## Contents

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>03</td>
<td>Introduction</td>
</tr>
<tr>
<td>05</td>
<td>The logo</td>
</tr>
<tr>
<td>12</td>
<td>The Icon</td>
</tr>
<tr>
<td>12</td>
<td>Typography</td>
</tr>
<tr>
<td>14</td>
<td>Colour palette</td>
</tr>
<tr>
<td>15</td>
<td>Examples</td>
</tr>
<tr>
<td>18</td>
<td>Contact details</td>
</tr>
</tbody>
</table>
Introduction

The Insurance Industry Access to Driver Database (IIADD) programme will allow insurers to get accurate data from the DVLA on driving entitlements, convictions and penalty points when they are providing quotes for motor insurance policies. The initiative will work by drivers providing their driving licence number (DLN) when they apply for insurance. An automatic check will then be made to the DVLA database, which will return accurate information on licences. The information provided will include endorsement codes; penalty points; the amount of any fines; conviction dates; disqualifications; type of licence held; length of time licence held; and entitlement to drive (i.e. manual/automatic, motorcycle, HGV, etc.).

The IIADD Programme is a joint initiative of the DVLA, the Department for Transport and the insurance industry, represented by the ABI and the MIB. Insurance brokers, comparison sites, and other industry bodies have also been involved. The process will direct enquiries through an industry ‘hub’ which will be operated by the Motor Insurers’ Bureau.

Brand Guidelines ensure that the visual design elements of MyLicence are applied correctly in every application in which MyLicence is identified. Basic guidelines are essential for providing consistency in all communications. These guidelines should be followed to give MyLicence a uniform identity, greater visibility and powerful marketing possibilities.

The purpose of the guidelines is to create uniformity in the visual image of MyLicence. It is important that the standards are strictly followed, especially in regard to those concerning the MyLicence logo.

You are encouraged to use and re-use the MyLicence Brand under licence freely and flexibly, Crown Copyright conditions. Users must abide by these sets of conditions and the guidelines. Failure to adhere to these will result in withdrawal of the permission for use.

The use of the brand is limited to members of the MIB, ABI, BIBA, and organisations that are connected, or intending to connect, to the MIB hub. Any organisation outside of these groups that wishes to use the brand will need to register with the ABI.

The use of the MyLicence brand is for the promotion of the Industry Industry Access to Driver Data (IIADD) service and is not an endorsement of the organisation using it.
Our brand

What is this brand about?
From Q2 2014 the way people buy motor insurance is changing. People will be able to give their driver licence number when they buy insurance and get premiums priced on their own driver data.

Insurers signed up to the initiative will be able to accurately price their risk based on up to date customer driver data. It will be important to tell your policyholders and new customers about the changes.

The brand MyLicence has been developed is an easy way for you to make sure the changes are visible to your customers so add it to your communications channels.

The changes will help combat fraud and reduce the cost of insurance for honest customers by making sure insurers have access to accurate, up to date driver data.
The logo

The MyLicence brand is a three colour identity and must be produced using the colour breakdowns shown below.

Wherever possible the logo should be produced as a positive version on a white background as shown here.

Dark Green
Spot Colour
Pantone 349
C, M, Y, K
90, 32, 93, 24
R, G, B
1, 104, 54
HEX
#016836

Green
Spot Colour
Pantone 361
C, M, Y, K
73, 0, 100, 0
R, G, B
63, 174, 41
HEX
#3FAE29

Black
Spot Colour
Pantone black
C, M, Y, K
62, 57, 58, 64
R, G, B
61, 56, 52
HEX
#3D3834
The logo

Variations
MyLicence brand uses two variations of the logo centralised and left aligned.

The preferred option is the centralised logo which is to be used wherever possible, the left aligned option has been created for when space is of an optimum or for design style.

1. Centralised preferred logo

2. Left / Right aligned logo
The logo

Correct use of the logo

The preferred use of the logo is a positive version on a white background.

If the design cannot accommodate this preference then one of the alternatives displayed on this page may be used.

Please note, if using the MyLicence logo on a photographic background, the area on which the logo is to be placed must be light/plain and have a good contrast to show the logo clearly.
The logo

Minimum space around the logo

The MyLicence logo must be surround by clear space to ensure clarity of the brand.

These are the minimum clear space requirements for all sides of the logo. As illustrated (Minimum space A & B) using the M as a guide from both sides from the main logo and the F from the strapline for top and bottom.

These elements from the branding should be used as a simple guide to measure the required clear space at any scale.
The logo

Positioning the logo

The default position for the logo and style is at the Central.

(Page 6, item 1)

If placing the logo in the preferred central position is not possible, or being used as a sub brand use the landscape version of the brand (page 6 image 2) which can be positioned either left or right aligned but adhere to the min space requirement on (page 8).
The logo

Incorrect use of the logo
Some things to avoid when using the logo.

- **DO NOT** stretch the MyLicence logo
- **DO NOT** rotate the MyLicence logo
- **DO NOT** change colours
- **DO NOT** use none corporate backgrounds
- **DO NOT** use on busy backgrounds
- **DO NOT** scale or move parts
The icon

The Icon
The MyLicence icon should provide visual identification of the brand that conveys a recognisable message and, used correctly, gains brand recognition by its use alone.
Typography

Fonts and typography play a key role in achieving brand consistency, clarity and style.

The font of choice for MyLicence is Arial, which should be used in three different weights.

Fonts

The main weight for the brand is Arial Regular with Arial Bold and Arial Black used to provide emphasis where appropriate.

Text - Arial Regular

ABCDEF abcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold

ABCDEF abcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Black

ABCDEF abcdef
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Typography

Basic Styles
All typography should be set in Arial Regular with Arial Bold and Arial Black used to provide emphasis where appropriate.

Alignment, Left aligned, not justified

Heading ming essim eumsan enisim vel eu faccumsan hent
Sub-heading adip el dunt ing et delisisis niamcommod euisi non utpat duiscipit wis ero eugait illa conullam am euisl er alit ullamt.

Body Copy ait inciliquisi. In estio commy nostrud magna facil exero dolor illumsan ute del irit nos atum dolesto consetect ex et laorem quat wissim nibh estrud magnis nullaor tionsecte feu facin ulla feuguercing eumsan vullummod tionse diamcon sendiat dipsusto deliquamet eugiatum zzzriliquatue consectem nos ea feu faccumsan utem dolor aliquis aut augait ver init acillaor iure modolendiat, velesecte faciliqui bla amet aut wiss

Small text: commy nostrud magna facil exero dolor illumsan ute del irit nos atum dolesto consetect ex et laorem quat wissim nibh estrud magnis nullaor tionsecte feu facin ulla feuguercing eumsan vullummod tionse diamcon sendiat dipsusto.

81.4%

Call Out Text Ut nim veliquisisl dolut luptat nim nulla aciliquat ilisisi blaore faccum.
**Colour palette**

Colour use is extremely important to maintain consistency over a range of communications.

These colours must be used in conjunction with white space wherever possible.

### Primary colours

These below colours are the core of the palette and can also be used in shades as shown

<table>
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</thead>
<tbody>
<tr>
<td>Dark Green</td>
<td>Spot Colour</td>
<td>349</td>
<td>90, 32, 93, 24</td>
<td>1, 104, 54</td>
<td>#016836</td>
</tr>
<tr>
<td>Green</td>
<td>Spot Colour</td>
<td>361</td>
<td>73, 0, 100, 0</td>
<td>63, 174, 41</td>
<td>#3FAE29</td>
</tr>
<tr>
<td>Black</td>
<td>Spot Colour</td>
<td>Black</td>
<td>62, 57, 58, 64</td>
<td>61, 56, 52</td>
<td>#3D3834</td>
</tr>
</tbody>
</table>
Examples

Web Banners
The size and restraints of web banners is the only occasion the MyLicence brand structure can be changed adapted from branding structure (page 6).

The structure of web banner design should only be formatted as samples shown on pages 17 & 18.

Ensure MyLicence brand is legible if placed over an image.

The following standard sizes have been produced and can be supplied in both .jpg and .png format

- 728 x 90 px
- 468 x 60 px
- 336 x 280 px
- 300 x 250 px
- 250 x 250 px
- 160 x 600 px
- 240 x 400 px
- 234 x 60 px
- 180 x 150 px
- 125 x 125 px
- 125 x 90 px
Examples

Web Banners
Visual guide only not to scale.
Examples

Web Banners
Visual guide only not to scale.
Contact Details

Brand language and tone
The language of the MyLicence brand should reflect the core values of the initiative.

It must be clear and only use jargon that will be understood by the intended audience. Communication should adopt a positive, helpful tone.

In all its communication MyLicence must avoid being patronising, instead showing a clear desire to engage with all its audiences in a mature, confident, direct way and with a unity of purpose.

Mis-Use
We encourage the fair use of the MyLicence brand but if we suspect you of misrepresentation or misuse, your right to use the brand will be withdrawn.

MyLicence brand contact:
For any brand enquiries or to report mis-use of the MyLicence brand please contact

Morgan Slebos
Association of British Insurers (ABI)
morgan.slebos@abi.org.uk