



Allianz Brand

Guidelines for all companies and web site types published using the flagship brand Allianz, including such double brands as Allianz Dazhong, Allianz Koc, Allianz Tiriac and others.

Select Country 

Select Section 

Standalone Brands

Guidelines for all companies with standalone brands excluding Allianz, such as Fireman's Fund, RAS and Pimco.

Allianz Group

Guidelines for Allianz Group Center Units publishing under Allianz Group.

Concept of Integrated Site

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Integrated Site

This section contains guidelines and tools to create an Integrated Site with the Allianz look & feel for national needs. In this e-StyleGuide, we use the term "Integrated Sites" for web sites integrating content and services for various target groups (e.g. private customers, business customers, talents, investors etc.), presenting them in a manner appropriate to the digital medium.

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PAGE STRUCTURE

[General Structure](#)
 Navigation Area
 Content Area
 Related Area

GRIDS

Vertical Grid
 Horizontal Grid

General Structure

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RELATED LINKS

> [Navigation](#)
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Description

The general structure of the pages consists of the following parts:

A Background Picture:

The sketch-like drawings in the background compose the World of Options – a fixed corporate design element of the digital Allianz look & feel (see Background Pictures).

B-C Navigation:

To offer the user the maximum amount of content and services in a structured manner, horizontal and vertical navigation tools are needed. The horizontal navigation tool (B) contains the 1st and the 2nd navigation levels, offering easy access to the main website sections. The vertical navigation tool (C) is used for the 3rd and 4th navigation levels.

D Content Area:

In this area the main content of the web page is presented. The content modules can vary according to the page types (see Modules).



- A** Background Pictures **D** Content Area
B Horizontal Navigation **E** Related Area
C Vertical Navigation

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PAGE STRUCTUREGeneral Structure
Navigation Area
Content Area
Related Area**GRIDS**Vertical Grid
Horizontal Grid**Structure**

The graphic below gives you an overview of the guidelines and recommendations contained in Structure. By the navigation points above you can get to detailed descriptions and informations (including measurements).

RELATED LINKS[>Navigation](#)[>Modules](#)[>Contact](#)

In order to guarantee a consistent and familiar usage logic and layout of our web pages, the basic page structure is standardized.

This section gives an overview of the basic page structure. The graphic shows how the web page is divided into five areas:

- A: Background Picture
- B-C: Navigation
- D: Content Area
- E: Related Area

PAGE STRUCTURES**GRIDS**

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MAIN PAGES

Home Page
Index Page
Subindex Page
Content Page

SPECIAL PAGES

Application Page

Index Page

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Idea

Index pages display only topics with a greater depth of information. The index page introduces subtopics related to the selected topic on the 2nd navigation level. One subtopic is presented in an opener, which emphasizes an article or e-service that is important to the user. Other subtopics are organized within link containers.

Link containers on the index page provide access to related subtopics on the 3rd navigation level, or to contents in other areas of the web site.

The content sequence of link containers is described in the Content Structure Guide. See Content Structure Guide (German version).

RELATED LINKS

- >[2nd Navigation](#)
- >[3rd Navigation](#)
- >[Basic Elements](#)
- >[Modules](#)
- >[Portraits](#)
- >[Background Pictures](#)
- >[Content Structure Guide](#)

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2nd Navigation
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4th Navigation**META NAVIGATION**Navigator
Quickfinder
Buttons**CONTENT NAVIGATION**Content Area
Related Area**Content Area**> 1 Idea/Description
> 2 Don't**RELATED LINKS**

> [Vertical Grid](#)
 > [Home Page](#)
 > [Index Page](#)
 > [Content Page](#)
 > [Link Container](#)
 > [Cluster Links](#)

> [Contact](#)**Idea/Description**

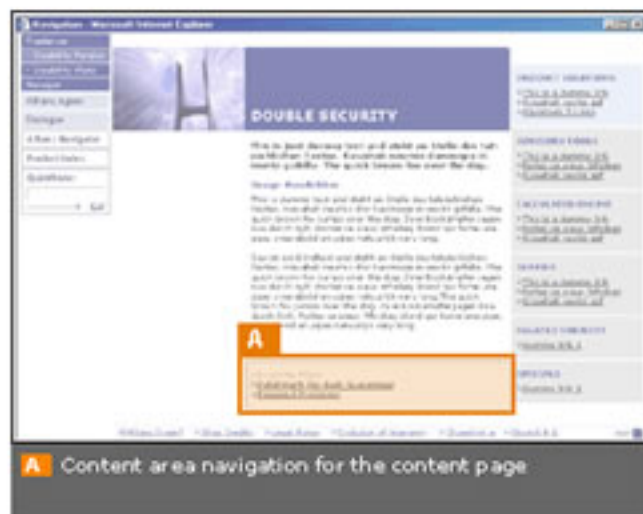
There are different navigation possibilities in the content area, depending upon the respective page type:

Content area navigation for the index page:

Navigation possibilities for the content area of the index page include links to additional articles (see Index Page).

Content area navigation for the content page:

Navigation possibilities for the content page include cluster links (A), which enable navigation between longer articles distributed over a number of content pages (see Cluster Links).



A Content area navigation for the content page

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The e-StyleGuide version 1.6 was launched in 2000. Since then local companies have used it when creating, designing and relaunching web sites. Because of the implementation of the e-StyleGuide, the Allianz Group is one of few companies with consistent design among its various web sites.

The continuous upgrade and enhancement of the e-StyleGuide is a top priority of Allianz Group Marketing. Quarterly releases are planned for the future. Beginning with the e-StyleGuide version 2.1, you will find an overview of future releases here.

Structure

Navigation

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Content Page

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Description Content Page 1

The content page 1 consists of the following elements:

A Background Picture:

The content page continues with the background picture that is used on the respective index page.

B Main Navigation:

Content pages are usually located on the 4th navigation level. They can be located on the 2nd navigation level if there are no index pages, or on the 3rd navigation level if there are no subindex pages.

C Main Header:

The main header consists of a content picture (**recommended**), color surface and headline. The color of the surface corresponds to the active tab in the 1st navigation level

D Summary:

The summary should be concise and generate reader

RELATED LINKS

- >[4th Navigation](#)
- >[Basic Elements](#)
- >[Modules](#)

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TEXT MODULES

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Articles
Tables

PICTURES & GRAPHICS

Background Pictures
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Content Pictures
Infographics

LINK MODULES

Link Container
Cluster Links

OTHER MODULES

Ticker Module
Closer Module
Pop-up

Portraits

- >1 Idea
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RELATED LINKS

- >[General Structure](#)
- >[Home Page](#)
- >[Index Page](#)

Description

Portraits have the following characteristics:

Portraits on the home page:

The use of portraits on the home page is a special case. They are positioned in front of the background picture.

The portrait is about 478 pixels wide and about 337 pixels high. A number of portraits can also be displayed at random each time the user loads the home page.

Portraits on the index page:

Large portraits are used on index pages. Each portrait corresponds to a topic. The illustration spans two columns. The height is 312 pixels. Portraits are cut out and have no border.

Different portraits are offered in the download section. Detailed picture parameters are available for shooting (see below) if additional portraits are needed.



A Portrait on the Home Page

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A B C D E F G H I L M N O P Q R S T V W

T

Tabs	<p>Tabs (also known as the 1st Navigation Level and Devices) offer intuitive, thematic access to the desired content. Names of Tabs should be understandable and consistent and be limited to the most important navigation points.</p>	> Device
Tables	<p>Tables can be used on Content Pages, and their design and organization is dependent upon their contents. Tables can span one, two or three columns. Wider Tables should be created in a pop-up.</p>	
Teaser Links	<p>A Teaser Link is a link that is displayed in a Link Container.</p>	
Teaser Containers	<p>The three Teaser Containers (a type of Link Container) on the Home Page emphasize important articles and e-services. Each Teaser Container includes a maximum of five links.</p>	> Link Containers
Text Modules	<p>Text Modules display information on Content Pages. Text Modules might consist of a Main Header, Body Copy, Summary, a Bullet List and Tables.</p>	
Tickers	<p>Tickers can be used to display lead stories and financial news. Tickers should only be used on Home Pages or on Content Pages containing financial information. Ticker contents should have high update frequencies (e.g. stock information).</p>	

Print page

Print entire glossary

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Customer Portals
& Company Sites

Forms & Applications

E-STYLEGUIDE 2.0

Concept of B2C

Concept of B2B

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Concept of B2C, Germany

The Allianz.de Business to Customers (B2C) web site was conceived as a vertical portal for Safety and Future Financial Planning. The web site presents information and e-services to private customers in the three fields of Protection, Provision and Performance. It also gives the company a visual representation and presence on the Internet.

Objectives

The B2C web site offers safe decision-making support in the counseling and application phase, as well as valuable post-contract completion information. The contents and design communicate competence, quality, empathy, closeness to the customer, as well as modernity and trust. The B2C web site also represents strength, security, problem awareness and superior counseling and service, in comparison to competing companies.

Target Group

Private customers are the target group for the Business to Customers site.

The private customer profile matches that of the "Strategist" in Germany (Source: sinus sociovision, 01/2000). >[Socio-cultural map](#)

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B2B - Business to Business Sites



This section of the e-StyleGuide contains important guidelines for design, concept and programming when creating Allianz B2B web sites in Germany.

Helpful information and support is available via the navigation topics below. A complete list of all elements that can be downloaded can be found by selecting **download** files.

To make sure you are always up-to-date, you can find the latest updates by selecting **updates**.

Please contact us any time you require information that is not contained in this section.

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B2C - Business to Consumer Sites



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