

# 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](mailto: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

Minimum clear space

**MARINE CERTIFICATE**

THIS CERTIFICATE REQUIRES ENDORSEMENT IN THE EVENT OF ASSIGNMENT.

CERTIFICATE OF INSURANCE No. \_\_\_\_\_

**This is to Certify** that a Contract in favour of *(insert ASSURED NAME)*, underwritten by Lloyd's Insurance Company S.A., has been effected by *(insert BROKER NAME)* acting on behalf of *(insert ASSURED NAME)*, for insurances attaching thereto during the period commencing the *(insert DAY number)* day of *(insert MONTH)* 20*(insert YEAR)*, and ending the *(insert DAY number)* day of *(insert MONTH)* 20*(insert YEAR)*, both days inclusive, and that Lloyd's Insurance Company S.A. has undertaken to issue Policy/Policies of Insurance to cover, up to *(insert POLICY LIMIT)*, in all by any one approved *(insert MODES OF TRANSPORT)*, *(insert CARGO DESCRIPTION COVERED BY THE POLICY)*, from any port or ports, place or places in *(insert GEOGRAPHICAL AREAS COVERED BY THE POLICY)*, to any port or ports, place or places in *(insert GEOGRAPHICAL AREAS COVERED BY THE POLICY)*, and that *(insert ASSURED NAME)*, are entitled to declare against the said Contract insurances attaching thereto.

INSURED VALUE/Currency \_\_\_\_\_

*(insert SIGNATURE)*

Conveyance From \_\_\_\_\_ *(insert COMPANY NAME)*

Via/To To \_\_\_\_\_ Dated at *(insert LOCATION and DATE)*

Marks and Numbers \_\_\_\_\_ Interest \_\_\_\_\_

We hereby declare for Insurance under the said Contract interest as specified above so valued subject to the special conditions stated below and on the back hereof.

Insurers agree losses, if any, shall be payable to the order of \_\_\_\_\_ on surrender of this Certificate.

**IMPORTANT INSTRUCTIONS IN EVENT OF CLAIM**

**TO THE CLAIMANT:** In the event of physical evidence of loss or damage which may result in a claim under this insurance immediate notice must be given to the Lloyd's Agent at the port or place where the loss or damage is discovered in order that they may examine the goods and issue a survey report if required. A full list of Lloyd's Agents can be found at [www.lloyds.com/lloydsagencydirectory](http://www.lloyds.com/lloydsagencydirectory)

**TO THE LLOYD'S AGENT:** As per Lloyd's Agency standard terms of engagement immediate notice of the potential claim is to be given to *(insert CLAIMS CONTACT INFORMATION)*

PLEASE SEE FURTHER IMPORTANT INSTRUCTIONS ON REVERSE

This Certificate not valid unless the Declaration be signed by:  
*(insert ASSURED NAME)* \_\_\_\_\_ Dated at \_\_\_\_\_  
Signed \_\_\_\_\_  
Authorized Signatory \_\_\_\_\_

Classification: Confidential

## 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

Minimum clear space

THIS CERTIFICATE REQUIRES ENDORSEMENT IN THE EVENT OF ASSIGNMENT

**Certificate of Insurance No.**

**This is to Certify** that a Contract in favour of *(insert ASSURED NAME)*, underwritten by certain Underwriters at Lloyd's has been effected by *(insert BROKER NAME)* acting on behalf of *(insert ASSURED NAME)*, for insurances attaching thereto during the period commencing the *(insert DAY number)* day of *(insert MONTH)* 20*(insert YEAR)*, and ending the *(insert DAY number)* day of *(insert MONTH)* 20*(insert YEAR)*, both days inclusive, and that the said Underwriters at Lloyd's have undertaken to issue Policy/Policies of Insurance to cover, up to *(insert POLICY LIMIT)*, in all by any one approved *(insert MODES OF TRANSPORT)*, *(insert CARGO DESCRIPTION COVERED BY THE POLICY)*, from any port or ports, place or places in *(insert GEOGRAPHICAL AREAS COVERED BY THE POLICY)*, to any port or ports, place or places in *(insert GEOGRAPHICAL AREAS COVERED BY THE POLICY)*, and that *(insert ASSURED NAME)*, are entitled to declare against the said Contract insurances attaching thereto.

INSURED VALUE/Currency \_\_\_\_\_

*(insert SIGNATURE)*

Conveyance From \_\_\_\_\_ *(insert COMPANY NAME)*

Via/To To \_\_\_\_\_ Dated at *(insert LOCATION and DATE)*

Marks and Numbers \_\_\_\_\_ Interest \_\_\_\_\_

We hereby declare for Insurance under the said Contract interest as specified above so valued subject to the special conditions stated below and on the back hereof.

Underwriters agree losses, if any, shall be payable to the order of \_\_\_\_\_ on surrender of this Certificate.

**IMPORTANT INSTRUCTIONS IN EVENT OF CLAIM**

**TO THE CLAIMANT:** In the event of physical evidence of loss or damage which may result in a claim under this insurance immediate notice must be given to the Lloyd's Agent at the port or place where the loss or damage is discovered in order that they may examine the goods and issue a survey report if required. A full list of Lloyd's Agents can be found at <http://www.lloyds.com/lloydsagencydirectory>

**TO THE LLOYD'S AGENT:** As per Lloyd's Agency standard terms of engagement immediate notice of the potential claim is to be given to *(insert CLAIMS CONTACT INFORMATION)*

PLEASE SEE FURTHER IMPORTANT INSTRUCTIONS ON REVERSE

This Certificate not valid unless the Declaration be signed by:  
*(insert ASSURED NAME)* \_\_\_\_\_ Dated \_\_\_\_\_  
Signed \_\_\_\_\_  
Authorized Signatory \_\_\_\_\_

Classification: Confidential

## 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.