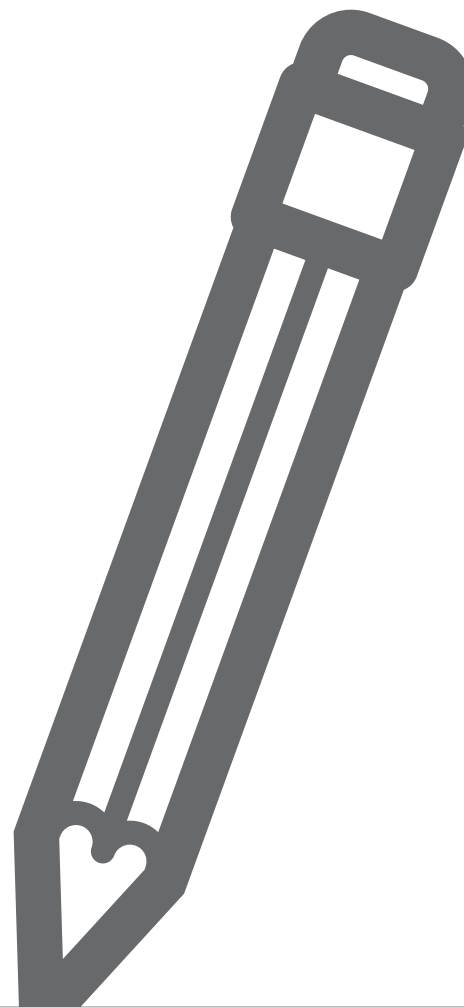


Illustration library

the
people's
pension



Line rules

The line illustrations are a unique element and one of the key components of the visual identity systems. To ensure stand-out and legibility it is important that the illustrations are created in a uniform style to maintain consistency and brand integrity across our pension product.

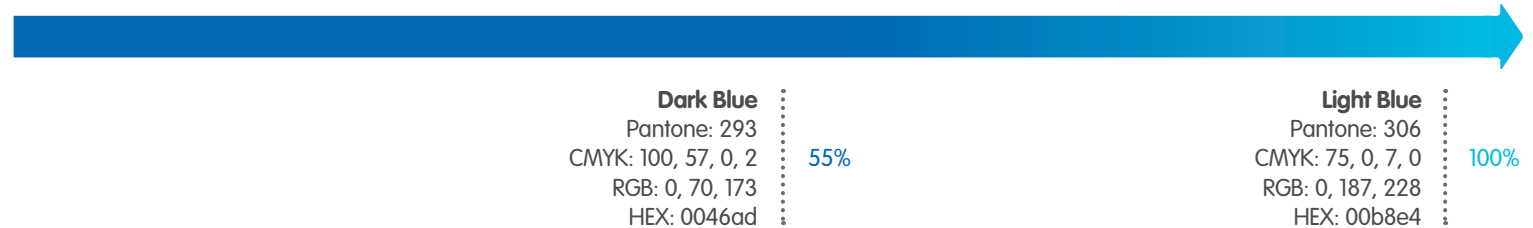
The illustrations are a visual and engaging link to key benefit driven messages and used with headlines and brochure titles.

Always strive to create illustration ideas that are engaging, clever and simple in their execution. As the style is bold, it's advisable to really think about the illustration and if it will work, too many details will 'fill in' if it is used small.

Key points

- The line must always end with the arrow head on the right hand edge
- Illustrations must follow the gradient guide, as demonstrated right
- Illustrations must bleed off the page on the left hand side
- The rules opposite should be adhered to in terms of line weights

The People's Pension gradient guide



Line weight according to page size

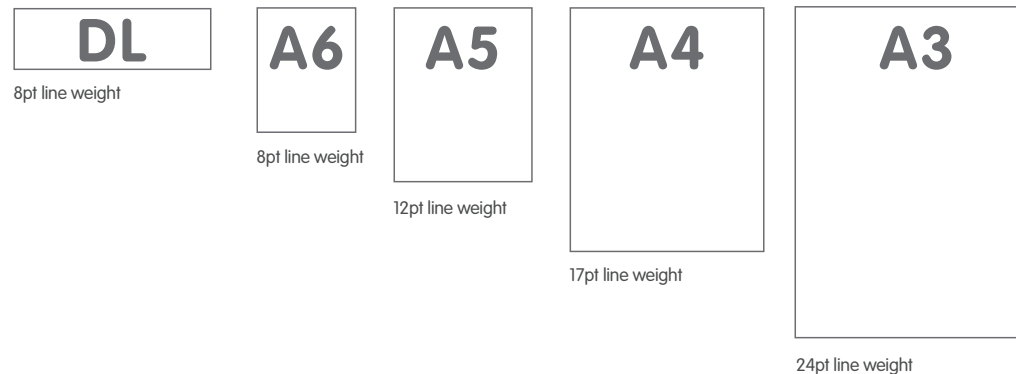


Illustration library

Please refer to the visual identity guidelines for how to use and create illustrations.

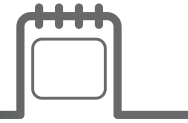
- Please note: numbering relates to artwork file names.



01 Bowler Hat



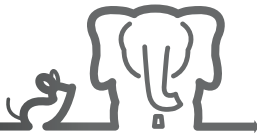
04 Bat (concept)



07 Calendar



10 Diamond



02 Elephant



05 Boat



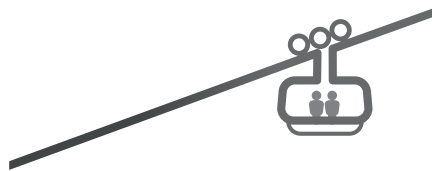
08 Clapper Board (concept)



11 Door



03 People (note: 1, 2, or 3 people available)



06 Cable Car



09 Cloud



12 Duck

Illustration library



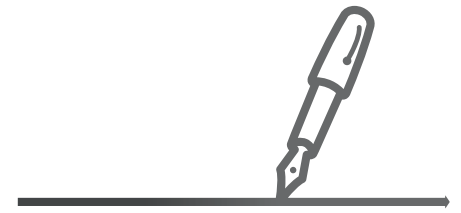
13 Genie Lamp (concept)



16 Heart



19 Magnifying Glass



22 Pen



14 Gift



17 Knife & Fork



20 Onion



23 Piece of Cake



15 Head Phones (concept)



18 Lightbulb



21 Paper



24 Rocket

Illustration library



25 Signpost



28 Steps



31 Teacup



34 Telephone Box (concept)



26 Speech Bubble



29 Stopwatch



32 Teapot



35 Thumbs Up



27 Star



30 Suitcase



33 Telephone



36 Tree

Illustration library



37 Trumpet



40 Open Sign



43 Hard Hat



46 Flag



38 Waffle



41 Eye



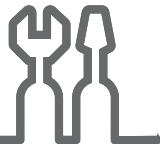
44 Trowel



47 Medical Suitcase



39 Water Bottle



42 Tools



45 Apple



48 Umbrella

Illustration library



49 Segment



52 Mouse 1



55 Bird



58 Helicopter



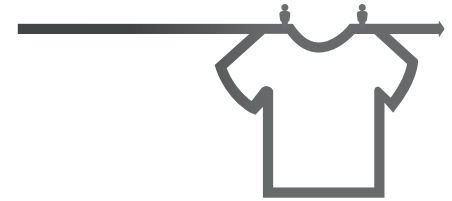
50 Scales



53 Comfy Chair



56 Megaphone



59 T-Shirt (note higher journey line)



51 Wavy Line (concept)



54 Glasses (concept)



57 Butterfly (concept)



60 Cogs (also available with 3 cogs)

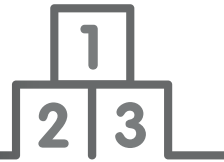
Illustration library



61 L-Plate



64 Trophy 1



67 Values 123



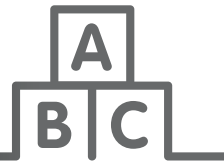
70 Ear



62 Speedo



65 Trophy 2



68 Values ABC



71 Mission Flags



63 Pulse



66 Trophy 3

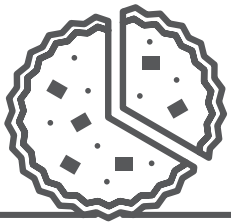


69 Coin



72 Lemon Squeezy

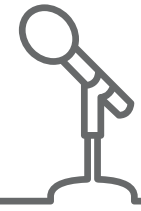
Illustration library



73 Pie (concept)



76 Hammer



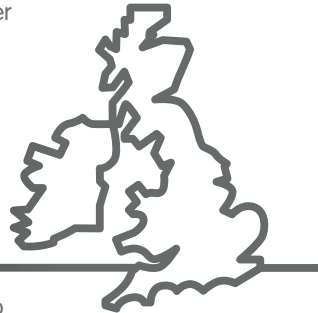
79 Microphone 1



82 Carrier bag



74 Pencil



77 UK Map



80 Shopping List



83 Fan (concept)



75 Abacus



78 Compass A4



81 Alarm Clock



84 Lunch Box

Illustration library



85 Label



88 TV



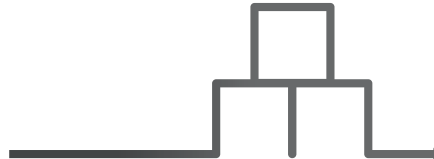
91 Parking Home



94 Car Pool



86 Padlock



89 Boxes Stacked



92 Bag of Money



95 Lodger



87 Tape Measure



90 Gavel



93 Car Advertising



96 Recycle

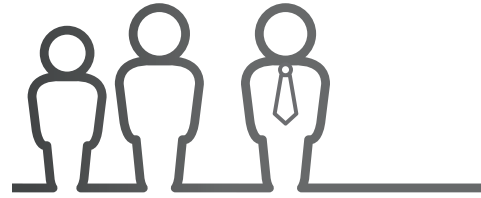
Illustration library



97 Statement / Cash List



100 Saving Pig



103 Adviser



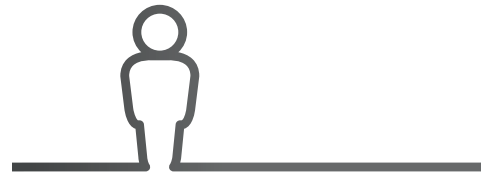
106 3 Ducks in a row



98 Cashback Site



101 Tailors Dummy (concept)



104 Employee



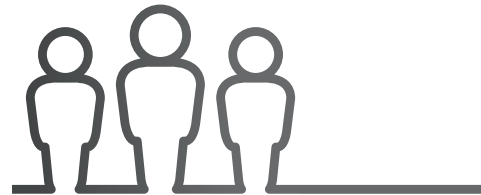
107 Birds nest



99 Extra on TV Screen



102 Telescope

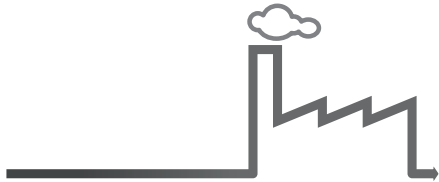


105 Employer



108 Speedboat

Illustration library



109 Pension powerhouse



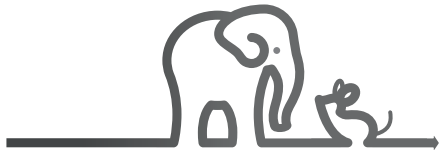
112 Cloud and Sun



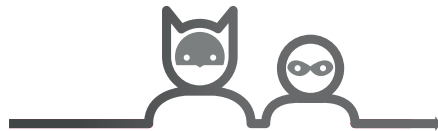
115 Click & Comply



118 Lean on us (concept)



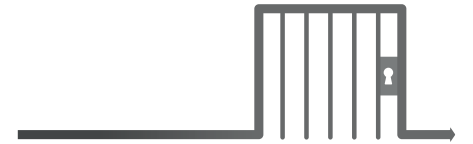
110 Elephant and Mouse 2



113 Heroes (Batman & Robin) (concept)



116 Divers Helmet (concept)



119 Legal Jail (concept)



111 Resource Library



114 Care Hands



117 Escalator



120 Microphone 2

Illustration library



121 Mouse 2 (note higher journey line)



124 Spinning Plates



127 Traffic Cone (concept)



130 Washing Label (concept)



122 Plant



125 Steering Wheel (concept)



128 Trainers EOS



131 Wheelbarrow



123 Shield



126 Thought Cloud



129 Trainers Striped



132 Whistle

Illustration library



133 Ice cream



136 Donkey's years



139 Champion the cause



142 Weight off your mind



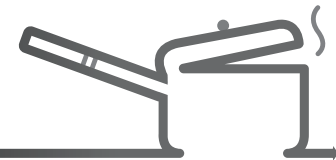
134 Podium



137 Complete Package



140 Top Dog / Best of Breed



143 Cooking on gas (concept)



135 Game Control Handset



138 Rugby Ball



141 Ghost of a chance (concept)



144 Message in a bottle (concept)

Illustration library



145 Acorn (concept)



148 Squirrel's Nuts (concept)



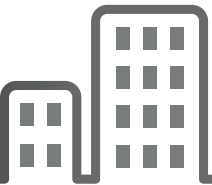
151 Bus



154 Telephone Keypad



146 Headache Tablets Glass



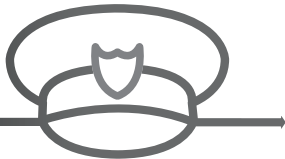
149 Buildings



152 Coffee Cup



155 Question



147 Full Monty (note higher line) (concept)



150 Planet Earth



153 Telephone Headset



156 Notepad

Illustration library



157 Mirror



160 Ostrich (concept)



163 Smiley face wink



166 Alien Phone



158 Leaf (oak)



161 Smiley face happy



164 Coin 50p



167 Alien Cowboy



159 Cycle (re-enrolment)



162 Smiley face sad

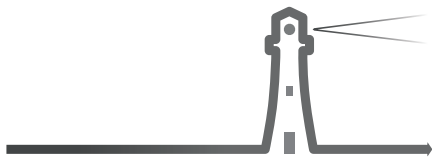


165 Alien



168 Moon

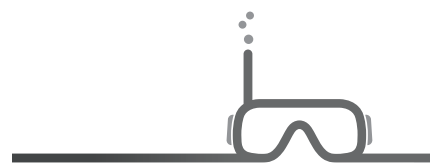
Illustration library



169 Lighthouse (concept)



172 Spade



175 Goggles Snorkel



178 Firework Volcano (concept)



170 Torch (concept)



173 Target



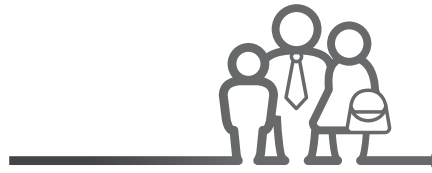
176 Ice lolly



179 Snowman (concept)



171 Life Belt (concept)



174 Family

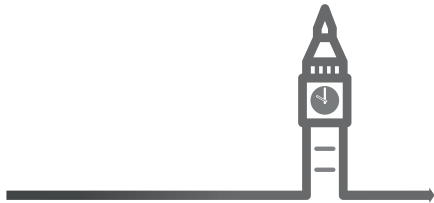


177 Firework Rocket (concept)

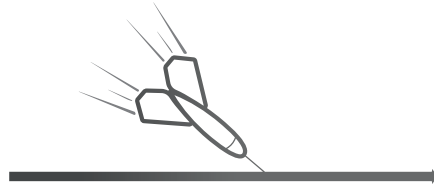


180 A2Z Block

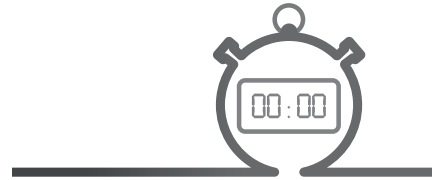
Illustration library



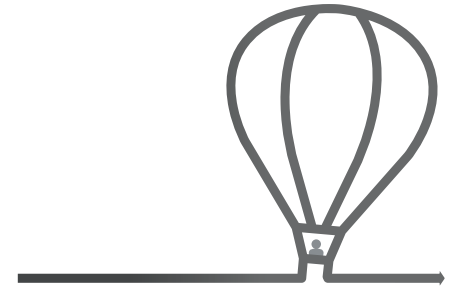
181 Big Ben



184 Dart (concept)



187 Stopwatch Digital (concept)



190 Balloon



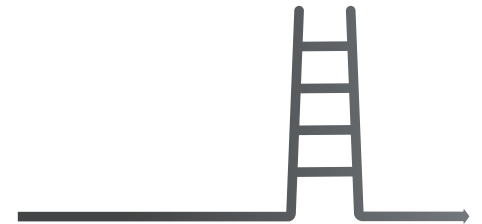
182 Code Blocks



185 Easter Bunny (concept)



188 Contact Centre



191 Ladder



183 Dart Board



186 Pocket (concept)

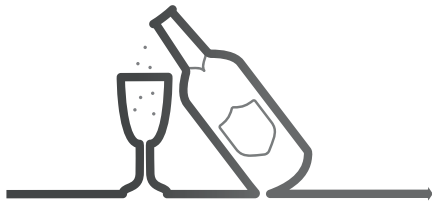


189 Aeroplane



192 Wine Glasses

Illustration library



193 Champagne



196 Open Package



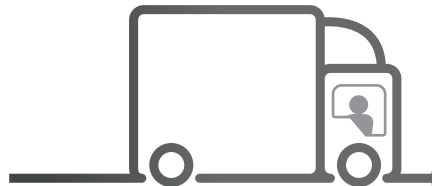
199 Dog Digging (concept)



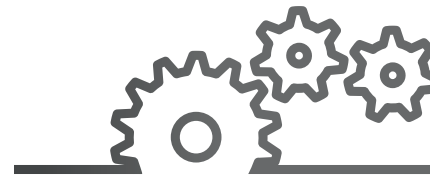
202 Angel



194 Champagne Glasses



197 Box Truck



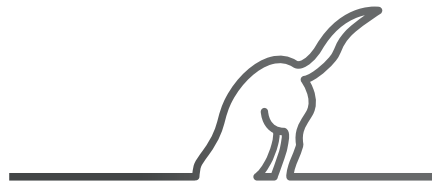
200 Cogs x 3



203 Bear essentials (concept)



195 Trumpeting Elephant



198 Dog Stuck



201 Golf Trolley (concept)

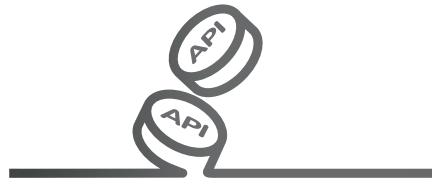


204 Pots x 3

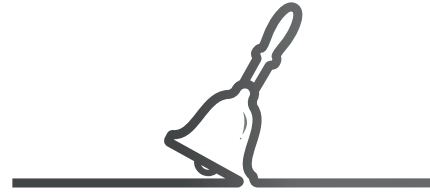
Illustration library



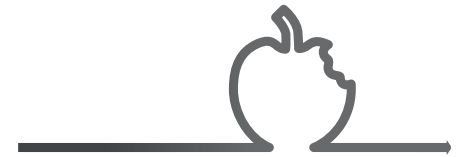
205 Crescent Moon



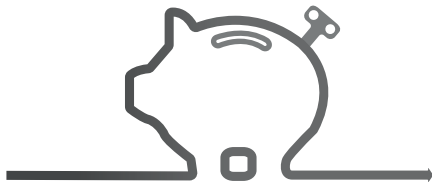
208 Tablets



211 Bell (concept)



214 Taxed Apple



206 Wind-up Pig



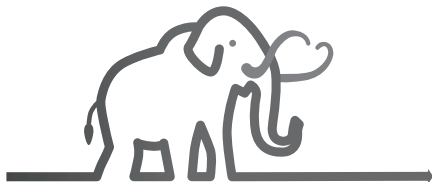
209 Consolidation Pot



212 Reception Bell (concept)



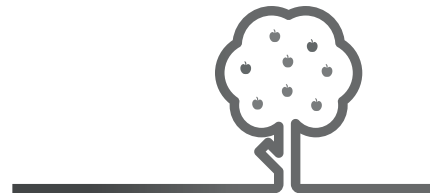
215 Pot Question



207 Mammoth



210 Itchy Feet (concept)

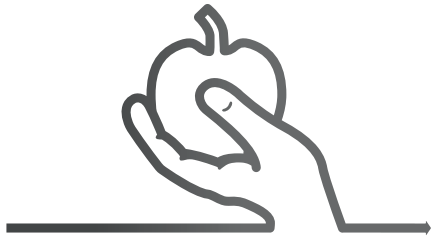


213 Apple Tree



216 Watering Can

Illustration library



217 Hand apple



220 Pick N Mix (Apples)



223 Bee Hive



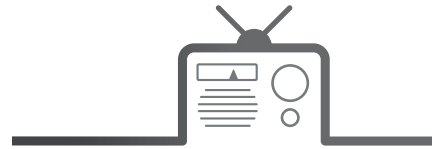
226 £1 Coin



218 Apple Trug



221 Wheelbarrow with apples



224 Radio



227 Saving Pig Coins



219 Bucket (concept)



222 Wheelbarrow moving apples



225 Pay Slip



228 Coin stack

Illustration library



229 Present/Gift (concept)



232 Briefcase



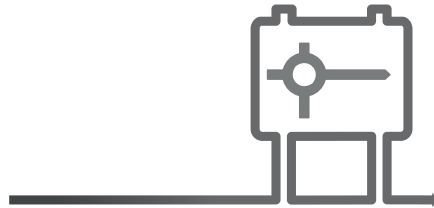
235 Destination



238 U Turn



230 Christmas Tree (concept)



233 Roundabout



236 Off Track / Hazard / Slippery



239 Pension Landscape



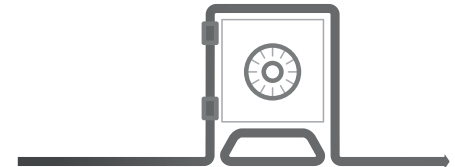
231 Autumn Leaf (Maple) (concept) - see 158



234 Elderly (concept)



237 Turn Right



240 Safe

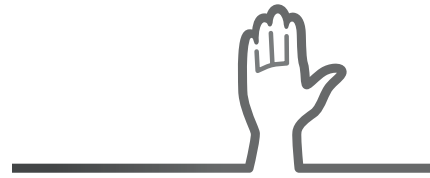
Illustration library



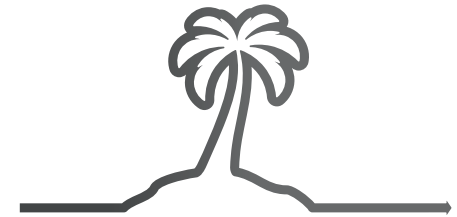
241 Bag of Cash (round)



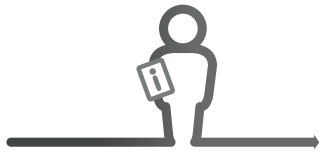
244 Private sign (concept)
(note higher journey line)



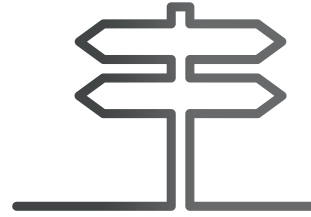
247 Hand up



250 Palm tree



242 Man and 'i' for info (concept)



245 Signpost – 4-way



248 Top hat magic



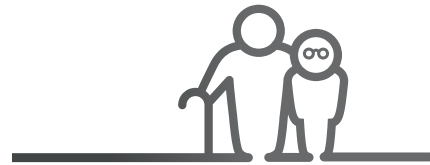
251 Monitor



243 Padlock and 'i' for info



246 Talking heads (concept)



249 Elderly couple



252 Hand writing

Illustration library



253 Pig right



256 Wallet



259 Stop



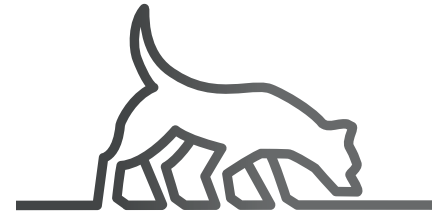
262 Speechbubbles (v2) (concept)



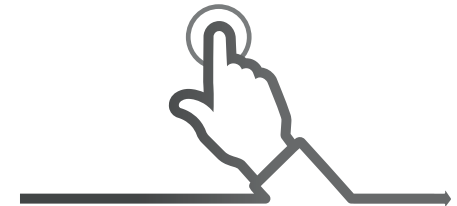
254 SuperPig



257 Unicorn



260 Dog tracking



263 Push button



255 Calculator



258 Parachute



261 Newspaper



264 Knotted finger

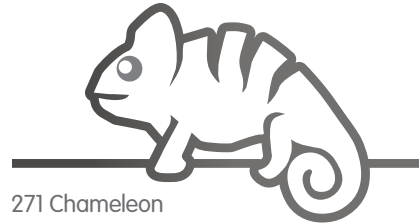
Illustration library



265 Sofa



268 Snowflake



271 Chameleon



274 Smartphone



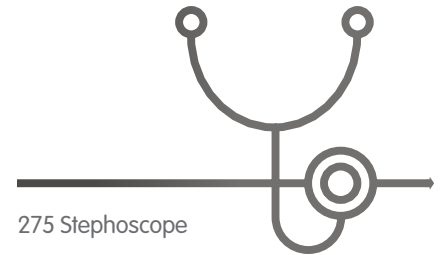
266 Money through fingers



269 Chair



272 Clipboard



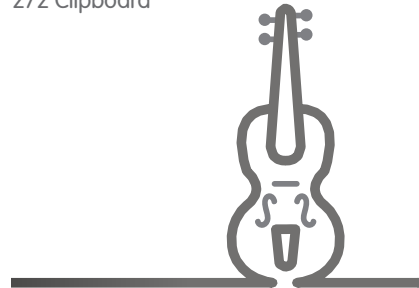
275 Stethoscope



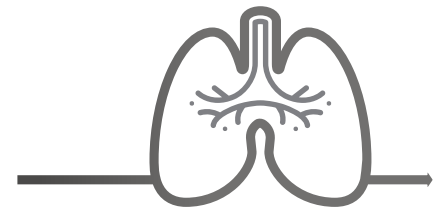
267 Address door



270 Health Apple



273 Fiddle

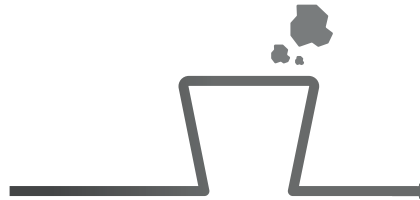


276 Lungs

Illustration library



277 Binoculars



280 Trash



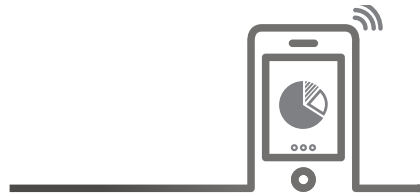
283 HAVS



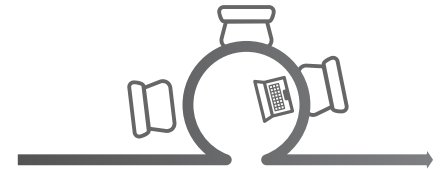
285 Percentage



278 Heart (v2)



281 Dashboard



286 Meeting desk



279 Story



282 Brain



284 Great news



287 Skin disorders

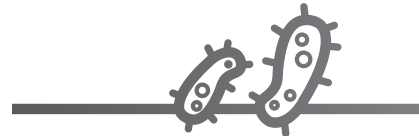
Illustration library



288 Head



291 Vision



294 Bacteria



297 Front door



289 Reminder



292 Blood pressure



295 Clockwork



298 Teddy bear



290 Hearing loss



293 Musculoskeletal



296 Kangaroo



299 Pram

Illustration library



300 Rattle



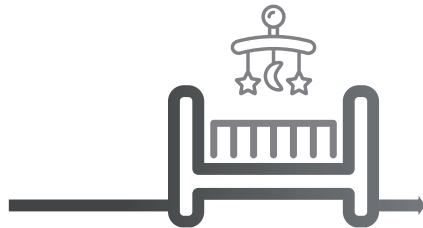
303 Duck



306 Web update



309 Calendar



301 Crib



304 Age gap



307 Questionnaire



310 Bread



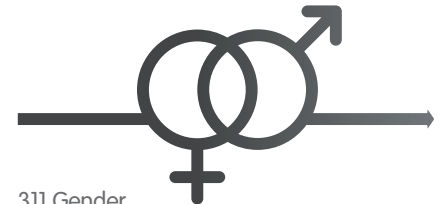
302 Bottle



305 Injury

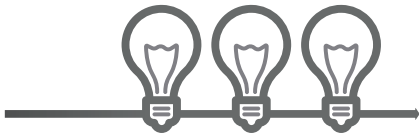


308 Connections



311 Gender

Illustration library



312 Consideration



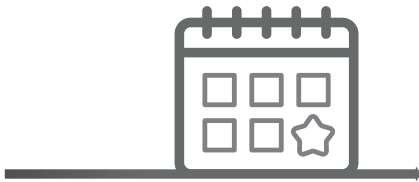
315 Newspaper



318 Location pin



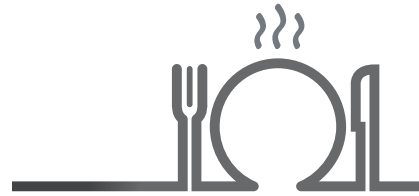
321 Bread



313 Event Calendar

TBC

316 House/home



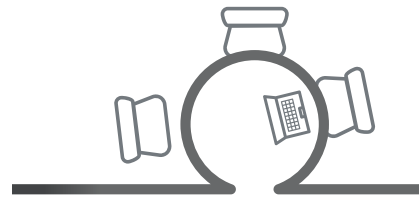
319 Lunch/Dinner



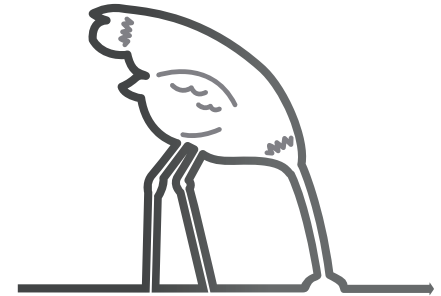
314 GlobalMedia



317 Hermit crab



320 Meeting room

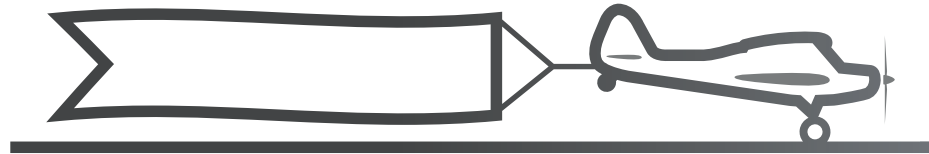


322 Emu - head in the sand

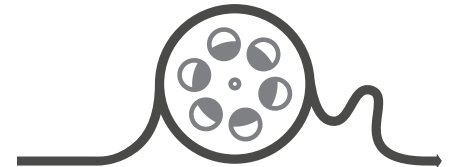
Illustration library



323 Government building



326 Plane pulling flag



331 Showreel



324 Elderly woman



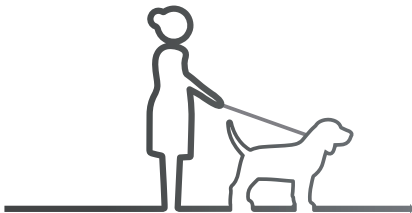
327 Football



329 PC-Tablet-Phone



332 Climate



325 Woman walking dog



328 Finish Line



330 Auto re-enrolment journey



333 Queens head

Illustration library



334 Ethnicity



337 Projections calculator



340 Snowglobe



343 Window/snow scene



335 Handshake



338 Webinar



341 Christmas tree



344 Cheers



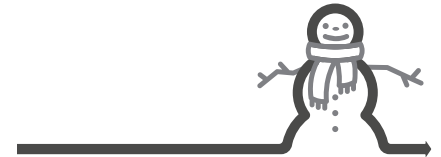
336 Rocket launching



339 Devices/laptop/mobile/tablet

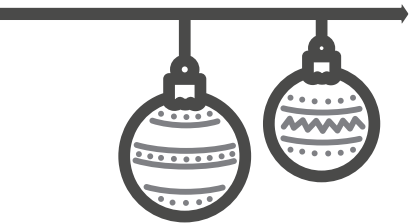


342 Snowflake

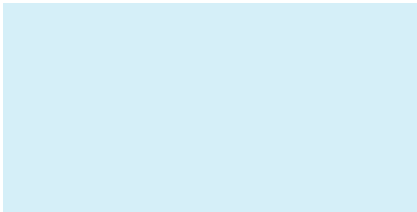


345 Snowman

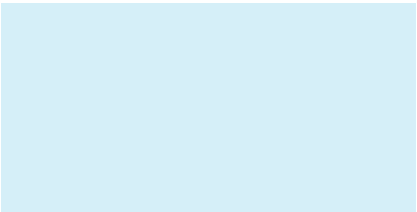
Illustration library



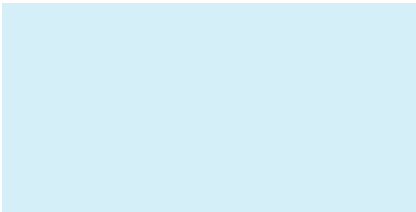
346 Baubles



349 XXXXXXXXXXXXXXXX



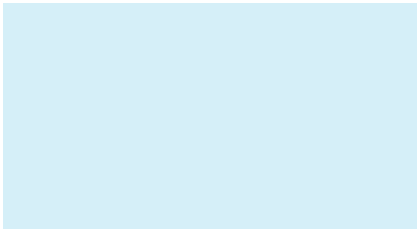
352 XXXXXXXXXXXXXXXX



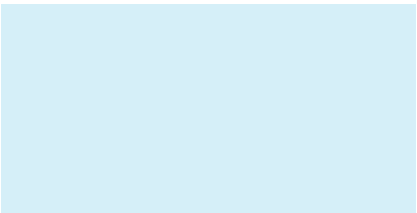
355 XXXXXXXXXXXXXXXX



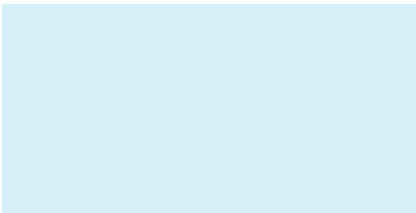
347 Support for customers



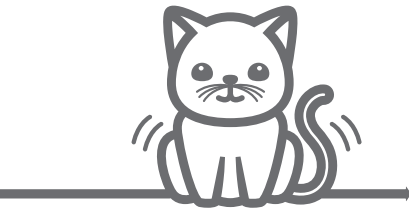
350 XXXXXXXXXXXXXXXX



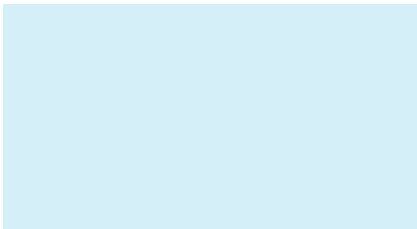
353 XXXXXXXXXXXXXXXX



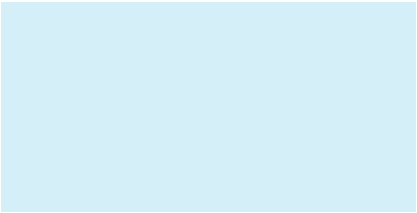
356 XXXXXXXXXXXXXXXX



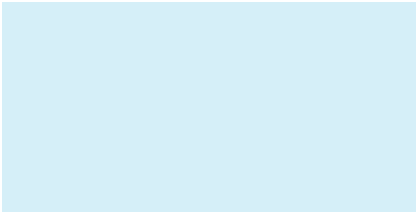
348 Cat



351 XXXXXXXXXXXXXXXX



354 XXXXXXXXXXXXXXXX



357 XXXXXXXXXXXXXXXX

Contacts

If you have any queries regarding the implementation of these brand guidelines, please contact:

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