

BRAND GUIDELINES FOR PROJECTS SPONSORED AND SUPPORTED BY LLOYD'S

MAKING LLOYD'S STAND OUT

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PROJECTS SPONSORED AND SUPPORTED BY LLOYD'S

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PROJECTS SPONSORED AND SUPPORTED BY LLOYD'S BACKGROUND AND INTRODUCTION

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ABOUT THESE GUIDELINES

Who are these guidelines for?

These guidelines are for Projects and teams sponsored and supported by Lloyd's.

Separate guidelines are available for:

- Lloyd's coverholders
- The Lloyd's market
- Lloyd's agencies around the world
- Lloyd's Brokers
- The Corporation of Lloyd's

You can get copies from Lloyd's Brand Strategy. See further information.

What's the big picture?

Lloyd's is complicated. It's a real challenge for people to understand how all the various pieces of the jigsaw puzzle fit together. Historically Lloyd's has allowed and even encouraged different parties to present their associations with Lloyd's in different ways. The resulting lack of coherence has weakened and undermined the Lloyd's brand, making it even harder to understand Lloyd's.

The following pages outline the system we've designed to address this situation. As well as making Lloyd's more transparent, the system should help make it clear how Lloyd's is structured.

PROJECTS SPONSORED AND SUPPORTED BY LLOYD'S BRAND EXPRESSION

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SETTING THE SCENE

Lloyd's is a brand that is recognised and respected around the world – but one that is not always understood. We need people to see what makes us different and to understand what makes us special. To do this we must tell our story clearly, simply and consistently.

Constant originality

At the heart of this story is the idea of constant originality. We create constancy through good faith, consistency, reliability and security – and by reminding people that we have been around for more than three centuries. We deliver originality through our innovative solutions to risk, having a unique market structure that matches entrepreneurialism with international scale and allowing people to deal with a genuine marketplace rather than a computer.

This idea must permeate every aspect of the organisation – our products and services, environments, communications and behaviour. It must be demonstrated in all the materials we produce.

These guidelines have been produced to help us to do that. Read them carefully and follow them conscientiously. It is up to us all to ensure that constant originality stays at the heart of Lloyd's.

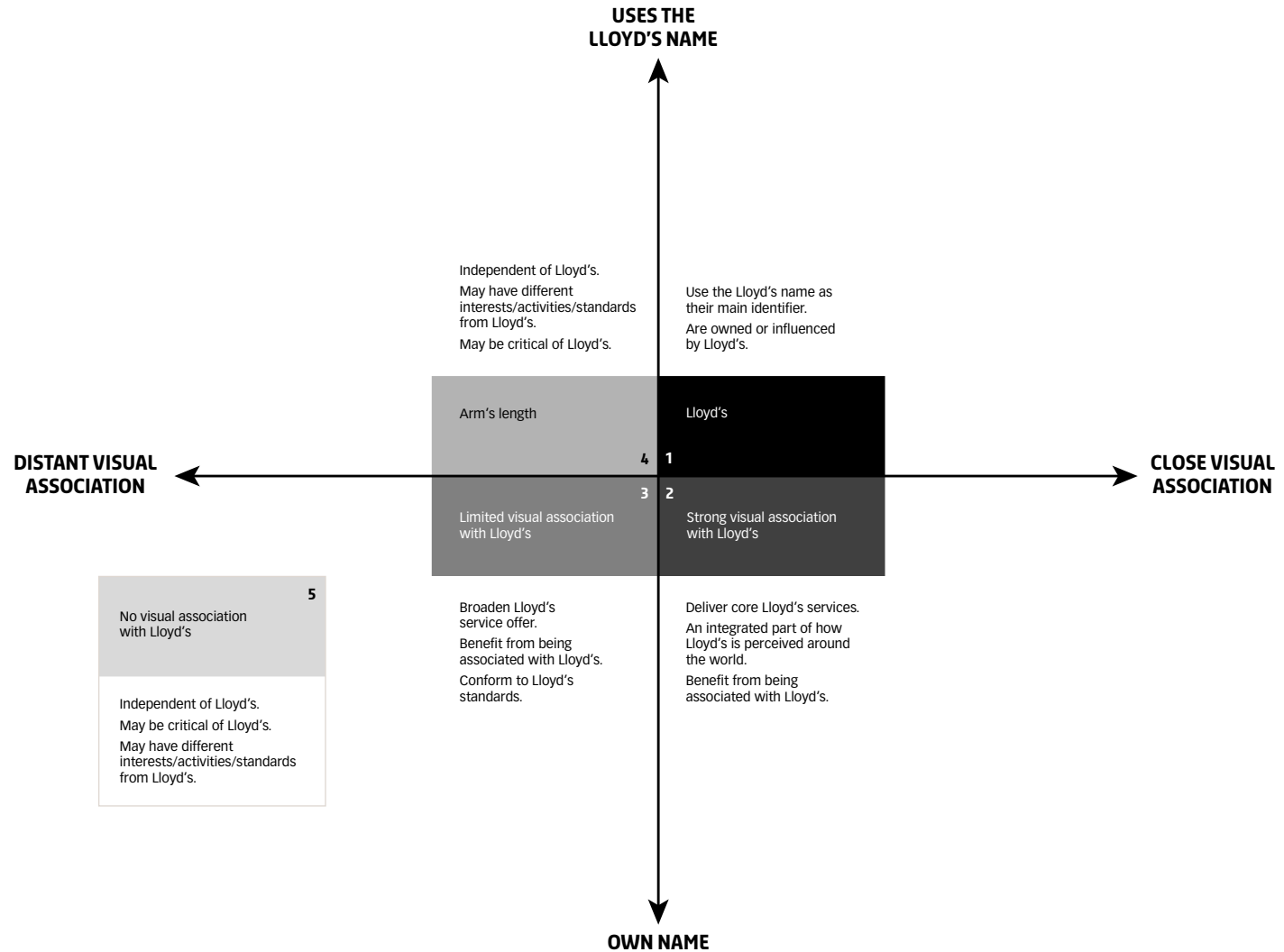
PROJECTS SPONSORED AND SUPPORTED BY LLOYD'S 'BRANDING MATRIX' IN PRINCIPLE

How does the system work?

To make the system easy to understand we've based it on two straightforward questions that can be applied to every entity that is associated with Lloyd's:

- 1 Is Lloyd's part of the name?
- 2 How closely should its visual association with Lloyd's be?

The charts on this and the next page illustrate how the system works.



PROJECTS SPONSORED AND SUPPORTED BY LLOYD'S 'BRANDING MATRIX' IN PRACTICE

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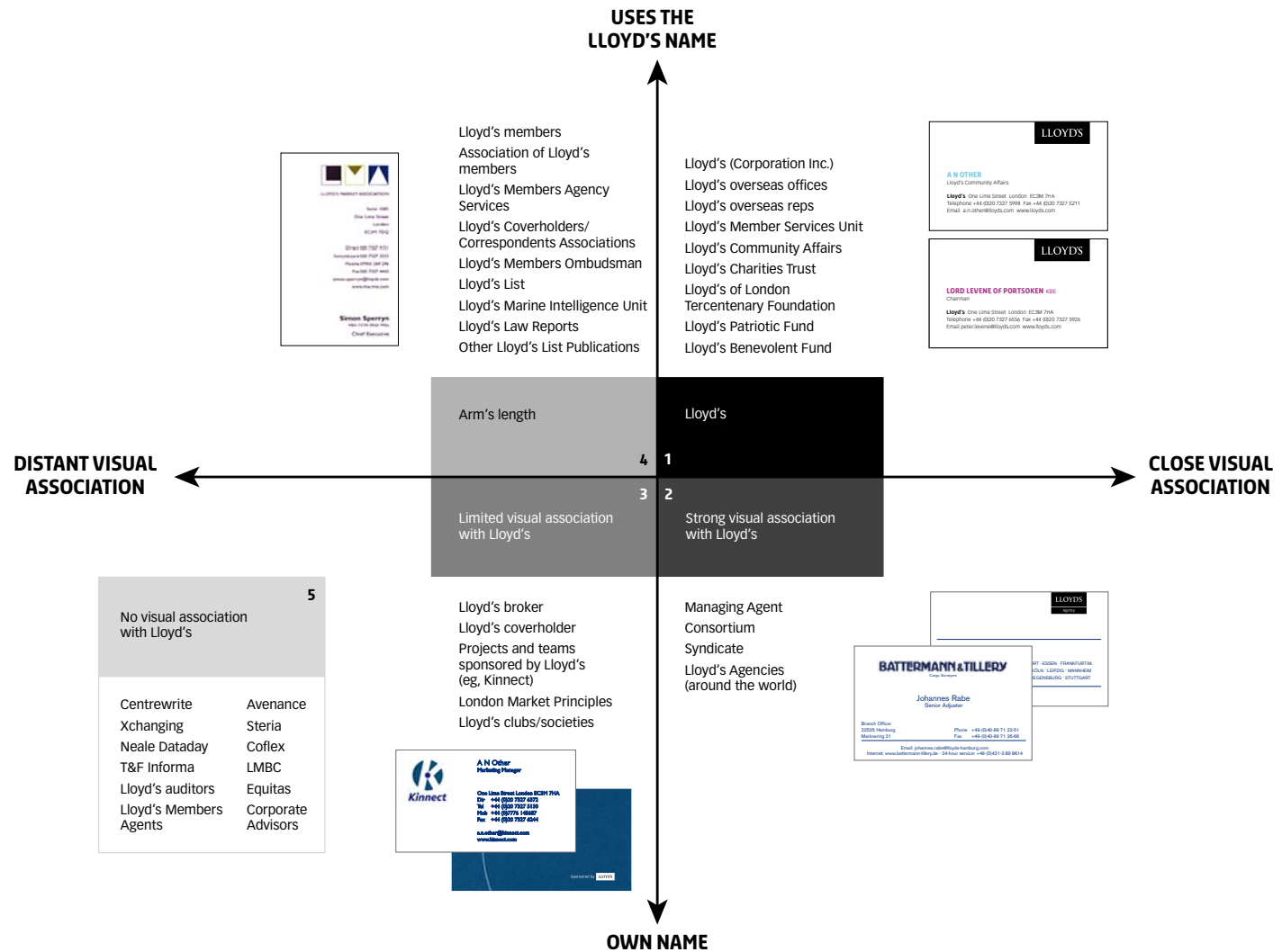
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To make the system easy to apply we've developed digital artwork and these guidelines. Together they should enable you to incorporate the appropriate brand mark without having to make any significant changes to your existing designs or incur much extra cost.



**PROJECTS SPONSORED AND SUPPORTED BY LLOYD'S
SPONSORED BY LLOYD'S AND SUPPORTED BY LLOYD'S MARKS
INTRODUCTION**

PERMITTED LLOYD'S MARKS

The Sponsored by Lloyd's and Supported by Lloyd's marks are used to identify a specific sponsorship association with Lloyd's. This section describes the marks and provides necessary guidance for working with them.

- 1.1 The components
- 1.2 Measurement and size versions
- 1.3 Minimum clear space
- 1.4 Master artworks

PROJECTS SPONSORED AND SUPPORTED BY LLOYD'S SPONSORED BY LLOYD'S AND SUPPORTED BY LLOYD'S MARKS THE COMPONENTS

The Sponsored by Lloyd's and Supported by Lloyd's marks each comprise three inseparable components: Lloyd's logotype, the descriptor and the tab box which acts as a container for the Lloyd's logotype.

Neither the Lloyd's logotype, nor the 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 either mark.

'Black' and 'white' versions

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

Each of these versions has been specially drawn for positive and negative use and should never be interchanged. Always ensure that you use the appropriate original.

The Sponsored by Lloyd's and Supported by Lloyd's marks only ever appear in black and white.

Master artworks are available from Lloyd's Brand Strategy.

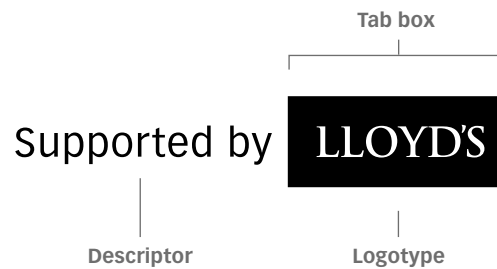
Sponsored by Lloyd's mark (black)



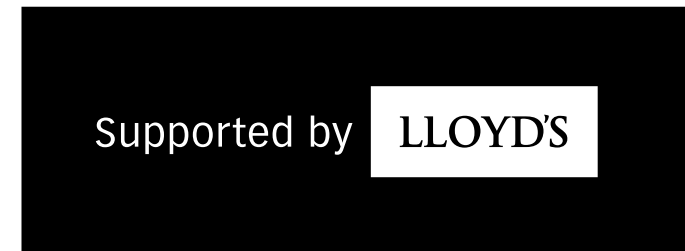
Sponsored by Lloyd's mark (white) for use on a dark background



Supported by Lloyd's mark (black)



Supported by Lloyd's mark (white) for use on a dark background



PROJECTS SPONSORED AND SUPPORTED BY LLOYD'S SPONSORED BY LLOYD'S AND SUPPORTED BY LLOYD'S MARKS MEASUREMENT AND SIZE VERSIONS

The measurement of the Sponsored by Lloyd's and Supported by Lloyd's marks is always specified across the width of the tab box.

There are two size versions – 'standard' and 'small-use'.

Small-use size

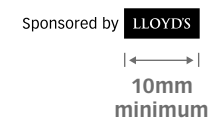
The 'small-use' version is always used below 25mm width and has been designed for better legibility at small sizes. The minimum size is 10mm.

- Each of the size versions has been specially drawn and neither is interchangeable with the other.

Standard size



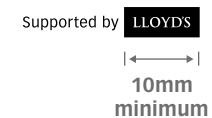
Small-use size



Standard size



Small-use size



**PROJECTS SPONSORED AND SUPPORTED BY LLOYD'S
 SPONSORED BY LLOYD'S AND SUPPORTED BY LLOYD'S MARKS
 MINIMUM CLEAR SPACE**

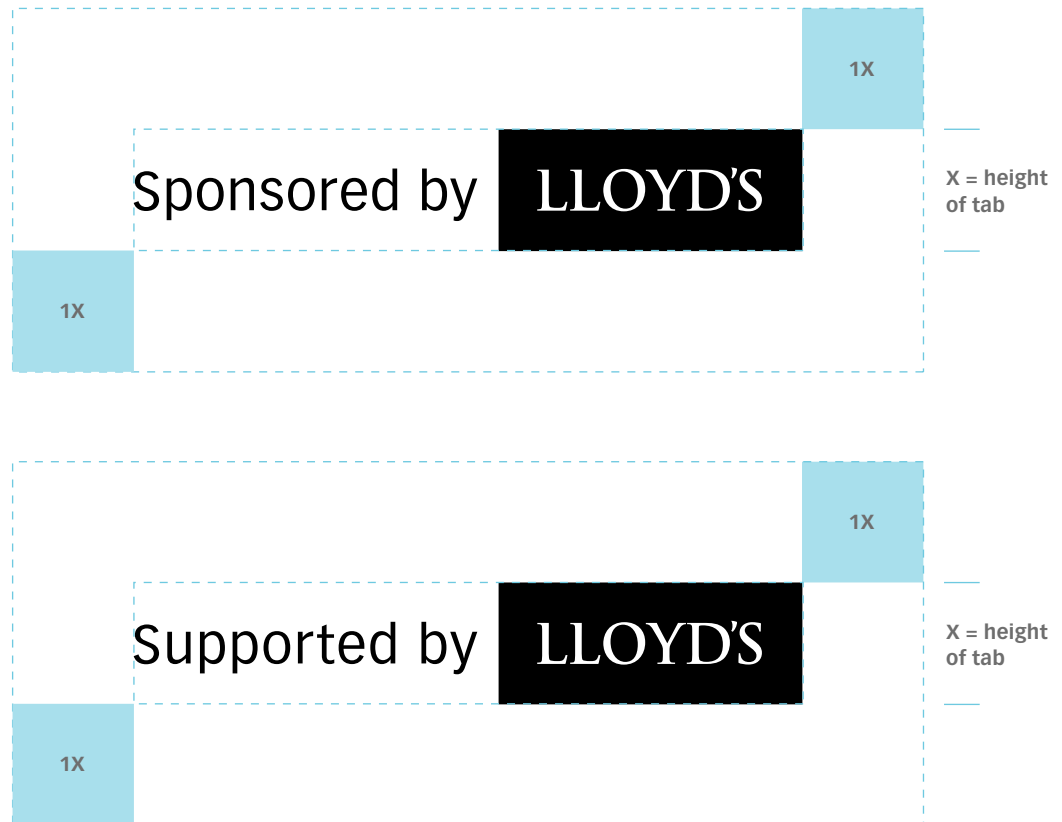
The Sponsored by Lloyd's and Supported by Lloyd's marks are always surrounded by a minimum clear space area which must remain free from other elements (type and graphics).

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 mark is shown with clear space to all sides, based on the extremities of the largest component of the mark.

Minimum clear space area



PROJECTS SPONSORED AND SUPPORTED BY LLOYD'S SPONSORED BY LLOYD'S AND SUPPORTED BY LLOYD'S MARKS MASTER ARTWORKS

The Sponsored by Lloyd's and Supported by Lloyd's mark master artworks are available in a number of file formats for use in professional reproduction and local desktop applications.


- All master artworks are available from Lloyd's Brand Strategy and are subject to the usage guidelines in this document.

A guide to the Sponsored by Lloyd's mark masters

Black version (for use on light backgrounds)


Standard size

TAB_SPB_100mm_K
TAB_SPB_100mm_RK

Sponsored by 

Small-use size

TAB_SPB_SMALL_K
TAB_SPB_SMALL_RK


Sponsored by 

K = Black (CMYK process)
RK = Black (RGB)

White version (for use on dark backgrounds)


Standard size

TAB_SPB_100mm_W
TAB_SPB_100mm_RW

Sponsored by 

Small-use size

TAB_SPB_SMALL_W
TAB_SPB_SMALL_RW

Sponsored by 

W = White (CMYK process)
RW = White (RGB)

A guide to the Supported by Lloyd's mark masters

Black version (for use on light backgrounds)


Standard size

TAB_SB_100mm_K
TAB_SB_100mm_RK

Supported by 

Small-use size

TAB_SB_SMALL_K
TAB_SB_SMALL_RK


Supported by 

K = Black (CMYK process)
RK = Black (RGB)

White version (for use on dark backgrounds)


Standard size

TAB_SB_100mm_W
TAB_SB_100mm_RW

Supported by 

Small-use size

TAB_SB_SMALL_W
TAB_SB_SMALL_RW

Supported by 

W = White (CMYK process)
RW = White (RGB)

HOW TO APPLY THE MARKS

The placement of the Sponsored by Lloyd's and Supported by Lloyd's marks has little influence on the 'look and feel' of an application. It will often need to be accommodated in the layout along with other logos.

A key consideration at all times is to ensure that the message about Lloyd's role is clear to the audience.

2.1 Principles for use

2.2 Principles applied

PROJECTS SPONSORED AND SUPPORTED BY LLOYD'S APPLICATIONS PRINCIPLES FOR USE

Placement of the marks

The Sponsored by Lloyd's and Supported by Lloyd's marks are used, in most cases, on the front of an application (except in cases where the message may be confused by such placement).

They should always appear in black and white with observation of the clear space area around the mark (see page 1.3).

Sizing and positioning of the mark needs to be flexible, according to the layout of the application.

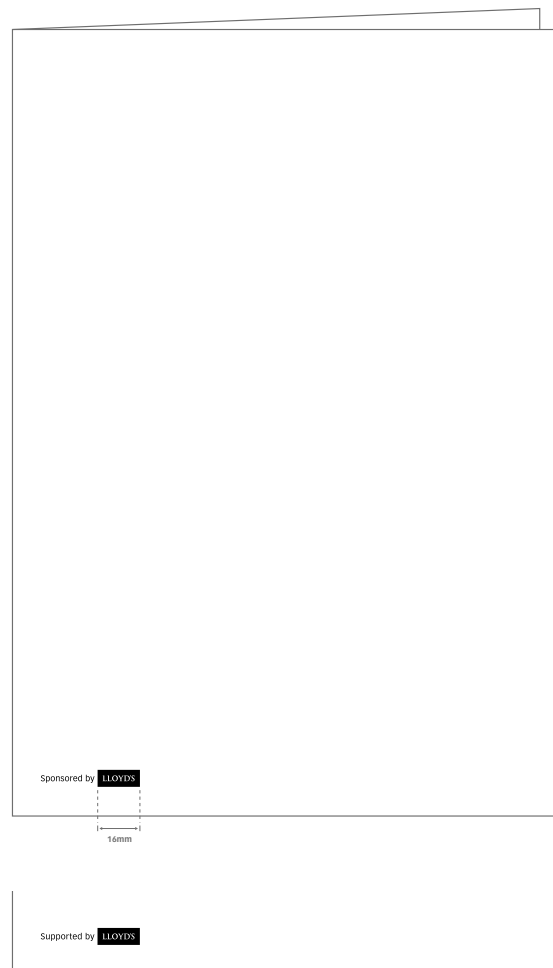
Sizing of the marks

For guidance, the examples shown here use a 16mm mark on an A4 size application and a 12mm mark on an A5 size application (the measurement of the mark being specified across the width of the tab box – see page 1.2).

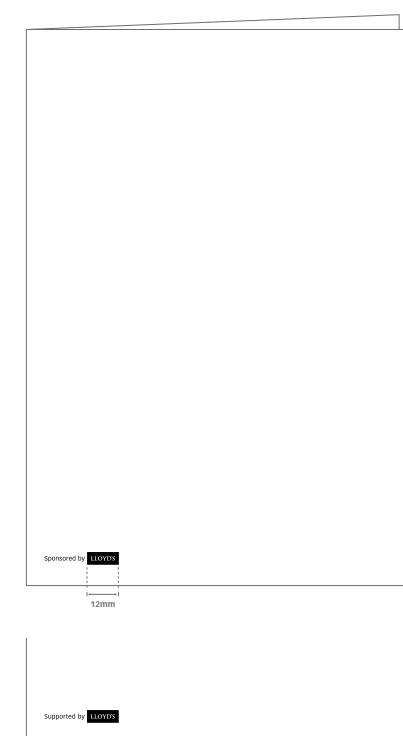
Appearing with other identities

Where the Lloyd's brand mark appears in a group with identities of other organisations, an appropriate visual balance should be maintained to help communicate clarity in role and relationship.

A4 Application (shown at 35%)



A5 Application (shown at 35%)



PROJECTS SPONSORED AND SUPPORTED BY LLOYD'S APPLICATIONS PRINCIPLES APPLIED

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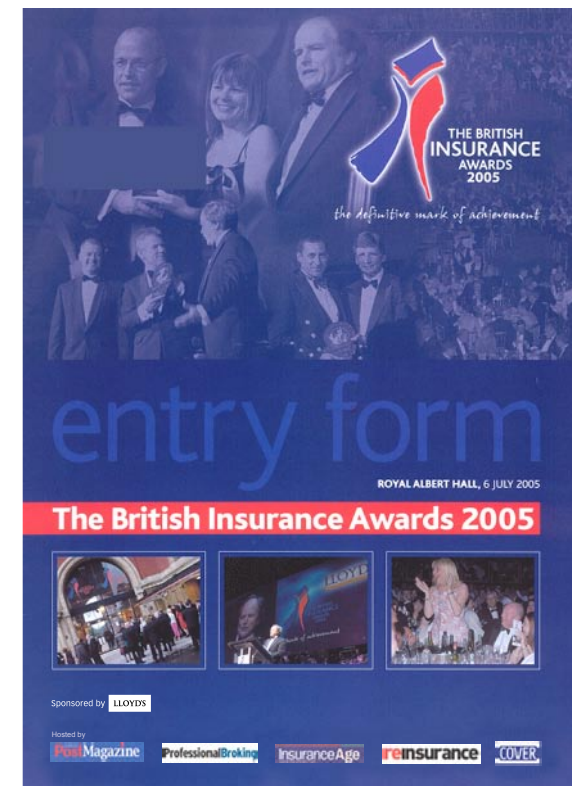
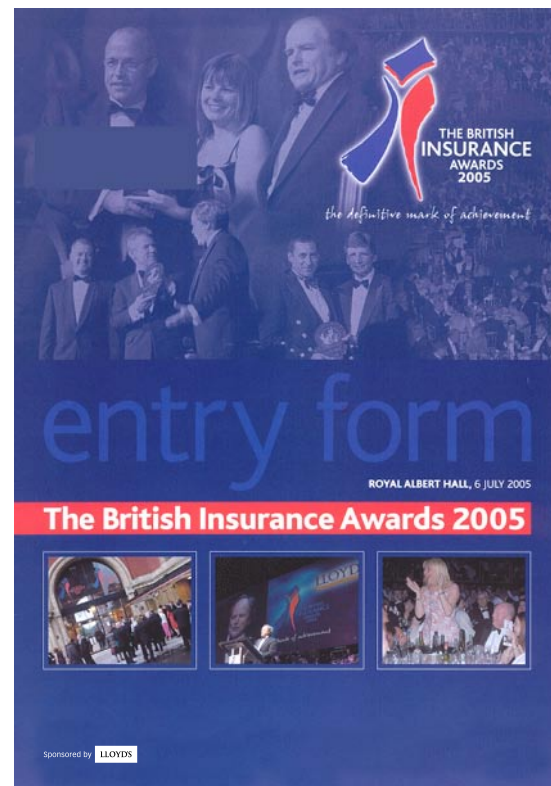
The examples on this page show typical applications which may be 'sponsored by' or 'supported by' Lloyd's, both individually and jointly with other organisations.

The Sponsored by Lloyd's and Supported by Lloyd's marks should work with the layout of the application.

- In some cases it may not be wholly appropriate to use either one of these marks (eg, where the Lloyd's brand mark appears, in a group, with identities of other organisations). In these cases it is likely that a single heading (eg, 'Hosted by' or 'Supported by') will be placed in text above the sequence of organisations to communicate their joint role and relationship to the event.

- Examples on this page are style mock-ups only and do not represent actual documents.

Awards entry form



PROJECTS SPONSORED AND SUPPORTED BY LLOYD'S APPLICATIONS PRINCIPLES APPLIED

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The examples on this page show typical applications which may be 'sponsored by' or 'supported by' Lloyd's, both individually and jointly with other organisations.

The Sponsored by Lloyd's and Supported by Lloyd's marks should work with the layout of the application.

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Programme



Notice



PROJECTS SPONSORED AND SUPPORTED BY LLOYD'S FURTHER INFORMATION

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NEED HELP OR WANT TO PROVIDE SOME FEEDBACK?

To provide feedback, share information or seek answers to questions you may have about the implementation of the Lloyd's brand, please contact:

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