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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.

In a number of jurisdictions (including the US) there are strict rules that limit the extent to which Lloyd's and products underwritten by Lloyd's underwriters can be promoted. This may include restrictions or references to Lloyd's and on references to the association of Lloyd's with particular products. It is important that in addition to these guidelines you ensure all local laws and regulations are met in this regard.

Please contact LITA@lloyds.com if you would like further guidance.

Usage of the Lloyd's Agent/Sub Agent logo must be approved by the Lloyd's Agency Department.

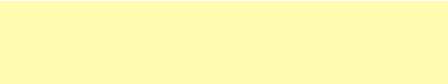
Introduction

The Committee of Lloyd's established the Lloyd's Agency network in 1811 to protect the interests of Lloyd's underwriters. Since then, the mandate has broadened and the network now serves the global insurance industry and its customers.

The Lloyd's Agency network provides 24 hour, year round independent marine surveying and claims adjusting services to the global insurance industry and its customers. With over 250 Lloyd's Agents and a similar number of Sub-Agents, covering major ports and commercial centres around the world, the Lloyd's Agency network forms the world's most extensive surveying and adjusting network.

As well as servicing of marine cargo, hull and transportation insurance, many Lloyd's Agents in the network are experts in other classes of business as well. The objective is to have as Lloyd's Agents the highest quality and competitive marine service providers, for surveying, claims adjusting and recovery handling, in the regions in which they operate.

These guidelines will only be made available to the officially appointed Lloyd's Agents/Sub Agents via their respective Noticeboards and on [Lloyds.com](https://lloyds.com).





Defining your relationship with Lloyd's

You should use the Lloyd's Agency mark on all your corporate material, examples shown below.

General promotional material

- Your business cards and corporate letterheads
- Publications, brochures and corporate reports that reference the Lloyd's Agency related services that your company provides
- Your website – please make the Lloyd's Agency mark a hyperlink to www.lloydsagency.com
- Use of the Lloyd's Agency mark on a company website must be approved by the Lloyd's Agency Department
- Material for events, exhibitions and any other self-promotion activity

Advertisements

You can use it in advertisements, but do take care using it in areas where Lloyd's doesn't have a trading licence. You must comply with all local requirements relating to solicitation and advertising. Contact Lloyd's Agency Department if in doubt.

You may never use the Lloyd's brand mark on its own (without the inclusion of 'Agency').

Rubber stamp

The rubber stamps are provided to Lloyd's Agencies and Sub-Agencies by the Agency Department at Lloyd's for use as specified in the Agency Noticeboard. Only stamps supplied in this way should be used in the circumstances outlined in the Noticeboard.

Please contact the Lloyd's Agency team at lloyds-agency-network@lloyds.com and they will send you the electronic stamp.

Please see the Legal Notice of use on page 02 of the document for local insurance regulatory guidelines.



Referring to Lloyd's Agency and the Lloyd's Agency network

If you would like to include reference to your Lloyd's Agency appointment and/or the Lloyd's Agency network within any marketing literature (company websites and/or publications), please see below some examples of standardised text available to you to utilise:

- The Lloyd's Agency network provides 24 hour, year round independent marine surveying and claims adjusting services to the global insurance industry and its customers
- With over 250 Lloyd's Agents and a similar number of Sub-Agents, covering major ports and commercial centres around the world, the Lloyd's Agency network forms the world's most extensive marine surveying and adjusting network
- The Committee of Lloyd's first established the Lloyd's Agency network in 1811 to protect the interests of Lloyd's underwriters. Since then, the mandate has broadened and the network now serves the global insurance industry and its customers
- Highly experienced and independent, Lloyd's Agents offer a vital combination of local knowledge and specialist expertise
- Collectively the Lloyd's Agency network brings together a combined strength of over 2,000 in-house surveyors, undertaking in excess of 125,000 marine surveys per annum
- As well as servicing marine cargo, hull and transportation insurance, many Lloyd's Agents are experts in other classes of business as well
- The objective is to have as Lloyd's Agents the highest quality and competitive marine service providers, for surveying, claims adjusting and recovery handling, in the regions in which they operate
- Lloyd's Agents are renowned for their honesty, integrity and good practice and, perhaps most importantly, they all have the backing of Lloyd's, the world's leading specialist insurance market
- A Lloyd's Agency appointment is a privilege afforded only to the most highly qualified marine surveyors and claims adjusters
- Whether you require a loading or discharge survey, a hull damage assessment or expert guidance for your Project Cargo, the Lloyd's Agency network is on-hand to identify and provide a solution
- All Lloyd's Agents are expected to adhere to service standards that meet or surpass the ever increasing demands of the network's users. Website link: www.lloyds.com/lloydsagentservicelevels
- In order to ensure that high service standards are maintained all Lloyd's Agents undergo a continuous process of audit and inspection
- The specific skills and level of expertise available within each Agency appointment is catalogued in an online Lloyd's Agency Directory and its user-friendly interactive map. Locate a Lloyd's Agent website link: www.lloyds.com/lloydsagencydirectory
- The Lloyd's Agency network is the only network that has a mandatory educational training and examination program. The training modules focus on the core activities of the Agents, covering professional standards and values, technical cargo surveying and practical claims and recovery handling
- Both the Lloyd's Agents and the clients of the network have access to a team of dedicated and experienced personnel, based in the Lloyd's Agency department in London, who are responsible for administering and managing the network as well as providing operational and technical support
- The Technical Performance Team (within the Lloyd's Agency department) consists of experienced and technically proficient marine claims professionals whose brief is to enhance the quality of the network's services and the support provided to the network's users
- Introduction to the Lloyd's Agency network video – website link: www.lloyds.com/news-and-insight/videos/2015/05/lloyds-agency-network

N.B.

Principles for use

Approved copy should be set in the same style and point size as the main text of your document (as shown on this page).

Using the Lloyd's Agency mark
Primary and Secondary mark

There are two Lloyd's Agency marks (Primary and Secondary).

Primary is the preferred use across most applications.

Secondary is used where space is more restricted on a particular application. It may also be used where the Primary mark would otherwise clash with your own brand mark, or identity system.

Both the Primary and Secondary marks are available in black and white versions.

Primary mark (black)



Primary mark (white)



Secondary mark (black)



Secondary mark (white)



Using the Lloyd’s Agency mark

The Lloyd’s Agency mark comprises four inseparable components: the Lloyd’s logotype, the Agency descriptor and the tab and descriptor boxes which act as containers for each.

Neither the Lloyd’s logotype, nor the Agency descriptor is a typeface. Both have been specially drawn and must never be recreated or typeset in an alternative font.

The relative sizes and positions of each of these components are fixed and must not be altered. Similarly, no component may be used in isolation or removed from the Lloyd’s Agency mark.

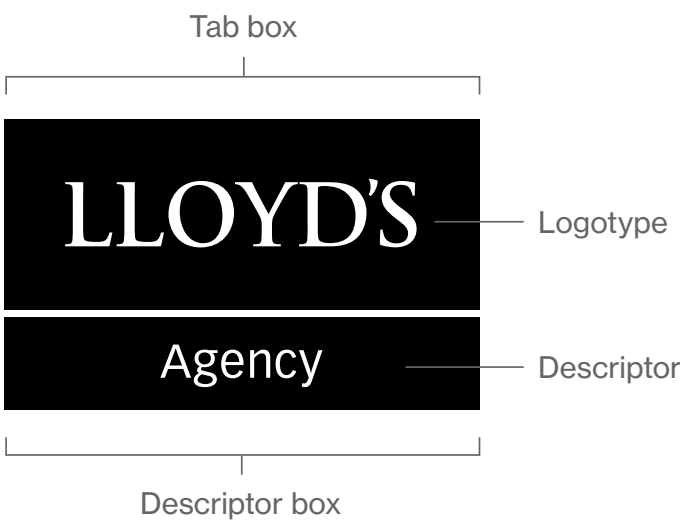
‘Black’ and ‘white’ versions

- The black version is used on light backgrounds
- The white version is used on dark backgrounds

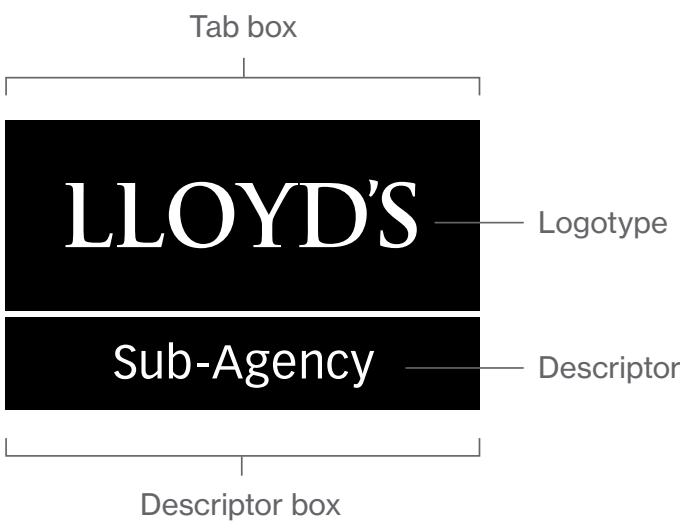
The master artworks are available from Lloyd’s Agency department.

A separate brand mark has been developed for Sub-Agents as shown on the right of this page. The same guidelines apply to this mark as the Lloyd’s Agency mark.

Lloyd’s Agency mark (black)



Lloyd’s Sub-Agency mark (black)



Lloyd’s Agency mark (white)
for use on a dark background



Lloyd’s Sub-Agency mark (white)
for use on a dark background



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Using the Lloyd’s Agency mark

Measurement and size versions

The measurement of the Lloyd’s Agency mark is always specified across the width of the tab box. There are two size versions – ‘standard’ and ‘small-use’, shown on the right of this page.

Small-use size

The ‘small-use’ version is always used below 25mm width and has been designed for better legibility at small sizes. The minimum size of the Primary mark is 17mm (this is the size used for business cards). The minimum size of the Secondary mark is 10mm.

Each of the size versions has been specially drawn and neither is interchangeable with the other.

N.B.
Important reproduction note
On occasion, the ‘small-use’ version may be the right choice for challenging production processes where you are unable to reproduce the ‘standard’ size version with the desired legibility.

Where this is the case, proofing stages will help to determine the most suitable version for optimum reproduction of the mark.

Primary mark – Standard size



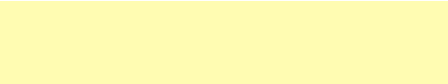
Primary mark – Small-use size



Secondary mark – Standard size



Secondary mark – Small-use size



08

Using the Lloyd’s Agency mark

Minimum clear space

The Lloyd’s Agency mark is always surrounded by a minimum clear space area which must remain free from other elements (type and graphics).

The minimum clear space area is equal to the height of the ‘tab box’ in the mark. The clear space area is proportional at all sizes.

This clear space area is a minimum and should be increased wherever possible.

The Primary mark always hangs from the top edge of a page or design, hence only three sides are indicated as having a clear space area.

The Secondary mark is shown with clear space to all sides, based on the extremities of the largest component of the mark.

Primary mark – Minimum clear space area



Secondary mark – Minimum clear space area



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Using the Lloyd’s Agency mark

Sizing and positioning

Where possible, you should keep the sizing and positioning of the Lloyd’s Agency mark consistent.

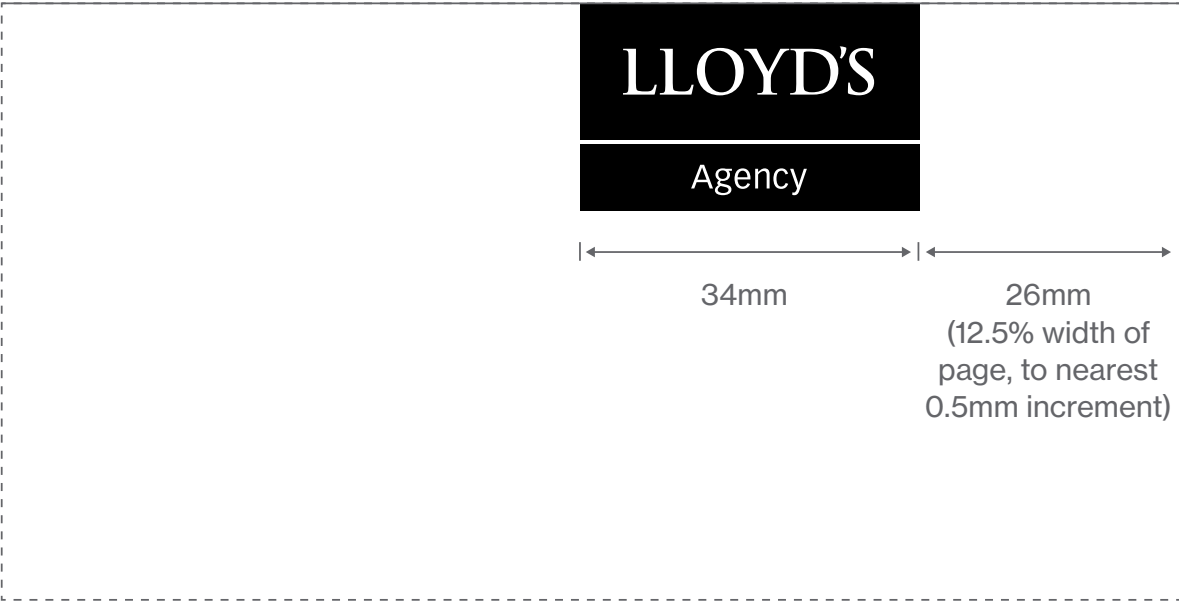
The size you choose depends on the size and format of the page.

If your page format is not one of those listed in the table on the right of this page, you should work to the nearest available size.

The distance that the Lloyd’s Agency mark is positioned from the right-hand edge is determined by a proportional 12.5% ‘width of the application’. This measurement is rounded to the nearest 0.5mm as shown in the formula below:

For example, for A4 Portrait (width of 210mm)
 $210\text{mm} \times 12.5\% = 26.25\text{mm}$
26.25 rounded to nearest 0.5mm = 26mm

Example shown is based on width of A4 portrait



Page size/format	width of logo	portrait	landscape
A6 - 148mm x 105mm	26mm	13mm	18.5mm
A5 - 210mm x 148mm	28mm	18.5mm	26mm
1/3-A4 - 210mm x 99mm	28mm	12.5mm	n/a
A4 - 297mm x 210mm	34mm	26mm	37mm
A3 - 420mm x 297mm	42mm	37mm	52.5mm

distance from right-hand edge

Examples

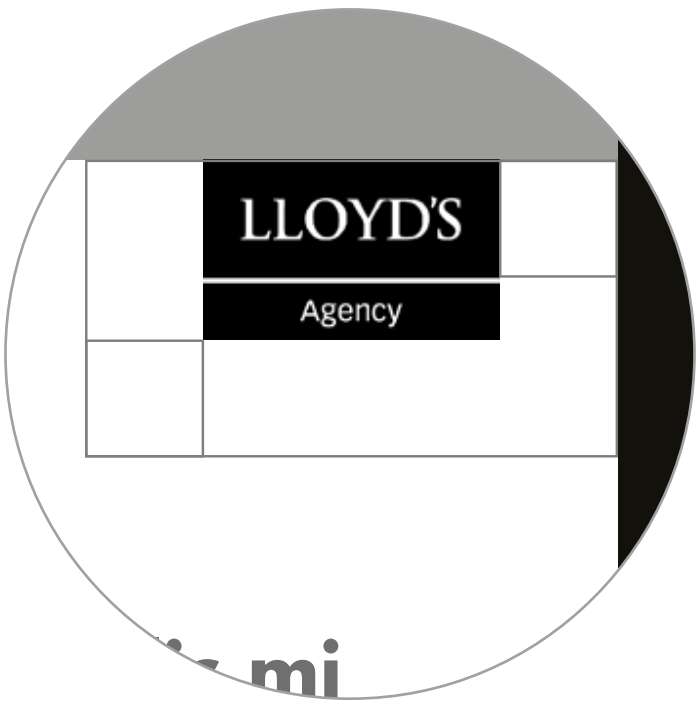
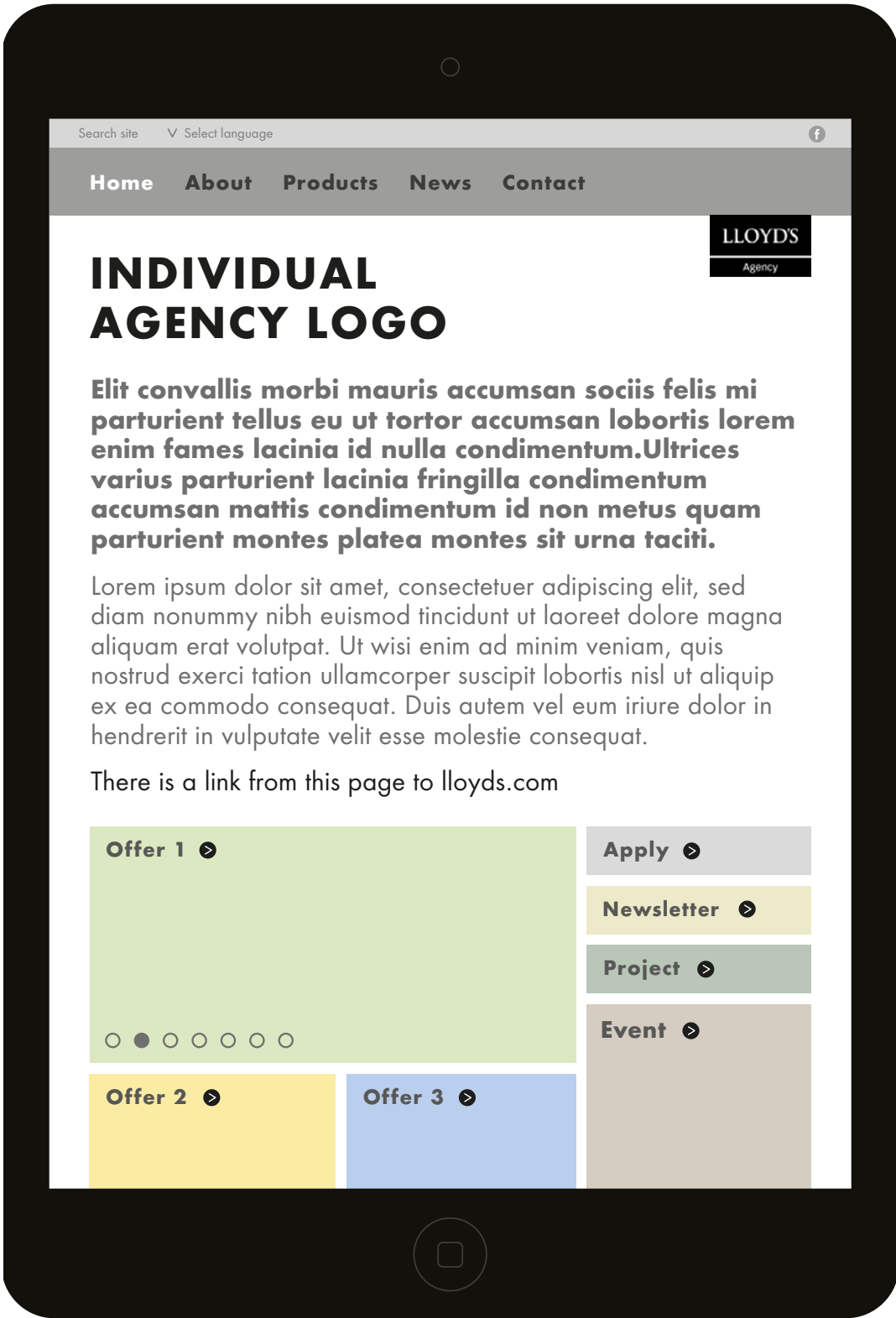
Homepage

The Lloyd’s Agency mark can be placed on the home page and the Lloyd’s page of your website.

On your home page the black Primary mark should be used at a width of 75 pixels, observing the minimum clear space area (see page 08 and 09).

References to Lloyd’s, along with the Lloyd’s Agency mark, should be linked to lloydsagency.com

Lloyd’s Agency ‘approved copy’ (see page 04) may be used on the Lloyd’s page of the website.



Detail shows minimum clear space, see page 08

Examples

Business cards and corporate letterheads

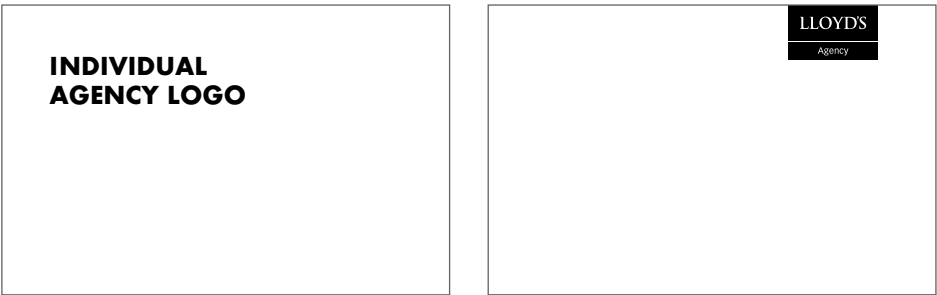
Business cards

There are two options for placement of the Lloyd’s Agency mark onto business cards, examples below.

Option 1

The Primary mark is used on the back of your business card to a fixed size and position. This should always appear in black and white with observation of the clear space area around the mark (see page 08).

Option 1
Primary mark



Front

Back

Option 2

The Secondary mark is used on the front of your business card. This is placed at a fixed size of 10mm and should always appear in black and white with observation of the clear space area around the mark (see page 08). With this option, the positioning of the Secondary mark is flexible, allowing it to best suit the layout of the card.

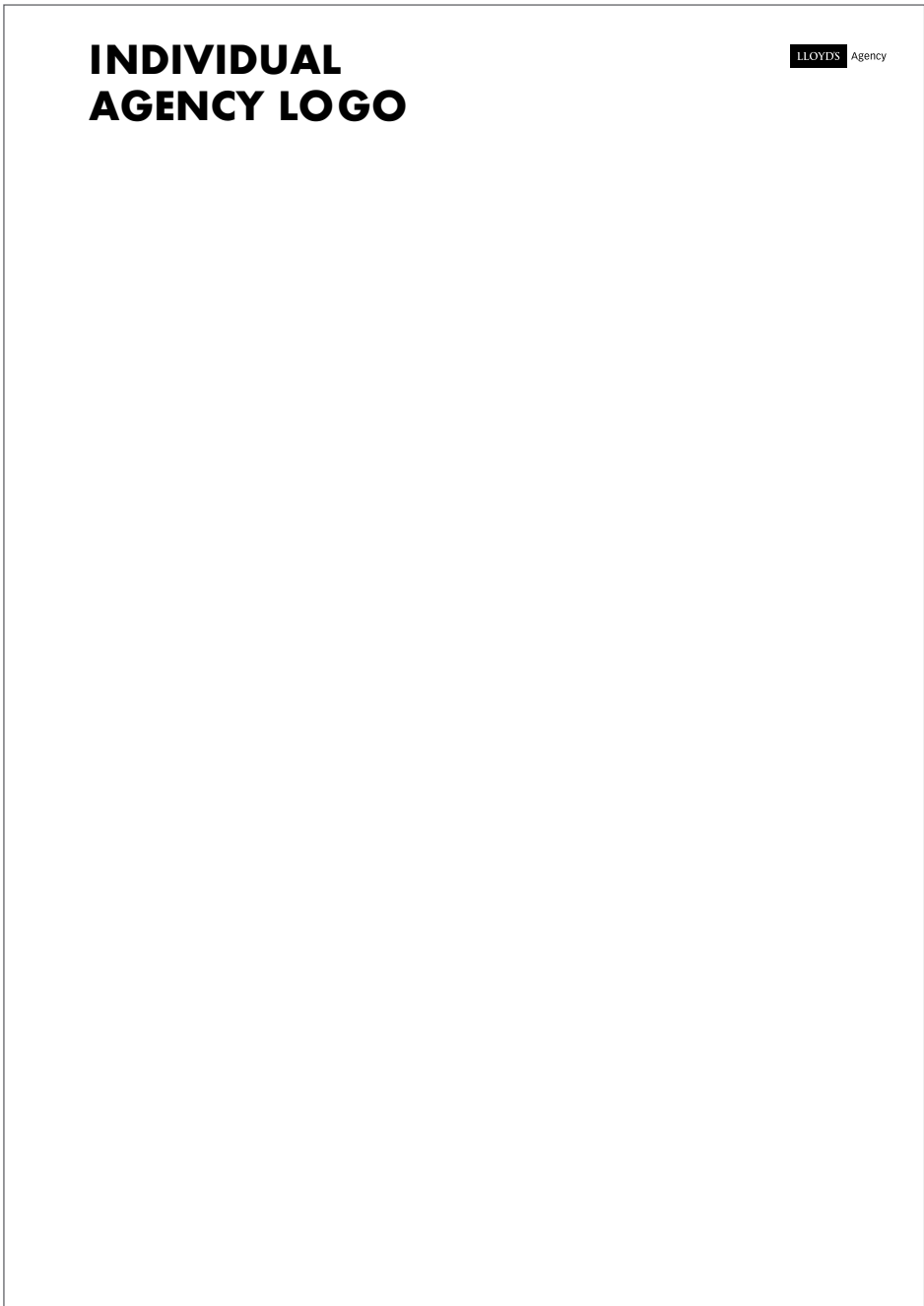
Option 2
Secondary mark



Front

Letterheads

The Secondary mark is always used on letter headings. This is placed on the front side at a fixed size of 13mm and should always appear in black and white with observation of the clear space area around the mark (see page 08). The preferred positioning of the mark should either be in the top left or right-hand corner, although it can also be placed in the bottom right-hand corner. An example is shown below:



Examples

Publications, brochures and corporate reports

The Lloyd’s Agency mark can be used on the front cover of your publications, brochures and corporate reports, at a fixed size of 34mm. You may not put the Lloyd’s Agency mark on the back cover. Example shown below:



A panel containing the Lloyd’s Agency approved copy (see page 04) and the Lloyd’s Agency mark can be placed in an appropriate part of your document.

The ‘approved copy’ is set at a size no smaller than 8pt, with an additional 20% line spacing as a minimum allowance (eg, 10pt type on 12pt line spacing). The typeface should be according to the style of your publication.

The panel should have a minimum size of 33% of the full page area. It may be black, white or an approved tint of black (ensuring sufficient legibility in all cases). If your publication includes a special colour, you may choose to use this colour on the panel instead of black and white.

Example shown below:

34mm

14mm

LLOYD'S

Agency

Wherever you are in the world, you're never far from a Lloyd's Agent. 24 hours a day, seven days a week, 365 days a year, they're on hand to provide expert survey, claims and recovery handling services to the marine insurance industry and its customers.

It's been more than 200 years since the first Lloyd's Agents were appointed. Today there are almost 300 Agents within the network, who are in turn supported by a similar number of Sub-Agents. Located in 175 countries, these experts are available to provide surveying support in every major port and commercial centre across the globe.

Highly experienced and independent, Lloyd's Agents offer a vital combination of local knowledge and specialist expertise. Collectively the network brings together a combined strength of over 2,000 in-house surveyors, undertaking in excess of 100,000 marine surveys per annum, for the Lloyd's market and for insurers and customers around the world.

Whilst the servicing of pre and post-loss marine cargo, hull and transportation surveys is the bedrock of the network, many Agents are experts in other business areas as well. Whether you require a loading or discharge survey, a loss investigation, a risk or warehouse survey, a hull damage assessment or expert guidance for your Project Cargo, the Lloyd's Agency network is on hand to identify and provide a solution.

Lloyd's Agents are renowned for their honesty, integrity and good practice and, perhaps most importantly, they all have the backing of Lloyd's, the world's leading specialist insurance market. A Lloyd's Agency appointment is a privilege afforded only to the most highly qualified marine surveyors and claims adjusters.

1/3

1/3

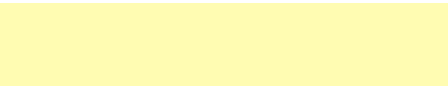
Panel size

60%

30%

?

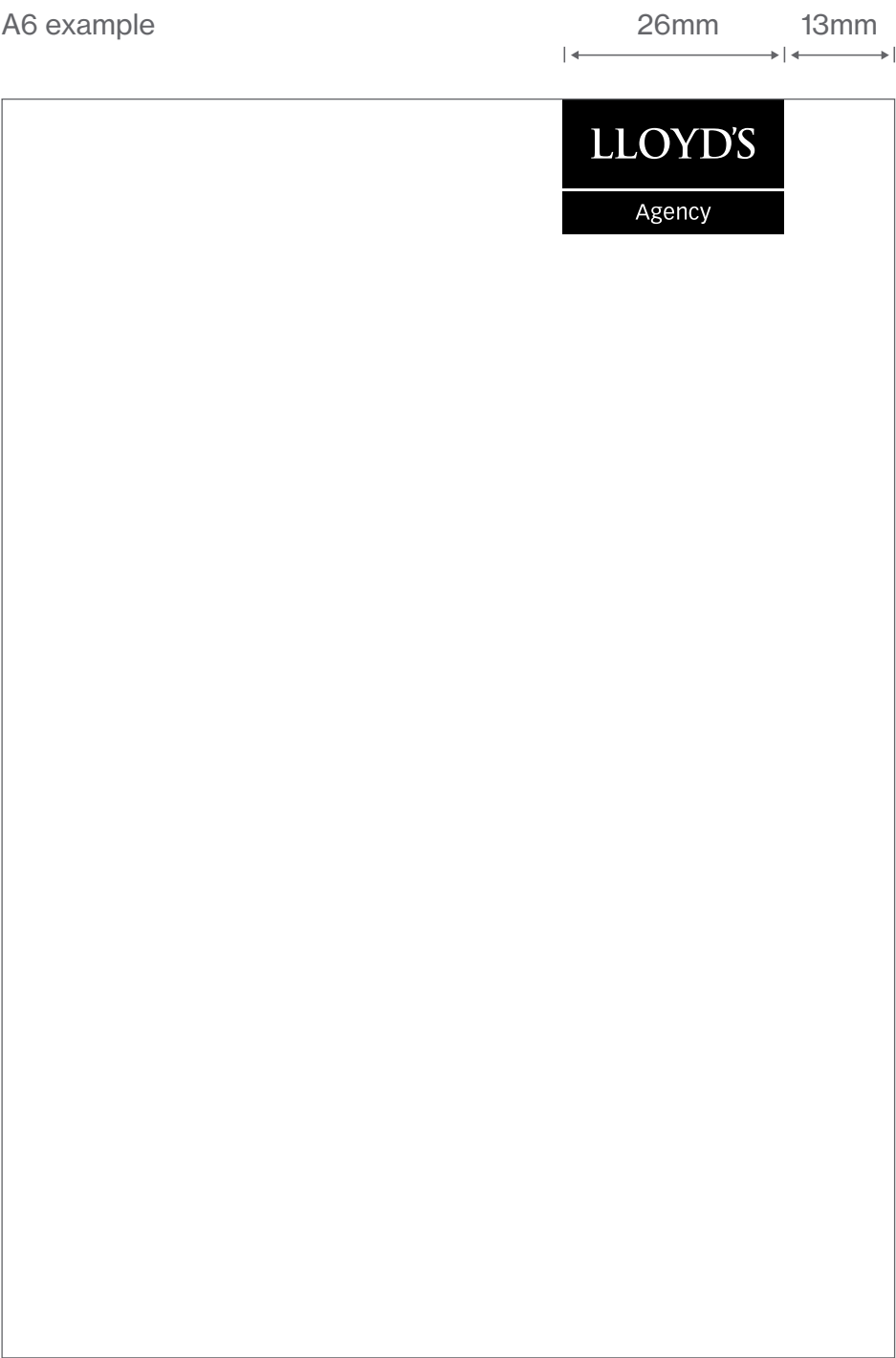
Panel colour



Examples

Advertisements

The Lloyd's Agency Primary mark may be used on advertisements. The sizing and positioning is dependent on the ad size (see page 09). The mark must always appear in black and white with observation of the clear space area (see page 08). An example shown to the right of this page.



Contact details

To request the marks, or if you have any further questions, please contact **lloyds-agency-network@lloyds.com**

