

Brand guidelines

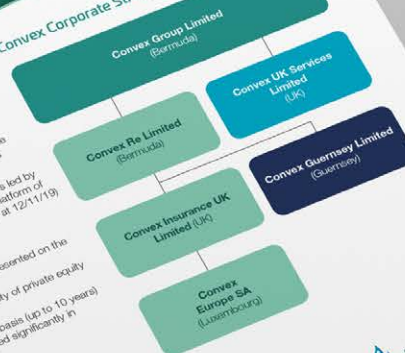
External Version 1.0

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convex

Convex Corporate Structure



Investors

- Onex Partners lead the investors and are represented on the Convex Group holding company board
- Onex Partners manage the funds of a variety of private equity investors and co-investors
- Capital has been raised on a long-term basis (up to 10 years) the business
- Convex Management have also invested significantly in the business

Product Lines

Airlines
Hull USD 50m
Liability USD 312.5m

General Aviation
Hull USD 50m
Liability USD 312.5m

Space
Satellite USD 20m
Launch USD 40m

Products and Airports
USD 312.5m



Convex Group rating
A (Excellent)
AM Best, outlook Stable

A-
S&P, outlook Stable

Credit

Convex offers credit insurance to international banks, corporates, multinationals and large commodity traders. We provide both trade and public counterparties. We provide both trade and public counterparties. We provide both trade and public counterparties.

We have the appetite and ability to underwrite a wide range of Transaction Types and these include:

- Acquisition Finance
- Asset Based Finance
- Buyer / Supplier Credit
- Commercial Real Estate Finance
- Construction Finance
- Double-default
- Equipment Finance
- Financial Guarantee (lower for principal and interest)
- General Corporate Purpose Loan
- Interbank Non Trade Loans
- Margin lending
- Non-honouring of a guarantee (N&G)
- Non-delivery
- Options
- Pre-export Finance (P&F)
- Revolving Credit Facility
- Residential Real Estate Finance
- Secured BICF
- Sho Finance
- Tolling
- Transactional Finance
- UCP and LC related transactions

A-rating
Convex has A- (Excellent) rating from AM Best and A- (Stable) from S&P.



Our Appetite
Political and Credit



Primary logo

The Convex logo is the most immediate representation of our company, people and brand.



Full colour – for use on light backgrounds



Reversed full colour – for use on dark backgrounds



Clear space

It's important that no other logos, type or graphical elements infringe the clear space. The clear space ensures our brand mark can be seen clearly and maintains its integrity.

The clear space is determined by the height of the flex symbol, as illustrated above. This rule applies to all variants of the logo.



Minimum sizes

For printed material the minimum size is 25mm wide.

For digital applications the minimum size is 70 pixels.



Logo suite

Primary print logo CMYK Convex logo



File name: Convex_Positive_CMYK



File name: Convex_Reversed_CMYK

Example application

Digital and Litho printing, such as brochure, fact sheets and exhibitions.



Print logos are available to download here

Primary online logo RGB Convex logo



File name: Convex_Positive_RGB



File name: Convex_Reversed_RGB

Example application

Online/screen use, such as websites, html emailers and online advertising.



Online logos are available to download here

Primary screen print logo 3 colour Convex logo



File name: Convex_Positive_3Col



File name: Convex_Reversed_3Col

Example application

For screen printing use such as umbrellas.



Screen print logos are available to download here

Primary black or white logo 1 colour Convex logo

When the primary logo can't be used, a single colour version of the logo can be used as an alternative.



File name: Convex_Black_1Col



File name: Convex_White_1Col

Example application

This logo would be used for communications such as news print. Also for specialist print techniques including; embossing, foil blocking and engraving.



Black or white logos are available to download here



Logo sizing and grids

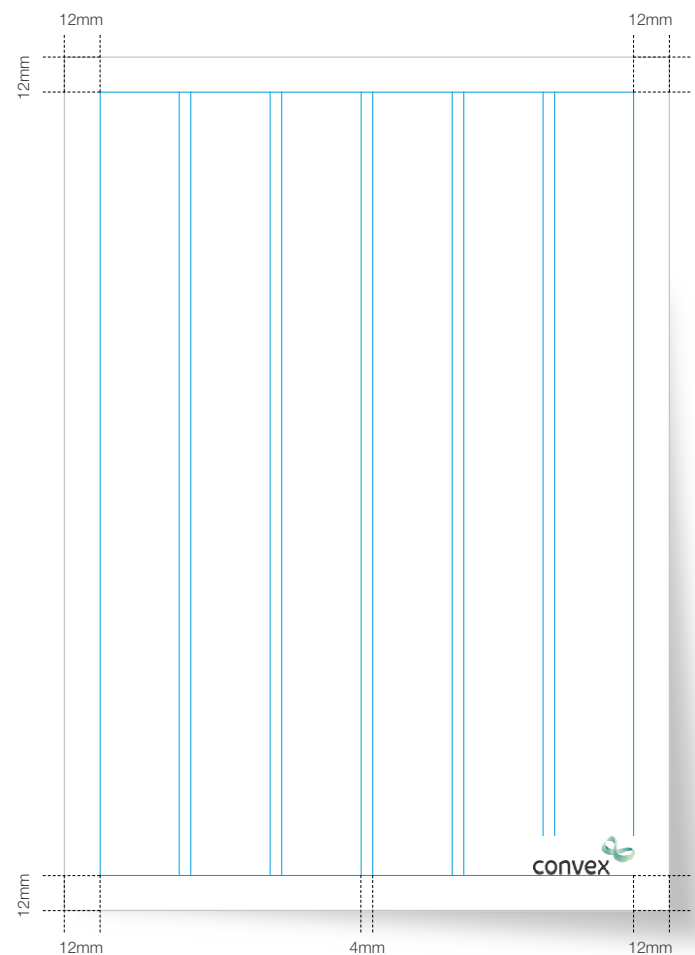
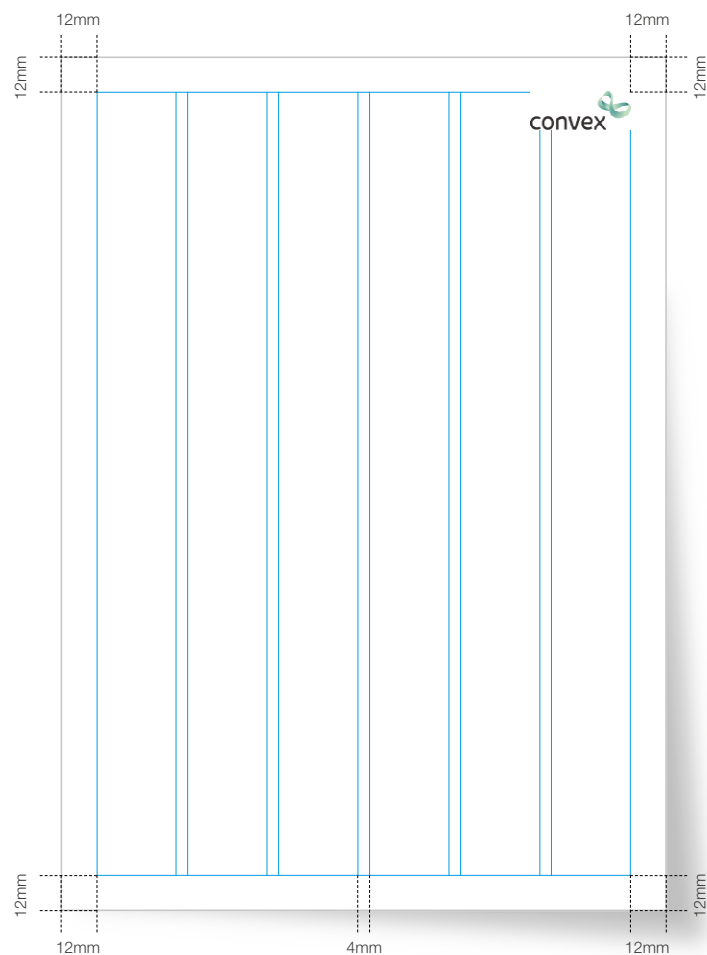
Logo sizing and the grids we use to lay out information are important for maintaining the integrity of the brand. The table below details the features of the most commonly used formats. There will always be exceptions to the rule and our Marketing team is on hand for advice in these instances.

Document size	Logo width	Margin	Columns	Gutter width
A5 portrait single page	25mm	10mm all margins	6	4mm
A5 landscape single page	35mm	12mm all margins	8	4mm
A4 portrait single page	35mm	12mm all margins	6	4mm
A4 portrait double page spreads	N/A	12mm top, bottom and outer 14mm inner margins to allow for binding	6	4mm
A4 landscape single page	40mm	12mm all margins	8	4mm
PowerPoint	32mm	9mm all margins	N/A	N/A
Online PDF 16:9 ratio 297 x 176mm	38mm	12mm all margins	8	4mm
Or pixels dimensions 1920 x 1080px	245px	65px all margins	8	25px



Logo placement and margins

Placement of the logo is extremely important to the visual identity of the brand. Having the logo in a consistent place will help build brand recognition. Where possible, the logo should be placed in either the top or bottom right corners. The below examples show the logo placement and margins on an A4 page.



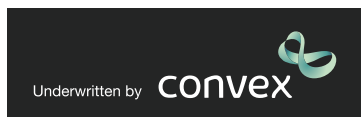


Convex coverholder lockup

CMYK Convex coverholder lockup

Underwritten by  **convex**

File name: Convex Coverholder Logo CMYK Positive

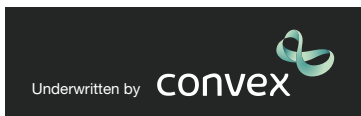


File name: Convex Coverholder Logo CMYK Negative

RGB Convex coverholder lockup

Underwritten by  **convex**

File name: Convex Coverholder Logo RGB Positive

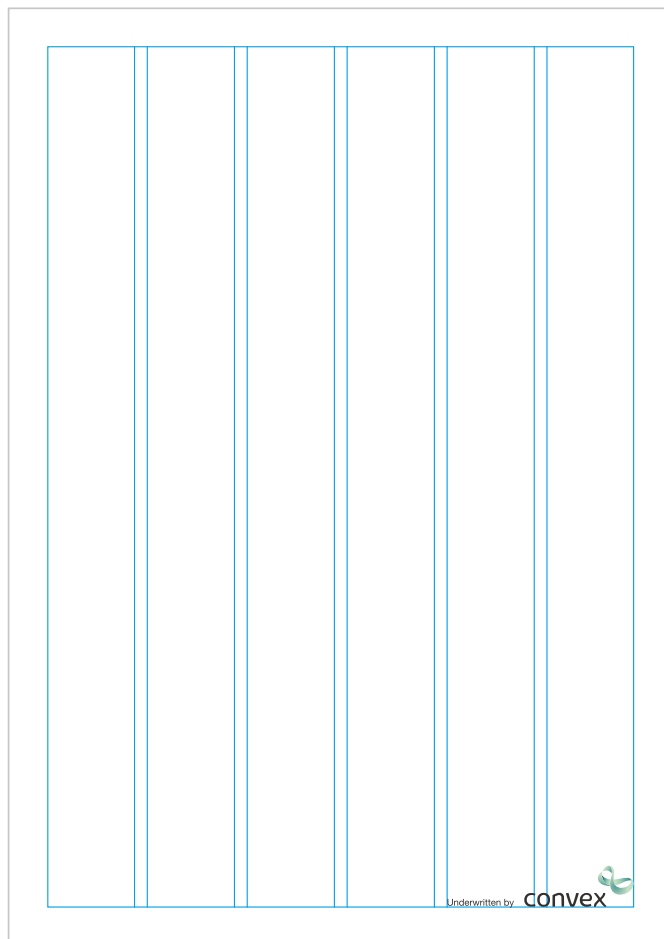


File name: Convex Coverholder Logo RGB Negative

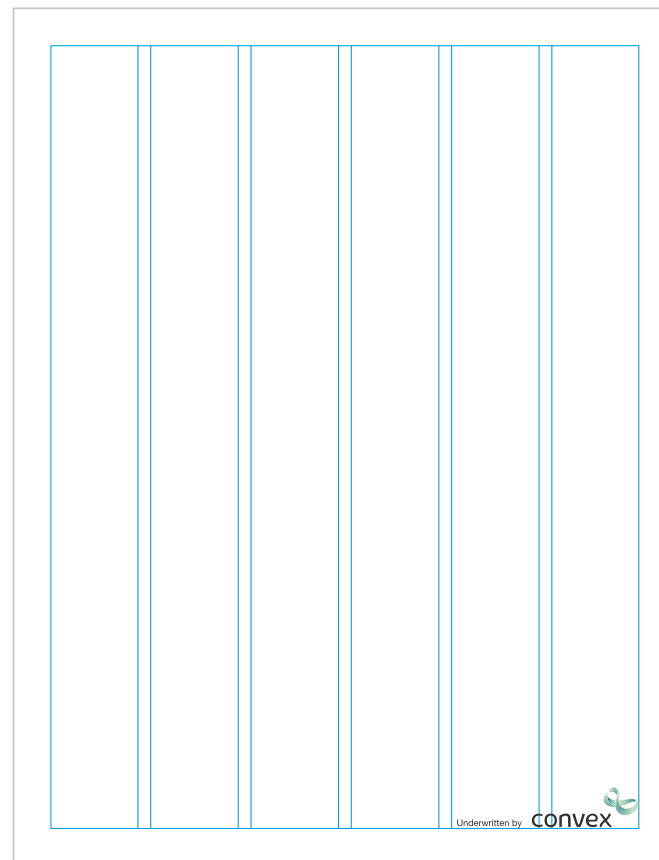


Convex coverholder lockups
are available to download here

A4 - Logo width 59mm



US Letter - Logo width 59mm



Please use the appropriate logo version for the colour background it will be on (Positive on white/light backgrounds, Negative on dark backgrounds).

It is preferred for the Convex coverholder lockup logo to be placed on a corner aligned to the margins, but this is dependent on the coverholders brand.



Primary colour palette

Convex Slate	Convex Dark Green	Convex Mid Green	Convex Light Green
C70 M60 Y55 K78 R36 G37 B37 Hex #242525 Pantone 447c	C87 M41 Y62 K45 R18 G80 B73 Hex #125049 Pantone 3302c	C79 M22 Y50 K5 R36 G143 B134 Hex #248f86 Pantone 7473c	C53 M0 Y39 K0 R131 G199 B175 Hex #83c7af Pantone 337c
90% Tint	90% Tint	90% Tint	90% Tint
80% Tint	80% Tint	80% Tint	80% Tint
70% Tint	70% Tint	70% Tint	70% Tint
60% Tint	60% Tint	60% Tint	60% Tint
50% Tint	50% Tint	50% Tint	50% Tint
40% Tint	40% Tint	40% Tint	40% Tint
30% Tint	30% Tint	30% Tint	30% Tint
20% Tint	20% Tint	20% Tint	20% Tint
10% Tint	10% Tint	10% Tint	10% Tint


Our primary colour palette should be used in all circumstances and should be dominant on all the material we produce. Always use the correct colour breakdown appropriate to the media you're using.


Secondary colour palette

Convex Red	Convex Grey	Convex Navy	Convex Cesious
C0 M94 Y78 K0 R229 G39 B51 Hex #e52733 Pantone 185c	C40 M24 Y28 K11 R156 G166 B167 Hex #9ca6a7 Pantone 429c	C100 M87 Y40 K22 R34 G50 B90 Hex #22325a Pantone 534c	C75 M8 Y18 K4 R0 G166 B196 Hex #00a6c4 Pantone 2200c
90% Tint	90% Tint	90% Tint	90% Tint
80% Tint	80% Tint	80% Tint	80% Tint
70% Tint	70% Tint	70% Tint	70% Tint
60% Tint	60% Tint	60% Tint	60% Tint
50% Tint	50% Tint	50% Tint	50% Tint
40% Tint	40% Tint	40% Tint	40% Tint
30% Tint	30% Tint	30% Tint	30% Tint
20% Tint	20% Tint	20% Tint	20% Tint
10% Tint	10% Tint	10% Tint	10% Tint

Our secondary colour palette has a functional role and offers greater flexibility for charts and graphs – when colours that aren't in the primary set are needed.

All colours can be used in 10% incremental tints in charts and tables.

**CMYK colour palette** are available to download here

**RGB colour palette** are available to download here



Our typefaces

Our brand identity is communicated not just in the words we use but how these words look and feel. We use three different typefaces as part of our brand, to ensure consistency and awareness across all touch points.

External/Agency produced items

Our main corporate typefaces are Univia Pro and Helvetica Neue. These typefaces should be used to produce all content excluding PowerPoint presentations, Word documents and Excel spreadsheets.

UNIVIA PRO/Light

abcdefghijklmnopqrstuvwqyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789£@&?!

UNIVIA PRO/Medium

abcdefghijklmnopqrstuvwqyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789£@&?!

We use Univia Pro for headlines, paragraph headings, larger call-outs and highlighted figures. We use two weights as illustrated above.

HELVETICA NEUE/45 Light

abcdefghijklmnopqrstuvwqyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789£@&?!

HELVETICA NEUE/75 Bold

abcdefghijklmnopqrstuvwqyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789£@&?!

We use Helvetica Neue for body copy that appears on all printed publications (with the exception of Microsoft Office applications). We use different weights of Helvetica Neue as illustrated above.

Internally produced items

This covers material produced in Microsoft programs, such as PowerPoint presentations, Word documents and Excel spreadsheets, where the system fonts Arial Regular and Arial Bold are used.

ARIAL/Regular

abcdefghijklmnopqrstuvwqyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789£@&?!

ARIAL/Bold

abcdefghijklmnopqrstuvwqyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789£@&?!

The use of a system font ensures when we share our files the content is correctly represented.





Font hierarchy

This is a guide to the font hierarchy for A4 communications.

All font sizes, leading and space after measurements can be scaled proportionally for large format applications.

1 Headline/Title

2 Intro paragraph milicto dolorerum am vent latem eosam fugiati que resoloreruolorerum am vent laorerum am vent.

3 Paragraph heading

Body copy nis milicto dolorerum am vent latem eosam fugiati que rest ea dolorem rectatiossum voluptae cuptae. Vid quantinci acia quam ea vel modis aut qui occaepe rumqui.

4 Sub headings

5 Sub headings within text

Body copy nis milicto dolorerum am vent latem eosam fugiati que rest ea dolorem rectatiossum vcuptae. Vid quantinci acia quam ea vel modis aut qui occaepe rumqui. fugiati que rest ea dolorem rectatiossum voluptae cuptae. Vid quantinci acia quam ea vel modis aut qui occaepe rumqui:

- Bullets
- Bullets
- Bullets
- Bullets (last)



8 Por mincia volo voloressunt etet lius esti sim sit landaesto erum autitat offictiis auteollabonis aperunta esti sim est.



1. Headline/Title

Font: Univia Pro Light

Convex Mid Green aligned left

Size 32pt | Leading 34pt | Space After 4mm | Space Before 0mm

2. Intro paragraph

Font: Helvetica Neue Light

Convex Mid Green aligned left

Minimum Size 12pt | Leading 14pt | Space After 8mm | Space Before 0mm

3. Paragraph headings

Font: Univia Pro Medium

Convex Mid Green aligned left

Size 11pt | Leading 13pt | Space After 2mm | Space Before 2mm

4. Sub headings

Font: Univia Pro Medium

Convex Slate aligned left

Size 10pt | Leading 12pt | Space After 1mm | Space Before 0mm

5. Sub headings within text

Font: Helvetica Neue Bold

90% tint of black aligned left

Size 9pt | Leading 11pt | Space After 0mm | Space Before 0mm

6. Body copy

Font: Helvetica Neue Light

90% tint of black aligned left

Size 9pt | Leading 11pt | Space After 3mm | Space Before 0mm

7. Bullets

Font: Helvetica Neue Light

Bullet point Convex Mid Green, bullet text 90% tint of black aligned left

Size 9pt | Leading 11pt | Space After 1mm (last bullet 3mm) | Space Before 0mm

Left indent 4mm | First line indent -4mm

8. Pulled out quotes

Font: Univia Pro Light

Convex Slate or Convex Dark Green

Size 13pt | Leading 15pt | Space After 4mm | Space Before 0mm

9. Pulled out/illustrated statistics

Font: Univia Pro Light & Helvetica Neue Bold

Convex Mid Green



Brand images

We have developed a library of brand images that can be used when a photograph isn't required or it's difficult to find an image that fits the subject matter.



Convex_FOCUS_AltShot_1_CB.jpg



Convex_FOCUS_AltShot_2_CB.jpg



Convex_FOCUS_AltShot_3_CB.jpg



Convex_FOCUS_AltShot_7_CB.jpg



Download our **CMYK** brand image (Part 1) here



Convex_FOCUS_AltShot_9_CB.jpg



Convex_FOCUS_AltShot_10_CB.jpg



Convex_FOCUS_AltShot_12_CB.jpg



Convex_FOCUS_AltShot_13_CB.jpg



Download our **CMYK** brand image (Part 2) here



Download our **RGB** brand image here



Convex_FOCUS_AltShot_1_CB.jpg



Convex_FOCUS_AltShot_2_CB.jpg



Convex_FOCUS_AltShot_3_CB.jpg



Convex_FOCUS_AltShot_7_CB.jpg



Download our **CMYK** brand image here



Convex_FOCUS_AltShot_9_CB.jpg



Convex_FOCUS_AltShot_10_CB.jpg



Convex_FOCUS_AltShot_12_CB.jpg



Convex_FOCUS_AltShot_13_CB.jpg



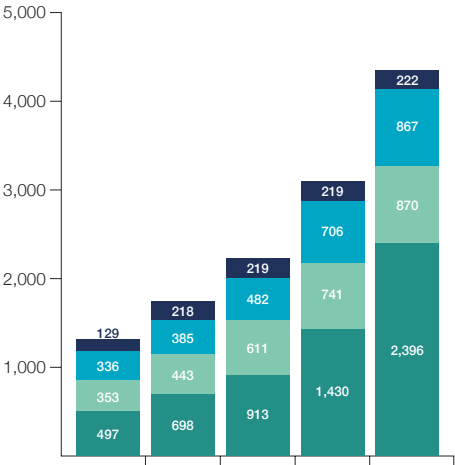
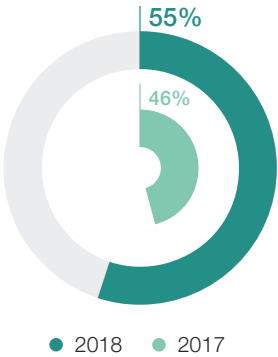
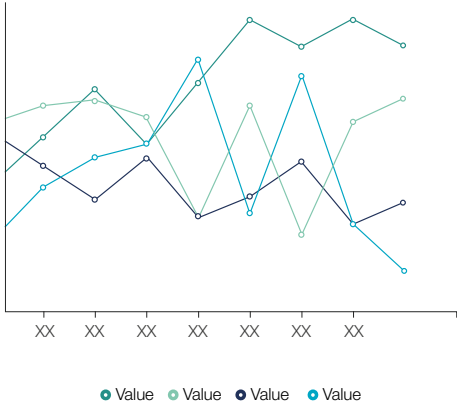
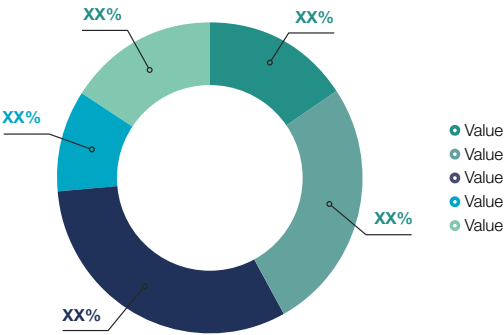
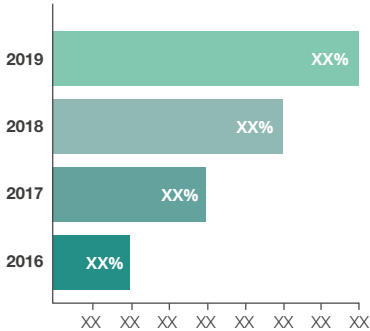
Download our **RGB** brand image here



Graphs and charts

Charts, graphs and tables can be used to convey complex information, so it's important that they're kept as minimal and simple as possible.

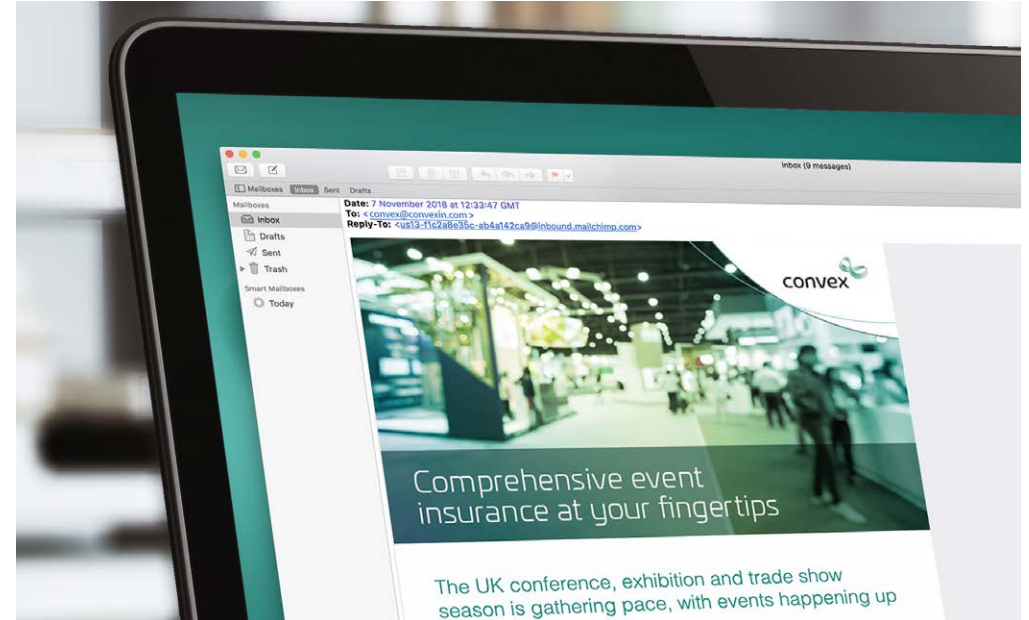
We have developed a house style for our graphs and charts. Our secondary colour palette can be used to enable greater flexibility and all colours can be used in 10% incremental tints.



Fourth Excess – \$5m/\$10m from \$5m/\$50m			
Insurer	Written %	\$ Line	Premium
Insurer Name	100	\$50,000	\$5,000
Insurer Name	100	\$50,000	\$5,000
Insurer Name	100	\$50,000	\$5,000

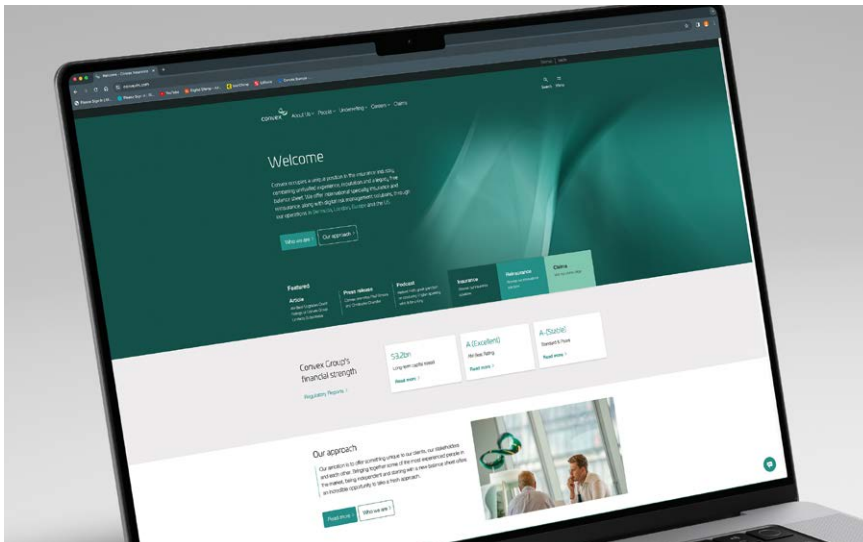
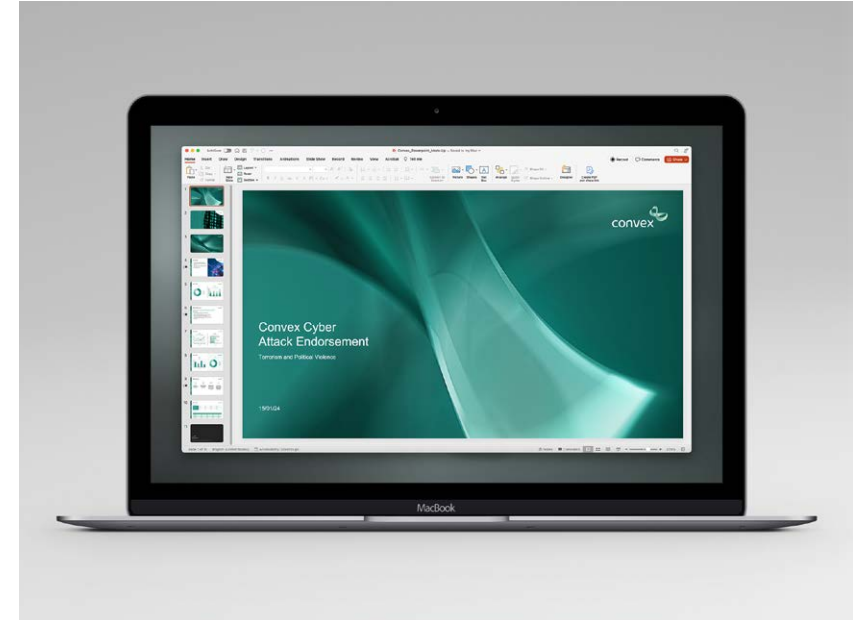


Brand in action





Brand in action





Branded merchandise





For assistance in creating or getting approval for material, internally or externally, you should liaise with our Marketing team, who will be happy to help.

Damian Schnabel

+44 (0)7941 006 903

damian.schnabel@convexin.com

Ashley Stockwell

+44 (0)7941 010 157

ashley.stockwell@convexin.com