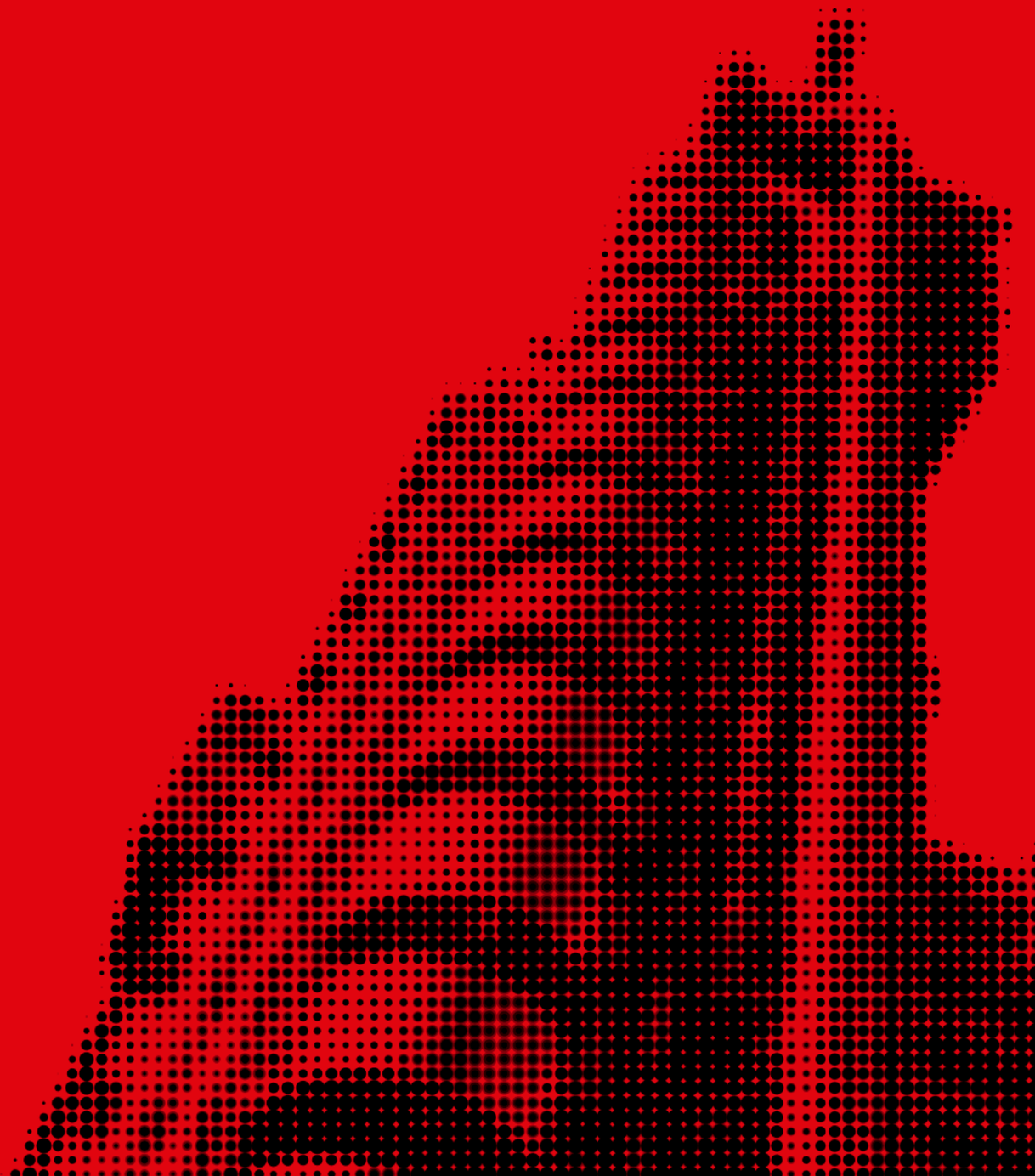
insurance insider

Brand guidelines

Sept 2026

Insurance Insider

Our brand has had a refresh, bringing everything together under the *Insurance Insider* brand. These guidelines are here to help everyone use it confidently and consistently – whether you're working on a campaign, a presentation or any other communication. Inside, you'll find everything you need to bring our brand to life effectively across every channel.



Brand foundations



OUR BRAND PROPOSITION

Position yourself

‘Position’

In insurance, position is everything: risk position, market position, underwriting position and strategic position. It is the language of senior leaders actively deciding where to stand, rather than simply reacting to where the market places them. Position reflects the value *Insurance Insider* provides: intelligence that helps professionals make confident, high-stakes decisions and shape their place in the market.

‘yourself’

This speaks both to the individual professional building their reputation and influence, and to the organisation, portfolio or business they represent.

It is about taking an active role in how you and your business are seen by peers and by the market. Position yourself is an invitation to build personal credibility, sharpen competitive advantage and define your place in the industry.

Brand pillars

Our brand pillars provide a clear, consistent framework for how we communicate *Insurance Insider's* value. They should guide messaging across every touchpoint, from campaigns and content to sales conversations, events and internal communications, helping us tell a focused, recognisable story with confidence.

Position yourself

SEE IT COMING
Pattern recognition across 30 years and seven cycles – see market direction while others see noise.

CUT THROUGH
Editorial authority that decides what matters and explains why – turning information into intelligence.

POSITION YOURSELF
An independent, whole-market view that helps you choose where to play and how to show up – so your narrative, strategy and decisions land with confidence, not guesswork.

MOVE FIRST
Early signals that let you act with conviction while others deliberate – pattern shifts before outcomes.

STAY UPFRONT
Continuous intelligence through every market phase – sustained advantage, not lucky timing.

Brand identity



Our logo

Our logo is the most recognisable element of our brand identity and one of our most important assets. Used consistently across everything we produce, it builds recognition and trust with every audience we reach.

The updated logo concentrates our red accent in a single, distinctive detail: the dot of the “i”. By removing red from the dividing line, the mark feels tighter and more focused, bringing greater clarity and emphasis to the *Insurance Insider* brand.

Please only use the artworks provided and never try to recreate our logo.

Download logo files



OUR LOGO

Usage - Contrast

Use the main version of the logo on a light background. Alternatively, use the inverted version of the logo when placed on a dark background, or the white version on a red background.

We also have a monogram version of the logo, which should be used selectively and never as a default replacement for the full logo.

It works well where space is limited, or where the deliverable is established enough that our brand is already clearly understood without it.

It can also be used as a large-scale graphic device as seen in the graphics elements section of these guidelines.













OUR LOGO

Usage - Spacing

Logo safe area

Our logo should always have a clear zone of space around it, free from other elements such as text, images or graphics. This protects its visibility and impact.

Logo minimum size

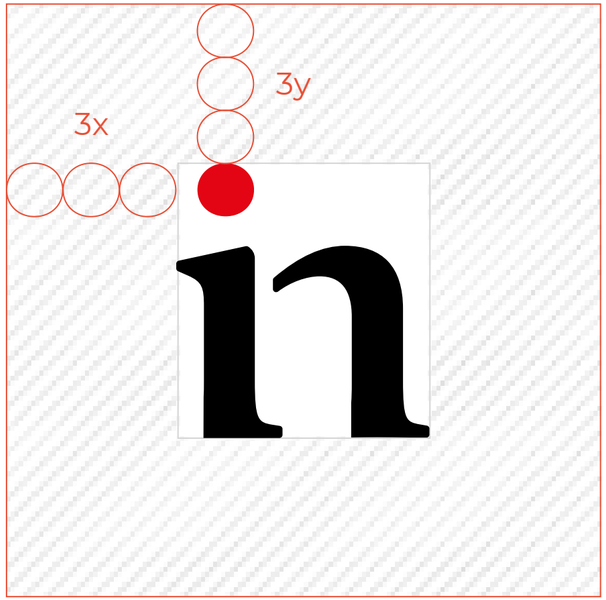
To ensure our logo always appears clear and legible, it should never be reproduced smaller than the minimum sizes presented.

For print, the minimum width is 20mm. For digital, the minimum width is 80px.

Same rules apply to the monogram version of the logo. For print, the minimum width is 10mm. For digital, the minimum width is 50px.



Logo safe area



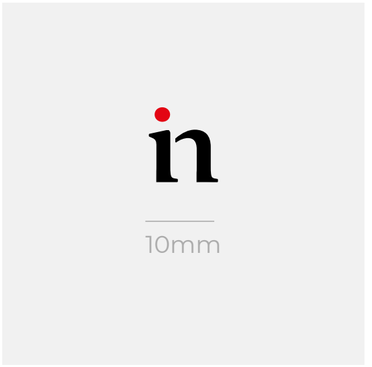
Monogram safe area



Logo minimum size (printed)



Logo minimum size (digital/screen)



Monogram minimum size (printed)



Monogram minimum size (digital/screen)

OUR LOGO

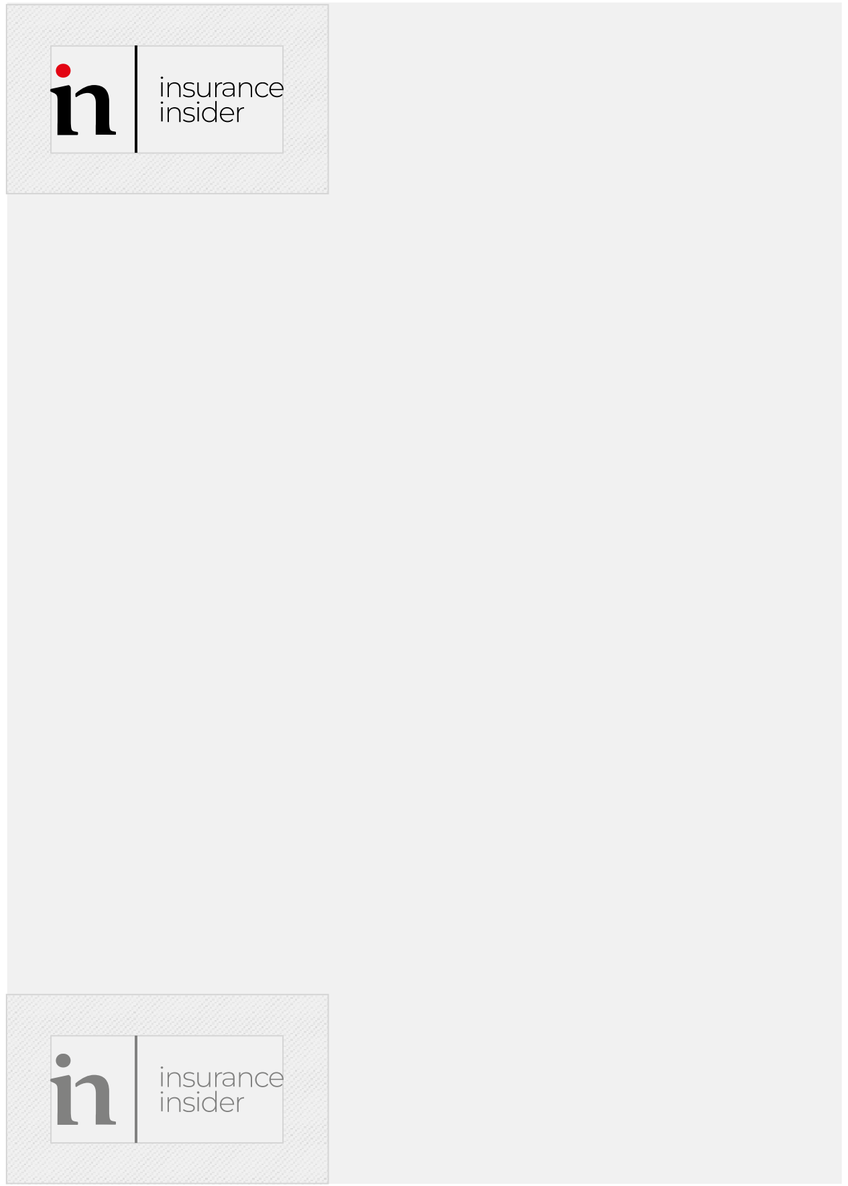
Usage - Positioning

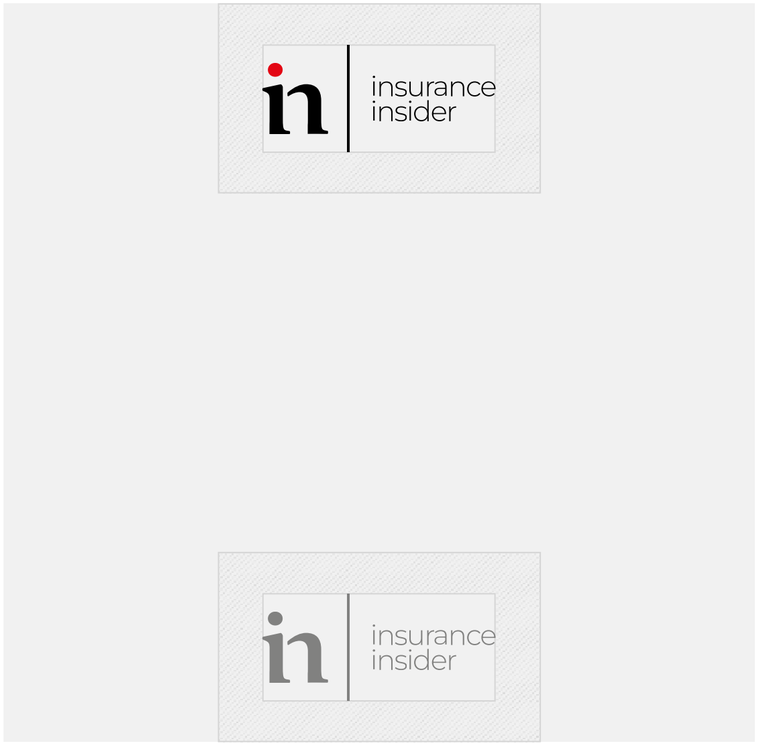
Consistent placement of our logo across all communications reinforces a familiar and professional look.

By default, the logo should sit in the top left corner of the layout, with the bottom left as the secondary option.

On layouts that use a centred design, the logo should be centred accordingly.

Avoid placing the logo in positions that feel incidental or unbalanced – its placement should always feel considered and intentional.





Brand name vs product name

Insurance Insider operates as both our umbrella brand and our flagship product. As the umbrella brand, it represents the company and the wider portfolio. As a product, it refers specifically to the core title itself.

Sitting alongside it are two further products, *Insurance Insider US* and *Insurance Insider ILS*, each with its own logo. Both have been developed to sit naturally within the wider brand family, sharing the same structure and principles as the main logo while reflecting their own identity through colour.

For employees, we also want to bring everyone together under one brand. We all work for *Insurance Insider*, rather than for the individual products within it.

Download logo files

Brand



Products







Tone of voice

The way we write shapes how *Insurance Insider* is understood and trusted. Use these guidelines to create precise, accessible language that cuts through complexity without oversimplifying it.

Every communication should feel considered, credible and direct, helping readers understand what matters and why it matters.

Our voice

Our voice is formal and plain. Avoid industry jargon and marketing language. Write as you would speak in a professional conversation.

UK or US?

We use UK spelling for the brand overall.

US spelling should be used when promoting US-based events or products.

Set UK English in Word: (Review > Language > Set Proofing Language).

Figures and measures

Use words for one to nine and numbers for 10 and above. The exceptions are percentages and money, which always use numbers.

Currencies

Use the standard symbols for the three main currencies: £, $ and € For all other currencies, use the country code prefix.

e.g. £24m, $18m, €12m, CHF 9m, JPY 1.4bn, SGD 7m

Headlines/Intros

Keep headlines *short*.

Make sure they express the single, key message. This is particularly important for headlines on any asset where there is limited space.

Date formats

In general:

- Use UK date format; 1 July, rather than July 1
- 30 December 2010 rather than December 30, 2010
- Time: Four-digit 24 hour clock – 23:00, 08:59 – and specify time zone or location concerned.

For US events:

- Local date and time formats should be used.

For example, for the New York Conference, we would write: 5:00pm ET on April 25

OUR COLOURS

Primary palette

Our primary palette is built around red and black, each available in four tints to allow for flexibility across different applications. When in doubt, lead with the core red and black – the additional shades are there to support, not to replace them.

Accessibility matters. When combining colours, always ensure there is sufficient contrast between text and background. To make this easy, we have indicated the correct text colour for each shade directly on the palette – simply use the colour shown.

INSIDER RED

Hex	CMYK	RGB
#E30513	0, 100, 100, 0	227, 5, 19

	Hex	CMYK	RGB
80% RED	#E94F35	0, 80, 80, 0	233, 79, 53
60% RED	#F08161	0, 60, 61, 0	240, 129, 97
40% RED	#F6AF94	0, 40, 40, 0	246, 175, 148
20% RED	#FBD9CA	0, 20, 20, 0	251, 217, 202

INSIDER BLACK

Hex	CMYK	RGB
#2D2D2C	70, 61, 58, 70	45, 45, 44

	Hex	CMYK	RGB
80% BLACK	#575756	0, 0, 1, 66	87, 87, 86
60% BLACK	#818180	0, 0, 1, 49	129, 129, 128
40% BLACK	#ABABAB	0, 0, 1, 33	171, 171, 171
20% BLACK	#D5D5D5	0, 0, 0, 16	213, 213, 213

Brand font

Montserrat is our primary typeface, to be used across all communications for headlines and creative applications.

A geometric sans-serif with a clean, modern character, it strikes a balance between professionalism and approachability – making it as well suited to a formal report as it is to a marketing campaign.

Where Montserrat is not available, use Arial as the alternative.

Montserrat is free to download and install on any computer. This means anyone in the organisation can access and use it quickly and easily, with no additional software or licensing required.

Montserrat

Google Fonts
SIL Open Font License
2007

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
0123456789
!?@%&*()_+

Thin
Extralight
Light
Regular
Medium
Semibold
Bold
Extrabold
Black

Body font

Inter is our body typeface. Use it for body copy across all communications, on screen and in print, and on our website.

With exceptional legibility at small sizes, on screen and on the page, it is the right choice wherever text needs to work hardest.

Inter is free to download and install on any computer, giving everyone in the organisation easy access with no additional software or licensing required.

Inter

Google Fonts
SIL Open Font License
2007

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
0123456789
!?@%&*()_+

Thin
Extralight
Light
Regular
Medium
Semibold
Bold
Extrabold
Black

Campaign font

Our creative and campaign font is Calvino, a serif typeface that helps add character and sophistication to our material.

Uses include social posts, print material and video where a more refined design fits.

Calvino is accessible through Adobe Fonts and the Creative Cloud, requiring designers to have an account and Adobe software.

Calvino

Adobe Fonts

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
0123456789
!?@%&*()_+

Regular
Bold

Please contact Aimee Fuller,
aimee@insuranceinsider.com
for any brand queries

insurance
insider

Sept 2026