



The Scottish Parliament
Pàrlamaid na h-Alba

Issue seven – July 2017

Scottish Parliament

Brand Guidelines



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Introduction

The Brand Guidelines set out for MSPs and staff the conditions for use of the Scottish Parliament's Corporate Identity, including detailed information about its application, positioning and sizing.

The Guidelines also provide detailed information on the corporate colour palettes, typefaces, accessibility requirements and general guidance for all materials and resources produced by the Scottish Parliament, including resources produced in-house by Scottish Parliamentary Service (SPS) staff or by contractors.

If you require further information, or have any questions, email **corporateidentity@parliament.scot** or telephone **x86232 / 85484**.

Accessibility

Everyone should have the same opportunity to engage with the Scottish Parliament.

The Scottish Parliament recognises that delivering this means it has to anticipate the needs of all its users by making sure the information it produces is inclusive and accessible to everyone.

It is therefore essential that accessibility is incorporated into the development of all materials produced by the Scottish Parliament. Throughout the contents of the Brand Guidelines, accessibility is a core principle and theme that is adhered to.

Guidance has been followed from organisations such as RNIB and best practice principles embraced from W3C concerning web content and from GOV.UK Digital Design Standards for digital content.

Throughout the various sections of this edition of the Brand Guidelines, the Scottish Parliament has embedded accessibility guidance within the sections on:

- **Colour palette** – ensuring current and added colours provide sufficient contrasts in materials
- **Typography** – advocating and adhering to minimum sizes across materials
- **Typefaces** – adopting sans serif fonts with a broad range of weightings to suit different tones of voice to different audiences and using desktop compatible fonts that are cross platform to facilitate consistency of published information and assist inclusion
- **Layouts** – adopting standard grids for copy for improved legibility and clarity of information
- **Digital and social media channels** – encouraging a more flexible approach to expressing the Parliament's identity to best fit different channels including a social media version.

If you have any queries on accessibility or equality issues, please contact the Equalities Manager.

1

CORPORATE IDENTITY

Corporate Identity

Overview

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

The Corporate Identity comprises two key elements:

- the badge
- the text expression

The Corporate Identity is a heraldic device that governs the elements which appear on it.

The arms of the Scottish Parliamentary Corporate Body are described in heraldic terms as:

Purpure, a saltire equiséé Argent, and the badge, which is what you use, as on a gonfannon Purpure, a saltire equiséé Argent, the gonfannon pendant between two cords each Purpure and Argent, from a pole pommelled at each end fessways Purpure, the whole ensigned with an ancient crown of the Last jewelled Argent.

The unique text expression of the Scottish Parliament is in English and Gaelic. The Corporate Identity uses this text centred beneath the badge.

The text uses a letterform to convey openness and accessibility by using a combination of upper and lower case. The text expression uses Futura which 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 Corporate Identity must appear on all communications and channels.

The master artwork should always be used.

The Corporate Identity can be produced in SP Purple or black inks. The saltire must always appear in white.

The Corporate Identity can also be produced in SP Silver as a special ink, as well as silver or gold foils. If producing the Corporate Identity in one of these finishes there are specific usage requirements that must be followed. Please contact **corporateidentity@parliament.scot** for more information.

Corporate Identity

Versions

Portrait and landscape versions of the Corporate Identity are available. Either version can be used: choose the one most suitable for the content.

To provide greater flexibility, a reversed version of the Corporate Identity has also been produced and is best suited for dark or strongly coloured backgrounds. Clarity and accessibility are essential when using the Corporate Identity and this must be kept in mind when using the reversed version.

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 is available as full colour process, spot colour, RGB and mono versions, and in portrait and landscape versions.

For guidance, please email:
corporateidentity@parliament.scot



Portrait Corporate Identity



Landscape Corporate Identity

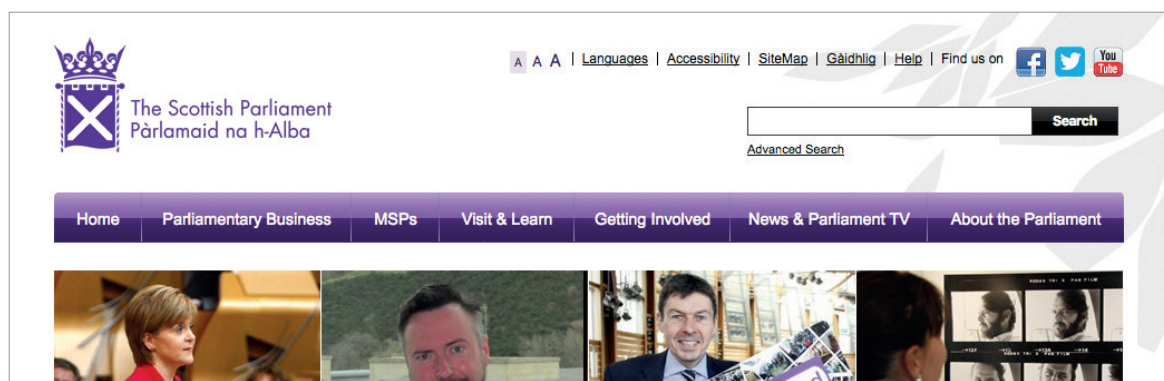
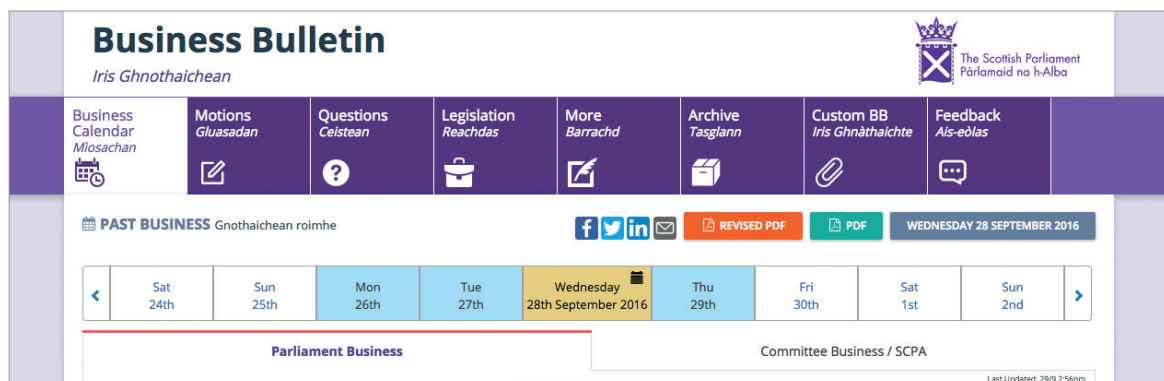
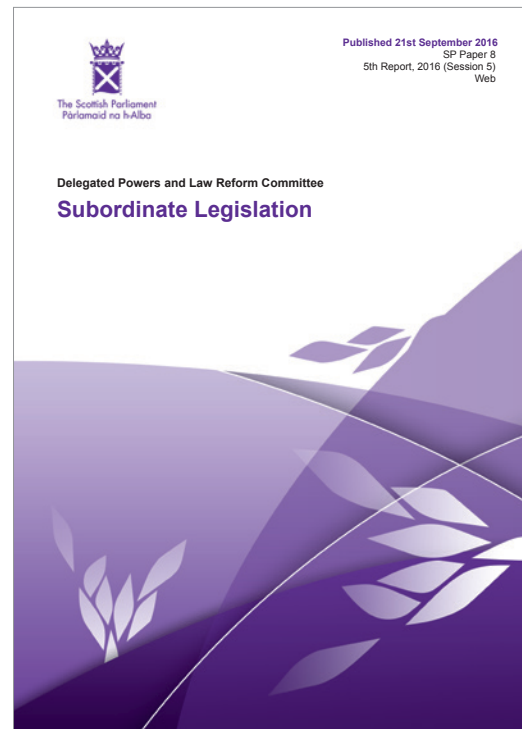


Reversed colour Corporate Identity



Reversed mono Corporate Identity

Examples of the
Corporate Identity in use.



Corporate Identity

Social media avatar

The Scottish Parliament has a considerable social media presence and for this reason a badge-only version of the Corporate Identity has been produced solely for use as an avatar and where the words “The Scottish Parliament” are shown in close proximity to the Identity.



Definition of ‘avatar’

An icon or figure representing a particular person/organisation on social media.

Use of the badge-only version

While control over position may be limited, care must be taken with reproduction when using the badge-only version within these channels.

The badge-only version should appear only on a white background to aid visibility and reproduction at small sizes as a reversed version would be more difficult to see.

The master RGB artwork of this version must be used as the template for any online use.

Shown here is the badge-only version as an avatar in a Facebook context



Corporate Identity

Social media posts

Images and graphics

Most social media channels use an adaptive technique.

A high resolution image is uploaded for each required element and this is then resized in real time depending on the device on which the site is being viewed.

The brand guidelines must be applied (e.g. typeface, colours, clear space) still apply when creating images and graphics.

The Corporate Identity must be used as follows when posting to social media:

Scottish Parliament social media channels

When posting using social media channels owned by the Scottish Parliament the Corporate Identity does **not need** to appear within the post, as it will always be seen in conjunction with the badge-only version as the media channel avatar and channel name e.g. “The Scottish Parliament”.

If the Corporate Identity is to be included as part of the post, it must appear in full.

Third-party social media channels

If supplying images direct to third-party users for posting on their own channels then the Scottish Parliament Corporate Identity **must** appear in full.

The badge-only version of the Corporate Identity must not be used; it can only be used as an avatar (see page 10).

Example of a post on the Scottish Parliament's Facebook page.



Example of a Scottish Parliament branded post on a third party's Facebook page.



Corporate Identity

Minimum size

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

The size of the Corporate Identity must be in proportion to the material on which it is being produced.

Portrait Corporate Identity


The minimum width for the portrait version should be 100 pixels or 23mm when measured across the full width.

Landscape Corporate Identity

The minimum width for the landscape version should be 156 pixels or 32mm when measured across the full width.


This allows the Corporate Identity to remain at a size that will reproduce clearly.

Minimum size restrictions



The Scottish Parliament
Pàrlamaid na h-Alba

23mm or
100px@72dpi



The Scottish Parliament
Pàrlamaid na h-Alba

32mm or
156px@72dpi

Corporate Identity

Exclusion zone

The clear space in which the Corporate Identity sits is of critical importance.

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 height of the saltire in the badge element of the Identity.

When the Corporate Identity is used on a photographic background, the clear space band does not apply, provided the background image does not impinge on the readability of the Identity.



Corporate Identity

Background

While the clear space in which the Corporate Identity is placed is of critical importance, the colour background that it sits on is also crucial to its clarity.

Where the positive version of the Corporate Identity is used it should be placed on white or tonally pale colours such as the sandstone colour (Pantone 155). Any tint or background colour should be selected from the colour palettes. It is recommended that a tint between 15% and 30% is used.

The reversed version of the Corporate Identity may be used against a strong colour or photographic background. There should be sufficient contrast with the background to ensure legibility.

The saltire must always appear white.

The minimum size rules apply.



Positive Colour Identity on white



Positive Colour Identity on sandstone



Reversed Identity on dark blue



Reversed Identity on photograph

Corporate Identity

Positioning

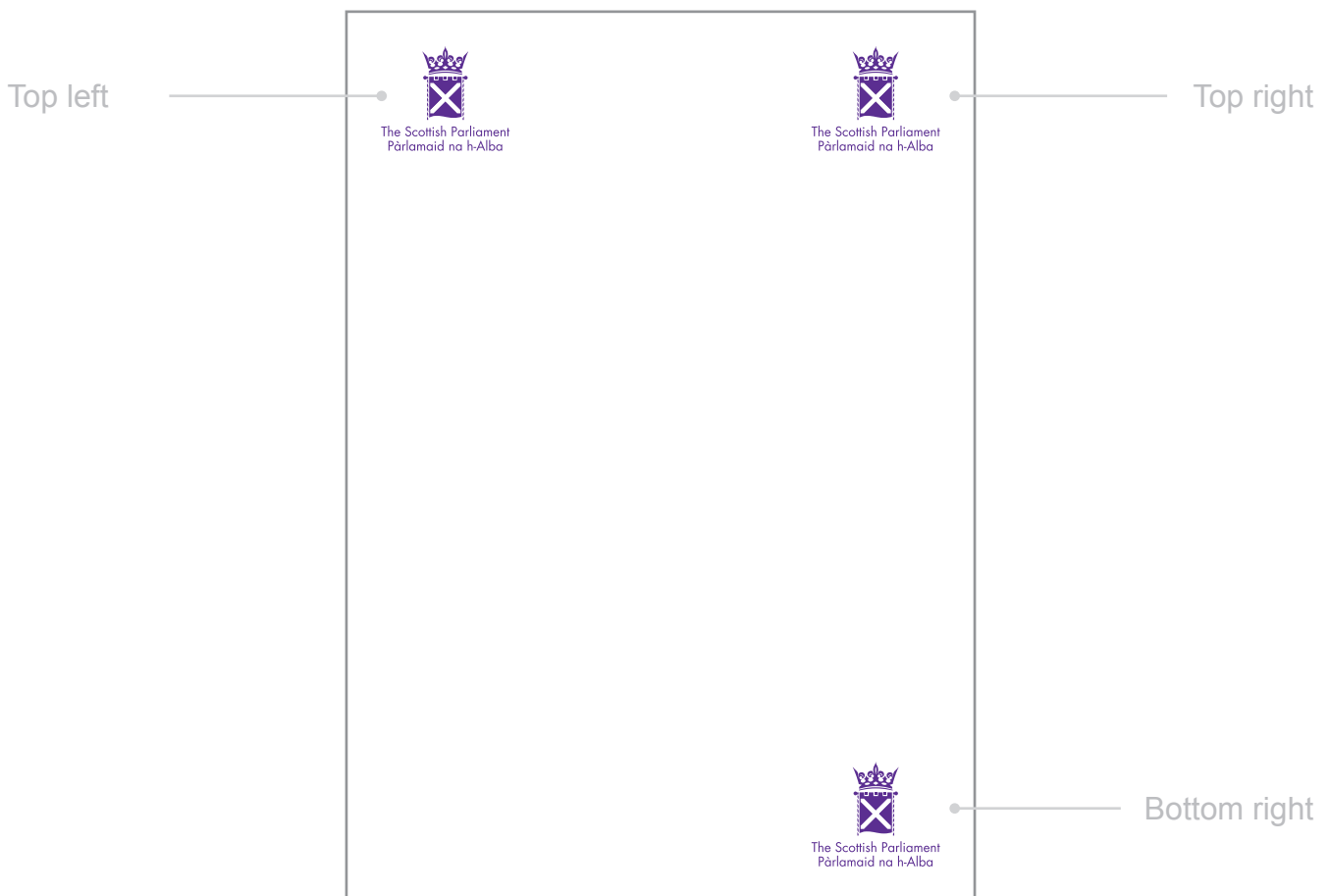
The Corporate Identity should always be positioned on the front of all communications and channels. It must be clearly visible, readable and prominent.

The Brand Guidelines allow for the Corporate Identity to be placed in one of three positions: top left, top right or bottom right.

In some circumstances different placement positions of the Corporate Identity can be considered that best reflects the product being designed to enhance the user experience.

Any special dispensation must be agreed with the Corporate Identity team prior to production.

The audience for whom the communication is intended should be taken into account when considering the positioning of the Identity. For example, an internal audience may require a more corporate feel with the Corporate Identity positioned at the top of the page, while an external audience may require to see a key message first and the Corporate Identity positioned at the bottom.



Corporate Identity

Campaign or secondary identities: positioning

Campaign and secondary identities can be positioned alongside the Corporate Identity using one of the following options.

Campaign or secondary identities must never be used in isolation from the Corporate Identity and must not dominate it.

 = Campaign or secondary identities



Corporate Identity

Third-party material

On materials not produced by the Scottish Parliament, and where the Parliament has a relatively reduced role such as sponsor or host, the following options may apply.

When using the Corporate Identity great care must be taken to ensure it reflects the Scottish Parliament and is used consistently in line with the guidelines.

Position and size

The designated degree of clear space around our Corporate Identity and minimum size are mandatory. The master artwork must never be altered.

Full permission must be sought before the Scottish Parliament Corporate Identity is included on third-party materials. Please email **corporateidentity@parliament.scot**

The preference for Corporate Identity position



Corporate Identity

Which version do I use and where?

Trying to determine which version to use? Here are a few questions to ask:

Is the communication owned by and coming from the Scottish Parliament?



Yes. Use the Corporate Identity in one of three permitted positions (see page 15).



No. Use the principles outlined in the third-party materials section (see page 17).

Is the Corporate Identity being used on social media?



Yes. Use the shortened badge-only version.



No. Use the full Corporate Identity.

Does the communication contain a campaign or secondary identity?



Yes. Use the campaign or secondary logo positions as outlined (see page 16).



No. Use the Corporate Identity in one of three permitted positions (see page 15).

Is the communication using strong coloured or photographic backgrounds?



Yes. Consider using the reversed out version.



No. Use a positive colour version.

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KEY ELEMENTS

(colours, typefaces, photography and graphics)

Colour

Primary palette

A limited colour palette for use across all work is available. This is key to giving us a consistent look and feel across all media. The palette colours have been chosen carefully for balance and accessibility and only these colours should be used in Scottish Parliament materials.

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.

The secondary colour palette has been chosen to be sympathetic to our primary colour palette (see pages 21 to 23).

For all colours we list four reference points:

- Pantone
- CMYK
- HEX
- RGB



SP Purple

Pantone	2607
CMYK	80 / 100 / 0 / 0
HEX	#500778
RGB	80 / 7 / 120



SP Silver

Pantone	877 (metallic)
CMYK	0 / 0 / 0 / 30
HEX	#848789
RGB	132 / 135 / 137

Colour

Secondary palette

The Scottish Parliament colour palette has been expanded to include the use of both **dynamic** and **neutral** colours that complement each other and can be used in any combination as long as the integrity of the brand is not diminished.

The secondary colours have been chosen to work with our primary colour palette. These colours can be used where appropriate and will allow more design flexibility.

What does this mean?

Be creative.

When bringing colours together, use a combination of dynamic and neutral colours, not all dynamic and not all neutral.

Tints and/or blends of these colours can be used as required. When text is used on a coloured background, please ensure there is sufficient contrast for the text to be legible.

Dynamic



Neutral



Sample blends



Sample tints



Secondary palette: **Dynamic**



SP Dark Blue

Pantone	540
CMYK	100 / 77 / 38 / 36
HEX	#003057
RGB	0 / 48 / 87



SP Mid Blue

Pantone	7461
CMYK	98 / 24 / 1 / 3
HEX	#007DBA
RGB	0 / 125 / 186



SP Bright Blue

Pantone	2995
CMYK	83 / 1 / 0 / 0
HEX	#00A9E0
RGB	0 / 169 / 224



SP Jade

Pantone	3278
CMYK	100 / 3 / 72 / 13
HEX	#108765
RGB	16 / 135 / 101



SP Green

Pantone	370
CMYK	69 / 24 / 100 / 8
HEX	#568125
RGB	86 / 129 / 37



SP Magenta

Pantone	2405
CMYK	39 / 100 / 9 / 1
HEX	#B0008E
RGB	176 / 0 / 142



SP Mauve

Pantone	2573
CMYK	36 / 52 / 0 / 0
HEX	#B884CB
RGB	184 / 132 / 203



SP Red

Pantone	192
CMYK	0 / 96 / 60 / 0
HEX	#E40046
RGB	228 / 0 / 70



SP Orange

Pantone	158
CMYK	0 / 65 / 95 / 0
HEX	#E87722
RGB	232 / 119 / 34



SP Gold

Pantone	131
CMYK	17 / 46 / 100 / 2
HEX	#CC8A00
RGB	204 / 138 / 0



SP Mustard

Pantone	110
CMYK	2 / 24 / 100 / 8
HEX	#DAAA00
RGB	218 / 170 / 0

Secondary palette: **Neutral**



SP Dark Grey

Pantone	Cool Grey 9
CMYK	30 / 22 / 17 / 57
HEX	#73787B
RGB	115 / 120 / 123



SP Pale Blue

Pantone	551
CMYK	37 / 14 / 15 / 0
HEX	#A3C7D2
RGB	163 / 199 / 210



SP Oday

Pantone	451
CMYK	21 / 15 / 54 / 31
HEX	#9B945F
RGB	155 / 148 / 95



SP Stone

Pantone	7529
CMYK	7 / 14 / 20 / 22
HEX	#B7A99A
RGB	183 / 169 / 154



SP Sandstone

Pantone	155
CMYK	0 / 10 / 30 / 0
HEX	#EFD19F
RGB	239 / 209 / 159

Colour

Digital use

For online applications (e.g. systems) and apps, the Parliament's palettes should be used.

Where it is not possible to select a colour from the Parliament's colour palette, then a colour should be selected that reflects the Parliament's preferred colours.

Colour

Accessibility

Careful consideration should be given to the accessibility of text when using colour as a background and the contrast it provides to any text used in the foreground. All text on a coloured background should achieve the AA accessibility pass.

Colour

Political parties

To ensure consistency, the following colours should be used when referring to political parties.



Scottish Conservative and Unionist Party

CMYK	79 / 40 / 0 / 0
HEX	#246DB8
RGB	36 / 109 / 184



Scottish Green Party

CMYK	70 / 24 / 100 / 5
HEX	#4A7F26
RGB	74 / 127 / 38



Scottish Labour Party

CMYK	0 / 100 / 100 / 0
HEX	#D90011
RGB	217 / 0 / 17



Scottish Liberal Democrats

CMYK	0 / 38 / 100 / 0
HEX	#F49B00
RGB	244 / 155 / 0



Scottish National Party

CMYK	0 / 5 / 98 / 0
HEX	#FFE300
RGB	255 / 227 / 0

Typography

Scottish Parliament

bodycopy typeface

As with the Corporate Identity and colours, consistent use of our corporate typefaces across all materials reinforces the Scottish Parliament's brand.

Bodycopy typeface

The font **Arial** has been selected to be used when creating main bodycopy, appearing in upper and lower case. Arial Bold can be used for sub-headings and for emphasising important information in the bodycopy.

Arial is a particularly good choice of font as it is clear and 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 designed by third parties (see page 28).

Bodycopy should be set to aid readability and clarity.

- Bodycopy should be set at a minimum of 12pt with leading of 14pt.
- When text is reversed out it may need to be made bold in order to ensure that it is clear and easy to read.
- For digital use (online applications and apps) bodycopy should be set at the pixel equivalent of 12pt, which is 16px.
- 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. Block capitals can be used in titles and headers, or for graphic effect, but should be used sparingly to ensure the text does not become inaccessible.
- Italics should not be used to highlight whole sentences or blocks of copy as they can make text more difficult to read.
- Bodycopy should be left justified except where the language is ranged from right to left.
- For large print versions, bodycopy should be set at a minimum of 18pt.

Arial

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

**abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789**

12pt minimum
font size

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Praesent malesuada leo nulla,
ac tincidunt ex sagittis varius. Phasellus ac
sagittis magna. Phasellus aliquam urna a
laoreet condimentum. Proin gravida justo
sapien, sagittis tincidunt quam porttitor id.

Typography

Scottish Parliament headline typeface

The font **Futura** has been selected as the display typeface. This is taken from the text expression in the Corporate Identity. 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, titles and headers in documents, websites, apps and publications that are not generated internally.

Futura is available in a number of weights – Light, Book, Medium, Demi, Bold and Extra Bold.

Headlines should always be set left justified if the published language is naturally ranged from left to right.

For internally produced documents and presentations when Futura is not available, Arial should be used for all headings.

Infographics

Futura can also be used in infographics, diagrams and graphics. Where space is restricted, the condensed weights of Futura may be used.

Futura

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

Futura condensed

abcdefghijklm
ABCDEFGHIJKLM
0123456789

abcdefghijklm
ABCDEFGHIJKLM
0123456789

**abcdefghijklm
ABCDEFGHIJKLM
0123456789**

Typography

Digital use

For online applications and apps, the preferred bodycopy typeface of Arial and headline typeface Futura should be used.

The bodycopy typeface for all online and mobile applications should follow the guidelines outlined in the bodycopy typeface section (see pages 26 and 27).

The headline typeface of Futura is now available as a webfont and is also available for use within mobile apps. Its use should follow the guidelines outlined in the 'Headline typeface' section (see pages 28 and 29).

Where it is not possible to select the Parliament's typefaces, a typeface should be selected that reflects the characteristics of the Parliament's preferred typefaces.

Typography

Using other fonts

The Scottish Parliament typefaces must be used wherever possible but we recognise there may be exceptions, such as events and exhibition materials where the Parliament is participating in a sponsorship capacity or delivering an activity on behalf of partners.

In the case of third-party materials, the primary font adopted should be that used by the partner, although it should still be able to meet accessibility standards. This ensures that the materials are consistent and co-ordinated, even though the displayed typeface differs from the Parliament's. In such instances, the Scottish Parliament corporate typefaces will become subordinate to third-party typefaces where applicable.

On materials produced by the Parliament, the limited use of contextual graphics is permitted to reinforce key themes; however, to ensure that materials are accessible, most of the content on any exhibition or event material should use the Scottish Parliament's agreed typefaces.

For further guidance, please contact **corporateidentity@parliament.scot**

Imagery

Photography

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

Please ensure there are no restrictions on the use of selected photographs before use.

MSP official portraits

Official portraits should always be used in information resources where a consistent and standard format will help aid understanding and consumption of the information.

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 300dpi. For online use, these will be in a jpeg or png format and at a resolution of 72dpi. 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

Occasionally 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 and alternative text

The preference is for captions when images are used, to increase accessibility. On digital media, all images and graphics must be accompanied by alternative text. 'Alt text' is essential to ensure documents are fully accessible to users of assistive technology.

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:

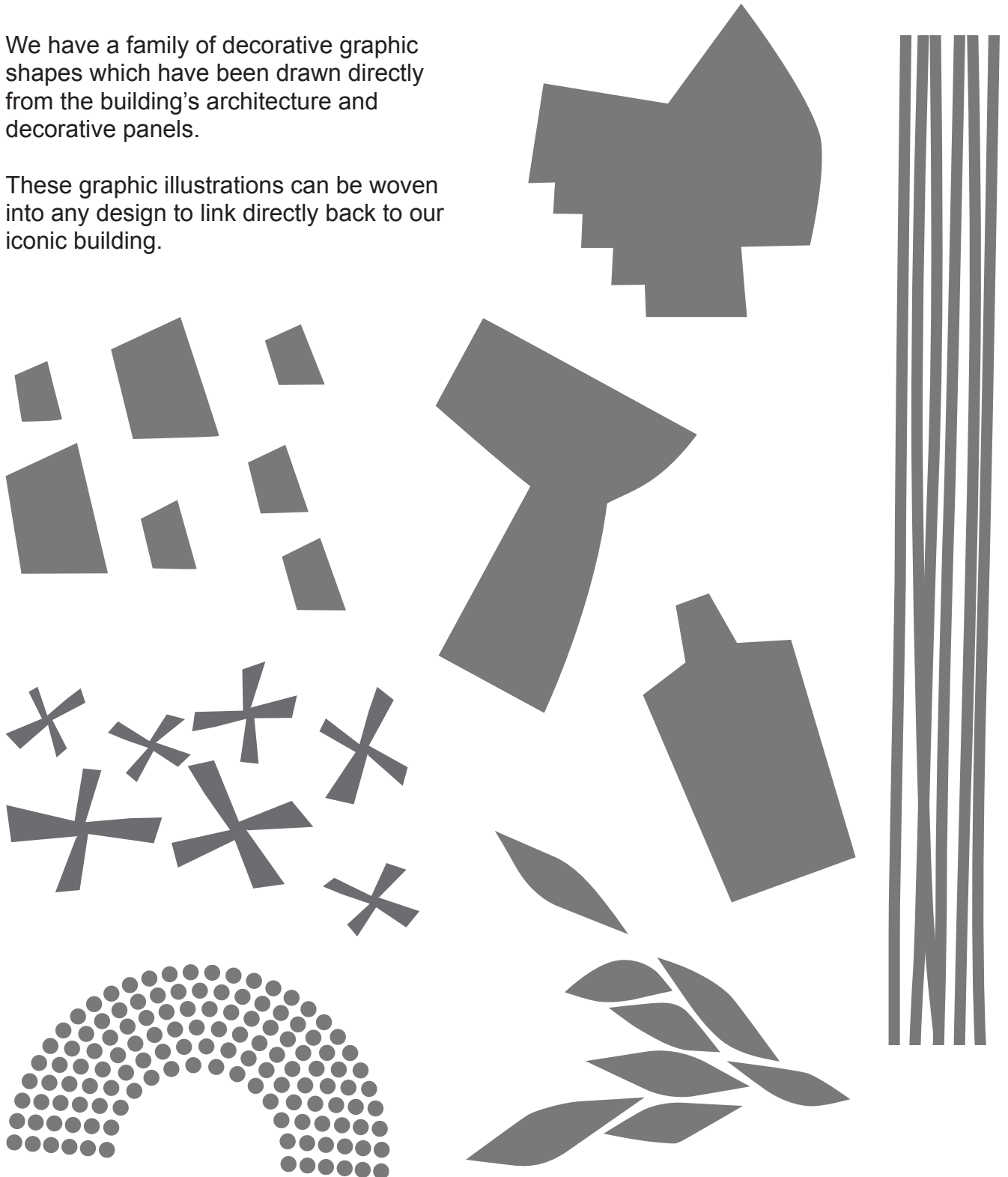
- if the photographer is an employee of the company the photos are taken for
- if there is an agreement that assigns copyright to another party

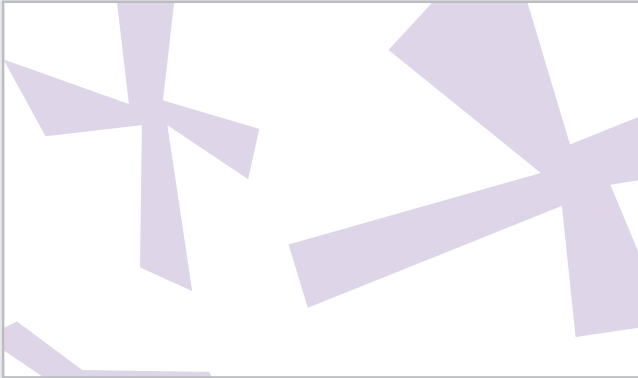
It is therefore essential that any photography selected for use comes with rights to use signed over to the Scottish Parliament. If design agencies supply photography that includes people, please ensure that the photographer has sought their permission or has a signed model release form.

For further guidance, please contact **corporateidentity@parliament.scot**

Graphic shapes

These graphic illustrations can be woven into any design to link directly back to our iconic building.





Example of graphic element as tinted background



Example of graphic element 'SP Magenta' on 'SP purple'



Example of combining graphic elements with blends and tints of secondary palette



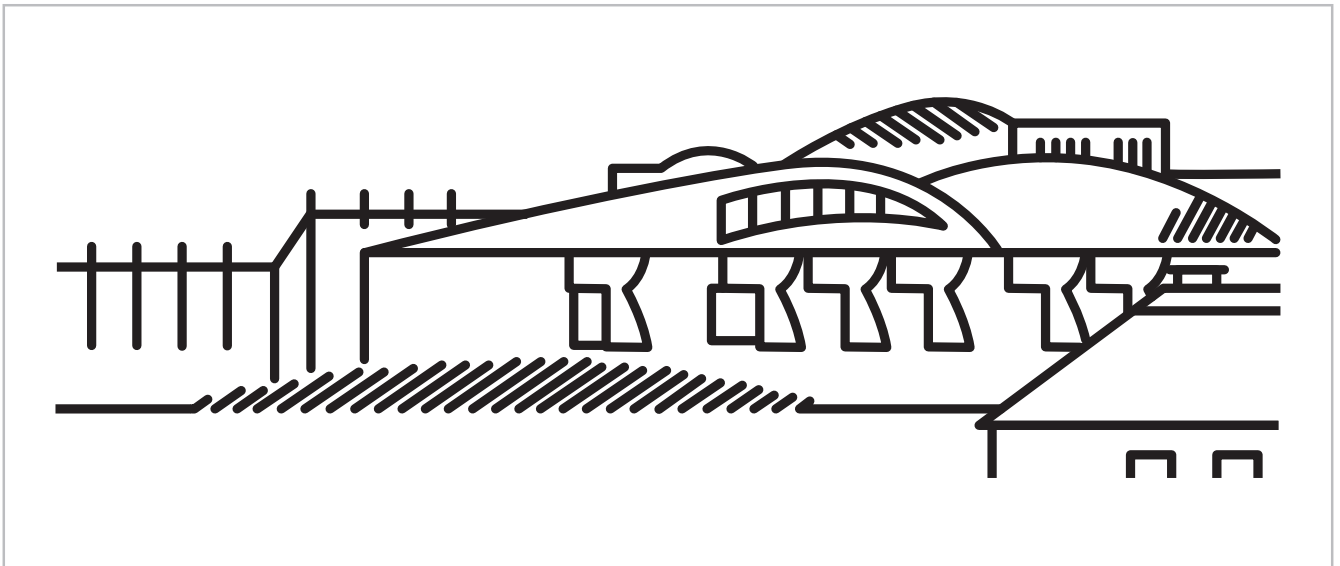
Example of combining graphic elements with secondary palette

Imagery

Building illustration

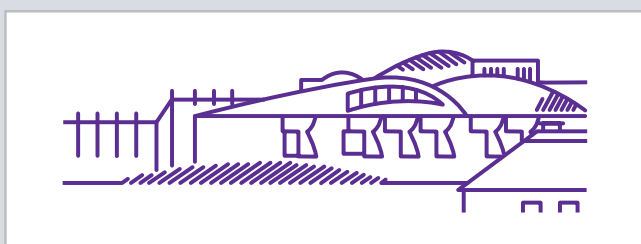
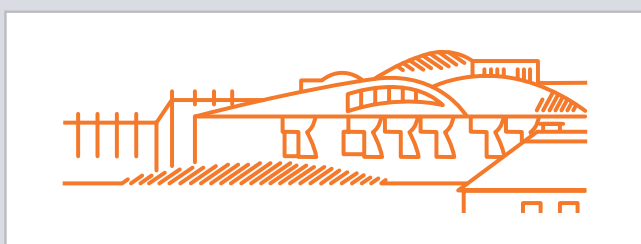
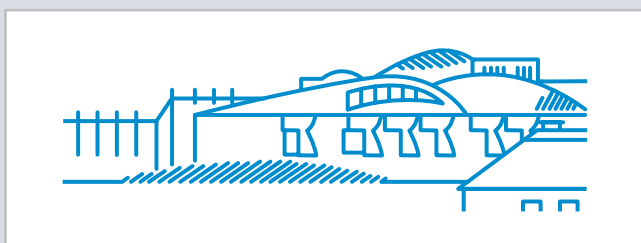
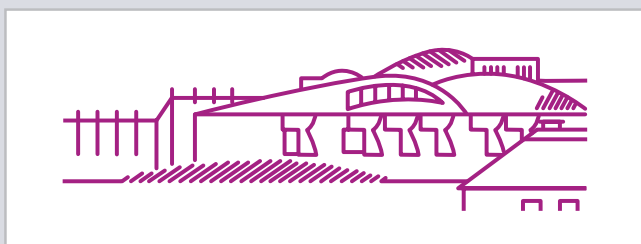
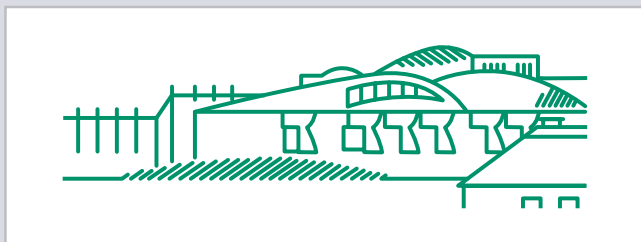
A stylised line illustration of the Scottish Parliament building has been produced.

The illustration can be reproduced as a positive or negative in any of the Scottish Parliament corporate colours.

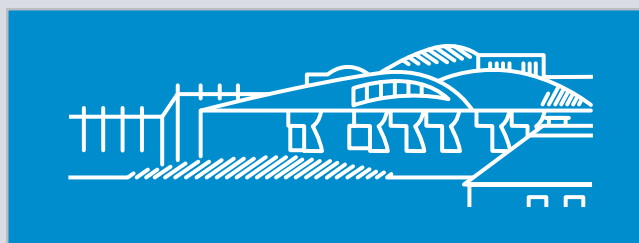


Original

Examples of the building illustration reproduced in a corporate colour



Examples of the building illustration used reversed out of a corporate colour



3

ADDITIONAL GUIDANCE

Additional guidance

For guidance on any of the following areas, please contact **corporateidentity@parliament.scot**

Signage

Branded merchandise

Corporate workwear

Environmental considerations

Language versions

Headed stationery

4

CHECKLIST

Checklist

The following is a simple checklist to follow when preparing to publish design materials. If in doubt, please contact **corporateidentity@parliament.scot** before publishing:

Have you used the correct version of the Corporate Identity?

Is the Corporate Identity in the correct position?

Is the Corporate Identity legible and does it meet the size standards?

Have you used the Parliament's typefaces?

Does the text meet accessibility standards, including minimum 12pt?

Are the colours used from the Parliament's colour palette?

Does the use of colour inhibit legibility of copy or image content?

Have captions and alternative text been used?

Do you have the right to use any photographs selected?

