

# SPEAK UP CAMPAIGN TOOLKIT

# IN THIS TOOLKIT YOU WILL FIND....

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# WHAT IS THE SPEAK UP CAMPAIGN?

# WHAT IS THE SPEAK UP CAMPAIGN?

The latest Lloyd's Market Culture Survey revealed that nearly one in three Market participants are unsure how to raise concerns about inappropriate behavior within the Market.

This campaign has three primary objectives:

- **Raise Awareness:** Spread knowledge about the **Lloyd's AdviceLine** and **Lloyd's speak up procedures**.
- **Empower Firms:** Provide firms with collateral to promote their internal reporting processes.
- **Build Trust:** Build trust within the Market by emphasising the importance of reporting concerns.

This toolkit enables Market firms to actively participate in the campaign and communicate internally about the available channels for raising concerns. The overarching aim is to continue in our progress towards a culture of integrity, respect and inclusion across the Lloyd's Market.

# HOW TO GET INVOLVED

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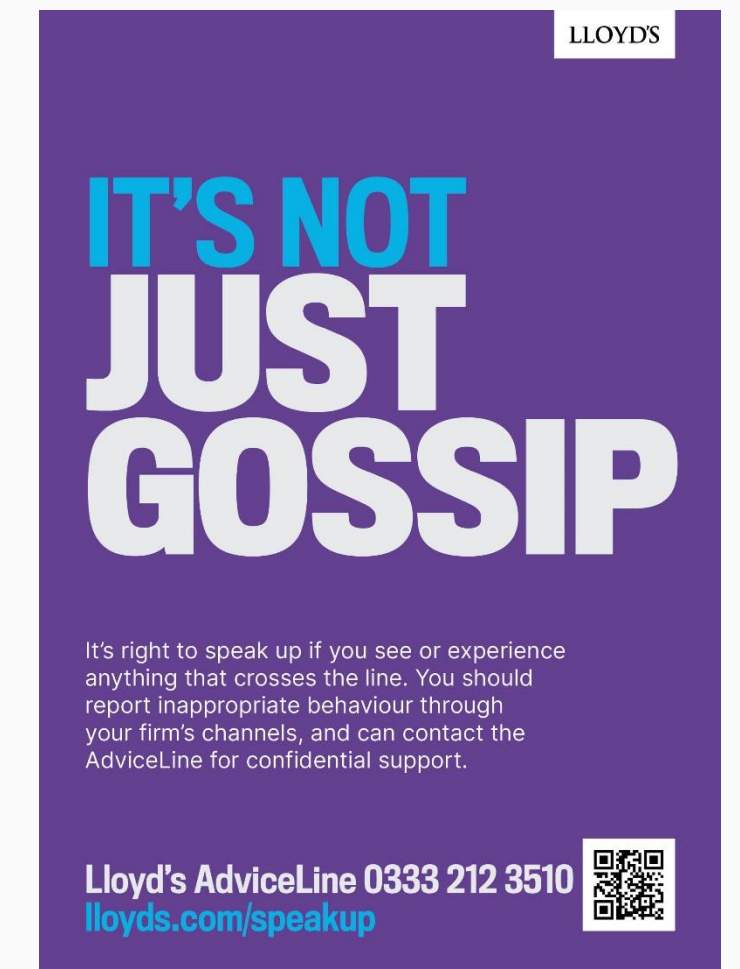
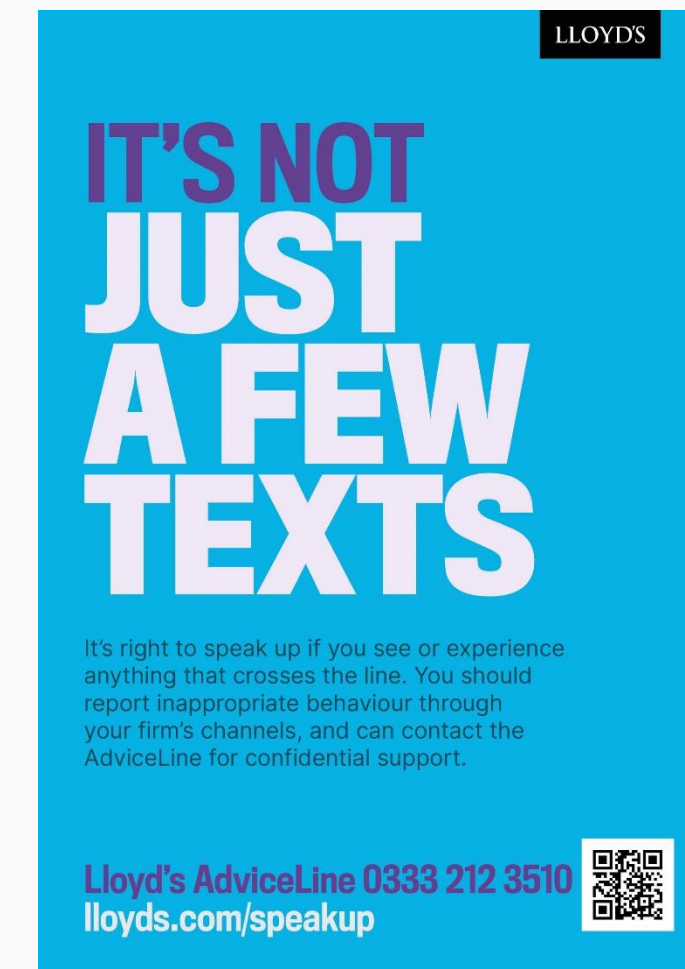
We have created a series of assets to assist you in raising awareness around your company's standards of business conduct and escalation procedures.

We encourage you to share these assets with colleagues (where relevant) to ensure maximum visibility of the campaign across your organisation, and to personalise them with your own logos and channels for speaking up.

Within this toolkit you will find:

- Posters & Customisable Posters
- Digital Posters
- Email Signature
- LinkedIn & Twitter Banners
- Customisable Social Media Assets

All assets can be downloaded by clicking the arrow (⬇️) icon.



# MATERIALS





## DIGITAL POSTERS

We have created four digital poster designs with different campaign wording to be displayed on screens and electronic devices in office spaces.

Digital posters are available in a dimension of 920 x 1080mm.

Posters can also be personalised via a Canva template. When personalising the posters, firms can amend the text in the centre of the page to provide details of internal channels to raise concerns.

**If personalising the posters on Canva, please follow the directions on page 10.**

*Note: When using the templates, keep the font and colour combination, to ensure the design is consistent with the campaign theme.*

⬇ [Download digital posters here](#)

⬇ [Edit the Canva design here](#)





## POSTERS

We have created four poster designs with different campaign wording to be displayed in office spaces.

Posters are available in a dimension of 297 x 420mm.

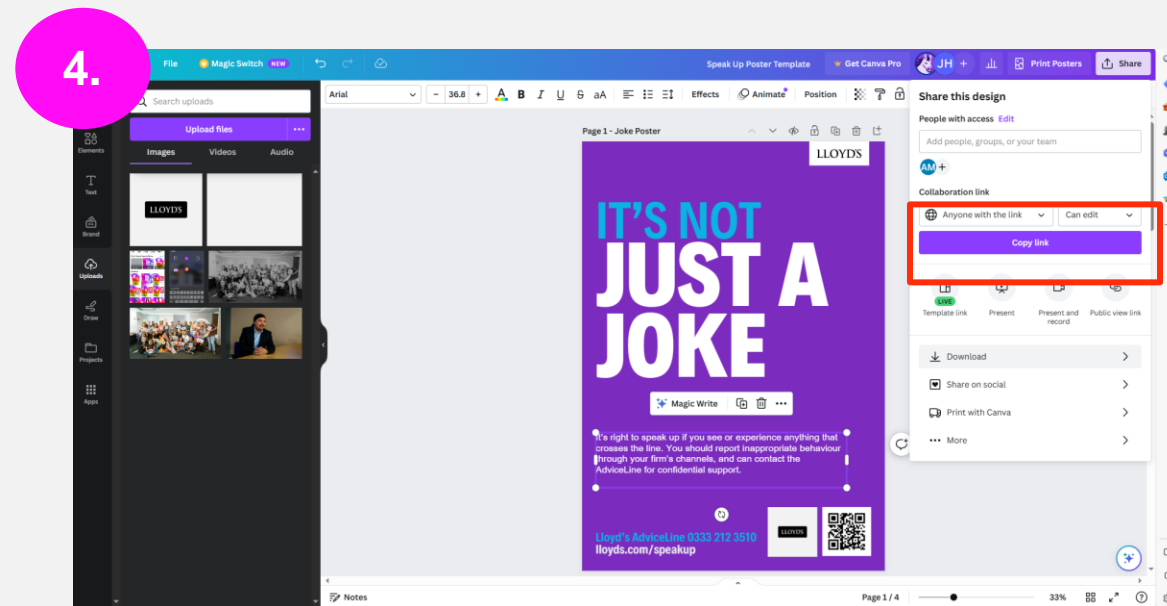
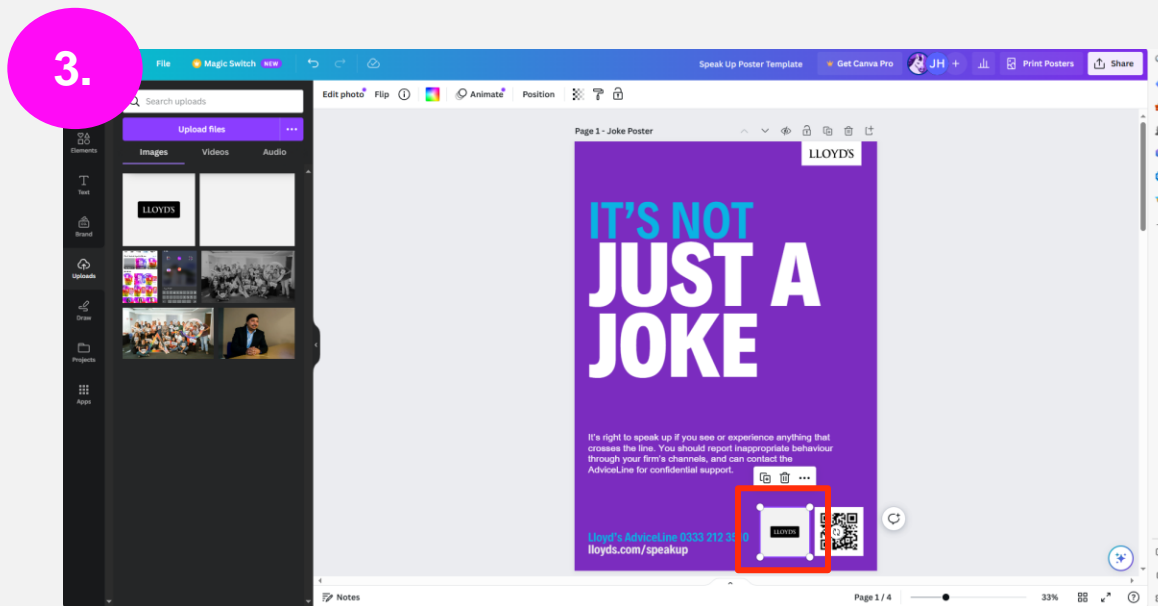
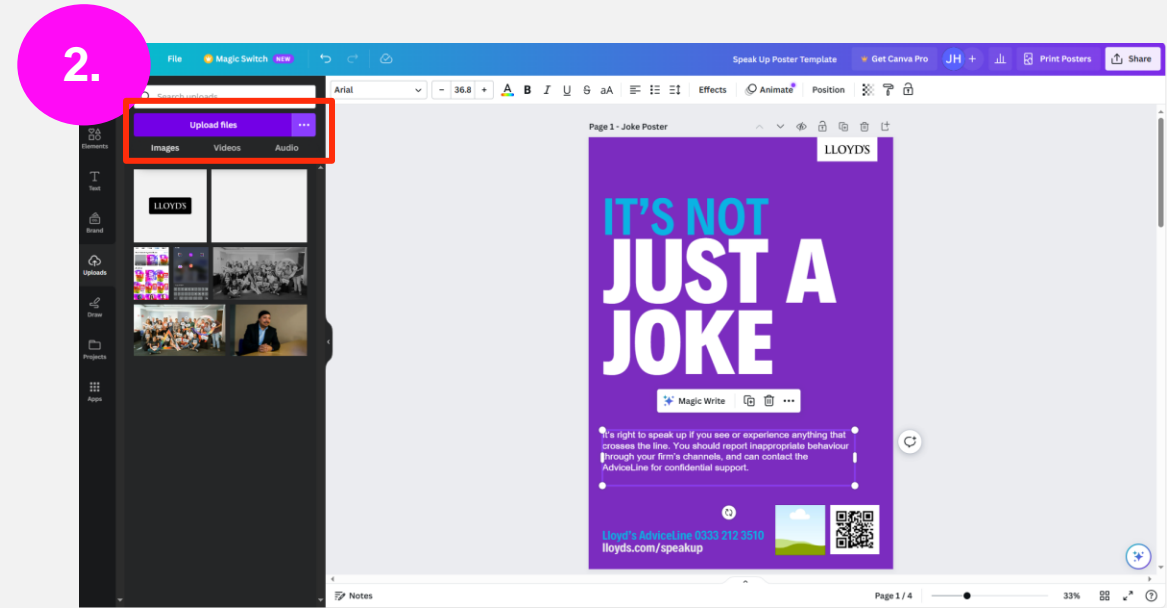
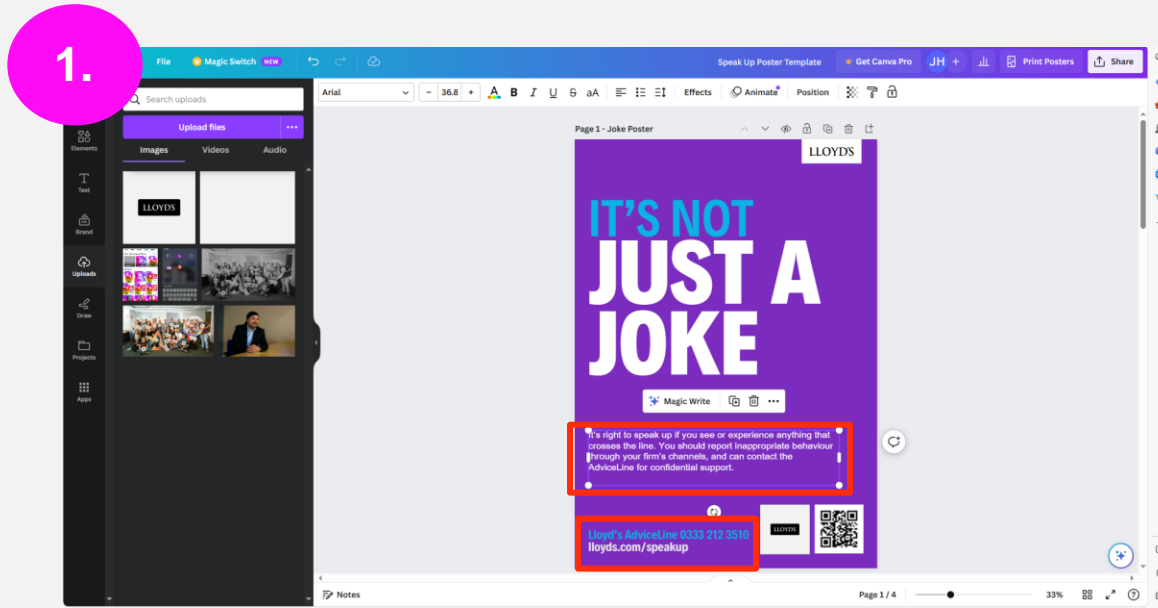
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*Note: When using the templates, keep the font and colour combination, to ensure the design is consistent with the campaign theme.*

⬇ Download posters here

⬇ Edit the Canva design here



# HOW TO CUSTOMISE POSTERS ON CANVA

1. Go to page 9 and click the 'Edit the Canva' design here' download arrow.
2. Log in to Canva – you can create a free account – and use the template provided
3. Choose your design artboard

## If editing copy:

1. Click the text boxes outlined in red (see image 1) delete and add your desired text, such as providing details of internal channels to raise concerns

## If uploading a company logo:

1. Upload your image via the panel on the left (see image 2)
2. Drag the image into the image placeholder (clipart image of hills and sky) and it will automatically resize and adjust (see image 3)
3. Select the 'Download' button in the top right and select the artboard/page you'd like to download (see image 4)



## EMAIL SIGNATURE

We have created an email signature which is available in a jpeg format.

*Note: We recommend checking with your IT team about the best way to implement these signatures in your email, so you avoid any conflicts with firewalls or other similar tech obstacles.*

⬇ Download the email signature here



## QR CODE

We have designed a QR code to make it simple for people to access the [Lloyds.com/speakup](https://lloyds.com/speakup) website page.

The QR code can be used on screens around your office, within email signatures or on any other marketing materials you are creating.

# SOCIAL MEDIA ASSETS





COMPANY LINKEDIN BANNER



COMPANY TWITTER BANNER



EMPLOYEE LINKEDIN BANNER

## SOCIAL MEDIA BANNERS

We have created a series of social media banners to be used on both company and employee LinkedIn and X / Twitter profiles.

### COMPANY BANNER:

Social media covers have been created for companies to use on LinkedIn and X / Twitter profiles

- ⬇ [Download company LinkedIn banner here](#)
- ⬇ [Download company X / Twitter banner here](#)

### EMPLOYEE BANNER:

You may wish to encourage your employees to update their personal LinkedIn and Twitter social media banners to show their support of the campaign and raise awareness among their colleagues.

To use these banners: Go to your LinkedIn homepage > Click 'Me' on the top panel > Go to 'View profile' > Click the camera icon in the top right of the cover image > Select banner image from the computer > Click 'Open', then 'Apply'.

- ⬇ [Download employee LinkedIn banner here](#)



[Link to the X / Twitter assets here](#)



[Link to the LinkedIn assets here](#)



[Link to the Instagram assets here](#)

## SOCIAL MEDIA ASSETS

We have created a series of assets designed for LinkedIn, X / Twitter and Instagram, which can be customised to align with your company's message.

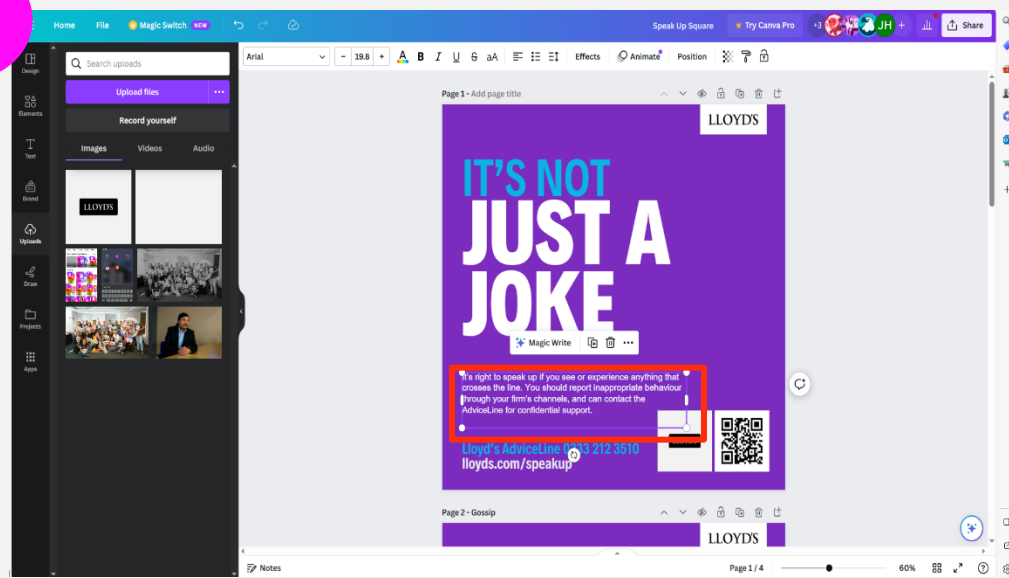
These assets include a standard template that can incorporate your company's logo.

*Note: When using the templates, keep the font and colour combination, to ensure the design is consistent with the campaign theme.*

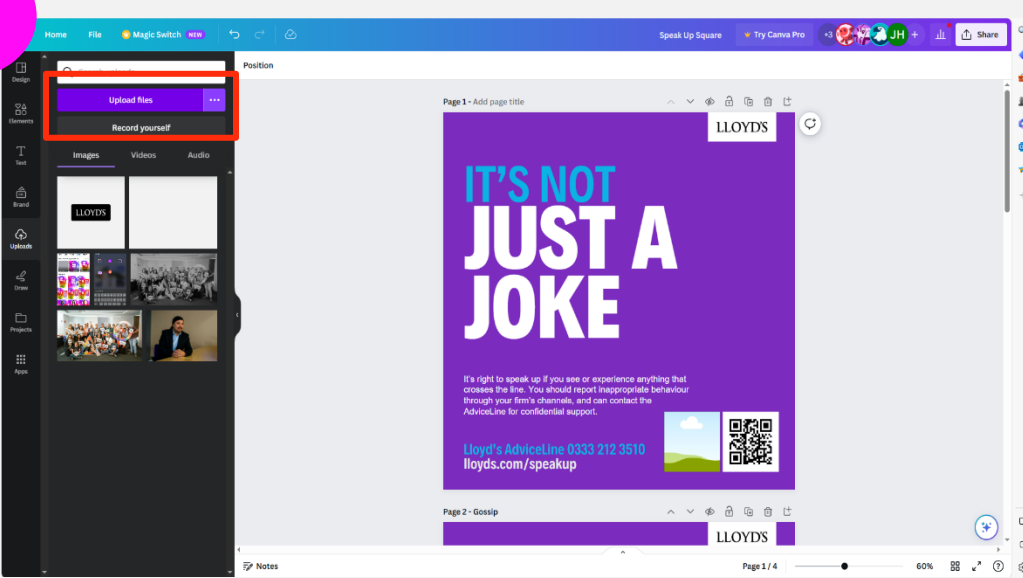
**If personalising the assets on Canva, please follow the directions on the page 15.**



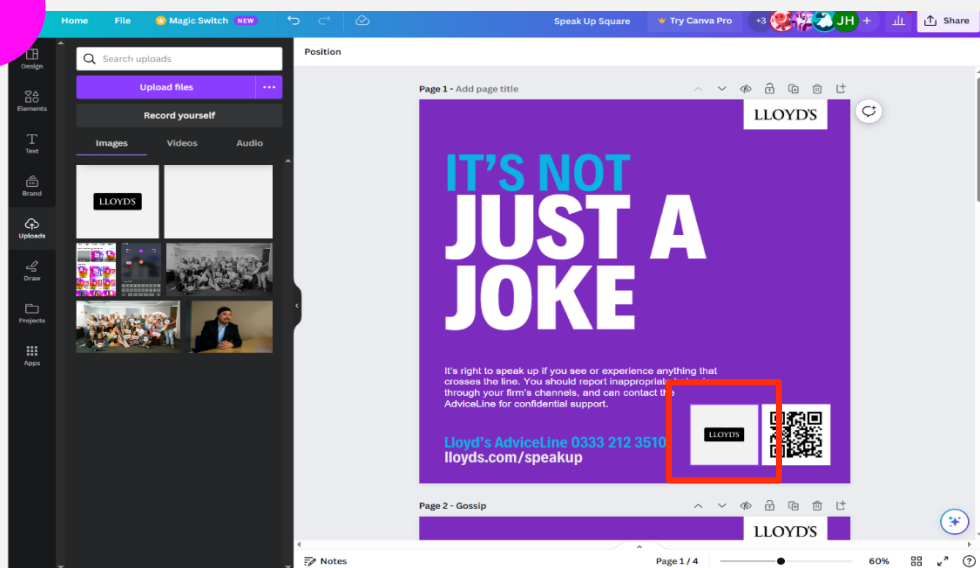
1.



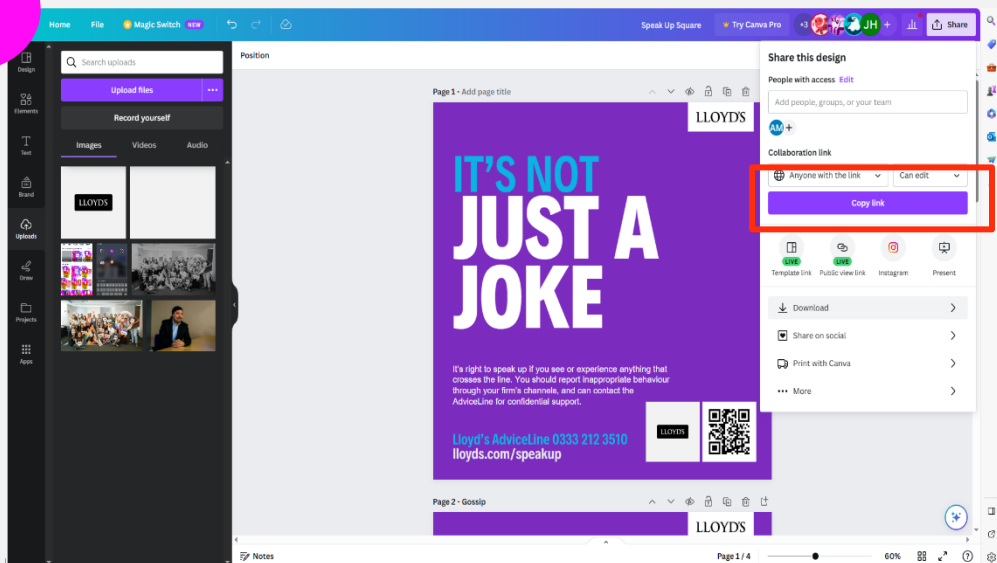
3.



2.



4.



# HOW TO CUSTOMISE SOCIAL ASSETS

1. Go to the 'Social Media Assets' on page 15 and click the link to the post you want to create
2. Log in to Canva – you can create a free account – and use the template provided
3. Choose your design artboard

## If editing copy:

Click the text boxes outlined in red (see image 1) delete and add your desired text, which should include details of internal channels to raise concerns.

## If uploading a company logo:

1. Upload your image via the panel on the left (see image 2)
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# CONTACT

**COMMUNICATIONS**

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**CULTURE**

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