

Rebranding Probitas to Aviva Syndicates

Broker FAQs

The Rebrand

When did the rebrand of Probitas to Aviva Syndicates come into effect?

Changes commenced on 28 September 2026, with completion of rebrand across all systems, documentation and third parties by 1 October 2026.

What exactly changed on the day the rebrand completed?

Our legal entity name and branding changed across our offices, policies, business technology, software systems, legal documents and business communications in the UK, Europe, Australia and Canada.

What is the new trading name?

Aviva Syndicates refers to a number of Lloyd's underwriting entities in the Aviva Group. Aviva Syndicate 1492 and 5327 are managed by Aviva Managing Agency Limited.

What hasn't changed as a result of this rebrand?

The majority of things remain the same, including:

- Syndicate numbers 1492 and 5327
- Consortium numbers
- Bank account numbers
- Registered company numbers
- Phone numbers
- Products & services

Do historically issued documents need to be rebranded?

No, historically issued documents do not need to be rebranded. Existing, signed Terms & Conditions (T&Cs), contracts and Terms of Business Agreements (TOBAs) will only refresh to Aviva Syndicates name and branding on the next renewal date, if that falls after 1 October 2026. If you would like to be issued with an updated TOBA reflecting the Aviva Syndicates name, please reach out to your Relationship Manager.

Do brokers need to update name and logos in their internal systems?

Yes, all Probitas mentions and branding should be retired and replaced with Aviva Syndicates name and branding from the 1 October 2026.

Appropriate territory footer to be added to final page

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Business Processes

Will my invoices, business processes or claims be affected?

No, we don't anticipate any disruptions. You already have all the important information you need to address for business readiness available in the communications from 24th September.

Business and pipeline activities completed prior to 1 October 2026 and any open claims will progress as usual.

Where can I find the new branding guidelines and logo for Aviva Syndicates?

You can access the Aviva Syndicates logo and brand guidelines by registering at [Aviva Brand Hub](#). Please enter your Probitas/Aviva business relationship contact in the Aviva Contact field. Please only use the Aviva Syndicates brand guidelines and logo in accordance with the legal entity – these assets can be found in the Aviva Global Corporate & Specialty section.

New applications of the logo should be signed off via BrandApproval@aviva.com and our team at AskBrandAnything@aviva.com can support you with any brand application queries

Where can I send my questions?

Please contact your day-to-day business contact at Probitas, if you have any questions