



Brand Guidelines

NOVEMBER 2024

	<h1>Logo</h1>	
--	---------------	--

The Claim my Loss logo can be used on all print media, all advertising platforms, websites, and other external communications.



Logo placement guidelines:

- The logo should be prominent and visible in all visual communications.
 - It should not be placed with another graphic or edited to create a new image.
 - For legibility, keep the area around the logo clear.
 - The logo colors can not be changed or modified. Use only the provided official images.
-

Logo Construction Grid



For most print materials, the logo should be at least 15mm x 8.3mm to ensure legibility.
There should be at least 10mm space around the logo.
For digital use, please ensure the logo is scaled proportionally and remains legible.

Monochromatic Logo



Logo Misuse

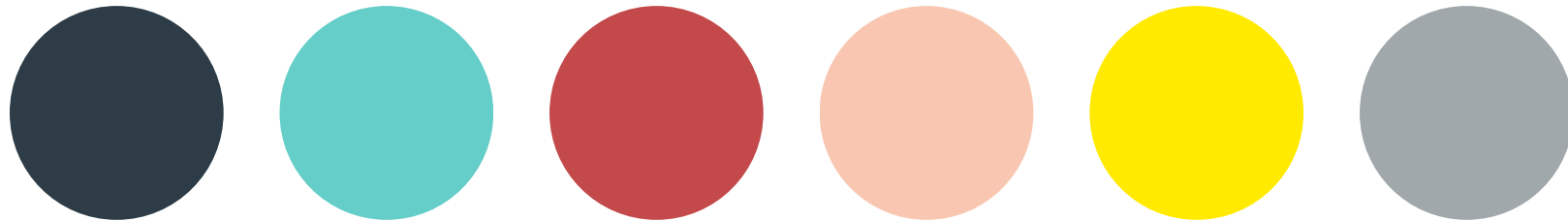
Misuse of the Claim My Loss logo diminishes the recognition and subsequent value of the brand.

1. Do not encroach on the exclusion zone
 - 2 Do not use smaller than the minimum size
 - 3 Do not recreate
 4. Do not change the scale of any
of the elements within the logotype
 - 5 Do not change the colour of the logo
 - 6 Do not rotate
 - 7 Do not stretch
-

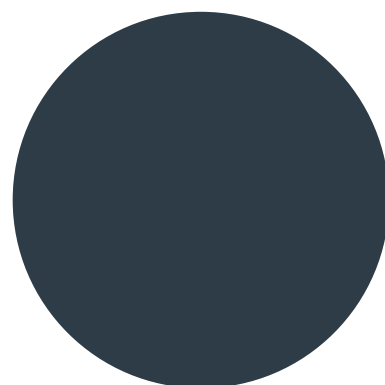
Color Palette

Color palette guidelines

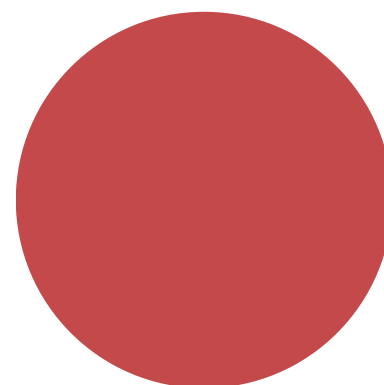
- A bespoke set of Claim My Loss colours have been developed. Consistent use of these will contribute to the cohesive and harmonious look of the brand identity across all relevant media.



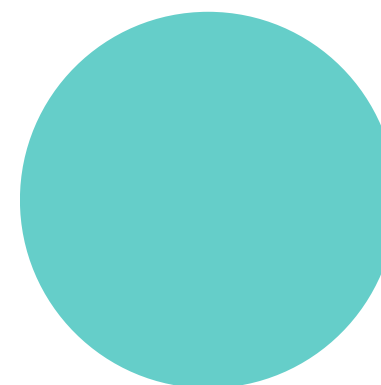
Primary Palette



C85 M67 Y52 K47
R36 G56 B69

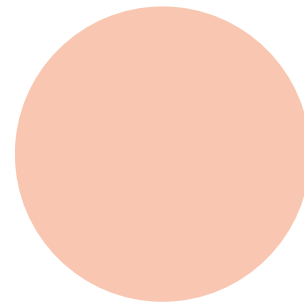


C16 M80 Y65 K5
R200 G71 B74

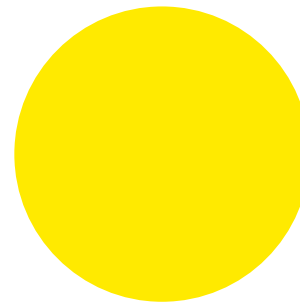


C66 M0 Y29 K0
R15 G207 B201

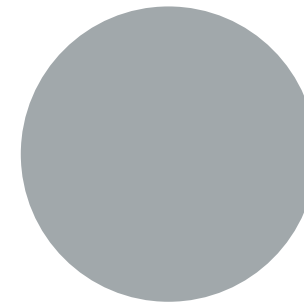
Secondary Palette



C0 M25 Y27
K0 R150 G199
B176



C3 M2 Y98
K0 R255
G235 B0



C40 M27 Y27
K6 R149 G160
B164

Typography

The signature font currently used on the website is Poppins.

DIGITAL TYPEFACE

The equivalent font for Word documents is Nunito or Lato, which can also be used for digital applications like e-mail and PowerPoint documents.

Poppins

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

Poppins Bold

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

	<h1>Our Vision</h1>	
--	---------------------	--

OUR VISION

A world where everyone can have equal access to the support required to obtain compensation or redress for finance claims.

PURPOSE:

To provide people with help and advice to establish whether there is a case for financial redress or compensation, no matter what their bank balance is, so they can protect, grow and share the fruits of their labour and enjoy the moments that really matter.

MISSION:

To become a one stop shop for all finance claims over the next three years.

Key Messages and Tone

There is undoubtedly an emotional aspect to any conversation around defined benefit pension claims, mis-sold investments and financial adviser claims, specifically around loss of trust, a feeling of betrayal, sometimes embarrassment and even a sense of failure.

These feelings are regardless of levels of financial knowledge, so it's important that any copy or conversation doesn't patronise those who have no financial knowledge but at the same time, isn't condescending to those customers who do.

KEY MESSAGES:

- Is this You? Does this describe your experience/situation?
- We can help - emphasising experience and professional qualifications
- Informative - everything you need to know about pension, investment, car finance, and business energy claims.

TONE:

- Empathetic and Professional
 - Reassuring and Competent
 - Committed and Determined to get results for clients
-

Photography

Photography should reflect our vision of a world where everyone can have equal access to the support required to attain holistic financial wellness.

Images should showcase real people and celebrate those special moments in life that really matter, as well as contrasting with the frustration and worry of not getting the advice and help needed.



