



The new Clwyd Pension Fund logo pays homage to Welsh heritage whilst visualising the various elements that make up the Fund. Traditionally a Welsh Celtic symbol, the illustrated mark represents earthly elements and symbolises connection, unity and protection. The colours chosen represent the characteristics of the Fund and will provide accessibility, simplicity and consistency throughout all brand communications.

The centre of the logo represents the Clwyd Pension Fund and the surrounding petals symbolise our scheme members, employers, Pension Fund Committee, Pension Board and other organisations that we engage with as part of the day to day running of the Fund. This symbol reinforces the professionalism and commitment to engage with all stakeholders, and provide excellent service to all our customers.

