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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 Global Marine Services and Broker Oversight.

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://www.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 Global Marine Services and Broker Oversight Team
- Material for events, exhibitions and any other self-promotion activity
- Please contact us (lloyds-agency-network@lloyds.com) for further guidance should you wish to add the Lloyd's Agency logo to the external fabric of your company premises

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 Global Marine Services and Broker Oversight Team if in doubt.

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

Electronic stamp

The electronic stamp has been incorporated into the Forms and Schedules and is available for Lloyd's Agents to download via the Noticeboard.

Please contact Global Marine Services and Broker Oversight at lloyds-agency-network@lloyds.com if you require any assistance with incorporating your company logo to the Forms and Schedules templates and/or incorporating the generic digital stamp to your company Forms and Schedules.

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 170,000 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 Global Marine Services and Broker Oversight Team in London, who are responsible for administering and managing the network as well as providing operational and technical support
- The Technical Performance Team (within Global Marine Services and Broker Oversight Team) 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/market-resources/lloyds-agency/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.

The Lloyd's Agency logos should be requested via the Global Marine Services and Broker Oversight Team. When you request these, please specify the file formats you require, as there are various formats available for online and print; lloyds-agency-network@lloyds.com.

Primary mark (black)



Primary mark (white)



Secondary mark (black)



Secondary mark (white)



✓ Black logo on light background

LLOYD'S Agency

✗ White logo on light background

LLOYD'S Agency

✓ White logo on dark background

LLOYD'S Agency

✗ Black logo on dark background

LLOYD'S Agency

Using the Lloyd's Agency mark

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.

Sizing

The Lloyd's Agency 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 Agency logo is flexible as long as it complies with our minimum clear spacing guidance.

Primary mark – Minimum clear space area



X = height of the box containing the word 'Lloyd's'

Secondary mark – Minimum clear space area



X = height of the box containing the word 'Lloyd's'

Using the Lloyd's Agency mark

The Lloyd's Agency mark comprises two inseparable components: the Lloyd's logotype and the Agency descriptor.

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.

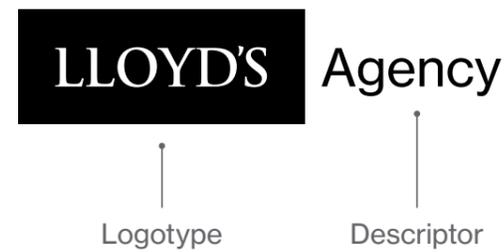
'Black' and 'white' versions

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

The master artworks are available from Global Marine Services and Broker Oversight Team – in various file format subject to the usage guidelines in this document. Please contact lloyds-agency-network@lloyds.com to obtain them.

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 primary mark (black)



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



Lloyd's Sub-Agency primary mark (black)



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



Examples

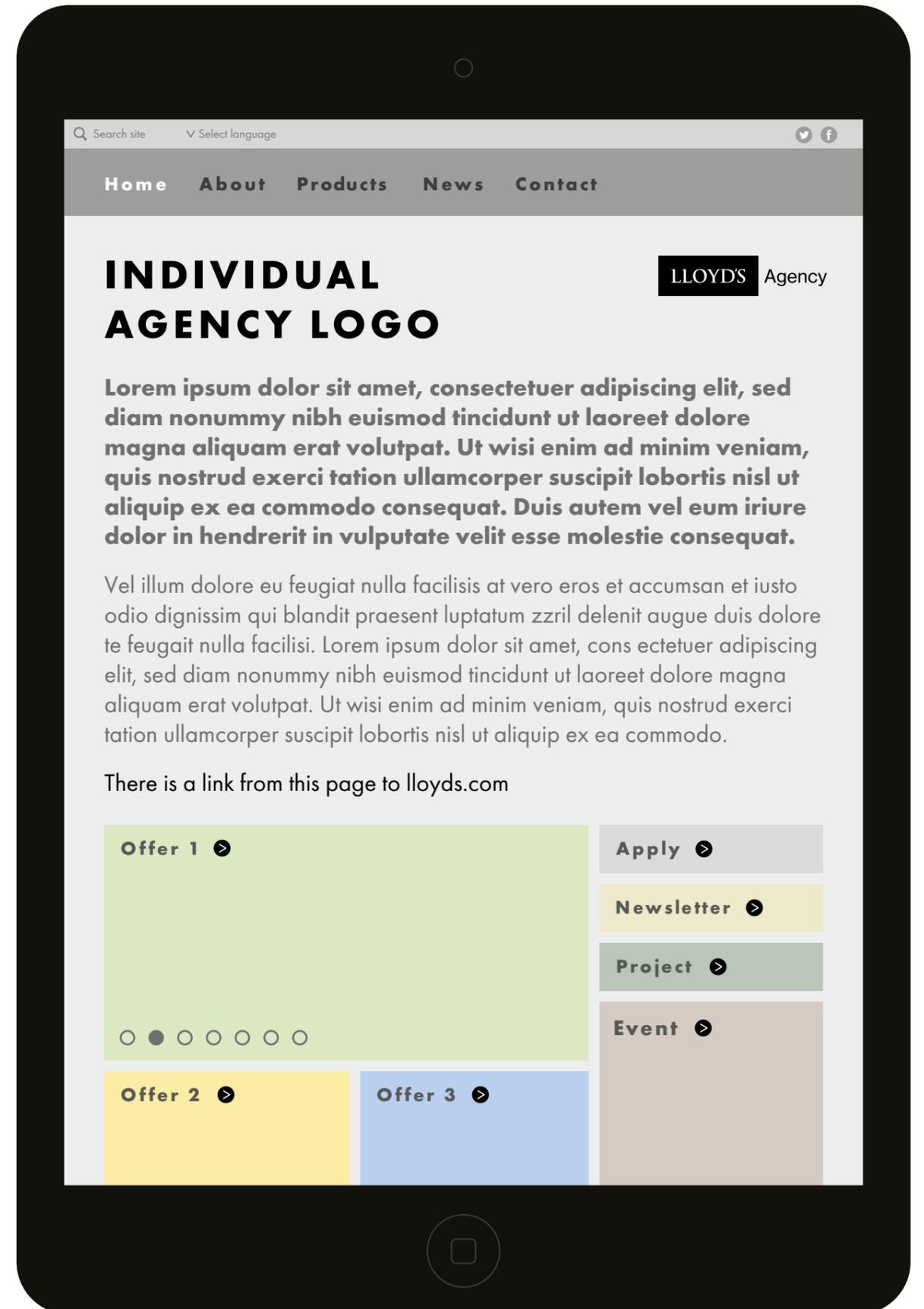
Website – homepage

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 pages 05 - 07).

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.



Examples

Stationery, social media and email signatures

The Lloyd's Agency 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.

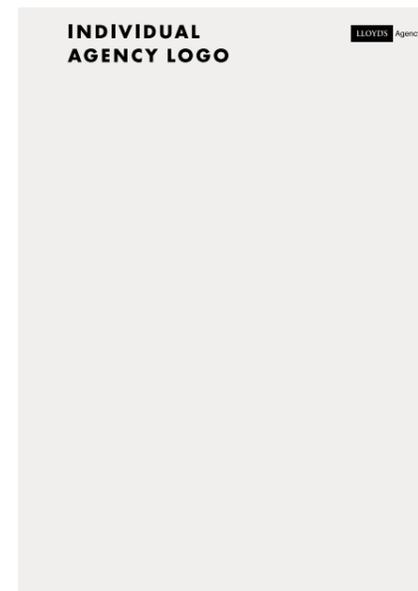
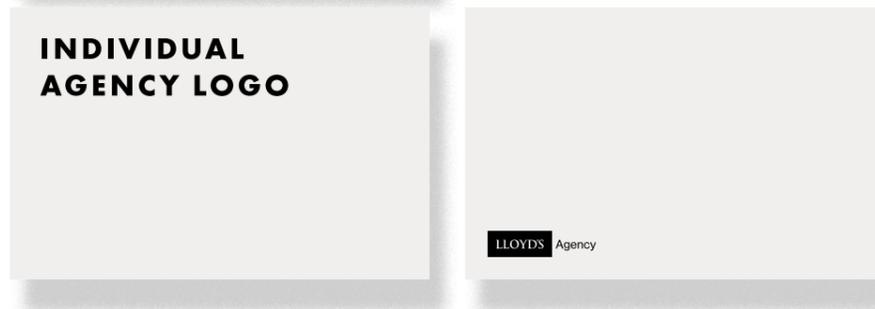
Business cards

The Lloyd's Agency 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 Agency 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 Agency logo may be used on your company social media posts, which relate to your Lloyd's activities only.

Email signatures

The Lloyd's Agency 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 Agency mark can be used on the front cover of your publications, brochures and corporate reports. Example shown below:

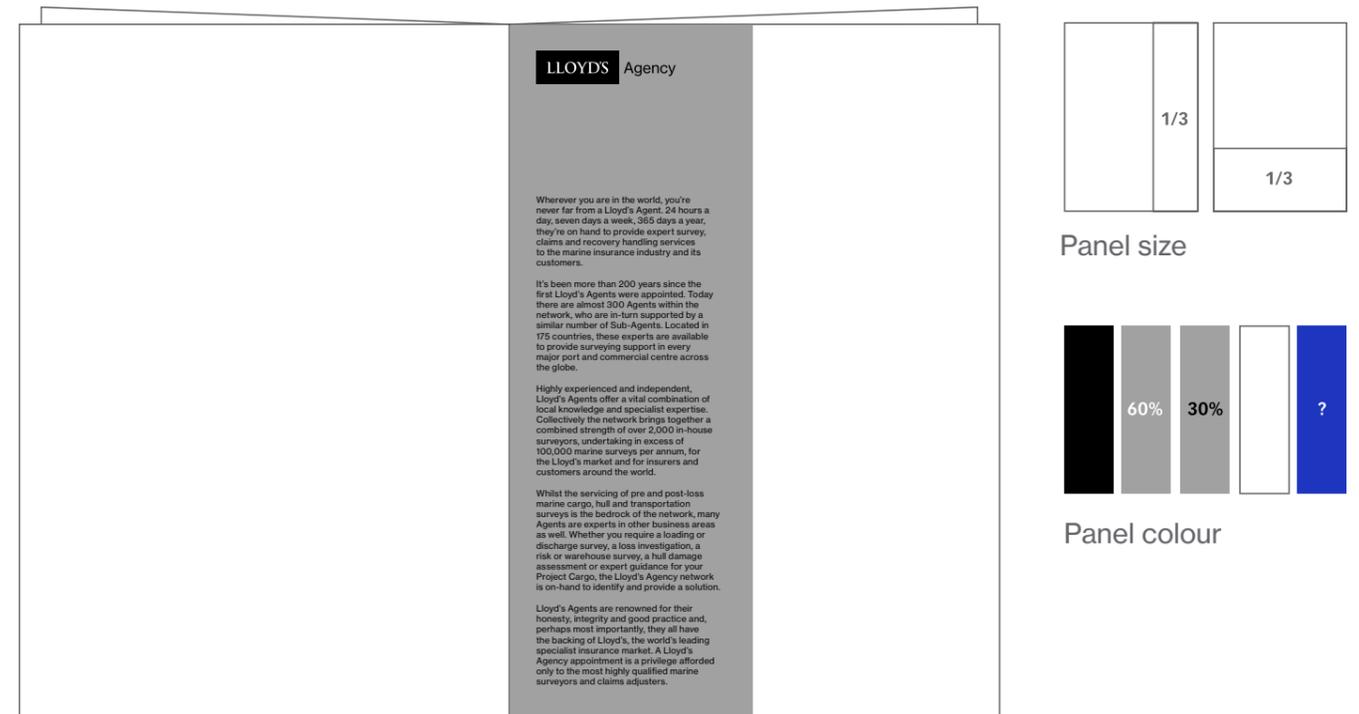


A panel containing the Lloyd's Agency approved copy (see page 04) and the Lloyd's Agency mark can be placed in an appropriate part of your document.

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:

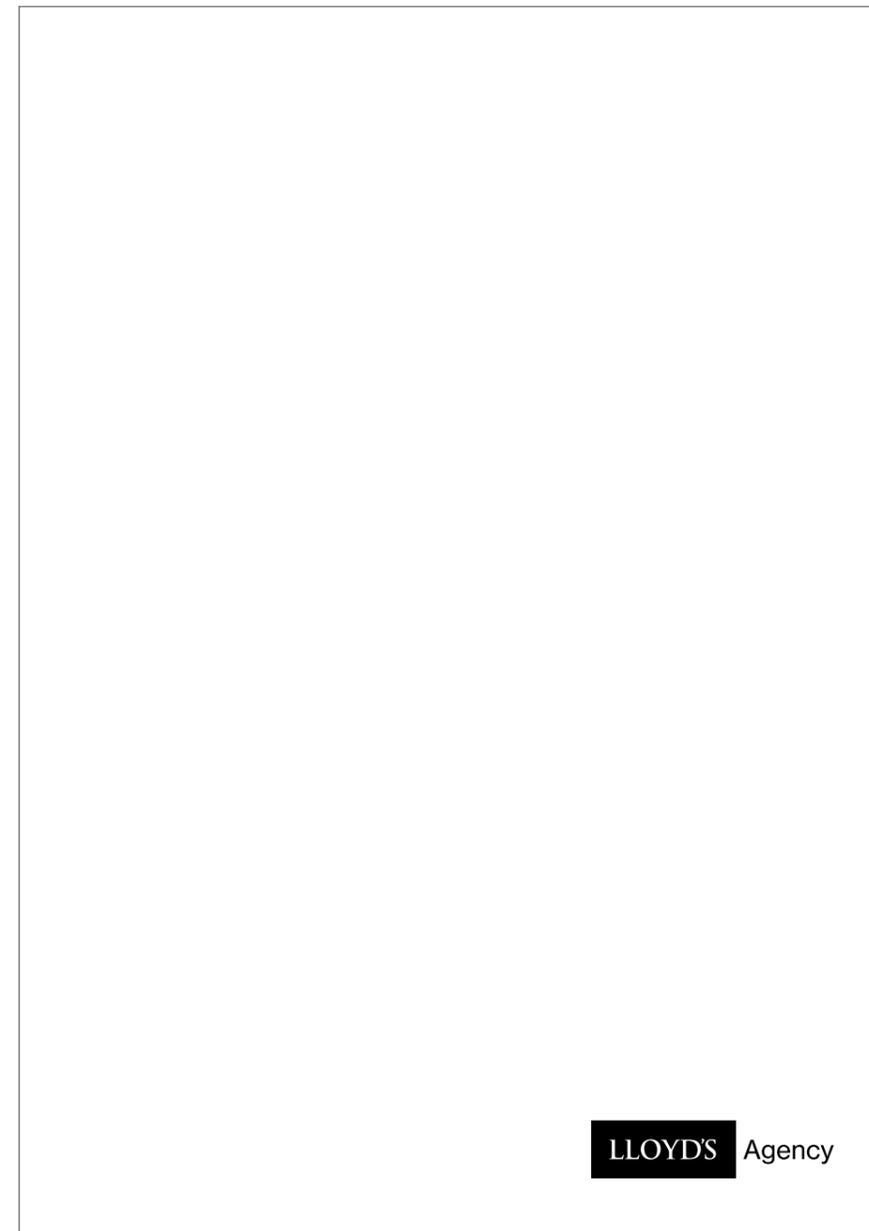


Examples

Advertisements

The Lloyd's Agency Primary mark may be used on advertisements. The sizing and positioning is dependent on the ad size (see page 06). The mark must always appear in black and white with observation of the clear space area (see page 06). An example shown to the right of this page.

A6 example



Contact details

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

