

Client

## **Pension Protection Fund**

# Safe handling of communication within the financial sector

The Pension Protection Fund (PPF) is a statutory fund run by the Board of the PPF, a statutory corporation established under the provisions of the Pensions Act 2004.

**Pension  
Protection  
Fund**

## Pension Protection Fund

The PPF's primary stakeholder audience is government, financial intermediaries and pension scheme operators. With the fund established, the PPF identified a need to create a sub-brand identity – Protecting People's Pensions (PPP) – to improve the way it communicates with its increasing number of members.

Once the profile of this group had been identified, along with their level of financial understanding, our objective was to create a brand identity that would convey the credibility and security of the fund, as well as being contemporary in feel and instantly recognisable to members.

Although the information was technical in nature, the design had to be accessible and informative for trustees who were unfamiliar with the new processes. The answer was a simple visual solution that clearly defined the secure nature of the fund.

### Project details:

- Audit of client profile
- Consultation process
- Range of support literature
- Brand well received in MORI survey of members

