



CITY *of* EL PASO

EMPLOYEES RETIREMENT TRUST

RETIREMENT OFFICE STAFF

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NEW NAME & LOGO

As approved by City Council on April 17, 2018, the name of the fund changed from *El Paso City Employees' Pension Fund* to *City of El Paso Employees Retirement Trust*. Collaborative efforts, with the City's DoITS, to reimagine the logo began with the update to the Trust's website in 2015. Local design firm, Ghostlight Creative, was contracted in June 2017 to provide rebranding and identity services for the fund.

Over several months the firm collected and analyzed data from participants, retirees and staff. Survey participants influenced the creative concept, art direction, and design of the logo and name. Overwhelmingly, contributors defined their retirement benefit as an investment, trustworthy, and with security. From that vision, the firm developed the slogan, "Trust in a secure future." Ghostlight continued to work closely with the Retirement Office and the Board of Trustees and the final logo, slogan, and name were approved in early 2018.

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