.").
- Bodycopy:** Font: Swiss721 Regular (points to the text in the "Latest news" and "Latest publications" sections).
- Link:** Font: Swiss721 Bold (points to the "Watch the TV spots" call-to-action button).
- Call to action:** Font: Swiss721 Bold (points to the "Watch the TV spots" button and the "Job Seeker" button).
- Headline 2:** Font: Swiss721 Light (points to the "TRUE LOVE" video thumbnail).
- Quotation 1:** Font: Garamond regular (points to the quote "Zurich is a leading multiline insurance provider with a global network of subsidiaries and offices. With about 60,000 employees, we deliver a wide range of products in more than 170 countries.").
- Bodycopy:** Font: Swiss721 Bold (points to the "Find insurance in your country" form fields).

How we use our typography



The screenshot shows the Zurich Insurance Group website's homepage. A red box highlights a quote from the CEO: "Our commitment to society is: to use our insurance and risk management expertise to help society better understand and protect itself from risk." Below the quote is a blue button labeled "Get an overview". Another red box highlights the "Our approach" section of the megadropdown menu, which includes links like "Message from our CEO", "Corporate responsibility management framework", and "External Commitments". To the right of the dropdown, a third red box highlights the "People and community" section, which includes links to the Z Zurich Foundation, Local engagements, Global Community Week, and Community case studies. At the bottom of the dropdown, there are links for "Progress update", "Latest news on CR topics", "Annual write-up", and "CR publications". At the very bottom of the page, there are "Find us" and "Contact us" buttons.

Quotation 2: Font: Garamond regular

Navigation Megadropdown 1: Font: Swiss721 Bold

Navigation Megadropdown 2: Font: Swiss721 Roman

Icons

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Icon colours

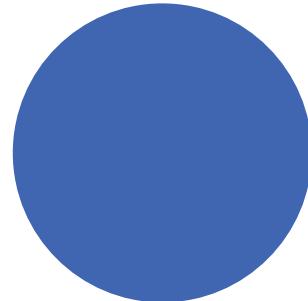
Zurich Blue 1 75% and Black 75% make up the active state of most icons.

White and Zurich Blue 2 make up the hover and down state of most icons.

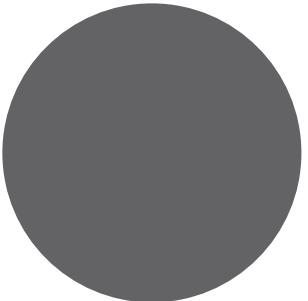
Zurich Blue 1 100% is exclusively used for Call to Action (CTA) elements.

Salmon red is used for alerts and error messages.

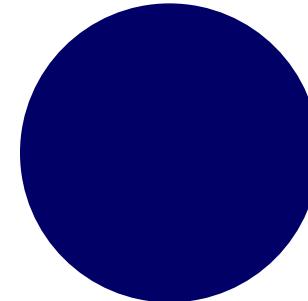
Icon colours



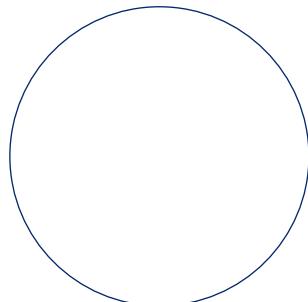
Zurich Blue 1 75%
R0 G51 B153
#4066B3



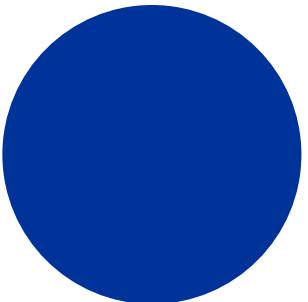
Black 75%
R62 G62 B62
#3E3E3E



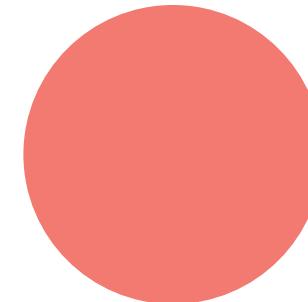
Zurich Blue 2
R0 G0 B102
#000066



White
R255 G255 B255
#FFFFFF



Zurich Blue 1
R0 G51 B153
#003399



Salmon
R234 G99 B92
#EA635C

Icon states

Icon states

Example 1 User Entry



Broker



Broker



Broker

Active
Zurich Blue 1 75%**Hover**
White**Down**
White

Example 2 Share

**Active**
Zurich Blue 1 75%**Hover**
Zurich Blue 1 75%**Down**
Zurich Blue 1 75%

Example 3 Footer-twitter

**Active**
Grey 45%**Hover**
Zurich Blue 2**Down**
Zurich Blue 2

Icons

Icon info explanation

download
e614
25x22px
Zurich Blue 1 75%

Name
Icon font number
Size
Icon colour
Font Size

User Entry



active
Zurich Blue 1 75%



hover
White



down
White

media
e600
34x34px



active
Zurich Blue 1 75%



hover
White

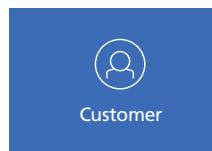


down
White

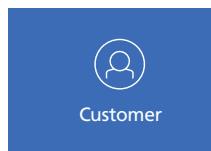
investor
e601
34x34px



active
Zurich Blue 1 75%



hover
White

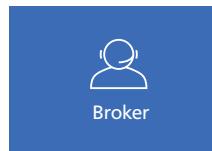


down
White

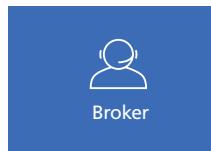
customer
e602
34x34px



active
Zurich Blue 1 75%



hover
White



down
White

broker
e603
34x34px



active
Zurich Blue 1 75%



hover
White



down
White

jobseeker
e604
34x34px

Download Teaser



active
Zurich Blue 1 75%



hover
Zurich Blue 2



down
Zurich Blue 2

download
e614
25x22px



active
Zurich Blue 1 75%



hover
Zurich Blue 2



down
Zurich Blue 2

download-podcast
e61b
25x22px



active
Zurich Blue 1 75%



hover
Zurich Blue 2



down
Zurich Blue 2

download-video
e61a
25x22px



active
Zurich Blue 1 75%



hover
Zurich Blue 2



down
Zurich Blue 2

external link
e624
25x22px



active
Zurich Blue 1 75%

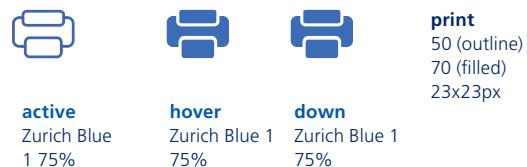
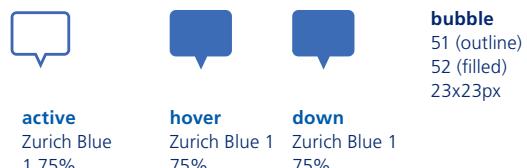
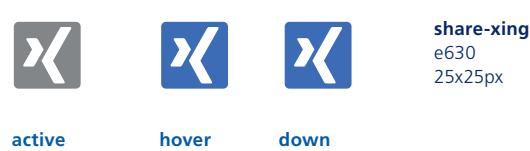


hover
Zurich Blue 2

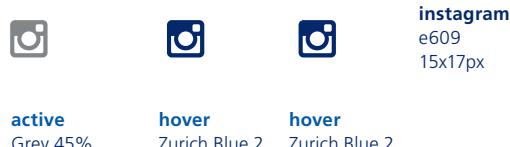


down
Zurich Blue 2

download-media
e620
25x22px

Sharing icons header**Sharing icons**

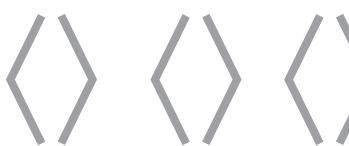
Footer



Footer



Arrows & Links



Arrows & Links

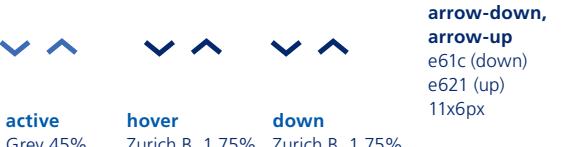
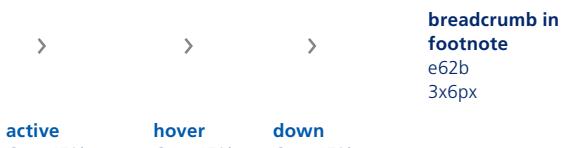


Image & navigation slider

	active Grey 45%	slider/pager on white background e615 85x21px
	hover Grey 45% > 25%	
	hover Grey 45% > 25%	
	active White	slider e615 85x21px
	hover White 50%	
	hover White 50%	

Megadropdown

			location e60c 14x23px
active Zurich Blue 1 75%	hover Zurich Blue 2	down Zurich Blue 2	
			contact e60f 15x23px
active Zurich Blue 1 75%	hover Zurich Blue 2	hover Zurich Blue 2	

Contact

			mail-outline e616 22x15px
active Zurich Blue 1 75%	hover Zurich Blue 2	down Zurich Blue 2	
			twitter e606 19x15px
active Zurich Blue 1.75%	hover Zurich Blue 2	down Zurich Blue 2	

Close Button

			close 2573 12x12px
active Zurich Blue 1.75%	hover Zurich Blue 2	down Zurich Blue 2	

active Zurich B. 1 75%	hover Zurich Blue 2	hover Zurich Blue 2

			close-tag e625 12x12px
active Zurich B. 1 75%	hover Zurich Blue 2	hover Zurich Blue 2	

Accordion

			plus e62c 10x10px
active Zurich Blue 1 75%	hover Zurich Blue 2	down Zurich Blue 2	

active Zurich B. 1 75%	hover Zurich Blue 2	hover Zurich Blue 2

			minus e62d 6x2px
active Zurich B. 1 75%	hover Zurich Blue 2	down Zurich Blue 2	

Author of the article

			author-linkedin e62a 19x19px
active Zurich Blue 1 75%	hover Zurich Blue 2	down Zurich Blue 2	

active Zurich B. 1 75%	hover Zurich Blue 2	down Zurich Blue 2

active Zurich B. 1 75%	hover Zurich Blue 2	down Zurich Blue 2

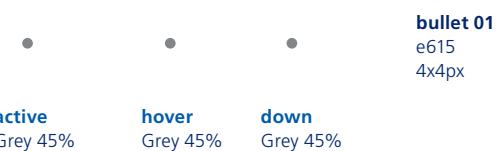
Loading



Calender



Bullets



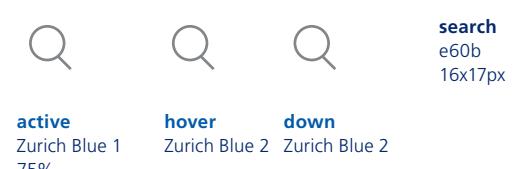
Stock Chart



Mobile



Search & error messages



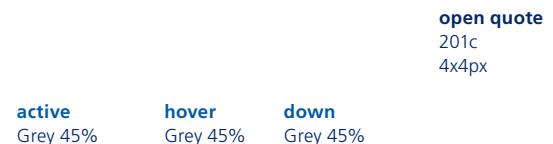
Location finder



from elements



Quotation



Tags



Typography with icons

Downloads and contact icons, links and call to actions can be combined with typography.

Typography with icons



8px

[Analysts presentation English \(PDF 120kb\)](#)

8px

Download links & Contact teaser

A blue chevron icon pointing right, followed by the text "More videos".

8 px

Links



16px

Call-to-action links

Our photography

Contents

Primary photography	37
Secondary photography	40
Image sizes	42
Teaser images	43
Stage images	44

Simple, clear and calmly arresting

We create and select distinctive Zurich images which help us build a better recognition and a stronger emotional connection to our brand.



Primary photography

We are a blue and white brand and we use these colours strategically to bring our products and services to life in a distinctive and recognizable way.

All our primary photography uses blue as a metaphor for protection, so the protective element is always highlighted in our signature Zurich Blue 1.



Primary photography

Checklist

Blue as the protective element	✓
Simple	✓
Classy and warm	✓
Well composed	✓
Calmly arresting	✓
Creates an emotional response	✓
Wit – subtle humor (where appropriate)	✓

Retouching

The element of protection should be coloured to match Zurich Blue 1. There are various ways to re-colour an image – but always ensure it appears natural in its scene and never artificially tinted or photo-shopped.



Primary photography



Secondary photography

These images capture and celebrate unique moments around the world in a natural, eye-catching way. Interesting angles. Different takes. Great complements to our primary images.

Our secondary photography can be used in communication when it is not necessary to demonstrate an element of protection through the strategic use of blue.

Secondary images work well within clearly branded Zurich communications or environments e.g., secondary pages on our website.



Secondary photography

The secondary images use colours from our secondary colour palette. These images don't use a blue element of protection. However, blue can be featured as the natural colour of the sky and sea.

The colours in overall should appear muted and warm. Avoid using images with colours that are too vibrant or bright.

Checklist

Tones taken from secondary colour palette	✓
Simple	✓
Classy and warm	✓
Well composed	✓
Calmly arresting	✓
Creates an emotional response	✓
Wit – subtle humor (where appropriate)	✓



Image Sizes

These are the formats that the assets need to have.

All other image formats are automatically created by the CMS and do not need to be saved as separate images by the graphic designers.

General specifications

Standard ratio

Generally images within the content across all views (widescreen, desktop, tablet portrait, mobile) will be cropped to 2:1.

Retina optimization

Please always consider the retina resolution if available, which must be twice as big (@2x). If you prepare images and there is enough resolution to have hi-res, use double image size only. Other image sizes will be generated out of this file by the cms.

Width must not be smaller than 320px in order to be displayed correctly on mobile view.

Image formats

Use JPG's for usual photographs (max. quality 80%, without any colour profile) and alpha-transparent PNG's for graphs.

	Mobile	Desktop	Retina	Ratio
Stage / Slider	750 x 700 px blurred + non-blurred	1600 x 575 px blurred + non-blurred	-	Fixed height
Standard / Content	-	-	2500 x 1250 px	2:1
Header image T3.1 und T4.1	-	-	2500 x 834 px	3:1

Teaser Images

Standard ratio of images (2:1)

	Mobile	Desktop	Retina	Ratio
3 columns (25 % width)	-	320 x 160px	640 x 320px	2:1
4 columns (33 % width)	-	379 x 198px	794 x 397px	2:1
6 columns (50 % width)	-	612 x 306px	1224 x 612px	2:1
8 columns (66 % width)	-	826 x 413px	1652 x 826px	2:1
9 columns (75 % width)	-	932 x 466px	1864 x 932px	2:1
12 columns (100 % width)	-	1250 x 625px	2500 x 1250px	2:1

Wider image footage will be shrunk proportionally to its parent container, e. g. an image with measurements 1000 x 500px within a 4 column container on widescreen will be reduced to a width of 397px.

Stage Images

	Mobile	Desktop	Retina	Ratio
Stage / Slider	750 x 700 px blurred + non-blurred	1600 x 575 px blurred + non-blurred	-	Fixed height

No retina support

Retina optimized images are NOT necessary since images are automatically scaled down.

Fixed height

Due to the fixed height of the slide container stage images do not show a specific ratio.

Area of interest

As illustrated in the example images (image-stage.jpg & image-stage-mobile) there is a blue marked area of interest which will be visible across all views and an orange marked one which will not always be displayed due to varying browser widths.

The right part of the image in the desktop version is visible during the sliding motion, the lower part of the mobile version only appears as a blurred background behind the text area.



Stage slider image with marked visible areas for desktop clients

Stage Images



Stage slider image with marked visible areas for mobile clients

Infographics

Contents

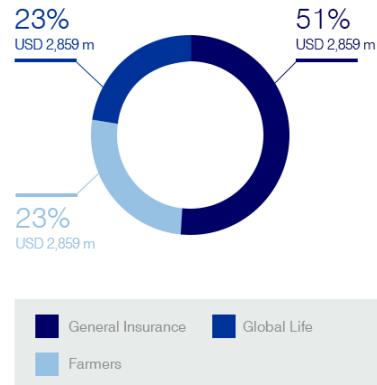
Infographic examples 47



Infographics

Infographics

2013 Business operating profit by segment^{2,3}



Nationalities represented in leadership team

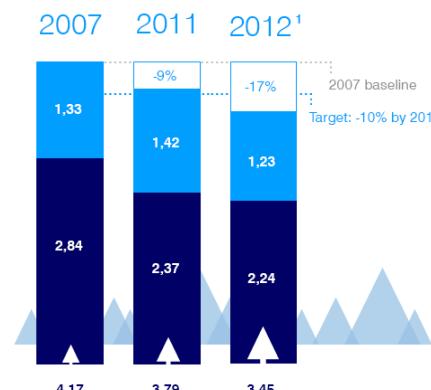


Creating sustainable value

Flood resilience: total contributions through Z Zurich Foundation



CO2 emissions per employee (tons per FTE)



Infographics

Infographics



1. North America
In North America, Zurich is leading commercial property/casualty insurance provider serving the global corporate, large corporate, middle market, specialties and program sectors.

2. Latin America
Zurich operates in Argentina, Brazil, Chile, Mexico, Uruguay and Venezuela.

3. Europe
Zurich has major operations in Germany, Italy, Spain, Switzerland, and the UK and a significant presence in other countries.

4. Middle East & Africa
Our business spans the region with key operations in the Middle East, South Africa, Morocco and Turkey.

5. Asia Pacific
Zurich has operations in Australia, China, Hong Kong, Indonesia, Japan, Malaysia, New Zealand, Singapore and Taiwan.

Responsive framework

Contents

Responsive grid	50	Spacing	59
1 Basic grid structure	51	1 Page layout and spacing	60
2 Devices and breakpoints	52	2 Spacing on components	71
		3 Spacing on elements	72
Responsive behaviour	55		
1 Responsive behaviour: text	56		
2 Responsive behaviour: graphic elements	57		

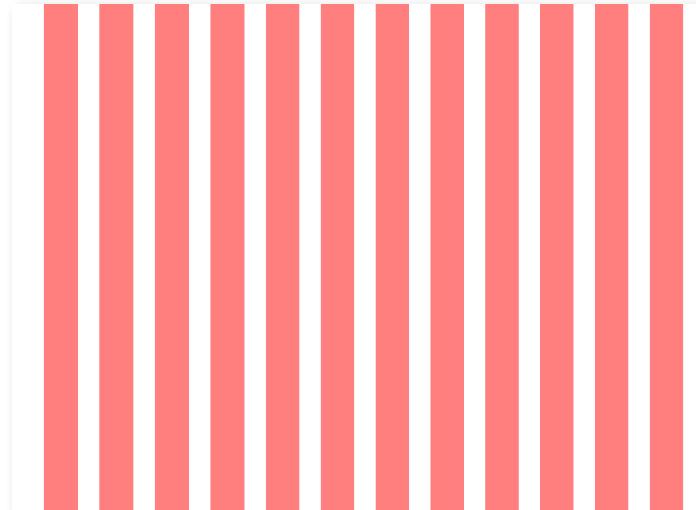
Responsive grid

Contents

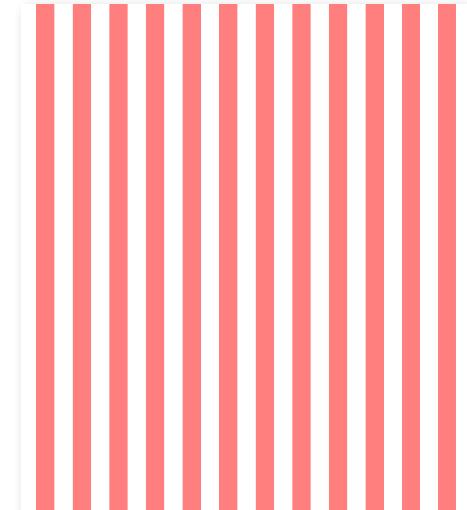
Responsive grid	50
1 Basic grid structure	51
2 Devices and breakpoints	52

1. Basic grid structure

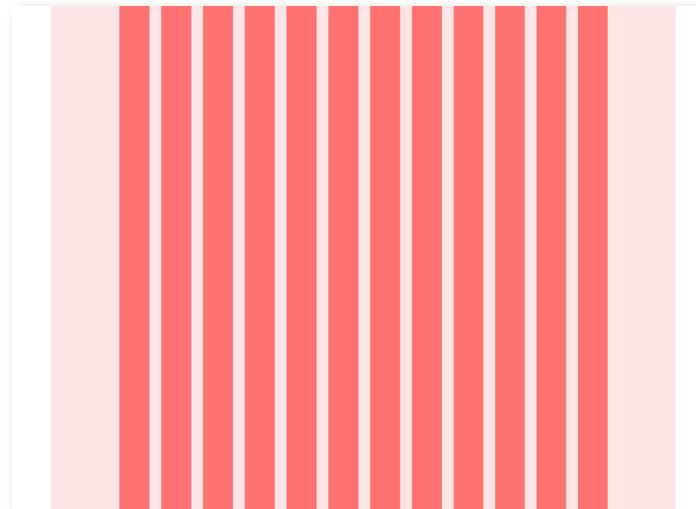
Grid



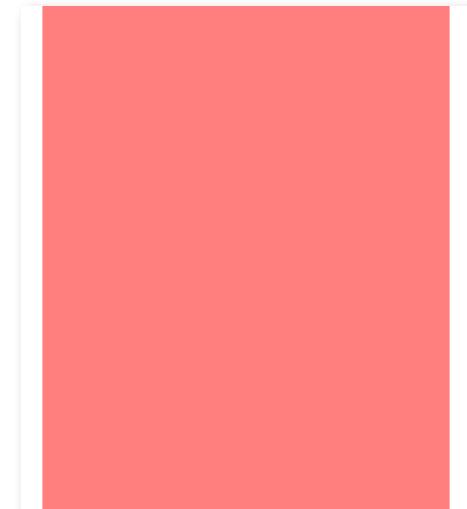
Desktop: 12 column



Tablet: 12 column



Widescreen: 12 column



Mobile: 1 column, 12 column technically

2.Devices and breakpoints

Home

Zurich insurance. For those who truly love.

Watch the TV spots

Select your area of interest:

- Media
- Investor
- Customer
- Broker
- Job Seeker

Latest news

March 1, 2014 Zurich announces the successful sale of its stake in New China Lif ...

March 1, 2014 Lorem ipsum dolor ist amet con elirta sadipscim laureta cantu ...

February 28, 2014 Dominus regitare corum lorem esit con ipsum sit dolore ist amet ipu ...

[Auf deutsch](#) [Get all news](#)

Latest publications

Presentation | Video | Podcast (EN) Annual results 2013 - analysts presentation

Online version | PDF (EN) Half year report 2013

Online version | PDF (EN, DE, FR) Annual report 2012

Latest videos

Zurich launches the new True Love campaign with a series of three TV spots

[More media](#) [More videos](#)

Find insurance in your country

I am German

I am a private customer

I need general information

[Go to website](#)

Zurich is a leading multiline insurance provider with a global network of subsidiaries and offices. With about 60,000 employees, we deliver a wide range of products in more than 170 countries.

Contact us

Media contacts

[Other contacts](#)

Sitemap

Contact Glossary Legal Privacy
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Follow us f t in g

Desktop breakpoint : 992 - 1199px

Zurich Insurance. For those who truly love.

Watch the TV spots

Select your area of interest:

- Media
- Investor
- Customer
- Broker
- Job Seeker

Latest news

Jan 12, 2014 Zurich announces the successful sale of its stake in New China Life Insurance.

Jan 11, 2014 Lorem ipsum dolor ist amet sadipscim laurela cantat subito fugez sum omnis regitare conu ...

Jan 11, 2014 Lorem ipsum dolor ist amet sadipscim laurela cantat subito fugez sum omnis regitare conu ...

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Latest publications

PDF Annual report 2012

PDF Results for the nine months to Sep 30, 2013 - analysis and media presentation

PDF Results for the nine months to Sep 30, 2013 - analysis and media presentation

[More media](#)

Latest videos

Caption lorem ipsum dolor sit amet sadipscim oreo dolore regitare magnum

[More videos](#) [Go to website](#)

Find insurance in your country

I am in Germany

I am a private customer

I need general information

Zurich is a leading multiline insurance provider with a global network of subsidiaries and offices. With about 60,000 employees, we deliver a wide range of products in more than 170 countries.

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Sitemap

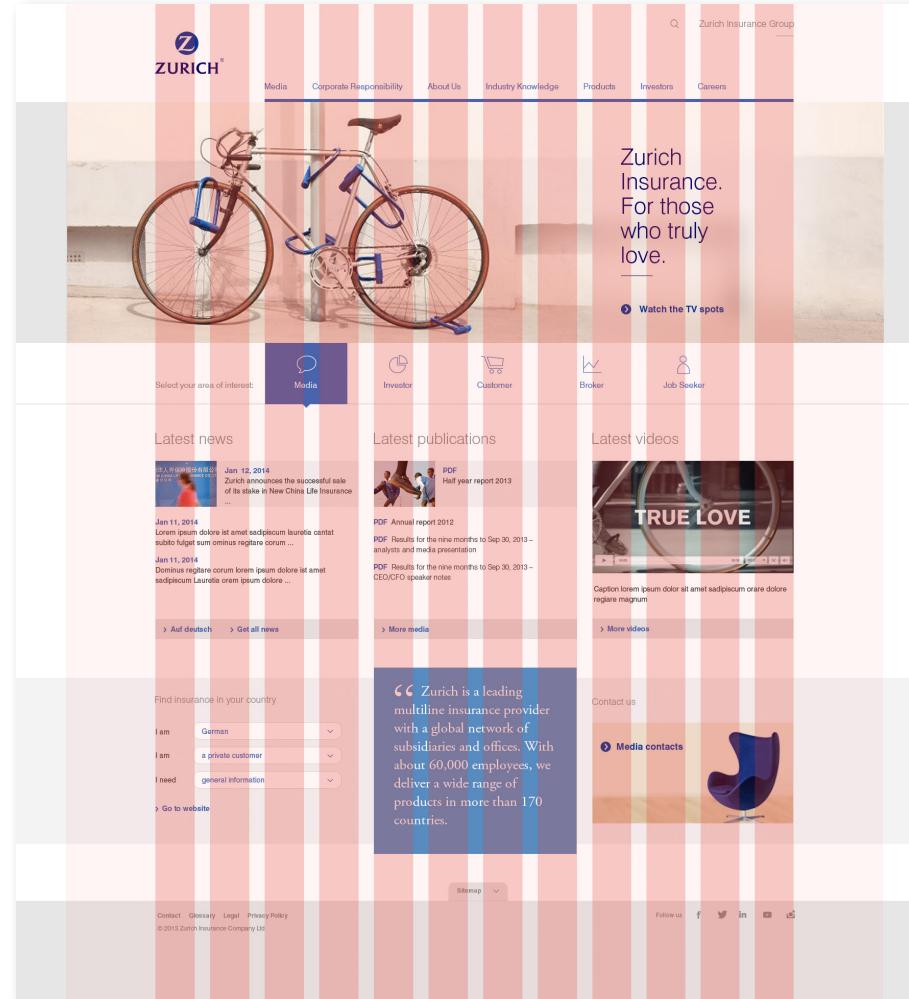
Contact Glossary Legal Privacy
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Follow us f t in g

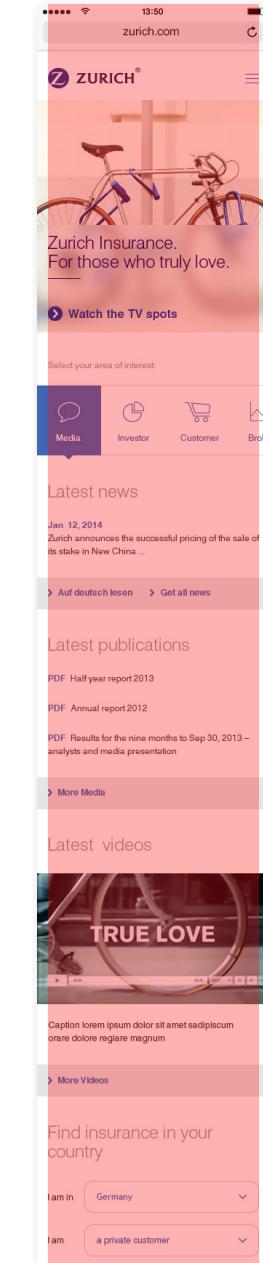
Tablet breakpoint : 768 - 991px

2.Devices and breakpoints

Home



Widescreen breakpoint : 1200px - x



Mobile breakpoint : 0 - 767px

2.Devices and breakpoints

Basic Grid Structure

	Widescreen	Desktop	Tablet	Mobile**
Breakpoints	1200px - x	992 - 1199px	768 - 991px	0 - 767px
Width	1250px	910px	700px	290px
Column	(8x)77px, (4x)76px	(4x)49px, (8x)48px	(10x)31px, (2x)30px	(3x)78px
Gutter	30px	30px	30px	30px
# of col.	12 col	12 col	12 col	3 col

Responsive behavior

Contents

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1. Responsive behaviour: text

Widescreen and desktop have a lot of similarity except for navigation and quotation.

Tablet and mobile font sizes vary more.

Responsive behavior of fonts

Principle : font sizes change, font weights don't. For detailed overview have a look at the typography section > Font formats

Font format	Widescreen	Desktop	Tablet	Mobile
Headline 1	45px	45px	34px	24px
Headline 2	30px	30px	24px	24px
Headline 4 (=3)	18px	18px	16px	16px
Headline 4 bold	18px	18px	16px	16px
Call to action	18px	18px	16px	16px
Navigation mobile 1	-	-	-	24px
Navigation mobile 2	-	-	-	16px
Navigation main	16px	14px	12px	-
Navi. megadropdown	16px	14px	14px	-
Navi. megadropdown 2	16px	14px	12px	-
Quotation 1	28px	24px	24px	20px
Quotation 1	20px	20px	16px	-
Body copy	14px	14px	12px	12px
Link	14px	14px	12px	12px
Footer	12px	12px	12px	12px
Label	12px	12px	12px	12px

2.Responsive behaviour: graphic elements

Responsive behavior of infographics

640px

We care about

Our Customers
Our People
Our Shareholders
Our Communities



1024px

We care about

Our Customers
Our People
Our Shareholders
Our Communities



2. Responsive behaviour: graphic elements

Responsive behavior of infographics

640px



1. North America

In North America, Zurich is leading commercial property/casualty insurance provider serving the global corporate, large corporate, middle market, specialties and program sectors.

2. Latin America

Zurich operates in Argentina, Brazil, Chile, Mexico, Uruguay and Venezuela.

5. Asia Pacific

Zurich has operations in Australia, China, Hong Kong, Indonesia, Japan, Malaysia, New Zealand, Singapore and Taiwan.

3. Europe

Zurich has major operations in Germany, Italy, Spain, Switzerland, and the UK and a significant presence in other countries.

4. Middle East & Africa

Our business spans the region with key operations in the Middle East, South Africa, Morocco and Turkey.

1024px



1. North America

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2. Latin America

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Spacing

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1 Page layout and spacing	60
2 Spacing on components	71
3 Spacing on elements	72

1. Page layout and spacing

Together with the background colour, spacing is used to visually structure the site.

The vertical spaces between single elements of one module are always smaller than the vertical space between two modules.

A system with fixed values has been defined for all main devices and screen sizes.

Background colours visually group elements to indicate, that they belong to the same module.

Lines are used to separate elements within one module.

Spacing within and between modules is used to indicate the end of one module and the start of another.

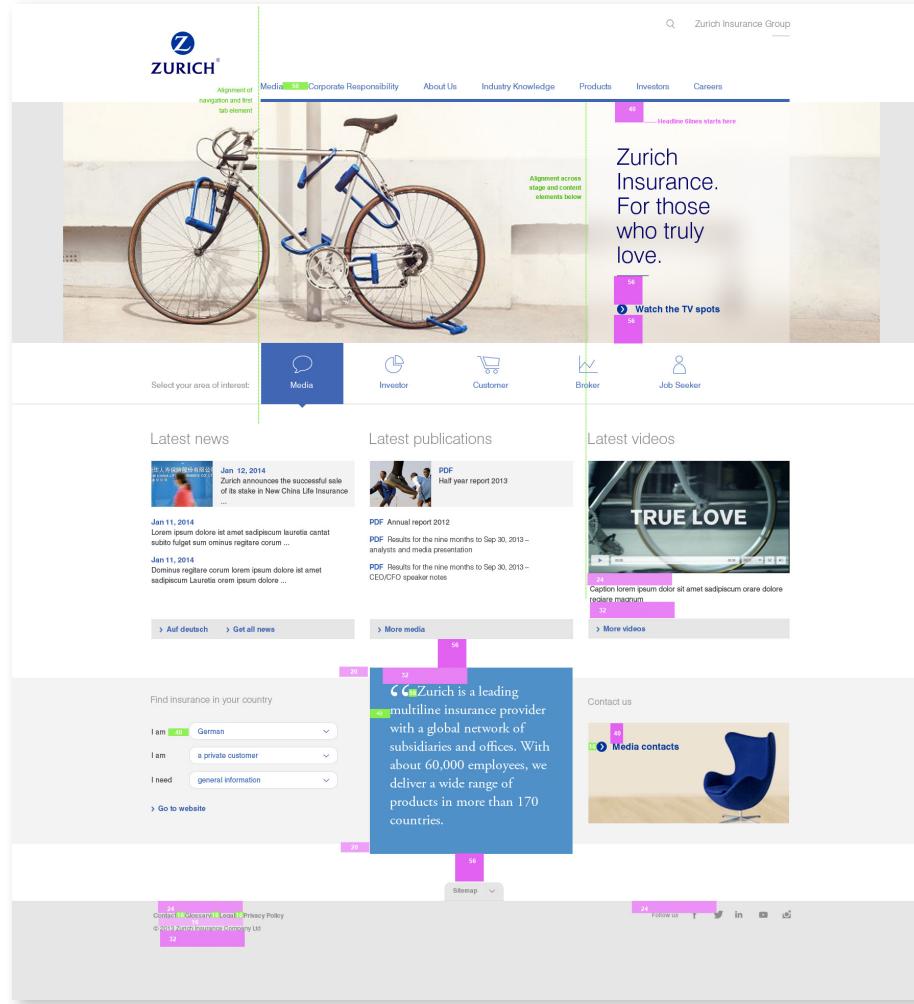
Home

Desktop

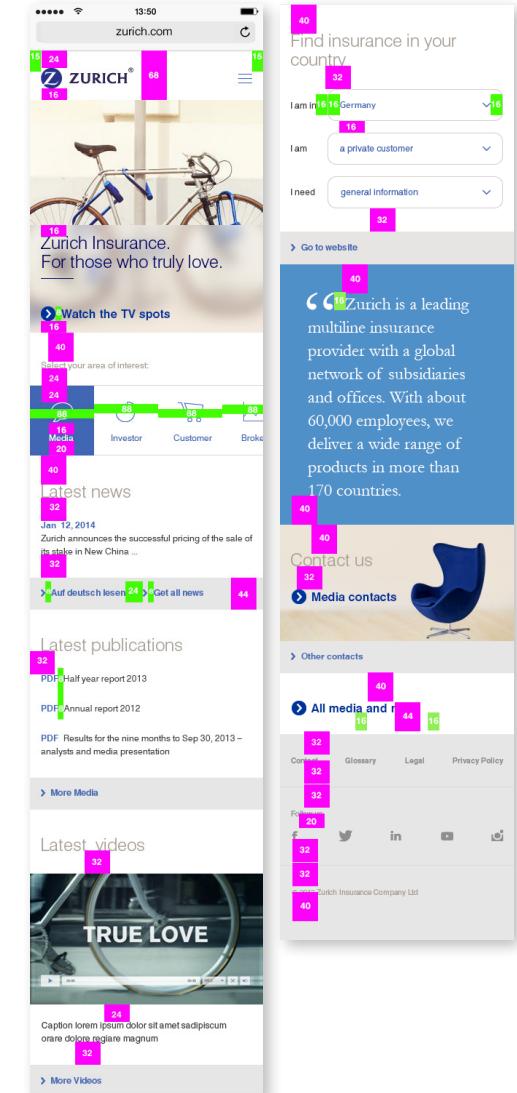
Tablet

1. Page layout and spacing

Home



Widescreen



Mobile

1. Page layout and spacing

Basic vertical spacing rules for widescreen, desktop and tablet

Vertical spacing sizes : 56Px, 40Px, 32Px, 24Px, 20Px, 16Px

Principle for vertical spacing: numbers/sizes can always be divided by 4

Widescreen, Desktop & Tablet	between	top	bottom
Between modules	56px		
Within standard modules		32px or 40 px	40px
To CTA/link	32px		
Quotation		32px	40px
Stage image on subpages to overline		40px	
Overline to headline	20px		32px
Seven focus areas	40px	32px	40px
Text/image teaser headline to bodycopy	24px		
Between text and footnote for images	24px		

Basic horizontal spacing rules for widescreen, desktop and tablet

Horizontal spacing sizes : 56Px, 40Px, 30Px, 20Px, 16Px, 8Px

Widescreen, Desktop & Tablet	between	left	right
Space out of grid	8 px	15px	15px
> link to text	8 px		
Cta to text	16px		
Quotation		32px	40px

1. Page layout and spacing

Spacing on mobile is more generous than on other devices. This is due to the 44px minimum height for interactive elements.

Basic vertical spacing rules for mobile

Vertical spacing sizes : 40Px, 32Px, 24Px, 20Px, 16Px

Principle for vertical spacing: numbers/sizes can always be divided by 4

Mobile	between	top	bottom
Between modules	40px		
Within standart modules		32px	40px
To CTA/link	32px		
Quotation		40px	40px
Header to overline	32px		
Overline to headline	16px		32px
Seven focus areas		32px	32px
Text/image teaser headline to bodycopy	24px		
Between text and footnote for images	24px		

Basic horizontal spacing rules for mobile

Horizontal spacing sizes : 24Px, 16Px, 8Px

Mobile	between	left	right
Home stage:image to text	56px		
> link to text	8px		
Cta to text	16px		
Quotation " to text	16px		

1. Page layout and spacing

Desktop

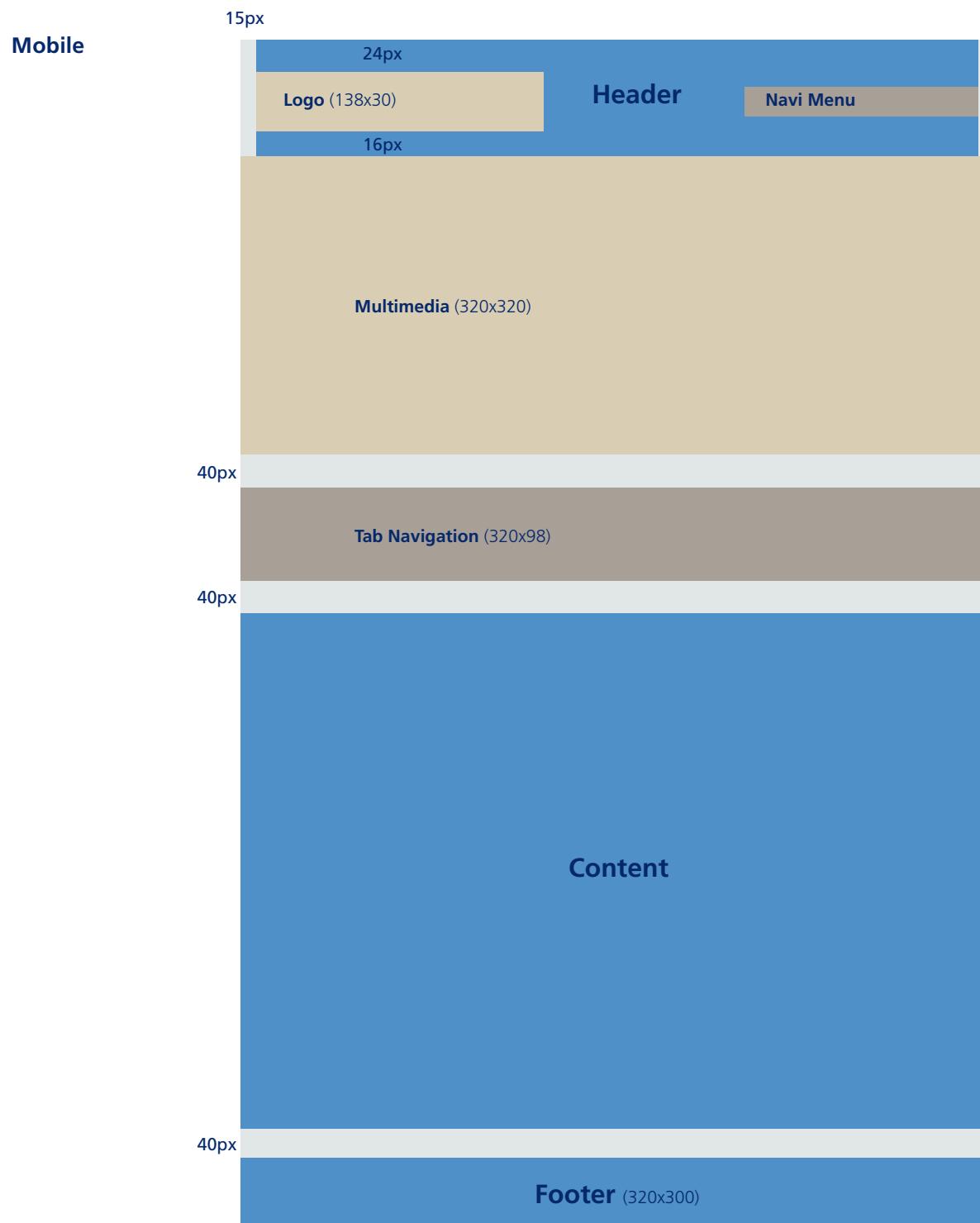


1. Page layout and spacing

Tablet



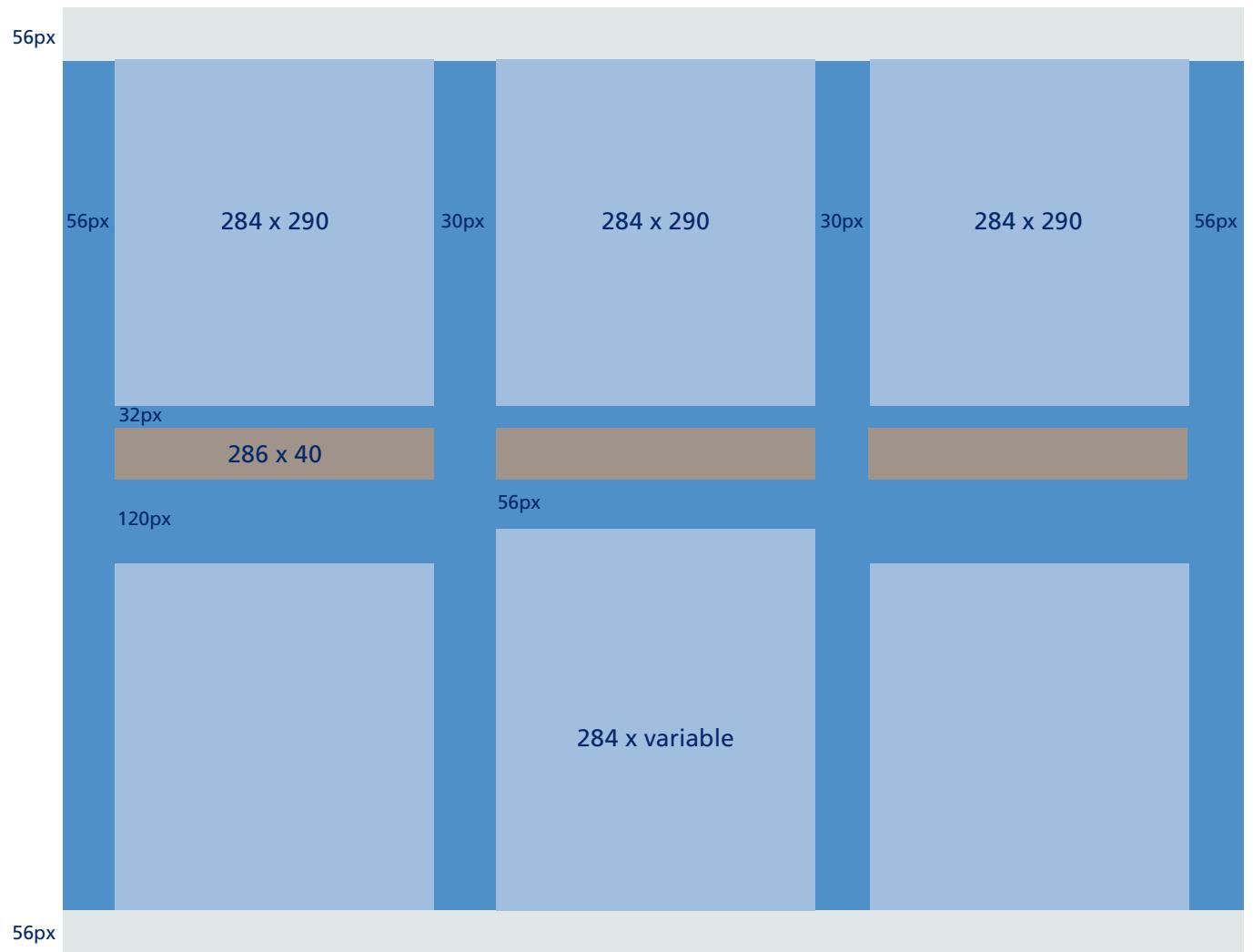
1. Page layout and spacing



1. Page layout and spacing

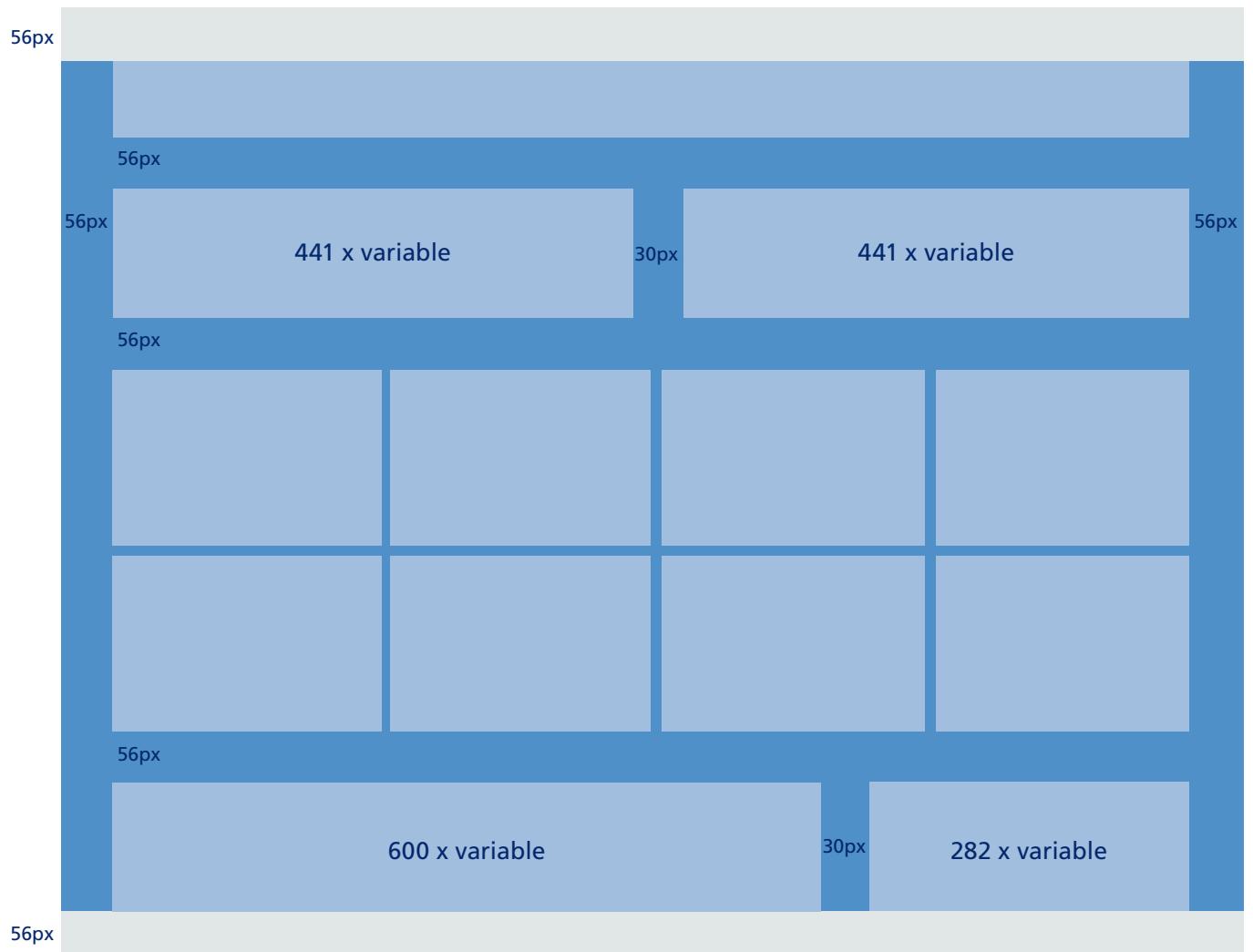
Horizontal spacing between modules is 30px.

Content Desktop - 3col



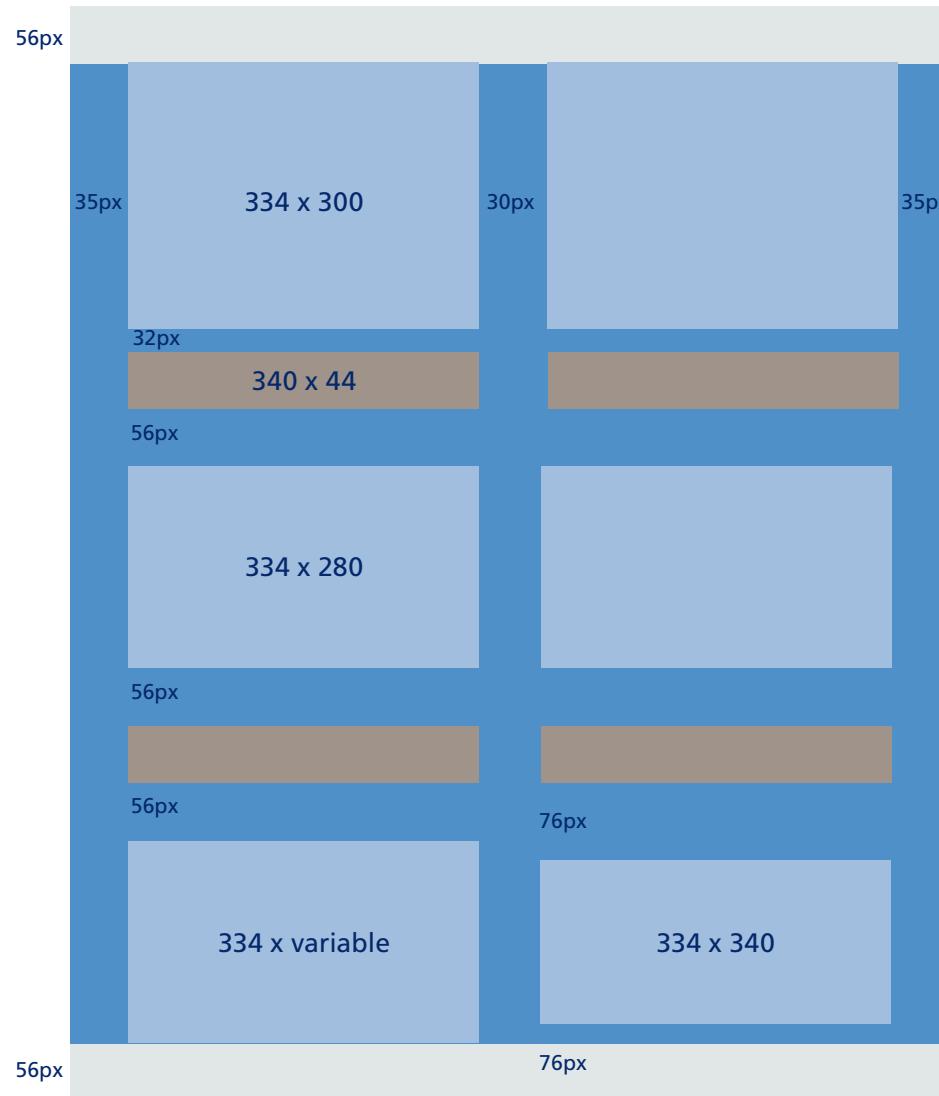
1. Page layout and spacing

Content Desktop - 2 or 4col



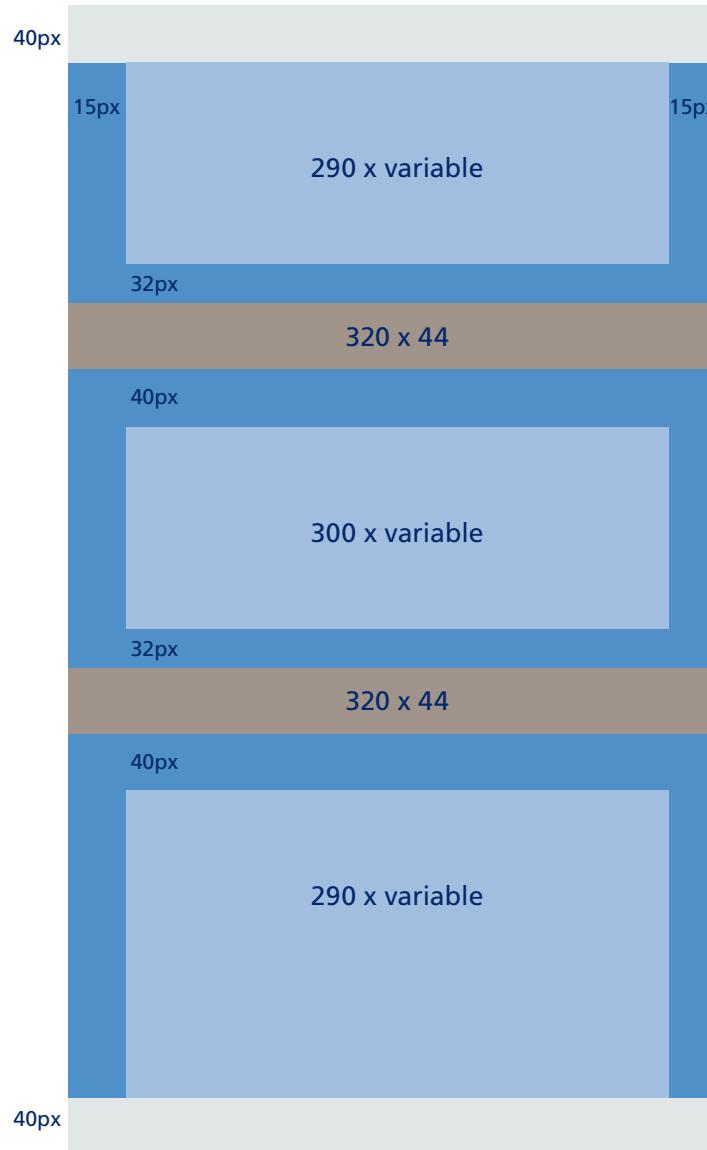
1. Page layout and spacing

Content Tablet



1. Page layout and spacing

Content Mobile



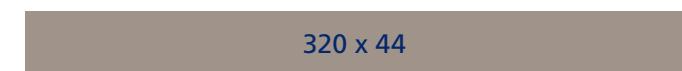
Text element



Full-pic element



Call-to-action element

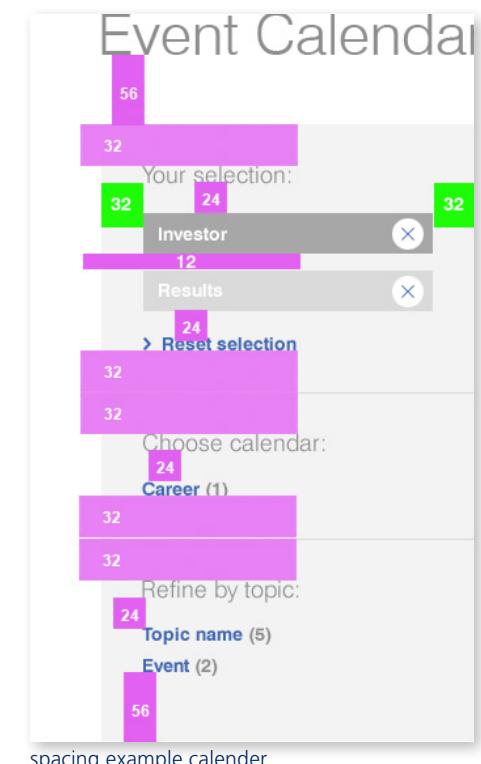
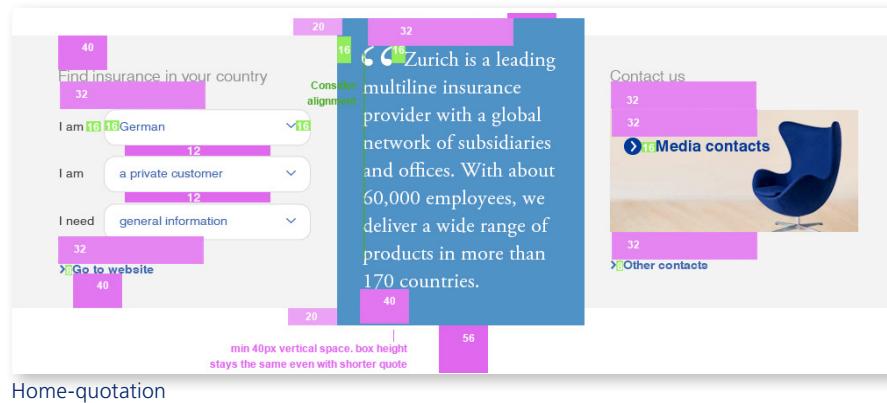


2. Spacing on components

Vertical spacing is presentet in pink.

Horizontal spacing is presentet in green.

Examples



3. Spacing on elements

Vertical spacing is presentet in pink.

Horizontal spacing is presentet in green.

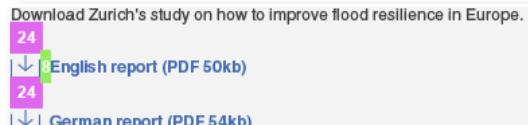
Examples



CTA Desktop, Tablet & Widescreen



Link



Download links



Contact link



Location finder

40

Live media event



Spacing between download links

Nasima's story



Image slider

Elements & components

Contents

Interaction elements	74
components	77
Forms	80

Interaction elements

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse eu neque nec nisl porttitor scelerisque.

Interaction elements

More lorem ipsum

E_002.1_link
Swis721 BT bold
Font: 14px
Zurich Blue 1 75%

 **Lore ipsum dolor**

E_002.3_cta_big
Swis721 BT bold
Font: 18px
Zurich Blue 1

› More videos

E_002.4_cta_small
Swis721 BT bold
Font: 14px
Zurich Blue 1 75%

 media@zurich.com

E_002.5_email
Swis721 BT bold
Font: 18px
Zurich Blue 1 75%

 Analysts presentation English (PDF 120kb)

E_002.6_download
Swis721 BT bold
Font: 14px
Zurich Blue 1 75%

... › Corporate responsibility management framework › UN Global Compact - The Ten Principles

E_002.7Breadcrumb
Swis721 Lt
Font: 12px
Zurich Blue 1 75%
Grey 45%

+ Strong history, dynamic future

E_002.9_accordeon_link
Swis721 Lt
Font: 18px
Zurich Blue 2
Grey 45%

- Go the extra mile when it matters

Interaction elements

Interaction elements



@zurich

E_002.11_twitter
Swis721 BT bold
Font: 14px
Zurich Blue 1 75%

Media

E_002.12_navigation_tab_link
Swis721 BT roman
Font: 14px
Zurich Blue 1 75%



add to my calendar

E_02.13_calender_link
Swis721 BT bold
Font: 14px
Zurich Blue 1 75%

shared 654

E_02.15_share_counter
Swis721 BT roman
Font: 14px
Grey 75%

Investors (168)

E_02.16_filter_results
Swis721 BT bold
Font: 14px, leading 24px
Zurich Blue 1 75%
Grey 45%

Corporate Responsibility (34)



Responsible Investment Community Investment Topic

E_02.17_selected_results
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Font: 14px
White



> Read more

E_02.21_cta_white
Swis721 BT bold
Font: 14px
White

Interaction elements

Interaction elements



E_02.22_location_icon
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Font: 14px
Zurich Blue 1 75%



E_02.23_locate_me
Swis721 BT roman
Font: 14px
Grey 75%

Investors > Results and reports > Resultsday

E_02.24_search_path
Swis721 BT bold
Font: 14px, leading 24px
Zurich Blue 1 75%
Grey 45%



E_002.25_close
Swis721 BT bold
Font: 14px
White

 Analysts presentation video English (WMV 21MB)

E_002.26_video_link
Swis721 BT bold
Font: 14px
White

 Analysts presentation podcast English (Mp3 14,1 MB)

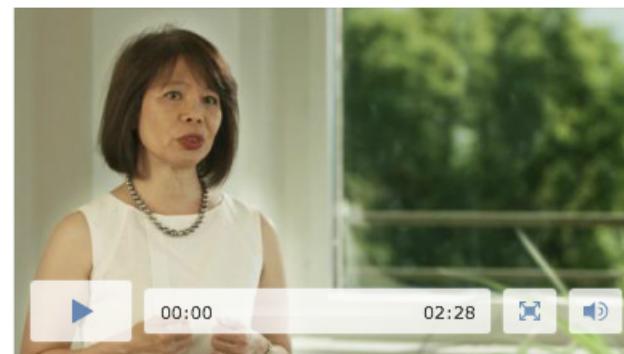
E_002.27_podcast_link
Swis721 BT bold
Font: 14px
White

Components

videoplayer



C_004.15_video
50% Grid



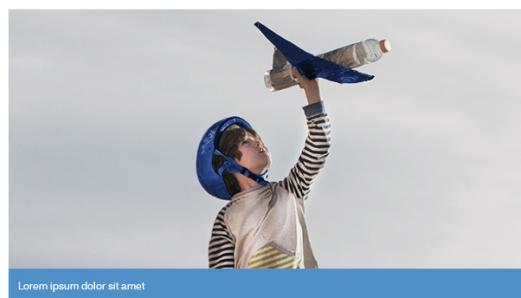
C_004.15_video
33,3% Grid

Components

image examples



C_002.18_image
100% Grid



C_002.18_image
66% Grid



C_004.7_image_minislider
50% Grid

Components

image examples



“ I love my car because it's my freedom device. If I feel like relaxing and listening to music, I take it out for a spin. Not going anywhere in particular, just because I love driving it.

Bernhard Leach, Zurich customer

C_002.19_image_copy



In Bangladesh, where frequent flooding is a fact of life, making communities more resilient is helping to overcome the devastating effects caused by seasonal rains.

Photo: Elisabeth Real



Strategic Alliances

Zurich's strategic alliance with the IFRC maximizes the global flood resilience



Case Study: Bangladesh

In Bangladesh Zurich helps to overcome the devastating effects caused by seasonal rains



Case Study: Storm Sandy

In Bangladesh Zurich helps to overcome the devastating effects caused by seasonal rains

C_003.10_highlight_teaser_3

Forms

Contact form

Investor alerts

You may automatically receive Zurich information by e-mail. To choose your options for e-mail notification, please enter your e-mail address below, select the type of information you would like to receive and click Submit. To change your e-mail options at any time, use the link unsubscribe within the newsletter.

I am interested in receiving the following information by e-mail:

<input checked="" type="checkbox"/> News releases ¹	<input checked="" type="radio"/> Active Radio Button Dummy
<input type="checkbox"/> Insights Magazine	<input type="radio"/> Radio Button Dummy
<input checked="" type="checkbox"/> Annual Report	<input type="radio"/> Radio Button Dummy
<input type="checkbox"/> Quarterly Results	<input type="radio"/> Radio Button Dummy

-  hook/checkbox
-  radio-checked
-  radio-unchecked

Please fill in the following information to subscribe:

First Name	<input type="text"/>
Last Name	<input type="text" value="Mustermann"/>
Nationality*	<input type="text" value="German"/>
Country of Residence*	<input type="text" value="Germany"/>
E-mail address*	<input type="text"/>
Please insert your e-mail address to get alerts.	
Confirm e-mail address*	<input type="text"/>
Reset Form  Subscribe	

-  Input field
-  Dropdown field
-  Alert

* Required field

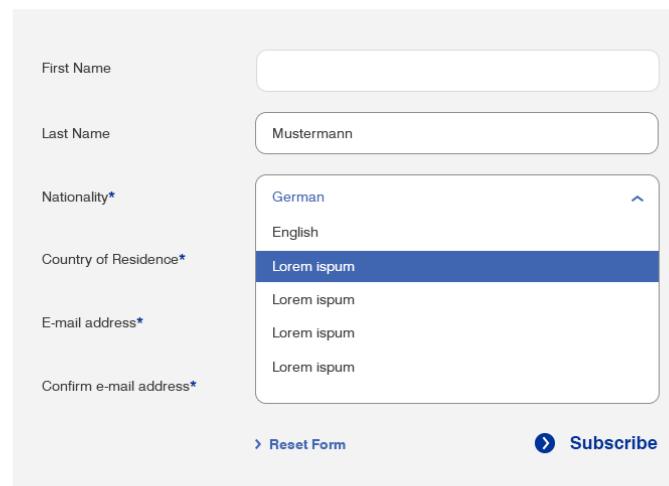
The personal information you provide us will be used only for the purpose of sending you the materials you requested. Please see also our [Privacy Policy](#).
Please use the [general contact form](#) to send us your questions or comments.

-  Footnote

Forms

Contact form

Please fill in the following information to subscribe:



The form consists of the following fields:

- First Name: (empty input field)
- Last Name: Mustermann
- Nationality*: German
- Country of Residence*: English
- E-mail address*
- Confirm e-mail address*

At the bottom are two buttons: "Reset Form" and "Subscribe".

Dropdown field
open

Example page layouts

Contents

Home	00
Chapter page	00
Subchapter page	00

Example page layouts

Home

The desktop home page features a large image of a bicycle with blue safety cables. To the right, a headline reads "Zurich insurance. For those who truly love." Below it is a call-to-action button "Watch the TV spots". A sidebar on the left allows users to select their area of interest: Media (selected), Investor, Customer, Broker, or Job Seeker. The main content area is divided into three columns: Latest news, Latest publications, and Latest videos.

Latest news

- March 1, 2014 Zurich announces the successful sale of its stake in New China Life ...
- March 1, 2014 Lorem ipsum dolor sit amet con ...
- February 28, 2014 Dominus regitare corum lorem esit con ipsum sit dolore ist amet ipu ...

[Auf deutsch](#) [Get all news](#)

Find insurance in your country

I am: German
I am: a private customer
I need: general information

[Go to website](#)

Zurich is a leading multilinie insurance provider with a global network of subsidiaries and offices. With about 60,000 employees, we deliver a wide range of products in more than 170 countries.

Contact us

Media contacts

[Other contacts](#)

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Desktop

The tablet layout is similar to the desktop version but with a smaller screen. It includes a top navigation bar with the Zurich logo and a search bar. The main content area follows the same structure with the bicycle image, headline, and call-to-action button. The sidebar for selecting areas of interest is also present.

Latest news

Jan 12, 2014 Zurich announces the successful pricing of the sale of its stake in New China ...

[Auf deutsch lesen](#) [Get all news](#)

Latest publications

Jan 12, 2014 Zurich announces the successful sale of its stake in New China Life Insurance ...
PDF Annual report 2013

Jan 11, 2014 Lorem ipsum dolor sit amet sadipscim laoreet ...
PDF Results for the nine months to Sep 30, 2013 – analysis and media presentation

[Auf deutsch lesen](#) [Get all news](#)

[More media](#)

Latest videos

TRUE LOVE

Zurich launches the new True Love campaign with a series of three TV spots

[More videos](#) [Go to website](#)

Contact us

Media contacts

[Other contacts](#)

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Tablet

The mobile layout is designed for touch screens. It has a clean, minimalist design with a large image of a bicycle at the top. The headline "Zurich insurance. For those who truly love." is followed by a "Watch the TV spots" button. Below this, there are sections for "Latest news", "Latest publications", and "Latest videos". The "Find insurance in your country" section is also present. At the bottom, there is a "Contact us" section with "Media contacts" and "Other contacts" options.

Latest news

Jan 12, 2014 Zurich announces the successful pricing of the sale of its stake in New China ...

[Auf deutsch lesen](#) [Get all news](#)

Latest publications

PDF Half year report 2013

PDF Annual report 2012

PDF Results for the nine months to Sep 30, 2013 – analysis and media presentation

[More Media](#)

Latest videos

TRUE LOVE

Caption lorem ipsum dolor sit amet sadipscim case dolore regiae magnum

[More Videos](#)

Find insurance in your country

I am: German
I am: a private customer
I need: general information

[Go to website](#)

Contact us

Media contacts

[Other contacts](#)

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Mobile

Example page layouts

Corporate responsibility

ZURICH | Zurich Insurance Group

Media Corporate Responsibility About Us Industry Knowledge Products Investors Careers

Flood resilience

Practical action in Bangladesh



In Bangladesh, where frequent flooding is a fact of life, many communities are working hard to overcome the challenges caused by seasonal rains.

Photo: Elisabeth Reul

One example of how we already address community flood resilience is the **From vulnerability to resilience: household preparedness** project in Bangladesh. The Z Zurich Foundation supports this five-year project, which is run by the development organization Practical Action.

Projects facts





300 houses + 250 acres of crops 95% of people

were saved from flood water

received early warning messages and were prepared when floods hit during the summer of 2012

Skilled volunteers are the basis of success

Community-based organizations play a key role in implementing projects, supported by skilled volunteers. They discuss a variety of issues at their regular meetings, such as disaster preparation plans, early warning systems and opportunities to improve people's livelihoods and protect their environment. These skilled volunteers organize regular training days to teach other members of their communities about the benefits of early warning messages for disaster preparedness.

Nasima's story



Caption below: *skilled volunteers are the basis of success*

As a result, the migration of men seeking work during the rainy season has been reduced by 80%

Community-based organizations play a key role in implementing the project, supported by skilled volunteers. They discuss a variety of issues at their regular meetings, such as disaster preparation plans, early warning systems and opportunities to improve people's livelihoods and protect their environment. These skilled volunteers organize regular training days to teach other members of their communities about the benefits of early warning messages for disaster preparedness.

Organizations have received official recognition

Community-based organizations are being strengthened and provided with new resources, including offices that can be used as community centers. While there is much more to do, the progress made has been significant. In total, over 100 community-based organizations have received official recognition and are now registered with the government.

Contact

For more information about corporate responsibility at Zurich, please email us at: corporate-responsibility@zurich.com

Download further information

Download Zurich's study on how to improve flood resilience in Europe

[English report \(PDF 50kb\)](#)

[German report \(PDF 54kb\)](#)

Tell me more

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Desktop

ZURICH | Zurich Insurance Group

Media Corporate Responsibility About Us Industry Knowledge Products Investors Careers

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Tablet

ZURICH | Zurich Insurance Group

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Mobile

Example page layouts

Corporate responsibility

Zurich Insurance Group

ZURICH®

Media Corporate Responsibility About Us Industry Knowledge Products Investors Careers

Zurich's flood resilience engagement

We are committed to becoming the best global insurer in enhancing community flood resilience.

See all projects

You can invest in responsibility

Our commitment to society is: to use our insurance and risk management expertise to help society better understand and protect itself from risk.

How we do business is defined by our Code of Conduct, the Zurich Basics: Integrity, customer-centricity, excellence, sustainable value creation and teamwork. And how we act upon these basic values is brought to life by the Zurich Commitment.

Zurich's corporate responsibility strategy

\$ 100 Million

were invested by Zurich to support communities around the world and help them to better understand and protect themselves from risks.

Our seven focus areas:

- 01 Responsible investment**
- 02 Flood resilience**
- 03 Diversity and inclusion in our workforce**
- 04 Responsible supply chain management**
- 05 Enable customers to manage corporate responsibility risks**
- 06 Community investment locally and with Z Zurich Foundation**
- 07 Responsible management within our office buildings**

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Desktop

Zurich Insurance Group

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Tablet

zurich.com

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Mobile

Need help?

The Zurich mark in all formats and the brand identity guidelines are available for download on the following locations:

- Group Marketing and Communications intranet page: accessible to all Zurich employees, no login required.
- The BlueRoom (www.zurichblueroom.com) is reserved for use by Zurich marketing and communications departments, as well as the respective advertising agency network.

We also have regular brand audits to ensure that everything we produce feels like part of the family.

Contact

Group Marketing & Communications
Digital Media & Marketing
digital@zurich.com

