Lloyd's Marine insurance certificates - guidelines for use of the Lloyd's brand

Introduction

This brand guide is designed to help you understand how the Lloyd's brand (logo and Arms of Lloyd's crest) must be applied to marine insurance certificates. It is important to apply these guidelines, in order to protect the Lloyd's brand and ensure it is used correctly, so it remains recognisable, consistent across the world, and retains its value.

Application

The Lloyd's logo and crest must be applied in the way shown on certificates related to a marine insurance product 100% underwritten at Lloyd's or 100% underwritten with Lloyd's Insurance Company S.A. ("Lloyd's Europe").

Both brand assets remain the property of Lloyd's and, along with the Lloyd's name, must not be incorporated into any other company name.

Lloyd's branding must not be used where the policy/certificate includes non-Lloyd's capacity.

Minimum clear space

Ensure compliance to the specified minimum clear space around the logo and crest in the certificate header panels (shown opposite). This protects both elements from other content and retains their quality.

Font

Use Arial Regular and Bold for all text.

Lloyd's Europe insurance certificates

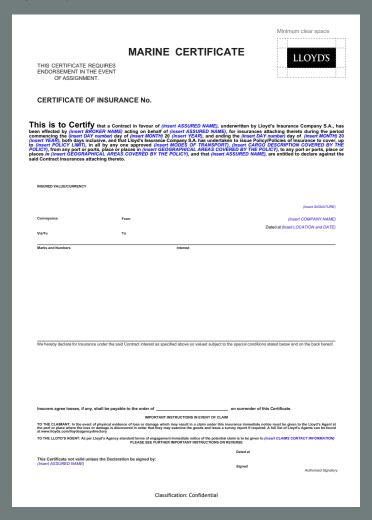
It is important to apply these guidelines correctly given the regulatory considerations around insurance activities in the EEA. Marine insurance certificates written on behalf of Lloyd's Insurance Company S.A. ("Lloyd's Europe") may only use the Lloyd's logo, not the Arms of Lloyd's crest.

Access to Lloyd's brand assets

The logo and arms of Lloyd's crest can be supplied on request, please contact marketing@lloyds.com

A proof copy of any application of the Lloyd's brand to insurance certificate documents being produced on new supplier platforms must, in the first instance, be sent to the Lloyd's marketing in-box for sign-off.

Lloyd's European insurance certificate



Black tab logo

The black tab version of the Lloyd's logo is used in the header of Lloyd's Europe insurance certificates and in the footer area of Lloyd's insurance certificates. Please observe the minimum clear space guide around the logo, to ensure that other text does not appear too close to the logo, so it remains clear and legible.

Lloyd's market insurance certificate

THIS CERTIFICA REQUIRES ENDORSE THE EVENT OF ASSIG	MENT IN GNMENT	Minimum clear space		
	e of Insura		ME), underwritten by certain U D NAME), for insurances attacl	nderwriters at Lloyd ning thereto during th
period commencing th. MONTH) 20 (insert YEA Insurance to cover, u DESCRIPTION COVER! THE POLICY), to any p ASSURED NAME), are e	e (insert DAY number) di IR), both days inclusive p to (insert POLICY) L ED BY THE POLICY), fre bort or ports, place or p entitled to declare again	in favour of (insert ASSURED NA acting on behalf of (insert ASSURE) ay of (insert MONTH) 20 (insert YE a, and that the said Underwriters a MIT), in all by any one approve om any port or ports, place or pla places in (insert GEOGRAPHICAL ist the said Contract insurances at	IR), and ending the (insert DAY is Lloyd's have undertaken to it dinsert MODES OF TRANS) es in (insert GEOGRAPHICAL AREAS COVERED BY THE POSCHING thereto.	number) day of (inse- isue Policy/Policies of PORT), (insert CARG AREAS COVERED B PLICY), and that (inse-
INSURED VALUE/Currency				
				(Insert SIGNATUR
Conveyance	From		Dated	(Insert COMPANY NAM at (Insert LOCATION and DAT
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Marks and Numbers		Interest		
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Arms of Lloyd's crest

The Arms of Lloyd's crest is to be used in the header portion of the certificate. Please observe the minimum clear space guide around the crest, to ensure that other text does not appear too close to the crest, so it remains clear and legible.