

# Brand guidelines

Version 3.0

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

**Convex Political & Credit Risk Current Line Sizes and Tenors**

Line Size and Tenors	USD 50m
Maximum Line (CF)	10.5 years
Maximum Tenor (CF)	USD 25m
Maximum Line (CR)	10.5 years
Maximum Tenor (CR)	USD 70m
Maximum Line (PR)	15 years

We have the flexibility to consider longer tenors and larger lines on a deal by deal basis.

**Credit**  
Convex offers credit insurance to international banks, corporates, ECAs, institutions and large commodity traders. We provide our clients with cover against commercial obligation defaults of both their Private and Public Counterparties.

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

- Aviation Finance
  - Aircraft Loan (not GCP)
  - Borrowing Base (BB)
  - Buyer / Supplier Credit
  - Commercial Real Estate Finance
  - Covered Loans
  - Derivatives
  - Double-default
  - Equipment Finance
  - Financial Guarantee (cover for principal and interest)
  - General Corporate Purpose Loan
  - Interbank / Non Trade Loans
  - Margin lending
  - Non honouring of a guarantee (NH)
  - Non-delivery
- Options
- Pre-Export Finance (PEF)
- Receivables Discounting (Receivables Agreements)
- Reverse Based Lending (RBL)
- Residential Peak Estate Finance
- Revolving Credit Facility (RCF)
- Satellite Finance
- Secured RCF
- SHF Finance
- Tolling
- Transactional Finance
- UCP and LC related transactions

**Convex Corporate Structure**

```
graph TD; CG[Convex Group Limited (Bermuda)] --- CR[Convex Re Limited (Bermuda)]; CG --- UKS[Convex UK Services Limited (UK)]; CR --- IUK[Convex Insurance UK Limited (UK)]; CR --- G[Convex Guernsey Limited (Guernsey)]; IUK --- E[Convex Europe SA (Luxembourg)];
```

**Investors**

- Convex Partners lead the investors and are represented on the Convex Group holding company board
- Convex 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) managed by Convex Partners, a private equity platform of Convex Corporation (TSE ranked, Mid Cap: \$7.97bn at 12/11/19)

**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

To learn more about our approach to sustainability >

**CONVEX SEASCAPE SURVEY**  
To learn about the Convex seascape survey >

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

**A-**  
S&P, outlook Stable

convex

**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



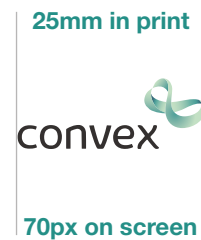
Reversed full colour – for use on dark backgrounds



## 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.



## Incorrect logo version

**DO NOT** use the wrong version of the Convex logo.

The logo shown above was replaced in 2019 and should no longer be used anywhere.





# Logo suite

## Primary print logo CMYK Convex logo



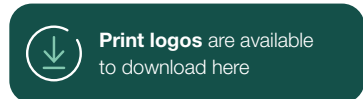
File name: Convex\_Positive\_CMYK



File name: Convex\_Reversed\_CMYK

### Example application

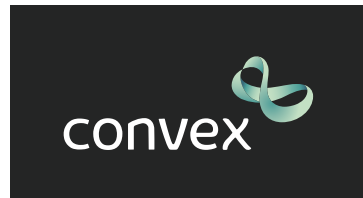
Digital and Litho printing, such as brochure, fact sheets and exhibitions.



## Primary online logo RGB Convex logo



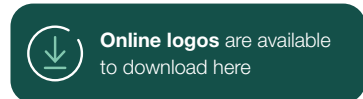
File name: Convex\_Positive\_RGB



File name: Convex\_Reversed\_RGB

### Example application

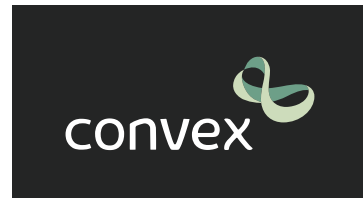
Online/screen use, such as websites, html emailers and online advertising.



## Primary screen print logo 3 colour Convex logo



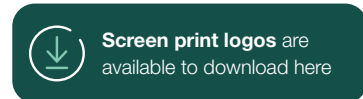
File name: Convex\_Positive\_3Col



File name: Convex\_Reversed\_3Col

### Example application

For screen printing use such as umbrellas.



## 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.



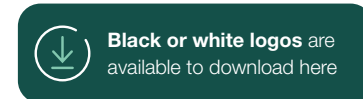
File name: Convex\_Black\_1Col



File name: Convex\_White\_1Col

### Example application

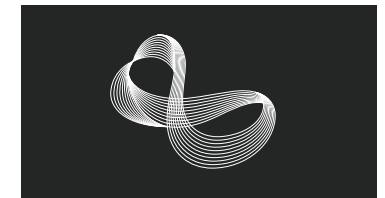
This logo would be used for communications such as news print. Also for specialist print techniques including; embossing, foil blocking and engraving.



## Keyline flex graphic



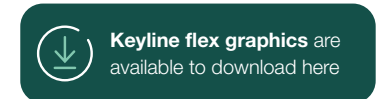
File name: Convex\_Flex\_Keyline\_Pan7473



File name: Convex\_Flex\_Keyline\_White

### Example application

For use decoratively, e.g. on branded clothing and office branding





## Logo sizing and grids

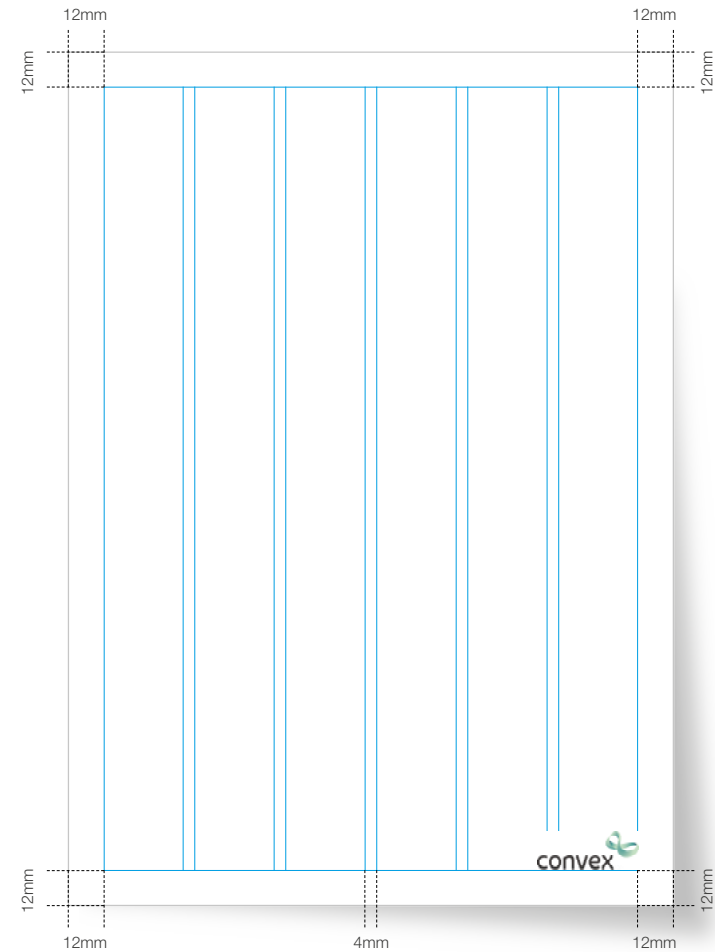
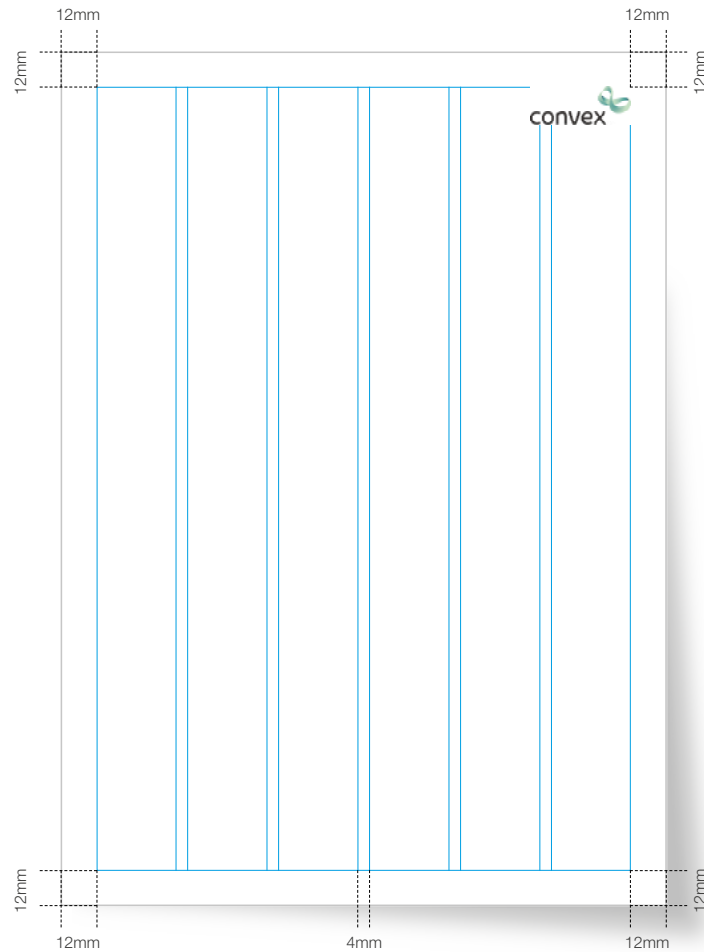
Logo sizing and the grids we use to lay out information are important for maintaining the integrity of the brand. The table below details the features of the most commonly used formats. There will always be exceptions to the rule and our Marketing team is on hand for advice in these instances.

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.





# Logo lockups

## Trusted Partner lockup



Partner logos should be placed within the designated space and should not sit outside. Exceptions can be made when the logo height exceeds the designated space height. The logo should never sit outside both the height and width of the designated space and into the clear space. This rule applies to all variants of the logo.

## Non-partner lockup



Non-partner logos should be placed within the designated area. Non-partner logos should look 'visually' equal to Convex and not dominate the lockup balance – visual adjustment to size can be made to avoid this.

## For online/screen use only



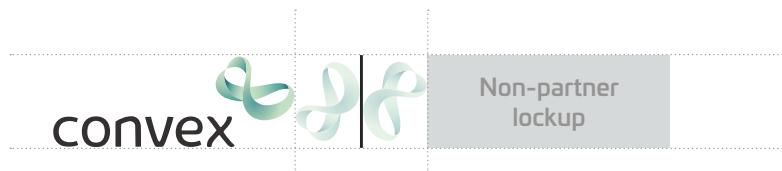
Websites, presentations and digital advertising.

## 3 Colour



Use when our brand colours cannot be reliably recreated. For use on merchandise and apparel.

## Monotone



**Trusted Partner logos** are available to download here



**Non-partner logo** are available to download here



# Convex coverholder lockup

## CMYK Convex coverholder lockup



File name: Convex Coverholder Logo CMYK Positive

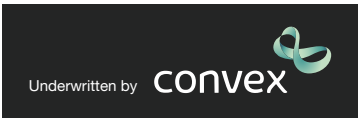


File name: Convex Coverholder Logo CMYK Negative

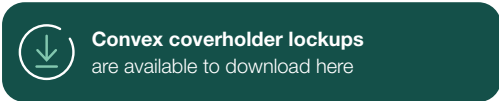
## RGB Convex coverholder lockup



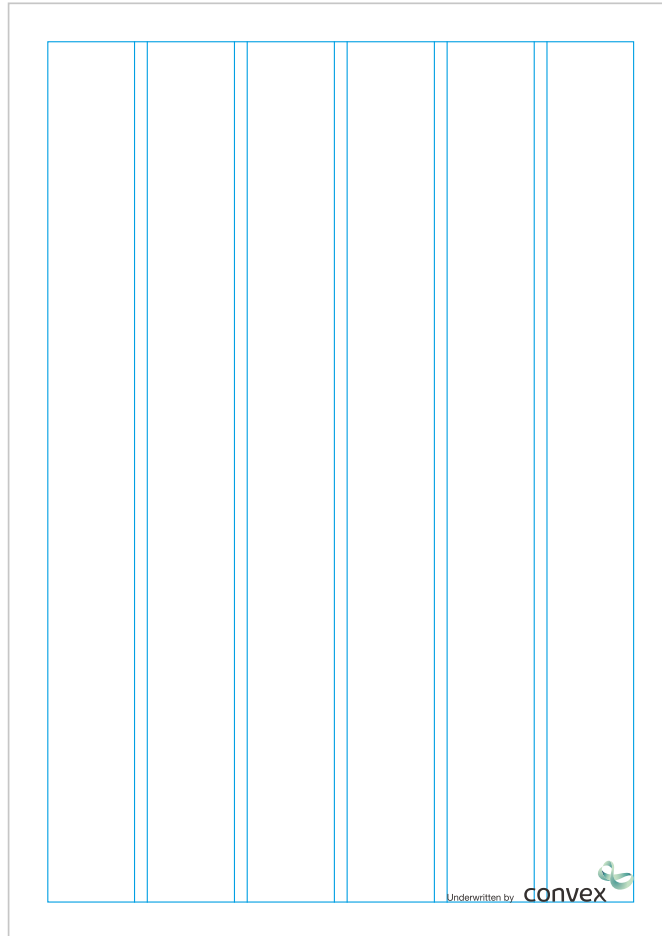
File name: Convex Coverholder Logo RGB Positive



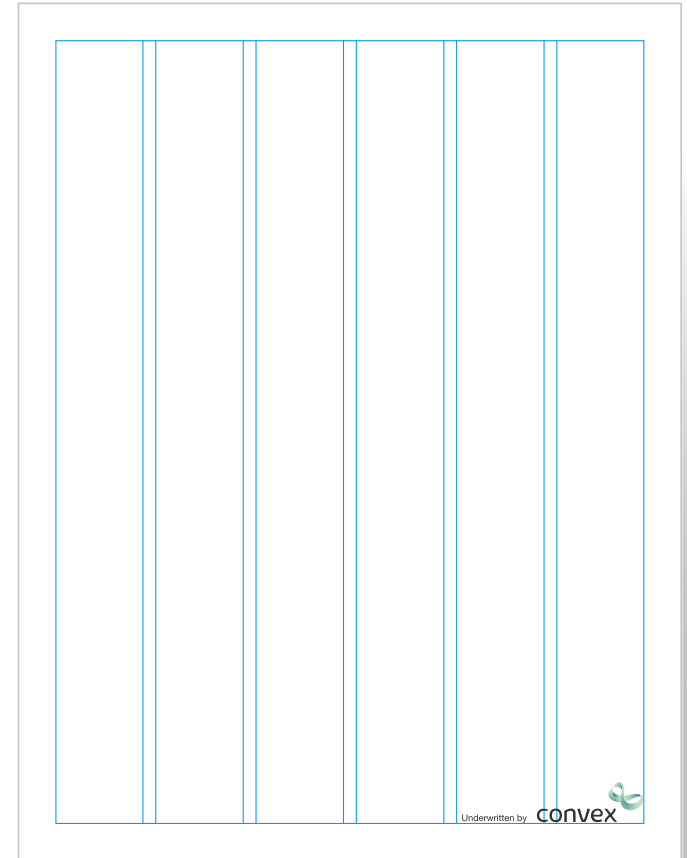
File name: Convex Coverholder Logo RGB Negative



## A4 - Logo width 59mm



## US Letter - Logo width 59mm



**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.**

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





## Primary colour palette

<b>Convex Slate</b> C70 M60 Y55 K78 R36 G37 B37 Hex #242525 Pantone 447c	<b>Convex Dark Green</b> C87 M41 Y62 K45 R18 G80 B73 Hex #125049 Pantone 3302c	<b>Convex Mid Green</b> C79 M22 Y50 K5 R36 G143 B134 Hex #248f86 Pantone 7473c	<b>Convex Light Green</b> 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

<b>Convex Red</b> C0 M94 Y78 K0 R229 G39 B51 Hex #e52733 Pantone 185c	<b>Convex Grey</b> C40 M24 Y28 K11 R156 G166 B167 Hex #9ca6a7 Pantone 429c	<b>Convex Navy</b> C100 M87 Y40 K22 R34 G50 B90 Hex #22325a Pantone 534c	<b>Convex Cesious</b> 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 rectatioosum voluptae cuptae. Vid quantinci acia quam ea vel modis aut qui occaepe rrumqui.

### 4. Sub headings

#### 5. Sub headings within text

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

- 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

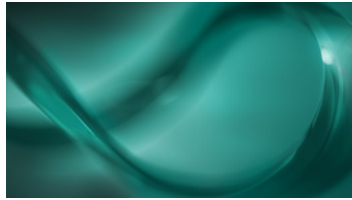


# Brand images

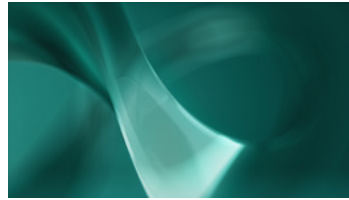
We have developed a library of brand images that can be used when a photograph isn't required or it's difficult to find an image that fits the subject matter.



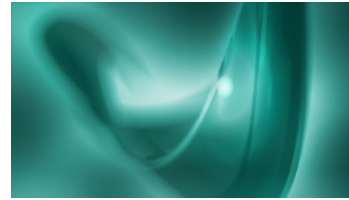
Convex\_FOCUS\_AltShot\_1\_CB.jpg



Convex\_FOCUS\_AltShot\_2\_CB.jpg



Convex\_FOCUS\_AltShot\_3\_CB.jpg

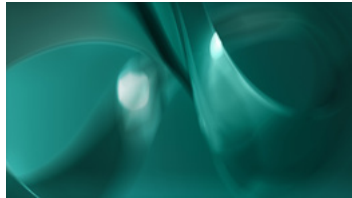


Convex\_FOCUS\_AltShot\_7\_CB.jpg

 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

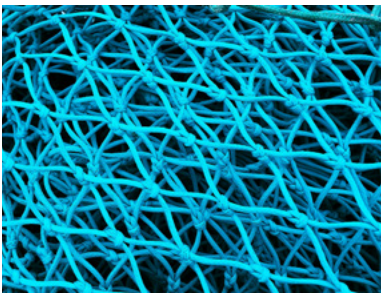
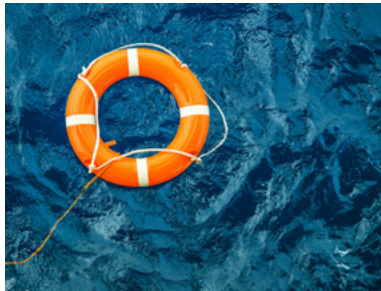
 Download our **RGB** brand image here





# Photography

We use photography to help dramatise ideas, support messaging and add visual interest to our brand and marketing materials. There is a small selection available below, but please contact the Marketing team for advice and access to a much broader library of images.





# Iconography

Icons let us illustrate facts, in an easily understandable way, that's not always possible with photography. We use a clean two-tone style so the icons are distinctive yet still easily recognisable.

When creating icons, all line weights are set at 3pt and created at 5cm x 5cm, this is to ensure they look the same when scaled up or down together.

We always use two-tone icons, Convex Dark Green and Convex Light Green.



Icons seen on darker colours can be treated like those below, to retain the two tone feel.



 Download our **Icon library** here

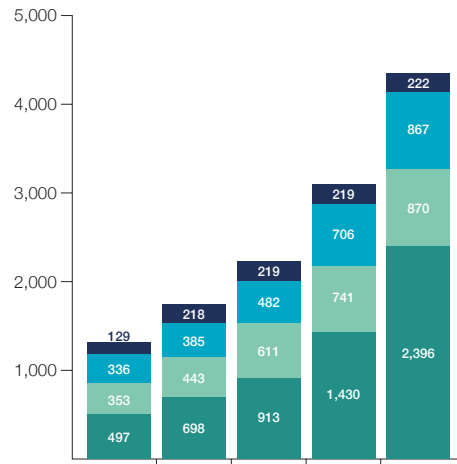
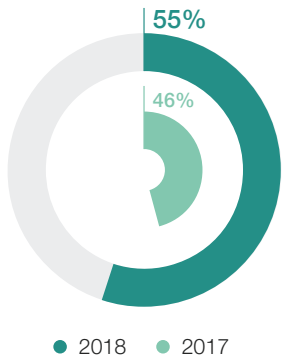
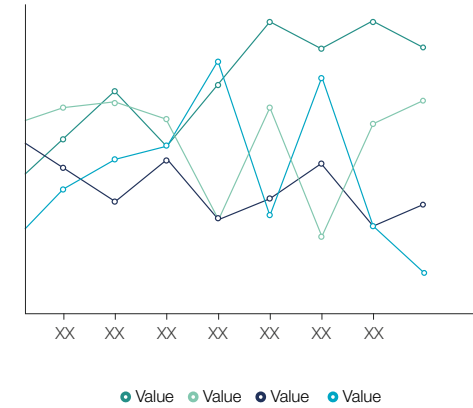
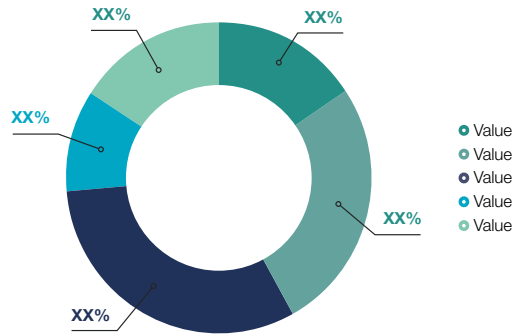
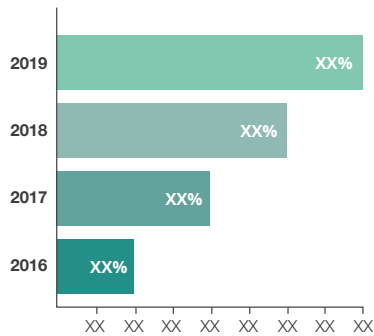




# Graphs and charts

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



# PowerPoint templates

A set of PowerPoint templates for each territory is available to download.



Download **Convex Group** template here



Download **Convex Insurance UK Limited** template here



Download **Convex Re Limited** template here



Download **Convex Europe S.A. & UK** template here



Download **Convex Guernsey** template here



Download **Convex North America Insurance Services LLC** template here



# Word templates

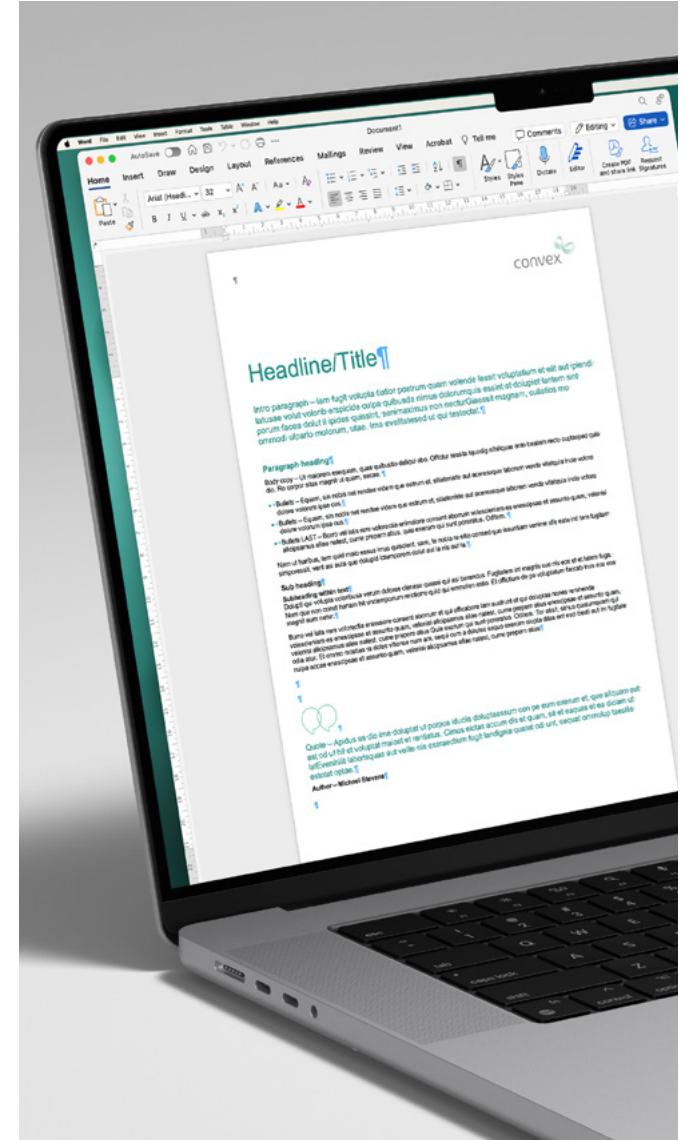
There are a set of Letterheads and generic Word templates for each of our offices available to download. Please refer to the styles pane for reference.

## Letterheads

- [Download \*\*Convex Group\*\* template here](#)
- [Download \*\*Convex Europe S.A.\*\* template here](#)
- [Download \*\*Convex Europe S.A. & UK\*\* template here](#)
- [Download \*\*Convex Guernsey Limited\*\* template here](#)
- [Download \*\*Convex Insurance UK Limited\*\* template here](#)
- [Download \*\*Convex North America Insurance Services LLC\*\* template here](#)
- [Download \*\*Convex Re Limited\*\* template here](#)
- [Download \*\*Convex UK Services Ltd\*\* template here](#)

## Generic Word templates

- [Download \*\*Convex Group\*\* template here](#)
- [Download \*\*Convex Europe S.A.\*\* template here](#)
- [Download \*\*Convex Europe S.A. and UK Address\*\* template here](#)
- [Download \*\*Convex Guernsey Limited\*\* template here](#)
- [Download \*\*Convex North America Insurance Services LLC\*\* template here](#)
- [Download \*\*Convex HR\*\* template here](#)
- [Download \*\*Convex Legal\*\* template here](#)
- [Download \*\*Convex The Office Team\*\* template here](#)
- [Download \*\*Convex Risk Team\*\* template here](#)
- [Download \*\*Convex Digital Underwriting\*\* template here](#)

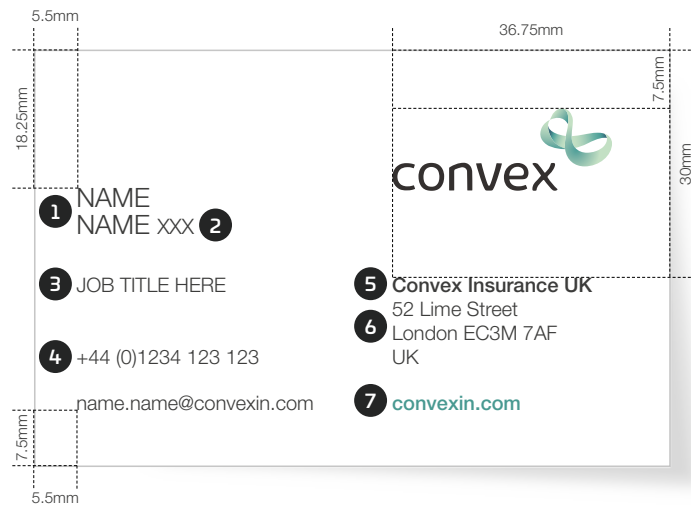




# Business cards (UK)

Convex business cards size = W: 84mm x H: 55mm

## Front



### 1. Name (split on 2 lines)

**Font:** Univia Pro Light – All Caps  
90% tint of black aligned left  
Size 10pt | Leading 10pt | Space After 4.25mm

### 2. Qualification letters (if required)

**Font:** Helvetica Neue Light – All Caps  
90% tint of black aligned left  
Size 8pt

### 3. Job Title

**Font:** Univia Pro Light – All Caps  
90% tint of black aligned left  
Size 7.5pt | Leading 9pt | Space After 6.35mm

### 4. Telephone number and email address

**Font:** Univia Pro Light  
90% tint of black aligned left  
Size 7.5pt | Leading 9pt | Space After 3mm

### 5. Company name

**Font:** Helvetica Neue Medium  
90% tint of black aligned left  
Size 7.5pt | Leading 9pt | Space After 0mm

### 6. Address

**Font:** Helvetica Neue Light  
90% tint of black aligned left  
Size 7.5pt | Leading 9pt | Space After 3mm

### 7. Website

**Font:** Helvetica Neue Medium  
Convex Mid Green  
Size 7.5pt | Leading 9pt | Space After 3mm

## Back



## Things to note

Telephone numbers are split as follows:

### UK

Mobile: +44 (0)1234 123 123  
Landline: +44 (0)12 1234 1234

If the qualification letters are too long to fit on the same line as the last name, the layout can be amended so both names are on one line and the letters are on the line below.



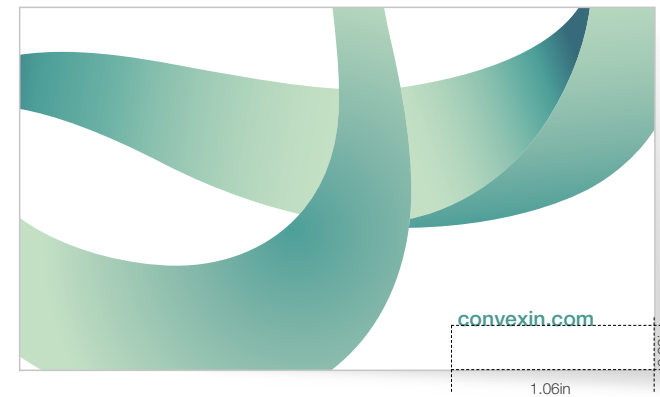
# Business cards (US)

Convex business cards size = W: 3.5in x H: 2.0in

## Front



## Back



### 1. Name (split on 2 lines)

**Font:** Univia Pro Light – All Caps  
90% tint of black aligned left  
Size 10pt | Leading 10pt | Space After 4.25mm

### 2. Qualification letters (if required)

**Font:** Helvetica Neue Light – All Caps  
90% tint of black aligned left  
Size 8pt

### 3. Job Title

**Font:** Univia Pro Light – All Caps  
90% tint of black aligned left  
Size 7.5pt | Leading 9pt | Space After 6.35mm

### 4. Telephone number and email address

**Font:** Univia Pro Light  
90% tint of black aligned left  
Size 7.5pt | Leading 9pt | Space After 3mm

### 5. Company name

**Font:** Helvetica Neue Medium  
90% tint of black aligned left  
Size 7.5pt | Leading 9pt | Space After 0mm

### 6. Address

**Font:** Helvetica Neue Light  
90% tint of black aligned left  
Size 7.5pt | Leading 9pt | Space After 3mm

### 7. Website

**Font:** Helvetica Neue Medium  
Convex Mid Green  
Size 7.5pt | Leading 9pt | Space After 3mm

## Things to note

Telephone numbers are split as follows:

### Bermuda

Mobile: +1 123 123 1234  
Landline: +1 123 123 1234

### USA

Mobile: +1 123 123 1234  
Landline: +1 123 123 1234

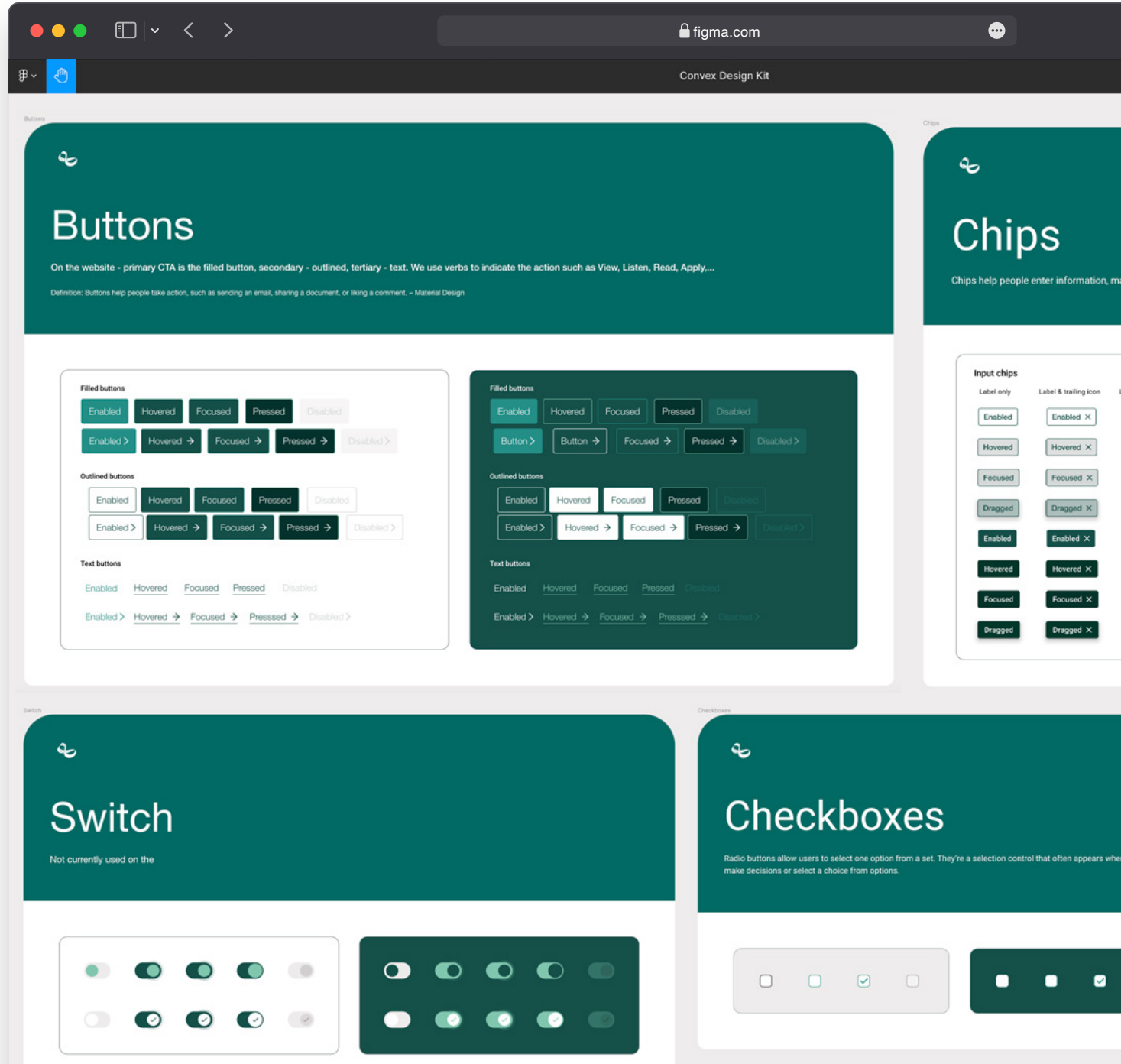
If the qualification letters are too long to fit on the same line as the last name, the layout can be amended so both names are on one line and the letters are on the line below.



# Digital style guide

All design styles relating to convexin.com and the topics below can be found in the file below.

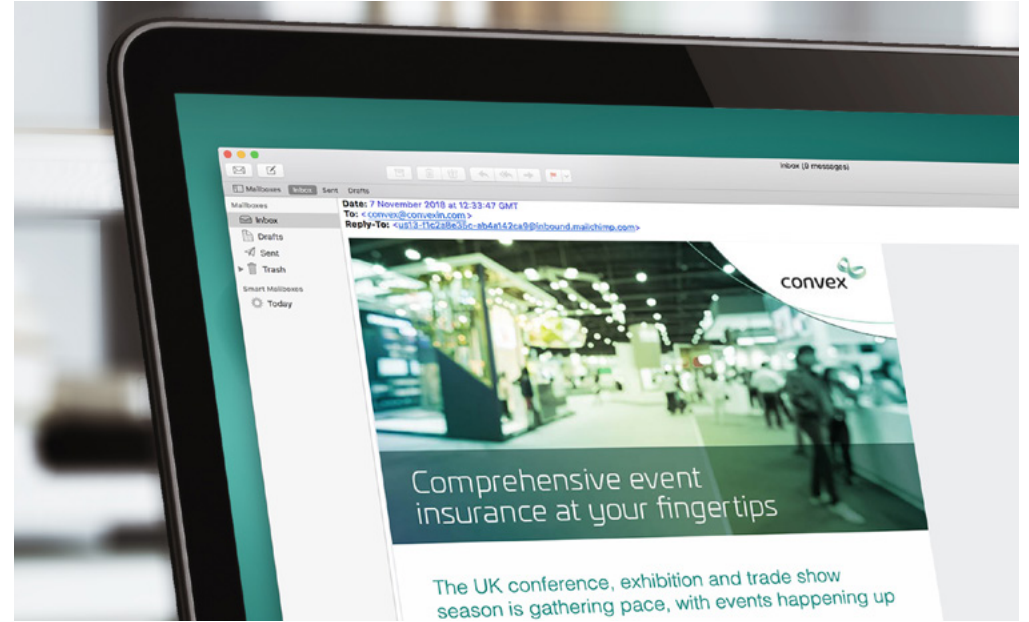
- Layouts, margins & breakpoints
- Colours
- Typography
- Iconography
- Buttons
- Forms
- Imagery and videos
- Navigation
- Links
- Headers
- Text and image/other content
- Cards
- Text
- Banners





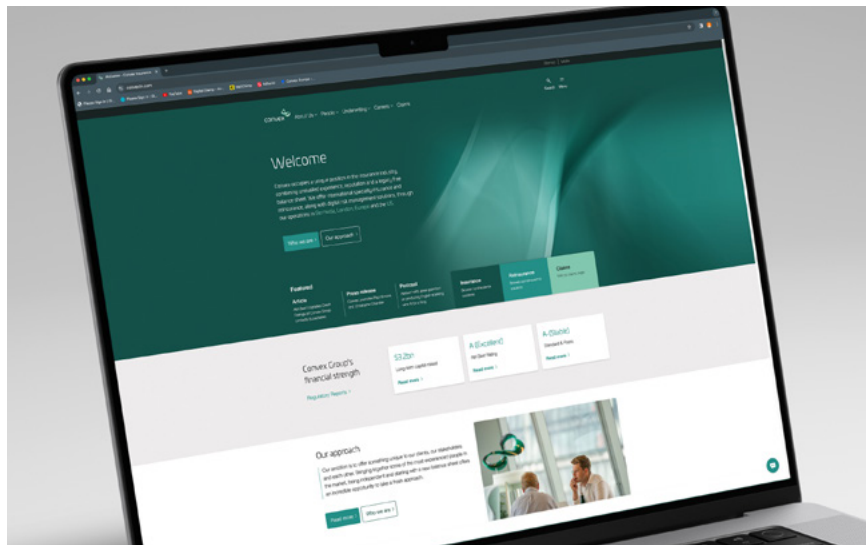
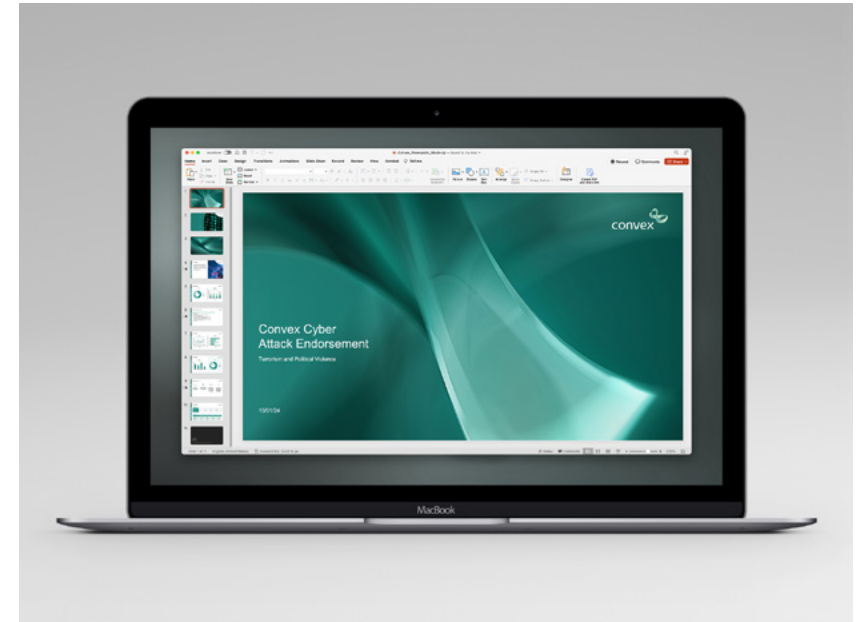


# Brand in action





# Brand in action







# Branded merchandise





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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.

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