



## Brand guidelines: basic elements

## 1.1 The PQM logos

Standard version



The Pension Quality Mark logo is made up of a specially drawn lozenge containing the Pensions Quality Mark logotype with an interlinking tick.

For pension schemes that provide over and above the required standards a Pension Quality Mark PLUS logo may be awarded.

A small version of the logo has been created when the logo is to be reproduced smaller than 20mm.

These elements are set in a fixed relationship and must never be altered in any way.

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PQM Plus: awarded to premium pensions



Small versions



## 1.2 When the logos may be used

Standard version



PQM Plus: awarded to premium pensions



Small versions



The PQM and PQM PLUS logos can be used on any qualified scheme's communication (literature, correspondence, e-mail signature, website, intranet, etc). They can also be used in recruitment advertising, where the candidate will be eligible to join the scheme once employed by the company.

Where a company has more than one scheme (or a scheme with more than one section), and not all of the schemes or sections has qualified, then care must be taken when using the logo. The name of the scheme or section that has received the award must be written underneath the appropriate logo on any communications that are not specific to just the scheme or section with the PQM award.

The PQM and/or PQM PLUS logo must not be used in any way that might mislead employees or members of the public into believing a scheme or section of a scheme has been awarded a PQM and/or PQM PLUS, when it has not.



## 1.3 Standard logos

### *Regular size logos*

This page shows an overview of all the necessary variations of the regular size PQM logos to ensure consistent reproduction using all printing processes and screen uses. **Do not use smaller than 20mm wide.**

#### 1. Pantone®

631C blue lozenge

268C 'Pension Quality Mark' text and the 'tick'

258C 'PLUS' text

**This is always the preferred version for use.**

#### 2. CMYK

For use when printing with a four colour printing process.

**C M Y K**

72 5 22 0 blue lozenge

76 93 0 0 'Pension Quality Mark' text and the 'tick'

65 82 0 0 'PLUS' text

#### 3. RGB

For use with PowerPoint and the Internet.

**R G B**

42.5 7.4 80.6 blue lozenge

28.5 19.4 48.6 'Pension Quality Mark' and the 'tick'

52 32.2 60.6 'PLUS' text

#### 4. Grayscale

For when it is not possible to reproduce the mark in colour, for example the fax sheet or mono directory entry

## 1.4 Small version logos



### *Small size logos*

This page shows an overview of all the necessary variations of the small size PQM logo to ensure consistent reproduction using all printing processes and screen uses. **Not to be used wider than 20mm.**

#### **1. Pantone®**

631C blue lozenge

268C 'PQM' text and the 'tick'

258C 'PLUS' text

This is always the preferred version for use.

#### **2. CMYK**

For use when printing with a four colour printing process.

**C M Y K**

72 5 22 0 blue lozenge

76 93 0 0 'PQM' text and the 'tick'

65 82 0 0 'PLUS' text

#### **3. RGB**

For use with PowerPoint and the Internet.

**R G B**

42.5 7.4 80.6 blue lozenge

28.5 19.4 48.6 'PQM' text and the 'tick'

52 32.2 60.6 'PLUS' text

#### **4. Greyscale**

For when it is not possible to reproduce the mark in colour, for example the fax sheet or mono directory entry

## 1.5 Minimum size and clear space

**Regular logo**  
can be reduced  
to a minimum  
width of 20mm



**Small version**  
can be reduced  
to a minimum  
width of 10mm



Illustrated opposite is the minimum size that the regular and small size logos may be reproduced.

The small use logo can be scaled up to a width no larger than 20mm across.

The small version logo may need to be reproduced larger size than specified, for example if the logo is embroidered onto a shirt or die-stamped into metal.

A clear space area of 10mm should be left around the logo to ensure optimum legibility. No additional elements should enter this area.

Minimum clear space 10mm around each version

