

## NORTH YORKSHIRE COUNTY COUNCIL

## PENSION FUND COMMITTEE

3 JULY 2020

## NEW BRAND

## Report of the Treasurer

**1.0 PURPOSE OF REPORT**

- 1.1 To review and approve the new brand and logo for the North Yorkshire Pension Fund (the Fund) \_

**2.0 BACKGROUND**

- 2.1 The current brand of the Fund has not been updated for several years. The brand is outdated and does not clearly identify with North Yorkshire. We have decided to use the white rose of Yorkshire (linking in with North Yorkshire County Council as the administering authority for the Fund).

It is a strong image that is easily recognisable and coupled with the words 'North Yorkshire Pension Fund' provides a clean and up to date brand. Clarity is not lost when the image is used in black and white. It is the intention that in future the logo will be incorporated within letters printed in black and white to help reduce printing costs and enable easier electronic issuing of documents.

This is a first step to rebrand all communications and the Fund's website.

**3.0 NEW BRAND**

- 3.1 The new brand in both colour and black and white is shown at **Appendix 1**.
- 3.2 The member self service area of the Fund's website has already been updated (as part of the required software upgrade). The link to the website is <https://mypension.northyorks.gov.uk/> and a screen print is also provided at **Appendix 2**.

**4.0 RECOMMENDATIONS**

- 4.1 Members are asked to approve the changes

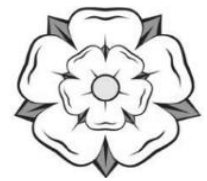
Gary Fielding  
Treasurer to North Yorkshire Pension Fund  
NYCC  
County Hall  
Northallerton

1 June 2020

**North Yorkshire Pension Fund**



**North Yorkshire Pension Fund**





## Take charge of your pension

Manage your pension online with our Member Self Service portal, My Pension Online



### Create an Account

To view details on how you can use our My Pension Online service or to sign up please click here.

[Continue »](#)



### Login to My Pension Online

If you have already registered for My Pension Online please click below to login.

[Login »](#)

## Don't let a scammer steal your life savings!

If it sounds too good to be true, it probably is.

Scammers have stolen the life savings of thousands of people using promises such as 'upfront cash' and 'one off deals'.



### Top tips

Here's some advice from The Pensions Regulator (TPR) to protect yourself from fraudsters:

- if you receive a cold call, hang up
- if you think you've been scammed you must call [Action Fraud](#) immediately on 0300 123 2040, as they may be able to stop the transfer if it hasn't yet taken place
- don't place your trust in investments promising 'guaranteed returns'
- make sure your Independent Financial Advisor (IFA) is registered with the [Financial Conduct Authority](#)
- don't listen to other people, make sure you do the research for yourself and get professional advice

TPR's current pension scams guidance can be found [here](#), which we encourage you to read.

You can also find further information on the [TPR website](#).