

North Yorkshire Pension Fund brand concept

Logo/branding concept



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The following concept is based on the Three Peaks in Yorkshire. Each at varying heights and topographic challenges.

Whernside - 736m



Ingleborough - 723m



Pen-y-Ghent 694m



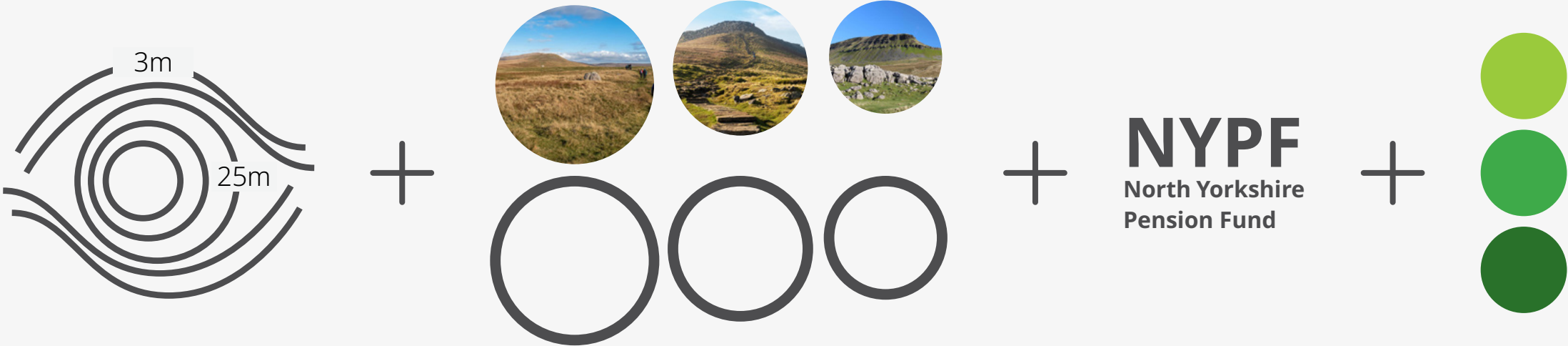
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A topographic survey map is a common way in which walkers navigate the countryside and peaks.

Circles reducing in size to represent the three peaks and their corresponding height differences.

The name, North Yorkshire Pension Fund (NYPF).

Brand colours.





NYPF

North Yorkshire
Pension Fund

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Logo/branding concept - options and variations

V2 a



V2 b



V2 c



V3 a



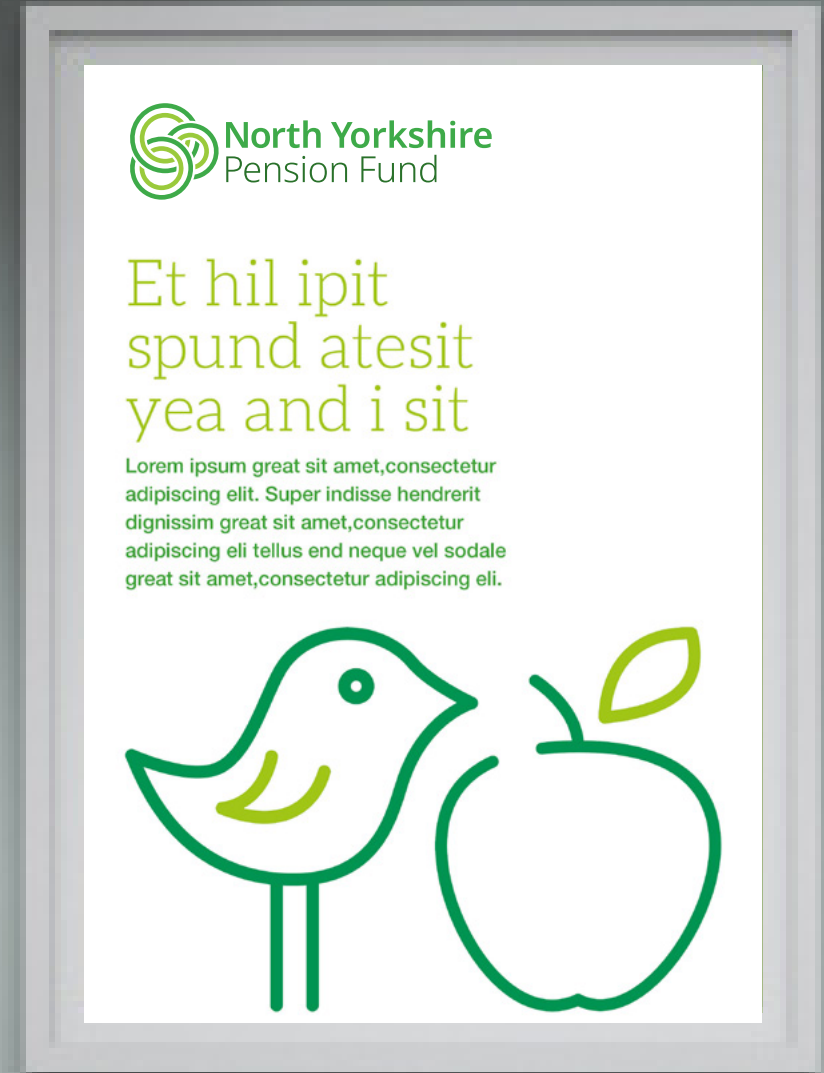
V3 b



V3 c



Marketing messages - posters



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Web visual

