

POLICY ON THE USE OF THE SCOTTISH PARLIAMENT CORPORATE IDENTITY BY MSPs

1. Approval to Use the Scottish Parliament Corporate Identity

The Scottish Parliament's Corporate Identity is the symbol of the Parliament and its use must therefore be consistent.

- The Brand Guidelines set out how the Corporate Identity must be used for general parliamentary purposes. Its colour, shape, design and proportions must not be altered.
- The Policy on the Use of Corporate Identity on MSP office signage includes full details and examples of approved use on office signage.

The Corporate Identity is subject to heraldic, copyright and Trade Mark laws. All uses of the Corporate Identity must be in accordance with this policy and the above guidelines.

The full list of approved uses, where Members may use the Corporate Identity, are set out in this policy at paragraph 2. Members are advised to seek guidance from Public Information and Publications (PIP) on the correct application of the Corporate Identity on their own specific signage, newsletters etc. prior to publication/production.

If a Member wishes to use the identity on any item or application other than the approved items, detailed at paragraph 2, prior permission is required and PIP must be contacted in the first instance. Any novel or potentially contentious requests to use the Corporate Identity may be referred to the SPCB for consideration.

Contact Details:

Email: CorporateIdentity@scottish.parliament.uk

Telephone: 0131 348 6232

2. General Approved Uses of the Corporate Identity

The Corporate Identity can be used where it would be appropriate to use a symbol of the Parliament. It must not be used where it might wrongly be implied that a particular circumstance has the authority of the Parliament.

The Corporate Identity must be used by Members only in their capacity as Members of the Scottish Parliament. It should not be used in connection with any other activities and never in connection with party political activities.

Only current Members of the Scottish Parliament are able to use the Corporate Identity.

The SPCB has approved use of the Corporate Identity in the course of Members' parliamentary duties on the items listed below:

- Headed stationery (including personalised stationery);
- Annual reports, newsletters, circulars etc;
- Information resources including leaflets and newsletters that explain the work of the Parliament (such information should always be of a non-party political nature);
- Notices advertising a Member's surgery;
- Ad hoc presentations as a Member of the Parliament;
- Constituency and regional office signage;
- Broadcasts by individual Members explaining their parliamentary role and work only.
- Member's websites where the cost of the website has been met from parliamentary resources.

The corporate identity should not be used in connection with the following:

- a) Communications or activities of a business or commercial nature.
- b) Personal communications or activities which may in any way imply that the identity is the personal arms of that Member.
- c) Party political communications or activities, or promoting a political party including fundraising for a political party, advocating membership of a political party or supporting the return of any person to public office.

3. Obtaining a Copy of the Corporate Identity

The Corporate Identity can be supplied by Public Information and Publications (PIP).

4. Misuse of the Corporate Identity

Members are reminded that the identity is subject to heraldic, copyright and Trade Mark laws and that misuse of the identity may result in legal action.

Members' attention is also drawn to the Members' Code of Conduct (paragraph 7.2.2) which sets out that Members must abide by SPCB policies.

Any complaints about the use of the identity by Members will be referred to the SPCB.