



British
Insurance
Brokers'
Association

Brand Guidelines

11 March 2026

01 | Contents

- 02 | Our brand
- 04 | Our logo
- 05 | Our logo's clear space
- 06 | Our logo has a few no-nos
- 07 | Our member logos
- 08 | Our colour palette
- 10 | Our typography
- 11 | Our imagery & icons
- 12 | Our logo with partners

We are BIBA. We are committed to working for our members. Responding to new challenges, addressing the issues and increasing awareness where it's needed. We're here to guide, advise and support our members through changing times, working with the sector on their behalf promoting the value that brokers add, so they can do more for their customers.

Purpose

We exist to represent and protect the best interests of our members and their customers.

Positioning

We raise awareness and educate customers on the benefits of using a broker, to the benefit of all.

Brand idea

Advancing insurance brokers for the benefit of all.

Personality

Influential | Knowledgeable | Trusted | Responsive | Approachable

Values

Understanding We listen, consider and respond to our stakeholders' requirements.

Driven We shape the future of the insurance broking sector, progressing its skills and resources to ensure its continued relevance.

Representative We amplify and represent the voice of insurance brokers, intermediaries and the general insurance industry.

Informed We continually broaden and deepen our knowledge, ensuring we are the go to organisation for expertise and opinion.

Responsible We work in a fair, ethical and trustworthy manner, being aware of external factors, including the economy, environment and social change.

Supportive We invest our resources to support and guide our members collectively and individually.

Our logo has two versions to ensure clarity and consistency across different applications. Both versions represent the same logo and must be used exactly as provided. No alterations, recolouring, or modifications are permitted under any circumstances. The logo must not be reversed out.

Please note: both logos must be used exactly as supplied and must not be edited in any form.



The Hero Blue version should only be used on a white background. This ensures the logo remains vibrant and legible, maintaining its visual impact and brand recognition.



The White version is designed for use on dark-coloured backgrounds, providing strong contrast and preserving the logo's visibility in low-light or high-saturation environments.

05 | Our logo's clear space

To preserve the logo's clarity and prominence, an equal clear space must be kept on all sides. More space is recommended where layout allows.

To ensure consistency of appearance, we use the size of the format to guide the size of our logo.

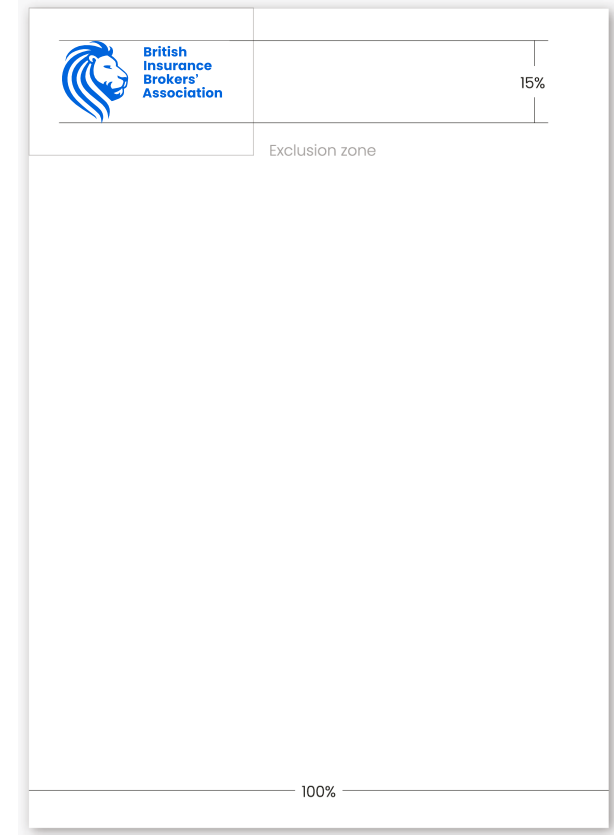
We nearly always position our logo in the top left corner – affording it the prominence that it deserves.

Our logo should always be clear and legible. For this reason, we have set a minimum size of 15mm height / 28mm width.

The clear space around the logo must be at least 25% of the logo's overall height.









Minimum size
15mm



06 | Our logo has a few no-nos

DO NOT:

- **Reverse out, alter, stretch, recolour, or distort** the logo in any way.
- **Place the logo on busy or low-contrast backgrounds** that reduce visibility.
- **Use unapproved fonts** or mix typefaces within the same layout.
- **Modify brand colours** or create new shades outside the palette.
- **Apply effects** like shadows, gradients, or outlines to the logo.
- **Do not use outdated or unofficial assets** – always use the latest versions provided.

Recolour	Stretch / distort	Reverse out	Place the logo on busy images
			
			
Modify brand colours	Fade out	Apply effects	Outdated or unofficial logos

07 | Our member logos

In addition to the main logo, we have a variety of consistent member logos that follow the same visual principles. Each member logo is available in two versions: Hero Blue for use on white backgrounds, and White for use on dark-coloured backgrounds. These logos must be used exactly as provided, with no alterations, recolouring, or modifications. This ensures a unified and professional brand presence across all member communications and materials.



08 | Our Primary & Accent colour palette

Our brand colour palette is designed to reflect BIBA's identity with clarity, consistency, and impact. The primary colour, Hero Blue, is central to our visual language and should be used prominently across key brand materials. All colours in the palette are carefully selected to ensure accessibility, legibility, and harmony across digital and print applications. Exact colour values (HEX, RGB, CMYK, and Pantone) must be used to maintain consistency.

To enrich our visual identity, we've expanded the brand palette with new accent and support colours that bring added warmth, contrast and design flexibility.

BIBA Hero Blue

HEX (Website)
#0064DC

RGB (Digital)
0, 100, 220

PANTONE (Print)
285C

CMYK (Print)
100, 30, 0, 0

BIBA Accent Yellow

HEX (Website)
#FFC327

RGB (Digital)
255, 195, 39

PANTONE (Print)
123C

CMYK (Print)
0, 30, 100, 0

BIBA Accent Blue

HEX (Website)
#2ED9E3

RGB (Digital)
46, 217, 227

PANTONE (Print)
319C

CMYK (Print)
62, 0, 18, 0

BIBA Accent Green

HEX (Website)
#00beb3

RGB (Digital)
0, 190, 179

PANTONE (Print)
3265C

CMYK (Print)
72, 0, 38, 0

BIBA Accent Lilac

HEX (Website)
#9e58c4

RGB (Digital)
158, 88, 196

PANTONE (Print)
2085C

CMYK (Print)
56, 71, 0, 0

BIBA Accent Orange

HEX (Website)
#FFA028

RGB (Digital)
255, 160, 40

PANTONE (Print)
1375C

CMYK (Print)
0, 45, 86, 0

09 | Our Secondary Support colour palette

Supporting colours complement Hero Blue and provide flexibility for layouts, accents, and backgrounds while maintaining a cohesive look and feel.

BIBA Support Blue

HEX (Website)
#0F143C

RGB (Digital)
15, 20, 60

PANTONE (Print)
289C

CMYK (Print)
100, 70, 0, 79

BIBA Support Grey

HEX (Website)
#F2F2F2

RGB (Digital)
242, 242, 242

CMYK (Print)
0, 0, 0, 7

BIBA Support Green

HEX (Website)
#008381

RGB (Digital)
0, 131, 129

PANTONE (Print)
6139C

CMYK (Print)
86, 30, 50, 7

BIBA Support Pink

HEX (Website)
#ff00ee

RGB (Digital)
255, 0, 238

PANTONE (Print)
807 C

CMYK (Print)
37, 79, 0, 0

BIBA Support Purple

HEX (Website)
#830364

RGB (Digital)
131, 3, 100

PANTONE (Print)
228C

CMYK (Print)
51, 100, 29, 14

Typography plays a key role in expressing our brand's personality and ensuring consistency across all communications. Our primary typeface is Poppins, a clean, modern, and geometric sans-serif font that reflects our professional and approachable tone. It should be used across all branded materials where possible. For digital platforms and internal systems where Poppins may not be available, Arial serves as our system font. Arial supports our brand by maintaining clarity and legibility while ensuring compatibility across all devices and applications.

Our primary typeface, Poppins, is available in a range of weights that support a clear typographic hierarchy. Use Poppins Bold for headlines, calls to action, and names to convey strength and clarity. Poppins SemiBold is ideal for subheadings, quotes, and captions, offering a confident yet approachable tone. Poppins Regular should be used for body text and legal copy, ensuring readability and consistency. Italic versions of each weight may be used sparingly to highlight key phrases, URLs, or emphasis where appropriate.

Poppins Regular

Poppins Italic

Poppins Medium

Poppins SemiBold

Poppins Bold

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Arial Black

11 | Our imagery & icons

We design custom icons that reflect our brand's visual language – clean, consistent, and aligned with our overall style. Each icon is crafted with attention to detail, ensuring uniformity in line weight, shape, and tone.

For imagery, we select visuals that complement our brand colour palette and contribute to a cohesive, professional look across all materials. We aim for a broad and representative selection of images that feel authentic and relevant to our audience, avoiding overly staged or generic stock photography.

Where needed, we apply subtle filters or overlays to unify the visual tone and reinforce brand consistency.



12 | Our logo with partners

When our logo appears with partner logos, it must always sit on the left, with the partner logo on the right. This consistent left-to-right layout ensures clarity and a unified presentation across all joint materials.

To maintain a balanced and professional arrangement, follow these principles:

Left-right placement

Our logo is always on the left; partner logos align to the right in a clear horizontal layout.

Clear space

Keep the required clear space around our logo. Partner logos must not enter this area.

Proportional scaling

Scale all logos proportionally so neither dominates the layout.

Alignment & spacing

Align logos on the same baseline or centre vertically, with consistent spacing between them.





British
Insurance
Brokers'
Association

If you would like to discuss
a design-specific need or
exception, please email:

Linda Zacharia
Design & Brand Manager
zacharial@biba.org.uk