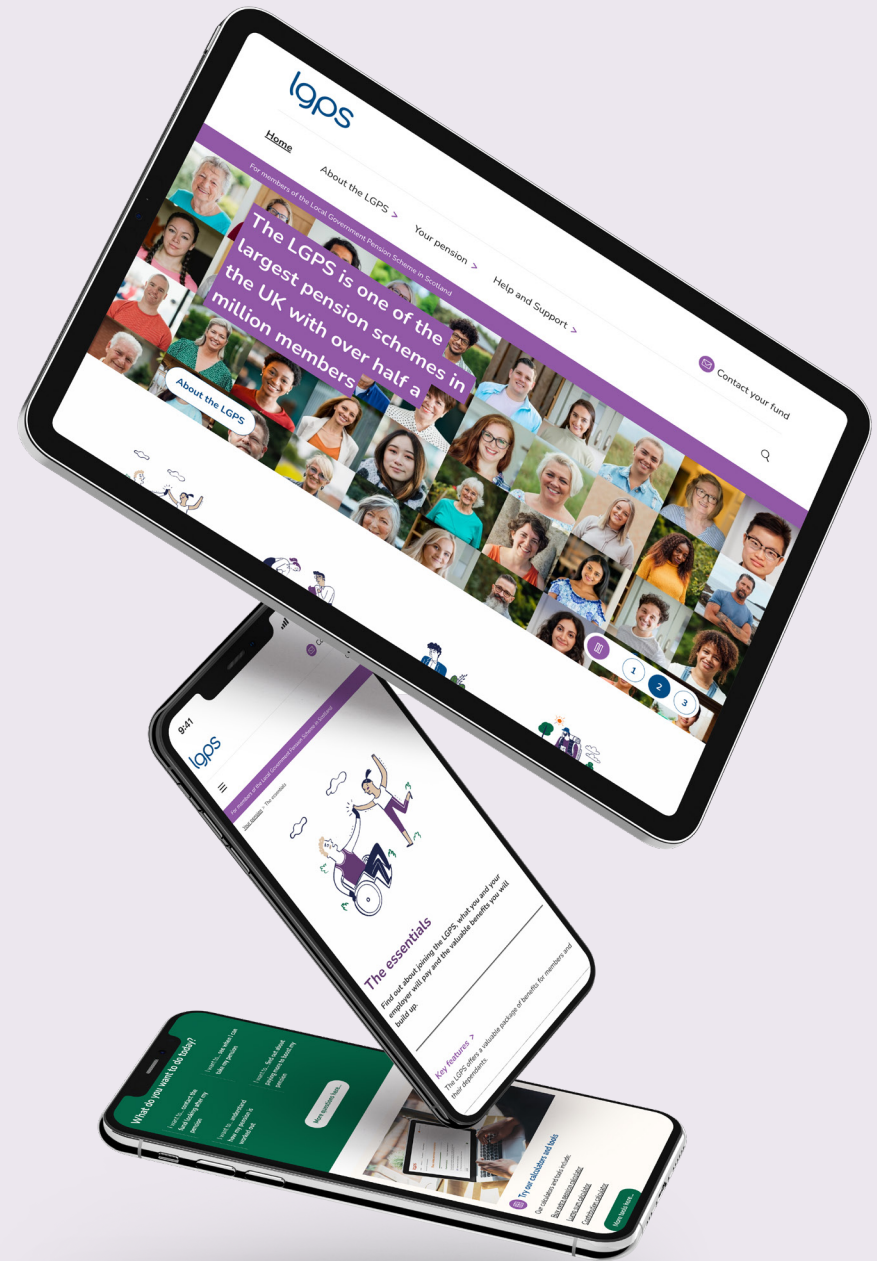




Local Government  
Pension Scheme

# 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

The brandmark consists of the lowercase letters 'lgps' in a blue, rounded, sans-serif font.

Full colour version without descriptor – Scotland

The brandmark 'lgps' is followed by a vertical line and the text 'Local Government Pension Scheme' in a smaller, blue, sans-serif font.

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

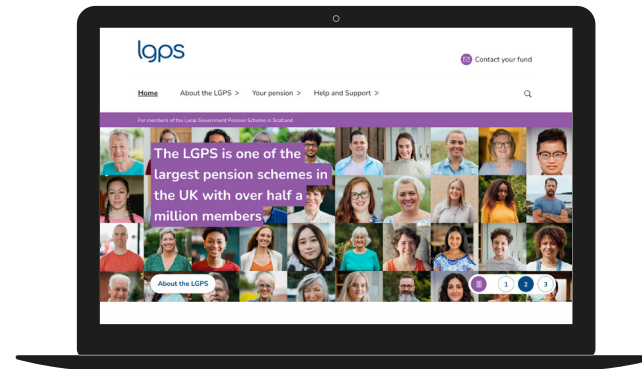
[www.scotlgpsmember.org](http://www.scotlgpsmember.org)

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

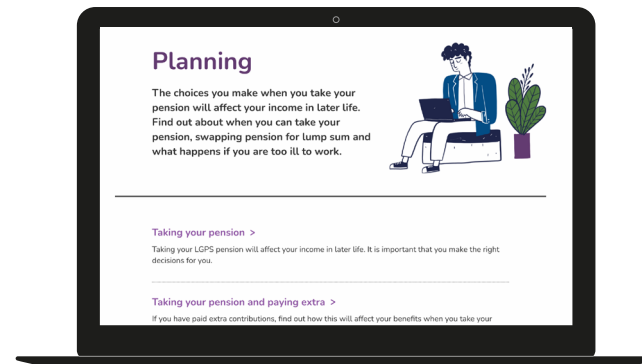
A key requirement for the website is to make all of the content available to everyone, including those with disabilities. It meets the Government accessibility requirements for public sector websites.

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

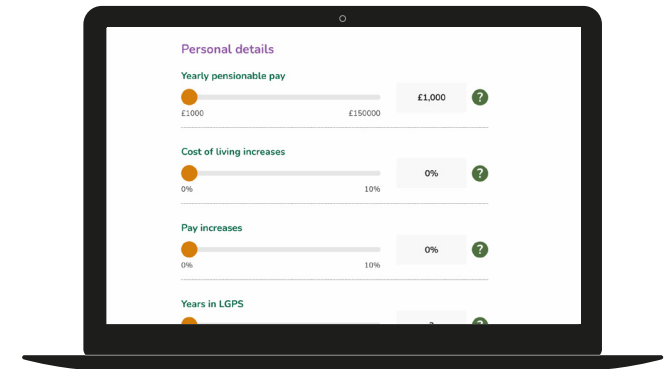
## Clear navigation



## Engaging content



## Tools and calculators



## Help and support

