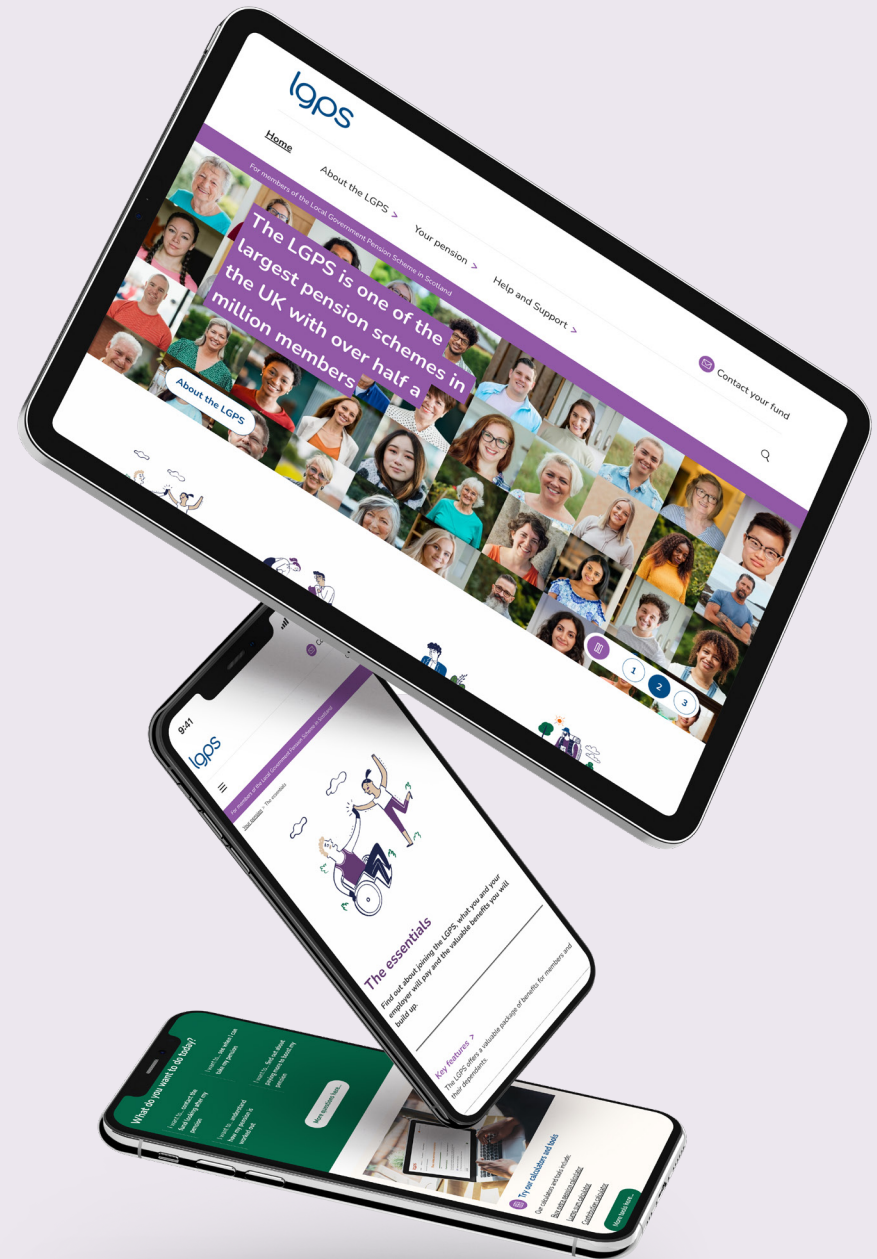




Local Government
Pension Scheme

Welcome to our new brand and website

Simple | Friendly | Confident



Our new brand

The Local Government Pension Scheme (LGPS) has created a new brand identity. It expresses a modern and distinctive brand image that asserts a professional authority while remaining open and accessible.

The identity consists of a new brandmark, colour palette, font family and a set of illustrations.

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

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

Brandmark



Full colour version without descriptor – Scotland



Full colour version with descriptor – Scotland

Colour palette



LGPS Scotland Blue



LGPS Scotland Purple



LGPS Blue



LGPS Dark Grey

Fonts

Nunito

Arial

Illustration style



Our new website

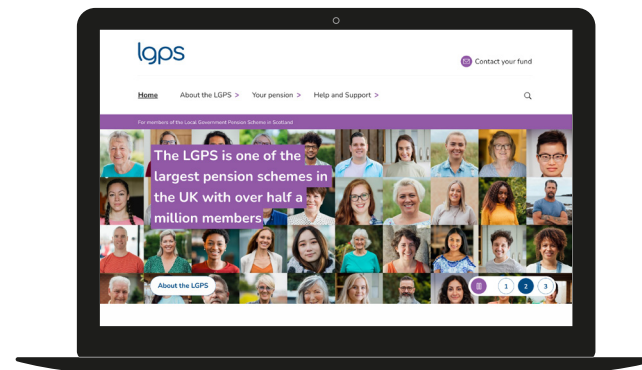
www.scotlgpsmember.org

LGPS has developed a new website to improve the member experience and make it easier to understand their pension.

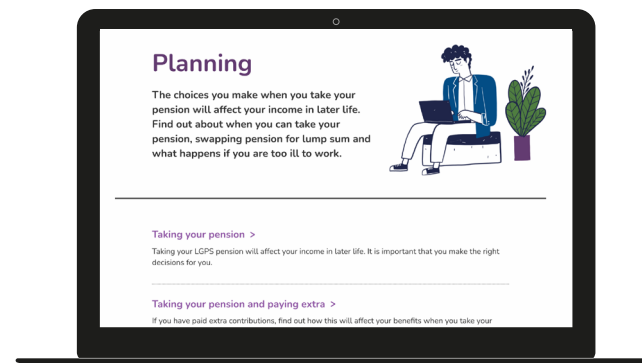
A key requirement for the website is to make all of the content available to everyone, including those with disabilities. It meets the Government accessibility requirements for public sector websites.

The website has been built with a content management system so that it is easier to update in line with regulation changes.

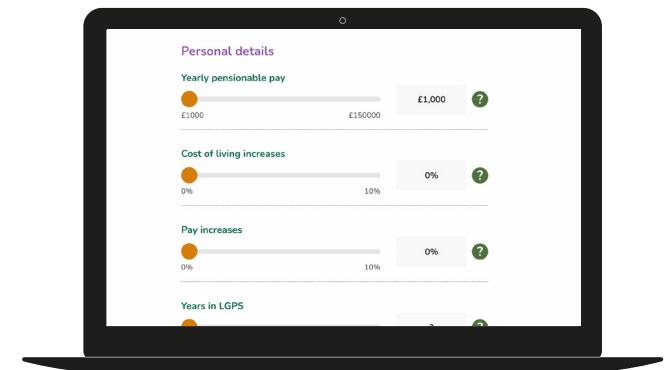
Clear navigation



Engaging content



Tools and calculators



Help and support

