



The Scottish Parliament  
Pàrlamaid na h-Alba

# Scottish Parliament

design guidelines





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

The badge comprises two key elements

- Badge element 1: the crown
- Badge element 2: the saltire

The saltire, one of the most ancient symbols of Scotland, is mounted on a corded banner hanging from a pommelled pole.

These heraldic elements create authority and heritage by incorporating potent symbols of Scotland into the corporate identity in a recognisably traditional way.

The unique text expression of the Scottish Parliament is in English and Gaelic. The primary corporate identity uses this text centred beneath the badge.

As a counterpoint, the text uses a letterform to convey openness and accessibility by using a combination of upper and lower case. The text expression uses Futura - a classic sans serif typeface, designed in 1928. It 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 use of purple, a dominant colour in the Scottish landscape, signifies that the Scottish Parliament is for all Scotland.



Badge element 1:  
the crown

Badge element 2:  
the saltire mounted  
on a corded banner



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The text expression centred  
in English and Gaelic

Primary corporate identity. First choice for all executions.



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The master artwork supplied can be reproduced only in purple (Pantone 2607), silver or black ink, and silver or gold foils. The saltire must always appear white.

### 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 must never appear reversed out, but only as a positive.

### Primary corporate identity

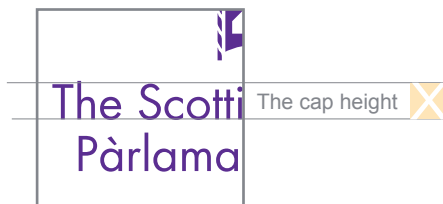
The first choice for any use should be the primary corporate identity where the text is centred in two lines below the banner.

The corporate identity is available as full colour process, spot colour and mono versions.

For guidance please email:  
[sp.info@scottish.parliament.uk](mailto:sp.info@scottish.parliament.uk)



Minimum clear space around corporate identity



### Exclusion zone around the corporate identity

Of critical importance is the clear space in which the corporate identity sits.

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 cap height of the cap 'T' in the corporate identity text.

When photography is used as a background to the identity the clear space band does not apply provided that the background image does not impinge on the readability of the identity. The clear space guidance refers to other elements such as text or picture boxes that if placed too close to the identity could obscure it.

### Corporate identity minimum size

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

Reproduction restrictions require that our corporate identity is never used smaller than 23mm when measured across the words 'The Scottish Parliament'.



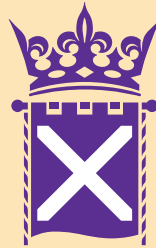
### Landscape corporate identity

When this version of our corporate identity is used online, the minimum width should be 156 pixels or 55mm when measured across the full corporate identity width.

## Corporate identity use - positioning and background



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The corporate identity must always be rendered in the positive. It should never appear reversed out.

Of critical importance is the clear space in which the corporate identity is placed, but the colour background that it sits on is also crucial to the clarity of the corporate identity.

The first option is for the corporate identity to be placed on white, but it is acceptable for the corporate identity to sit on a tonally pale colour such as our sandstone colour (Pantone 155). Any tint or background colour should be selected from our colour palettes. It is recommended that a tint between 15% and 30% is used.

If using a coloured or photographic background it should be single and solid with sufficient contrast rather than textured or patterned wherever possible. Complicated backgrounds can make it difficult for people with low vision, aphasia or dyslexia to interpret the information.

The saltire within the banner must always appear white out of any background.

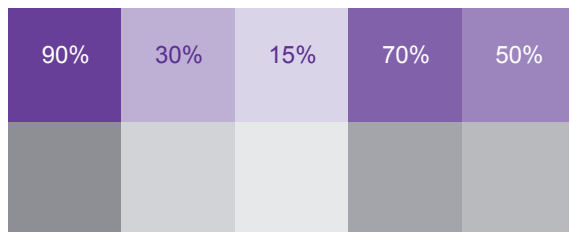
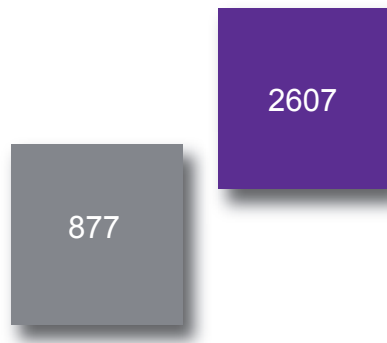
The minimum size rules apply.

We offer a limited colour palette for use across all work. This is key to giving us a consistent look and feel across all media.

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. Our purple (Pantone 2607) is ideal for headlines and subheadlines. The silver metallic ink (Pantone 877) may be more suitable for invitations and promotional items.



### Primary colour palette

#### Purple

Pantone 2607

Process C80 M100 Y0 K0

Web Safe #663399

#### Silver

Pantone 877 (metallic)

Process C0 M0 Y0 K30 (30% tint of black)

Web Safe #CCCCCC

Secondary palettes of colour options have been chosen to be sympathetic to our first choice palette and to promote education materials. Please see following pages.