

# LLOYD'S BROKERS BRAND GUIDELINES

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## INTRODUCTION

These brand guidelines are designed to help you understand how to bring the Lloyd's brand to life in your communications.

### Why is it important to apply these guidelines?

The Lloyd's brand is our most powerful asset. Using it correctly helps to ensure it remains recognisable, consistent across the world, and retains its value.

Using it incorrectly or inappropriately can mislead customers, and dilute its value. When using the Lloyd's name or logos, the most important consideration is making sure that the customer understands exactly who is insuring their risk.

If you would like any further information or advice about the Lloyd's brand, please contact [marketing@lloyds.com](mailto:marketing@lloyds.com).

### Legal Notice

These guidelines do not address local insurance regulatory requirements, including advertising restrictions and prohibitions, which may be imposed in some jurisdictions (including the US), on market participants, capital providers and others.

Certain uses of the Lloyd's name and/or Lloyd's logos which might be permissible under these general guidelines might nevertheless constitute a violation of local law. You should take your own advice as to the legal and regulatory requirements that may apply. Please contact [LITA@lloyds.com](mailto:LITA@lloyds.com) if you would like further guidance.

# QUICK QUESTIONS

## Who are these guidelines for?

Approved Lloyd's brokers.

## How do we write about Lloyd's and also our relationship with Lloyd's?

You may refer to Lloyd's on your general and product promotional material. Please see Part One for more information on how exactly you may refer to Lloyd's.

## Which logos can I use?

### *Promotional material*

Broker at Lloyd's logo

Broker at

The logo consists of the word "LLOYD'S" in white, uppercase, serif font, centered within a solid black rectangular box.

You may use the Broker at Lloyd's logo on the homepage of your website, business cards and letterheads. You may also use it on product promotional material where the product has been 100% underwritten at Lloyd's.

## How should the logos look?

Please see Part Two for examples.

## Where can I get the logos from?

Please email [marketing@lloyds.com](mailto:marketing@lloyds.com) to request the logos.

Please do not simply copy and paste the logos.

# PART ONE: HOW MAY I DESCRIBE MY RELATIONSHIP WITH LLOYD'S?

## 1.1 REFERRING TO LLOYD'S

You may refer to Lloyd's on your general and product promotional material.

### General promotional material

#### Lloyd's brokers can be called:

- *[NAME] Lloyd's brokers*

Please see the Legal Notice of use on the front of the document for local insurance regulatory guidelines

### Product promotional material

#### Can I use Lloyd's name in our promotional material?

Yes. When promoting a product underwritten at Lloyd's please make it clear who the insurers are and use the appropriate qualifying statement below:

Products 100% underwritten at Lloyd's

- *Underwritten by certain underwriters at Lloyd's*
- *Underwritten by certain underwriters at Lloyd's as listed...*

Products less than 100% underwritten at Lloyd's

- *Underwritten by certain underwriters at Lloyd's and other insurers*
- *Underwritten by certain underwriters at Lloyd's, [NAMES OF OTHER INSURERS]*

**Insurance products less than 100% underwritten at Lloyd's may use the Lloyd's name in a descriptive manner but may not use the Broker at Lloyd's logo to promote the product.**

## 1.2 ABOUT LLOYD'S

If you would like to include a few sentences about Lloyd's beneath your products underwritten at Lloyd's, please use the following text:

*Lloyd's is the world's specialist insurance and reinsurance market, bringing together an outstanding concentration of underwriting expertise and talent. It is often the first to insure emerging, unusual and complex risks.*

*Around 80 syndicates underwrite insurance at Lloyd's, covering all classes of business. Together they interact with thousands of brokers daily to create insurance solutions for businesses in over 200 countries and territories around the world. Lloyd's insures the majority of FTSE 100 and Dow Jones industrial average companies.*

*Lloyd's enjoys strong financial security supported by excellent ratings. Visit **[www.lloyds.com](http://www.lloyds.com)** for more information.*

# PART TWO: HOW MAY I USE THE BROKER AT LLOYD'S LOGO?

## 2.1 THE BROKER AT LLOYD'S LOGO

You may use the Broker at Lloyd's logo for promotional material: for instance on your website homepage, publications, and stationery. It may also be used when promoting products that are 100% underwritten at Lloyd's. If you use the logo for product promotion, you must also use the relevant qualifying statement, (see section 1.1 about referring to Lloyd's).



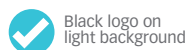
This is the Broker at Lloyd's logo. It must appear exactly as shown and must not be edited.

The Broker at Lloyd's logo should be requested via Lloyd's Marketing Team at [marketing@lloyds.com](mailto:marketing@lloyds.com).

### 'Black logo' and 'white logo'

There are two versions of the Broker at Lloyd's logo:

- the black Broker at Lloyd's logo is for use on light backgrounds
- the white Broker at Lloyd's logo is for use on dark backgrounds



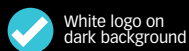
Black logo on light background

Broker at LLOYD'S



White logo on light background

LLOYD'S



White logo on dark background

Broker at LLOYD'S



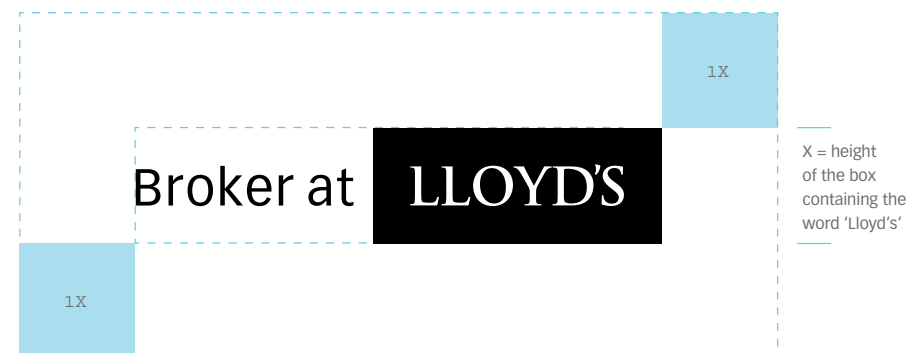
Black logo on dark background

LLOYD'S

### Minimum clear space

The Broker at Lloyd's logo is always surrounded by a minimum clear space area which must remain free from other elements (text and graphics).

Minimum clear space area



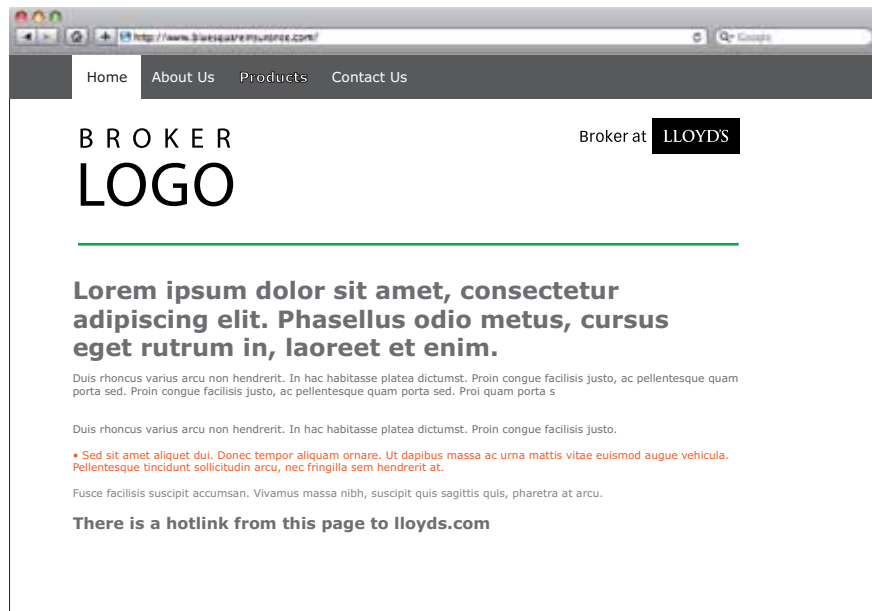
### Sizing

The Broker at Lloyd's logo may be used as required as long as the word Lloyd's is no less than 10mm across.

### Positioning

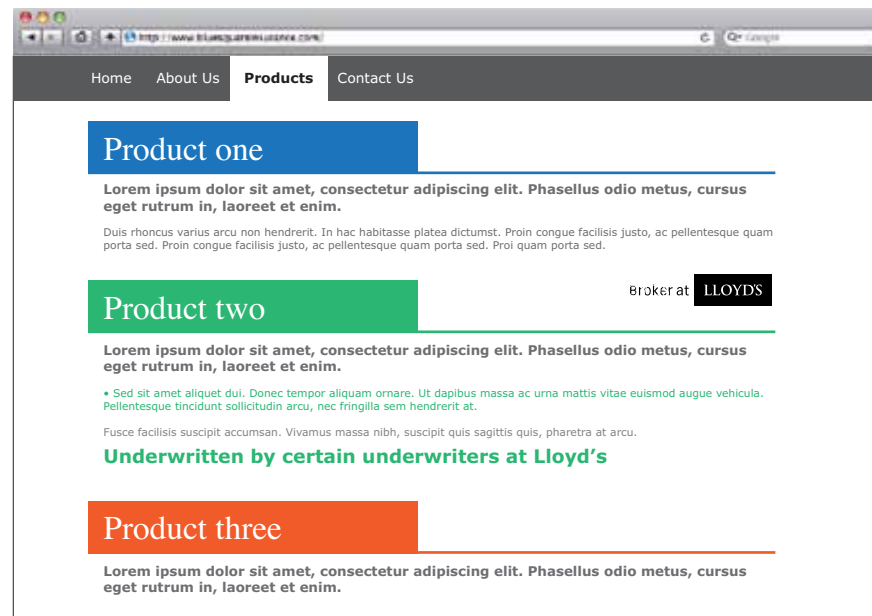
Positioning of the Broker at Lloyd's logo is flexible as long as it complies with our minimum clear spacing guidance above.

## EXAMPLES



### Homepage (web)

You may use the Broker at Lloyd's logo on the homepage of your website.

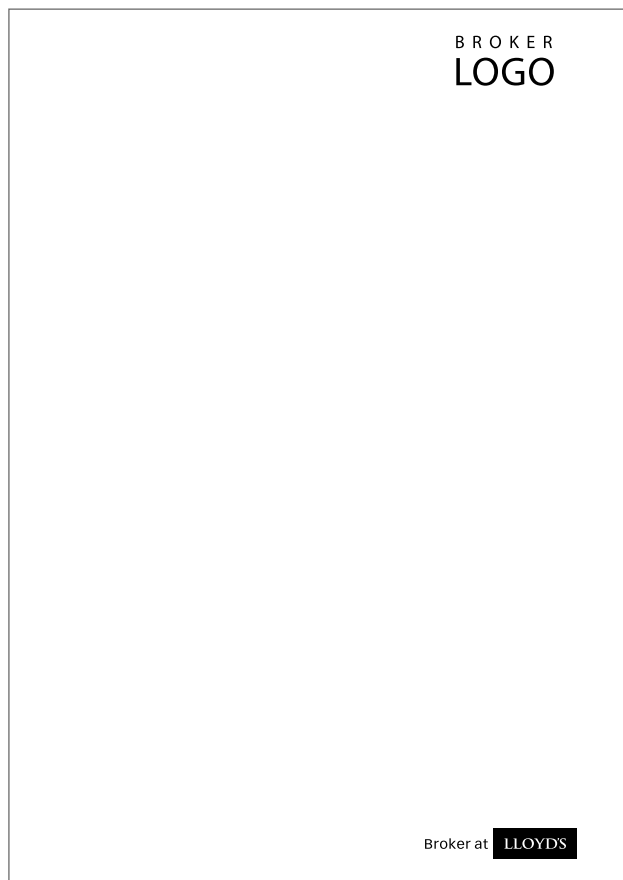


### Product page (web)

You may also add the Broker at Lloyd's logo, along with the written reference to Lloyd's, on pages which promote products that are 100% underwritten at Lloyd's.

If there are several products on one page, the logo and written reference may only be positioned next to the products which are 100% underwritten at Lloyd's.

If you use the logo for product promotion, you must also use the relevant qualifying statement, (see section 1.1).



### Letterheads

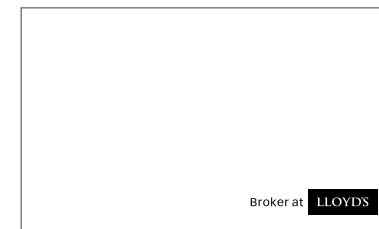
The Broker at Lloyd's logo may be used on letterheads. Positioning of the Broker at Lloyd's logo is flexible.

### Option one

Front



Back



### Option two

Front



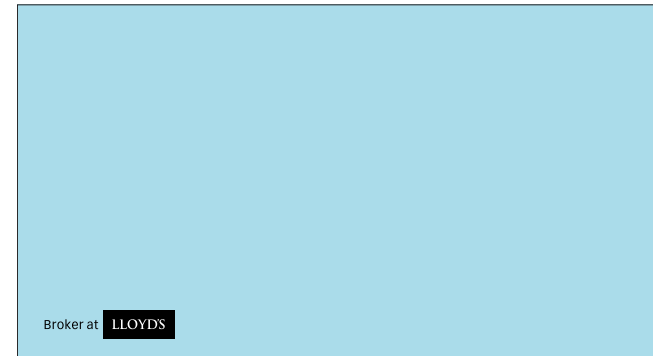
### Business cards

The Broker at Lloyd's logo may be used on business cards. The positioning of the logo is flexible, allowing it to best suit the layout of the card. Some examples are shown above.



## Publications

The Broker at Lloyd's logo can be used on publications and corporate reports that refer to activities within Lloyd's.



## Presentations

The Broker at Lloyd's logo can be used on presentation slides which refer to activities within Lloyd's. It should not appear on pages reporting activities outside of Lloyd's.



# FURTHER INFORMATION

To request the logos, or if you have any questions, please contact  
**MARKETING@LLOYDS.COM**



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