

Employee Brand Guide

May 2023

Internal use only

Welcome to your world

From product innovation to customer service to marketing and sales, the clearer and more confident our brand is about what we do, the stronger we become. Therefore, as colleagues, we must understand and embrace who we work for and accurately, consistently, and enthusiastically describe what the business offers and the experience customers can expect.

This guide summarises who we are and how we work. It also talks about what we do and how we present ourselves. It is here to support more detailed brand guidelines, which live - alongside all the relevant brand templates and assets - on our Brand Centre found here:
www.lloydslistintelligence.com/about-us/brand



- 03 Why branding is important
- 04 Our identity
- 05 Why we exist
- 06 The values we work by
- 07 Business foundations
- 08 Elevator pitch
- 09 Brand voice
- 11 Our visual style
- 12 Bringing our brand to life
- 13 Contact details

Why branding is important

Branding has many touchpoints, allowing us to build relationships with our customers, employees and industry. It is a way of distinguishing ourselves from competitors and represents who we are, how we wish to be perceived and why we are the best choice for our customers.

The real potential of our brand lies not only in our products but in our purpose and values. They provide a central, unifying idea around which all behaviour, actions, and communication are aligned. They represent our business's true foundation and how we want to be seen and heard.

Having a cohesive brand works on many levels:

- › It helps us to communicate with our customers more clearly
- › It defines a clear purpose to align with business goals
- › It promotes a positive workplace culture
- › It distinguishes our brand from competitors

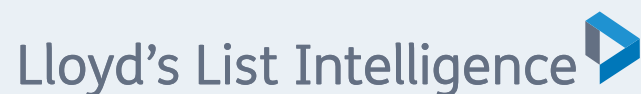


Our identity

Lloyd's List Intelligence is our overarching identity and unifies all of the services within the business. When we want to explain the sum of our whole company, like on business cards, we use the Lloyd's List Intelligence logo with the summary underneath.

Full details of our brand identity can be found on the [Brand Centre](#).

GROUP BRAND



Home of | Seasearcher & Data Services
Lloyd's List, Insurance Day, Lloyd's Law Reports,
Legal and Maritime Publications

SUB- BRANDS

Our news and commentary services, as well as our legal publications services, are sub-brands.

PRODUCTS

Our data and analytics services, Seasearcher and Data Services, are directly under the Lloyd's List Intelligence brand and identity.



Why we exist

Reason: **WHY** we do what we do

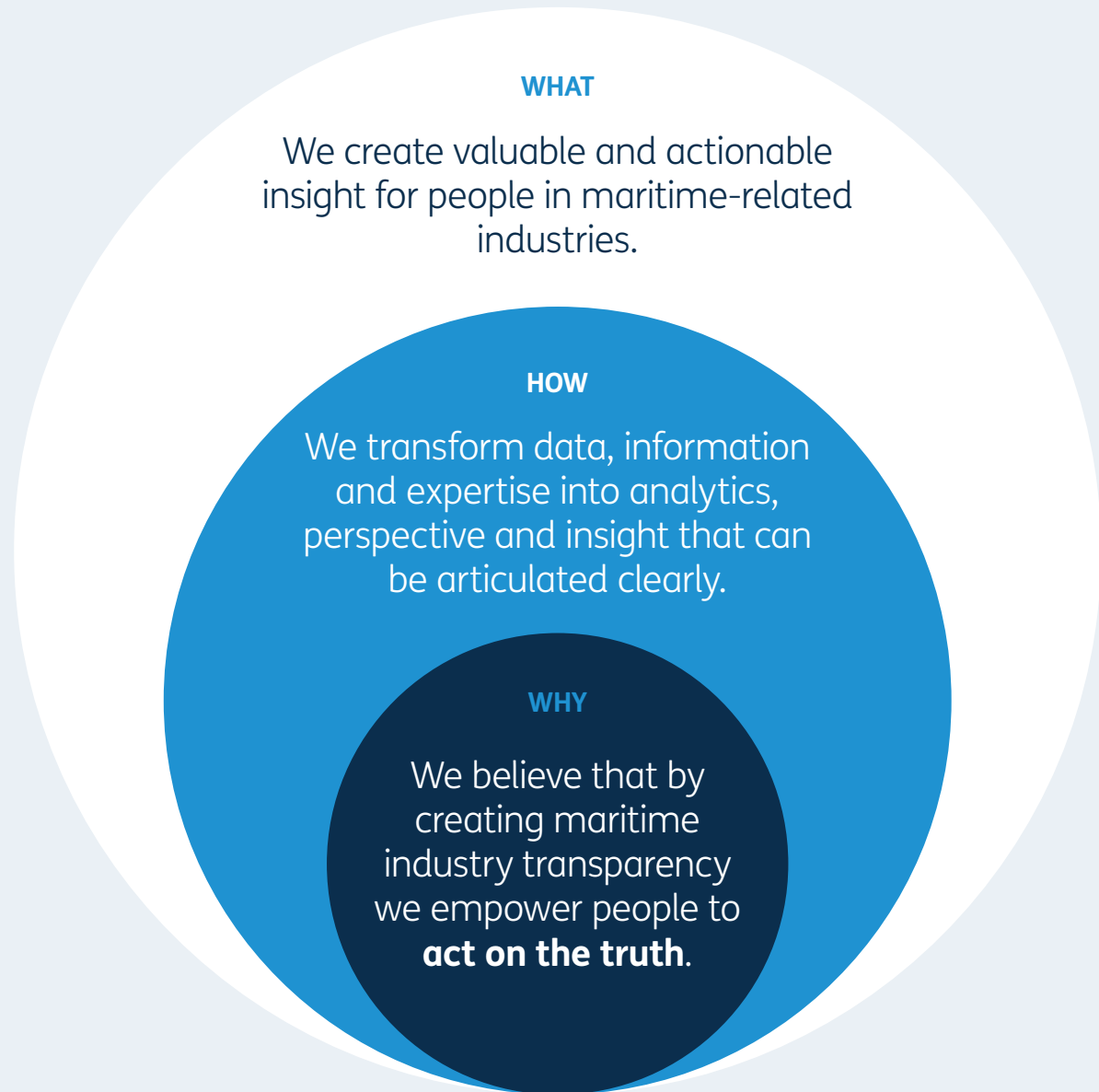
We operate from the inside out - always basing our decisions on our reason for existing. It also gives our audiences a reason to believe in us.

Purpose: **HOW** we do what we do

Our purpose describes what our business offers and the value that is derived from this.

Organising Idea: **WHAT** we do

We are recognised for our work, creating valuable and actionable insight for the world's maritime-related industries.



The values we work by

What principles steer our behaviour?

Our values are our guiding principles, making sure as a company we are working towards the same goals. They support our purpose and represent the characteristics we want to be known for.



Business foundations

What makes us?

Our solutions come from three fundamental sources that underpin our business and make us leaders. They are the engine room of our organisation, influencing decisions and central to everything we offer.

Our data

Our extensive network of owned and managed AIS receivers provides near real-time positional coverage of over 4,600 locations globally, including 80% of the world's top 3,000 commodity-carrying ports. This unique capability is further strengthened by exclusive access to more than 500 Lloyd's Agents across 170 countries. Combined with comprehensive data gathered from our two satellite partners, our vast partnership network of shipborne receivers, and key information around vessel characteristics, sanctions, ownership and casualties, it's clear that our customers have the most comprehensive view of maritime data in the market.

Our partners

We have been a trusted expert partner for over 300 years with Lloyd's of London - with Lloyd's List continuing to be the industry's leading source for news, insight and commentary. This partnership has now extended to over 500 Lloyd's agents on the ground - providing exclusive reporting and verification of vessel positionings and port calls across 170 countries. As our data partnerships grow, so does the strength of our technology and software partnerships with our leading SaaS platforms seamlessly integrating with customer APIs to provide comprehensive workflow solutions to support their critical business decisions.

Our expertise

With a powerful database built on over a trillion data points, our customers know that they can rely on the specialised knowledge provided by our colleagues all over the globe to help interpret, analyse and deliver truly actionable data. As our data sources become more complex, we're looking to the future in providing industry-leading expertise in machine learning and analytics, all alongside the most accurate and well-qualified news, commentary and legal publication resources in the market.

Elevator pitch

An elevator pitch is a quick way of pitching the company, getting across a key point, and making a connection with someone. Elevator pitches are useful when you are introducing yourself to another professional, at an event or telling new colleagues about your business.

Full details of key messaging can be found on the [Brand Centre](#).

Using a huge range of data, some not used anywhere else - **Lloyd's List Intelligence** provides actionable data and insight that helps over 60,000 professionals make evidence-based decisions that drive the efficient and lawful movement of seaborne trade worldwide.

Lloyd's List Intelligence

Using market-leading actionable data, **Lloyd's List** provides expertly curated news and cutting-edge insight and analysis to the global maritime industry.

Lloyd's List

With in-depth coverage, analysis and expert insight, **Insurance Day** covers the topics and trends affecting major insurance markets daily.

Insurance Day

For the complete view of case summaries, reports, and judgments across maritime and other specialist practice areas, **Lloyd's Law Reports** delivers comprehensive legal resources, including full verbatim judgments.

Lloyd's Law Reports

Across shipping, construction, finance, insurance, and reinsurance **Legal and Maritime Publications** provides specialist legal resources, including full verbatim judgments in court-ready format, publications, and case reports.

Legal and Maritime Publications

Brand voice

What is brand voice?

Our brand voice is the distinctive way we write on behalf of our business. This mainly applies to marketing materials but can also influence how we express ourselves in reports, papers, letters and even emails.

Why does brand voice matter?

- › It's easier to sound credible, approachable, and build a connection when we use language and a voice that is clear, to the point, and easy to understand.
- › We ensure consistency across our communications to reinforce who we are wherever our customers find and interact with us.
- › Failing to speak clearly to our audiences can cause a poor impression and turn visitors and customers away.

Our brand voice

Our words will best engage people when they stimulate both an intellectual and emotional response. For Lloyd's List Intelligence, emotional language alone would be too flighty – undermining our proven industry credibility. Using only intellectual language would be too dry – alienating audiences looking for a future-focused solution.

To connect with people, our writing should carefully balance emotional and intellectual

elements. Each can be either amplified or toned down, depending on the audience.

Our tone of voice is consistent with our brand identity that defines us as an organisation. It also helps to bring our brand values to life. Our brand values (accuracy, clarity, integrity, credibility, expertise) underpin everything we do within the business, so these values should also be reflected in whatever we write, so that our distinctive character is more apparent.

OUR VOICE IS

Confident

Relaxed

Clear

OUR VOICE IS NOT

Uncertain

Formal

Complicated

Full details on our brand voice can be found on the [Brand Centre](#).

Brand voice

Confident

The best way to ensure that our audiences understand that we are the well-qualified maritime industry experts is to write confidently about what we know. Try to remove phrases that imply doubt where no doubt exists, and focus on the features that can be described with certainty before adding any important exceptions.

WRITE LIKE THIS:

‘Get clear insight into vessel movement risks.’

NOT LIKE THIS:

‘If vessels behave in a way that might be suspicious or risky, you can use our risk rating system to understand what the potential level might be.’

Relaxed

Contemporary business writing is less formal than it was in the past. It has a conversational tone that avoids highly technical or obscure language, but it avoids becoming verbose. It makes its points quickly and clearly, creating a smooth flow of information.

WRITE LIKE THIS:

‘Get email alerts on incidents and casualties as they happen and stay updated on their impact.’

NOT LIKE THIS:

‘Receive email alerts in order to be informed of casualties and incidents with further information concerning the implications and consequences of the events in a timely manner after they occur.’

Clear

Maritime, insurance or legal topics can be unavoidably complex at times. But technical details can be made more digestible for audiences if it's taken one step at a time. Extraneous information and repetition that doesn't help to move along the narrative should be eliminated.

WRITE LIKE THIS:

‘Providing further data, even when AIS is not available, is the network of over 500 Lloyd's Agents and sub-agents.’

NOT LIKE THIS:

‘A group of more than 500 Lloyd's Agents, including several dozen sub-agents and other third-party contractors, have formed a network to provide us with further vessel location data from places where AIS receivers are not installed or temporarily offline.’

Our visual style

We have developed a visual identity for Lloyd's List Intelligence to ensure we remain distinctive in the market when used consistently. This includes specific colours, fonts, image styles and iconography.

Full details can be found on the [Brand Centre](#).

Fs Me family

Supplied on request for marketing and website

Aa

abcdefghijklmnopqrstuvwxyz
12345678910 !@£\$%^&*().<\\

Calibri

Widely available system font for presentations, emails and reports

Aa

abcdefghijklmnopqrstuvwxyz
12345678910 !@£\$%^&*().<\\

Primary colours

Pantone 639 C
C78 M29 Y0 K0
R19 G145 B209
#1391d1



Pantone 7667 C
C62 M48 Y31 K15
R106 G114 B135
#6a7287

Pantone 2767 C
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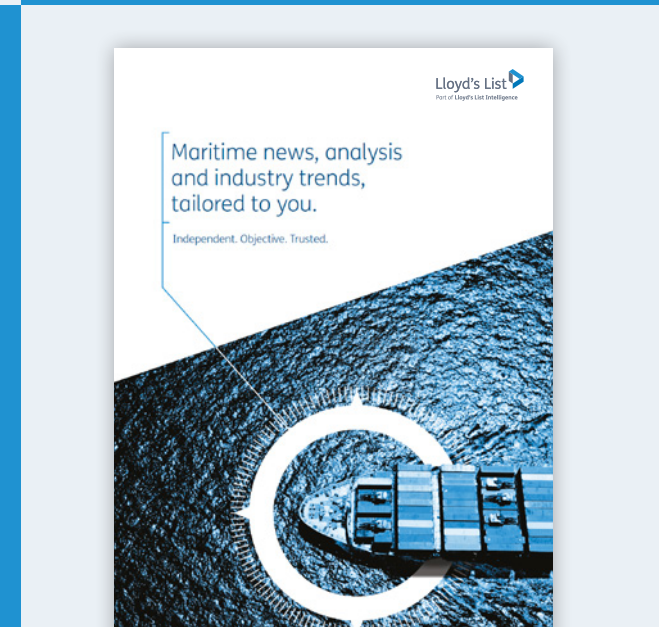
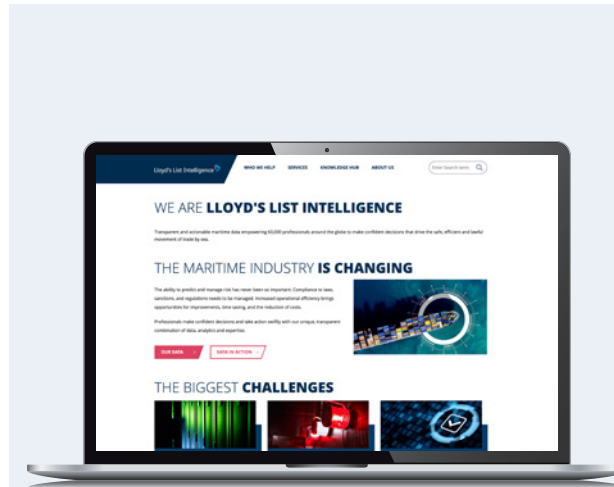
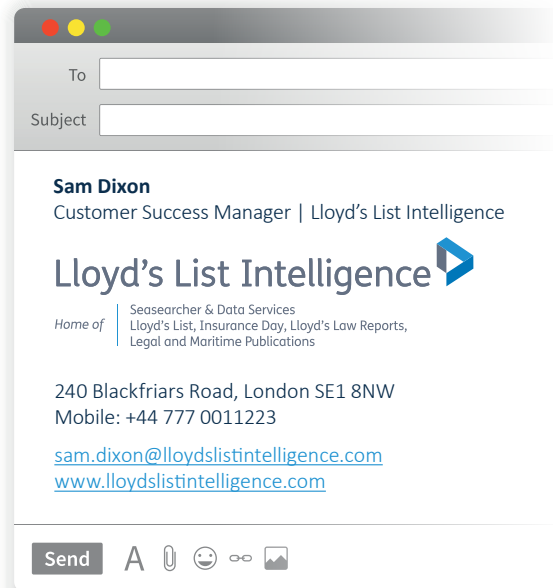
Pantone 656 C
C7 M3 Y2 K0
R240 G244 B248
#F0F4F8

Icon style



Bringing our brand to life

For more examples and templates visit the [Brand Centre](#).



Contact details

For templates, other downloads, and more information about our brands please visit the Brand Centre:

www.lloydslistintelligence.com/about-us/brand

For any questions please contact:

marketing@lloydslistintelligence.com