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### Brand Guidelines Lloyds Of London

Serving the financial needs of millions of customers every day. Lloyds Banking Group is best known for its portfolio of financial services brands that features many of the UK ' s best-known brands. Together they allow the Group to serve the breadth of financial needs of a diverse range of millions of customers every day. Our portfolio covers banking, insurance, retirement planning

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Our Brands - Lloyds Banking Group plc

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LLOYDS BANKING GROUP GUIDELINES Section one Welcome to our brand June 2017 7 What we want to achieve Our purpose is strong and single minded and we want to communicate it with clarity and confidence.

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From the moment one of our stakeholders comes into contact with us, there should be no doubt about who we are and what we stand for.

Lloyds Banking Group Guideline (update)  
Oct 19 2020 Brand-Guidelines-Lloyds-Of-London 3/3  
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The Lloyd ' s Europe brand guidelines help both coverholders and service companies use the correct branding and legal terminology when creating policy

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documents and marketing materials for products written on behalf of Lloyd ' s Insurance Company S.A. ( “ Lloyd ' s Brussels ” ).

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Consistency became key part of the signage specification, strict brand guidelines were integrated into the strategy in order to maintain the perception of quality at Lloyds of London. Wayfinder UK continue to

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support Lloyds of London with advice on strategy and assist in provisions of signage as the building develops.

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