NEW NAME, NEW LOOK, SAME GREAT PENSIONS

A guide for employers
Introducing our new look

As you may know, Scottish Life has rebranded. Markets are evolving, regulations are changing, and we need to communicate in new ways. That's why it made sense to increase our scale and reach by becoming a single brand under the name of Royal London.

The name may have changed, along with the look, but the same products, values and teams will remain.
WHY WE’VE REBRANDED

For many years, Scottish Life was part of Royal London. Scottish Life has now changed its name and rebranded to Royal London. The same is happening this year with other UK life, pensions and investment names in the Royal London Group.

Uniting under a single brand makes sense. Royal London is the UK’s largest mutual life and pensions company, and as a customer-owned organisation, we want to highlight the benefits mutuality brings, as well as promoting Royal London as the main brand.

It also ensures we can communicate with a single voice and really make that voice heard in all areas we operate.

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More than ever in the pensions market, professional advice and guidance are essential for individual consumers, and employees alike. Not just in the initial phase, but in the long-term. Ongoing support and value are what we aim to deliver; backed by clear, high quality communications from an established name.

With our continued commitment to intermediaries, you can be sure your needs and those of your employees will be comprehensively met.

Ongoing support and value for money are what customers look for, backed by clear, high quality communications from an **established name**.
As well as using the Royal London name, we’ve adopted the Royal London pelican logo (known as Gilbert to his friends). We also have a distinctive new look to help us stand out from the crowd. This brochure is an example of what we’ve introduced. With different components, emphasis and messaging, this styling is being used for all our branding: for advisers, employers and consumers alike.

It means we can better communicate our values and key messages, while emphasising the scale and reach of the Group as a whole. Best of all, we can communicate better the fact that Royal London is the UK’s largest mutual life and pensions company, with all that this delivers in terms of value, service and reputation.

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A CLEAR FOCUS

As a mutual, Royal London has always been about helping people to help themselves. Our new positioning ‘Strength in Everyone’ reflects this, both visually and in what we say. It’s about unity, community and generosity. It’s a reflection that our clients are at the heart of all that we do.

You’ll see too that the imagery throughout our new communications is distinctively British. It’s eye-catching; often quirky, but always inclusive. Inventive, accepting and human; mutually supportive, you might say.

Above all, our new communications show our single-mindedness. Focusing our offering under the single Royal London umbrella makes us stronger, helps to sell ourselves and, in turn, aims to help you with all that you do.

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Although we have rebranded, our strategy isn’t changing.

You’ll be dealing with the same teams as before, and will enjoy the same award-winning service and products. In fact we intend it to be better than ever.

“I have found the support from you to be head and shoulders above other pension providers and this has led to Royal London being my provider of choice.”

For more information about our products and services, please speak to your financial adviser or your usual contact.
All literature about products that carry the Royal London brand is available in large print format on request to the Marketing Department at Royal London, St Andrew House, 1 Thistle Street, Edinburgh EH2 1DG.

All of our printed products are produced on stock which is from FSC® certified forests.