

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

Approval to Use the Scottish Parliament Corporate Identity

1. The Scottish Parliament's Corporate Identity (Annex A) 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.
2. 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.
3. The full list of approved uses, where Members may use the Corporate Identity, are set out in this policy at paragraph 9. Members are advised to seek guidance from Parliamentary Communications Office (PCO) on the correct application of the Corporate Identity on their own specific signage, newsletters etc. prior to publication/production.
4. If a Member wishes to use the identity on any item or application other than the approved items, detailed at paragraph 9, prior permission is required and PCO 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.
5. If a Member has any queries they should contact PCO

Email: CorporatIdentity@parliament.scot
Telephone: 0131 348 6232

General Approved Uses of the Corporate Identity

Use of the Corporate Identity by Members

6. 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.
7. The Corporate Identity must be used by Members 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.
8. Only current Members of the Scottish Parliament are able to use the Corporate Identity.

9. 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.
10. 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.

Use of the Corporate Identity by Members' staff

11. The SPCB has approved limited use of the Corporate Identity by Members' staff in the course of carrying out parliamentary duties on behalf of the Member. Only the following uses are permitted:
- Headed stationery (e.g. letterheads and compliment slips)
 - Business cards
 - Email footers (e.g. in casework)
12. Annex A contains more information on how the Corporate Identity should be presented, but in each case the staff details must be associated to the Member.
13. The Corporate Identity should not be used by Members' staff 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 Members' staff.
 - 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.

14. It is the Member's responsibility to ensure compliance with the policy.

Obtaining a Copy of the Corporate Identity

15. The Corporate Identity can be supplied by PCO.

Misuse of the Corporate Identity

16. 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.

17. 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.

18. Any complaints about the use of the Identity by Members or their staff will be referred to the SPCB.

Parliamentary Communications Office (PCO)
April 2021

Annex A

The Scottish Parliament Corporate Identity

The Scottish Parliament's Corporate Identity is the symbol of the Parliament. It is made up of the two elements: The badge and the text expression "The Scottish Parliament" in English and Gaelic.

The Corporate Identity can be presented in either landscape or portrait format.

Portrait version



The Scottish Parliament
Pàrlamaid na h-Alba



Landscape Version



The Scottish Parliament
Pàrlamaid na h-Alba

Use of the Corporate Identity by Members' staff

Example of uses of the Corporate Identity by Member's staff in:

Headed stationery (hard copy or digital)	Email footers	Business Cards
 <p>The Scottish Parliament Pàrlamaid na h-Alba</p> <p><i>[content of communication]</i></p> <p>A Smithee Office Manager for Jo Bloggs MSP Member of Scottish Parliament for x Constituency / Region</p>	<p><i>[content of communication]</i></p> <p>A Smithee Office Manager for Jo Bloggs MSP Member of Scottish Parliament for x Constituency / Region</p>  <p>The Scottish Parliament Pàrlamaid na h-Alba</p> <p>Note - The Corporate Identity should be positioned beside the Member's Information.</p>	<p>The headed stationery contractor will ensure that the set format for Business Cards is followed. For more information please contact Kathy Pringle (kathy.pringle@parliament.scot)</p>