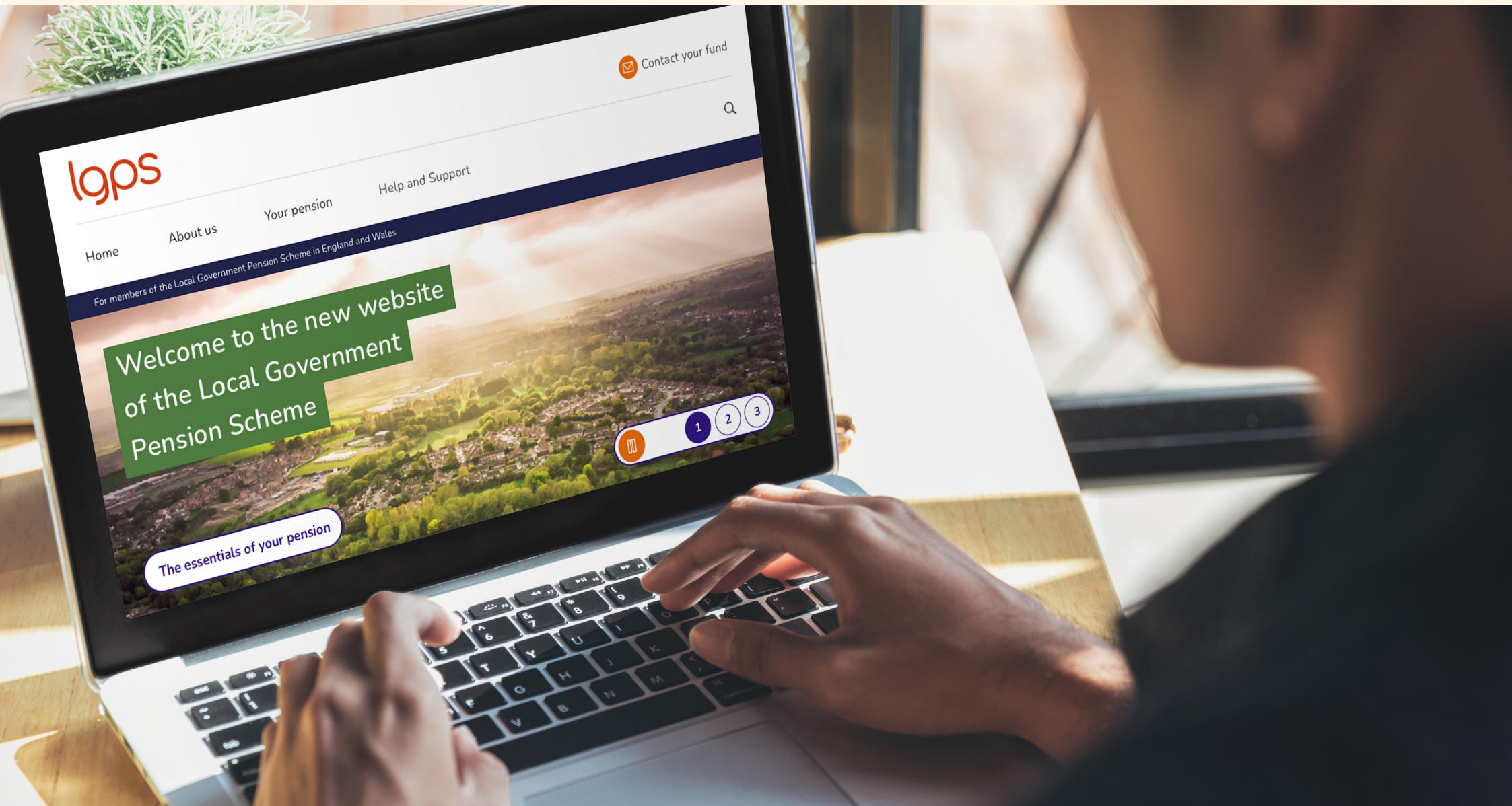




Local Government
Pension Scheme

Brand Guidelines

v1.0 2021



Introduction

The identity of the Local Government Pension Scheme, or LGPS for short, is a key part of the national brand image. It symbolises modernity, authority and openness.

A distinctive and professional national brand identity signals to LGPS employers, members and other stakeholders in the pension industry that the LGPS is a strong and credible public sector pension scheme.

Simple, bold and confident, it is our most important visual asset.

It is imperative that the brand identity is applied correctly and consistently by all local pension funds. These guidelines outline when to use the different versions of the brand mark and in which format.

Brand mark – with descriptor

The new brand mark consists of two parts - the wordmark and the descriptor.

All versions of the brand marks are available in both English and Welsh.

Full colour version with descriptor

When using the brand mark with the descriptor, the wordmark and descriptor lockup are always positioned side by side with the wordmark on the left, and the lockup on the right. These components form a unit with specific relationships and proportions, which are never to be altered or recreated in any way.

Full colour
version with
descriptor
– English



1. Word mark

Local Government
Pension Scheme

2. Descriptor

Full colour
version with
descriptor
– Welsh



Cynllun Pensiwn
Llywodraeth Leol

Brand mark – without descriptor

04

Full colour version without descriptor

If the brand mark is being used in a context when it is clear what LGPS stands for or when there is the opportunity to position what it does – for example, on the LGPS website – the wordmark can be used on its own.

When there needs to be clarification, please use the version with the descriptor.

Note, the descriptor should never be used without the word mark.

Full colour
version
without
descriptor
– English

The image shows the word 'lgps' in a lowercase, rounded, orange-red sans-serif font. The letters are connected, with the 'l' and 'g' sharing a vertical stroke, and the 'p' and 's' also connected.

Full colour
version
without
descriptor
– Welsh

The image shows the word 'cpll' in a lowercase, rounded, orange-red sans-serif font. The letters are connected, with the 'c' and 'p' sharing a vertical stroke, and the 'l' and 'l' also connected.

Brand mark – alternative versions

Alternative versions

There are alternative versions of the brand mark when the full colour version can't be used e.g. on dark backgrounds or when full colour printing is not possible. These are:

- Mono positive
- Mono negative

Minimum size of brand mark

To avoid legibility issues, the brand mark width should be at least 55mm for print use and 270 pixels for digital use.

Black
version with
descriptor
– English



White
version with
descriptor
– English



Minimum
size



55mm or 270px

Don't do this with the brand mark



⚠ Don't change the relationship between the two parts



⚠ Don't change the colour of the brand mark



⚠ Don't change the typeface of the descriptor



⚠ Don't distort the brand mark



⚠ Don't outline the brand mark



⚠ Don't use the brand mark on a colour so that it's not legible



⚠ Don't position another element too close to brand mark – apply the exclusion area



⚠ Don't rotate the brand mark



⚠ Don't place the brand mark on an image

Brand colours

The colour palette is a key element of the brand and must be used according to these specifications.

The colour palette has been adjusted to ensure legibility, stand out and compliance with accessibility standards. To avoid any screen or web issues, only use the values shown here.

For screen use the RGB or web values. For print use the Pantone® or CMYK values.

Primary colour

The primary colour is LGPS Orange. It should be used carefully but confidently to make our brand stand out.

Secondary colours

The secondary colours complement the primary colour and add richness and vibrancy to communications. You can use them in any context, but more sparingly and should never overpower the primary colour LGPS Orange.

*PANTONE is a registered trademark of Pantone Inc

LGPS Orange

RGB = 208 / 63 / 24

Hex = D13F16

CMYK = 10 / 85 / 100 / 0

Pantone = PMS 173

LGPS Green

RGB = 79 / 125 / 64

Hex = #4F7040

CMYK = 70 / 30 / 90 / 15

Pantone = PMS 7742

LGPS Blue

RGB = 32 / 35 / 74

Hex = #20234A

CMYK = 100 / 92 / 40 / 40

Pantone = PMS 295

LGPS Dark Grey

RGB = 112 / 112 / 112

Hex = 707070

CMYK = 0 / 0 / 0 / 70

Pantone = PMS 424

Clearance area

08

To ensure the brand mark always appears clearly and prominently on all communications, there needs to be a clearance area that surrounds it. No text or visual element should encroach upon this area. It is calculated by measuring the height of the 'P' in the word mark. This then becomes a minimum measurement surrounding the brand mark and descriptor.

> **Note that this is a minimum area, the clearance area should be increased wherever possible.**

Calculating
the clearance
area

Clearance
area for
brandmark



Formats of the brand mark

There are different formats of the brand mark depending on the medium in which they are to be used.

EPS: This is a vector format and can be increased or decreased in size without any loss of quality. This is the best format for print applications.

JPG: This is a raster format, and will degrade in quality if increased in size. It can be used for print or digital applications.

PNG: This is also a raster format and can be used when the brand mark needs a transparent background. It should only be used in digital applications.

SVG: This is also a vector format that can be rescaled without any loss of quality. This is the best format for digital applications.

The naming of the files represents the type, colour, language and format.

The naming system is:

LGPS_Language_Brandmark_Type_Colour_.Format

For example:

LGPS_ENG_Brandmark_+desc_black.jpg

Contact details

To obtain master artwork files, please visit the LGPS Regulations and Guidance website:

<https://www.lgpsregs.org/resources/branding.php>