

Brand Guidelines

January 2021



Contents

1	Welcome	4		
	Applying these guidelines	4		
	Our visual language	4		
2	Brand elements	5		
	Our brand elements	5		
3	Logo	6		
	Pensions Dashboards Programme logo	6		
	Secondary logos	7		
	Digital exclusion zone	8		
	Minimum size	8		
	Incorrect logo use	9		
4	Co-branding	10		
	Logo lockup	10		
	Pensions Dashboards Programme dominant	11		
	Partner dominant	12		
	Equal dominance	13		
5	Colour	14		
	Colour palette	14		
	Colour summary	15		
	Primary colours	16		
	Secondary colours	17		
	Use of grey	17		
	Gradient colours	18		
	RAG colours	19		
	Colour palette in use	20		
6	Typography	21		
	Bree family	22		
	Verdana family	23		
	Incorrect use of typography	24		
	Headline sizes	25		
	Typographic components	26		

	Basic formatting	27
7	Iconography	28
	Icon style	28
	Container shape	29
	Minimum size	29
	Arranging multiple icons	30
	Incorrect icon use	31
8	Icon library	32
	Hexagonal pattern	33
	Rules	33
9	Hexagonal pattern in use	34
	Literature	35
	A4 literature grid	35
	A5 literature grid	36
	A4 fact sheet/case study grid	37
	Using the grid with text	38

	Using the grid with images	39
10	Social	40
	Applying brand to social platforms	40
	Profile pictures	41
	Cover photos	42
	Twitter	43
	LinkedIn	44
	Social posts graphic	45
11	Applications	46
	Brochure cover and pages	46
	Website	47
	PowerPoint	48

1 Welcome

These guidelines are high level principles and should inform how to apply the brand across all our platforms. They are optimised specifically for print and digital and will help us to achieve clarity and consistency in our communications.

They support the expression of the brand and visual identity and should always be used as the starting point that informs a design brief. Of course, content always plays a key part in the design process and customer journey, so all these elements need to be considered at the beginning of every project. Each design will be unique, so it is for the designer to make considered and measured decisions in alignment with the principles.

For example, designers will need to consider decisions around use of white space, amount of content, scrolling and content presentation for different applications. As digital platforms continue to evolve, the guidelines will need to develop to encompass any new applications.

Applying these guidelines

When designing in a digital environment, the overall experience needs to support the brand purpose and values through consistent presentation and memorable customer and user experience.

Increasingly, our customers are interacting with the Pensions Dashboards Programme across multiple touchpoints, so a coherent and consistent application of our visual identity across both on and offline is of vital importance. However, the digital environment often has specific challenges and limitations that we cannot always control. Therefore, it is even more important that the visual identity and core principles are observed to ensure designs are modern, uncluttered, fresh, simple, clear and consistent.

Designers should always use these key principles to inform design decisions, even when due to technical or other limitations, you may need to deviate from precise brand guidelines.

Our visual language

In the digital environment, it's essential we maintain a consistent visual identity and use effective design elements to help bring our brand to life.

Our design language is spacious, open and features the primary use of teal and white. Content needs room to breathe and layouts and UI's shouldn't feel overly cluttered, busy or complicated.

When designing for our brand, designers should take care to create outputs which feel high quality and premium, yet approachable, honest and pragmatic. Minimalism and simplicity translate to the succinct and sympathetic use of content, graphic and typographic elements.

Always question the purpose, placement and necessity of every visual element to ensure design decisions are driven by the Pension Dashboards Programme's vision, to place the user at the heart of everything we do.

2 Brand elements

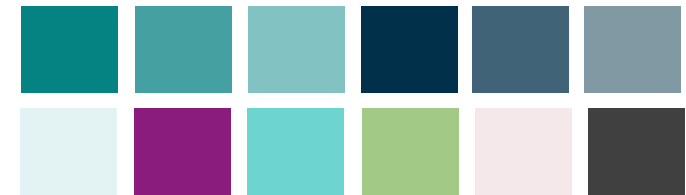
Our brand elements

Below are all the different elements that make up our brand, which we will look at in more detail.

Logo



Colour



Typography

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Iconography



Hexagonal pattern



3 Logo

Pensions Dashboards Programme logo

Our primary logo features the layered squares icon and the Pensions Dashboards Programme wordmark. You should only use it on a white background.

The layered squares and wordmark appear in a fixed relationship and should not be altered. Never use the wordmark without the layered squares, although you can use the layered squares separately as a brandmark.

The ideal position for our logo is the top left on a page. Exceptions are permitted, but will require approval.

Only use approved digital artwork files.



Secondary logos

We use secondary logos on certain canvases where the primary logo won't work.

When you use the logo on a dark background, you should use the white logo with the layered contrasting coloured squares.

Low res logos

When you need logos to be small, use the low res logos that have layered squares with gaps between them to make them more visible. In contrast, the flat white logo should be used on a dark background.

Only use approved digital artwork files.

Pensions Dashboards Programme logo on a dark background



Low res logo to be used when small on a white background



Flat white low res logo to be used when small on a dark background



Digital exclusion zone

The digital exclusion zone is an area around the logo that must always be kept free of text, imagery and other graphical elements. This protects the logo from competing visuals and helps to ensure its definition.

As shown, an area at least equal in width to the P in Pensions must surround the logo, whenever and wherever it is used.

Only use approved digital artwork files.



Minimum size

The minimum allowable size for the logo in standard applications is 16px in height (at a minimum 72dpi resolution), but the recommended minimum size is 32px. When the logo size falls below 32px in height, use the low res version (ie when used as a favicon).



Incorrect logo use

Our logo is a fundamental part of our brand. Incorrect use of the logo will dilute its effectiveness, so make sure you use it consistently. These examples highlight incorrect use of our logo.



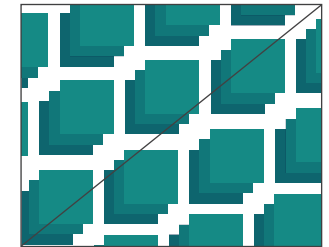
Do not change the colour of any part of the logo



Do not re-arrange the logo



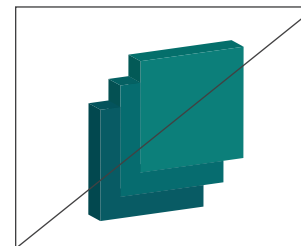
Do not distort the logo



Do not create a pattern with the icon



Do not re-typeset the logo



Do not make any part of the logo three-dimensional



Do not apply a drop shadow to the logo



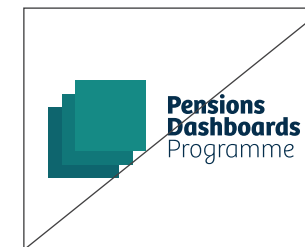
Do not add product or team names to the logo



Do not crop the wordmark or the icon



Do not use the wordmark without icon



Do not modify the fixed size relationship between the icon and wordmark



Do not apply the logo to backgrounds where the visibility of the logo may be compromised

4 Co-branding

Logo lockup

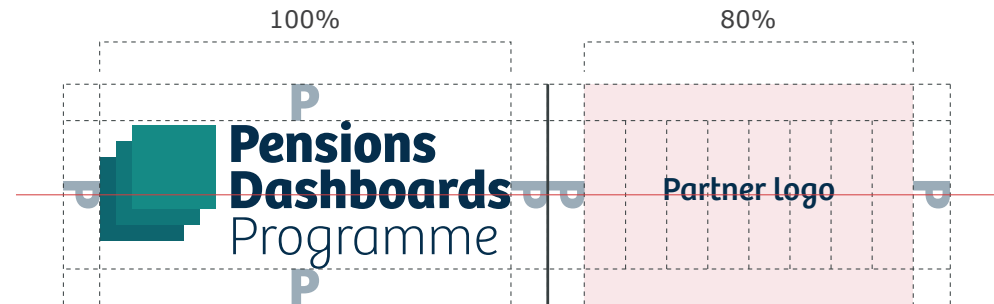
Many co-branding instances will require the Pensions Dashboards Programme logo to be placed side by side with a partner logo (locked up).

Each logo should be sized to be optically equal in size. The partner logo has to be 80% width of our logo and can take the height of the vertical bar. The left position of the lockup indicates brand dominance in brand neutral environments. When there is an equal alliance both logos has to be 100% width.

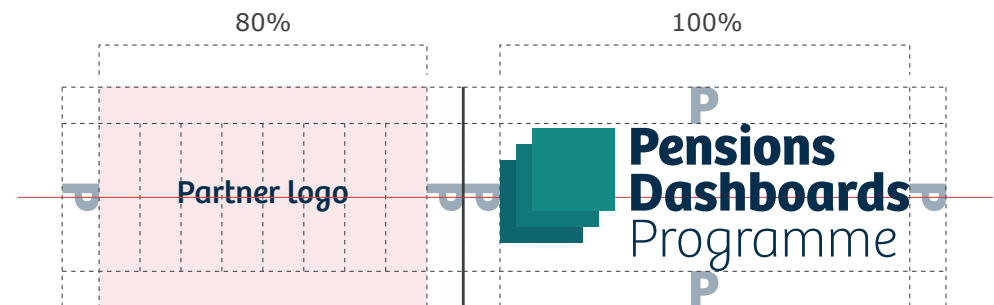
Strategic alliances can either be led by us, partner led or led equally.

The guidelines on this page outline the proper way to construct a lockup with our logo.

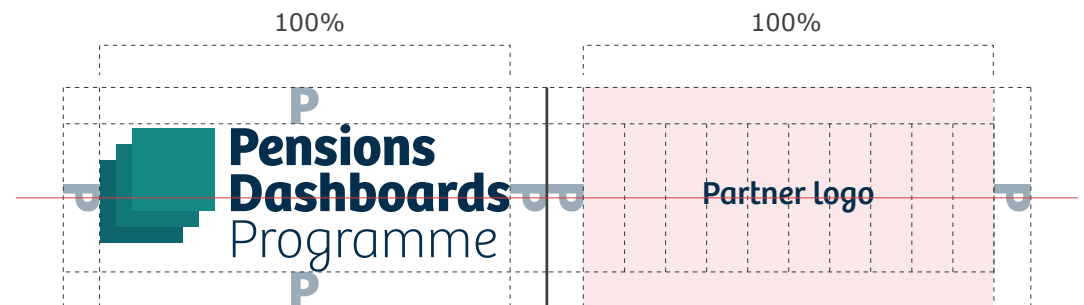
Pensions Dashboards Programme alliance



Partner alliance



Equal alliance



Pensions Dashboards Programme dominant

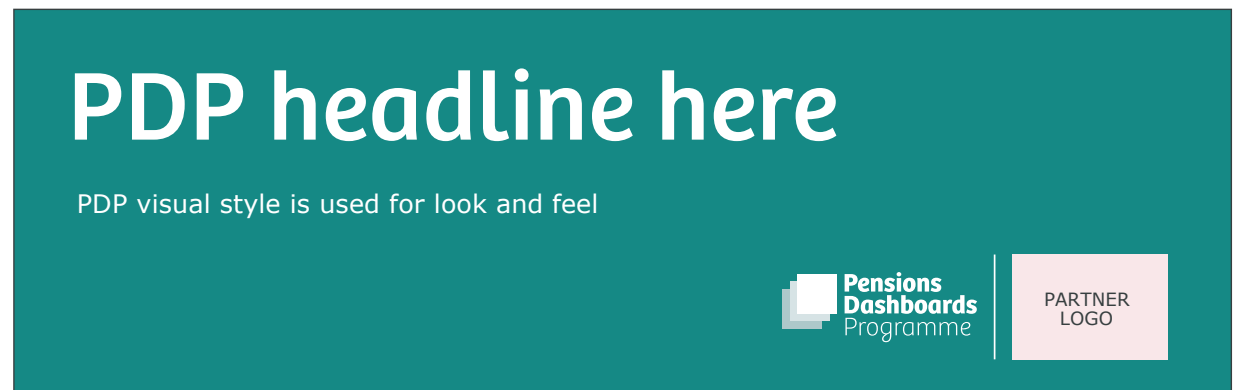
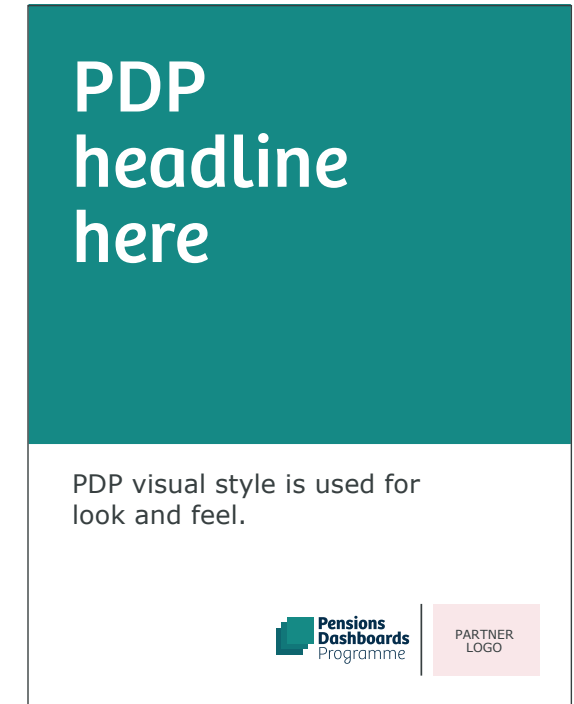
Pensions Dashboards Programme dominance is when we heavily influence the communication experience. Our experiences rely heavily on our visual system for look and feel.

Examples here demonstrate conceptually how Pensions Dashboards Programme dominant co-branded communications should appear in common marketing materials.

Note that our visual identity takes the lead, and the partner logo is placed in a visually subordinate position.

Design requirements

1. wherever possible, use the Pensions Dashboards Programme visual identity system
2. the Pensions Dashboards Programme logo and partner logo are optically equal in size
3. use the full colour logo on a white background, when available. If this is not possible, use the reverse logo



Partner dominant

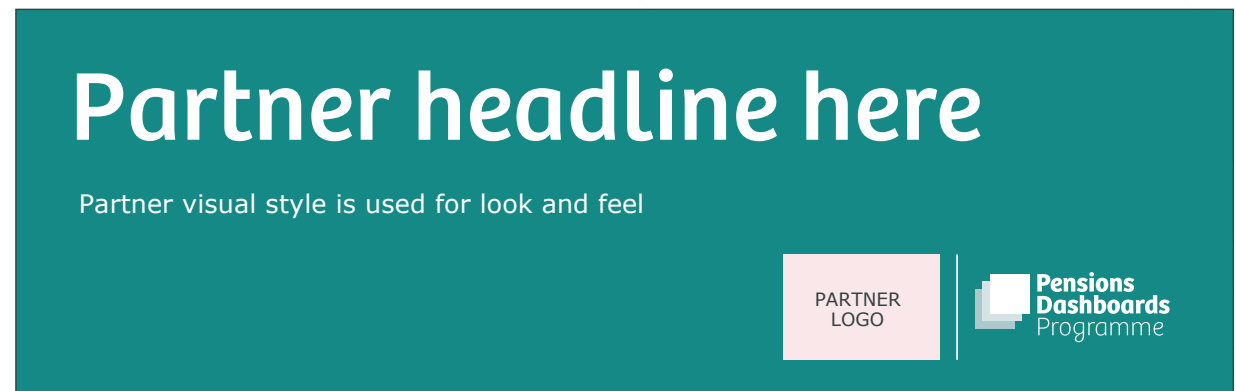
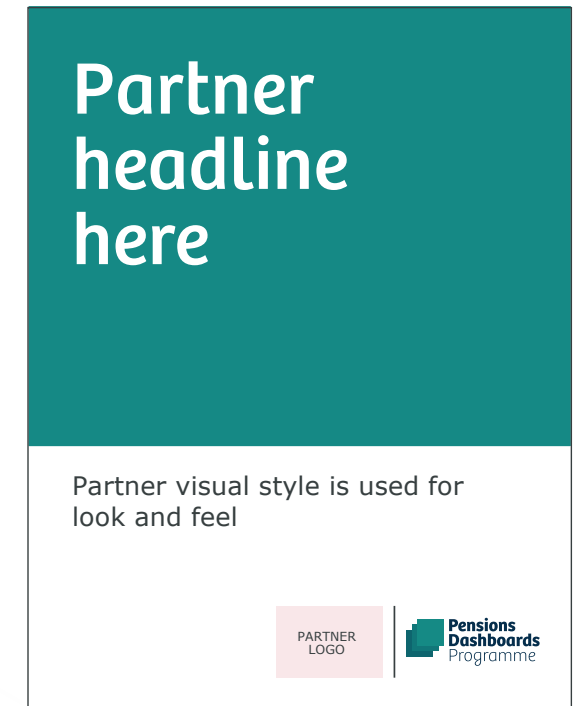
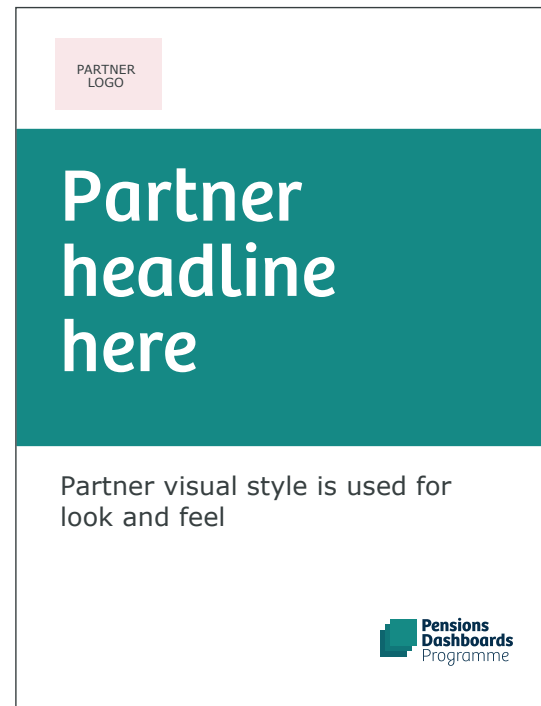
Partner dominance is when the partner brand heavily influences the communication experience. As a result, the partner brand features more and the design is geared towards their visual system. While the partner brand's visual system drives the execution, it's critical that we protect and appropriately display the Pensions Dashboards Programme logo.

These examples demonstrate conceptually how partner dominant co-branded communications should appear in common marketing materials.

Note that the partner visual identity takes the lead, and the partner logo is placed in a visually dominant position.

Design requirements

1. wherever possible, use the partner visual identity system
2. the Pensions Dashboards Programme logo and partner logo are optically equal in size
3. use the full colour logo on a white background when available. If this is not possible, use the reverse logo



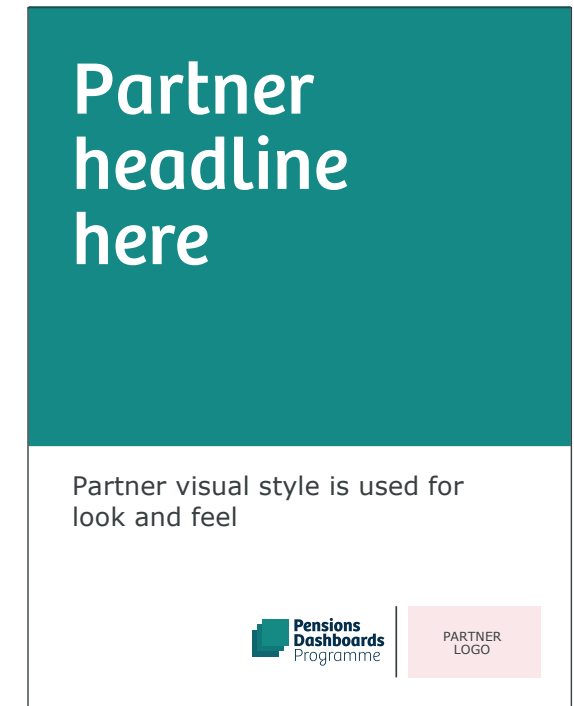
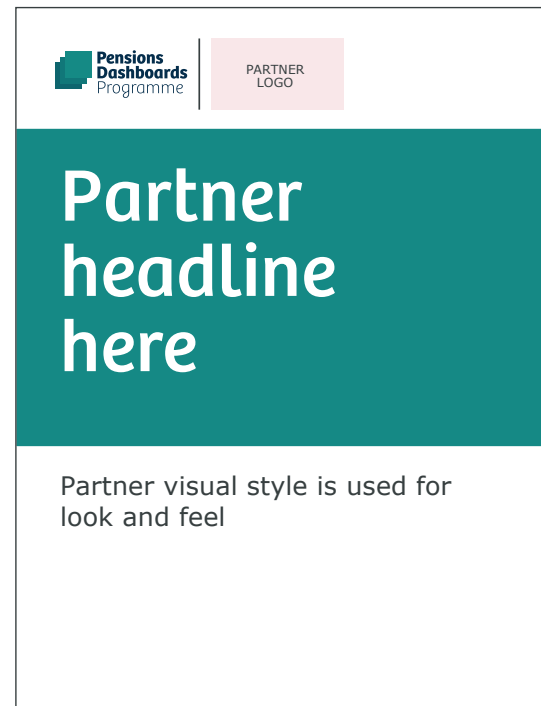
Equal dominance

Equal dominance is when the Pensions Dashboards Programme and the partner brand both have equal alliance with the communication experience.

If the document is published by the Pensions Dashboards Programme it will feature our branding heavily with the logo placed to the left in the lockup, whereas if it is published by our partner it will feature their brand's visual system with their logo placed to the left instead.

Design requirements

1. the Pensions Dashboards Programme logo and partner logo are optically equal in size
2. use the full colour logo on a white background when available. If this is not possible, use the reverse logo



5 Colour

Colour palette

Colour is an essential component of our visual system, and can be one of the most recognisable elements of an identity through consistent single-minded application over time.

Please reference the colour values on the following pages to ensure its precise reproduction in every application.

Colour can impact the accessibility and readability of our digital and print materials. To ensure that it is available to all, make sure to consider how and where you place copy, when not on a white background.

The colour palette, when applied well, will also help to drive this consistent experience. The use and success of white in a digital environment also allows our teal to reinforce our brand, allows content to breathe, as well as align with offline applications of the brand.



Colour summary

The colours on this page represent the core colours that should be used when designing within our brand system.

As indicated, percentage shades can be used (refer to each breakout section for full colour details).

Primary colours

Teal CMYK: 83/26/47/11 RGB: 5/130/130 HEX: #058282	75%	Dark Blue CMYK: 100/75/45/46 RGB: 0/48/73 HEX: #003049	75%	White RGB: 255/255/255 HEX: #FFFFFF
	50%		50%	
	25%		25%	
	10%		10%	

Secondary colours

Purple CMYK: 56/100/6/1 RGB: 138/28/124 HEX: #8A1C7C	90%	Light blue CMYK: 55/0/26/0 RGB: 109/211/206 HEX: #6DD3CE	90%	Green CMYK: 43/3/59/0 RGB: 164/201/134 HEX: #A4C986	90%
	80%		80%		80%
	70%		70%		70%
	60%		60%		60%
Off white CMYK: 3/11/6/0 RGB: 246/232/234 HEX: #F6E8EA	90%	Grey CMYK: 66/56/53/56 RGB: 64/64/65 HEX: #404041	60%		
	80%		40%		
	70%		20%		
	60%		10%		

RAG colours

Amber CMYK: 9/70/100/1 RGB: 220/99/10 HEX: #DC630A	Red CMYK: 204/51/51 RGB: 13/91/80/4 HEX: #CC3333	Green CMYK: 62/14/100/2 RGB: 114/163/9 HEX: #72A309
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Primary colours

Teal is the primary colour of the brand and is a distinctive and valuable asset. It features primarily through the logo artwork and supporting elements. Please remember that consistency is critical to building and maintaining recognition for the teal colour in our branded applications.

The dark blue is a supporting colour to compliment the teal.

The use of white is a fundamental component of our visual identity and should be used to amplify the impact of our brand colours.

<p>Teal</p> <p>CMYK: 83/26/47/11</p> <p>RGB: 5/130/130</p> <p>HEX: #058282</p>	<p>75%</p> <p>CMYK: 71/16/39/2</p> <p>RGB: 68/161/161</p> <p>HEX: #44A1A1</p>	<p>50%</p> <p>CMYK: 53/6/27/0</p> <p>RGB: 130/193/193</p> <p>HEX: #82C1C1</p>	<p>25%</p> <p>CMYK: 29/2/14/0</p> <p>RGB: 192/224/224</p> <p>HEX: #C0E0E0</p>	<p>10%</p> <p>CMYK: 12/1/7/0</p> <p>RGB: 230/242/242</p> <p>HEX: #E6F2F2</p>
<p>Dark Blue</p> <p>CMYK: 100/75/45/46</p> <p>RGB: 0/48/73</p> <p>HEX: #003049</p>	<p>75%</p> <p>CMYK: 76/47/36/23</p> <p>RGB: 64/100/119</p> <p>HEX: #406477</p>	<p>50%</p> <p>CMYK: 53/30/28/8</p> <p>RGB: 128/152/164</p> <p>HEX: #8098A4</p>	<p>25%</p> <p>CMYK: 30/15/16/1</p> <p>RGB: 191/203/209</p> <p>HEX: #BFCBD1</p>	<p>10%</p> <p>CMYK: 12/6/7/0</p> <p>RGB: 229/234/236</p> <p>HEX: #409EC8</p>
<p>White</p> <p>RGB: 255/255/255</p> <p>HEX: #FFFFFF</p>				

Secondary colours

We use the secondary palette to add diversity within the design. We use our secondary colours for stand out copy, supporting graphics and to highlight specific content.

Use of grey

Use grey for the body text.

Purple CMYK: 56/100/6/1 RGB: 138/28/124 HEX: #8A1C7C	90% CMYK: 61/100/17/7 RGB: 124/25/111 HEX: #7C196F	80% CMYK: 65/100/24/15 RGB: 110/22/99 HEX: #6E1663	70% CMYK: 69/100/29/26 RGB: 96/87/20 HEX: #601457	60% CMYK: 70/100/32/37 RGB: 70/100/32/37 HEX: #53114A
Light blue CMYK: 55/0/26/0 RGB: 109/211/206 HEX: #6DD3CE	90% CMYK: 61/2/32/0 RGB: 98/189/185 HEX: #62BDB9	80% CMYK: 66/13/38/0 RGB: 87/169/165 HEX: #57A9A5	70% CMYK: 71/24/43/6 RGB: 71/24/43/6 HEX: #4C9390	60% CMYK: 74/31/48/15 RGB: 74/31/48/15 HEX: #417F7C
Green CMYK: 43/3/59/0 RGB: 164/201/134 HEX: #A4C986	90% CMYK: 50/13/64/1 RGB: 147/181/120 HEX: #93B578	80% CMYK: 54/21/67/4 RGB: 131/161/107 HEX: #83A16B	70% CMYK: 59/29/70/12 RGB: 114/140/94 HEX: #728C5E	60% CMYK: 63/34/73/21 RGB: 98/121/80 HEX: #627950
Off white CMYK: 3/11/6/0 RGB: 246/232/234 HEX: #F6E8EA	90% CMYK: 15/19/14/0 RGB: 221/208/210 HEX: #DDD0D2	80% CMYK: 25/25/22/3 RGB: 197/186/187 HEX: #C5BABB	70% CMYK: 34/32/29/8 RGB: 172/162/163 HEX: #ACA2A3	60% CMYK: 41/38/35/16 RGB: 148/139/140 HEX: #948B8C
Grey CMYK: 66/56/53/56 RGB: 64/64/65 HEX: #404041	60% CMYK: 46/36/35/15 RGB: 140/140/141 HEX: #8C8C8D	40% CMYK: 33/24/26/24 RGB: 179/179/179 HEX: #B3B3B3	20% CMYK: 18/12/14/0 RGB: 217/217/217 HEX: #D9D9D9	10% CMYK: 9/6/7/0 RGB: 236/236/236 HEX: #ECECEC

Gradient colours

There are instances where gradients can be used as backgrounds.

A choice of 3 different variants are available.

Teal to dark blue

HEX: #058282 to #003049

Teal (25 percent shade) to off white

HEX: #C0E0E0 to #F6E8EA

Purple to dark blue

HEX: #8A1C7C to #003049

For the purple to dark blue gradient make sure to give the dark blue more prominence.



RAG colours

We often require red, amber and green to illustrate status levels and a range of specific visual functions. Use the RGB values provided here for all digital applications for RAG purposes only.

Amber
 CMYK: 9/70/100/1
 RGB: 220/99/10
 HEX: #DC630A

Red
 CMYK: 204/51/51
 RGB: 13/91/80/4
 HEX: #CC3333

Green
 CMYK: 62/14/100/2
 RGB: 114/163/9
 HEX: #72A309

Examples below show the RAG colours in use.

	Project Status			
	Month 1	Month 2	Month 3	Month 4
Project Plan 1				
Project Plan 2				
Project Plan 3				
Project Plan 4				

High Medium Low

PROTOTYPES

Header here
 Your detailed explanations here...
 • Add your point here
 • Add your point here
 • Add your point here
 Your summary line here...

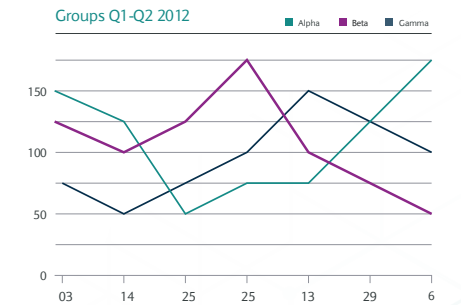
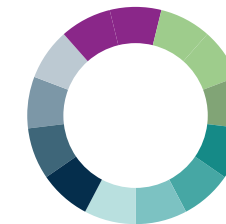
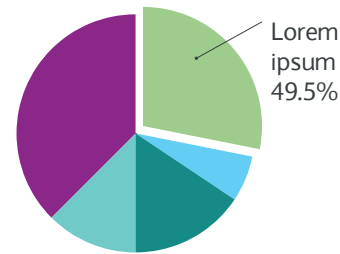
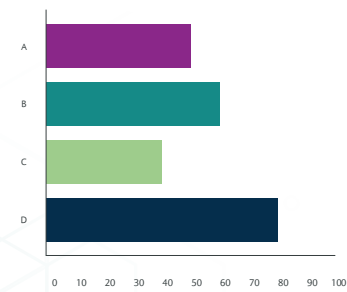
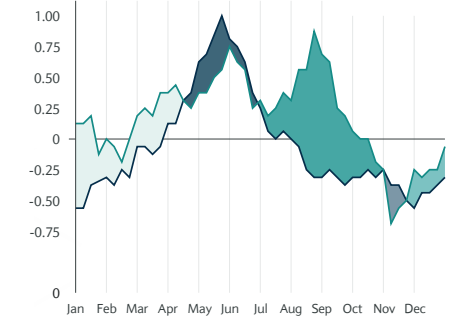
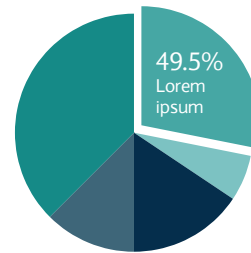
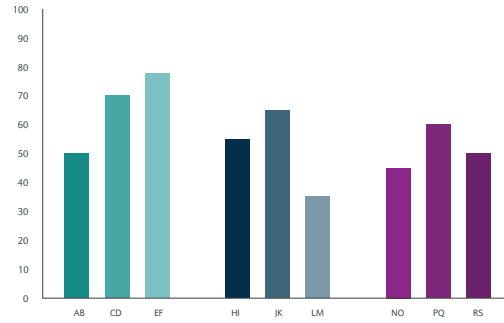
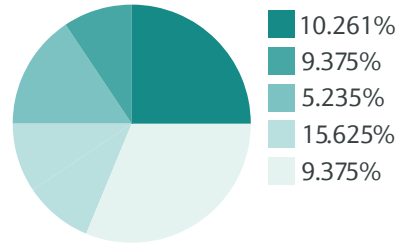
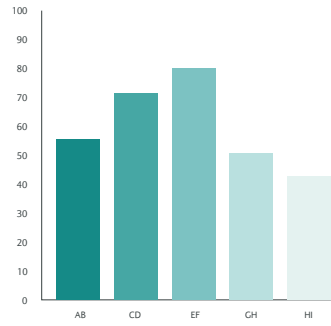
RESOURCES

Header here
 Your detailed explanations here...
 • Add your point here
 • Add your point here
 • Add your point here
 Your summary line here...

STRATEGIC PLAN

Header here
 Your detailed explanations here...
 • Add your point here
 • Add your point here
 • Add your point here
 Your summary line here...

Colour palette in use



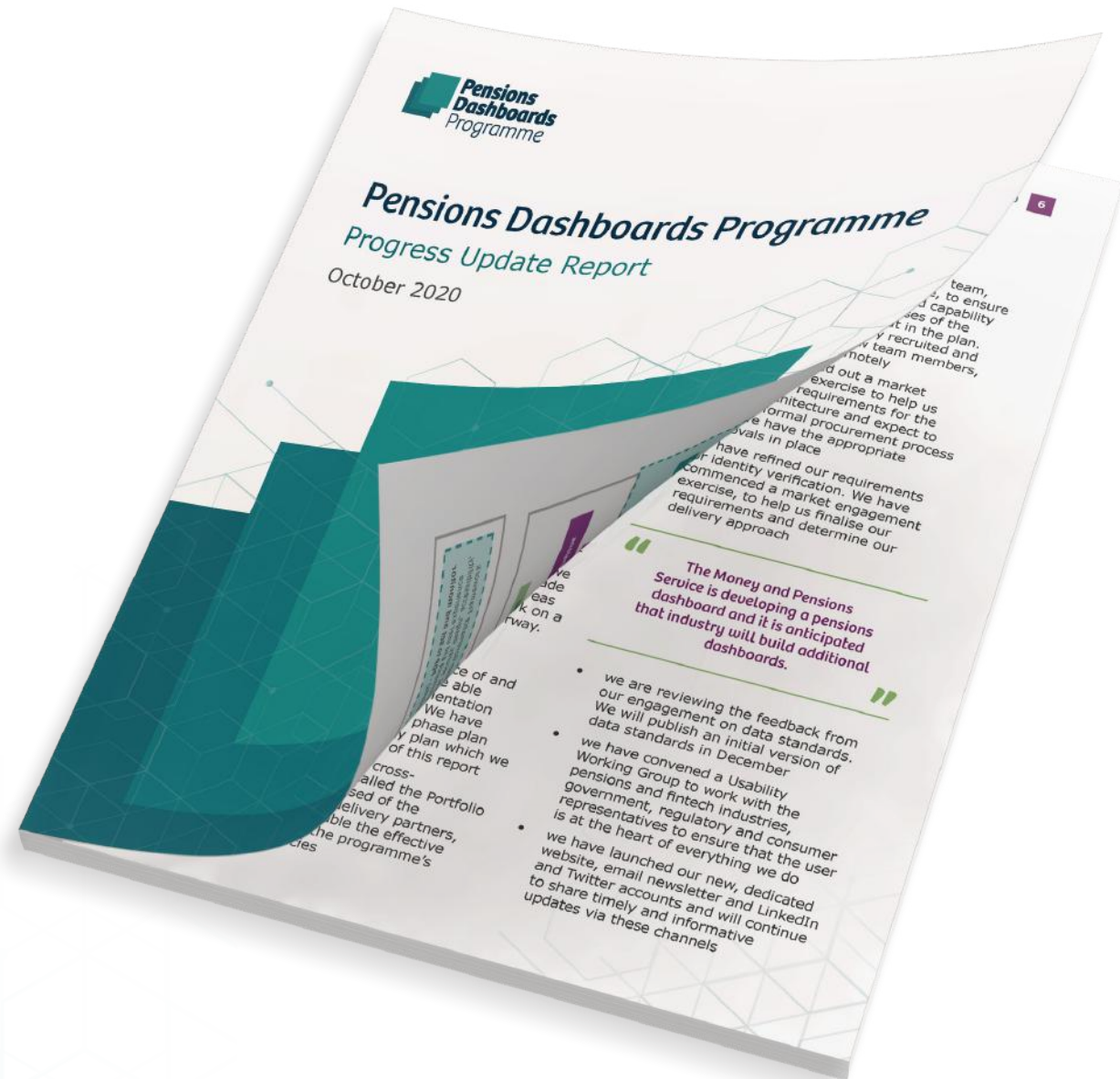
6 Typography

Our typographic style aims to reflect our personality and deliver our written identity with confidence and clarity. The Bree font helps us look modern, efficient and professional by being simple, unfussy and very legible. It is a versatile text and diagram font. Lay out text using the minimum of sizes to create clean layouts

We selected the regular weight of Bree to give a premium feel to our brand and should be used elegantly for headlines, subheads and pull out quotes.

Verdana is our system font and covers over 99% of devices and applications. Verdana was specifically designed for on-screen use and maintains good legibility even at a small size.

Typography can impact the accessibility of our digital and print materials. To ensure that it is available to all, make sure to consider the accessibility requirements.



Bree family

Bree regular

Use Bree regular for headlines, subheads and intro copy.

Bree light

Use Bree light for body copy and small text such as legal information when Verdana is not required.

Verdana is a universally available system font and should be used where Bree is not available.

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Verdana family

Verdana is our primary system font because it covers over 99% of devices and applications.

Verdana's primary use is for body copy and small copy.

We use Verdana in two weights: regular and bold. The Verdana typeface is specifically designed for on-screen use and maintains good legibility even at small sizes.

Where necessary, Verdana can be licensed or matched with a complementary replacement.

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Incorrect use of typography

The following examples highlight incorrect use of our type.



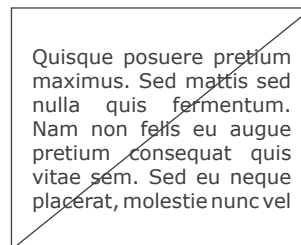
Do not use Bree Regular as the main body text



Do not use other forms of Bree



Do not use unapproved colours in type



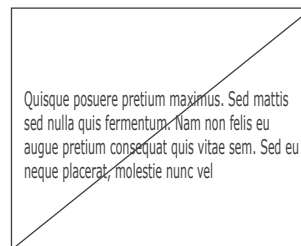
Do not use justified type



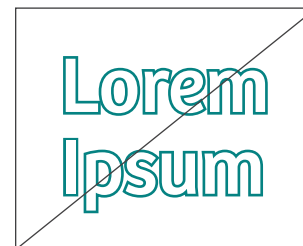
Do not use Verdana as the primary headline typeface



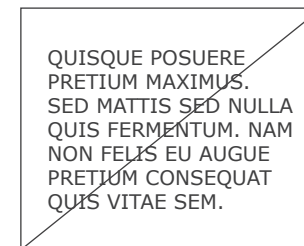
Do not rotate type



Do not scale or kern type so that it becomes illegible



Do not add strokes or other effects to type



Do not use all caps in type

Headline sizes

Large headlines create a clear information hierarchy. Examples of the recommended headline sizes, their appearance and their formats are shown here.

Headline copy should be short and concise and should adhere to our tone of voice.

Please note we use sentence case when writing.

Search engine considerations

Search engines consider words within headings as more important than those within the body text. Headings are also important for sharing content, as a user may manually copy a headline when sharing an article via social media; alternatively the heading may be automatically pulled in by the social media program. Either way it is important to write clear, high quality, relevant headings.

1. use page headings and subheadings to highlight your keywords. This helps search engines, and people understand the key points on the page
2. always include a main <h1> heading. There should be only one of this heading type on a page
3. keep article headlines (e.g. for press releases) to under 55 characters (about 8 to 10 words)

Note: Factor search engine optimisation (SEO) considerations into the page design and the use of <H1><H2><H3> HTML tags.

Heading 1

Bree regular / Size 34pt / #058282

Heading 2

Bree regular / Size 30pt / #058282

Heading 3

Bree regular / Size 14pt / #058282

Heading 4

Verdana bold / Size 11pt / #404041

Typographic components

These type specifications cover the majority of styles used across our digital applications. Along with the headline styles, they make up the typographic components for all of our products.

Pull out quote

“ Lorem ipsum dolor sit amet, consectetur adipiscing elit. ”

Bree regular / Size 13px / #8A1C7C

Intro copy

Verdana bold / Size 11px / #404041

This is body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque posuere pretium maximus. Sed mattis sed nulla quis fermentum.

Verdana regular / Size 11px / #404041

[This is an inactive link](#)

[This is an active link](#)

Verdana regular / Size 11px / Standard link: #215E9E; Active link: #551A8B

Basic formatting

Our typographic style, with its hierarchical tiers of typography, relies on regular tracking and leading. There should be consistent spacing or padding around headers and body copy and all copy should always align to the left.

Use the Bree font for headlines and introductory copy. Use Verdana for the body copy.

These elements make up the typographic building blocks across all digital assets for the Pensions Dashboards Programme.

Bree regular / Size 30pt / #058282

Verdana regular / Size 11pt / #404041

Heading 2

The Pensions Dashboards Programme is an extremely complex programme of work with many risks and dependencies associated with it, some of which fall outside the programme. We have undertaken significant activity to identify risks and develop supporting processes to ensure we continue to identify new risks and manage and mitigate active risks appropriately.

Focus and priorities

Over the next six months we will be focused on scaling up the programme team to put us in the best position to ensure successful delivery.

We will:

- finalise requirements and seek approval to commence formal procurement for a supplier(s) to work with us to deliver the dashboards' digital architecture
- engage with the commercial market and finalise our requirements for identity verification

Bree regular / Size 14pt / #058282

7 Iconography

Icon design

Grid

The icons are all designed on a square grid. While some icon elements, such as line thickness and spacing are variable, all the icons have the same look and feel.

The grid helps ensure consistency in their reproduction, scaling and style.

Angle

The typeface's edges, which have been observed to retain their sharpness and legibility, even at low resolutions and sizes, inspired the interior angles.

Colour

The icons should be dark blue, with teal highlights used to give them a distinctive look. If you use icons on a dark background then make the icons white.

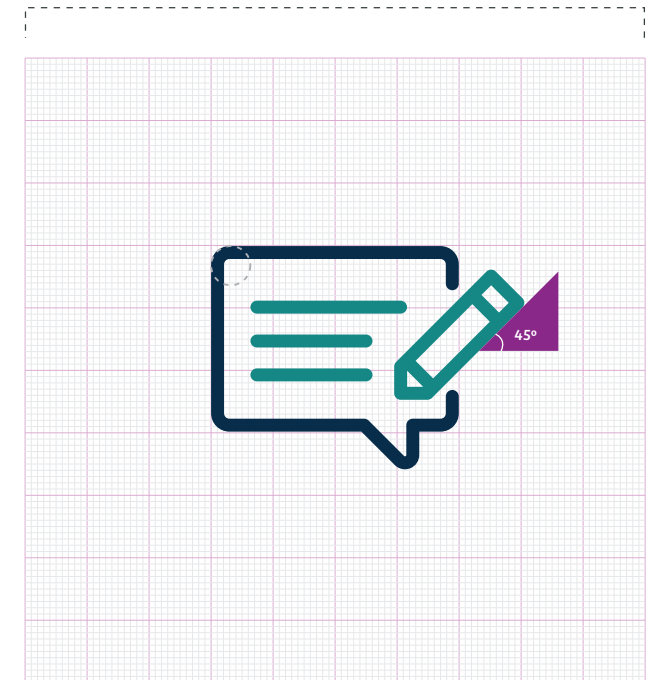
Continuity

The icon family maintains a continuity of form.

The icons design incorporates the following principles:

- a. icons have round corners
- b. text is designed as straight bars
- c. icons contain both round and sharp edges

100 X 100 (maximum size of icons)



10 x 10



a and b



c

Container shape

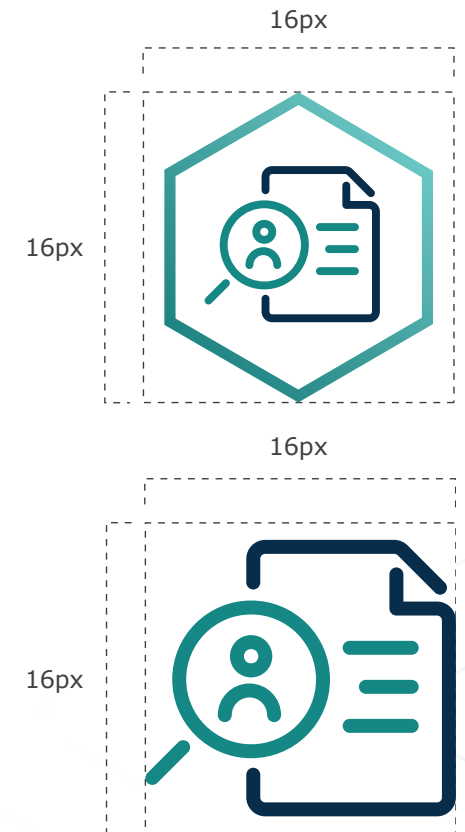
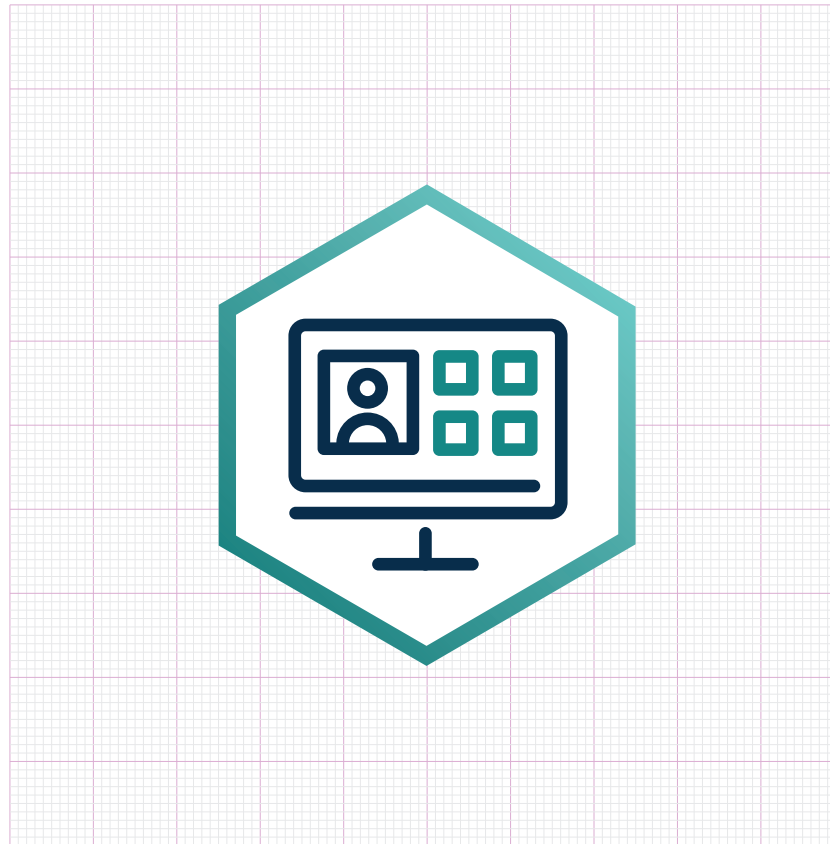
You can place the icons inside a hexagonal container shape. Icons should retain a simple, minimalist design.

The border around the container should be teal and be a slightly thicker weight than the icon.

The gradient on the border goes from the brand teal to a 75 percentage shade.

Minimum size

The minimum size for icons and the container buttons is 16 x 16 pixels.



Arranging multiple icons

Freestanding icon

The spacing between multiple freestanding icons is 50% of the width of the medium-sized icon.

Container shape

The spacing between multiple container shapes should be one to five pixels between each container.



Use the medium-sized icon as the standard for the exclusion zone.

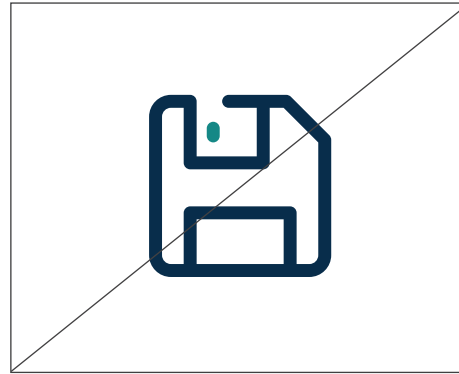


The exclusion zone between container shapes is one to five pixels. Choose the number of pixels that will give the best visual impact.

Incorrect use



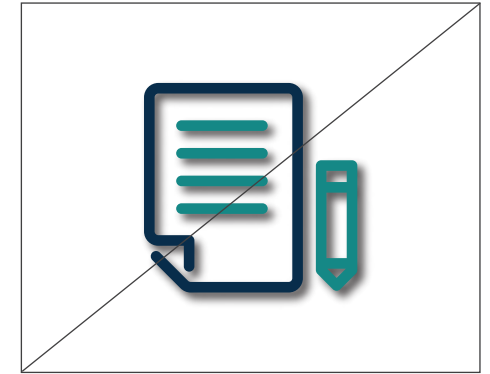
Icons should not overlap



Icons should not be outdated



Icons should not be improperly coloured



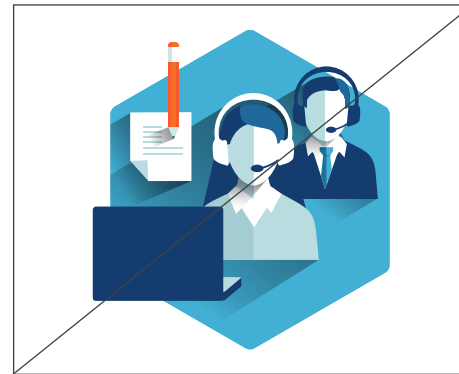
Icons should not use effects



Icons should not be realistic



Icons should not be used to create patterns



Do not create icons in a different style



Do not use icons with photography

Icon library

The Pensions Dashboards Programme style is spacious and open, rooted in our four design principles – simple, modern, efficient and intelligent. Consistent use of our style is key to the consistency of our brand identity across all communications channels and platforms.

These icons presented here have been developed specifically for the Pensions Dashboards Programme, according to our style and design criteria.

Each icon serves a particular function and should always be represented in the same form throughout all business units.



Pensions dashboard



Blog



Press release/
announcement



Steering group



Working group



Events



Call for input



Careers



Procurement



Newsletter



Contact us



Report



Timeline



Further
information

8 Hexagonal pattern

The hexagonal pattern is a dynamic design element that frames imagery or text to give us a distinctive look. The patterns signify a network flow, which represents what the dashboard is trying to do by offering an ecosystem for individuals to view all their pensions data via their chosen dashboard.

Use the hexagonal pattern sparingly to break up the content of a page or to cover large empty spaces. Additionally, you can align our icons on to the pattern inside a hexagonal shape.

Rules

To prevent overuse and dilution of impact, only use the hexagonal pattern in a considered and restrained manner.

- it should never be used simply as a graphic device
- never use the pattern on its own without our typography or icons
- use it once per page or on the most important messages

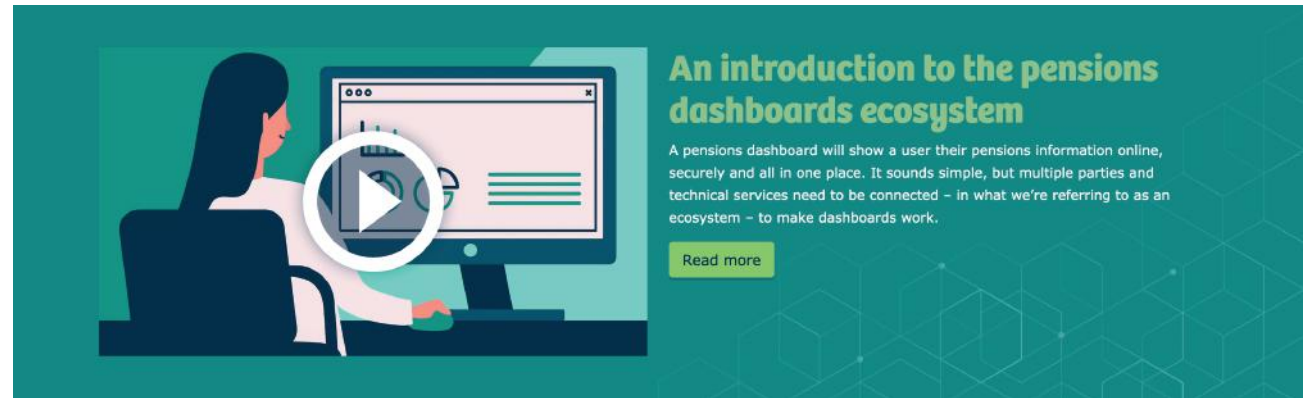
You can place the patterns on a white background or a teal background.



Hexagonal pattern in use

These examples show the hexagonal pattern in use.

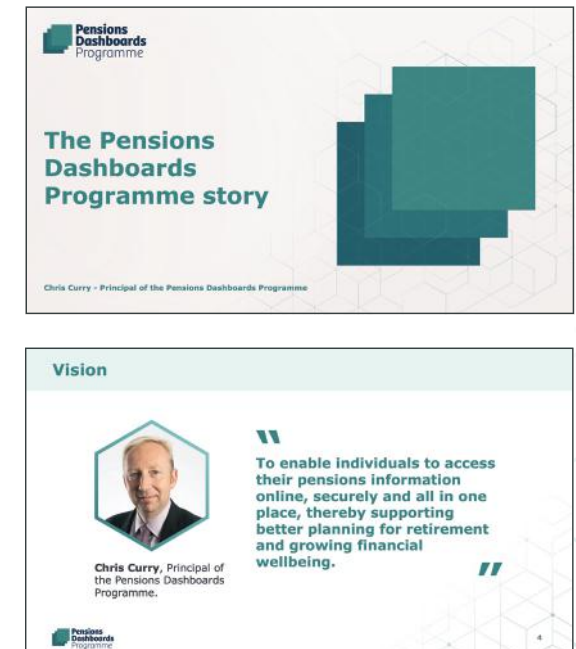
Feature video section on website



PDF report



PowerPoint presentation



9 Literature

A4 literature grid

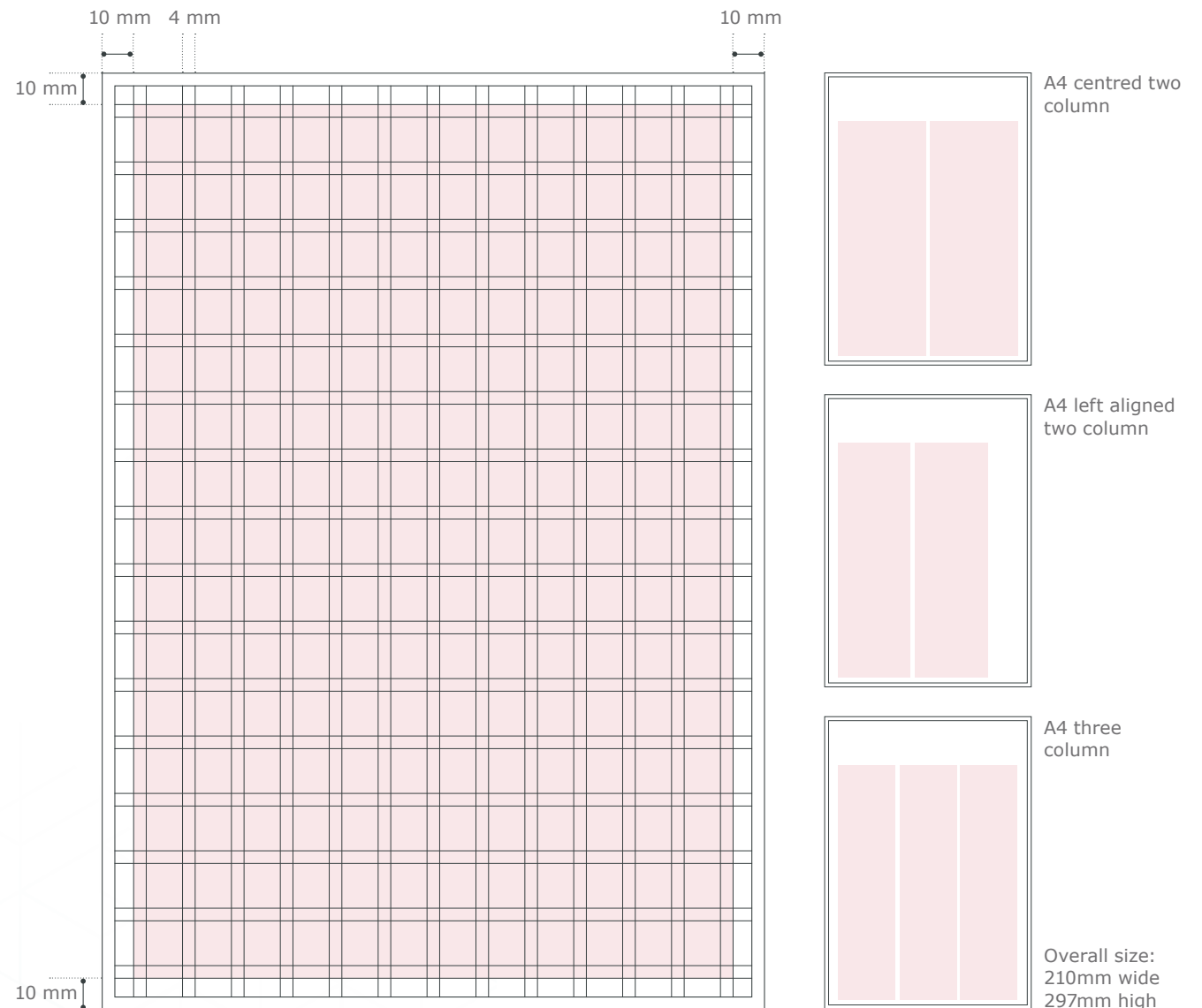
The grid structure is both flexible and easy to follow.

Front covers and internal pages follow the same grid system, as shown opposite.

You can use it to create a variety of layouts and apply it to various formats.

All text and imagery should be aligned using the grid system. Some examples of how to place columns of text are shown far right.

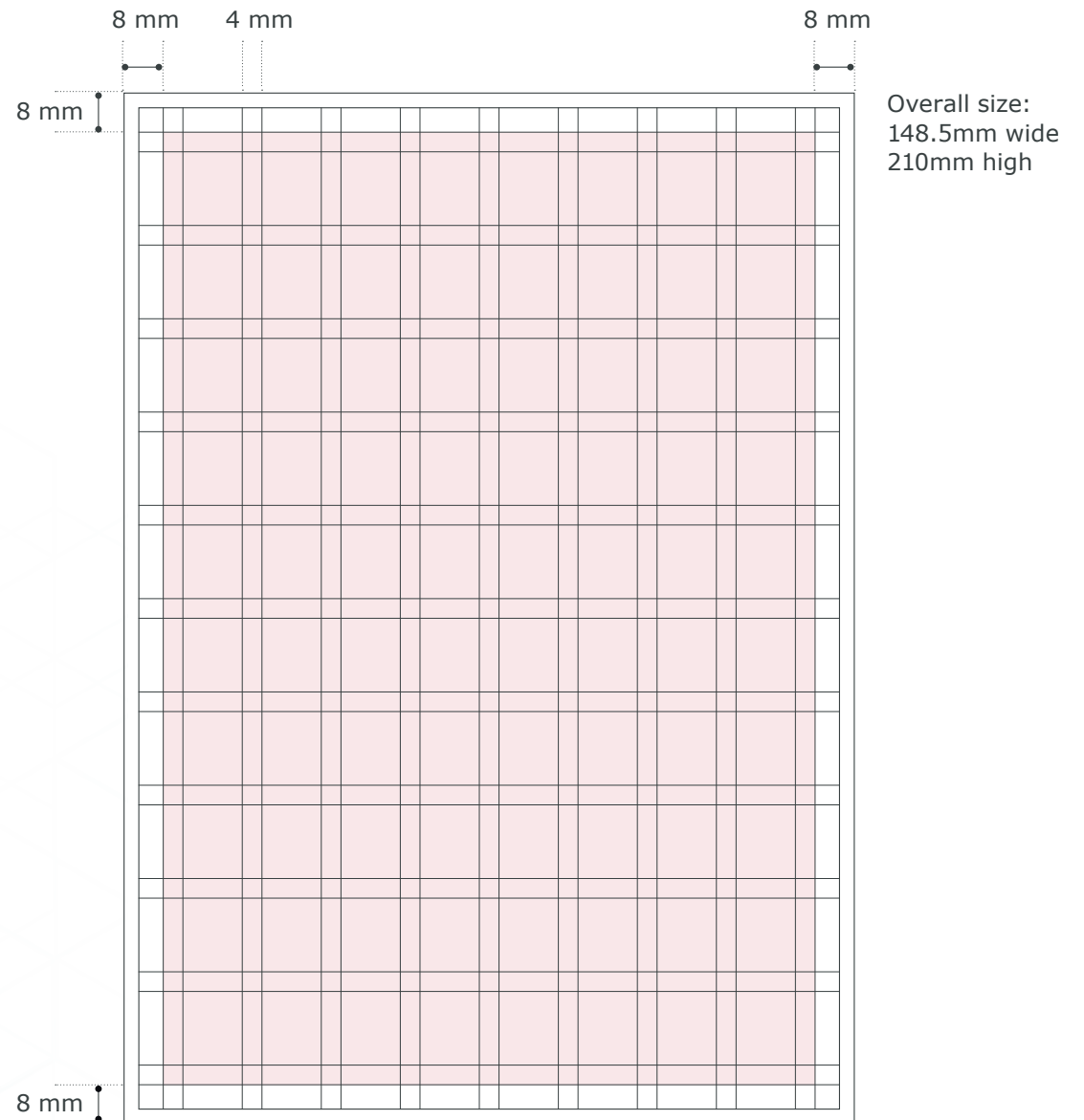
Off white tint depicts text area.



A5 literature grid

Front covers and internal pages follow the same grid system, as shown opposite.

Off white tint depicts text area.

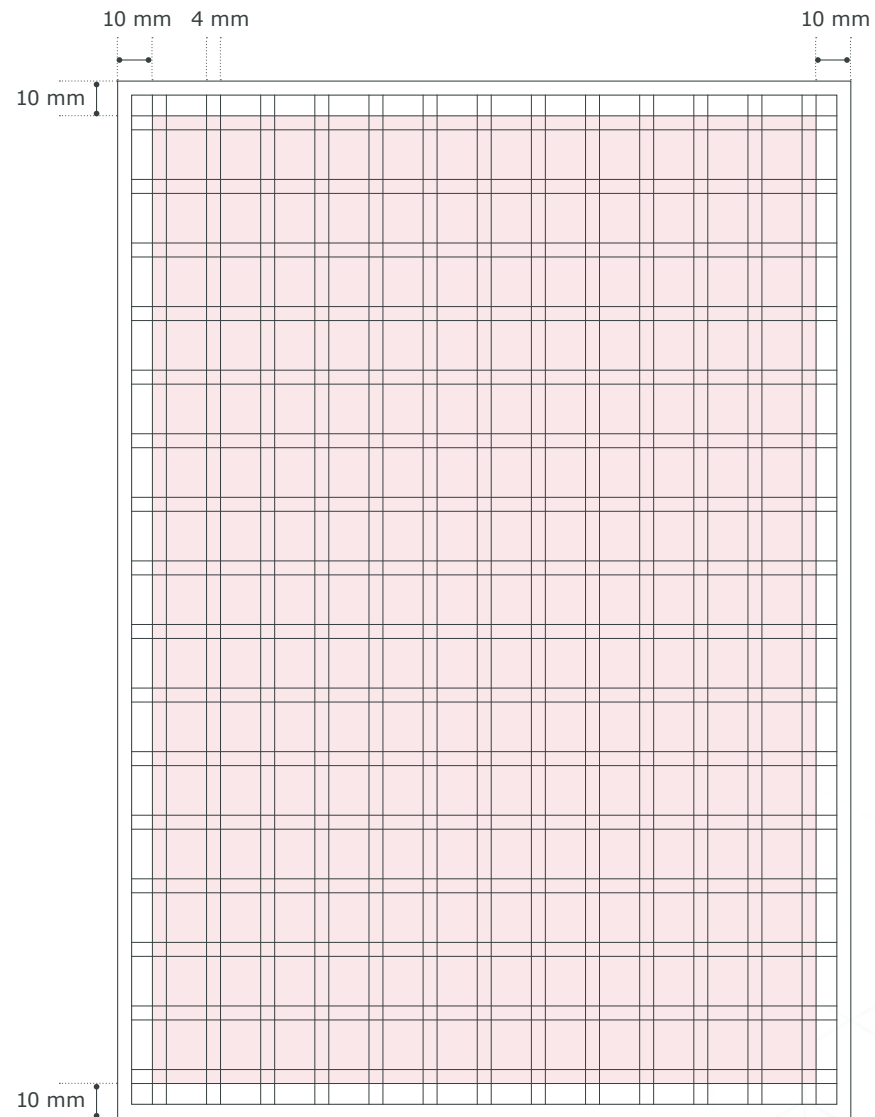


A4 fact sheet/case study grid

Front covers and internal pages follow the same grid system, as shown opposite.

All text and imagery should be aligned using the grid system. Some examples of how to place columns of text are shown far right.

Off white tint depicts text area.



Using the grid with text

Suggested type sizes for an A4 literature left aligned two column brochure page are shown below.

1. Running heads

Bree regular
 Typesize: 9pt
 Colour: #003049

2. Headline

Bree regular
 Typesize: 30pt
 Colour: #058282

3. Body copy

Verdana regular
 Typesize: 11pt
 Colour: #404041

4. Pull-out quotes

Bree regular
 Typesize: 13pt
 Colour: #8A1C7C

5. Sub-headings

Bree regular
 Typesize: 14pt
 Colour: #058282

- 1
- 2
- 3
- 4
- 5

Pensions Dashboards Programme Progress Update Report October 2020 27	
12	Engaging with industry and others on data standards
<p>The key challenges relating to data for pensions dashboards are:</p> <ul style="list-style-type: none"> Find data - digitally matching individuals to pension entitlement records View data - specifying the minimum information about each found pension that should be displayed for the individual to see on their chosen pensions dashboard 	<p>awareness raising webinars in May, hosted by the Pensions Management Institute (PMI) and the Society of Pensions Professionals (SPP), and a further update webinar in August with one of our Steering Group members, Paddy Greene from Which?.</p> <p>We received over 60 detailed and comprehensive responses to the Call for Input, from a wide range of consumer facing organisations, pensions industry bodies, as well as pensions providers, schemes and third party administrators. A summary of Call for Input responses has been published alongside this report.</p> <p>Data Working Group (DWG)</p> <p>We convened a working group of large pension providers, schemes and administrators, spanning all sub-sectors of the pensions industry to begin looking at practical solutions to the various data challenges. The DWG met remotely five times through July and August to discuss options for meeting the find and view data challenges.</p> <p>These discussions centred around the two data working papers and two key inputs:</p> <p>Independent qualitative research</p> <p>We commissioned pensions data experts at PricewaterhouseCoopers (PwC) to undertake deep dive interviews during April and May, on the initial data thinking, with 15 anonymous pension providers, pension schemes and third party pensions administration firms.</p>
<p>In April, we published our initial thinking on these key data issues, in two working papers on data scope and on data definitions.</p> <p>“ We convened a working group of large pension providers, schemes and administrators, spanning all sub-sectors of the pensions industry to begin looking at practical solutions to the various data challenges. ”</p>	
<p>We have since undertaken two significant stakeholder engagement activities, taking input from as wide a range as possible of diverse consumer and industry stakeholders, to develop, enhance, and ratify our data thinking.</p> <p>Call for Input</p> <p>In July, we launched an eight week, industry-wide Call for Input on the two data working papers. To encourage broad input, we supported this request with two</p>	

Image placement

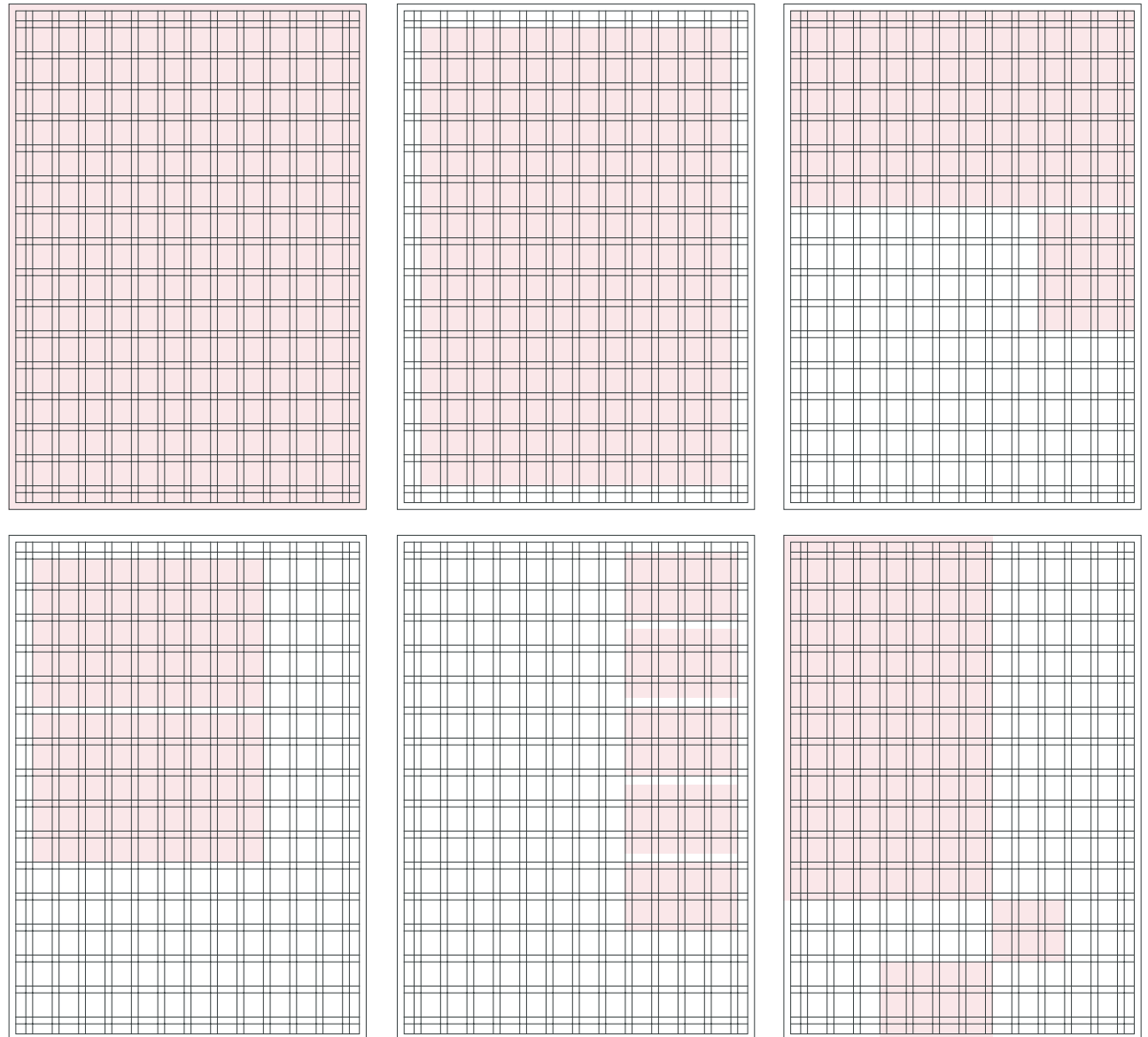
The grids allow for flexibility in image placement.

Front covers tend to work best with full bleed images, or images contained in borders.

If you're using multiple images, arrange them in a simple, ordered way.

NEVER use cut-out imagery.

Off white tint depicts image area.



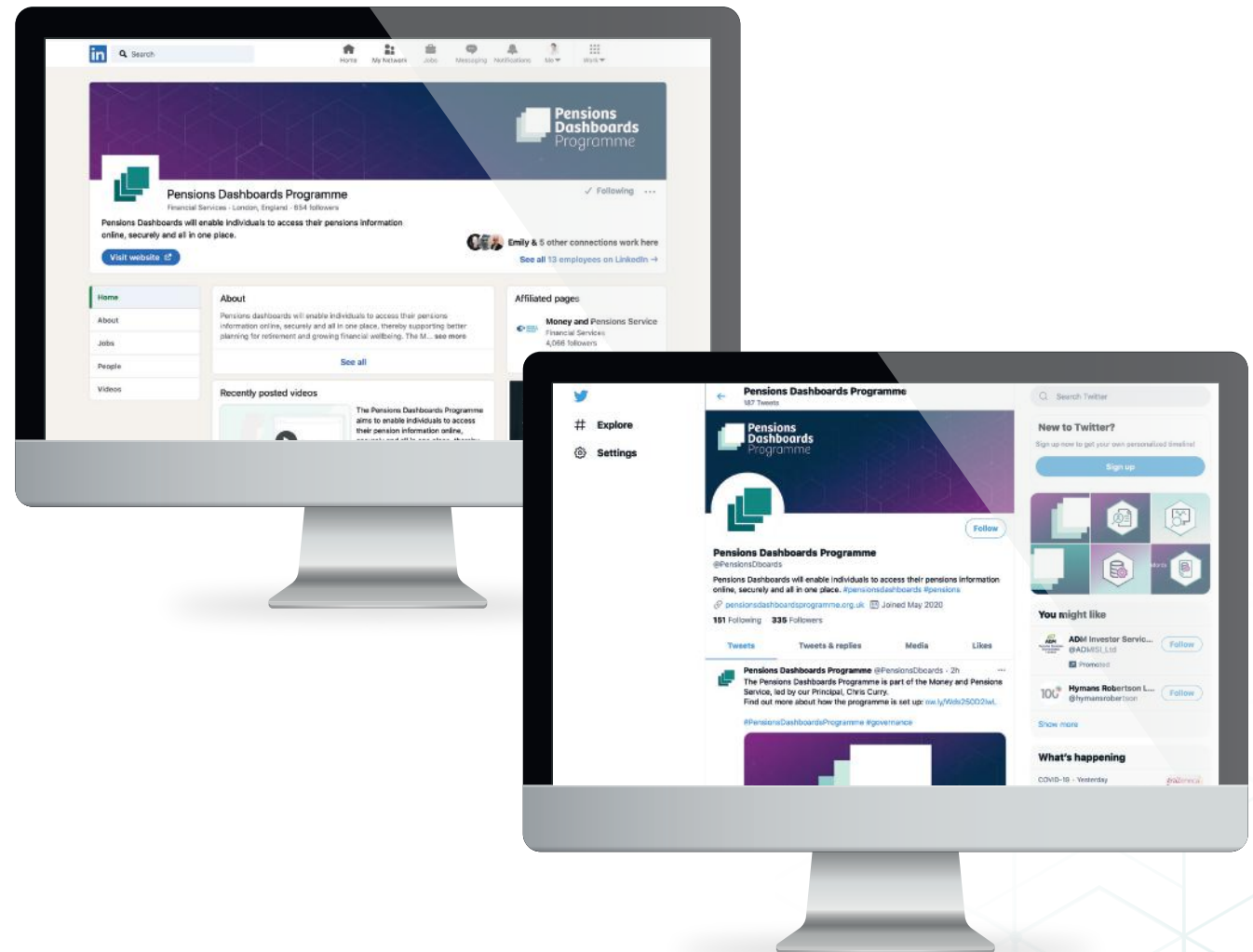
10 Social

Applying brand to social platforms

Pensions Dashboards Programme is active across numerous social platforms and will continue to be so into the future and across new markets. It is therefore important that the primary approach to applying the brand digitally is adhered to with as much accuracy on these platforms as possible.

While each platform offers different levels of skinning and customisation, there are top level rules outlined here that should help guide you on specific executions.

We have created some high level principles to help guide how we apply our brand to ensure we have a clear and consistent social media presence. These principles should also apply to other social media platforms, however, if there are specific challenges, please refer to the Brand Team in the first instance.



Profile pictures

Profile pictures need to be consistent across all executions of social channels. Use the layered squares icon on a white background. Please ensure exclusions zones (spacing) is carefully adhered to and that you test the display on multiple devices and browsers after uploading artwork.

Logo size (solo)

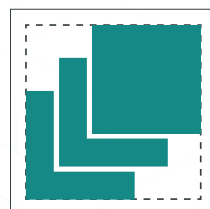
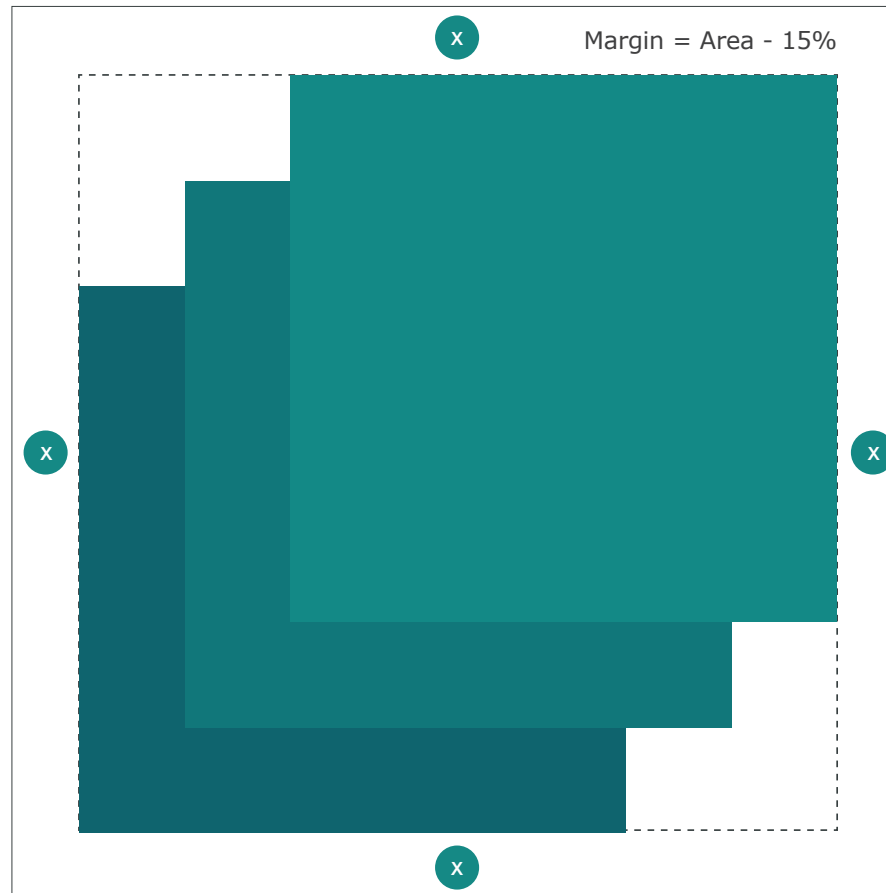
The logo should not encroach of the margin area. $\text{Margin} = \text{Total area} - 15\%$

Other images

Should always follow iconography style and be signed off by the brand team

Minimum size

Use the low res logo version when the logo size falls below 32px in height.



Minimum size

Cover photos

A valuable element to many social media platforms is the cover photo. They present the largest visual area on our social media profiles and create a lasting impression.

Branded covers

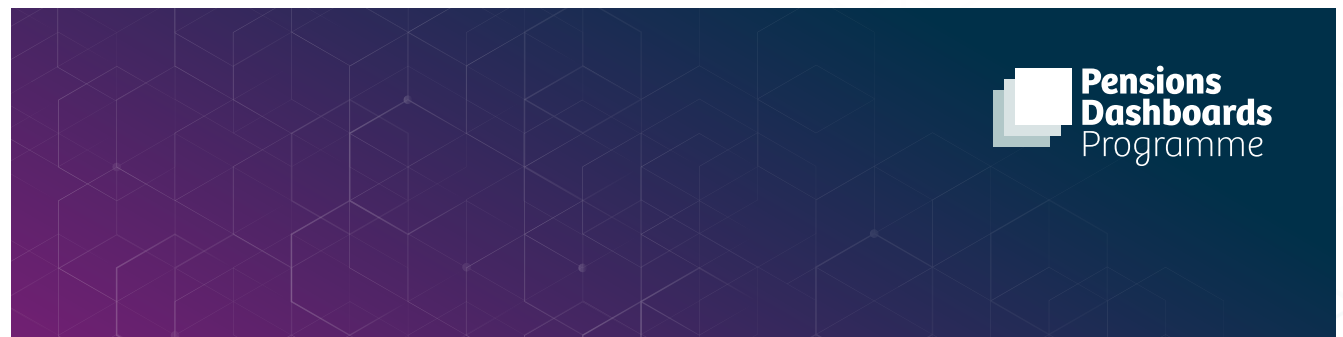
We should use our branded elements for the cover to improve brand recognition.

Make sure to use the same cover design across all social channels so that there is consistency with our social media presence.

Our primary logo with the icon and wordmark should be present on the graphics. If used on a dark background use the secondary logo.



Twitter cover - 1500 x 500px



LinkedIn cover - 1584 x 396px

Twitter

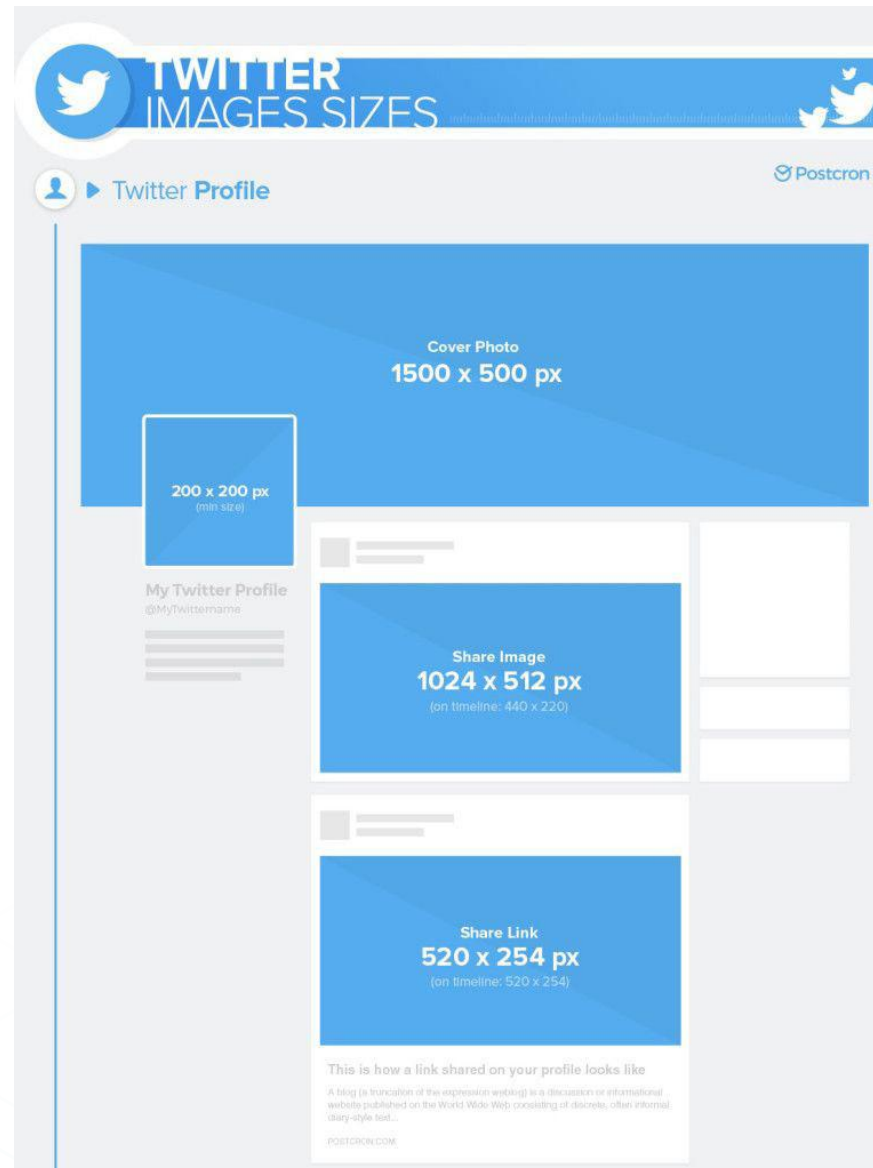
Profile pictures

The Twitter profile picture is horizontal in layout and can display a full logo. Please refer to the logo section for guidance around formatting and size.

Cover photos

The Twitter background have to follow our colour and image guidance. White cannot be used as there is no provision for changing text colour.

When using images, ensure a dark gradient is used to the best possible effect to preserve readability of the text as it is always white.



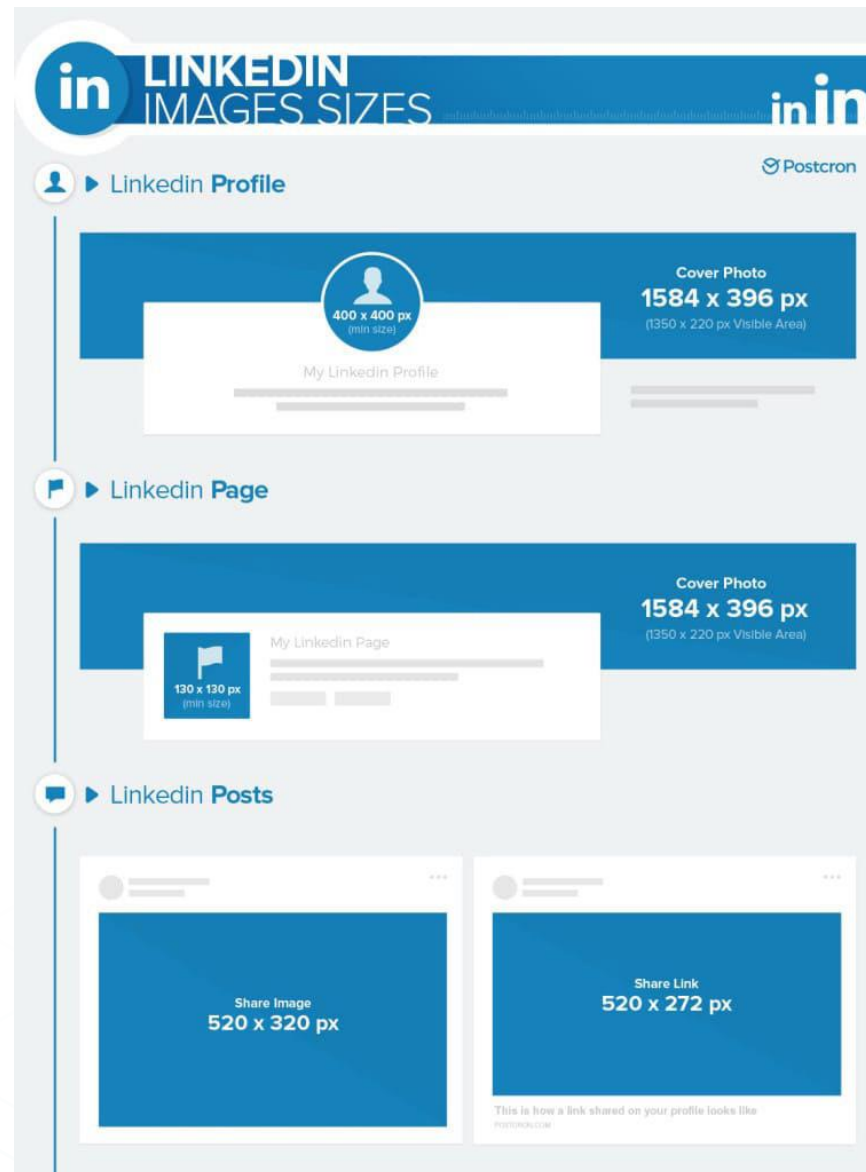
LinkedIn

Profile pictures

The LinkedIn profile picture is horizontal in layout and can display a full logo. Please refer to the logo section for guidance around formatting and size.

Cover photos

Cover photos and backgrounds should follow general guidance to ensure it remains on brand and consistent.



Social posts graphic

Social graphics use all our branded elements, which include gradient backgrounds and a container shape with our icons or image aligned to the hexagonal patterns.

For social banners with text, make sure to align it to the left. The font size is adjustable in order to fit all the wording.

Examples here show the different variations that are available.



LinkedIn social graphic



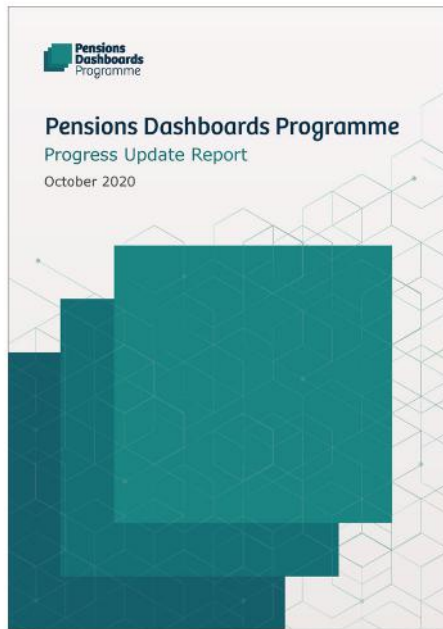
Twitter social graphics



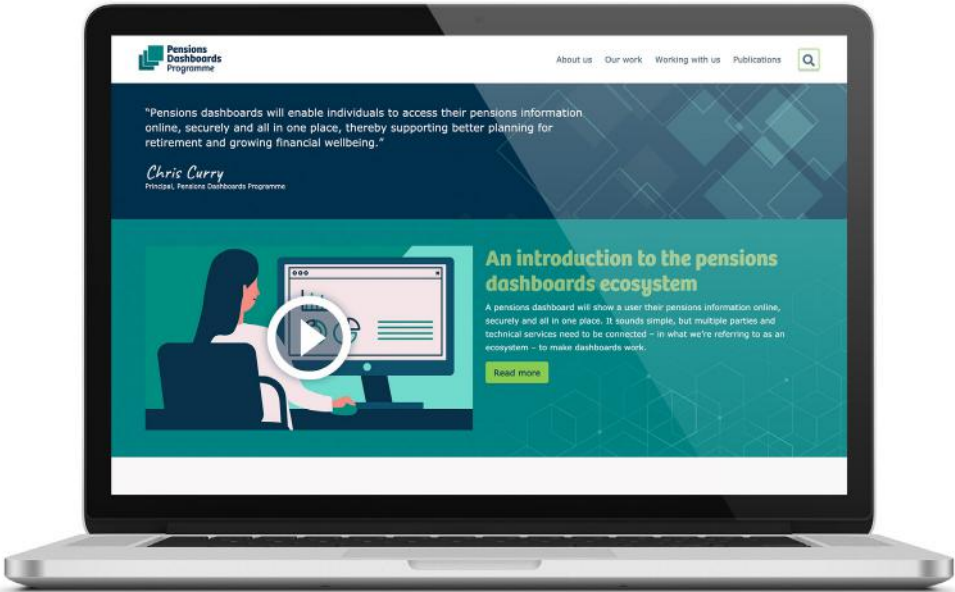
Social graphics with copy aligned left and container shapes that have imagery or icons

11 Applications

Brochure cover and pages



Website



Glossary of definitions

The pensions landscape can be complex, with multiple schemes, pension types and associated terminology. While we try to make our communications as clear as possible, our glossary provides a useful set of definitions for some of the terms you may come across in these pages.

PowerPoint

