

Avon Pension Fund

Introducing your new brand



Bright Butler

Avon Pension Fund

Why rebrand?



Eager not to repeat past mistakes



Current challenges

- Heavy technical language
- Long documents, e.g. 12-page letter for new members
- Brand clutter and confusion



Common sense objectives

- Build on our heritage
- Simple honesty

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- Focus on: what we communicate
 - how we speak – tone of voice
 - plain English
 - visual identity
 - colour schemes

**Applied
consistently**

online
letters
guides
forms

Objective



To make our branding more digital-friendly and accessible for all stakeholders, so we can effectively communicate our ethos, goals and key messaging.

Discovery process

We've conducted a deep dive into your brand core, positioning and identity.



What we heard...

interviews

“Our duty is to provide safe and secure pensions.”

“We have a positive story to tell. Need to be more proactive.”

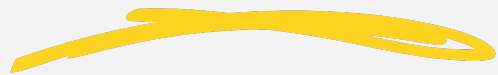
“The colour is quite dated and backward looking.”

“The sea stag isn’t that meaningful to anyone – Avon doesn’t exist anymore.”

“[We need] a clear identity... Visually memorable that stands out, e.g. for recruitment.”

“We need a root and branch overhaul – simple, and fresh.”

Avon Pension Fund



Your pension, your future

Avon Pension Fund



Your pension, your future


Posters

**It's now even easier
to check your pension.
Go online today!**

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Let us know how you get on...

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Your pension, your future

www.avonpensionfund.co.uk

**Whatever stage
you are in life,
we're there
for you**



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Go online today to find out more...

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Your pension, your future

www.avonpensionfund.co.uk

Social media posts

 **Avon Pension Fund**
@AFF Follow

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2:30 PM · 29 Nov 2021

5 Retweets 25 Likes ●●●

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JS

 **Avon Pension Fund**
@AFF Follow

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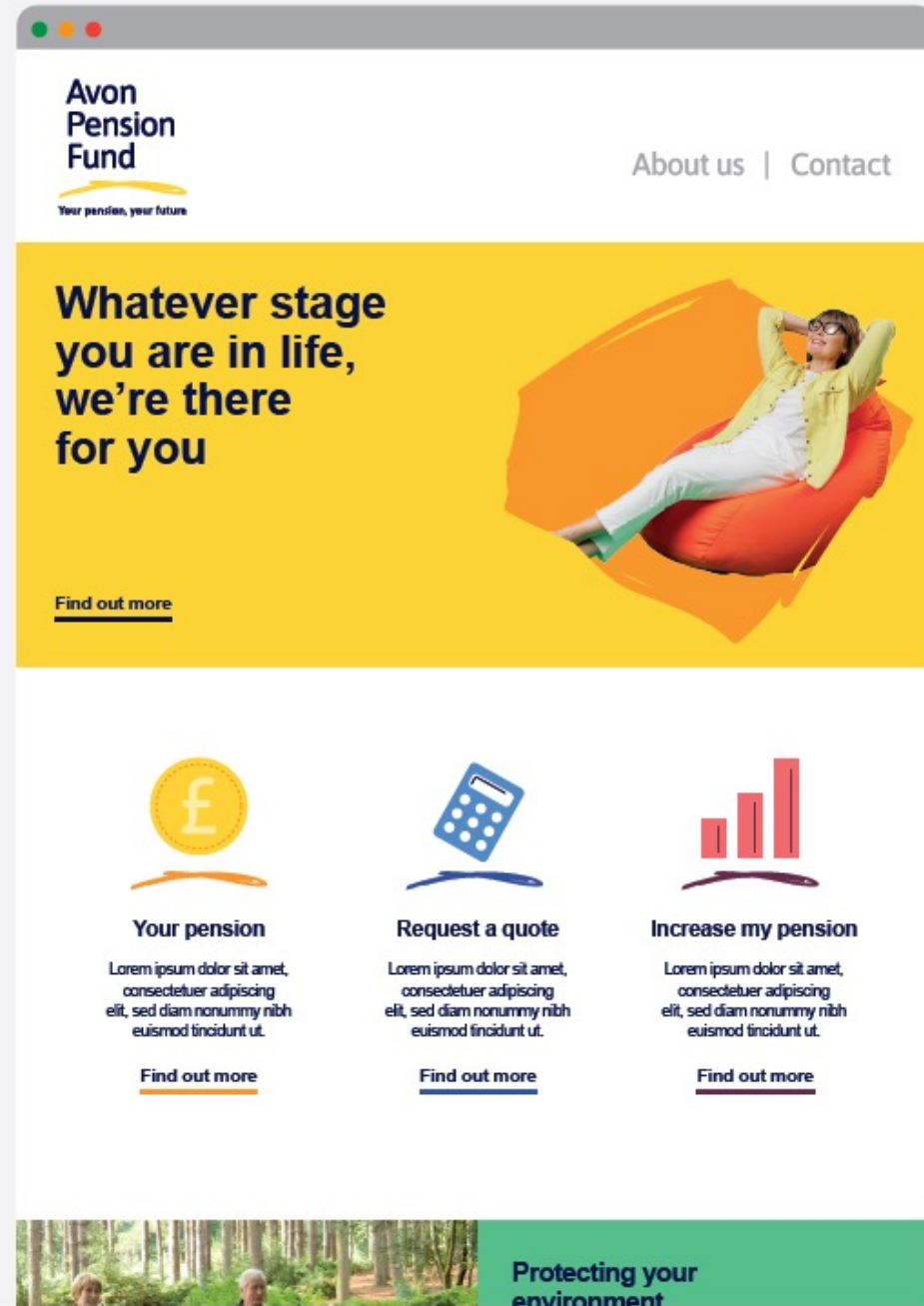
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JS

Marketing email



The image shows a marketing email layout for Avon Pension Fund. It features a header with the logo and navigation links, a main hero section with a woman relaxing, and three service cards: 'Your pension', 'Request a quote', and 'Increase my pension'. A footer section is partially visible at the bottom.


Avon Pension Fund
Your pension, your future


[About us](#) | [Contact](#)


Whatever stage you are in life, we're there for you

[Find out more](#)


Your pension
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.
[Find out more](#)


Request a quote
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.
[Find out more](#)


Increase my pension
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[Find out more](#)

 **Protecting your environment**

Avon Pension Fund

Tone of voice



Tone of voice

Simple

Easily comprehensible
Avoiding jargon and technical talk
Explaining any absolutely necessary industry terms
Keeping sentences / paragraphs concise, relevant and jargon-free

Welcoming

Warm and friendly
Relatable, acknowledging common experiences and demonstrating understanding of what's important to the audience

Matter of fact

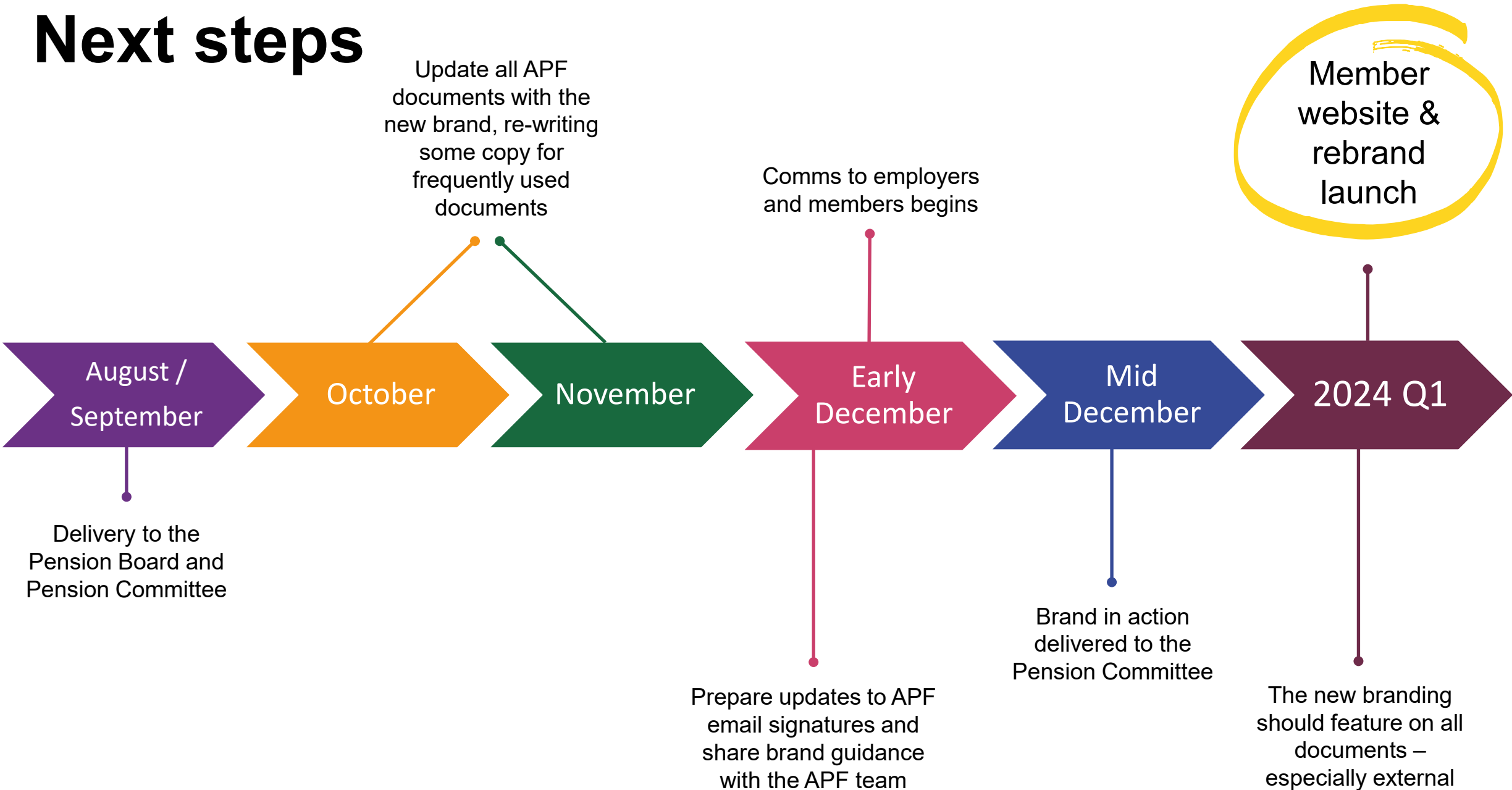
Focus on facts
Remaining neutral
Engagement over emotion
Discussing serious matters evenly

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What's next?



Next steps



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Any questions?

