

# Lloyd's Delegated Claims Administrator Brand Guidelines

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Legal Notice

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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.

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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.

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In a number of jurisdictions (including the US) there are strict rules that limit the extent to which Lloyd's 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 the Lloyd's brand can provide assurance of the quality of the service to expect. When using the Lloyd's name or logos, the most important consideration is making sure that the customer understands exactly who is the insurer and responsible for their claim.

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 promotional material. When referring to Lloyd's, it is important that you use specific phrases to clarify your relationship with Lloyd's. This is to ensure that the customer always understands who is responsible for agreeing their claim.**

### 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], Delegated Claims Administrator at Lloyd's
- [Your company name], providing claim services to Lloyd's underwriters

### Claims services provided to underwriters at Lloyd's

- Claims services provided to certain underwriters at Lloyd's
- Claims services provided to certain underwriters at Lloyd's, [Names of Lloyd's insurers]

### Claims services provided to underwriters at Lloyd's and other insurers

- Claims services provided to certain underwriters at Lloyd's and other insurers
- Claims services provided to certain underwriters at Lloyd's and other insurers, [Name of other insurers]

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

Claims services provided by Delegated Claims Administrators may use the Lloyd's name in a descriptive manner as set out above, but may not use the Lloyd's Delegated Claims Administrator logo to promote the product.

### NOTE: Lloyd's Europe

Although Lloyd's Europe also uses the core Lloyd's logo, it is important to make a clear legal distinction around insurance activities in the EEA and on policy documents and marketing materials for products written on behalf of Lloyd's Insurance Company S.A. ("Lloyd's Europe").

Therefore you must refer to Lloyd's Europe on your general and product promotional material. Always replace 'certain underwriters at Lloyd's' with 'Lloyd's Europe' in the statement examples above.

If you would like any further information or advice about the use of the Lloyd's brand in respect of Lloyd's Europe business, please contact [marketing@lloyds.com](mailto:marketing@lloyds.com). We are always happy to check any marketing material you are getting designed to ensure it is legally compliant. Please refer to the Lloyd's Europe guidelines for coverholders, service companies and delegated claims administrators; [www.lloyds.com/brandguidelines](http://www.lloyds.com/brandguidelines)

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 in your promotional material about the claims services you provide to Lloyd's underwriters, 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.

Lloyd's 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.

With a claims service that has your interests at heart, Lloyd's has built its global reputation by upholding its promise to pay all valid claims for more than three centuries. It's what sets Lloyd's apart, and it's done by providing unparalleled security, global strength, exceptional service and world-class expertise for customers globally.

And it promises a trusted, enduring partnership built on the confidence that Lloyd's protects what matters most: helping people, businesses and communities to recover in times of need.

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

### **NOTE: Lloyd's Europe**

If you would like to include a few sentences about Lloyd's Europe, please use the following text in the first instance, followed by the description of Lloyd's above.

Lloyd's Insurance Company S.A. is the Society of Lloyd's Belgian subsidiary and is authorised to carry insurance and reinsurance business in the European Economic Area (EEA). Lloyd's Insurance Company S.A. is authorised by the National Bank of Belgium.

Lloyd's Europe brings the scale, expertise and capacity of the world's specialist (re) insurance market closer to its customers in Europe through a locally staffed and regulated insurer. Through the collective intelligence and risk-sharing expertise of the market's underwriters and brokers, Lloyd's helps to create a braver world.

## Using the Lloyd's Delegated Claims Administrator logo

You may use the Lloyd's Delegated Claims Administrator logo for promotional material: for instance on your website homepage, corporate letterheads, and publications. It may also be used when promoting claims services provided to Lloyd's.

Lloyd's Delegated Claims Administrator logo – primary version



Lloyd's Delegated Claims Administrator logo – secondary version



These are the Lloyd's Delegated Claims Administrator 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 'Delegated Claims Administrator').

The Lloyd's Delegated Claims Administrator 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)

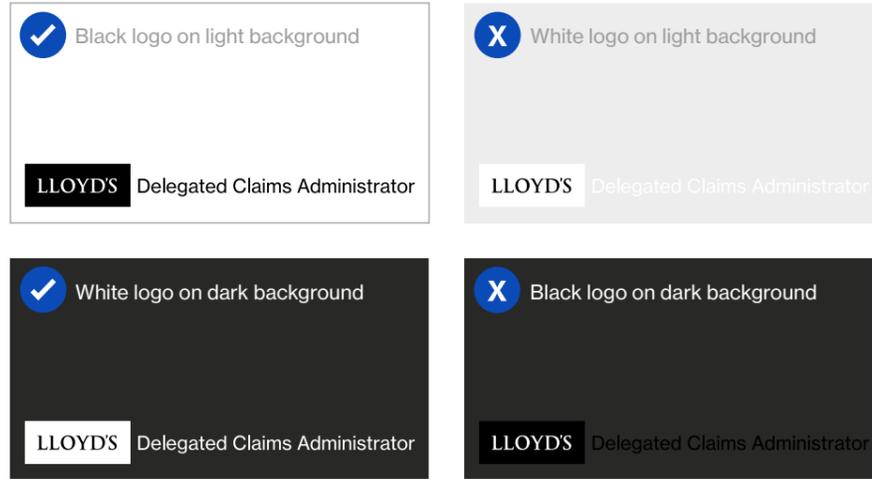
**Primary logo**

'Black logo' and 'white logo'

There are two versions of the Lloyd's Delegated Claims Administrator logo:

Administrator logo:

- The black logo is for use on light backgrounds
- The white logo is for use on dark backgrounds



**Sizing**

The primary logo may be used as required as long as the box containing the word Lloyd's is no less than 10mm across.

**Positioning**

Positioning of the primary logo is flexible as long as it complies with our minimum clear spacing guidance above.

**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'

		X
	<b>LLOYD'S</b> Delegated Claims Administrator	
X		

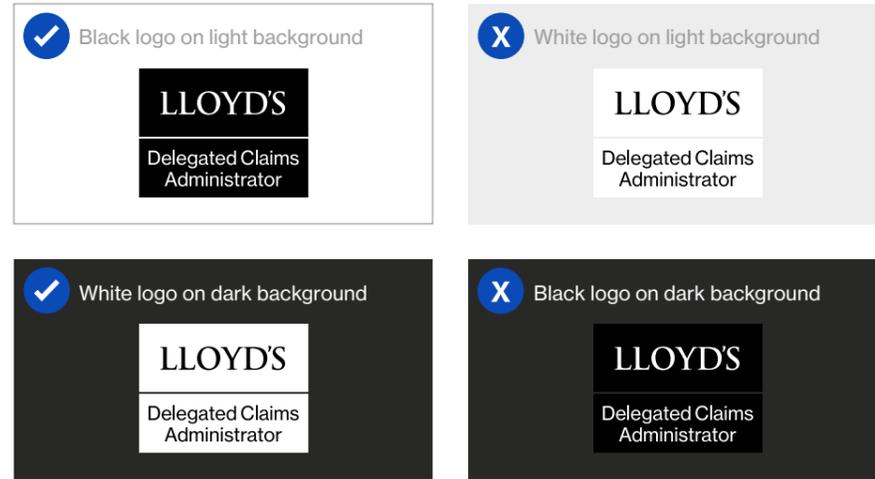


**Secondary logo**

'Black logo' and 'white logo'

There are two versions of the Lloyd's Delegated Claims Administrator logo:

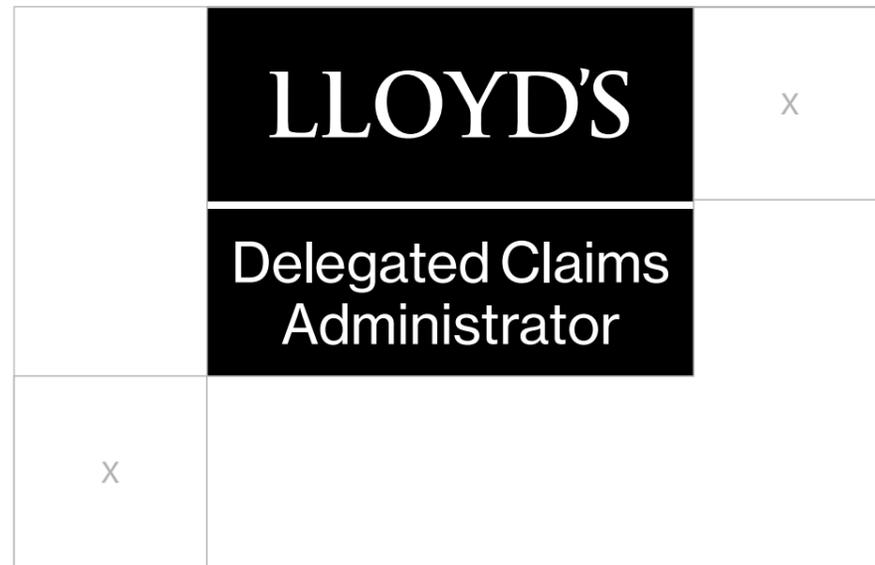
- The black logo is for use on light backgrounds
- The white logo is for use on dark backgrounds



**Minimum clear space**

The Lloyd's Underwriters 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 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 block 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.

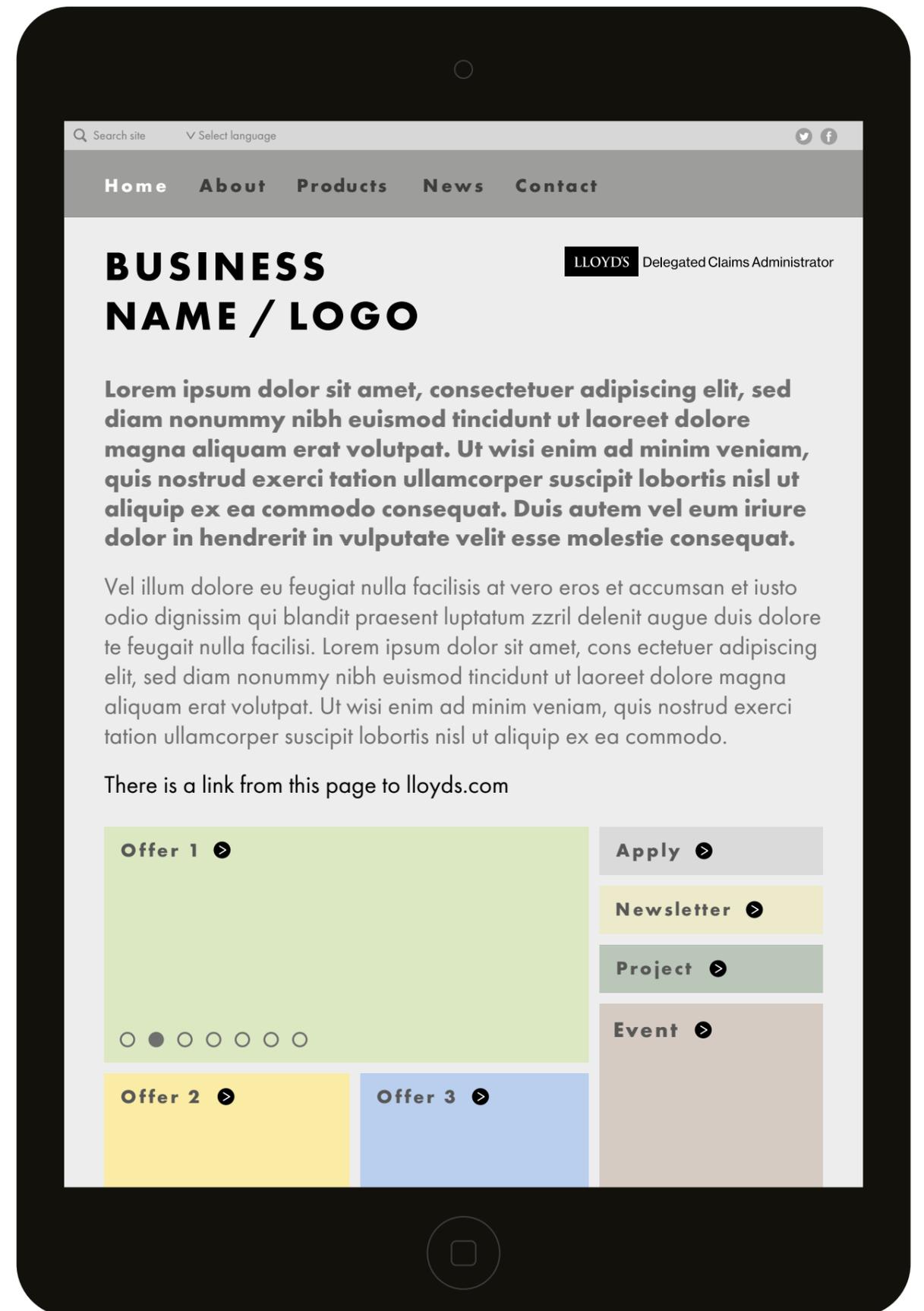
Your printer will need to ensure that bleed (extra black area) is added to the top of the logo so that when the pages are cut to size there is a small margin for error. A specific 'bleed version' is available on request via the Lloyd's Marketing team at [marketing@lloyds.com](mailto:marketing@lloyds.com).

## Examples

### Website – homepage

You may use the Lloyd's Delegated Claims Administrator 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 Delegated Claims Administrator logo should not appear on content/pages which are related to activities outside of Lloyd's. You may only use the Lloyd's Delegated Claims Administrator 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 09) for how to use the Lloyd's Delegated Claims Administrator logo appropriately when promoting products.

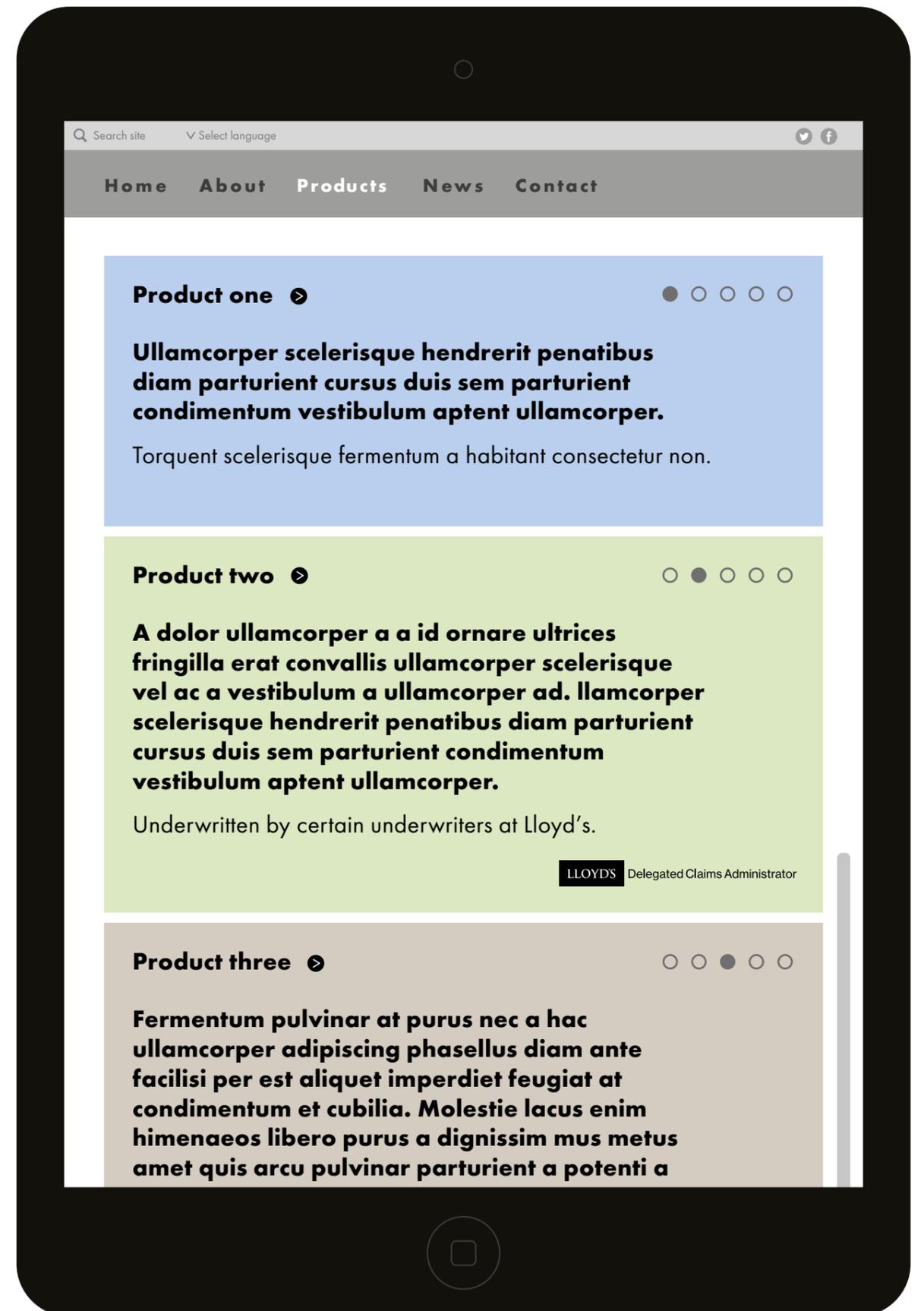


## Examples

### Website – product page

You may also add the Lloyd's Delegated Claims Administrator logo, along with the appropriate qualifying statement (see page 03), on pages which promote claim services that are provided to Lloyd's.

If there are several claims services on one page, the logo and written reference may only be positioned next to the services which are provided to Lloyd's.

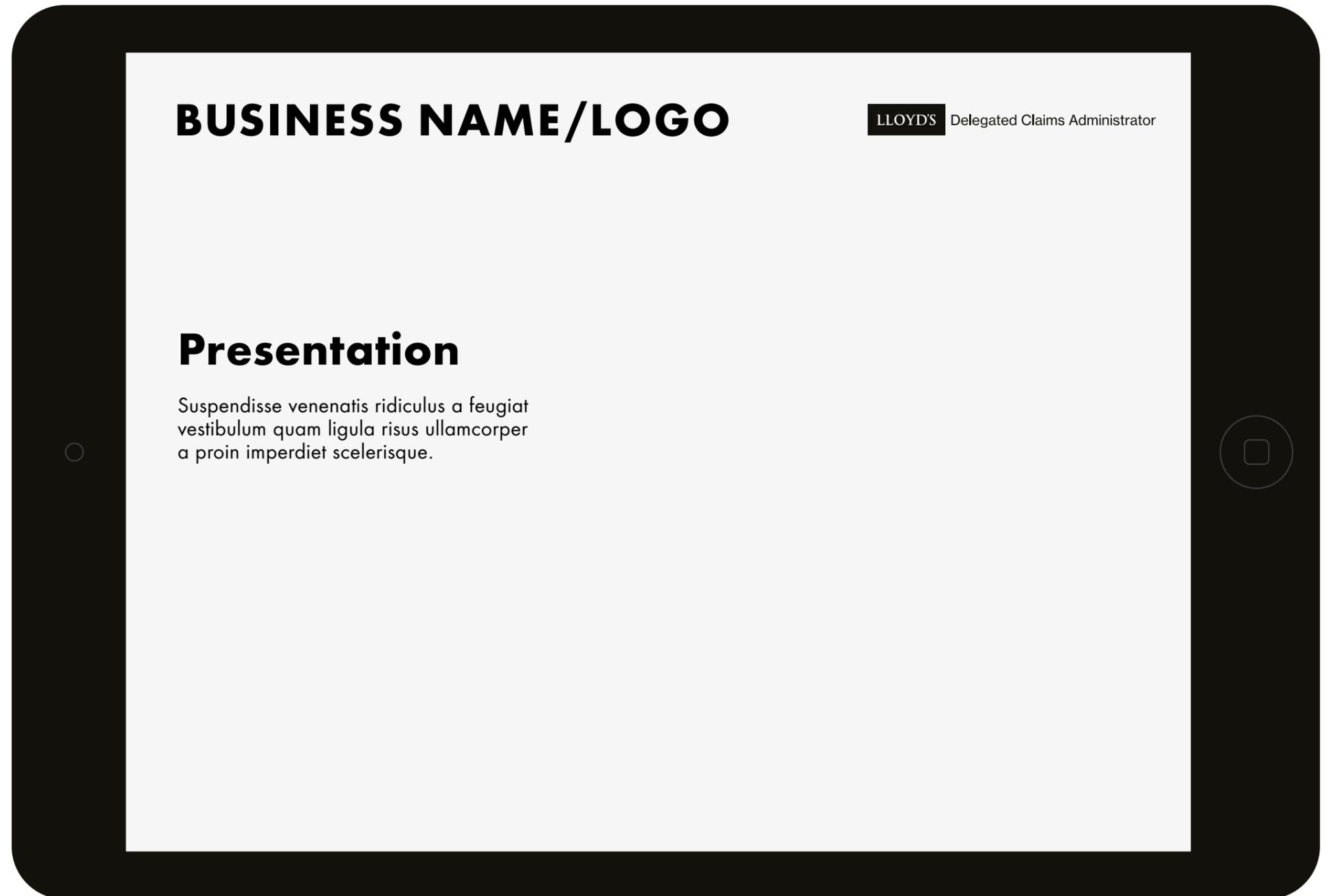


## Examples

### Presentation slides

The Lloyd's Delegated Claims Administrator logo can be used on presentation slides which refer to services provided to 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 Delegated Claims Administrator 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.

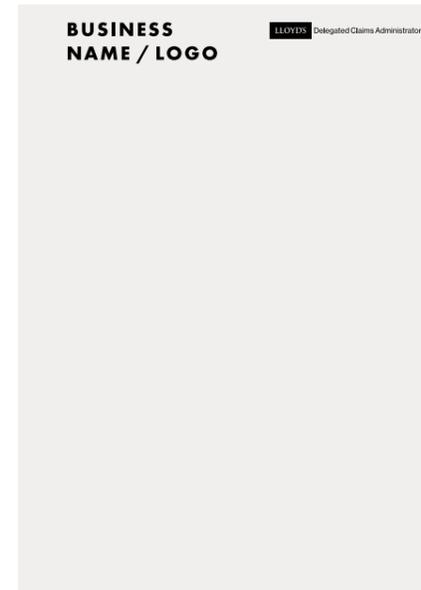
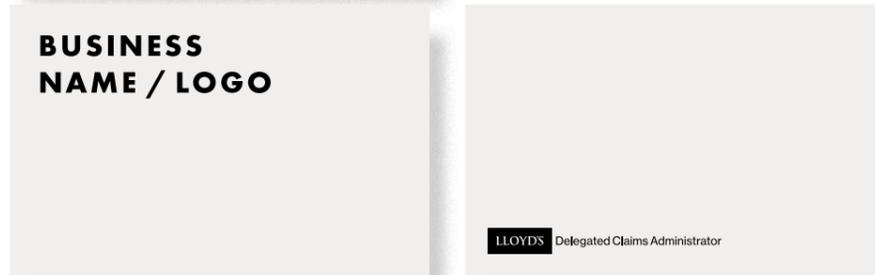
#### Business cards

The Lloyd’s Delegated Claims Administrator at Lloyd’s 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 Delegated Claims Administrator 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 Delegated Claims Administrator logo may be used on your company social media posts, which relate to your Lloyd’s activities only.

#### Email signatures

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

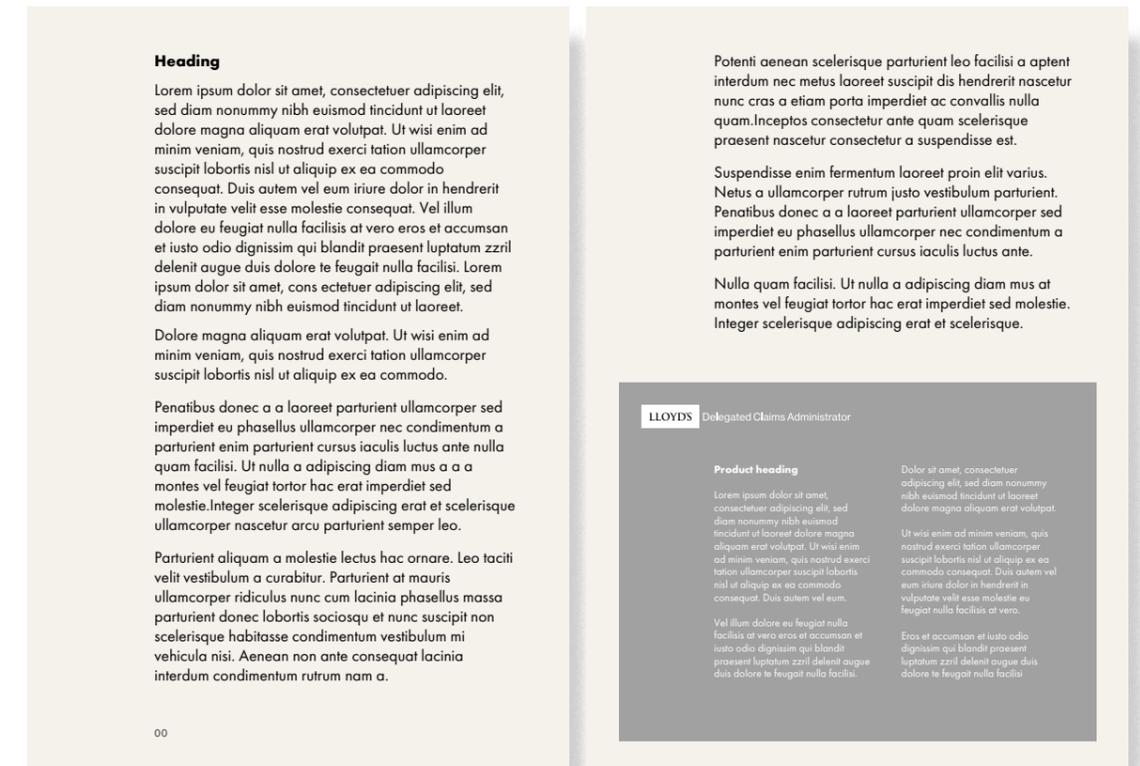
Example 1



You may use the Lloyd's Delegated Claims Administrator 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 ensure relevant Lloyd's activities are clearly referenced.

To avoid confusion, the Lloyd's Delegated Claims Administrator logo should not appear on content/pages which are relating to activities outside of Lloyd's. You may only use the Lloyd's Delegated Claims Administrator logo next to any claim services that are provided to Lloyd's, with the appropriate qualifying statement (page 03). Please see the product page (09) for how to use the Lloyd's logo appropriately when promoting products.

Example 2



## Contact details

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

