

Office of the Scottish Information Commissioner

Visual identity guidelines



Scottish Information
Commissioner

Contents

Introduction 02

Glossary 03

Visual Identity

Logo 04

Using the logo 07

Incorrect usage 08

Typefaces 09

Core palette 10

Mid-tone palette 11

Accent palette 12

Tints 13

The wave 14

Using the wave 15

Photography style 16

Applications

Covers 17

Powerpoint template 18

Accessibility 19

Further information 20

The visual identity for the Office of the Scottish Information Commissioner is composed of a number of core elements that come together to create a distinctive look and feel.

The following pages guide you through the core elements. They will assist you in designing and producing compelling communications that express the values of the OSIC.

CMYK

The file format most likely to be required for printing in full colour/process colour. The initials refer to the ink colours:

C – Cyan

M – Magenta

Y – Yellow

K – Black.

RGB

The colours Red, Green and Blue, used on a computer or television screens. Screen colours can often appear different to printed colours.

Pantone Matching System (PMS)

A unique colour matching system which provides the most accurate reproduction of colours. Ideally all external documents would be printed using Pantone colours. However, it is more likely that files will be printed using CMYK.

Artwork file type

All artwork (logos, illustrations etc.) files are supplied as ‘ai’ or ‘jpeg’.

Ai files

The file type used by designers and which should be supplied to printers. Files can be scaled up and down without losing quality.

Jpeg files

For use with Word, Powerpoint and other PC based software only. For screen use the RGB files should be used, if the document is to be printed internally then use the CMYK files.

Png files (specific logo use, see page x)

For use with Word, Powerpoint and other PC based software only. Png files should be used when placing the logo over a dark background.

This is the primary Scottish Information Commissioner's logo. There are alternative versions shown on pages 05 & 06.

Full colour

The logo must always be reproduced in colour and on a white or light background. It must be considered a single unit and must always be proportionally scaled.

Always reproduce the logo using the original artwork. Each logo version is labelled in this document, please use the version stated.



Scottish Information
Commissioner

This is the logo to use when the background is black or dark.

Dark background



This is the logo to use when producing a black and white document

Black



All artwork files available from www.itspublicknowledge.info/home/BrandGuidelines/Logolibrary.aspx

This is the only alternative format version of the logo and is for use on promotional items (pens, memory sticks etc.) when space is limited.

Landscape – small use



Landscape – Dark background



Landscape – Black



All artwork files available from
www.itspublicknowledge.info/home/BrandGuidelines/Logolibrary.aspx

The logo should always be given as much surrounding clear space as possible. This helps to preserve its integrity and allows the logo room to breathe. The minimum clear space must never differ proportionally from the diagram opposite.

Clear space

The minimum space is determined by the height of the title.



The logo must never be reproduced in sizes smaller than those shown on this page. This will protect the integrity, legibility and impact.

Minimum size

To maintain legibility the minimum size is 25mm.



In order to maintain levels of consistency across communications, there are specific size constraints recommended for using the logo on standard formats. Always use the sizes detailed in this table.

Recommended sizing

	Minimum	DL	A5	A4	A3	A2
25	●	●	●	●	●	●
35	●	●	●	●	●	●
45	●	●	●	●	●	●
55	●	●	●	●	●	●

It's important to make sure the identity is consistent. With that in mind these are examples of incorrect usage of the logo.

1 & 2 Always use the logo as a whole, do not use the text or icon separately.

3 Do not change the colour of any part of the logo

4 Do not use a background colour that clashes with the logo.

5 Do not use a busy background image which causes the logo to become illegible.

6 Do not reproduce the logo smaller than the minimum size of 25mm.

7 Do not put the logo in a box.

8 Do not crop the logo.

9 Do not squash or rotate the logo.

1 X



2 X

Scottish Information
Commissioner

3 X

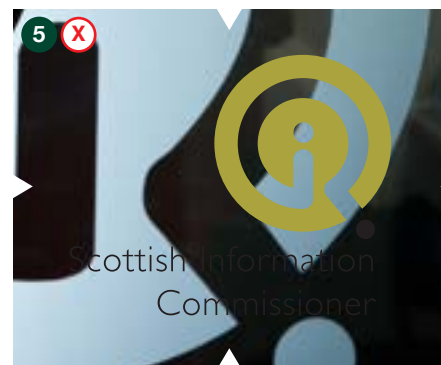


Scottish Information
Commissioner

4 X



5 X



6 X



7 X



8 X



9 X



External use

Helvetica Neue should be used in all external and professionally designed and printed Scottish Information Commissioner communications. It is contemporary, bold and clean.

There are three weights and a full range of italics making it a very flexible font to use.

Internal use

Arial is our internal typeface. This should be used when creating PC based applications such as Word letter templates, document templates and Powerpoint presentations.

Helvetica Neue Light/**Medium/Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ/1234567890/?!&£@(""
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ/1234567890/?!&£@(""
abcdefghijklmnopqrstuvwxyz

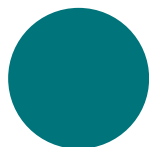
ABCDEFGHIJKLMNOPQRSTUVWXYZ/1234567890/?!&£@(""
abcdefghijklmnopqrstuvwxyz

Arial – Regular/**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ/1234567890/?!&£@(""
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ/1234567890/?!&£@(""
abcdefghijklmnopqrstuvwxyz

Our *Mid-tone palette* is available to work alongside the *Core palette*. If the document is large and has a lot of information to present then this palette could be used to provide further differentiation of sections, tables or graphs.



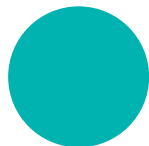
Mid-tone 1

Pantone® 322 C

C100 M9 Y38 K34

R0 G108 B114

HEX 016C72



Mid-tone 2

Pantone® 326 C

C84 M0 Y38 K0

R0 G179 B176

HEX 00B3B0



Mid-tone 3

Pantone® 5483 C

C65 M11 Y25 K27

R62 G139 B148

HEX 3E8B94



Mid-tone 4

Pantone® 338 C

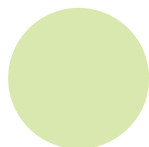
C51 M0 Y30 K0

R121 G203 B191

HEX 79CBBF

Our *Accent palette* is available to work with the *Core* and *Mid-tone* palettes. The colours provide a contrast to these palettes and when used will give an obvious highlight.

These colours help to provide contrast and can help add interest and impact throughout communications.



Accent 1

Pantone® 372 C

C16 M0 Y40 K0

R217 G232 B174

HEX **D9E8AE**



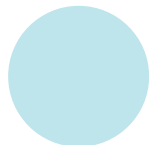
Accent 2

Pantone® 441 C

C22 M3 Y15 K8

R183 G207 B201

HEX **B7CFC9**



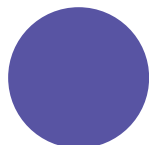
Accent 3

Pantone® 317 C

C24 M0 Y7 K0

R190 G229 B235

HEX **BEE5EB**



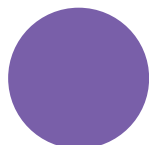
Accent 4

Pantone® 2587 C

C60 M71 Y0 K0

R121 G96 B169

HEX **7960A9**



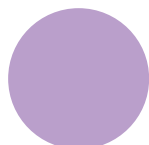
Accent 5

Pantone® 2725 C

C76 M77 Y0 K0

R90 G84 B164

HEX **5A54A4**



Accent 6

Pantone® 264 C

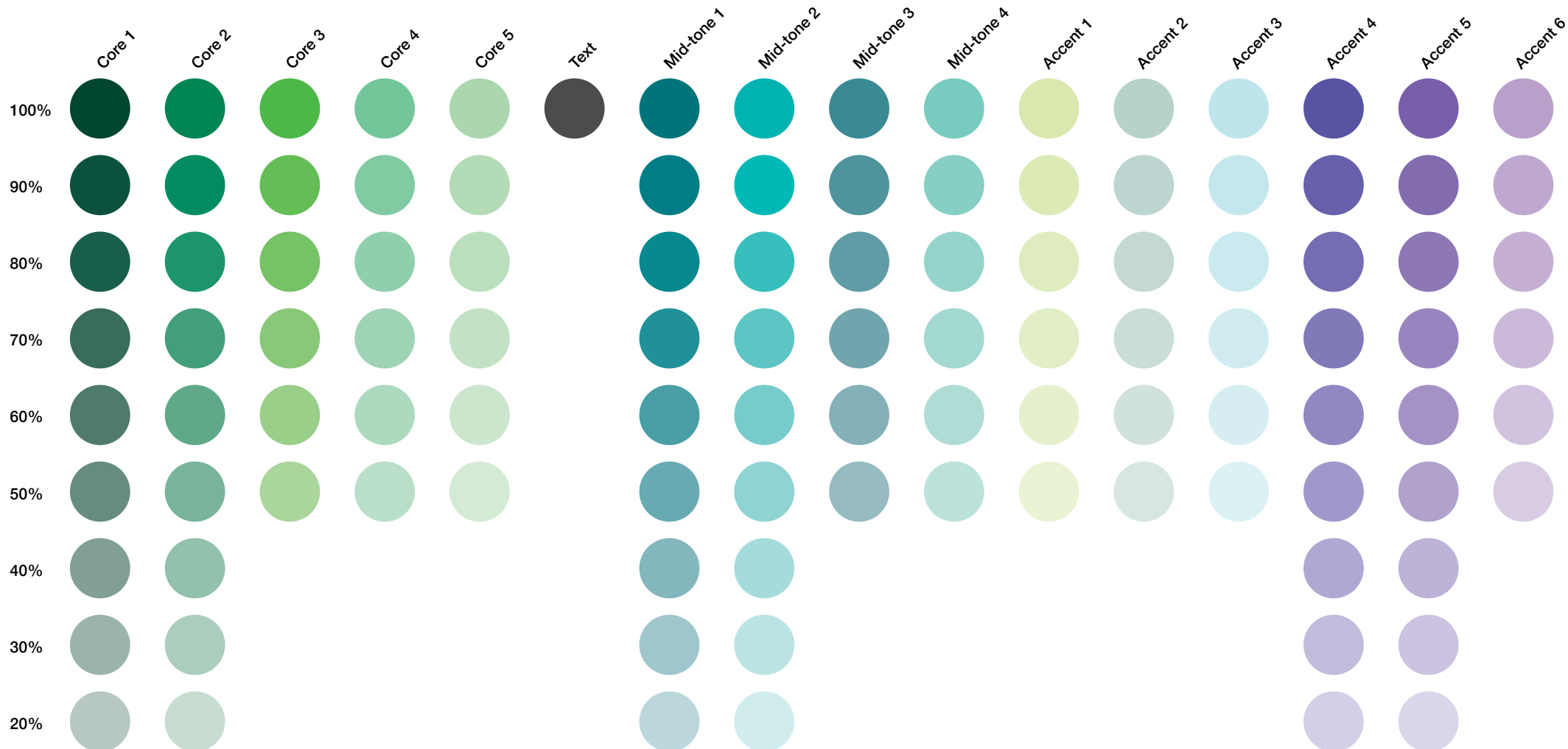
C26 M38 Y0 K0

R186 G160 B204

HEX **BAA0CC**

Tints of colours can be used where deemed appropriate. The table below shows the restrictions, for instance the 'Text' colour should only ever appear as 100%. It's important to remember that the core, mid-tone and accent

palettes offer a wide range of colours. With this in mind it will only be necessary to use tints in large documents such as an annual review where a lot of information is being presented.



Our wave illustrates a positive over arching theme of joining and coming together, it is fluid and natural. The wave should not be over used, it should be incorporated into designs as a complementary feature to the other visual elements.

There are three wave illustrations to use alongside the Core, Mid-tone and Accent palettes.

Core wave



Mid-tone wave



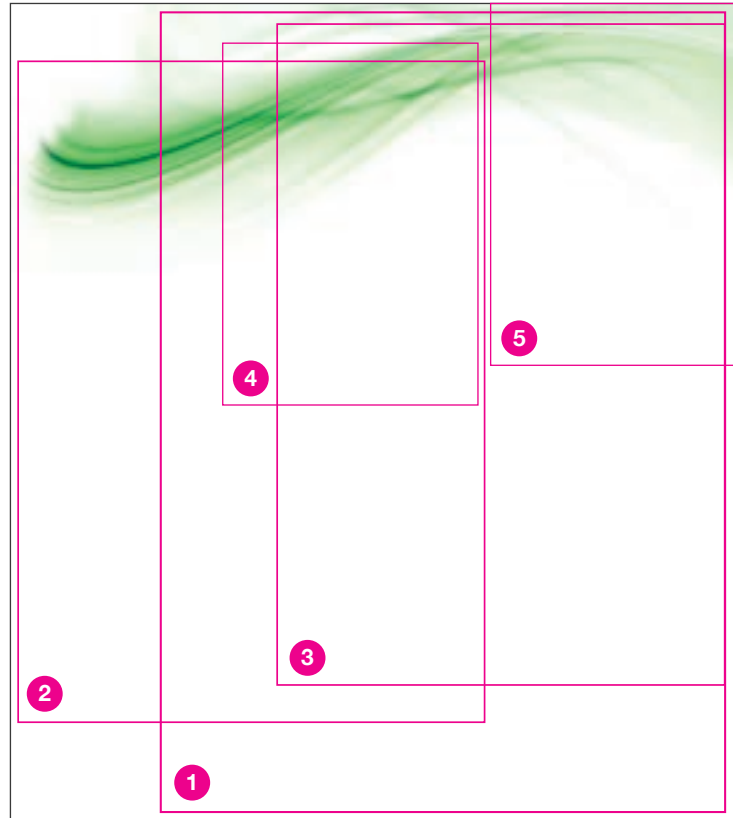
Accent wave



All artwork files available from www.itspubliknowledge.info/home/BrandGuidelines/Logolibrary.aspx

The wave can be cropped, flipped and enlarged to create numerous effects. Shown are a few examples of crops and how they can be used in an A4 size document.

Example of crops



Example crops on an A4 format page



- Cropped left



- Flipped horizontally
- Cropped left



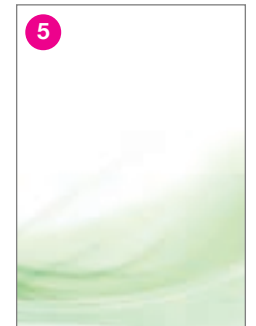
- Flipped vertically
- Cropped left



- Rotated 90°
- Cropped top & bottom



- 200% enlargement
- Cropped left & right
- 50% tint



- Flipped vertically
- 200% enlargement
- Cropped left & right
- 50% tint

The choice of photography is important to represent the personality and tone of voice of the Scottish Information Commissioner. The following factors should be considered when sourcing or commissioning photography.

Subject & tone

People should be the subject of imagery and they should appear relaxed but professional. The image should appear unstaged. Meetings or conversations are good opportunities to catch people unaware of the camera and acting naturally. Expressions and natural smiles represent people much better than a rigid pose to camera.

Colour

Use colour photography. Ideally there will be some vibrant colours in the image itself, whether that's from an item of clothing, a bunch of flowers or a piece of art on the wall.

Format

Try and use interesting crops. An image can often be improved by an unexpected angle. Depth of field is also important, an out of focus object or person in the foreground helps to concentrate the eye on the subject on the image. Cut-outs can also be used.

Download

We have a selection of photography available at www.itspublicknowledge.info/home/SICResources/Images.aspx



Document covers

There are two cover options for documents. The pre-printed cover provides a professional finish to the document and can be personalised using the following Word templates:

SIC-Word-Pre-printed-Template.docx

SIC-Word-Pre-printed-Template-Decision.docx

SIC-Word-Pre-printed-Template-Accent.docx

The second option is to use one of the Word templates which have the covers inserted as a background image, these will print with a white border and should be used for internal documents.

SIC-Word-Template.docx

SIC-Word-Template-Decision.docx

SIC-Word-Template-Accent.docx

Back covers

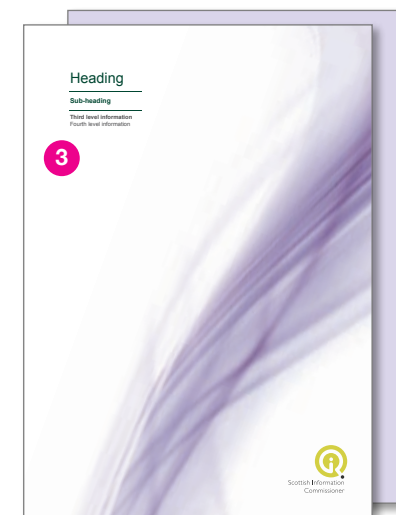
As with the front covers there are two version of the back cover, pre-printed and those within the Word templates.

Pre-printed**General**

1 Refer to separate Word Template Guidance

**Decision**

2 Refer to separate Word Template Guidance

**Special**

3 Refer to separate Word Template Guidance

Powerpoint presentation template

There are various page templates available to choose from. It isn't necessary to use the wave on every page so blank pages are also part of the template document.

In general the guidelines for sizing text should be adhered to, this will help to create consistency across presentations. However the length of a heading might require the size of text to come down.

Black should be used for body copy for Powerpoint documents. This is to make sure the text is bold and clear when projected.

Leave white space, and avoid slides that are too "text-heavy". If in doubt, break your content into two slides.

Keep images and text separate – avoid putting text on top of images.

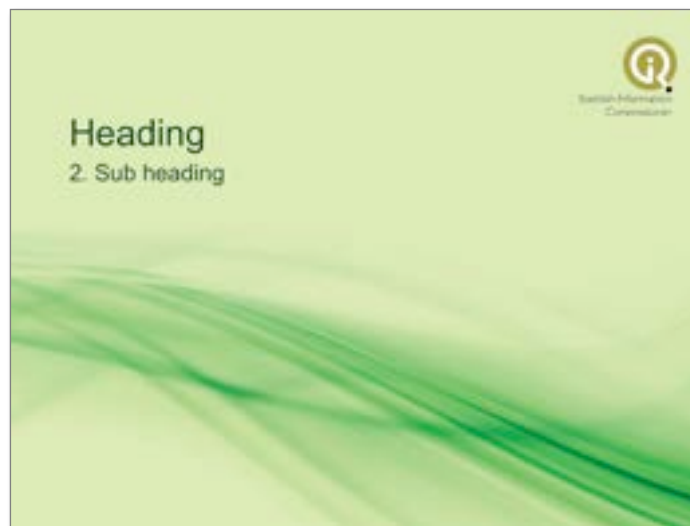
- 1 Remember to leave as much clear space around the logo as possible (see page 07). Heading text should never encroach onto the logo. If a long heading can't be shortened, have it run over two lines, instead of one.

- 2 **Headings**
38pt Arial. Colour – SIC Core 1

- 3 **Sub-heading**
24pt Arial. Colour – SIC Core 1

- 4 **Bullet points**
20pt Arial. Colour – Black

Body copy
16pt Arial. Colour – Black



To ensure that all groups in society can access our information we must always observe good practice in accessibility of design. The Scottish Accessible Information Forum (SAIF) has produced helpful guidelines. For more information visit www.saifscotland.org.uk

- Observe the guidelines elsewhere in this document.
- Use left aligned text.
- Break text up using bullet points and white-space.
- Avoid blocks of text in italics, underlining or uppercase.
- Avoid putting text over pictures.
- Avoid animated or flashing / blinking text.
- Ensure good contrast between your text and your background.

For further information please speak to one of our brand guardians at the Commissioner's Policy & Information Team on 01334 464610, or email us at enquiries@itspublicknowledge.info

Scottish Information Commissioner

Kinburn Castle
Doubledykes Road
St Andrews, Fife
KY16 9DS

t 01334 464610

f 01334 464611

enquiries@itspublicknowledge.info

www.itspublicknowledge.info

Laid before the Scottish Parliament in September 2013
in pursuance of section 46 of the Freedom of Information
(Scotland) Act 2002. SG/2013/153