



Issue eight - January 2020

The Scottish Parliament
Pàrlamaid na h-Alba

Scottish Parliament Corporate Identity Quick Guide



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Introduction

The following is an extract from the Scottish Parliament's brand guidelines document. It has been prepared for use by MSPs and their staff.

The Corporate Identity Quick Guide sets out the conditions for use of the Scottish Parliament's Corporate Identity, including information about its application - colour, position and size.

More 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, is available in the complete Brand Guidelines.

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

Please note

In January 2020 the Scottish Parliamentary Corporate Body (SPCB) approved a new version of the Corporate Identity for use on all applications. Please make sure that the latest artwork is used for all new materials or updates of existing materials.

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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 badge



The Scottish Parliament
Pàrlamaid na h-Alba

The text expression

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

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 104 pixels or 21mm when measured across the full width.

Landscape Corporate Identity

The minimum width for the landscape version should be 138 pixels or 27mm 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
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21mm or
104px@72dpi



The Scottish Parliament
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27mm or
138px@72dpi

Corporate Identity

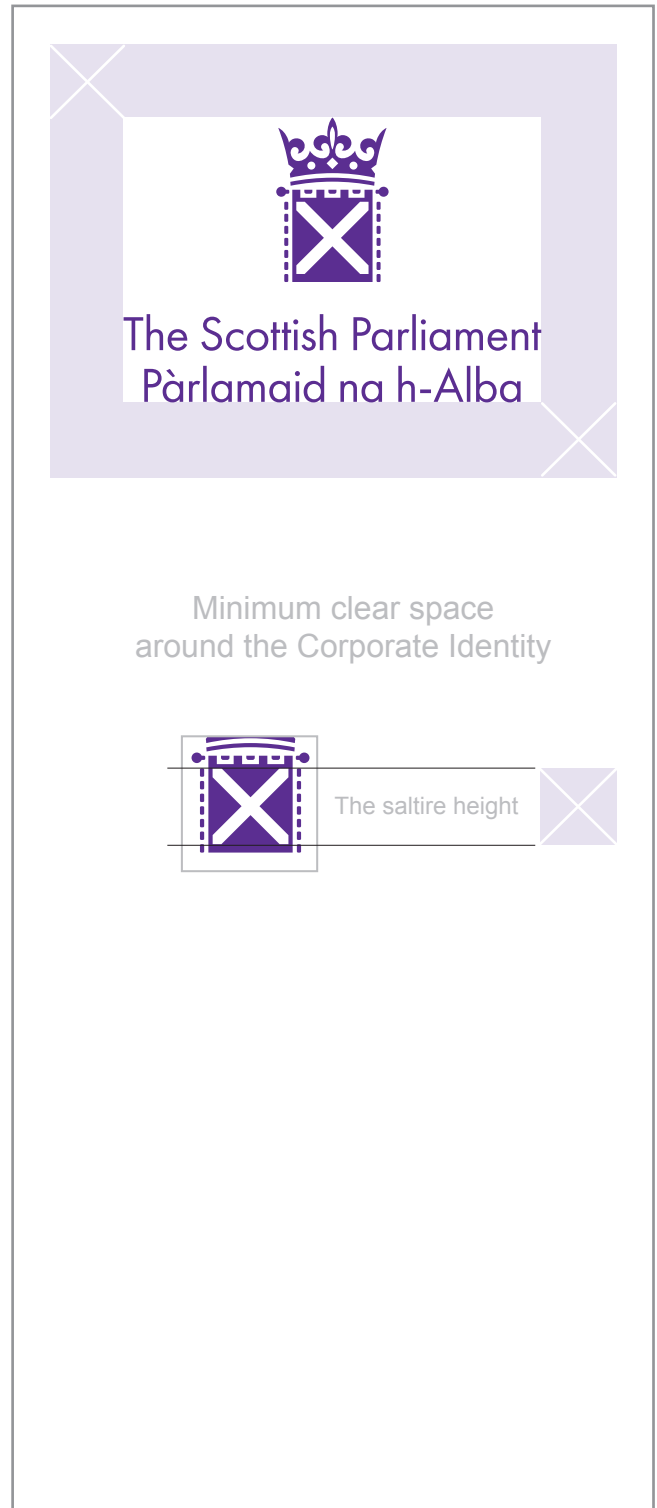
Exclusion zone

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

Colour

Primary palette

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.

Always use the master artwork.



SP Purple

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

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ADDITIONAL GUIDANCE

Additional guidance

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

Brand Guidelines

Local office signage

Policy on the use of the Corporate Identity

