



**British
Insurance
Brokers'
Association**

Brand Guidelines

30 MARCH 2022

biba.org.uk

We are BIBA. We are committed to working for our members. Responding to new challenges, addressing the issues and increasing awareness where it's needed. We're here to guide, advise and support our members through changing times, working with the sector on their behalf, so they can do more for their customers.

1 2 3 4 5 6 7 8

1.1

Our brand

Our purpose, positioning and brand idea

Purpose

We exist to represent and protect the best interests of our members and their customers.

Positioning

We raise awareness and educate the consumer on the benefits of using a broker, to the benefit of all.

Brand idea

Advancing insurance brokers for the benefit of all.

1 2 3 4 5 6 7 8

1.2

Our brand

Personality and values

Personality
Influential
Knowledgeable
Trusted
Responsive
Approachable

Values

Understanding

We listen, consider and respond to our stakeholders' requirements.

Driven

We shape the future of the insurance broking sector, progressing its skills and resources to ensure its continued relevance.

Representative

We amplify and represent the voice of insurance brokers, intermediaries and the general insurance industry.

Informed

We continually broaden and deepen our knowledge, ensuring we are the go to organisation for expertise and opinion.

Responsible

We work in a fair, ethical and trustworthy manner, being aware of external factors, including the economy, environment and social change.

Supportive

We invest our resources to support and guide our members collectively and individually.

Our logo is the primary way that we express who we are. We use our logo clearly, and with pride, at all times – affording it the prominence that it deserves across all items.

As a guide for ensuring clear space around the logo, use 40% of the overall height of the logo to set a minimum boundary. More clear space is preferable.

Our brand font's default apostrophe is straight but we use the alternate 'curly' version in our logo and other prominent use cases (where possible). In Adobe Creative Suite it can be accessed through the 'glyphs' panel.



1 2 3 4 5 6 7 8

2.1

Our logo The BIBA Lion

The BIBA Lion stands proud (but not fierce) as symbol of strength, leadership, determination and protection. Its official sensibility conveys our quality & high-standards.

In some circumstances, such as a social media avatar or similar, we use the The BIBA Lion without our name (instead of our logo).

We can also use The BIBA Lion as a large graphic. This use case tends to require subtle levels of contrast so we use transparency settings to adjust the tint of The BIBA Lion against the background colour. If the Lion needs to be darker than the background, we always use the Hero Blue version. If the Lion needs to be darker than the background we always use the white version.

We don't place The BIBA Lion alongside any text or image other than what is already within our logo files.



1 2 3 4 5 6 7 8

2.2

Our logo

Approved colour combinations

We only use our logo on background colours that are approved by industry standard accessibility tests. Please see pages 13 and 14 for further detail.



To ensure consistency of appearance, we use the size of the format to guide the size of our logo. As a general rule we set the height of the logo to 15% of the shortest edge, when designing or using an A-format.

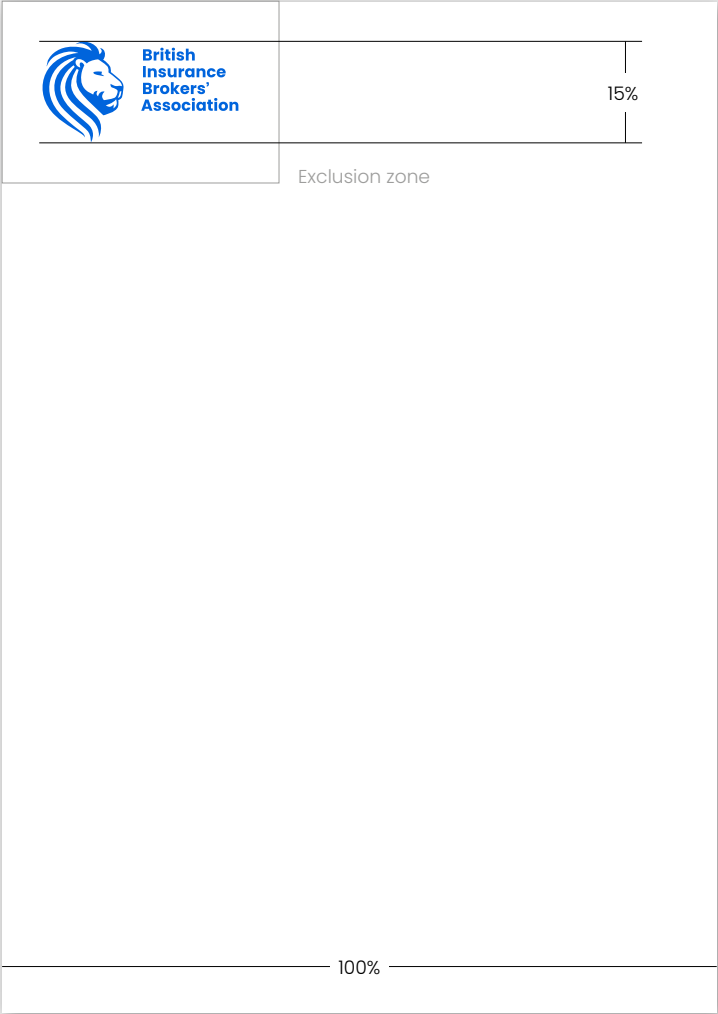
We nearly always position our logo in the top left corner – affording it the prominence that it deserves.

Our logo should always be clear and legible. For this reason, we have set a minimum size of 12mm.

Minimum size



Preferred size & position



1 2 3 4 5 6 7 8

2.4

Our logo

Use with partner logos

Our logo is used with clear hierarchy when in conjunction with partner logos:



As lead partner



As joint partner



As supporting partner

1 2 3 4 5 6 7 8

2.5

Our logo

What not to do

We are careful not to compromise our brand by using the logo incorrectly. In normal circumstances, the following guidance should be observed.

The logos must not be reversed out as this changes the appearance. Please use the correct logo colour for the background



Do not use in low-resolution



Do not stretch or distort



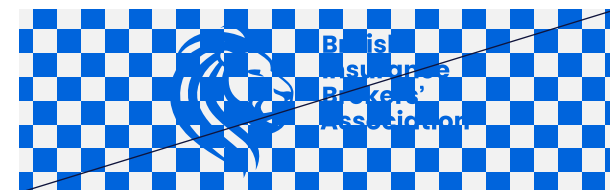
Do not re-colour



Do not change the font, re-set the text or edit the wording



Do not place on backgrounds of a similar tone



Do not place on busy imagery

Blue logo for common usage

Supplied as .ai, .jpg and .png file types.
For use on white and BIBA Support Grey backgrounds
(and other pale backgrounds where necessary).



White logo for common usage

Supplied as .ai and .png file types.
For use on BIBA Hero Blue and BIBA Support Blue backgrounds
(and other dark backgrounds where necessary).



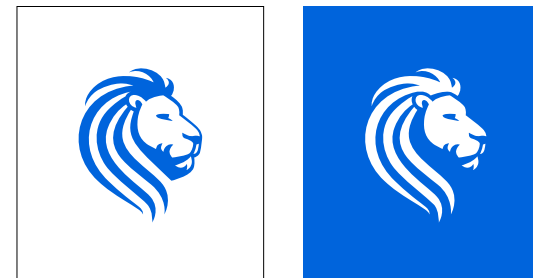
Black logo for limited usage

Supplied as .ai, .jpg and .png file types.
For use on white and pale backgrounds
(only when it is not possible to use the blue logo).



The BIBA Lion for limited usage

Supplied as .ai, .jpg and .png file types.
For use as a favicon, social media avatar or similar.



1 2 **3** 4 5 6 7 8

Colour palette

We lead strongly with BIBA Blue, in conjunction with a limited supporting palette. The accents are used sparingly to ensure impact where they are included.

BIBA Hero Blue

HEX #0064DC
RGB 0 100 220
PANTONE 285C
CMYK 100 30 0 0

BIBA Support Blue

HEX #0F143C
RGB 15 20 60
PANTONE 289C
CMYK 100 70 0 79

BIBA Support Grey

HEX #F2F2F2
RGB 242 242 242
CMYK 0 0 0 7

BIBA Accent Yellow

HEX #FFC327
RGB 255 195 39
PANTONE 123C
CMYK 0 30 100 0

BIBA Accent Blue

HEX #2ED9E3
RGB 46 217 227
PANTONE 319C
CMYK 62 0 18 0

White

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

Colour palette
Approved combinations

We only use our colours in combinations that are approved by industry standard accessibility tests.

<div><div><div>BIBA Support Blue</div><div>BIBA Accent Blue</div><div>BIBA Accent Yellow</div><div>BIBA Support Grey</div></div><div>White</div></div>	<div><div><div>BIBA Hero Blue</div><div>BIBA Accent Blue</div><div>BIBA Accent Yellow</div><div>BIBA Support Grey</div></div><div>White</div></div>	<div><div><div>BIBA Hero Blue</div><div>BIBA Support Blue</div></div><div>Black</div></div>
<div><div><div>BIBA Hero Blue</div><div>BIBA Support Blue</div></div><div>Black</div></div>	<div><div><div>BIBA Hero Blue</div><div>BIBA Support Blue</div></div><div>Black</div></div>	<div><div><div>BIBA Hero Blue</div><div>BIBA Support Blue</div></div><div><div>BIBA Hero Blue</div><div>Black</div></div></div>

Using WCAG standards as a basis where large text is defined as 14pt or larger when set in bold or 18pt or larger when not. Values tested and results gathered at [color.review](#)

Our typeface is Poppins. Under normal circumstances, we tend to use three weights (and their matching italics) – ‘Light’ (for most black body copy), ‘Regular’ (for white and hero blue text) and ‘Bold’ (for headings etc).

Available as an Open Source font from:
fonts.google.com/specimen/poppins

Arial
Regular
Bold

When our primary and typeface is not available, we use the widely accessible system font, Arial.

Poppins is a modern sans serif with a geometric touch. It comes in 9 weights, each including extended language support, fractions, tabular figures, ligatures and more. Perfectly suited for graphic design and display use, web, signage, and editorial design.

Thin
Extra Light
Light
Regular
Medium

Semi Bold
Bold
Extra Bold
Black