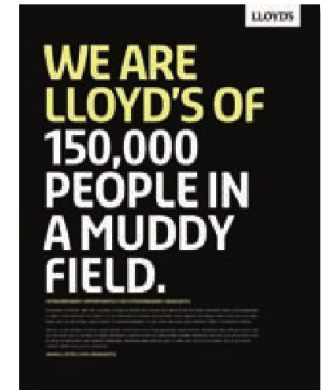LLOYD'S

October 2020

Visual Identity Guidelines

Lloyd's

Our visual identity takes the Lloyd's of London brand and *brandalises* it. Ours is like theirs but brighter, bolder, and better. The idea is to hold them accountable for their actions visually with a confident and distinctive identity.
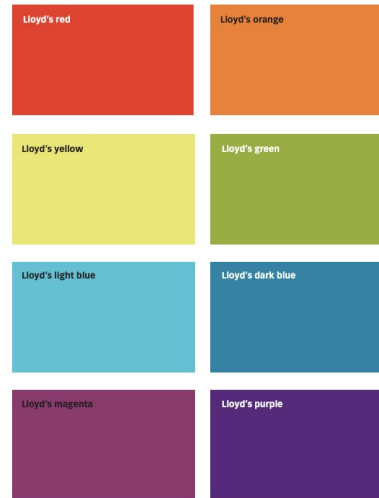
The Lloyd's brand bible

LLOYD'S

Lloyd's branding
in action.

WE ARE
LLOYD'S OF
150,000
PEOPLE IN
A MUDDY
FIELD.

Sansa Lloyds typeface

ABCDEF
GHIJKLM
NOPQRS
TUVWXY
Z123456
7890
(.,:;'"><!?¿¡@&*)[$¢€£¥]
%‰+-/÷=∧|«‹¬↑»•…©®
™ª›‹¼½¾†‡

Leading/line spacing is
determined by the width of
a letter 'I' in the same size as
the copy

Sansa Lloyds should be used
on a tracking of -25

Lloyd's red	Lloyd's orange
Lloyd's yellow	Lloyd's green
Lloyd's light blue	Lloyd's dark blue
Lloyd's magenta	Lloyd's purple

LLOYD'S

**Building simpler
insurance products
to better protect
customers**

The insurance industry response to COVID-19

#LloydsInsights

Sharing risk to create a braver world
Lloyds.com/thefutureatlloyds

**The
Future
at
Lloyd's**

Lloyd's brand

For reference, this is an overview of the Lloyd's brand
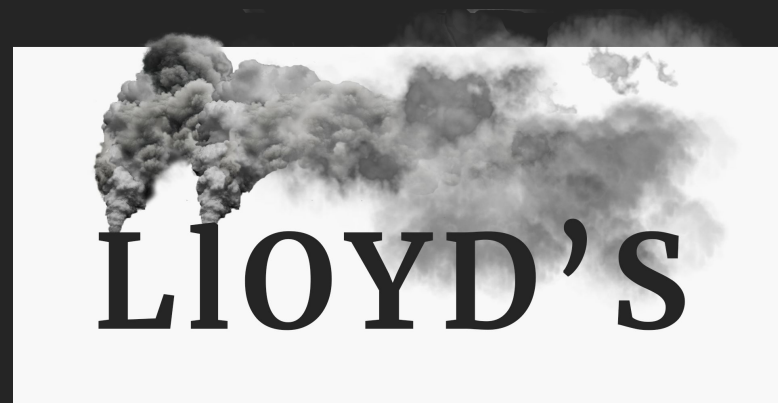guidelines. All their fonts and logo are bespoke.

Our logo

Our logo holds Lloyd's accountable for their role in climate destruction, by visually connecting their logo with the problem. We've filled the box their name usually lives in with pollution, like doing to the world.

Our logo

White version, to be used on dark backgrounds.

Our logo

Without strapline.

Font

We're using **Darker Grotesque** headline font for a modern, distinctive and bold font with an apt name. For the website, we are introducing Open Sans as a body copy font that is clear, modern and easy to read.

Darker Grotesque extra bold

For headlines: abcdefghijklmnopqrstuvwxyz 1234567890 !@£$%^&*()

Darker Grotesque bold

For subheadings: abcdefghijklmnopqrstuvwxyz 1234567890 !@£$%^&*()

Darker Grotesque medium

For body copy: abcdefghijklmnopqrstuvwxyz 1234567890 !@£$%^&*()

Darker Grotesque light

For small print: abcdefghijklmnopqrstuvwxyz 1234567890 !@£$%^&*()

Font

For our assets, the brand fonts are from the Darker Grotesque family. There are different weights available and these can be chosen depending on the appropriate format, platform and size.

Darker Grotesque Extra bold

For headlines: abcdefghijklmnopqrstuvwxyz 1234567890 !@£$%^&*()

Darker Grotesque bold

For subheadings: abcdefghijklmnopqrstuvwxyz 1234567890 !@£$%^&*()

Open sans medium

For body copy: abcdefghijklmnopqrstuvwxyz 1234567890 !@£$%^&*()
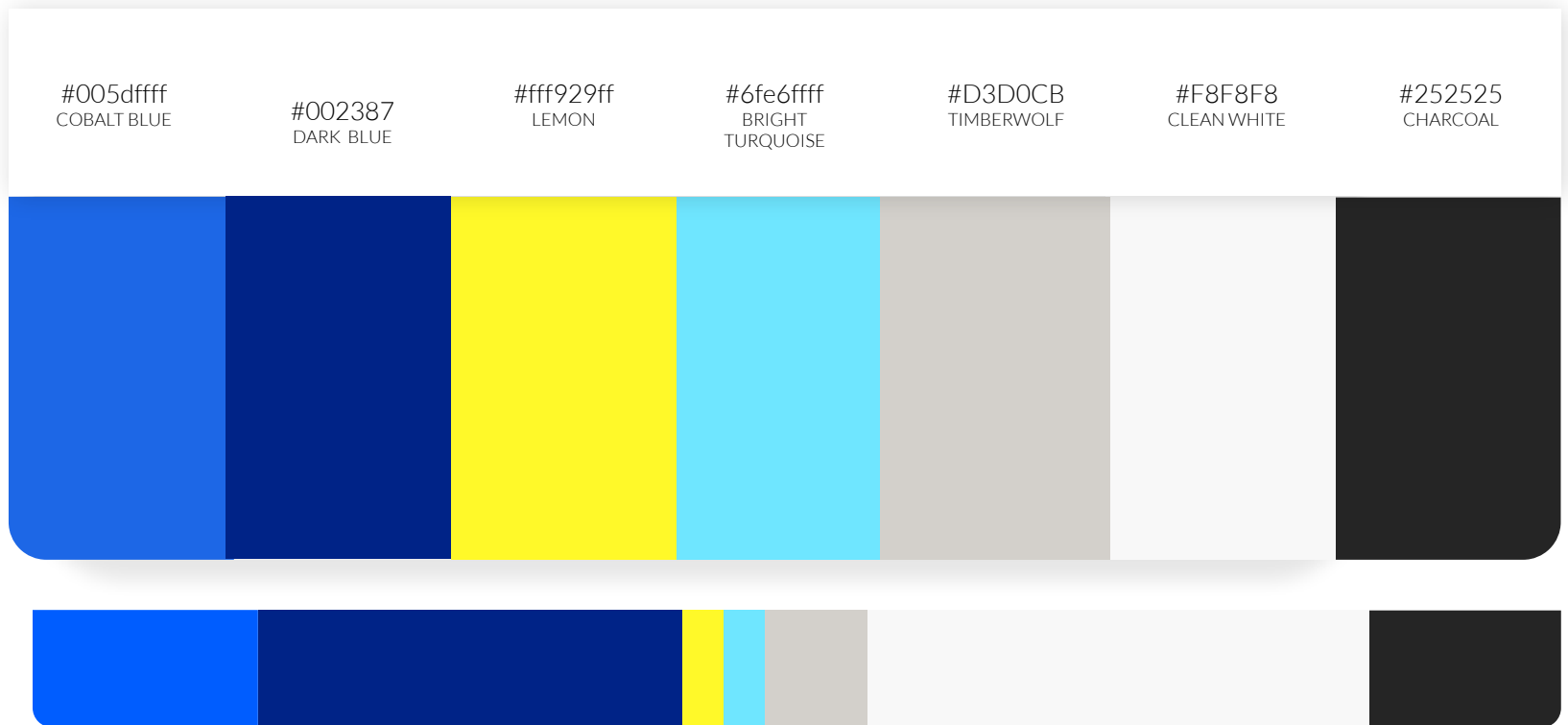
Open sans light

For small print: abcdefghijklmnopqrstuvwxyz 1234567890 !@£$%^&*()

Web Fonts

For the website, we will use Darker Groutesque as a hadline font, accompanied by open sans medium and light for body copy.
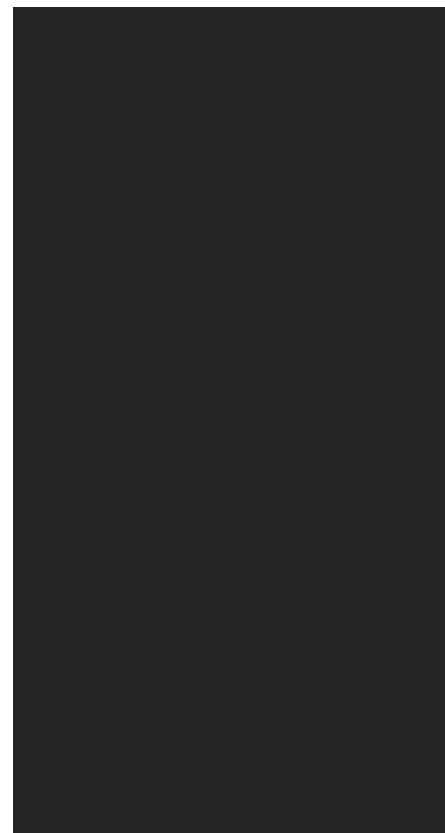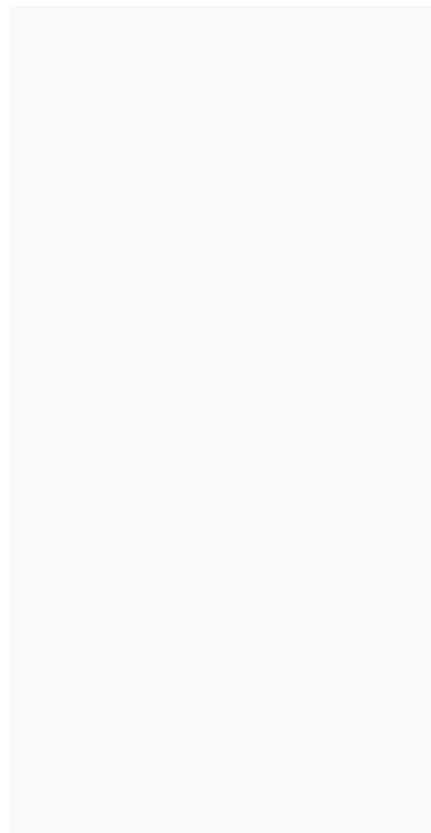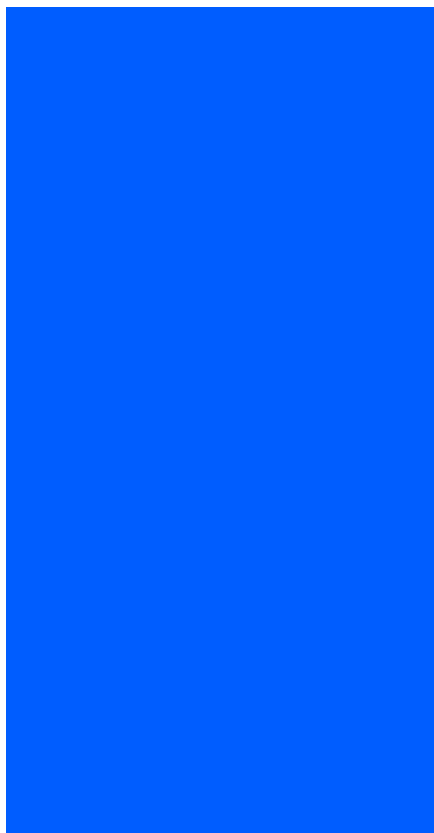
Colours:

Our colours are like the Lloyd's of London's most recognisable colours, but with the dial turned up. They're vibrant, bold and urgent.

#005dffff
COBALT BLUE

#002387
DARK BLUE

#fff929ff
LEMON

#6fe6ffff
BRIGHT
TURQUOISE

#D3D0CB
TIMBERWOLF

#F8F8F8
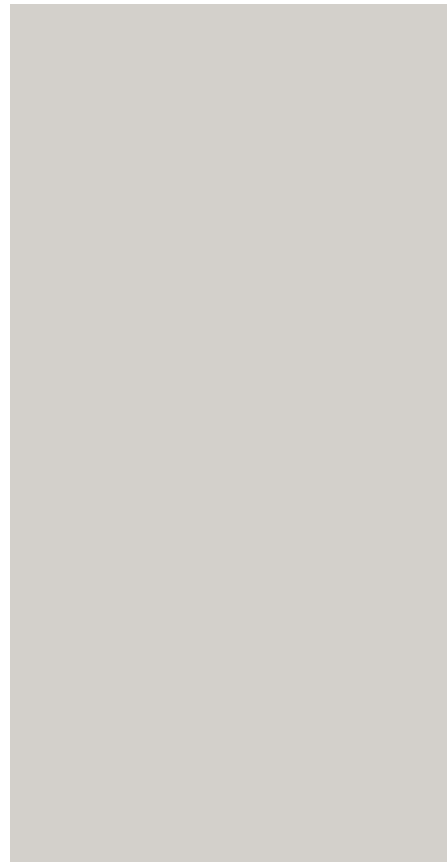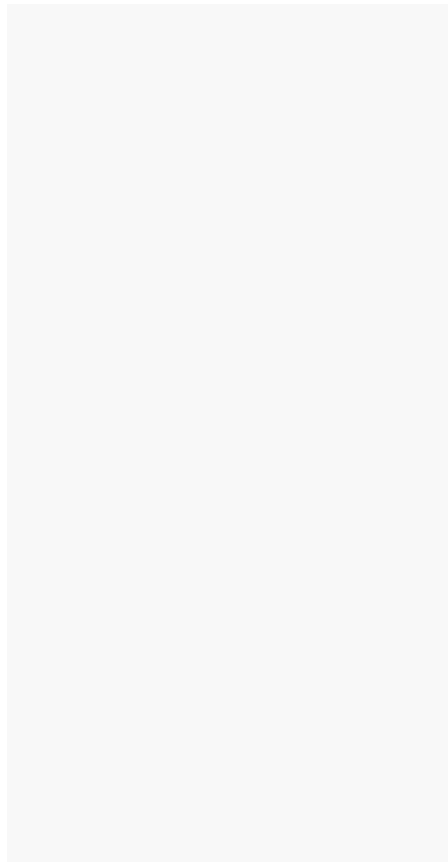CLEAN WHITE

#252525
CHARCOAL

Colours

Main blocks of colour should be done in charcoal, white and timberwolf grey. The brighter colours are used more sparingly for emphasis.

Website colours

For the website, use almost entirely the 2 blues and white. Only use yellow, turquoise as accent colours very sparingly.

Using colours

The monochrome colours are used as background colours and primary block colours. The dark blue can be used for this too, sparingly.

Do:

Don't:

Everything
looks good
on this
blue....

Using colours

The bright colours are mainly used as accents, which can be added to the base palette. Try not to combine the lighter colours together.

Shapes:

Using shapes is a good way to highlight key messaging, compliment imagery and poke a little fun at Lloyds.

Lloyd's use the black 'tab' box in their logo, so we are appropriating it to link them to the destruction they enable.

We'll use it to highlight their hypocrisy and hold them to account.
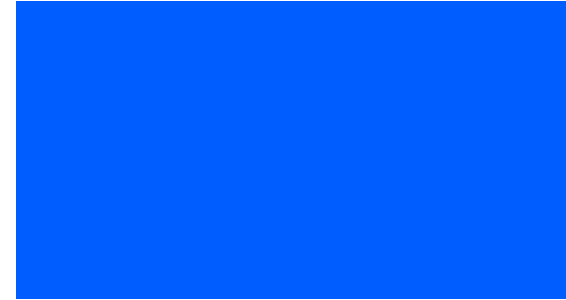
Sharing risk to destroy a safer world.

Shapes

These tab boxes are used to highlight words or phrases that have been changed – or added in – by us in messaging from Lloyd's, or images that hold them to account to climate destruction.

Lloyd's have stopped using circles so much in their communications, we now only see the circle in relation to 'The Future at Lloyds'. Therefore we should only use it if we are playing on the Future of Lloyds.

Shapes UPDATE
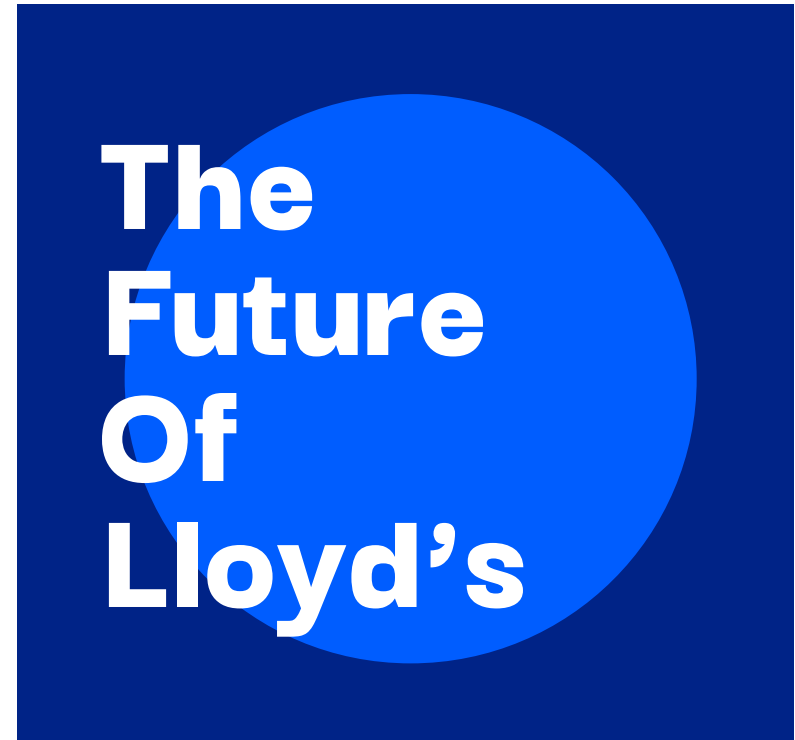
Imagery

The photography we use needs to be powerful, emotive and relevant. It should inspire action without causing alarm and a defeatist attitude.

Photos will be sourced from a combination of Insure Our Future's archives and stock sites.

Imagery

Photography will be a combination of imagery of the fossil fuel projects they underwrite, evocative imagery of climate destruction, and some shots of Lloyds itself. Ideally, it should feature epic wide shots similar to those Lloyd's use.
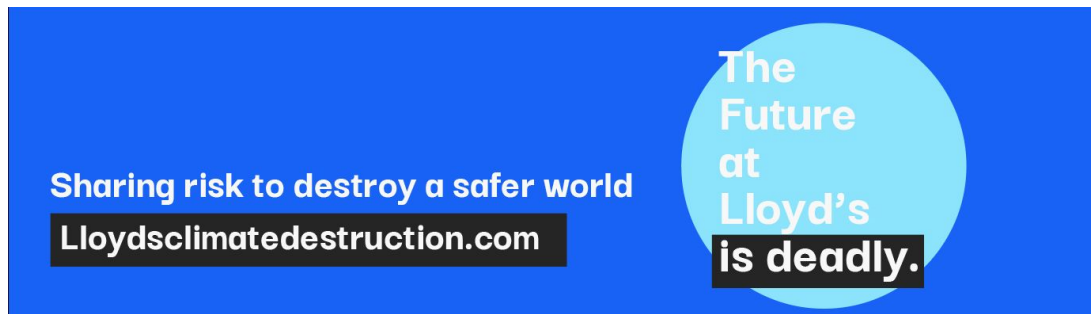
Eg.

These elements can all be brought together in a number of different ways. We'll get cues for content from the things Lloyd's put out, and test what works.

Image 1: A glacier with text overlay reading "Sharing risk to **destroy a safer** world." and LLOYD'S logo with tagline "INSURING RISK, ENSURING CLIMATE DESTRUCTION."

Image 2: An aerial view of a coal mine with text overlay reading "The Adani Coal Mine is responsible for 120M tonnes of CO_2 Emissions." and "We just insure it." with LLOYD'S logo.

Image 3: Children wearing face masks with text overlay reading "Proud to risk our children's future." and LLOYD'S logo.

Image 4: A smog-filled cityscape with text overlay reading "Building a **deadly** future for the world's urban centres." and LLOYD'S logo.

Eg.

Images are overlaid with headlines and the box tabs like this.

Proud to underwrite risks that no one else will.

LLOYD'S
INSURING RISK, ENSURING CLIMATE DESTRUCTION.

Sharing risk to destroy a safer world
Lloydsclimatedestruction.com

The Future at Lloyd's is deadly.

WE ARE LLOYD'S OF OVER ONE MILLION SPECIES FACING EXTINCTION.

INSURING RISK, ENSURING CLIMATE DESTRUCTION.   LLOYD'S

Our social media will have banners, posts and gifs.

Eg.

Quote cards and text only posts will also be relied on, all of which will be build from Lloyd's own graphics.

LLOYD'S