

Pension Transfer Gold standard

Guidelines for usage



Pension
TRANSFER
Gold Standard

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Pension Transfer Gold Standard mark

The Pensions Advice Gold Standard mark is for use by companies operating in the pensions advice arena who have signed up to a set of principles to raise the standard of professionalism within the pensions field which thereby allows advisers and the industry to regain the trust of the public.

Once you have signed up to these principles you can communicate The Pensions Advice Gold Standard mark on marketing collateral.

Link to more information

We recommend that you embed this link into the Pensions Advice Gold Standard mark for digital use. This will enable users to find out more about what it means to be a part of the Pensions Advice Gold Standard scheme:

thepfs.org/ptgsconsumer

The logo is a dark brown shield shape with a pointed bottom. Inside the shield, the text "Pension TRANSFER Gold Standard" is written in white. "Pension" is in a smaller font, "TRANSFER" is in a large, bold, all-caps font, and "Gold Standard" is in a medium-sized font below it.

Pension
TRANSFER
Gold Standard

Colour

- The preferred mark is designed to appear in 1 colour Gold (PMS 872)
 - If this is not possible, use black (PMS black c) on light backgrounds..
-



Primary colour - gold
Pantone 872c
CMYK: 15/25/65/25
RGB: 155/131/79



Secondary colour - black
Pantone black c
CMYK: 63/62/59/94
RGB: 45/41/38

Colour

- Where possible the mark should appear in 1 colour Gold (PMS 872).
 - If this is not possible, on very dark backgrounds, use the white out version of the mark shown on this page.
-



Primary colour - gold
Pantone 872c
CMYK: 15/25/65/25
RGB: 155/131/79



Secondary colour - white
CMYK: 0/0/0/0
RGB: 255/255/255

Pension Transfer Gold Standard Mark usage - clear space

It is important to leave plenty of clear space around the Pension Transfer Gold Standard mark.

This helps it stand out and ensure that any secondary material does not undermine its authority.

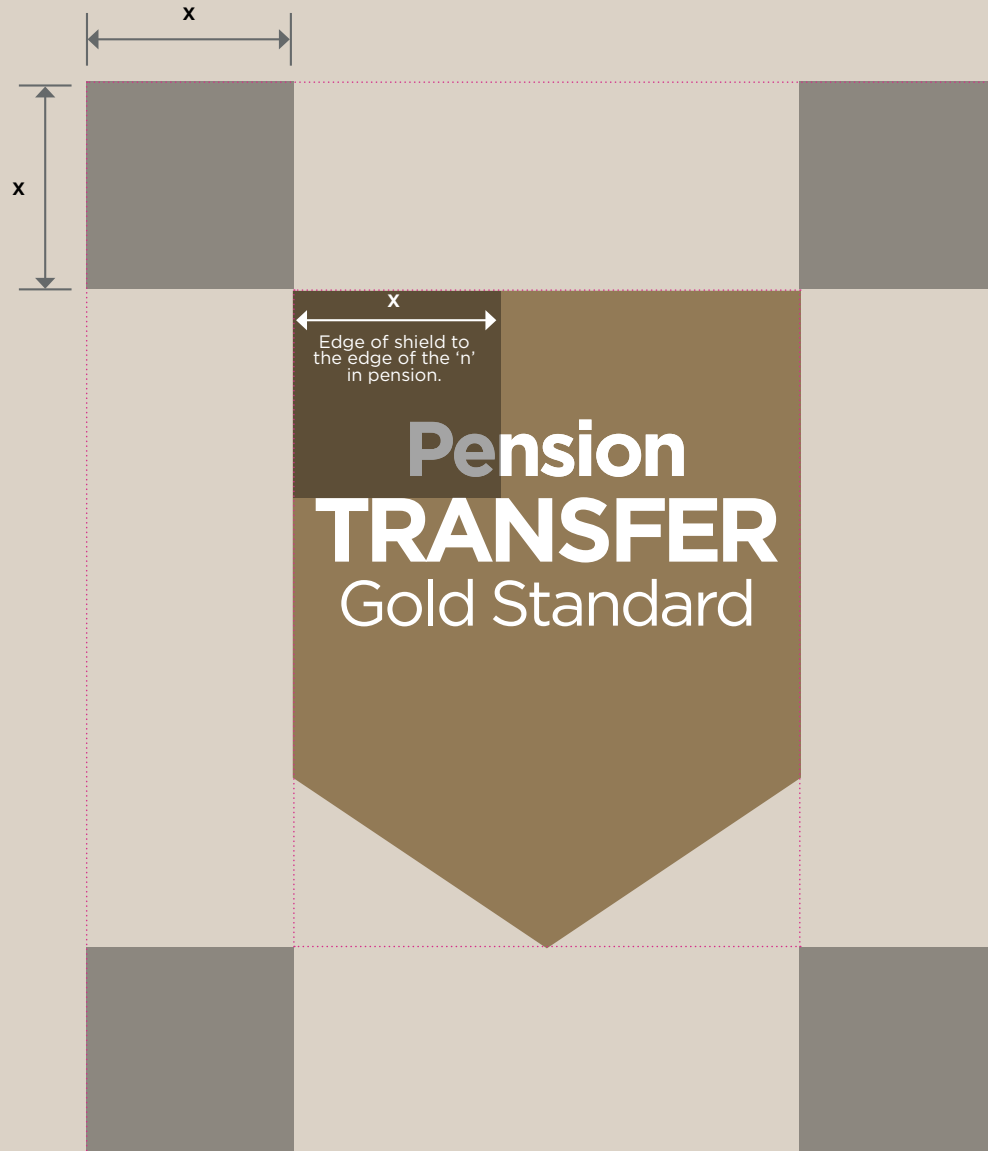
The Pension Transfer Gold Standard mark has a recommended area of clear space around it to prevent any secondary material affecting its legibility. This area should be left clear of type, images, shapes and other marks.

This has been defined as X which is the space from the edge of the shield to left hand edge of the 'n' in the word Pension.

Exclusion zones should be maintained each time the brandmark is used, including on photographic backgrounds, where an appropriate area of clarity within the image should be used.

Minimum size

It is important that the Pension Transfer Gold Standard mark is not reproduced too small – it must remain legible and clear at all times. Please do not use it any smaller than 20mm for print or 75px for online (height).



Using the Pension Transfer Gold Standard Mark

The Pension Transfer Gold Standard mark is designed to be used on your personal marketing collateral:

- Use to communicate your allegiance to the principles of Pension Transfer Gold Standards
- Where possible the logo should appear as gold (PMS 872) see page 4.
- It is important that wherever you apply the Pension Transfer Gold Standards mark (in both print and digital) it is clearly relating to your organisation, and is used as a prestigious symbol for the values you endorse. Please see examples on the following pages.

Business card

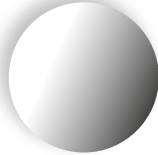

Company name
Financial Planners



Paul Smith, ACII
Managing Director
paul.smith@companyname.co.uk
t: +44(0)20 7685 2234
m: +44(0)79 1234 5678
company.co.uk



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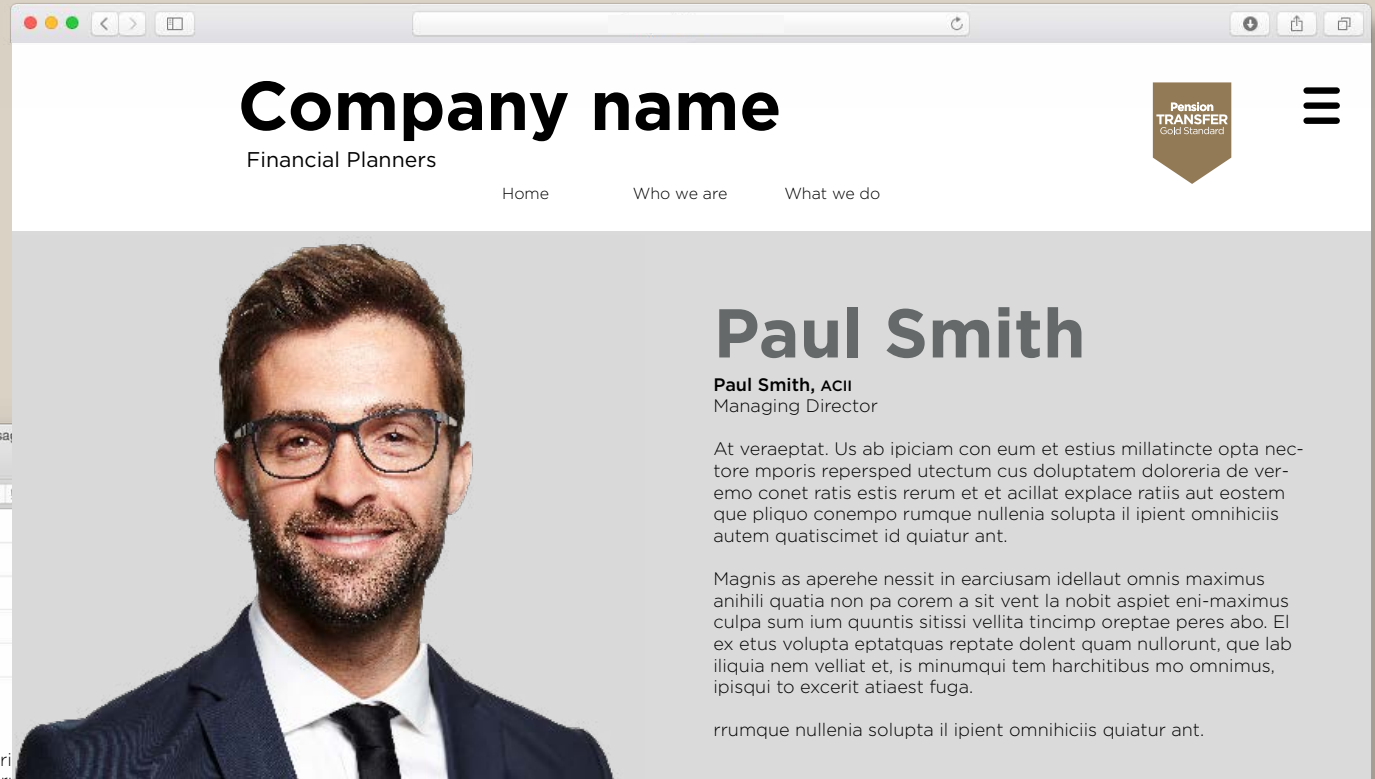
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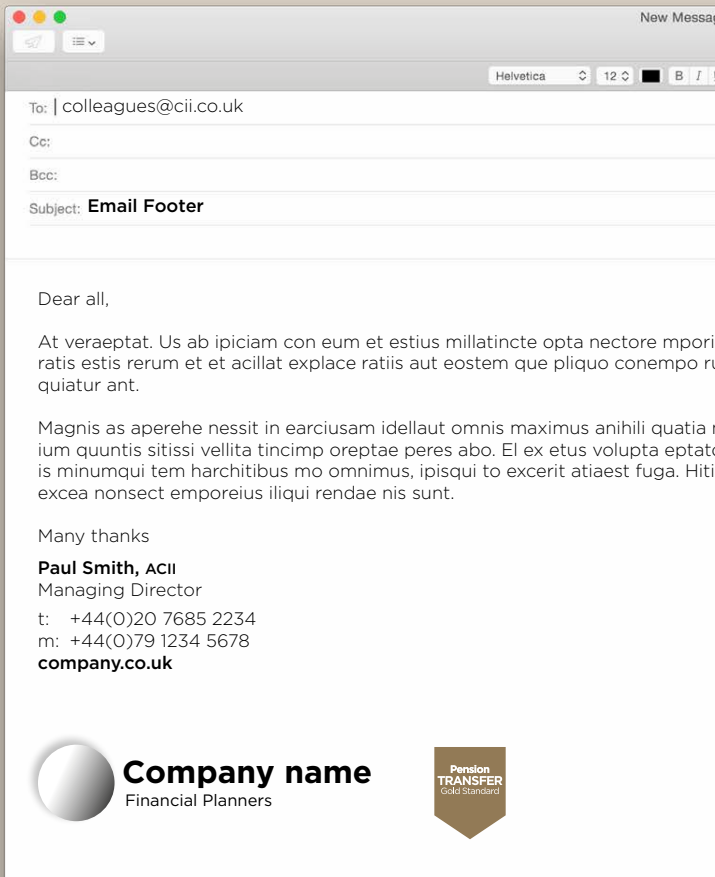
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Email signature



Using Pension Transfer Gold Standard with the Corporate Chartered mark

The Pension Transfer Gold Standard mark can also be used in conjunction with the Corporate Chartered mark (if your organisation holds this title). Together they can be positioned and used on your personal marketing collateral:

- Using both marks together you must adhere to the rules regarding space around the logo, giving each one room to breath and command its own identity.
- The Corporate Chartered mark should appear to the left of the Pension Transfer Gold Standard one, and the size of each should balance as shown. These should be positioned clearly relating to your organisation, and used as prestigious symbols for the values you endorse. Please see examples of both print and digital on the following pages.
- Where possible both the Pension Transfer Gold Standard and Corporate Chartered mark should appear as gold (PMS 872) see page 4.

Business card

Company name

Financial Planners

Paul Smith, ACII

Managing Director

paul.smith@companyname.co.uk

t: +44(0)20 7685 2234

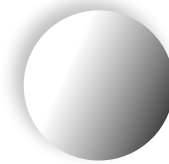
m: +44(0)79 1234 5678

company.co.uk



Company name

Financial Planners



Paul Smith, ACII

Managing Director

paul.smith@companyname.co.uk

t: +44(0)20 7685 2234

m: +44(0)79 1234 5678

company.co.uk

Dear Mr Smith

Re Volorum volor abor as dolupta ssimus

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Company name
Financial Planners

Home Who we are What we do

Paul Smith
Paul Smith, ACII
Managing Director

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Email signature

To: | colleagues@cii.co.uk

Cc:

Bcc:

Subject: **Email Footer**

Dear all,

At veraepstat. Us ab ipiciam con eum et estius millatincte opta nectore mpori ratis estis rerum et et acillat explace ratiis aut eostem que pliquo conempo rumque nullenia solupta il ipient omnihiicis autem quatscimet id quiatur ant.

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Many thanks

Paul Smith, ACII
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Company name
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Chartered Financial Planner

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