LLOYD'S Agency

A **Lloyd's List Intelligence** solution

Lloyd's Agents

Brand Guidelines

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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 supports the global marine insurance industry and its customers.

The Lloyd's Agency Network provides 24 hour, year-round independent marine surveying and claims adjusting services. With over 230 Lloyd's Agents covering all major ports and commercial centres around the world, the Lloyd's Agency Network forms the world's most extensive marine surveying and adjusting network.

In 2026 the management of the Lloyd's Agency Network transferred from the Corporation of Lloyd's to Lloyd's List Intelligence (LLI).

LLI is a major authority in maritime intelligence, combining proprietary data, advanced analytics, and human verification to support global shipping, trade, compliance, and risk management. The Lloyd's Agency Network provides LLI with access to 230+ professional organisations in 170+ countries, adding an additional layer of human expertise and validation.

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 **LAN@lloydslistintelligence.com** if you would like further guidance. Usage of the Lloyd's Agent/Sub Agent logo must be approved by the LLI Lloyd's Agency Network team.

Defining your relationship with the

Lloyd's Agency Network

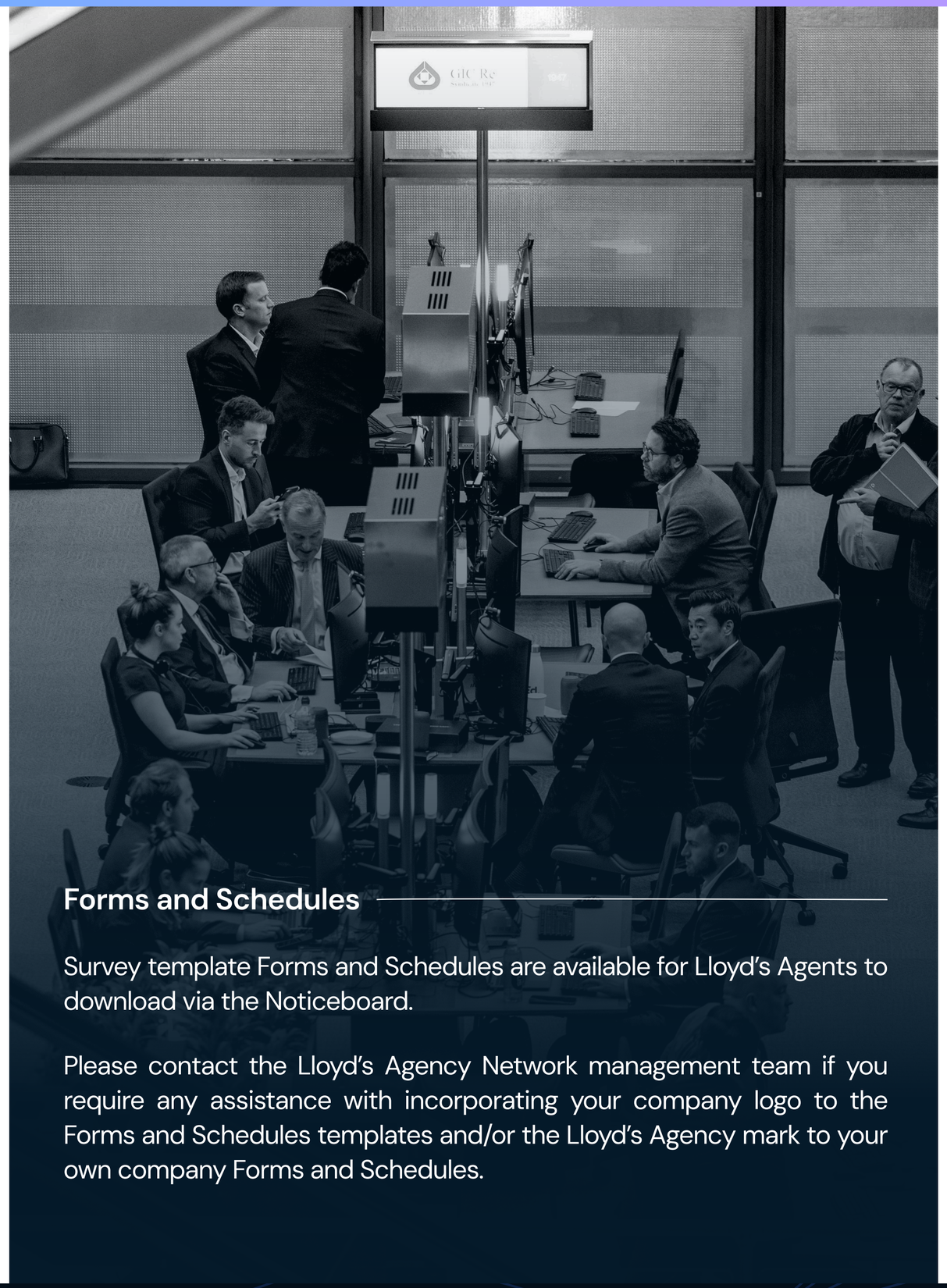
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You have the option to use the **Lloyd's Agency mark (logo)** on your corporate material, including:

- 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 Lloyd's Agency Network | Lloyd's List Intelligence
- Material for events, exhibitions and any other promotional activity

Please see the Legal Notice of use on page 02 of the document for local insurance regulatory guidelines.



Forms and Schedules

Survey template Forms and Schedules are available for Lloyd's Agents to download via the Noticeboard.

Please contact the Lloyd's Agency Network management team if you require any assistance with incorporating your company logo to the Forms and Schedules templates and/or the Lloyd's Agency mark to your own company Forms and Schedules.



Referring to Lloyd's Agency and/or Lloyd's Agency Network and/or Lloyd's List Intelligence

If you would like to include reference to your Lloyd's Agency appointment and/or the Lloyd's Agency Network and/or Lloyd's List Intelligence within any marketing literature, please see below some examples of standardised text available for 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 230 Lloyd's Agents covering all 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

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.

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 have been agreed in collaboration with the Lloyd's and London marine insurance markets.

The marine support services that are available within each Lloyd's Agency appointment are catalogued in an online Lloyd's Agency Directory and its user-friendly interactive map. Locate a Lloyd's Agent website link: Lloyd's Agency Network | Lloyd's List Intelligence

The user-friendly online Lloyd's Agency Directory helps clients locate the nearest Lloyd's Agent and identifies the marine support services that are available within each Lloyd's Agency appointment

A programme of technical training and examinations exists to ensure Lloyd's Agents achieve and maintain the high professional standards that are required by today's clients. The training modules focus on the core activities of the Lloyd's Agents, covering technical cargo surveying and practical claims and recovery handling

Lloyd's Agents and clients have access to the Lloyd's Agency Network management team - a team of dedicated and experienced personnel, based in London, who are responsible for administering and managing the network, as well as providing operational and technical support

The Lloyd's Agency Network management team's objective 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: Lloyd's Agency Network | Lloyd's List Intelligence

The Lloyd's Agency Network plays a significant role in supporting Lloyd's List Intelligence (LLI) with the hosting of (proprietary) terrestrial AIS and the provision of casualty reports.

The Lloyd's Agency Network is an excellent source of intelligence, and provides invaluable and exclusive insights to support geopolitical investigating and reporting by the LLI Marine Intelligence Unit and the Lloyd's List editorial team.

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 LLI Lloyd's Agency Network team. When you request these, please specify the file formats you require, as there are various formats available for online and print; LAN@lloydslistintelligence.com

Primary mark (black)



Secondary mark (black)



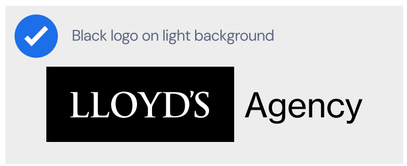
Primary mark (white)

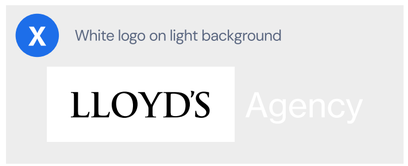


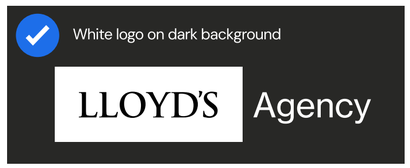
Secondary mark (white)

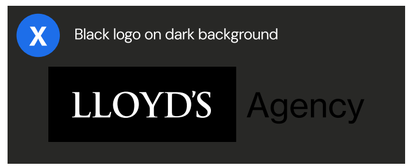


Do’s and Don’ts









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.

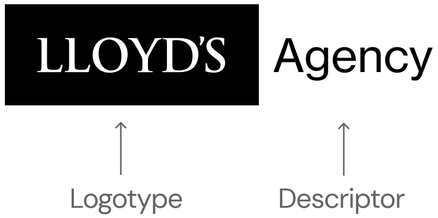
'Black' and 'white' versions

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

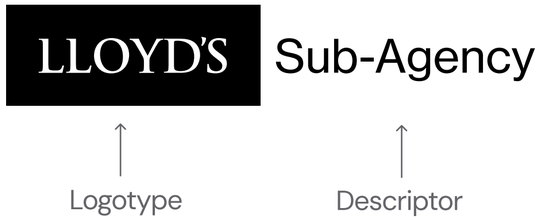
The master artworks are available from LLI's Lloyd's Agency Network Team – in various file format
subject to the usage guidelines in this document. Please contact LAN@lloydslistintelligence.com to obtain them.

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 Sub-Agency primary mark (black)



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



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



Examples

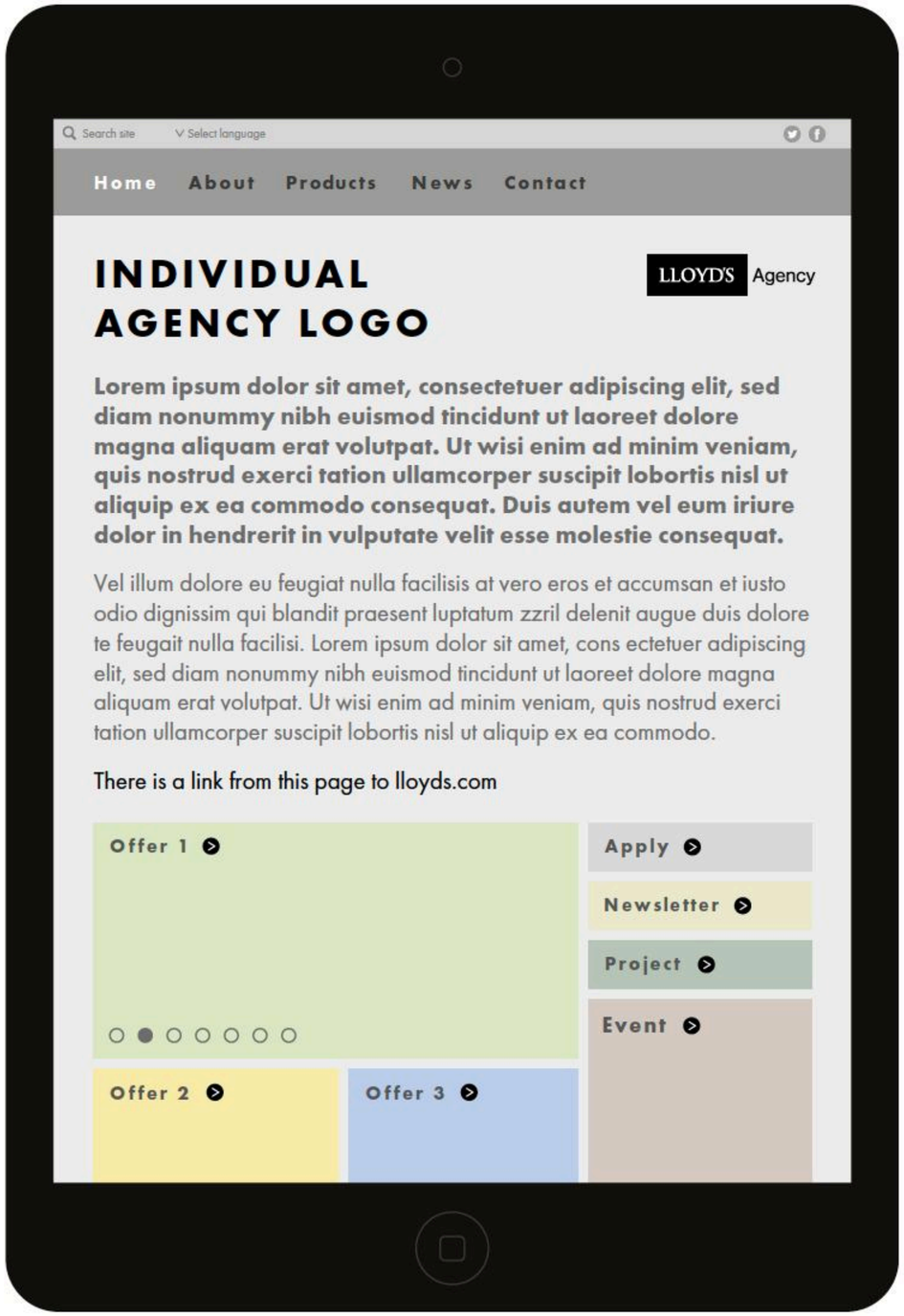
Website – homepage

The Lloyd’s Agency mark can be placed on the home page and the Lloyd’s Agency Network 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 06 - 08).

References to the Lloyd’s Agency Network, along with the Lloyd’s Agency mark, should be linked to Lloyd's Agency Network | Lloyd's List Intelligence

Lloyd’s Agency ‘approved copy’ (see pages 04 & 05) may be used on the Lloyd’s Agency Network 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 the Lloyd's Agency Network, please include the sentence; 'Not all activities are related to the Lloyd's Agency Network' for clarity.

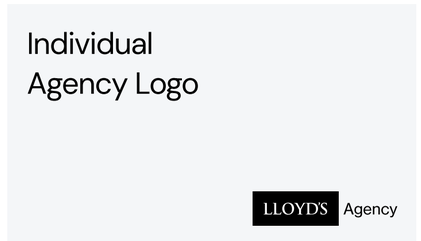
Business cards
The Lloyd's Agency logo may be used on business cards. The positioning of the logo is flexible, allowing it to best suit the layout of the card.

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.

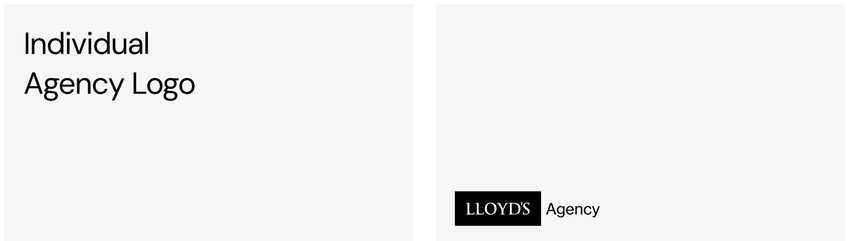
Social media posts
The Lloyd's Agency logo may be used on your company social media posts, which relate to your Lloyd's Agency Network activities only

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. If your company has activities outside of the Lloyd's Agency Network, please also include the following sentence; '**Not all activities are related to the Lloyd's Agency Network**' for clarity.

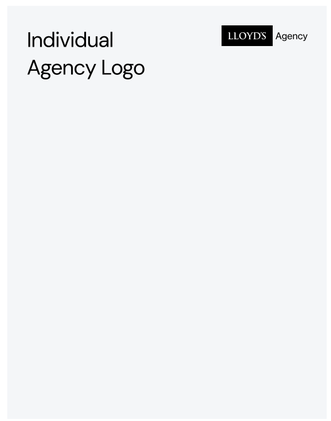
Business cards (One side)



Business cards (Two side)



Letter head



Social Media Post



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:

Individual
Agency Logo

LLOYD'S Agency

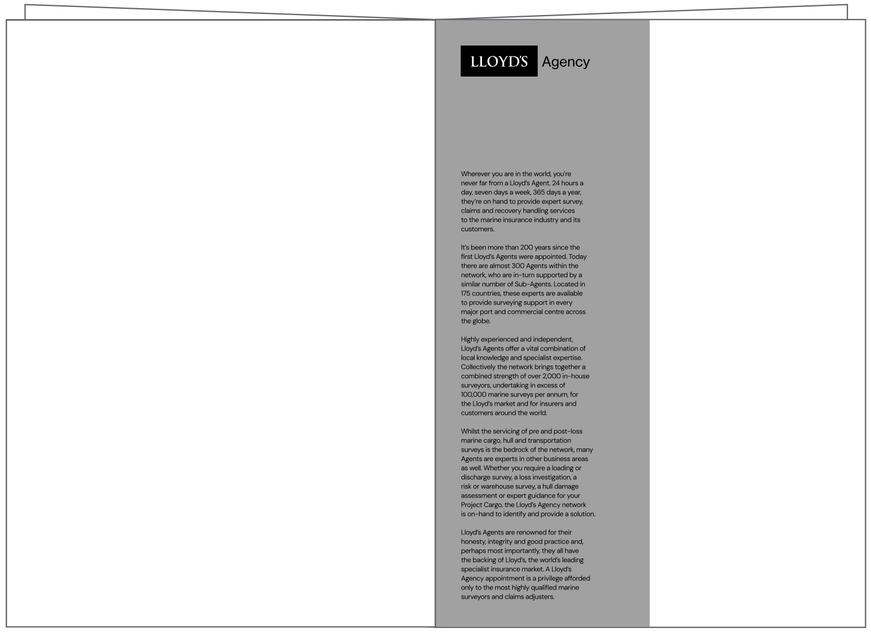
Corporate Report

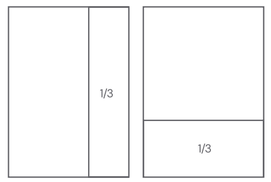
Parturient aliquam a molestie lectus hac ornare.
Leo taciti velit vestibulum a curabitur arturient
at ridiculus nunc cum lacinia phasellus massa.

A panel containing the Lloyd's Agency approved copy (see pages 04 & 05) and the Lloyd's Agency mark can be placed in an appropriate part of your document.

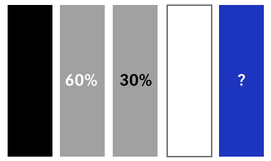
The 'approved copy' is set at a size no smaller than 8pt, with an additional 20% line spacing as a minimum allowance (eg, 10pt type on 12pt line spacing). The typeface should be according to the style of your publication.

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.





Panel size



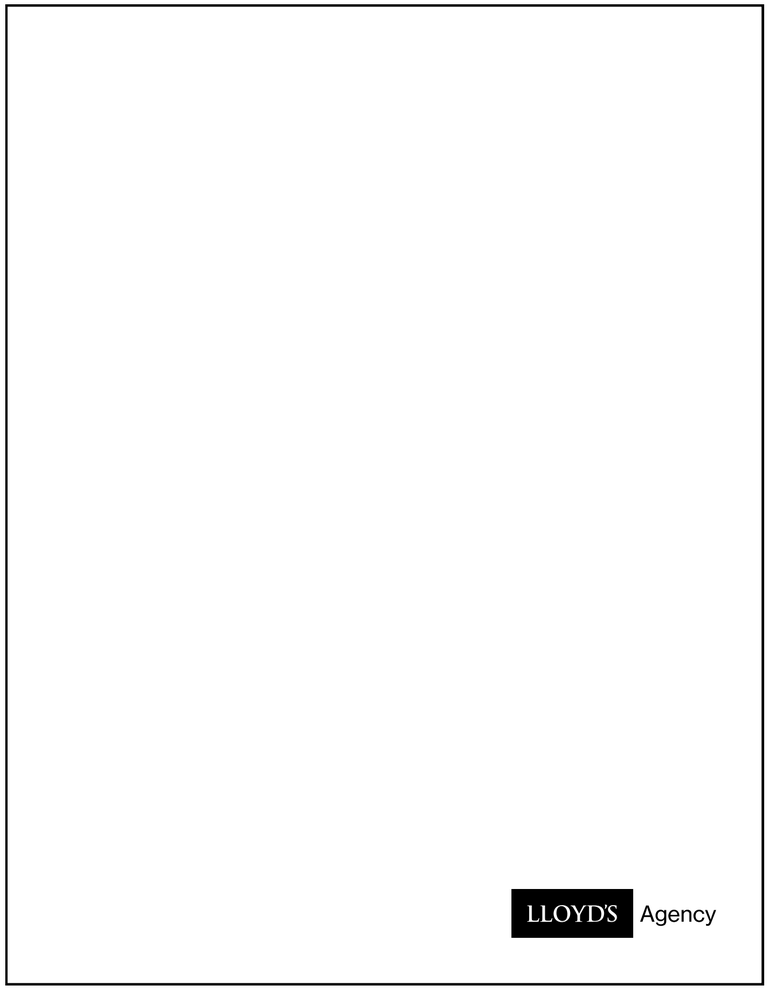
Panel colour

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 07). The mark must always appear in black and white with observation of the clear space area (see page 07). An example shown to the right of this page.

A6 Example



LLOYD'S Agency

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Contact details

To request the marks, or if you have any further questions, please contact LAN@lloydslistintelligence.com

Lloyd's List Intelligence
5th Floor,
10 St Bride Street,
London,
EC4A 4AD

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