

February 2021

Lloyd's List Intelligence

Brand Guidelines

Communicating our brand story through words and visuals

Lloyd's List Intelligence 

Contents

A brand is far more than a logo. It plays a powerful role in building credibility both internally and externally. Providing everyone with a 'reason to believe' and a clear understanding of shared strengths will help us all work across boundaries and drive collaboration.

These guidelines help us to respect our brand and drive us forward with confidence.

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About our brand

What drives us as a business, how we behave and how we describe ourselves

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Organising idea

WHAT we do

An organising idea is a distillation of the real, tangible outcome of our business.

Ours describes the one common 'big picture' story that results from all the work that we put into providing all the different products and services for our customers.

We create valuable and actionable insight for people in maritime-related industries.

Purpose

HOW we do what we do

The Purpose is a succinct description of what a business offers and the value that is derived from this.

Through our high-quality insight that creates context and meaning around bare information, we help professionals perform in their roles better. We play an important role within a large and powerful collection of industries, and our Purpose summarises what this is.

We transform data,
information and
expertise into analytics,
perspective and
insight that can be
articulated clearly.

Reason

WHY we do what we do

Articulating what it is that we believe in gives the world a basis to understand us. It also gives our audiences a reason to like us. And it gives our potential customers a reason to buy from us.

We believe that
creating maritime
industry transparency
empowers people to
act on the truth.

Values

Our values inform what we do within our roles and how we do it. With our values as underpinning, we are reminded of what is most important to us, our services and the business. And because we share these values, they build internal cohesion across our teams.

Our values are the characteristics we want our brands to be known for.

— Accuracy

We provide data and analytics of exceptional quality, so that our customers feel certain.

— Clarity

We articulate facts and observations simply, so that our customers feel knowledgeable.

— Integrity

We offer insight that exposes risk so that our customers feel reassured.

— Credibility

We use well-qualified sources so that our customers feel supported and valued.

— Expertise

We bring mature, experienced perspective so that our customers feel enlightened.

Brand architecture



CORPORATE

BRAND

Lloyd's List Intelligence

Data and Analytics

News and Commentary

Reports and Publications

Lloyd's List 

Lloyd's Law Reports 

Maritime and Commercial Law 

Lloyd's Loading List 

insuranceday 

SUB-BRANDS

All Data and Analytics products including:
All Seasearcher products,
Data Services,
Consulting

All News and Commentary products including:
Lloyd's List,
Lloyd's List Intelligence,
Insurance Day

All Reports and Publications products under the Lloyd's Law Reports brand or the Maritime and Commercial Law brand

PRODUCTS

Maritime Marketing Solutions powered by Lloyd's List

Insurance Marketing Solutions powered by Insurance Day

Logistics Marketing Solutions powered by Lloyd's Loading List

Print positioning examples

See examples of our brand in situ. Products do not have their own logos. Instead, they should appear as lettering but never attached to, or locked-up to, the brand logos.

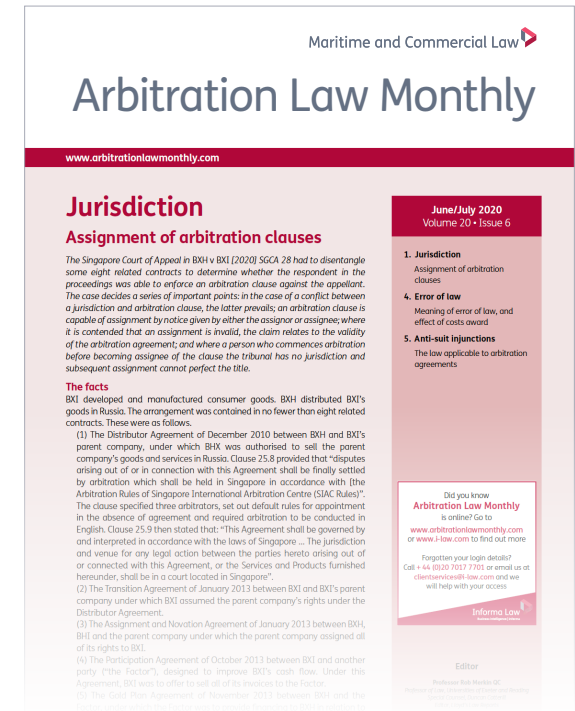
Lloyd's List Intelligence Consulting



Lloyd's Law Reports

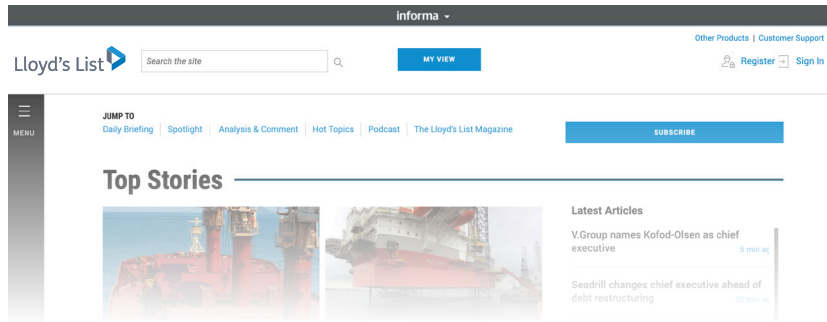


Maritime and Commercial Law

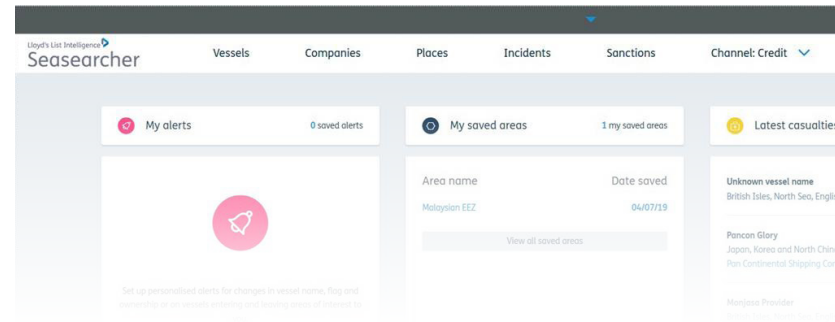


Online positioning examples

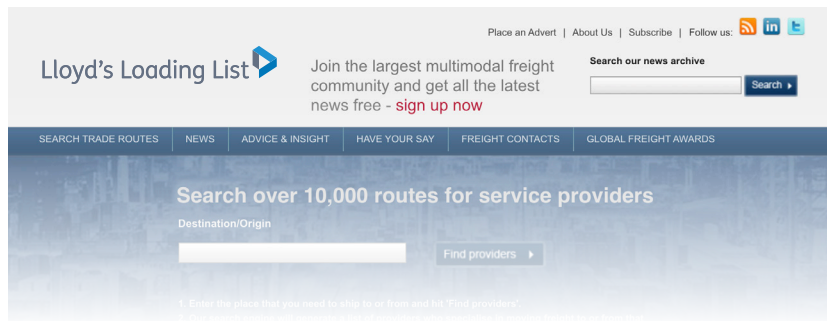
Lloyd's List



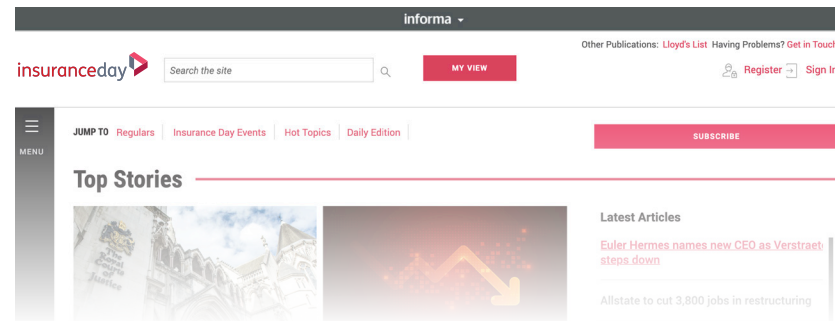
Seasearcher



Lloyd's Loading List



Insurance Day



Our unifying statements

We have one unifying and market-facing brand, Lloyd's List Intelligence, that overarches all our other market-facing sub-brands.

In many of our branded materials, we describe these relationships with the use of 'unifying statements' as part of the boilerplate or footer.

This helps to clarify exactly who we are and how our brands are related to one another.

On Lloyd's List Intelligence material:

Lloyd's List Intelligence is the trusted expert partner providing professionals connected to maritime trade with transparent data, validated analysis, and actionable insight for 300 years.

Lloyd's List Intelligence is a part of Informa PLC.

On Lloyd's List material:

Lloyds List is a part of Lloyd's List Intelligence, the trusted expert partner providing professionals connected to maritime trade with transparent data, validated analysis, and actionable insight for 300 years.

Lloyd's List Intelligence is a part of Informa PLC.

On Insurance Day material:

Insurance Day is a part of Lloyd's List Intelligence, the trusted expert partner providing professionals connected to maritime trade with transparent data, validated analysis, and actionable insight for 300 years.

Lloyd's List Intelligence is a part of Informa PLC.

On Lloyd's Loading List material:

Lloyd's Loading List is a part of Lloyd's List Intelligence, the trusted expert partner providing professionals connected to maritime trade with transparent data, validated analysis, and actionable insight for 300 years.

Lloyd's List Intelligence is a part of Informa PLC.

On Lloyd's Law Reports material:

Lloyd's Law Reports is a part of Lloyd's List Intelligence, the trusted expert partner providing professionals connected to maritime trade with transparent data, validated analysis, and actionable insight for 300 years.

Lloyd's List Intelligence is a part of Informa PLC.

On Maritime and Commercial Law material:

Maritime and Commercial Law is a part of Lloyd's List Intelligence, the trusted expert partner providing professionals connected to maritime trade with transparent data, validated analysis, and actionable insight for 300 years.

Lloyd's List Intelligence is a part of Informa PLC.

The Informa relationship

As part of Informa PLC, we belong to one of the largest global business intelligence organisations listed on the London Stock Exchange and a member of the FTSE 100.

Through hundreds of powerful brands, Informa works with businesses and professionals in specialist markets, providing the connections, intelligence and opportunities that help them do business, grow, make breakthroughs and take better informed decisions. The business comprises five operating divisions: Informa Connect, Informa Intelligence, Informa Markets, Informa Tech, and Taylor & Francis, all of which have a distinct focus and dedicated management team.

Informa statement

This statement is used as an endorsement on marketing material where possible.



Lloyd's List Intelligence is part of Informa plc, listed in the FTSE 100 and with a presence in 30 countries. As one of the largest information companies in the world, Informa is constantly investing in technology, people and customer solutions.

Recommended format

Trade Mark statement

This Trade Mark statement must appear on all print and digital assets - wherever we have our 'Lloyd's-related' branding. It should be positioned above the Lloyd's List Intelligence company identification.

Lloyd's is the registered trademark of the Society incorporated by the Lloyd's Act 1871 by the name of Lloyd's.

Lloyd's List Intelligence is a trading division of Informa UK Limited, a company registered in England and Wales with company number 1072954 whose registered office is 5 Howick Place, London SW1P 1WG. VAT GB365462636. Informa UK Limited is part of Informa PLC.

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Recommended format

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.

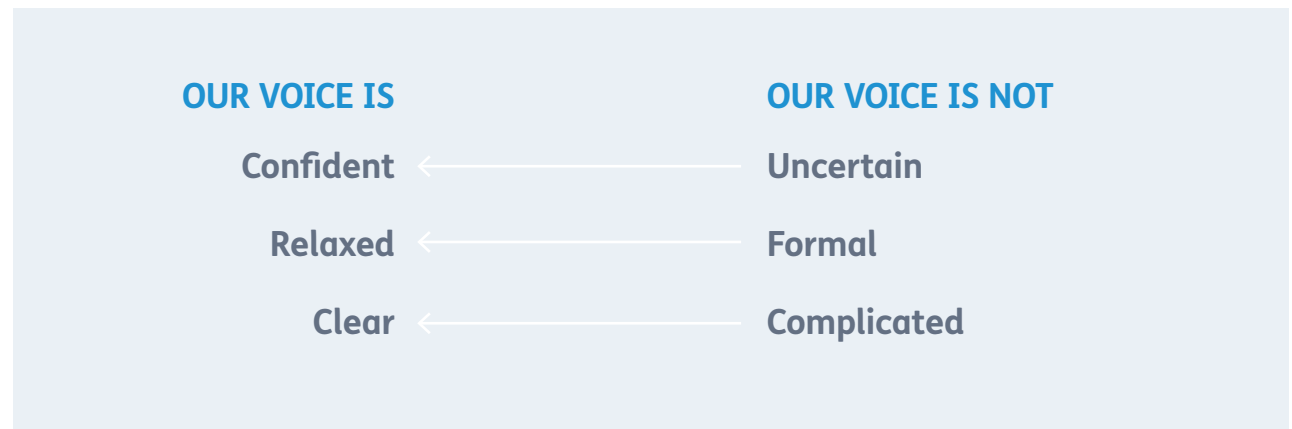
Our brand voice

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.



Brand voice

Confident

The best way to ensure that our audiences understand that we are the well-qualified maritime 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 how vessels interact with each other at sea.’

NOT LIKE THIS:

‘If vessels interact with each other at sea, you can search for and detect which ones might be exchanging loads.’

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 their 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 brand vocabulary

Our brand vocabulary also helps convey our brand personality, reaffirm our values, engage our audience and stand out from our competitors. We use the simplest possible language, and we eliminate jargon.

Examples:

✓ **WORDS TO USE**

✗ **WORDS TO AVOID**

Valuable, additional	←	Value-added
Helpful, tailored	←	Results-oriented, customer-focused
Busy (person)	←	Time-poor
Question	←	Enquiry
Discuss	←	Address
About	←	Concerning
Reduce	←	Mitigate
Use	←	Utilise, employ

A full list of words and phrases to avoid can be found as a shared document [here](#).

When using strong or absolute adjectives like ‘pioneering’, ‘innovative’, or even ‘exclusive’, be sure what you’re asserting is provably true. If an element of our services is genuinely pioneering (breaking new ground first), innovative (a new and unique way), or exclusive (no one else has this kind of information, resource or expertise), then the adjective is appropriate but probably requires explanation backing up your assertion.

Avoid using claims of being ‘best’, ‘best in class’, ‘top’ or ‘number one’ unless an independent authority has assessed this to be true.

As part of the business, you are speaking on behalf of it and should use the first person. ‘We would like to invite you to...’ and ‘Our Marketing Solutions team can...’ rather than ‘Lloyd’s List would like to invite you to...’ or ‘The Marketing Solutions team at Lloyd’s List Intelligence can...’ as if speaking about another business that is somewhere else. Invite the reader to connect with a friendly, conversational approach. Speak to them directly using ‘you’ and ‘your’.

Basics for better writing

All in the detail

It's easy to miss grammatical, spelling or punctuation errors, but it only takes one errant apostrophe or misspelling to compromise your entire message. So be sure your copy is proofed several times before it's finalised – even if it's just an email.

Avoid repetition

Place your information and messages in the order that creates the clearest narrative and direction. The objective is to present your messages, support them, and then proceed to the next message and so on, without repetition or backtracking.

Write the way you speak

Be conversational. This doesn't undermine your credibility; it simply presents us as a more approachable, warm and collaborative organisation. Read your copy aloud, and if you spot a word that doesn't add to your message, take it out. Always use the simplest synonyms, so anyone can effortlessly understand your content.

Be specific: use facts

Avoid 'corporate speak', industry jargon, clichés, and generic terms. They can cause confusion and dilute the impact of your statements. Be specific using facts, stats, figures, and quotes to ground your message and establish credibility.

It's not all about us

Always put yourself in your readers' shoes. Begin writing about their needs and challenges, then write about how we can help. Don't just talk about how great we are. Try to relate to them, to present Lloyd's List Intelligence as a trusted partner on the same level, not a formal and withdrawn institution.

Make a connection

We connect with our audience by being inclusive and approachable. We use 'we' and 'our' to talk about what we're doing within Lloyd's List Intelligence – and we use 'you' and 'your' to connect with the reader. Talk to them directly. Saying 'you will' not 'customers will' helps them connect with your words and be active participants in the story.

Remove doubt

Avoid words like 'should', 'could', 'would', 'might' or 'aim to' wherever possible. These can introduce a sense of doubt or possibility, rather than confidence and certainty. Where there must be an exception or an element of doubt expressed, explain the condition or why it's a possibility rather than a certainty so that the reader is clear.

Use verbs for momentum

Use action words where possible. The use of dynamic verbs gives your writing movement and energy. 'Stay updated' is more powerful than 'receive notifications', for example.

Use headings

Our audiences are busy, so they should be able to get the information they need quickly – even at a glance. Use headings to break up copy into digestible pieces and tell a succinct story that keeps moving in one straight direction.

Writing style

We have specific spelling and grammatical rules we stick to.

We use International English. This means we use British English spelling and grammar, and we clarify dates, times and symbols. The use of International English means we also eliminate idioms, local expressions and other vernacular phrases that are common in British English such as 'lose their touch', 'break even' or 'up in the air'.

- ✓ Our company is singular e.g. 'Lloyd's List Intelligence is...'. However, use the first plural pronoun (we) when referring to the individuals or teams within it e.g. 'At Lloyd's List Intelligence, we...'
- ✓ Use contractions e.g. 'don't' or 'can't' instead of 'do not' or 'cannot'.
- ✓ Use everyday language and English terms such as 'a year' instead of Latin terms such as 'per annum'.
- ✓ Avoid the passive. Use the active voice to add energy to your copy, e.g. 'we'll send you hourly updates' not 'updates will be sent to you hourly'.
- ✓ Favour the full stop over other forms of punctuation. Use one space after a full stop.
- ✓ Numbers: use words for numbers one to nine, and digits after 10.
- ✓ Date and time: day, date, month, year e.g. Thursday 1 November 2021.
- ✓ Currencies: use the official letter abbreviations for the country and currency rather than only the symbols.
- ✓ Write position titles without hyphens e.g. Vice President, not Vice-President.
- ✓ Commas are often poorly understood and misused. Know the rules around commas and how they should be used correctly.
- ✓ Double quote marks encapsulate quoted speech. We use a colon at the end of the sentence that introduces the quote e.g. As Paul Rand said: "Design isn't optional. It's inevitable."
- ✓ Single quotes should be used to bracket paraphrases or 'so called' speech.
- ✓ Only use capital letters for a person's name or title, proper nouns, or for the first word of a sentence.
- ✓ Ampersands are symbols, not shorthand for the word 'and'. The word 'and' should always be spelled out in a sentence or phrase – the only exception being when the 'and' is part of a company name, e.g. Blacksmith & Company, Harrison & Greene.

Writing for the web and other digital media

Here are some writing tips that reflect the way users read content online.

Get to the point quickly – ideally, at a glance

Visitors will go elsewhere if it looks like we don't have what they're looking for.

Make it accessible

Use keywords that people will type into Google to find us if its online. Weave these naturally into your copy.

Focus on the top left

Users look at the top left of the page first, so place the most important or eye-catching message there.

Start headings with keywords

Users also keep their eye on the left-hand side of the page, so place the most important information at the start of each heading.

Bold copy

Bold key points, so users can quickly skim the page to see the most important information.

Bulleted lists

Break your content into small, digestible chunks using paragraph spacing for text blocks and bullets for lists.

Clear headlines

Readers will quickly scan headings to see if the page has what they need.

Short, clear paragraphs

Only include one or two ideas per paragraph, and leave plenty of white space to guide your reader down the page.

Further information

There's a wealth of resources online to further your copywriting and editing skills. Here are two of the best ones.

www.plainenglish.co.uk/free-guides.html

www.grammarly.com/p

Messaging

It's important that we deliver the same message about Lloyd's List Intelligence and be clear about who we are, what we do, and who we help, with a consistent voice and engaging personality.

These summary statements can be used to describe us in customer proposals, press releases and more.

Short version:

"We are the trusted expert partner, providing actionable insight into the global maritime industry for 300 years."

Medium version:

"We are the trusted expert partner, providing professionals connected to maritime trade with transparent data, validated analysis, and actionable insight for 300 years."

Long version:

"As the trusted expert partner for 300 years, we enable professionals connected to maritime trade to act on the truth with transparent data and analytics, validated analysis and actionable insight."

Brand assets

The elements that distinguish our brand's characteristics

20_ Overarching brand logo

21_ Sub-brand logos

22_ Clear-space and size

23_ Proportions and positioning

24_ Colour palette

25_ Fonts

26_ Imagery

27_ Iconography

Overarching brand logo

Our logotype has been especially drawn. The lettering and ‘forward graphic’ have been proportioned to work on both print and online media, to reduce the need for multiple versions of the same logo. Therefore the relationship between the two must never be altered or recreated.

The letting and the ‘forward graphic’ are inseparable. Never break up the logo or use only one part of it without the rest.

Full colour

This is the primary version that should be used on all light-coloured backgrounds.



Reversed

This is the reversed version that should be used on all dark-coloured backgrounds.



Greyscale and one colour mono

These logo versions should only be used when colour printing is not available.



Sub-brand logos

Our logotype has been especially drawn. The text and 'forward graphic' have been proportioned to work on both print and online media, to reduce the need for multiple logos. Therefore the relationship between the two must never be altered or recreated.

All logo versions are available on request and follow the same principles as the Lloyd's List Intelligence logo.

Lloyd's List 

Lloyd's Loading List 

insuranceday 

Lloyd's Law Reports 

Maritime and Commercial Law 

Clear-space and size

Clear-space

To make our logo stand out we always keep a minimum area of clear space around it.

In digital, where space is at a premium, clear space is measured using the inner arrow of the 'forward graphic'.

In print, clear space can be expanded to include the width of the whole 'forward graphic'.

Minimum size (print)

On standard printed applications and in digital, the 'forward graphic' of the logo should never be produced smaller than 4cm/133 pixels in width.

See next page for proportions and positioning.

In digital



In print



Smallest usable size

4mm/113 pixels



Proportions and positioning

Using the correct size and position of our logo is essential to retain its impact and ensure brand consistency across all communication materials.

We have set up a simple grid of 30 x 33 modules (example is A4) as a guide, scalable to any format that will allow you to use the logo accurately.

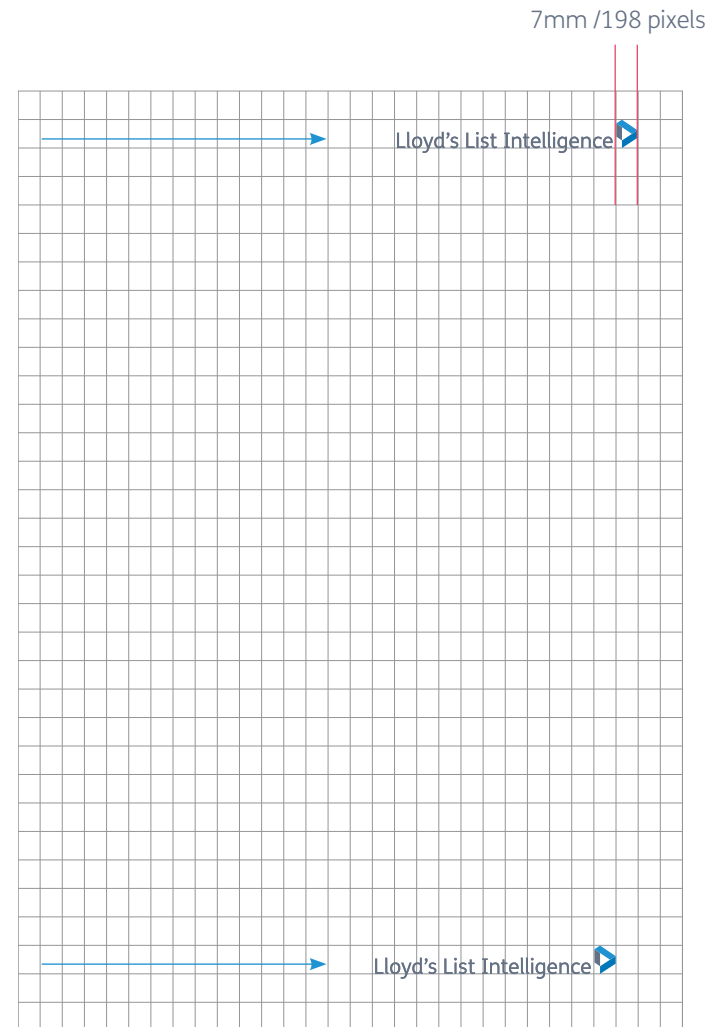
The 'forward graphic' is measured to fit one rectangle of the grid as on this example of an A4 page where the 'forward graphic' should maintain a width of 7mm/198 pixels.

The grid can be supplied on request.

Positioning

Make sure you place the logo where best read, preferably in the upper right on printed or PDF documents, and the upper left on digital screen-based material such as websites.

Try to keep the logo channel clear, so no other element sits opposite the brand.



A4 example

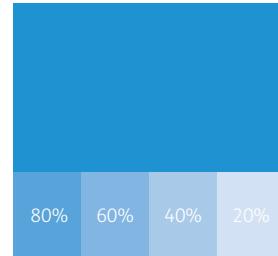
Colour palette

Inspired by the maritime industry, we blended a vibrant blue with grey.

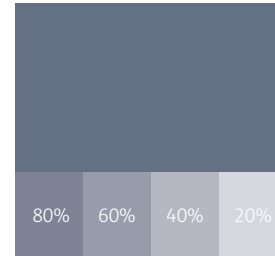
The secondary palette is used as a highlight or background colour to add depth and contrast to our visual communications.

Tints may also be used.

Primary colours

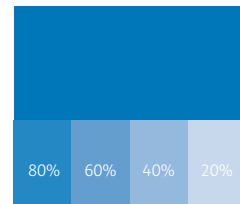


Pantone 639 C
C78 M29 Y0 K0
R19 G145 B209
#1391D1

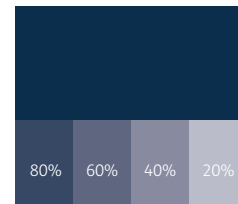


Pantone 7667 C
C62 M48 Y31 K15
R106 G114 B135
#6A7287

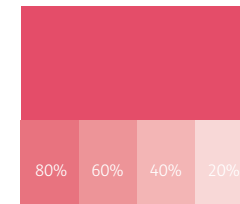
Secondary colours



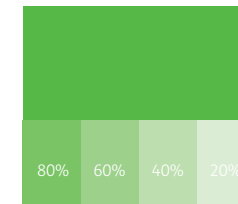
Pantone 7690 C
C100 M45 Y5 K0
R0 G119 B184
#006FB4



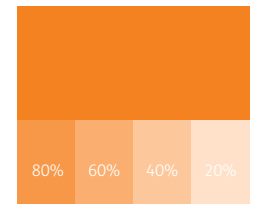
Pantone 2767 C
C100 M81 Y42 K40
R22 G46 B76
#162E4C



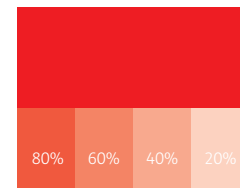
Pantone 191 C
C6 M85 Y46 K0
R222 G69 B97
#E04361



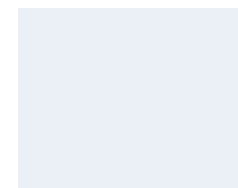
Pantone 7737 C
C68 M0 Y100 K0
R90 G176 B49
#5AB031



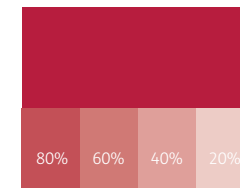
Pantone 716 C
C0 M60 Y100 K0
R239 G125 B0
#EF7D00



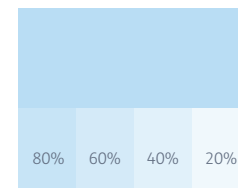
Pantone 185 C
C0 M100 Y100 K0
R227 G6 B19
#E30613



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



Pantone 187 C
C19 M100 Y73 K10
R185 G20 B52
#B91434



Pantone 657 C
C25 M4 Y0 K0
R201 G227 B247
#C9E3F7

Typography

Fs Me

Fs Me is a modern sans serif that perfectly complements our logotype, to be used for all headlines, body copy and call outs throughout marketing collateral.

Fs Me has been chosen for its clarity and accessibility. It should be used for all external communications. Upper and lower case typography should always be used, avoiding areas of text in capitals.

Calibri system font

A system font has been selected because it is commonly available within Microsoft Office applications and can be used on all Informa computers.

Website fonts

Open Sans has been used on the new website.

Different weights available



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

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

Imagery

Photographic

The photographic images we use are realistic and professional. We use a candid style of shot that captures real moments as they happen. People used in imagery should not be posing.

Avoid images that are unrealistic, over-stylised, staged or have negative connotation.

Blue color should appear to compliment the palette as a highlight, colour wash or in the background.

Graphic overlay

Other times we place graphics overlays in a way that suggests compass directions or invisible connections, but always in harmony, giving stock imagery a personal touch.

Abstract

Conceptual images are useful when you want to convey a particular message in a conceptual way. Images should use bold colours and have a clear meaning.



These images should be used as a reference when doing photo shoots or stock image searches.

Iconography

One of the most popular and efficient ways of visualising concepts, categories, ideas and actions is to use icons.

We have a large and constantly growing library of official icons that have been created solely for our use. These icons all share common design characteristics that make them appear as a consistent family.

All icons are available on request.



Analytics



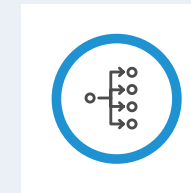
APIs and online tools



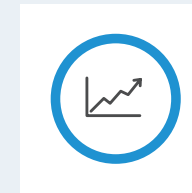
Articles



Container Vessel



Data flow



Growth



Insight



Network



Strategy



Vessel

Brand application

Applying our brand assets on print and digital media

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Signatures

With teams working within different areas of Lloyd’s List Intelligence, it’s important to refer to the correct brand hierarchy when introducing yourself. Please follow the format demonstrated here:

Name: 10pt Calibri Bold
(Dark Blue)
Position: 10pt Calibri
Light (Dark Blue)

Firstname Surname
Position | Department | Division
[[[brand logo]]]

Address: 10pt Calibri
Light (Dark Blue)

Building number, Street, City,
Postal Code on one or two lines

Phone: 10pt Calibri Light
(Dark Blue)

Mobile: +44 (0)00 0000 0000

Email: 10 pt Calibri Light
(link blue)

name.surname@informa.com

Web url: 10 pt Calibri Light
(link blue)

www.informa.com

Sub-brand statement:
8pt Calibri Bold (Grey)

We are the trusted expert partner, providing professionals connected to maritime trade with transparent data, validated analysis, and actionable insight for 300 years.

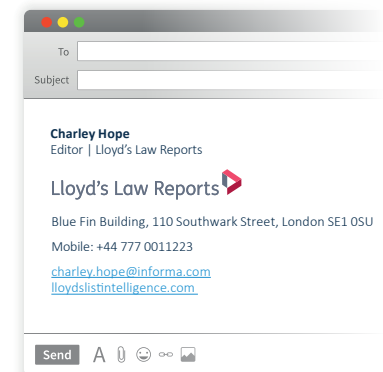
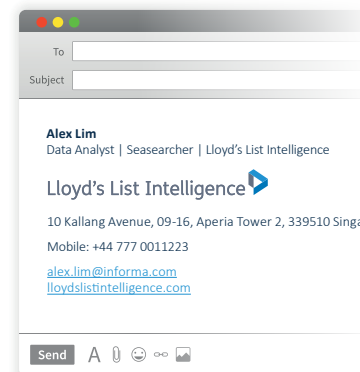
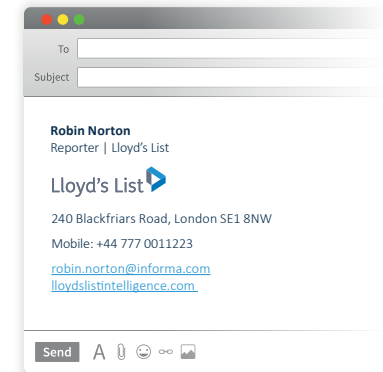
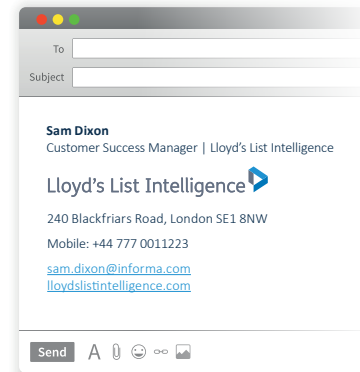
Lloyd’s List Intelligence is part of Informa PLC.

Disclaimer: 7pt Calibri Light
(50% Grey)

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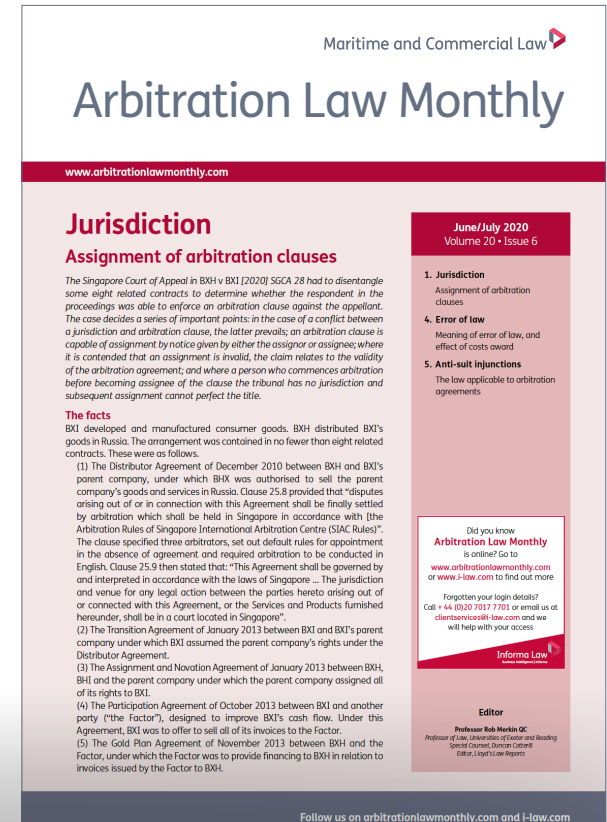
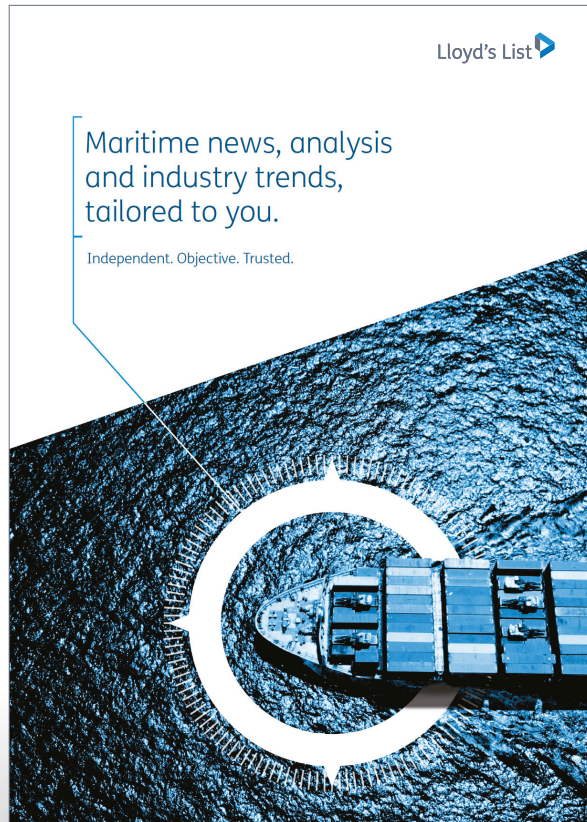
Identification: 7pt Calibri
Bold (Grey)

Informa PLC | Registered in England & Wales No. 8860726 | 5 Howick Place | London | SW1P 1WG



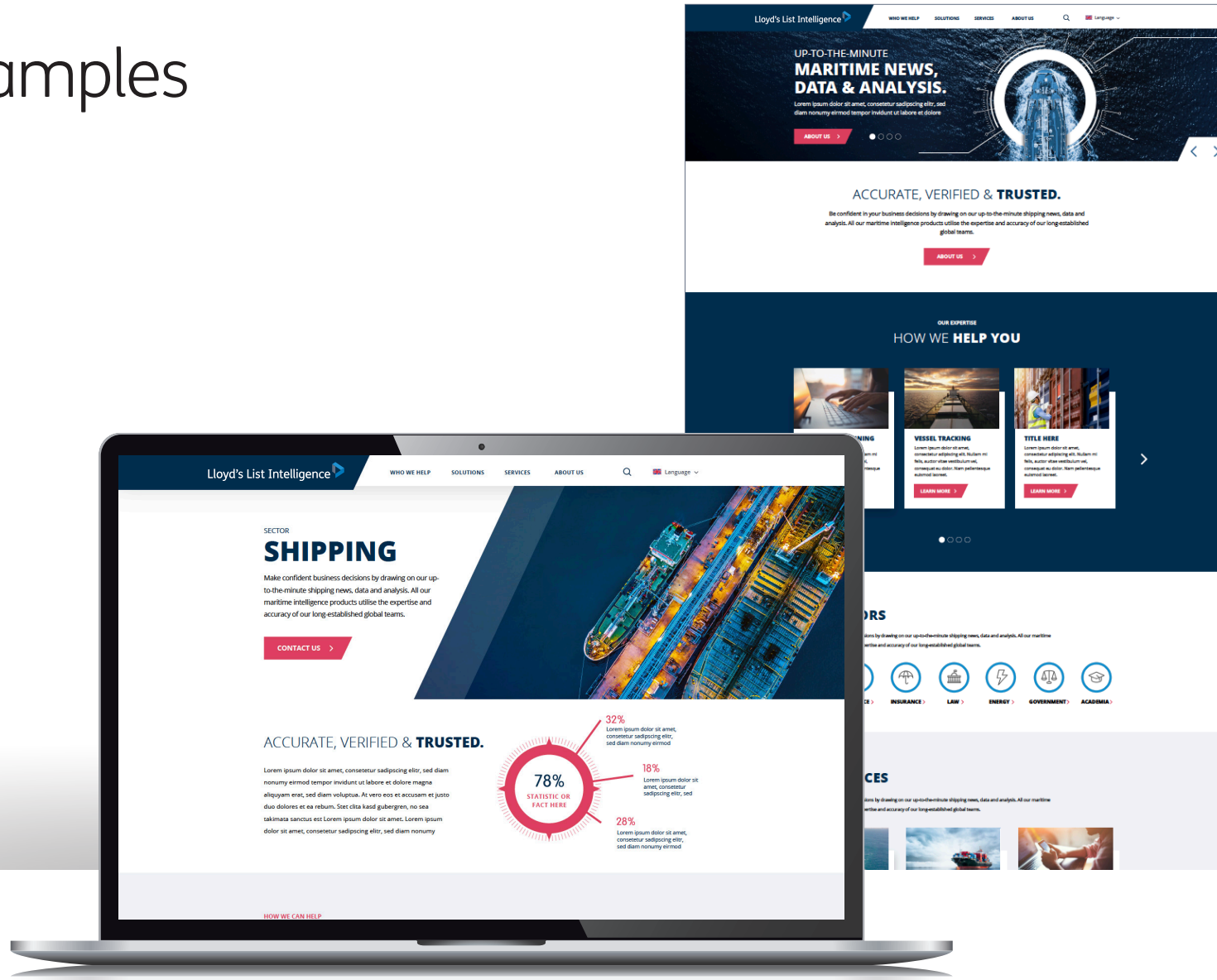
Print examples

To ensure that the integrity and impact of our brand is adhered to, the design of all communication material must be signed off by Head of Brand.

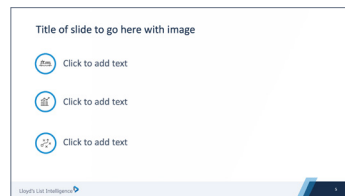


Please refer to the grid on page 22 that will allow you to position the logo accurately.

Digital examples



Powerpoint templates



Sub-brand examples



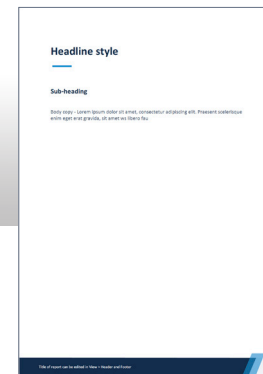
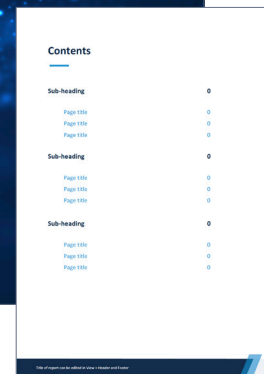
Word templates



Word letterhead



Word report



Social banners



A trusted independent partner providing tailored insight into the global maritime trade

Lloyd's List Intelligence



The leading source of insurance industry insight and coverage

Insurance Day



Validated and curated news and analysis across global shipping markets

Lloyd's List



Specialist legal publications and news

Maritime and Commercial Law



The full picture for logistics professionals with service listings, news and features

Lloyd's Loading List



Professional legal resources including court-ready documents for a wide range of industries

Lloyd's Law Reports

Contact details

For any questions regarding these guidelines please contact:

Lisa Sergent

Head of Brand

Maritime & Law | Informa

Lisa.Sergent@informa.com