

# Lloyd's Brokers Brand Guidelines

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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](mailto:LITA@lloyds.com) if you would like further guidance.

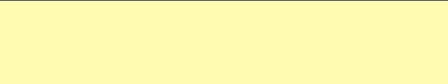
Introduction

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

It is important to apply these guidelines, as 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)







## Defining your relationship with Lloyd's

You may refer to Lloyd's on your general and product promotional material. When referring to Lloyd's, it is important that you use specific phrases to clarify your relationship (or product's relationship) with Lloyd's. This is to ensure that the customer always understands who is insuring the risk.

### General promotional material

You may not incorporate Lloyd's into your company name. You should use the statement that clarifies your organisation's relationship with Lloyd's as below:

- [Your company name],  
broker at Lloyd's

Subject to such terms, as Lloyd's may determine from time to time.

### Product promotional material

You can use Lloyd's name in your promotional material, when promoting an insurance 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, [Names of Lloyd's insurers]

#### 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 as set out above, but may not use the Broker at Lloyd's logo to promote the product.

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





## Referring to 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 leading insurance and reinsurance marketplace. Through the collective intelligence and risk-sharing expertise of the market's underwriters and brokers, Lloyd's helps to create a braver world.

The Lloyd's market does this by sharpening the insight to anticipate and understand risk, and the knowledge to develop relevant and innovative forms of insurance for customers globally.

Lloyd's offers the efficiencies of shared resources in a marketplace that covers risks from more than 200 territories, in any industry, at any scale.

Lloyd's promises a trusted partnership – helping people, businesses and communities to recover in times of need and build resilience for the future.

Lloyd's is a 330-year old start up, founded by a few brave entrepreneurs in a coffee shop. Three centuries later, the Lloyd's market continues that proud tradition – sharing risk and inspiring courage everywhere.



## Using the Lloyd's Broker logo

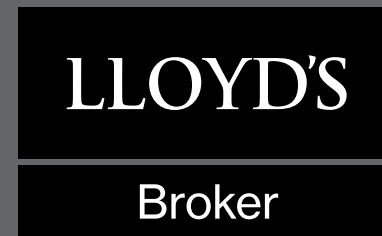
**You may use the Lloyd's Broker logo for promotional material: for instance on your website homepage, corporate letterheads, and publications.**

**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 page 03 about defining your relationship with Lloyd's).**

Lloyd's Broker logo – primary version



Lloyd's Broker logo – secondary version



These are the Lloyd's Broker logos. They must appear exactly as shown and must not be edited.

The preferred version to use is the primary logo. However, where space is restricted or there is a clash with your own company's branding, the secondary logo may be used.

You may never use the Lloyd's logo on its own (without the inclusion of 'Broker').

The Lloyd's Broker logos should be requested via the Lloyd's Marketing team. When you request these, please specify the file format you require as there are various formats available for online and print; [marketing@lloyds.com](mailto:marketing@lloyds.com)

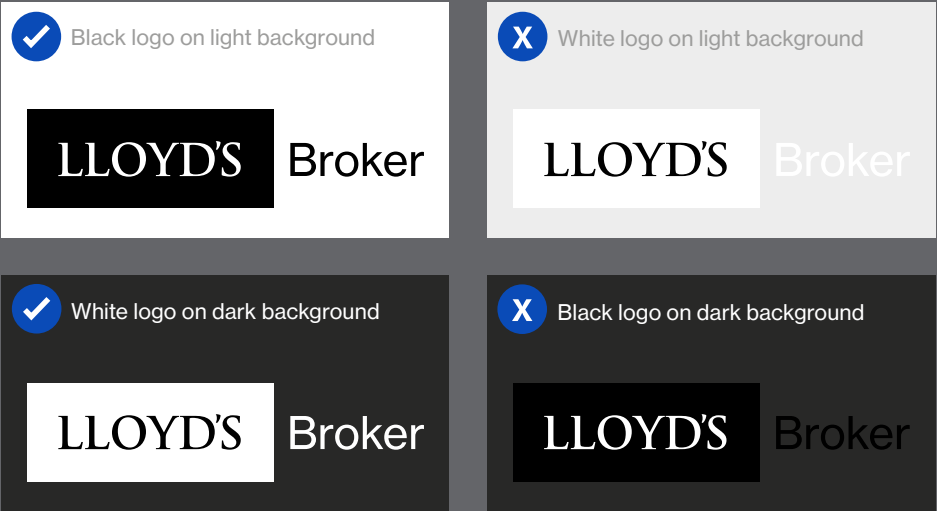
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The Lloyd's Broker logo was introduced in October 2023. The previous 'Broker at Lloyd's' logo can remain on any documents prior to this date and is still a valid Lloyd's market participant logo. From October 2023, the above 'Lloyd's Broker' logo should be used.



Primary logo

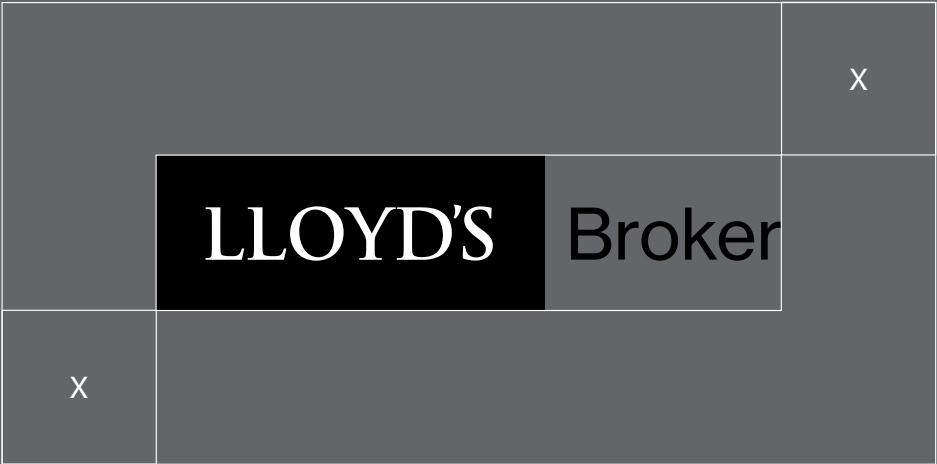
‘Black logo’ and ‘white logo’  
There are two versions of the Lloyd’s Broker logo:  
– The black logo is for use on light backgrounds  
– The white logo is for use on dark backgrounds



Minimum clear space

The logo is always surrounded by a minimum clear space area which must remain free from other elements (type and graphics).

X = height  
of the box  
containing the  
word ‘Lloyd’s’



Sizing

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

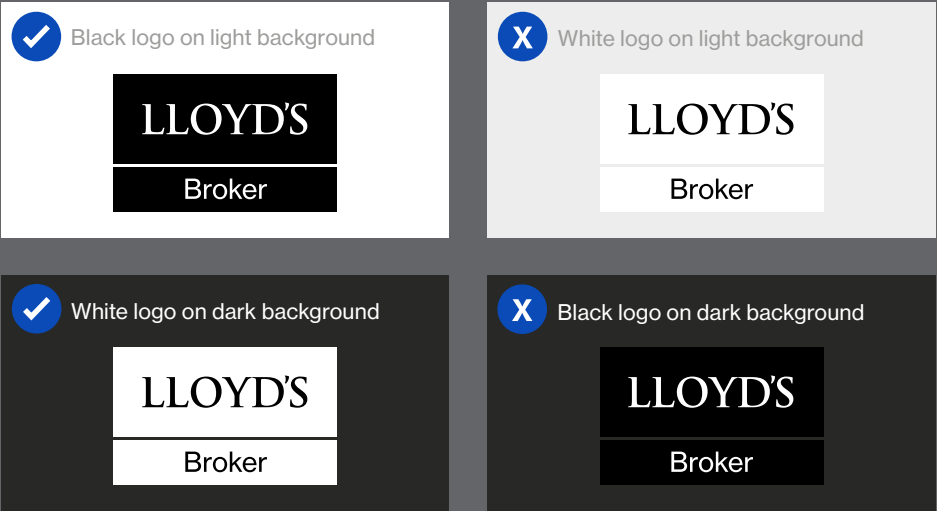
Positioning

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



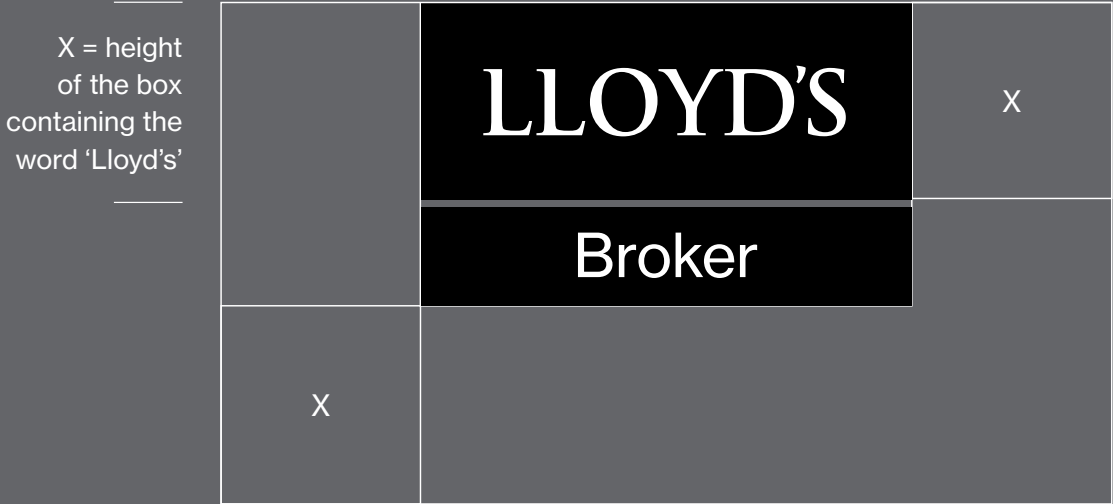
Secondary logo

‘Black logo’ and ‘white logo’  
There are two versions of the Lloyd’s Broker logo:  
– The black logo is for use on light backgrounds  
– The white logo is for use on dark backgrounds



Minimum clear space

The logo is always surrounded by a minimum clear space area which must remain free from other elements (type and graphics).



Sizing

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

The secondary logo may be used as required, as long as the word Lloyd’s is no less than 17mm across.

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

Positioning

The secondary logo should ideally be positioned at the top right hand corner of your communications and marketing material. If this position clashes with your own branding, the top left corner or the primary logo can be used.

For professionally printed documents it should touch the top and be a set distance from the right hand edge – see table above.

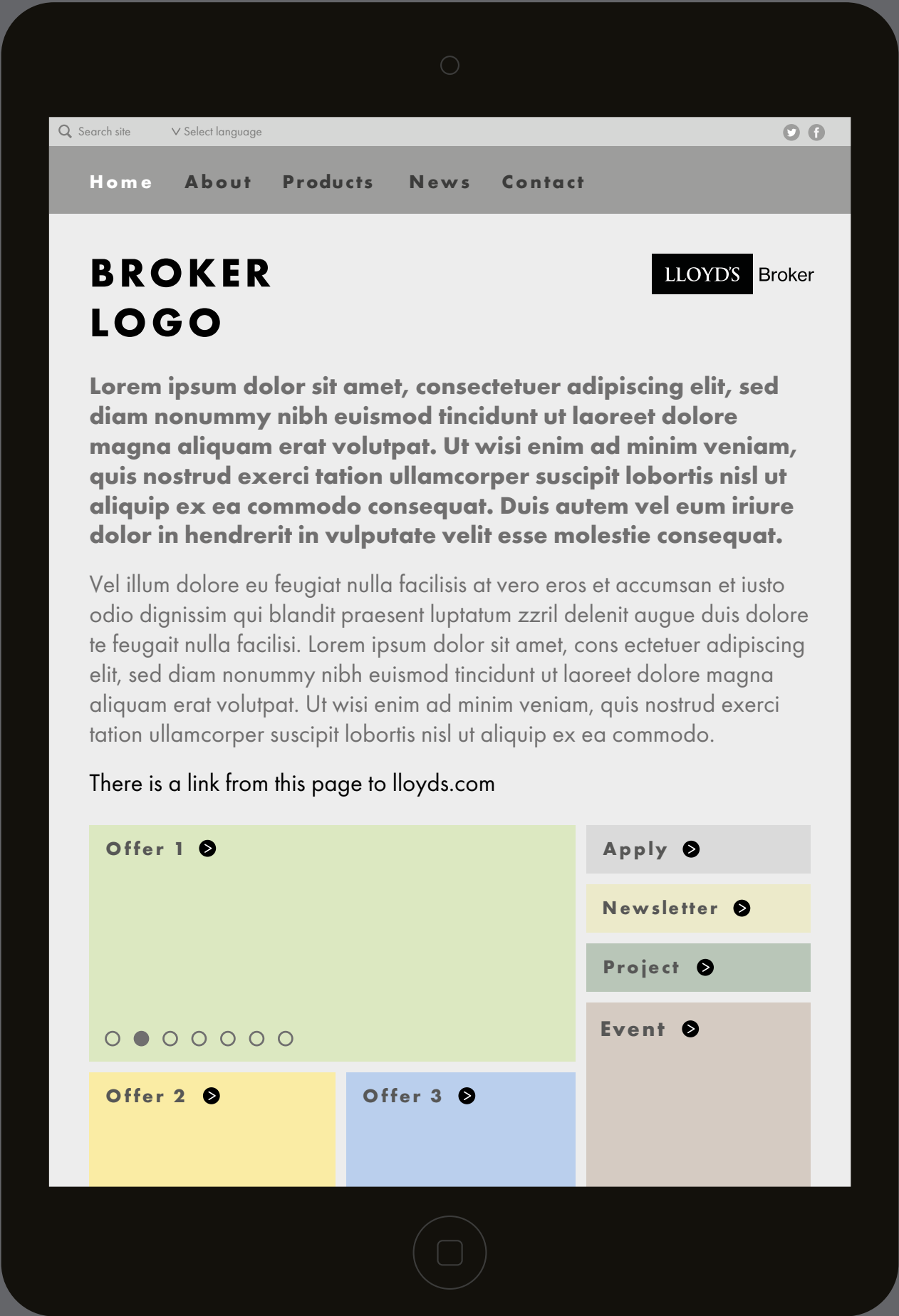
Your printer will need to ensure that bleed (extra black area) is added to the top of the logo so that when the pages are cut to size there is a small margin for error. A specific ‘bleed version’ is available on request via the Lloyd’s Marketing team at [marketing@lloyds.com](mailto:marketing@lloyds.com).



Website – homepage

You may use the Lloyd’s Broker logo on the homepage of your website. Please use an appropriate reference to highlight that not all information on your website is related to your Lloyd’s activities and ensure that relevant Lloyd’s activities are clearly referenced.

To avoid confusion, the Lloyd’s Broker logo should not appear on content/pages which are related to activities outside of Lloyd’s. You may only use the Lloyd’s Broker logo next to any Lloyd’s related activities or products 100% underwritten at Lloyd’s, with the appropriate qualifying statement (page 03). Please see the product page (pages 03 and 07) for how to use the Lloyd’s Broker logo appropriately when promoting products.

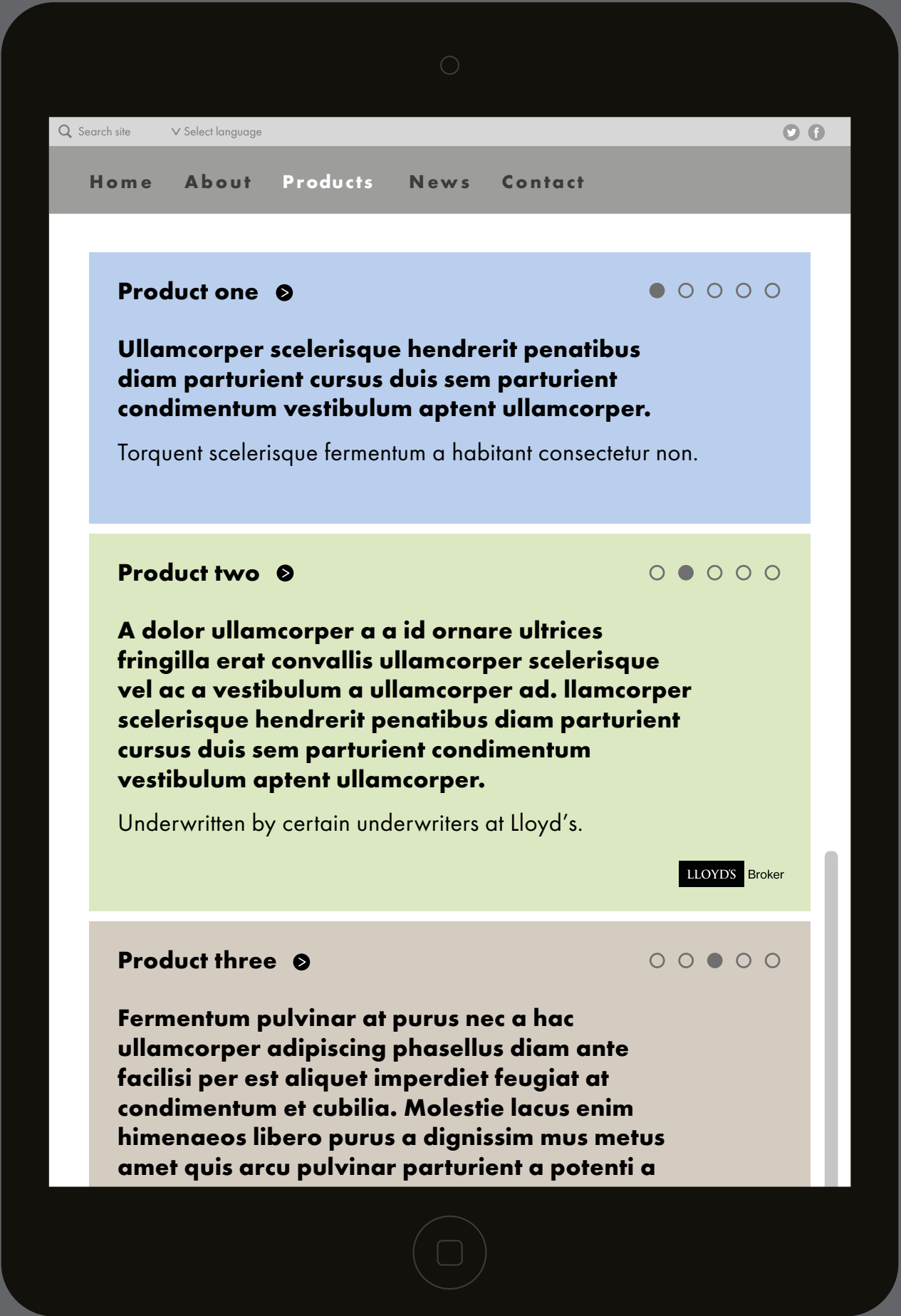




Website – product page

You may also add the Lloyd’s Broker logo, along with the appropriate qualifying statement (see page 03), 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.





Examples

Presentation slides

The Lloyd's Broker logo can be used on presentation slides which refer to activities within Lloyd's, using the relevant qualifying statement when required.

It should not appear on pages reporting activities outside of Lloyd's.



# Examples

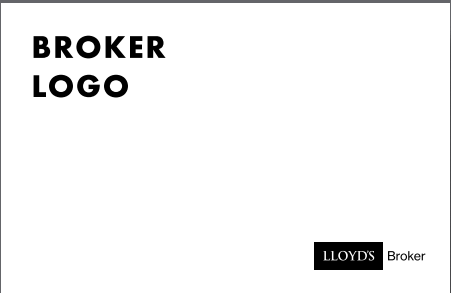
## Stationery, social media and email signatures

The Lloyd’s Broker logo can be used on your letter headings and business cards but if your company has activities outside of Lloyd’s, please include the sentence; ‘Not all activities are related to Lloyd’s’ for clarity.

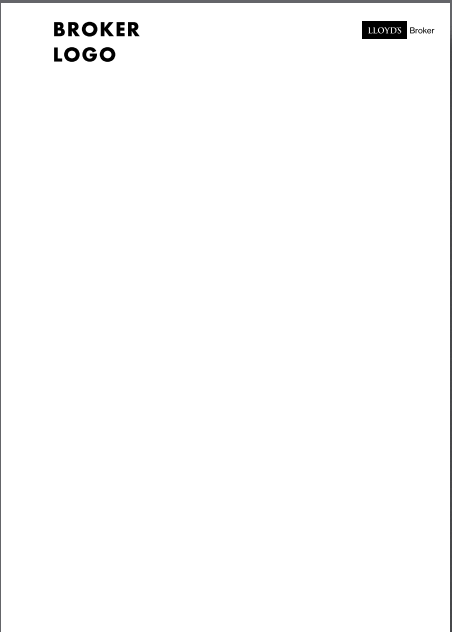
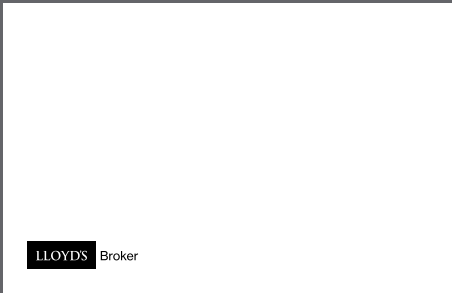
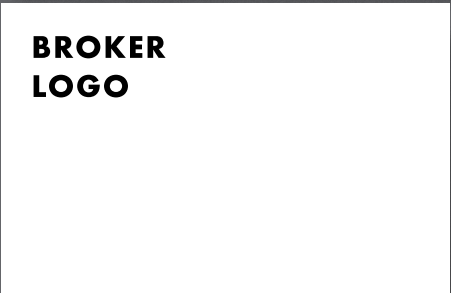
### Business cards

The Lloyd’s Broker 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 below.

Example 1  
Business card,  
one side



Example 2  
Business card,  
two sides

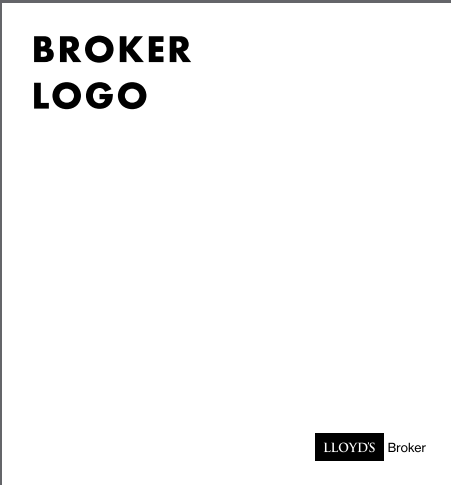


Example 3  
Letterheads

**Letterheads**  
The Lloyd’s Broker logo can be used on your letter headings. The preferred positioning of the logo 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.

**Social media posts**  
The Lloyd’s Broker logo may be used on your company social media posts, which relate to your Lloyd’s activities only, that are 100% underwritten at Lloyd’s.

**Email signatures**  
The Lloyd’s Broker logo may be used on your email signatures. The positioning of the logo is flexible, allowing it to best suit the layout of your company signature. Some examples are below. If your company has activities outside of Lloyd’s, please also include the following sentence; ‘Not all activities are related to Lloyd’s’ for clarity.



Example 4  
Social media post



Example 5  
Email signature



# Examples

## Publications, brochures and corporate reports

The Lloyd’s Broker logo can be used on publications, brochures and corporate reports that refer to your activities within the Lloyd’s market. Example shown below:

You may use the Lloyd’s Broker logo on the front or back covers of your promotional documents. Please use an appropriate reference to highlight that not all information in your document is related to your Lloyd’s activities and relevant Lloyd’s activities are clearly referenced.

To avoid confusion, the Lloyd’s Broker logo should not appear on content/pages which are relating to activities outside of Lloyd’s. You may only use the Lloyd’s Broker logo next to any Lloyd’s related activities or products 100% underwritten at Lloyd’s, with the appropriate qualifying statement (page 03). Please see the product page (07) for how to use the Lloyd’s logo appropriately when promoting products.

Example 1



Example 2



Contact details

To request the logos, or if you have any further questions, please contact [marketing@lloyds.com](mailto:marketing@lloyds.com)

