



Brand Guidelines

V5 2023

Clear Insurance Management Limited is authorised and regulated by the Financial Conduct Authority.
Registered in England No. 3712209 • Registered Office: 1 Great Tower Street, London EC3R 5AA

clear

The Clear Group

www.thecleargroup.com

**We offer the highest levels of
insurance guidance and expertise**

**For your business
For your people
For you**

Clear is an industry recognised brand, known for:

- Broad commercial capability including mid-Corporate, Property, Professional lines and Construction insurance
- Exceptional customer service and support across all classes of business
- An industry leading employer of choice
- Culturally differentiated entrepreneurial spirit
- Broker of choice for companies looking to be acquired

Brand Guidelines

V5 2023

Clear Insurance Management Limited is authorised and regulated by the Financial Conduct Authority.
Registered in England No. 3712209 • Registered Office: 1 Great Tower Street, London EC3R 5AA

clear

About us

Established in 2001, The Clear Group is a large independent chartered insurance broker that focuses on the UK corporate and SME market, with strong expertise in niche insurance verticals, including property, financial lines, technology, and construction.

The Clear Group is also the largest member of Brokerbility, an exclusive network of like-minded independent brokers in the UK, affording considerable influence with insurers when negotiating terms on our client's behalf.

We hold Chartered Insurance Broker status, awarded by the Chartered Insurance Institute (CII), in recognition of our commitment to maintaining the highest standards of knowledge, ethical practice and advice in our profession.

As a responsible business, we are determined to achieve Net Zero carbon emissions by 2030 and are the first insurance broker to set this commitment through the Science-Based Targets Initiative (SBTi). We also encourage our employees to engage in social endeavours to support our local communities through our staff charity committee.

Brand Guidelines

V5 2023

Clear Insurance Management Limited is authorised and regulated by the Financial Conduct Authority.
Registered in England No. 3712209 • Registered Office: 1 Great Tower Street, London EC3R 5AA

clear

Our Purpose

www.thecleargroup.com

Protect, Excel & Succeed Together

What this means for our clients:

Protect clients by ensuring they receive an excellent product & service offering, and the right protection for their risks

Excel in providing our clients with a first class client experience

Succeed in developing long-lasting client relationships based on trust

What this means for our employees:

Protect employees, ensuring that everyone has the opportunity to maintain a healthy work/life balance and a safe place to work, where individuals are valued

Excel in employee roles, always doing our best

Succeed in supporting employees individual development needs and career aspirations in an inclusive workplace

Brand Guidelines

V5 2023

Clear Insurance Management Limited is authorised and regulated by the Financial Conduct Authority.
Registered in England No. 3712209 • Registered Office: 1 Great Tower Street, London EC3R 5AA

A photograph of a middle-aged man with a grey beard and a woman with dark hair, both smiling warmly. They are looking at a smartphone held by the man. The woman has her arm around the man's shoulder. The background is a soft-focus indoor setting.

clear

Our Values

www.thecleargroup.com

Professionalism

We conduct ourselves as role models, in a professional manner and possess the necessary knowledge and skills to provide expert advice and guidance to stakeholders.

Excellence

We are dedicated to providing excellent customer service and being responsive to the needs and concerns of our stakeholders.

Resilience

Driven to succeed, we are able to adapt to changes we face within the insurance market and within the growing organisation.

Respect

We prioritise the needs of individuals and treat each other with dignity & respect providing an environment where they feel valued.

Commitment

We are committed to developing; long term, sustainable relationships which are mutually beneficial; and ourselves to be our best.

Simplicity

We will break down complex ideas, tasks or products into smaller, more manageable components, and communicate information clearly and effectively.

Brand Guidelines

V5 2023

Clear Insurance Management Limited is authorised and regulated by the Financial Conduct Authority.
Registered in England No. 3712209 • Registered Office: 1 Great Tower Street, London EC3R 5AA

clear

The Clear Group Logo

www.thecleargroup.com

The Essentials - The do's

The logo appears in three colour ways:

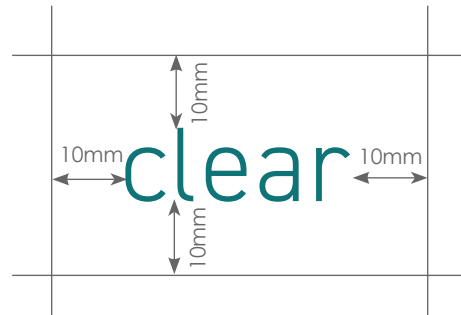
Pantone 322c, 80% tint of Black and White.

The logo should always **appear on a clear and consistent background**, never on a background which reduces the legibility and appearance of the logo in any way.

To preserve and ensure the logo always appears clearly, there is a **10mm breathing space area** around the logo asset.

clear

clear



Brand Guidelines

V5 2023

Clear Insurance Management Limited is authorised and regulated by the Financial Conduct Authority.
Registered in England No. 3712209 • Registered Office: 1 Great Tower Street, London EC3R 5AA

clear

The Clear Group Logo

The Essentials - **The don'ts**

The **proportions should never be altered** or changed in any way and must always be scaled evenly.

You should never change the logo to any unauthorised colours.



Brand Guidelines

V5 2023

Clear Insurance Management Limited is authorised and regulated by the Financial Conduct Authority.
Registered in England No. 3712209 • Registered Office: 1 Great Tower Street, London EC3R 5AA



The Clear Group Logo's

The Essentials - **Which logo to use**

Clear have multiple logos that have their individual appropriate uses. This is due to the organisation being split into The Clear Group and Clear Insurance Management, which deal with separate sides of the business.

The **Clear** logo should be used when referring to the business as a whole.

clear

The **Clear Insurance Management** logo should be used when referring to insurance related products.

clear
insurance management

The **Clear Group** logo should be used when referring to The Clear Group's brands together as a whole, and for large events to demonstrate the these businesses as one entity.

clear **group**

clear

Brand Guidelines

V5 2023

Colour Palette

www.thecleargroup.com

When to use what



Primary Colour
Pantone 322c
#0b7377



Secondary Colour
Pantone 302c
#043b58



Body Text Colour
Black 80% Tint
#575756



Used for Property
Pantone 185c
#e40920



Used for Construction
Pantone 116c
#ffcd03



Used for Employee Benefits
Pantone 2267c
#a6d099



Used for Sales Training
Pantone 151c
#F28C1A

Brand Guidelines

V5 2023

Clear Insurance Management Limited is authorised and regulated by the Financial Conduct Authority.
Registered in England No. 3712209 • Registered Office: 1 Great Tower Street, London EC3R 5AA

clear

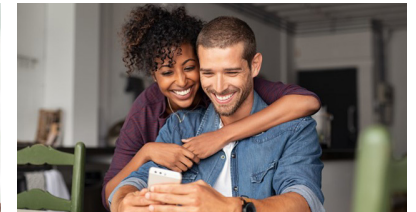
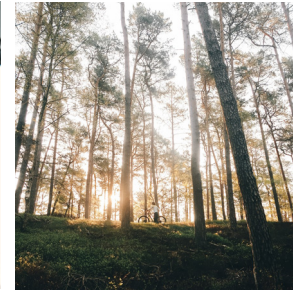
Use of Imagery

Inclusive Images

Our imagery is representative of the inclusive space that we strive to facilitate, allowing all members of the community to be represented.

Our images are warm, inclusive, natural and include people's faces to promote a trustworthy brand feel. Imagery also includes the viewer to help our marketing feel more personalised.

Images are chosen with sustainability in mind, such as natural settings with as plants and trees, and colours like greens and yellows.



Brand Guidelines

V5 2023

Clear Insurance Management Limited is authorised and regulated by the Financial Conduct Authority.
Registered in England No. 3712209 • Registered Office: 1 Great Tower Street, London EC3R 5AA

clear

Typography

Correct Usage - DIN

The chosen font family for The Clear Group is **DIN 2014**.

DIN Condensed - Title

DIN 2012 Light - Body Copy

DIN 2014 Bold - Highlighting, Headers and Sub-headers.

Headers - Over 9pt

Body Copy - 8pt

Headers - Pantone 3275C #00af9c

Body Copy - Black 80%

Brand Guidelines

V5 2023

Clear Insurance Management Limited is authorised and regulated by the Financial Conduct Authority.
Registered in England No. 3712209 • Registered Office: 1 Great Tower Street, London EC3R 5AA

DIN Condensed

Used for Title Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DIN 2014 Light

Used for Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DIN 2014 Bold

Used for Highlighting, Headers and Sub-headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

clear

Typography

Correct Usage - Arial

Certain uses mean that DIN 2014 cannot be used, such as Powerpoint Presentations. This is when we use Arial.

Arial Bold - Title Text, Headers and Sub-headers.
Arial Regular - Body Copy

Headers - Over 9pt
Body Copy - 8pt

Headers - Pantone 3275C #00af9c
Body Copy - Black 80%

Brand Guidelines

V5 2023

Clear Insurance Management Limited is authorised and regulated by the Financial Conduct Authority.
Registered in England No. 3712209 • Registered Office: 1 Great Tower Street, London EC3R 5AA

www.thecleargroup.com

Arial Bold

Used for Title Text, Headers and Sub-headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Regular

Used for Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

clear

Tone of Voice

Correct Usage

When writing for Clear it's not you as an individual talking - it's the brand talking.

When we are referring to Clear in text we will usually refer to ourselves in the first person, as **'we'**: **'we'** are talking to **'you'** as a singular individual.

Remember, you are talking to real people, so it is a conversation between two people.

Write conversationally - picture your audience and write as if you were talking to them one-to-one. A good way to tell if your writing is 'on-brand' is to read it out loud. If it sounds natural then you've probably hit the right note.

Keeping it simple

Try not to use formal or long words when easy or short ones will do. Where you need to use technical terms, you can. They're not jargon. You just need to explain what they mean the first time you use them. It is important that we present complicated information simply so that it can be easily understood.

Writing for different channels

Our tone of voice should remain the same whether you are writing for a promotional brochure, a press release, a piece of copy for the website or a research report. It may flex according to your audience or channel and the emphasis may change whether you are writing for editorial, promotional or information purposes, but the tone should remain 'Clear.'

How we talk about what we do and who we are

We are 'professional'

We speak with the authority of a professional organisation. We are knowledgeable and informed, credible and trustworthy. We do, however, have an informal approach and speak person-to-person. Our voice is active and involving.

We are 'easy to do business with'

We are always aware of our audiences and what they need to know from us. We sound like a person, not an organisation. This means we can explain the complex in a simple, but not simplistic way.

We are inclusive, friendly, direct and clear.

Brand Guidelines

V5 2023

Clear Insurance Management Limited is authorised and regulated by the Financial Conduct Authority. Registered in England No. 3712209 • Registered Office: 1 Great Tower Street, London EC3R 5AA

clear

Name within Text

Correct Usage

Clear as an organisation is to be referred to in text as **Clear** (capitalised) to distinguish this as a noun alongside other text.

However, the singular entities **The Clear Group** or **Clear Insurance Management Ltd** should be used appropriately when referred to and capitalised as shown.

The following brand names need to be capitalised and punctuated as shown:

- Marketline
- PPAW
- Clear MPW
- Clear John Ansell
- Arborplan
- Luker Rowe
- Centor Insurance & Risk Management
- Techinsure
- Pi-Property Insurance
- Churchill Insurance Consultants
- Brokerbility
- BHIB Insurance
- BHIB Councils
- IFM Insurance Brokers

Brand Guidelines

V5 2023

Clear Insurance Management Limited is authorised and regulated by the Financial Conduct Authority.
Registered in England No. 3712209 • Registered Office: 1 Great Tower Street, London EC3R 5AA

When referring to insurance products, they should be capitalised as a noun, as shown:

- Claims Management and Loss Recovery Solutions
- Cyber Liability Insurance
- Directors and Officers Insurance
- Employee Benefits
- Engineering Inspection and Insurance
- Key Person Insurance

clear

Acquisition Branding

The Essentials

For new acquisitions that have not yet integrated into The Clear Group, the **'part of The Clear Group'** logo is used to demonstrate their current status of merger. This outlines the stage before a full rebrand in the post-earnout period. This logo is only used when pre-decided with the acquired business.

Example: showing how to utilise part of The Clear Group

ProAktive
part of the
clear **group**

Brand Guidelines

V5 2023

Clear Insurance Management Limited is authorised and regulated by the Financial Conduct Authority.
Registered in England No. 3712209 • Registered Office: 1 Great Tower Street, London EC3R 5AA

clear

Brand Guidelines

V5 2023

Clear Insurance Management Limited is authorised and regulated by the Financial Conduct Authority.
Registered in England No. 3712209 • Registered Office: 1 Great Tower Street, London EC3R 5AA

clear