

Pensions Committee

2.00pm, Wednesday, 11 December 2019

Lothian Pension Fund Branding Review

Item number	5.8
Executive/routine	
Wards	All
Council Commitments	

1. Recommendations

The Pensions Committee is requested to:

- 1.1 note this report providing an update on and background to the visual brand refresh for the Lothian Pension Fund group.

Stephen S. Moir

Executive Director of Resources

Contact: Mark Walton, Head of People and Communications, Lothian Pension Fund

E-mail: mark.walton@edinburgh.gov.uk | Tel: 0131 529 4792

Contact: Susan MacFarlane, Communications Partner - Fund, Lothian Pension Fund

E-mail: susan.Macfarlane@edinburgh.gov.uk | Tel: 0131 529 4626

Lothian Pension Fund Visual Brand

2. Executive Summary

- 2.1 Lothian Pension Fund (LPF) has taken the opportunity to refresh its visual brand alongside the launch of the new website. The new look is modern, clean, professional and portrays our values as being trusted, reliable and customer focussed.

3. Background

- 3.1 LPF has undergone an exercise to modernise both their visual brand along with their 'tone of voice' for member and colleague communications, to ensure that the branding and communications truly represent their values.

4. Main report

- 4.1 The existing flower logo does not visually reflect what LPF does as an organisation. The colour palette is muted, the visual brand is not memorable and struggles to stand out against a coloured background and with limited design scope.
- 4.2 The new visual brand looks modern, clean, professional and portrays LPF's values as being trusted, reliable and customer focussed. Please see appendix 1 for images of the design.
- 4.3 The visual brand consists of three blocks which represent a positive, confident upward bar chart to show pension funds accumulating. They can also symbolise buildings, infrastructure and the LPF members and colleagues. The three blocks also represent the three collaborative partners and look solid and dependable.

5. Next Steps

- 5.1 The refreshed visual brand will go live on 1 December 2019 and will be rolled out across all internal and external communications, including the new websites, member correspondence, business cards, social media and colleague newsletters and in due course office signage etc.

- 5.2 It is critical to the brand re-launch that this change is done consistently across all the LPF group's internal and external facing presence from 1 December in order to maximise the benefit and portray organisational strength to stakeholders, existing staff, prospective recruits and the wider market of business counterparties.

6. Financial impact

- 6.1 The cost of the design of the new visual brand was £250.
- 6.2 There was no cost to update member or social media communications, as all visual brand changes happen electronically in-house.
- 6.3 We digitally create letter-heads and other stationery at the point of use, therefore wastage associated with existing stationery will be very minimal.
- 6.4 The visual brand refresh was timed alongside the website refresh to avoid any cost implications.

7. Stakeholder/Community Impact

- 7.1 The Pension Board, comprising employer and member representative, is integral to the governance of the pension funds and they are invited to comment on the relevant matters at Committee meetings.
- 7.2 There are no adverse health and safety, governance, compliance or regulatory implications as a result of this report, except that it is envisaged that the brand re-launch will further support the outcomes of the LPF Governance Review in reinforcing the separate governance model of the LPF group.
- 7.3 There are no adverse sustainability impacts arising from this report.

8. Background reading/external references

- 8.1 See appendix for more detail including visuals of the refreshed visual brand.

9. Appendices

Appendix 1 – Our Vision Brand



Our Visual Brand

Susan Macfarlane
11 December 2019

Background

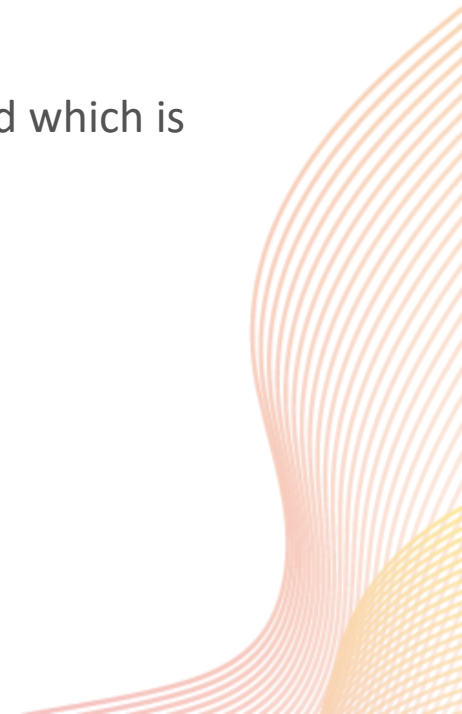
- Our visual brand sets us apart from other organisations, makes us unique and helps to shape our culture and identity.
- We want our members to trust us to safeguard their retirement savings and know that we focus on value for money.
- Our colleagues and members should see us as a warm, professional, friendly, open and honest organisation that puts them at the heart of what we do and our visual brand will reflect this.

Why did we need to change our visual brand?

- As the previous colour palette was muted, the visual brand struggled to stand out against a coloured background and limited our design scope.
- We undertook an exercise to modernise both our visual brand along with our ‘tone of voice’ to ensure that our branding and communications truly represent our values.
- Our previous visual brand looked outdated and didn’t reflect what we do as an organisation.
- The flower image was perceived as gentle and feminine and has been described as looking more suited to a yoga or pharmaceutical company.

What were we looking for in our new visual brand?

- We focussed on a more modern and memorable visual brand that reflected our vibrancy and prudent nature and showed that we are dependable and customer focussed.
- We worked with a graphic designer to create the new visual brand which is explained on the next slide.



Our new visual brand



- The new visual brand looks modern, clean, professional and portrays our values as being trusted, reliable and customer focussed.
- The blocks can represent a positive, confident upward bar chart to show pension funds accumulating, or can represent buildings, infrastructure and our members and colleagues. The structure looks solid and dependable like Lothian Pension Fund.
- As well as a graph, images 1 and 2 give the impression of a house/building, symbolising both growth and security. Images 3 and 4 also show growth and echo our Scottish roots, as the image can represent heather, or the top of a thistle.
- The colour palette has been specially chosen. Purple is the colour of prosperity, whilst blue is common among financial institutes as it represents trust and security. The colours are also aesthetically pleasing and place the brand in a clearly defined market.
- The visual brand comes in a suite of different designs for maximum versatility. Logos 1 and 2 show the visual brand used in both full colour and as a 'white out' against a gradient of the logo colour. Images 3 and 4 are an alternative option, that work well for web banners etc. (as shown in image 4).