

Scottish Parliament corporate identity

30 January 2020

Reference: SPCB(2020)Paper 5

Executive summary

1. In April 2008, the SPCB approved the creation of a bilingual Scottish Parliament Corporate Identity which combined the previously separate English and Gaelic language versions into the single Identity that is used today.
2. The Corporate Identity has been applied within a wide range of printed materials. This was originally the main vehicle for the Identity's use and has worked well within these parameters.
3. Today, the channels through which the Parliament is accessed have grown considerably and there is an increased and growing move towards digital touch-points. For more information see Annex A.
4. This paper provides SPCB with an update on the design of a new developed version of the Corporate Identity to meet these challenges and invites SPCB to approve the new design as the Scottish Parliament's Corporate Identity for use across all applications.
5. If the SPCB approves the developed version, then the relevant policies will be updated accordingly.

Background

6. The Corporate Identity in its current form (shown below in portrait and landscape formats) has been in place since 2008. It was created as part of the Parliament's first Gaelic Language Plan, required under The Gaelic Language (Scotland) Act 2005, which seeks to give effect to the principle that the Gaelic and English languages should be accorded equal respect.
7. The bilingual Corporate Identity consists of two elements – the heraldic badge and the text expression. The text expression contains the words "The Scottish Parliament" in English and Gaelic. The heraldic badge was granted to the SPCB by the Lord Lyon King of Arms.



Issues and Options

Digital Use

8. While the bilingual Corporate Identity version was produced to work across all formats (print and digital), it was developed before the widespread growth of digital technology at work and in our day-to-day lives. The increasing use of digital, and in particular the use of smaller mobile devices has resulted in the need to consider the proportions of the Corporate Identity because when it is presented in a smaller size (for example, if viewing the Scottish Parliament website on a mobile phone) it does not appear as clearly as it should.

9. Therefore, in conjunction with the Web Project team, Public Information and Resources (PIR) commissioned a review and development of the Corporate Identity to preserve its clarity when viewed in smaller sizes and on different digital platforms. The developed version is shown below in portrait and landscape formats.



10. The Lord Lyon has confirmed that proposed design changes are acceptable.

Testing

11. On the recommendation of the UK Parliament, which has recently improved the accessibility of their logo on digital platforms and formats, the accessibility of the developed Corporate Identity was assessed by the Digital Accessibility Centre (DAC) in Wales. No issues were raised over the new developed version.

12. The developed version has been used on the Scottish Parliament's [beta website](#) since April 2019. No comments on the developed version have been received from users of the beta site.

13. During user research interviews about the new website in November 2019, the Web Project team presented test participants with the current and developed Corporate Identities and asked for comments comparing these alongside each other. In feedback, users were positive in their comments on the developed version, specifically noting that it is "easier to read", "more

proportionate”, it has “better clarity” and “bigger font”. It was also noted that it looked professional.

14. Annex A provides details of how corporate identifies in other sectors have evolved to reflect their use in digital platforms. Annex A also provides a side-by-side comparison of the existing and developed versions to demonstrate the greater clarity and accessibility of the developed version. Annex B provides further examples of the developed version on a number of different products.

Resource Implications

15. Officials have been very aware of costs in the development of the new corporate identity.

16. To date, development work has cost £5,965. These costs were met from PIR’s 20181/19 budget. To prepare final files will cost c. £2.5k. This will be met from PIR’s current budget.

17. Should approval be given by SPCB, PIR, working with the Office of the Solicitor to the Scottish Parliament (OSSP) and specialist legal advisers would ensure that the relevant trademark applications are made for the developed version. The trademark application costs, which will be met from existing budgets, are as follows: £12,777 in 2019-20 and £4,500 in 2020-21.

18. Registered trademarks are lodged for a period of 10 years. Therefore, there would be no further costs associated to trademarking until financial year 2029-30.

Communications & Implementation

19. If approval is given, a pragmatic, cost-conscious approach will be taken to the roll out of the developed Corporate Identity. For a period of time, the two versions will be running concurrently, but from April 2020 all new uses of the Identity will feature the new developed Identity.

20. This means that the roll-out will be phased so that there will be minimal waste and limited or no additional costs. For example, the window stickers would remain as they are until they needed to be replaced. This is the approach that was taken in 2008 when the current Identity was introduced.

For Members:

Office Signage:

- New Members elected to the Scottish Parliament after 1 April 2020 will be required to use the developed version on their office signage.

- Members who are returned at the 2021 Scottish Parliament Elections would not be required to update existing office signage until Session 7.
- Costs for this work would be met from their office cost provision (or equivalent provision in any new Members' Expenses Scheme). A similar approach was taken in 2011 following the adoption of the bilingual Corporate Identity.

Other Uses:

- From April 2020 onwards, all new products or publications created by MSPs would contain the developed version of the Corporate Identity.
- Any current products would only be expected to incorporate the new logo when they needed to be replaced.
- Costs for this work would be met from existing expenses provisions, such as office costs or Members' stationery and postage or the equivalent provision in any new Members' Expenses Scheme.

For the Scottish Parliament/SPS offices:

- An internal audit will be undertaken of all uses of the Corporate Identity across the organisation. Office heads will be asked to identify the purposes for which they use the corporate identity and to identify an opportunity when they will be able to incorporate the developed Identity into their existing resources and services. These opportunities should be at a time that causes minimal disruption, minimal waste and at no or little additional costs to the office, for example the change should be made on reprint or at a future system update.
- From April 2020 onwards, all new resources or services will carry the developed version of the Corporate Identity.

21. A communications plan has been drawn up, with messages being developed specifically for MSPs and their staff and SPS staff. Communications will begin from February 2020.

Governance issues

22. The following policies will be updated and re-issued:

- Policy on the Use of the Scottish Parliament Corporate Identity by MSPs
- Policy on the use of the Scottish Parliament's Corporate Identity on MSP Office Signage
- Scottish Parliament Brand Guidelines
- SPCB Policy on Member's Publications

Publication Scheme

23. This paper is intended to aid the formation of SPCB policy and may be published once the SPCB has reached a decision and initial communications have been undertaken.

Next steps

24. As set out under the “communications and implementation”, a communications plan will be developed for MSPs, their staff and the SPS offices.

Decision

25. SPCB is invited to:

- approve the developed Corporate Identity as the recognised Corporate Identity of the Scottish Parliament
- agree the listed policies be updated
- agree the planned phased implementation.

Public Information and Resources

Annex A

The Parliament is in control of how the Corporate Identity is visualised in some of these online channels i.e. its own corporate website. However, the number of situations where the identity is applied outwith direct control of Parliament is growing, social media channels being a good example. These allow for a single piece of artwork to be uploaded, from there the channel is in control of how the Identity is sized and positioned.

Stripping down a logo or icon to its bare minimum allows it to look good across different mediums, from branded collateral to websites and mobile applications.

Reducing the level of detail can greatly enhance legibility at small sizes. Detailed shapes can be smoothed out, thin strokes can be made thicker, outlined elements could be inversed and filled in.

Companies such as Audi, Google, Sony Erikson and more recently the UK Parliament provide good examples of those who have gone through this process to improve their digital presence.



How does the current Corporate Identity stand up?

The image below is a scaled-up view of the Corporate Identity when viewed at 40 pixels high, the general size at which logos are used in website navigation bars.



The Scottish Parliament
Pàrlamaid na h-Alba

EXISTING



The Scottish Parliament
Pàrlamaid na h-Alba

NEW

The crown

- The detail begins to fill in

- The highlights of the fleur-de-lis are lost
- The base line of the crown is lost, merging into the crown itself

The flag

- The ropes are lost or merge into the flag
- The tabs are merging with the main flag
- The shape of the curve at the base is lost

The text expression

- The text begins to break up and becomes illegible
- White areas within characters begin to fill in
- Vertical lines begin to disappear

EXAMPLES OF CORPORATE IDENTITY



Scottish Parliament public information leaflet



Gold foil block used in merchandising and high profile events (i.e. opening ceremony)



Frosted glass used in merchandising 10