

LOGO USAGE

GUIDELINES

PAY YOUR PENSION SOME ATTENTION
Version 1, August 2022

LOGO USAGE GUIDELINES

PENSION ATTENTION LOGOS – TERMS OF USE

The Pension Attention campaign is industry funded and coordinated by the Association of British Insurers (ABI) and Pensions and Lifetime Savings Association (PLSA). All the logos and visual assets used as part of the Pension Attention campaign are the joint property of the ABI and PLSA.

This campaign, running from September to November, marks the first time so many pension providers and schemes, plus many stakeholders, have united behind a single call to action on pensions. Additional activity focused on helping people understand their pensions, value their savings and to take steps to engage with them will help increase the reach of this joint effort.

We therefore encourage you to use the logo assets on your own promotional materials during the campaign season, to showcase your support of the initiative and raise the profile of our collective mission. The logo and hashtag #PensionAttention can also be used in your social media activity to bring the campaign to the attention of your audiences.

APPROPRIATE USAGE

- We would expect to see the campaign assets used on websites, including blogs and online articles; in customer emails and newsletters; on press releases; throughout social media; on advertising of a non-sales related nature.
- Please follow this guidance regarding size, positioning and colour of the logos
- Whenever the logo is used online it should provide a clickable link to pensionattention.co.uk

PRECLUDED USAGE

- Not to be used to promote the sale of specific products or services
- Not to be used to endorse any specific approach to financial management
- Not to be used to suggest your brand or organisation is formally recognised or endorsed by the Pension Attention campaign or any of its partners, or to claim your brand is a sponsor of the Pension Attention campaign

PRIMARY LOGOS

We want the musical nature of this campaign to sing off the page at a glance. The logo consists of a megaphone with words arranged in jagged parallelogram boxes, to mimic the lyrics being vocalised.

Wherever possible, please use the primary logo. And please use in full colour wherever appropriate. This will ensure we can maximise consistent campaign impact and recall.

Always adhere to the minimum sizes advised and the exclusion zone which is the equivalent of the P in PENSION.

Primary logo



Primary logo reversed



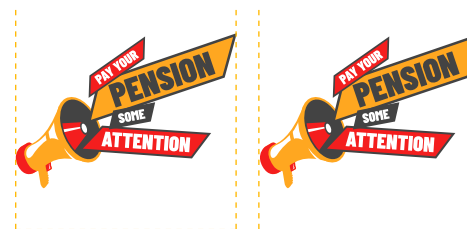
Primary logo black and white



Exclusion zone



Minimum size



Print
29mm

Digital
83px

HASHTAG AND TEXT LOCK-UPS

Where there is not enough space or it is not appropriate to use the primary campaign or partnership logo lock-ups, you can use the Hashtag or Straight text lock-up variants shown here.

Please apply good judgment in ensuring adequate clear space for these logo variants.

Please ensure adequate sizing so the text is all clear and legible when in use.

Hashtag lock-ups

Proud supporters of



Proud supporters of



Hashtag lock-up black and white

Proud supporters of



Straight text lock-up



Straight text lock-up black and white



LOGO MISUSE

Please always apply good judgment in the use of our campaign logos.

Feel free to scale the logos up or down to fit a space, but be mindful of the minimum size.

Ensure the logo is legible at all times.



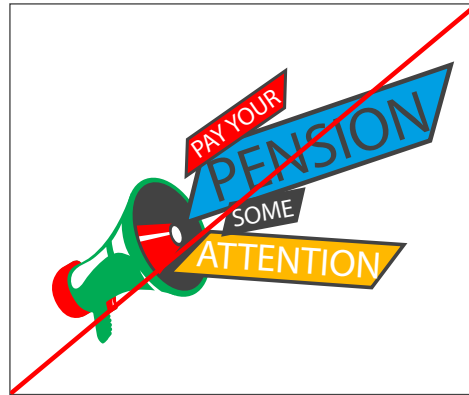
Don't use the wrong logo on dark backgrounds



Don't distort, stretch or flip the logo



Don't add more words to the logo



Don't alter the colours of the logo



Don't place the logo on busy backgrounds

THANKYOU

PLEASE EMAIL INFO@PENSIONATTENTION.CO.UK WITH ANY QUESTIONS OR TO
SEEK ADDITIONAL GUIDANCE ON THE USE OF THE CAMPAIGN LOGO LOCK-UPS