



The Scottish Parliament
Pàrlamaid na h-Alba

Scottish Parliament

design guidelines



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The founding principles of the Scottish Parliament

From its inception in 1999, the Scottish Parliament's founding principles have been:

- The Scottish Parliament should embody and reflect the sharing of power between the people of Scotland, the legislators and the Scottish Executive.
- The Parliament and the Executive should be accountable to the people of Scotland.
- The Scottish Parliament should be accessible, open and responsive and develop procedures which make possible a participative approach to the development, consideration and scrutiny of policy and legislation.
- The Scottish Parliament in its operation and its appointments should recognise the need to promote equal opportunities for all.

These principles are the basis from which the values contained in our Strategic Plan stem.

Values

We are committed to the highest standards in carrying out our work. These standards are reflected in our values of:

- **Integrity**
- **Impartiality**
- **Professionalism**
- **Equality**

These values are an integral part of our identity as an organisation.

Our key message and tone of voice

Engagement with the public

Scottish Parliament engagement activities aim to build confidence amongst the people of Scotland, and from around the world, that we are an open, accessible and above all participative Parliament.

In our activities and communications we seek to:

- Increase levels of awareness and understanding of the Scottish Parliament's role and remit.
- Differentiate between Parliament and Government.
- Increase understanding of the relevance of the Parliament's work to the lives of people living in Scotland.
- Build confidence that the Parliament is accessible for people wanting to have a say in devolved issues affecting them.
- Take a proactive approach to engaging with the Scottish people while improving the engagement opportunities for under represented groups.

Tone

The tone for the Scottish Parliament's programme of communication should reflect the following hallmarks:

- We are everyday accessible.
- We have a strong sense of community ownership (local to people and issues).
- We are entrepreneurial and look to be innovative in all we do.
- We reflect pride in the country and people of Scotland.



The Scottish Parliament
Pàrlamaid na h-Alba

The corporate identity has been designed to reflect the values of the Scottish Parliament in the balance between authority and openness.

The badge comprises two key elements

- Badge element 1: the crown
- Badge element 2: the saltire

The saltire, one of the most ancient symbols of Scotland, is mounted on a corded banner hanging from a pommelled pole.

These heraldic elements create authority and heritage by incorporating potent symbols of Scotland into the corporate identity in a recognisably traditional way.

The unique text expression of the Scottish Parliament is in English and Gaelic. The primary corporate identity uses this text centred beneath the badge.

As a counterpoint, the text uses a letterform to convey openness and accessibility by using a combination of upper and lower case. The text expression uses Futura - a classic sans serif typeface, designed in 1928. It is clearly understood, legible and elegant.

The text should always appear with the English above the Gaelic and the size ratio of text to badge should not be adjusted.

The use of purple, a dominant colour in the Scottish landscape, signifies that the Scottish Parliament is for all Scotland.



Badge element 1:
the crown

Badge element 2:
the saltire mounted
on a corded banner



The Scottish Parliament
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The text expression centred
in English and Gaelic

Primary corporate identity. First choice for all executions.



The Scottish Parliament
Pàrlamaid na h-Alba

The master artwork supplied can be reproduced only in purple (Pantone 2607), silver or black ink, and silver or gold foils. The saltire must always appear white.

Always use the master artwork

Neither badge, text, nor any of the elements within may be re-drawn.

The English and Gaelic text must always appear together.

The corporate identity must never appear reversed out, but only as a positive.

Primary corporate identity

The first choice for any use should be the primary corporate identity where the text is centred in two lines below the banner.

The corporate identity is available as full colour process, spot colour and mono versions.

For guidance please email:
sp.info@scottish.parliament.uk

Landscape corporate identity



Landscape corporate identity

An alternative corporate identity is available for use on the website and can be considered for other use only where the primary corporate identity cannot be used, for example on certain promotional items.

Where space dictates, the landscape version is available with the text centred on the height and to the right of the banner. The text expression should be left aligned.

Always use the master artwork

Neither badge, text, nor any of the elements within may be re-drawn.

The English and Gaelic text must always appear together.

The corporate identity must never appear reversed out, but only as a positive.

Guidance must be sought before the alternative version of the corporate identity is considered for use. Please contact sp.info@scottish.parliament.uk

Landscape corporate identity



Online corporate identity use

To ensure a consistent visual look and feel we must acknowledge the accessibility and navigation requirements of an online web presence while retaining the brand look.

To maintain the highest quality for our brand only the landscape version of our corporate identity should be used online.

On our website our master landscape corporate identity should sit top left.

The minimum width for the landscape version of our corporate identity online should be 156 pixels or 55mm when measured across the full corporate identity width. This allows our corporate identity to remain at a size that will reproduce clearly at a resolution of 72 dpi.



Minimum clear space around corporate identity



Exclusion zone around the corporate identity

Of critical importance is the clear space in which the corporate identity sits.

This is an integral part of the corporate identity that highlights it and gives it prominence. No matter what the corporate identity is being applied to, the designated degree of clear space is mandatory. This is to prevent items such as text or photography overwhelming it.

The exclusion zone is defined by the cap height of the cap 'T' in the corporate identity text.

When photography is used as a background to the identity the clear space band does not apply provided that the background image does not impinge on the readability of the identity. The clear space guidance refers to other elements such as text or picture boxes that if placed too close to the identity could obscure it.

Corporate identity minimum size

To protect the clarity of our corporate identity it has been designed to work at a size where the text expression is always readable.

Reproduction restrictions require that our corporate identity is never used smaller than 23mm when measured across the words 'The Scottish Parliament'.



Landscape corporate identity

When this version of our corporate identity is used online, the minimum width should be 156 pixels or 55mm when measured across the full corporate identity width.

Corporate identity use - positioning and background



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The Scottish Parliament
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The corporate identity must always be rendered in the positive. It should never appear reversed out.

Of critical importance is the clear space in which the corporate identity is placed, but the colour background that it sits on is also crucial to the clarity of the corporate identity.

The first option is for the corporate identity to be placed on white, but it is acceptable for the corporate identity to sit on a tonally pale colour such as our sandstone colour (Pantone 155). Any tint or background colour should be selected from our colour palettes. It is recommended that a tint between 15% and 30% is used.

If using a coloured or photographic background it should be single and solid with sufficient contrast rather than textured or patterned wherever possible. Complicated backgrounds can make it difficult for people with low vision, aphasia or dyslexia to interpret the information.

The saltire within the banner must always appear white out of any background.

The minimum size rules apply.

Corporate identity use - third party material



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The Scottish Parliament
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When using our corporate identity on third party material, any use must reflect the values of the Scottish Parliament.

The corporate identity must always be rendered in the positive. It should never appear reversed out.

The saltire will always appear white out of any background.

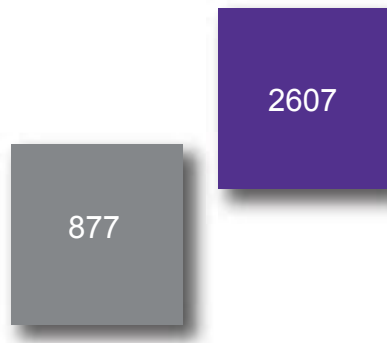
The minimum size rules apply.

Of critical importance is the clear space in which the corporate identity sits, but the colour or image background it sits on is also crucial to the clarity of the corporate identity.

The first option is for the corporate identity to be placed on white, but it is acceptable for it to sit on a tonally pale colour such as our sandstone colour (Pantone 155). Any tint or background colour should be selected from our colour palettes. It is recommended that a tint between 15% and 30% is used.

Care must be taken to ensure there is sufficient contrast between the mono or purple version of our corporate identity and any background.

Primary colour palette

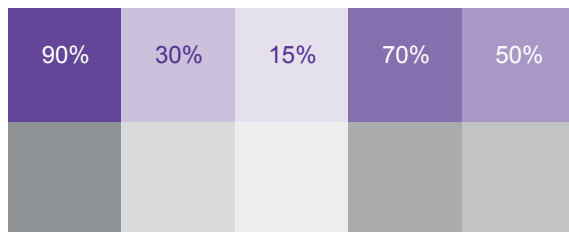


We offer a limited colour palette for use across all work. This is key to giving us a consistent look and feel across all media.

The primary palette has been chosen to reflect the values of the Scottish Parliament both in its stature and in the spirit of its design.

The colours chosen are intended to show that the Scottish Parliament has been designed to incorporate and reflect the balance between authority and openness.

Tints or tones of these colour options can be used as required. Our purple (Pantone 2607) is ideal for headlines and subheadlines. The silver metallic ink (Pantone 877) may be more suitable for invitations and promotional items.



Primary colour palette

Purple

Pantone 2607

Process C80 M100 Y0 K0

Web Safe #663399

Silver

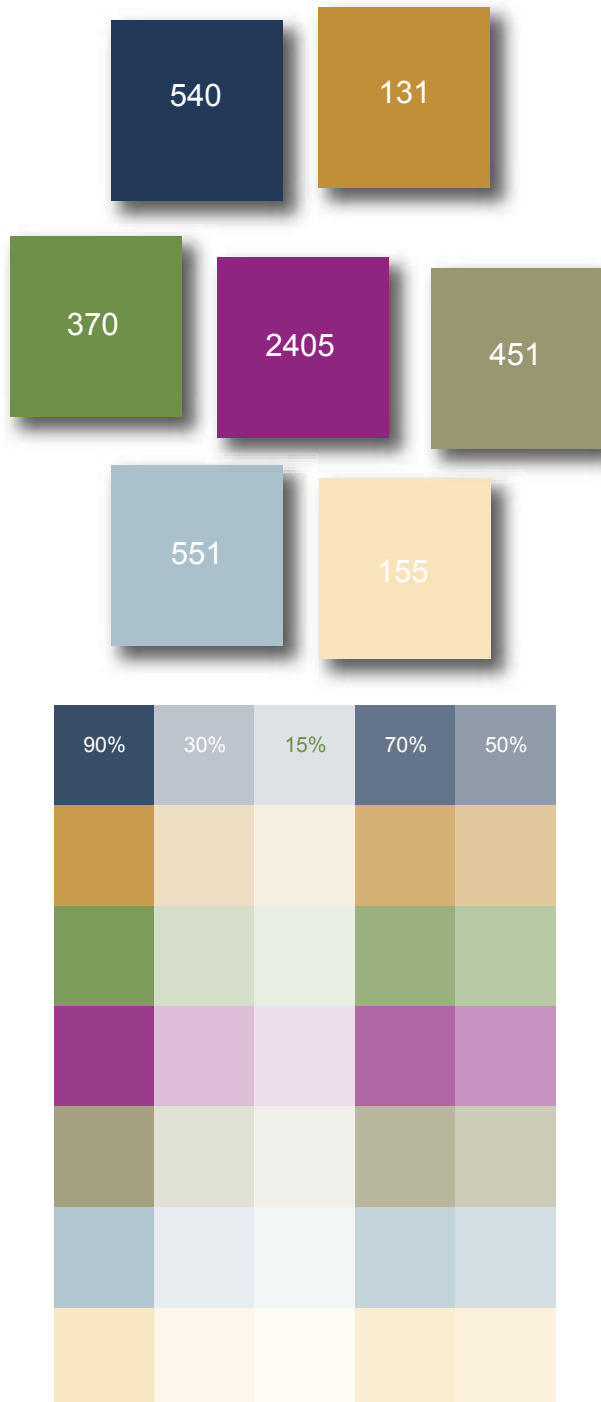
Pantone 877 (metallic)

Process C0 M0 Y0 K30 (30% tint of black)

Web Safe #CCCCCC

Secondary palettes of colour options have been chosen to be sympathetic to our first choice palette and to promote education materials. Please see following pages.

Secondary colour palette



Secondary colour palette

Dark Blue

Pantone 540
Process C100 M77 Y38 K36
Web Safe #003359

Gold

Pantone 131
Process C17 M46 Y100 K2
Web Safe #CE8E00

Green

Pantone 370
Process C69 M24 Y100 K8
Web Safe #5B8F22

Magenta

Pantone 2405
Process C39 M100 Y9 K1
Web Safe #A40084

Oday

Pantone 451
Process C21 M15 Y54 K31
Web Safe #999966

Pale Blue

Pantone 551
Process C37 M14 Y15 K0
Web Safe #ABC3CE

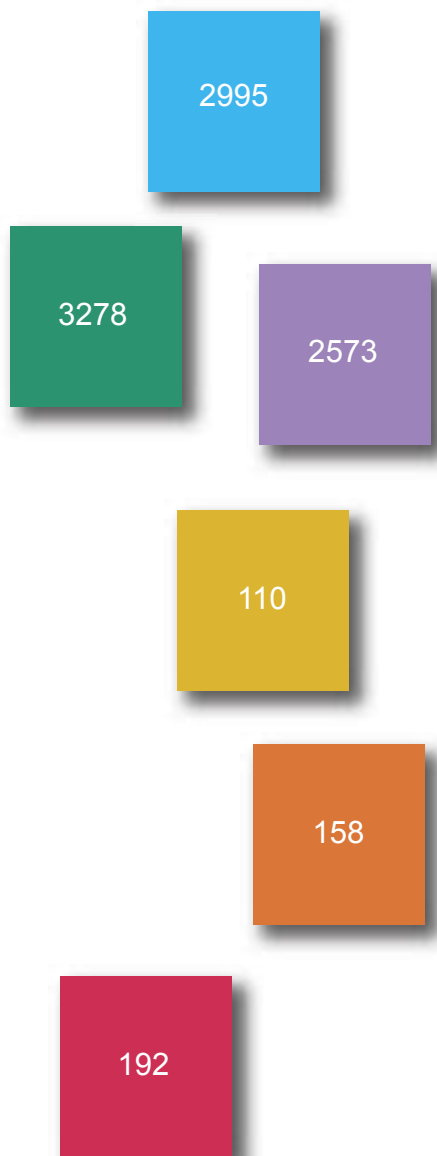
Sandstone

Pantone 155
Process C0 M10 Y30 K0
Web Safe #FFFFCC

A second palette of colour options has been chosen to be sympathetic to our primary colour palette. These colours can be used where appropriate and will allow more design flexibility.

Tints of these colour options can be used as required. When text is used on a coloured background please ensure there is sufficient contrast in relation to readability. White, yellow or pale colours or tints are a more inclusive choice when considering the colour of a background. This will be more accessible to people who are partially sighted.

Education colour palette



To appeal to younger audiences, a brighter colour palette has been chosen, particularly for materials for primary school age children.

The following is an additional colour palette for education material which can be used with the primary colour palette. Tints of these colour options can be used as required. When text is used on a coloured background please ensure there is sufficient contrast in relation to readability.

90%	30%	15%	70%	50%

Education colour palette

Bright blue

Pantone 2995
Process C83 M1 Y0 K0
Web Safe #00A9E0

Jade

Pantone 3278
Process C100 M3 Y72 K13
Web Safe #008566

Mauve

Pantone 2573
Process C36 M52 Y0 K0
Web Safe #B382C7

Mustard

Pantone 110
Process C2 M24 Y100 K8
Web Safe #D7A900

Orange

Pantone 158
Process C0 M65 Y95 K0
Web Safe #E37222

Red

Pantone 192
Process C0 M96 Y60 K0
Web Safe #E10E49

Headline typeface Futura

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!

Education typeface Comic Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!

Education typeface Agenda

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!

Headline typeface

The Futura font has been selected as the display typeface. This font should be used for headlines within design work such as brochures or advertisements.

It can also be used for other applications, namely signage and for titles and headers within documents and publications that are not generated electronically.

Education typefaces

The Education Service publish materials aimed at school children so have adopted suitable typefaces for this specific market. For education materials only, these fonts are Comic Sans and Agenda.

To ensure consistency it is essential that no other fonts are used.

The only exception to using these fonts is when working on materials which are clearly specified and designed by third parties.

Typefaces - primary bodycopy

Bodycopy Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!

Bodycopy typeface

Arial or Arial Regular

These fonts have been selected to be used when creating main bodycopy, appearing in upper and lower case, with a slightly heavier weight of either **semi-bold** or **bold** for subheadings.

Arial is a particularly good choice of font as it is clear and easily readable.

To ensure consistency it is essential that no other bodycopy fonts are used.

The only exception to using these fonts is when working on materials which have fonts that are clearly specified and designed by third parties.

In general bodycopy should be set to aid readability and clarity.

- Bodycopy, for A4 size or smaller literature, should be set at a minimum of 12pt. It is also worth noting that when text is reversed out it may need to be made bold in order to ensure that it is clear and easy to read.
- Avoid using block capitals within bodycopy. Lower case letters provide the reader with more visual clues as to the letters used in each word and make the text easier to read.
- Italics should be avoided as using them to highlight whole sentences or blocks of copy can make text more difficult to read.
- Bodycopy should always be set left justified if the published language is naturally ranged from left to right.

Electronic typeface Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!

Electronic typeface

Arial

The text typeface for all computer and internally produced electronic documents, for example PowerPoint, is Arial.

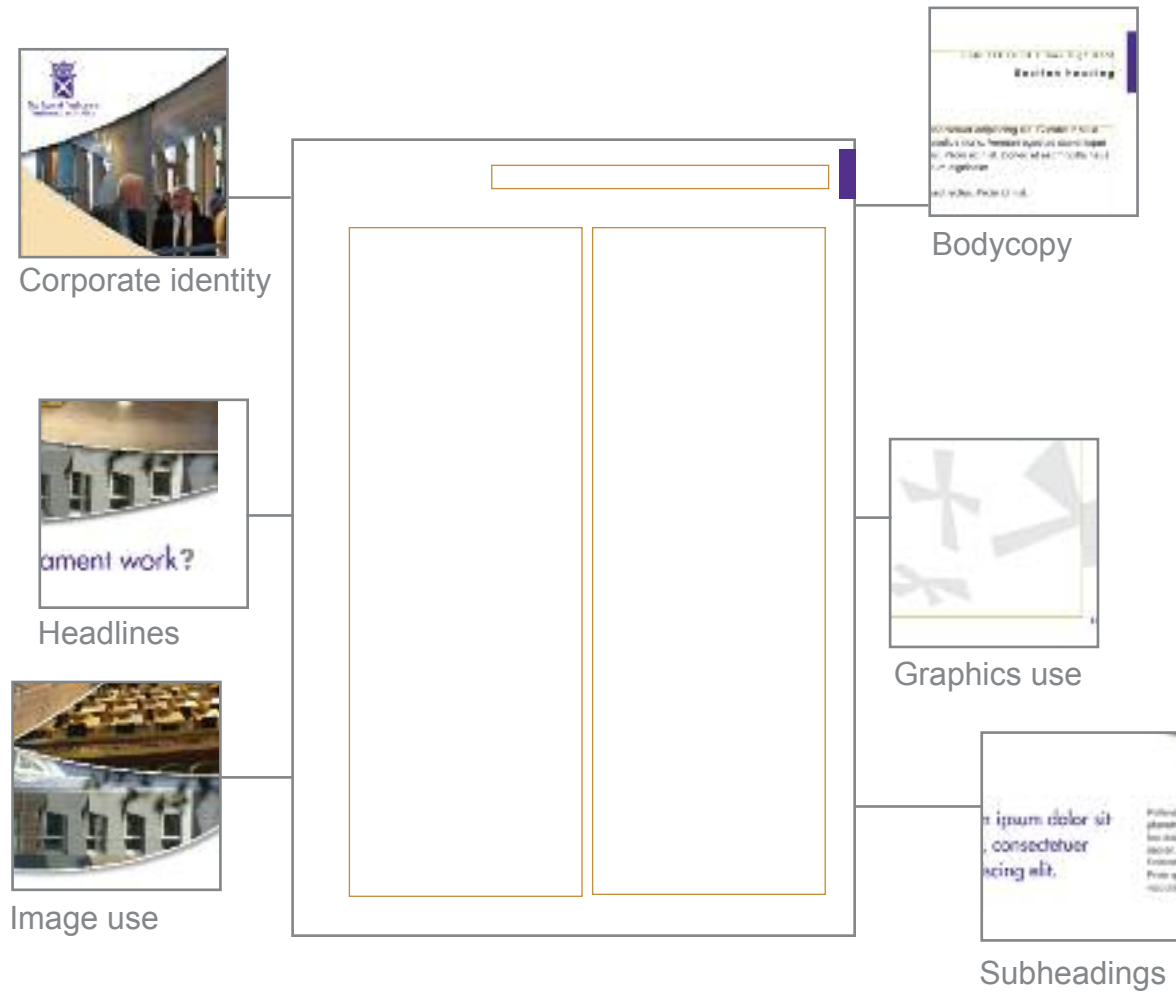
This is a standard Microsoft font available on PCs. This typeface must be used for all correspondence and documentation.

It is available in regular and medium on PCs and regular and black on Macs.

In general bodycopy should be set to aid readability and clarity.

- Bodycopy should be set at a minimum of 12pt. It is also worth noting that when text is reversed out it may need to be made bold in order to ensure that it is clear and easy to read.
- Avoid using block capitals within bodycopy. Lower case letters provide the reader with more visual clues as to the letters used in each word and make the text easier to read.
- Font sizes and line height must have the ability to scale relatively.
- Italics should be avoided as using them to highlight whole sentences or blocks of copy can make text more difficult to read.
- Bodycopy should always be set left justified if the published language is naturally ranged from left to right.

Using the print design framework



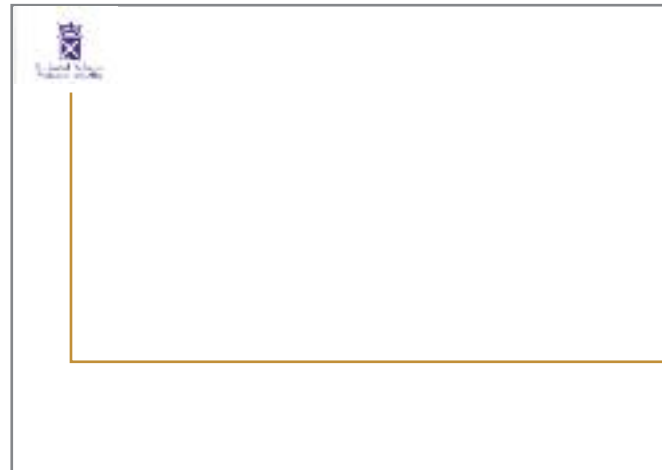
All our communications must be designed in a unified and consistent manner. Our design framework has been laid out within a grid format to ensure a consistent visual look and feel across a suite of material.

These guidelines are intended to inform the design process not unnecessarily restrict it.

The examples shown are intended to explain how any photography, graphs, illustrations, geometric shapes or patterns developed should be used.

With a mixture of strong photography and carefully laid out bodycopy we can create a suite of literature that fully represents the Scottish Parliament.

Using the print design framework - the corporate identity



Positioning the corporate identity

The corporate identity must always be positioned so that it is clearly visible, readable and prominent.

The framework allows for the corporate identity to be placed in one of two positions.

On all literature it should be positioned top left.

As a second option and for advertising layouts it may be placed bottom right.



Using the print design framework - headlines

Headlines and subheadlines

All headlines should be set in Futura regular in upper and lower case and positioned so that they maximise readability.

Headlines and subheadlines may be set centred, aligned left or right.

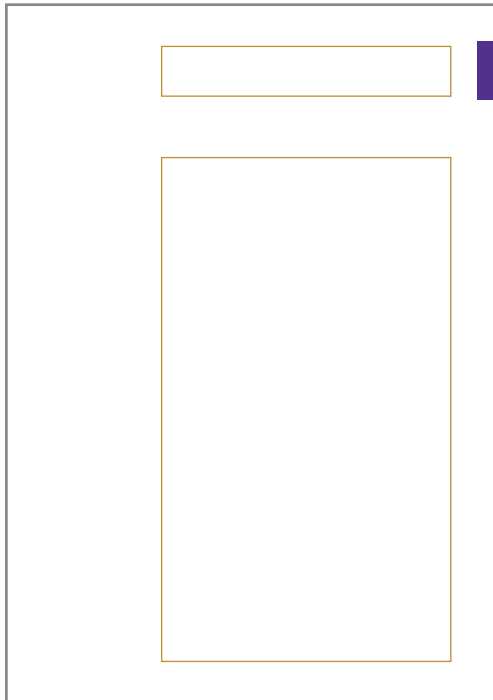
When headlines appear within any image care must be taken to ensure there is sufficient contrast with the background image or colour to assist clarity.

Headline and subheadline examples



Using the print design framework - A5 page layout

A5 example portrait format



A5 page layout

For smaller page sizes such as A5 portrait leaflets we prefer one column is used on a page. This ensures a consistent typesetting style is retained across all work.

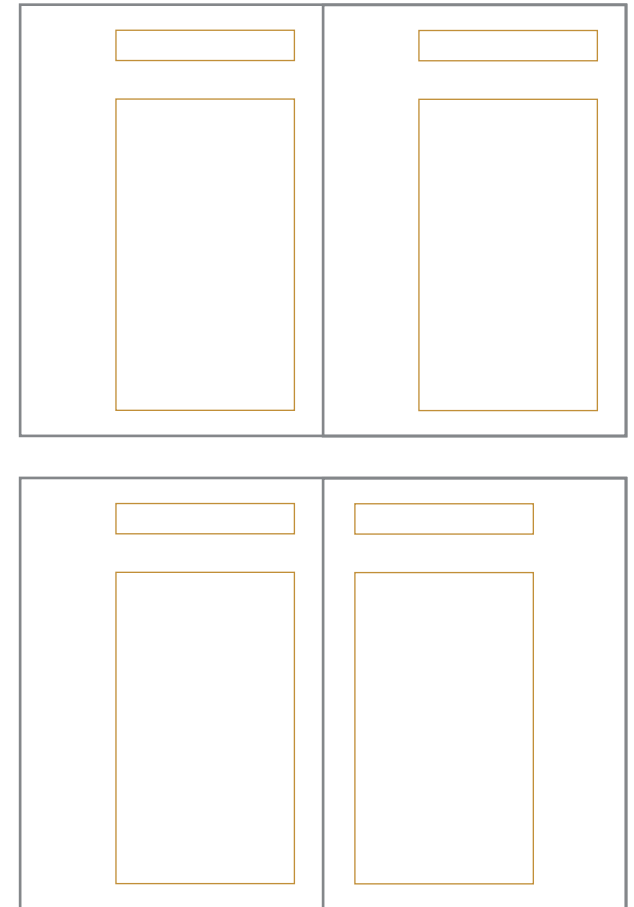
Bodycopy should be set at 12pt on 14pt.

A margin of 12.7mm should be left between all text and the trim size of any publication format.

Align bodycopy to the left margin as this aids partially sighted readers to find the start of each line. Left aligned text also provides even spaces between the words.

Justified paragraphs may not be used.

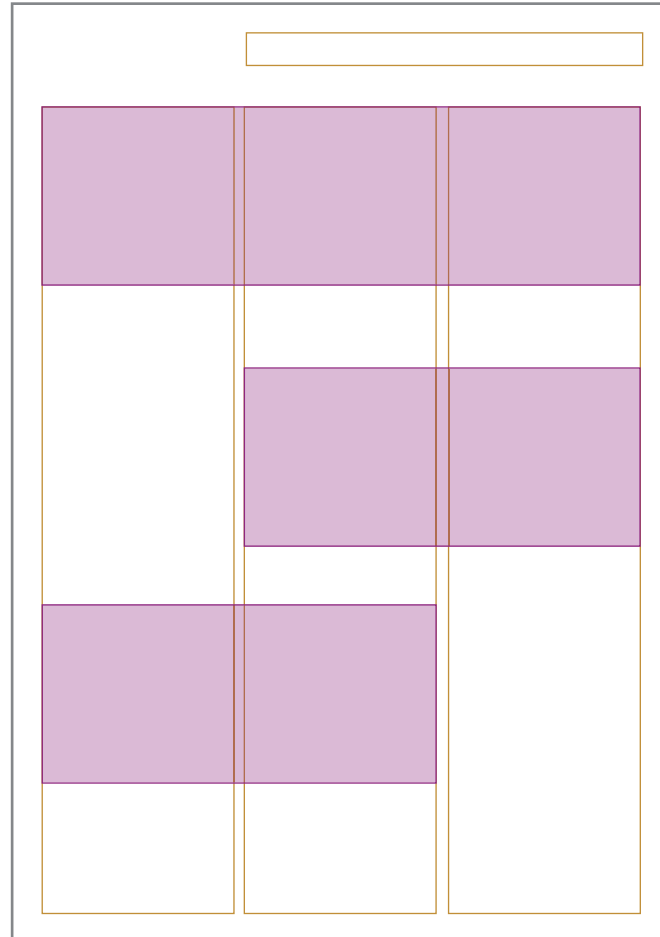
Aligning text to the right margin may be used for titles or main headings.



A5 examples of column position over a spread

Using the print design framework - large print page layout

A4 large print example



Example of the larger point size line length running across two or three columns

Large print page layout

Based on the same framework a longer line length should be used in larger print versions to aid readability and prevent poor line breaks.

When reformatting Scottish Parliament publications for large print the text should be set at either 18pt and/or 24pt.

If the original publication contains any photographs or illustrations, it is preferable if a small selection of high contrast images can be included.

For further guidance please refer to the RNIB Clear Print Guidelines or the clear and large print best practice guide published by the International Society of Typographic Designers.

Campaign or initiative logos

To aid the promotion of specific campaigns or initiatives a logo may be required. Any design should reflect our brand style and use can be made of our family of graphic elements inspired by the Scottish Parliament architecture. (See page 32 on graphic elements.)

A campaign logo may be developed where the primary target is the general public and it is intended to promote a specific or series of events or activities, or promotional items. In all cases, the principles regarding colour contrast, readability and text formatting above should be applied.

All logos will be approved by the Head of Public Affairs and will either be briefed to designers in the case of new ones or supplied as required by the Production Manager.

It is not permissible to create logos for internal use only: the Scottish Parliament corporate identity should be used in all such cases.

For guidance on developing logos please contact sp.info@scottish.parliament.uk

Example of a campaign logo



Corporate identity positioning with Scottish Parliament logos



Anchor area for
campaign or
initiative logos



Anchor area for
campaign or
initiative logos

Campaign logos have to be positioned so they do not dominate the Scottish Parliament brand.

These logos must never be used in isolation from the Scottish Parliament corporate identity and should always be positioned to be subordinate to the corporate identity. This applies to both printed and electronic materials.

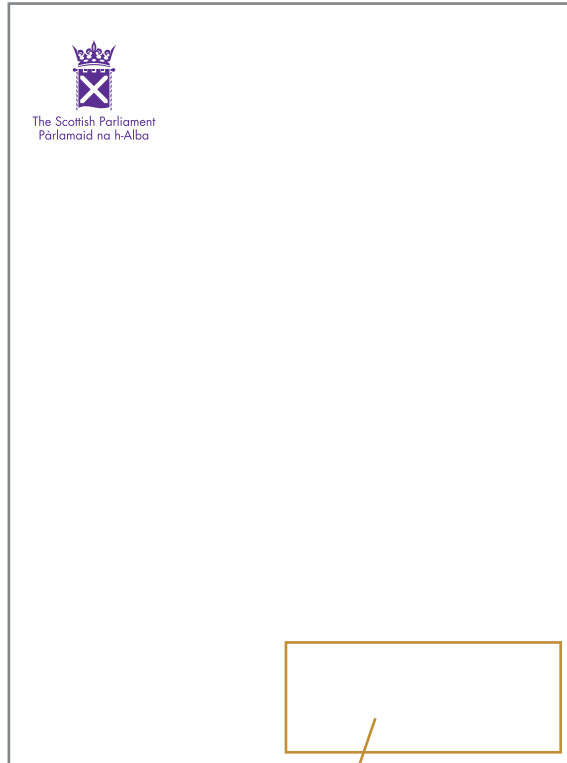
We have indicated here the two areas where these partner logos can be positioned.

Any associated logos produced for the Scottish Parliament should be developed to sit within these areas.

Devolution
years

Example of a campaign logo

Corporate identity positioning with external brands



Area for secondary external brands

Recognition of our unique status

When using the corporate identity great care must be taken to ensure it reflects the Scottish Parliament and is used consistently in line with guidance.

Exclusion zone around corporate identity

Clear space around the Scottish Parliament corporate identity allows it to have sufficient prominence. The designated degree of clear space is mandatory.

The exclusion zone is defined by the cap height of the cap 'T' in the corporate identity text.

Corporate identity minimum size

To protect the clarity of our message our corporate identity has been designed to work at a size where the text expression is always readable.

Reproduction restrictions require that our corporate identity is never used smaller than 23mm when measured across the words 'The Scottish Parliament'.

Positioning other brands or logos

When Scottish Parliament material is used with other brands, for example when sponsorship or initiative partner logos appear, these must remain subordinate to our brand.

No subordinate brand should be positioned above the Scottish Parliament corporate identity.

We recommend that our corporate identity adopts its first choice position of top left. Any subsequent logos should then appear bottom right or on a separate page, for example the back page, on any material.

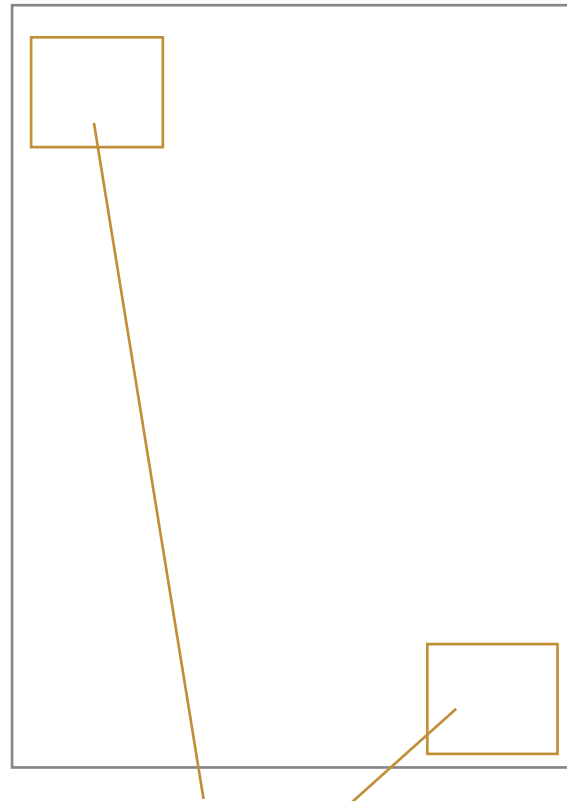
Scottish Parliament corporate identity used as a subordinate brand

The Scottish Parliament corporate identity must be used in accordance with these guidelines.

The master artwork must never be altered.

The corporate identity must always appear as a positive and never be reversed out.

The saltire must always appear white.



Our preference for corporate identity position

We recognise that on some externally produced material, the Scottish Parliament corporate identity may be positioned as subordinate to the main brand of the material being produced.

Recognition of our unique status

When using the corporate identity great care must be taken to ensure it reflects the Scottish Parliament and is used consistently in line with guidance.

Position and size

The designated degree of clear space around our corporate identity and minimum size are mandatory.

Full permission must be sought prior to the inclusion of the Scottish Parliament corporate identity or any campaign logo. Please email sp.info@scottish.parliament.uk

Corporate identity positioning with other brands

Examples of corporate identity position with other brands.
This applies to all resources outlined in this document.



Scottish Parliament corporate identity only



Scottish Parliament and other equal partner, for example the Scottish Government



Scottish Parliament corporate identity and campaign logo showing equal prominence



Scottish Parliament corporate identity and sponsors and secondary logos



Scottish Parliament corporate identity with initiative logo shown as subordinate but connected to the main brand



Scottish Parliament corporate identity as subordinate partner or sponsor on material not produced by the Scottish Parliament

Using photography



Photography is a very important element of our visual vocabulary which should express our values of integrity, impartiality, professionalism and equality.

When photographic images are of consistently high quality and are uniform in style and conceptual approach they lend a sense of unity to the overall literature and can underscore our desire for the Scottish Parliament to be seen as open and engaging.

The building was designed to represent the Parliament as dynamic, progressive and welcoming. By the use of Scottish materials, it reflects our landscape and culture. Texture, colour and natural light are important characteristics of our building and care must be taken to capture these elements.

We would suggest that images featuring Parliament staff or visitors should have a relaxed and welcoming quality, and an authentic feel. Images should reflect the diversity of visitors and constituents without enforcing stereotypes.

It is appropriate to show MSPs at work in the building and engaging with the public as this represents what the Scottish Parliament is about. A representative political and gender balance must be shown within any communication.

Parliament image library

A wealth of high impact and visually stunning photography is available.

These images are available as hi-res jpegs and fall into the following broad categories:

- The building - exterior and interior
- MSPs and staff at work
- Public engagement

All photography selected or created for a particular project must be cleared prior to use.

For access to our image library in the first instance please email your request to sp.info@scottish.parliament.uk

Photography quality and copyright control

Photographic brief

For anyone commissioning specific new photography the information contained on page 29 should be considered.

Photography will be discussed at the outset of any project.

Image quality

Only hi-res photographic files should be considered for use. For print these will be in a jpeg, tiff or eps format and at a resolution of 300 dpi. No image should be used if its original size will require it to be enlarged more than 110% to fit any particular design.

Picture library images

On occasion images will have to be used that are sourced from outwith the Scottish Parliament. Please ensure that these images are of a high quality and represent the work and aims of the Scottish Parliament.

Captions

The preference is for captions when images are used, to increase accessibility.

Image copyright

It is the photographer who owns copyright on any photos he/she has taken. Any reproduction without permission would therefore be an infringement of copyright, with the following exceptions:

- If the photographer is an employee of the company the photos are taken for
- If there is an agreement that assigns copyright to another party

It is therefore essential that any photography selected for use comes with rights to use signed over to the Scottish Parliament.

If design agencies supply photography that includes people, please ensure that the photographer has sought their permission or has a signed model release form.

For further guidance please contact sp.info@scottish.parliament.uk



Examples of imagery being woven together with shapes drawn directly from our building



Full colour photography should be used to reflect a true representation of the Scottish Parliament environment.

Composite or multiple image use

To reflect the organic nature of the Scottish Parliament building imagery can be included within picture boxes that are drawn directly from the fluid style developed for this unique building.

This framing and layering technique gives a dynamic and fresh feel to our photography.

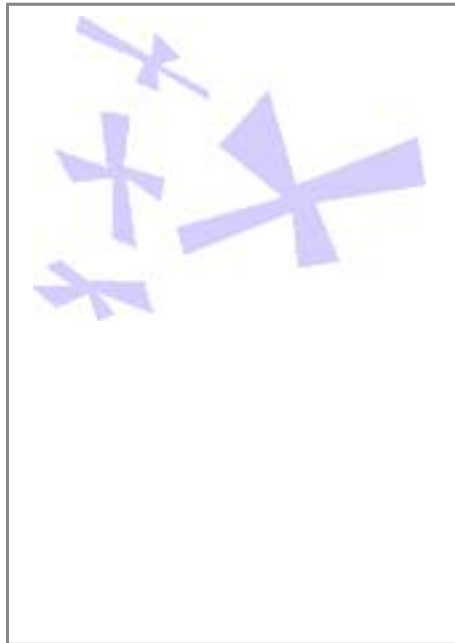
Single image use

A single image may be used on a cover, for example bleeding off all four sides, or may be positioned to fit within an area left by one of our graphics. Care must be taken to ensure a suitable area is created top left or bottom right for our corporate identity to sit in. These may occur naturally, for example against a pale blue sky or white wall, but these areas can be easily created using our graphic elements.



A clear contrast must be created to separate any image and our corporate identity

Using the graphic elements



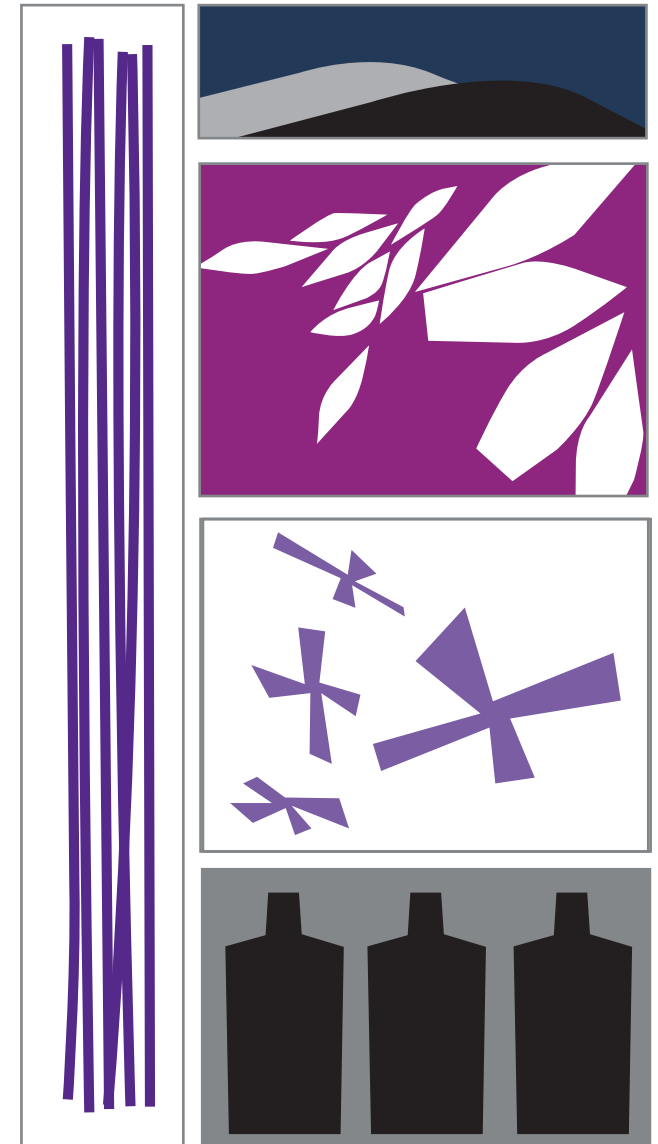
Example of graphic element as tinted background

Graphic decorative elements

We have also created a family of decorative graphic illustrations which have been drawn directly from the building's architecture and decorative panels.

These graphic illustrations can be woven into any design to link directly back to our iconic building. For example, they work well when used as a background tint or bullet points.

Example of graphic element combined with text



Copywriting and contact information

Copywriting

All communications produced by the Scottish Parliament should be clear and adopt an inclusive tone of voice. They should inform about the Parliament's role to aid and increase understanding and engagement. All copy should follow our values and tone as outlined in the first pages of this document.

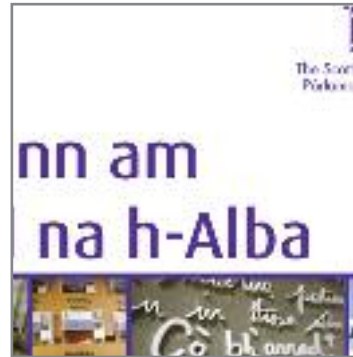
Most copy is written in-house by Parliament staff and will be provided to designers for use at briefing or layout stage. On occasion we will require the use of external copywriters to hone, edit or improve our copy and give it a professional and consistent feel. Direction on house style and an A-Z guide of terminology, titles and general points will be provided. Please email sp.info@scottish.parliament.uk

Contact information

Contact details should be provided on all communications as appropriate. To ensure that we are accessible, multiple contact options should be provided as appropriate for the audience and in relation to the size and type of communication. Telephone (including Text Relay or textphone) numbers, email, SMS text, fax and postal address should be considered.

Acknowledgement should also be made that our audiences may require communication in alternative formats or languages. Information materials for the public can normally include the following statement.

This document is available in English and Gaelic. For information in other languages and alternative formats (for example Braille, audio or large print), please send your enquiry to The Public Information Service, The Scottish Parliament, Edinburgh EH99 1SP. You can also contact us by telephone on 0800 092 7500 or by email at sp.info@scottish.parliament.uk. We welcome correspondence in any language.



When publications in different language versions are required, this should be considered as part of the design for the publication, for example allowing more or less space depending on the languages the document is going to be translated into.

The Scottish Parliament passed the Gaelic Language (Scotland) Act 2005, which establishes the principle of equal respect for Gaelic and English.

Gaelic translations should follow the Gaelic Orthographic Conventions 2005 (GOC II), and also follow terminology used in Faclair na Pàrlamaid (the Gaelic parliamentary dictionary), any translation guidance issued by the Scottish Parliament and any future standards for Gaelic translation introduced by Bòrd na Gàidhlig (the national Gaelic language board).

For further information please contact sp.info@scottish.parliament.uk



Everyone should have the same chance and opportunity to engage with the Scottish Parliament. We recognise that delivering this means we have to anticipate the needs of all our users by making sure the information we produce is inclusive and accessible to everyone. Also, as we have a duty under the Disability Discrimination Acts to prevent disabled people from being excluded in any way, we must make reasonable adjustments to the ways in which we provide information. It is therefore essential that accessibility is incorporated into the development of all materials produced for the Scottish Parliament. We have tried to integrate accessibility issues throughout these design guidelines.

In order to maximise accessibility, best practice principles and guidance as recommended by relevant organisations such as RNIB and W3C should be followed. The website has been designed to follow best practice principles and guidance to meet level AA of the Web Content Accessibility Guidelines version 2.0 (WCAG 2.0). For further guidance on print, please refer to the RNIB Clear Print Guidelines or the clear and large print best practice guide published by the International Society of Typographic Designers.

If you have any queries on other accessibility or equality issues, in the first instance please contact sp.info@scottish.parliament.uk

Environmental issues

Environmental impact

Our overall aspiration is to ensure that the procurement decisions we take today have the minimum possible adverse impact on the environment, both now and in the future.

Vision

We are committed to being a role model for best practice in environmental performance and to contributing to sustainable development.

Printed in the UK on paper manufactured with pulp sourced from carefully managed and sustainable forests. This publication is made of 75% post consumer waste and is fully recyclable. Inks used are vegetable-based using linseed oil.

Paper selection

Paper stocks with an element of recycled post consumer waste should be specified where possible.

Vegetable-based inks

Soya and vegetable-based inks also benefit the environment due to greater ease of removal from wastepaper during de-inking for recycling. These inks should be used whenever the printing process allows.

Environmental issues

Consideration should also be given to issues such as waste minimisation, recyclability of materials and use of recyclates, with environmentally sustainable solutions specified where possible.

Where appropriate all Scottish Parliament paper-based publications should carry an appropriate environmental strapline and/or suitable accreditation. An example of one can be seen here.

Corporate identity on clothing

Examples of corporate identity use on uniforms



Dark blue fabric - purple corporate identity



Dark blue fabric - silver corporate identity



White fabric - purple corporate identity



Dark blue fabric - purple corporate identity 'Security' in white thread

Care with position and reproduction must be taken when using our corporate identity on non-print material such as uniforms.

Position and size

The master artwork must be used as the template for any embroidery or silkscreen printing on clothing. The text should be replicated in English and Gaelic.

The corporate identity must always be rendered in the positive and not reversed out.

The designated degree of clear space around our corporate identity (see page 9) should be used to create a minimum flat area around it.

A minimum size should be used that is greater than our print minimum when recreating the corporate identity on clothing.

Office designation

To aid the public, some uniforms and workwear will identify the wearer's office. This will appear in Futura set in upper and lower case in the same text height and centred below the corporate identity text expression.

Corporate identity on promotional items



Branded mug example

Care with position and reproduction must be taken when using our corporate identity on material such as promotional items.

The master artwork supplied can be reproduced only in purple (Pantone 2607), silver or black ink, and silver or gold foils.

The saltire must always appear white out of any background.

Our corporate identity should never be used smaller than 23mm when measured across the words 'The Scottish Parliament'.



Silk tie example



Branded glass example

Event bookmark



Signage typeface Futura

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
 abcdefghijklmnopqrstuvwxy**z**
 1234567890?!

ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz****
1234567890?!



Signage example

Typeface

Futura bold or black is our recommended signage font. If Futura is not available then Arial should be used.

The type must be sized to suit the distance at which it is likely to be read. For example, 'Exit Only' set within the glass of a door would have an approximate cap height of 60mm while a list of opening times should be set at a minimum of 15mm cap height.

For desktop signs the main heading must be set in approximately 48pt Futura bold with any secondary message set in 26pt Futura regular or light. These sizes are dependent on length of text so care should be taken to aid clarity by keeping the information as short as possible.

Please note that legibility of signage lettering is dependent on each particular location and surrounding environment. Size and positioning must be considered for each individual location.

For guidance on signage please contact sp.info@scottish.parliament.uk

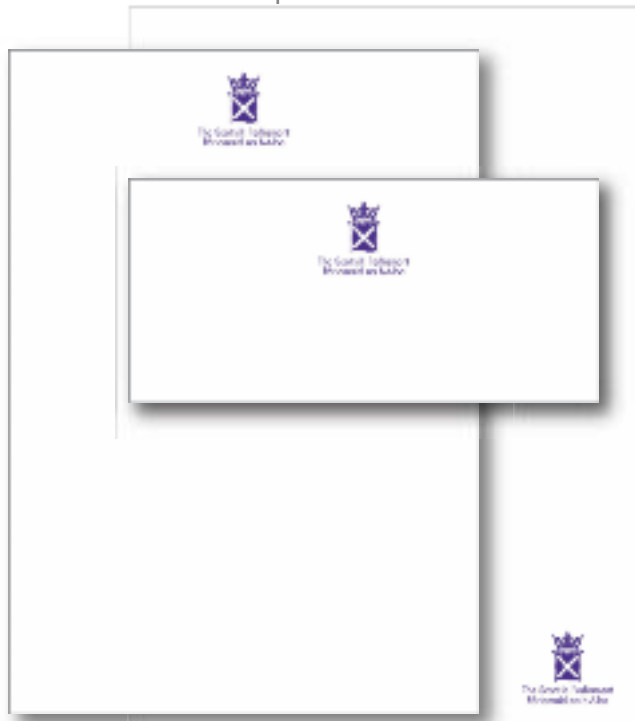
Accessibility

The Scottish Parliament system of signage is designed to help people move around the building easily. We have made a strong commitment towards increasing signage to improve accessibility across the Parliament building. As a basic rule our corporate identity should be carried on all external signage but is not required to appear on all internal signage.

- English and Gaelic should be used on all public area signage.
- Symbols should be used wherever possible to aid users who have difficulties in reading or understanding English.

PowerPoint and other documents

PowerPoint example



Headed stationery examples

PowerPoint

Every touch point of our brand must deliver a consistent visual look.

A master set of PowerPoint slides has been created to guarantee the brand is presented correctly while offering maximum flexibility.

Headed stationery

The specifications for headed stationery materials are held by Facilities Management, and will remain the same at present.

Business publications

The specifications for business publications are held by the Production Manager. These will remain the same as present.

