



Client

Financial Services and Pensions Ombudsman

Brief

Provision of full design services and print management of all publications, promotional and exhibition requirements and consultancy. Services provided include:

Deliverables

Design
Publications and Reports
Infographics
Recruitment advertising
MS Word and Powerpoint templates
Digital design requirements
Exhibition design/interior display
Print services and fulfilment

The Challenge

Following the renaming/rebranding of the Financial Services and Pensions Ombudsman (FSPO), Power Design was commissioned to redesign the look and feel of all future material to reflect the key services of the FSPO. With a wide ranging suite of publications, from Annual and Strategy reports, Decisions and Finding reports, to various public information leaflets, we needed to ensure a consistent fresh look that could be easily adapted and could evolve as new projects developed, all the time mindful of accessibility requirements of their wide audience.

How we approached and accomplished the project goals

Power Design reviewed all existing material from the previous Financial Services Ombudsman and identified key areas for design improvement on its existing documents, which would subsequently inform new publications and information campaigns in the future. Key suggestions implemented included:

- Designing a suite of covers reflecting the key services of the FSPO.
- Designing simple, flexible document/page templates that could easily apply to a wide range of existing publications, with consideration to accessibility.
- Devising a three-tier colour palette that reinforced variety/differentiation throughout publications.
- Develop clear, easy to understand step by step infographics outlining the appeals process.
- Redesigned all forms in a more simple, user friendly style.

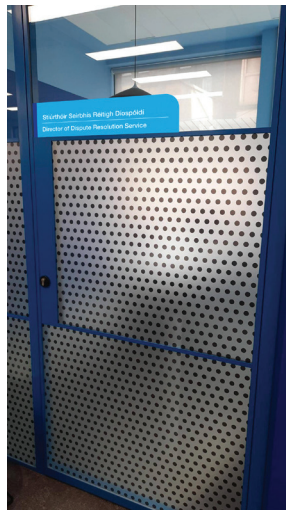




An tOmbudsman Seirbhíse Airgeadais agus Pinsean
Financial Services and Pensions Ombudsman

Stiúrthóir na Seirbhíse Imscrúdaíthe
Director of Investigation Services

Stiúrthóir na Seirbhíse Corparáideacha agus Cumarsáide
Director of Corporate and Communication Services



- Progressing the brand development for publications in real time, as required, to ensure optimum efficiency and cost effectiveness.
- Providing solid advice on print solutions and sourcing in relation to cost effectiveness, quality and environmental issues.

Why we did it this way

For the overall brand development we proposed a graphic illustrative design to reduce dependency on slide hire/photography - as sourcing the 'perfect shot' for such a wide diverse audience can be challenging. This design approach provided enough flexibility, through changing patterns of shapes and colour, to provide variety/differentiation throughout all designed material. Our suggestion to increase infographic elements was to simplify what appeared to be a complicated, somewhat daunting complaint process to the general public. With so many publications requiring updating it made sense to design an adaptable system from the outset that could accommodate a varying amounts of content, address the increased font size required for accessibility, and provide flexibility for dual/multi-lingual versions if required.

Outcome

We delivered on all the requirements set out and the new look and feel has been successfully incorporated over all items, for both outward facing and for internal campaigns and display.

Relevance to this contract

Our work with the FSPO is comparable to the requirements of this contract in that it communicates to a broad public audience, resolving complaints and providing information and advice on issues relating to pensions providers and regulated financial services providers. The tone and style of material published needs to be communicated in a consistent, user friendly, easy to read manner. Our work with the FSPO also demonstrates our ability to manage frequent publication and form updates in the most cost efficient manner, and our ability to work on many projects simultaneously.

