



# RESOURCES & INFORMATION PACK 2025 CAMPAIGN

*The***ABI**



# CONTENTS

**03** Campaign background

**04** Objective and audience

**05** Campaign laydown

**06** Creative approach

**07** It's time to Pay Your Pension Some Attention

**08** Social media – static assets

**09** Social media – support

**10** Social media – example copy

**12** Recommended guide: when to post for best engagement...

**13** Poster artwork

**14** How to speak to your employees about pensions

**15** Primary logo

**16** Smaller space logo

**17** Strengthen Your Pension logo

**18** Hashtag lock-ups

**19** Typography and colour

**20** How you can get involved

**21** Contact details

# CAMPAIGN BACKGROUND

**The Pension Attention campaign is a coordinated annual campaign led by the ABI and Pensions UK to boost pensions awareness and engagement.**

Made possible thanks to the generous support of our sponsors, our aim is to motivate UK adults to take small steps towards managing their pension.

This year, along with celebrity support, we're calling on the industry to help us achieve our greatest impact to date. We have compiled this toolkit to make it as straight-forward as possible to get involved.

Pension Attention will run from 5 September until 27 October – all content in this toolkit is **strictly embargoed until 5 September 2025**.

Our sponsors:





## OUR OBJECTIVE

To encourage UK adults to visit **pensionattention.co.uk** and actively engage with their pension in a number of ways – from finding out about lost pensions to working out what you might need when you retire.

## OUR AUDIENCE

Adults aged 35-55.

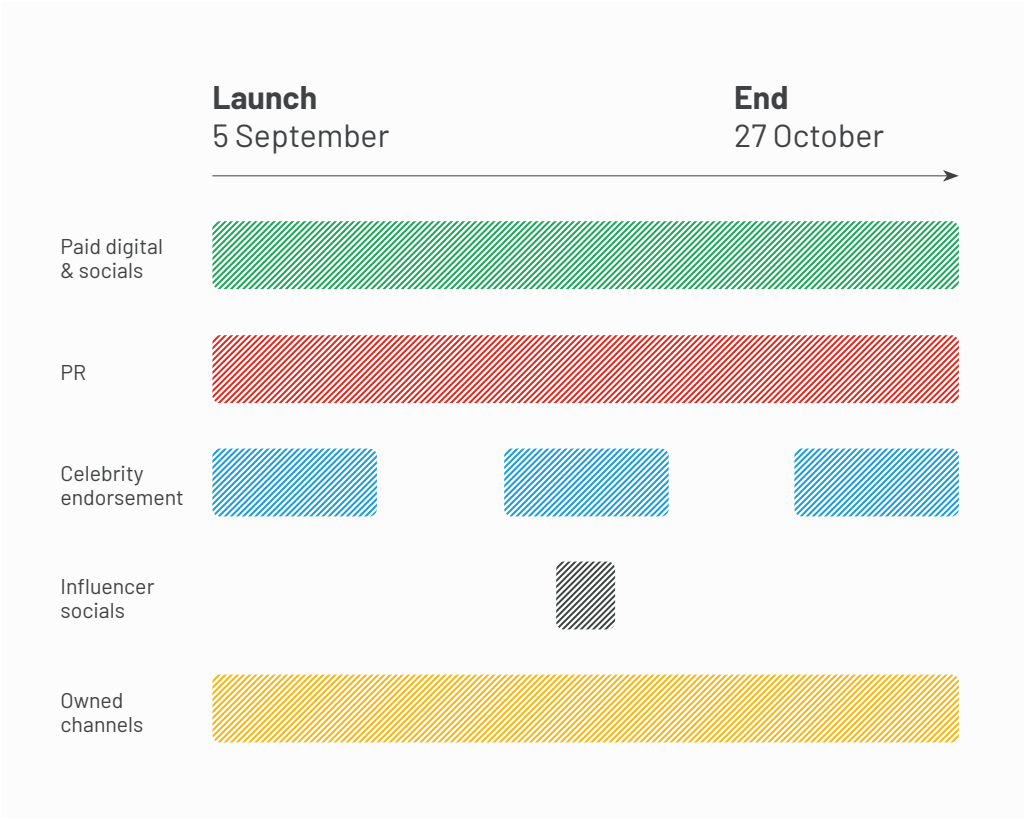
# CAMPAIGN LAYDOWN

Pension Attention will run for 7 weeks across digital and social channels.

It will be endorsed by a celebrity ambassador and supported by influencers.

From **5 September, and not before**, please use any of the assets and information in this toolkit.

All content and materials supplied, with the exception of the Pay Your Pension Some Attention core brand logo and variations, are **strictly embargoed until the full date of launch on 5 September 2025**.



# CREATIVE APPROACH

To encourage the nation to 'Strengthen Your Pension' and plan for retirement with three simple steps.



# IT'S TIME TO **PAY YOUR PENSION SOME ATTENTION**

**Strengthen Your Pension** and plan your retirement with these **three simple steps**:



**1** **STRETCH**  
**STRETCH**  
**STRETCH**

**Stretch your mind back** to past employers or pensions.

## Do you know where all your pension savings are?

You may well have more than one pension from your working life. There are billions of pounds out there in lost pension money... could some of that be yours, and go towards your pension pot?

CTA: If you have your own web pages with content and information, you may wish to include a URL/link/ QR code and/ or phone number.

Alternatively, you can direct people to the Government's lost pension page: [gov.uk/find-pension-contact-details](https://gov.uk/find-pension-contact-details)



**2** **CHECK**  
**CHECK**  
**CHECK**

**Check your form** by logging into your pension accounts to see how much you've got.

## Do you know how much you currently have in your pension?

Find out your total current savings in any private pensions and then find out your likely retirement income.

CTA: You may wish to direct people to your online login or registration page with a URL. Or you may wish to include details on where to find your pension calculator.

Alternatively, you can direct people to this resource: [moneyhelper.org.uk/en/pensions-and-retirement/pensions-basics/pension-calculator](https://moneyhelper.org.uk/en/pensions-and-retirement/pensions-basics/pension-calculator)



**3** **WORKOUT**  
**WORKOUT**  
**WORKOUT**

**Work out how much you might need** for your future.

## What are your dreams for the future?

Do you know what income you might need in retirement? By taking some simple steps today, you can face your future with confidence.

CTA: You'll likely want to direct people to your/their pension planning tools or resources.

Alternatively, you can direct people to this resource: [retirementlivingstandards.org.uk](https://retirementlivingstandards.org.uk)

# SOCIAL MEDIA – STATIC ASSETS

A range of assets are available for use on social media channels, websites, blogs or newsletters.

They include:

- Assets with the Strengthen Your Pension logo
- Assets outlining each simple step

All are available in platform-specific formats.

To download [click here](#)

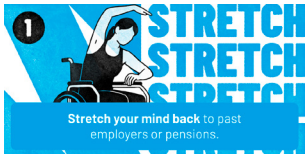
To download the Strengthen Your Pension logo email banner, [click here](#)

This asset can be used from **5 September 2025, and not before.**

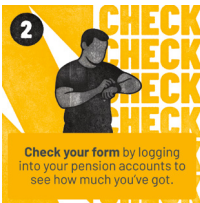
Strengthen  
Your Pension:



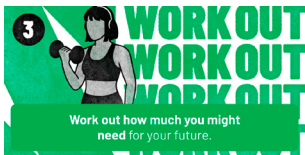
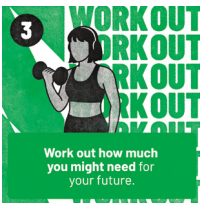
Step 1:



Step 2:



Step 3:





# SOCIAL MEDIA – SUPPORT

Help the campaign reach more people by engaging with our social media posts and sharing them to your own social channels.

To the right you'll find links to the accounts we'll be posting from, so keep an eye on these for any new campaign content.

Reshare our posts on your social channels to get behind our message.

Please visit our channels below:

 @PensionAttn

 Pay Your Pension  
Some Attention

 @PensionAttn

 @Pay Your Pension  
Some Attention

 @pensionattention

Remember:

When posting, always use **#PensionAttention** and include the campaign logo within any visuals you may create.

If in doubt, the campaign team are on hand for guidance and support:  
**[info@pensionattention.co.uk](mailto:info@pensionattention.co.uk)**

# SOCIAL MEDIA – EXAMPLE COPY

Here are example posts you may wish to use or draw inspiration from:

- It's time to strengthen your pension. Take three simple steps now to plan for retirement. Stretch your mind back to track lost pension pots, check what's in them, and work out what you'll need in the future **#PensionAttention**
- Take care of your pension for your future self. All you need to do to get started is stretch your mind back to past jobs and pension pots, check to see what's in them, and work out what you'll need for retirement **#PensionAttention**
- Do you know what you might need for retirement? Start by stretching your mind back to past pensions, checking to see what's in them, and working out what you might need in the future. It's simpler than you think to Pay Your Pension Some Attention **#PensionAttention**
- Planning for retirement doesn't have to be hard. With three simple steps, you can stretch your mind back to past pensions, check how much you've got, and work out what you'll need **#PensionAttention**

- Start looking after your future today, with three easy steps. Stretch your mind back to past pension pots, check what's in them, and work out what you might need for retirement **#PensionAttention**
  - Take three steps to get ready for the future. Paying your pension some attention is as easy as stretching your mind back to past pensions, checking what's in them, and working out what you'll need for the future **#PensionAttention**
2. Once you've tracked down any lost pension pots, check your pension accounts to find out how much you've got and what it might be worth in the future **#PensionAttention**
  3. Finally, work out what kind of retirement you want and how much you'll need in your pension pot to make it a reality **#PensionAttention**

When posting your support of the campaign, please use the hashtag **#PensionAttention**

### Three-part copy example:

1. The first step to paying your pension some attention is to stretch your mind back to previous jobs and pensions to find any lost pots you might have **#PensionAttention**

Feel free to tag **Pension Attention (@PensionAttn)** in any social posts related to the campaign.

# RECOMMENDED GUIDE – WHEN TO POST FOR BEST ENGAGEMENT...



## Instagram

Weekdays: 10am – 2pm  
Saturday: 9am – 12pm  
Sunday: 10am – 12pm



## Facebook

Wednesday and Thursday:  
7am – 9am, 1pm – 3pm  
and 7pm – 9pm



## X

Weekdays: 8am – 10am  
Weekends: 11am – 5pm



## YouTube

Weekdays: 2pm – 4pm  
Weekends: 9am – 11am



## TikTok

Weekday mornings: 11am  
Saturday: 7pm – 8pm  
Sunday: 4pm



## LinkedIn

Tuesday, Wednesday and  
Thursday: 10am – 12pm



# POSTER ARTWORK

We have created a poster for you to use to promote the campaign. Feel free to use internally or externally to promote the campaign.

To download [click here](#)

This asset can be used from **5 September 2025, and not before.**



# HOW TO SPEAK TO YOUR EMPLOYEES ABOUT PENSIONS

**A lot of UK employees do not regularly engage with their pension. Here are some ideas to help your employees strengthen their pension:**

- Share campaign assets on your intranet and website, including the campaign film which will be available [here](#) from 5 September 2025.
- Use social media assets and suggested copy to show your support for the campaign.
- Put up posters in the workplace to remind employees to strengthen their pension.
- Use email banner in communications.
- Run seminars and workshops from your finance and HR teams to remind employees about their existing pension benefits, including who their pension provider is and how to access their account.
- Encourage your colleagues to visit [PensionAttention.co.uk](https://www.pensionattention.co.uk) and take the three simple steps to pay their pension some attention.
- Share the full industry toolkit (not Steering Group toolkit) with your workplace clients so they can get behind the campaign.

# PRIMARY LOGO

Wherever possible, please use the primary logo or partnership lock-up. And please use in full colour wherever appropriate.

This will ensure we can maximise consistent campaign impact and recall.

Always adhere to the minimum sizes advised and the exclusion zone, which is the equivalent of the P in PENSION.

To download [click here](#)

Primary logo:



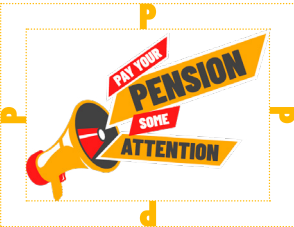
Reversed:



Black & White:



Exclusion zone:



Minimum size:  
Print = 29mm (wide)



Minimum size:  
Digital = 83px (wide)



# SMALLER SPACE LOGO

We have also created a smaller space logo to be used online only. Please do not use this on any printed collateral, and where possible, please use the full Pay Your Pension Some Attention logos.

Always adhere to the minimum size advised and the exclusion zone, which is the equivalent of the P in PENSION.

To download [click here](#)

Smaller space logo:



Exclusion zone:



Minimum size:

Digital = 83px (wide)





# STRENGTHEN YOUR PENSION LOGO

Wherever possible, please use the Strengthen Your Pension primary logo. If on a yellow background use the reversed logo (tint). And please use in full colour wherever appropriate.

Always adhere to the minimum sizes advised and the exclusion zone, which is the equivalent to the vertical height of the PENSION block.

For anything requiring vectors (such as large scale vinyl print or 3D printing etc), please use the ‘clean’ version of the logo. The textured logo should be used in all other instances.


To download [click here](#)


Primary logo:


Reversed (tint):


B&W (dark):

B&W (light):












Exclusion zone:

Minimum size:  
Print = 26mm/Digital = 75px

Vector version:







Use the 'clean' logo for anything that requires vectors only.

# HASHTAG LOCK-UPS

Where there is not enough space or it is not appropriate to use the primary campaign or partnership logo lock-ups, you can use the hashtag or straight text lock-up variants shown here.

Please apply good judgment in ensuring adequate clear space for these logo variants.

Please ensure adequate sizing, so the text is all clear and legible when in use.

To download [click here](#)

## Colour versions:

Proud supporters of



Proud supporters of



## Black & White:

Proud supporters of



## Straight text lock-up:

**Proud supporters of the #PensionAttention campaign**

**Proud supporters of the #PensionAttention campaign**

# TYPOGRAPHY & COLOUR

Should you need clarification of colour profiles and typography, you can find details here.

Aside from resizing or tweaking for use in other formats and channels, you must not alter or adjust the visual integrity of the materials supplied (e.g. colours and fonts).

If in doubt, please seek guidance using the contact details on the final page of this pack.

## Typography:

Barlow Light  
Barlow Regular  
**Barlow Bold**

**Barlow Condensed Bold**  
**Barlow Condensed Black**

## Colour palette:

Red	R244/G30/B30	C2/M95/Y91/K0	#E1251B
Yellow	R255/G167/B32	C0/M32/Y93/K0	#FFB600
Charcoal	R67/G67/B67	C65/M55/Y53/K55	#3D4543
Blue	R0/G159/B227	C100/M0/Y0/K0	#009FE3
Green	R0/G170/B85	C78/M0/Y84/K0	#00AB54

## 30% tint:

#FBDEDD
#FFF4D9
N/A
#D9F1FB
#D9F2E5

# HOW YOU CAN GET INVOLVED

**You can help to influence pension behaviour by supporting this campaign.**

- Use the provided range of digital assets on your social media channels, website or any other digital channels – if you require any bespoke formats that are not included in this toolkit, please email us at [info@pensionattention.co.uk](mailto:info@pensionattention.co.uk)
- Use your internal communication channels such as email, intranet and newsletters to communicate campaign messages to your colleagues or members.
- Reshare the Pension Attention campaign's social posts on Facebook, X, Instagram, TikTok and LinkedIn using the hashtag **#PensionAttention**
- Have a conversation with your colleagues about the importance of paying your pension some attention and direct them to the campaign page for more information [pensionattention.co.uk](https://pensionattention.co.uk)

We would be grateful to hear how and where you helped to spread these critical pension messages. Let us know by emailing [info@pensionattention.co.uk](mailto:info@pensionattention.co.uk)





# THANK YOU FOR YOUR SUPPORT

If you have any questions about the campaign,  
please email [info@pensionattention.co.uk](mailto:info@pensionattention.co.uk)

