

## Equality Impact Assessment Record

<b>Name of new/ revised Policy:</b>	<b>COPFS brand</b>
<b>Purpose of Policy:</b>	Refresh of the current COPFS corporate brand
<b>Lead EIA Officer:</b>	Head of Internal Communication
<b>Team / Federation:</b>	Policy Division
Email Address:	DiversityTeam@copfs.gsi.gov.uk
Others involved:	
Date Assessment Completed:	3 December 2014
Assessment Record Authorised by:	

This new / revised policy was fully assessed for any equality impact based on the General Equality Duty of the Equality Act (2010).

<b>Summary of research and consultation carried out:</b>
<ol style="list-style-type: none"> <li>1. The Scottish Procurement Framework Agreement for Publishing, Print, Design and associated services was used to contract a designer who would therefore have knowledge and experience of public body accessibility legislation.</li> <li>2. The design brief included the requirement for a design to take into account accessibility for people who have communication support needs.</li> <li>3. The COPFS brand design, approved by the Crown Agent, was submitted to Sense Scotland for their opinion, in particular the use of uppercase characters.</li> <li>4. The COPFS Equality Adviser was consulted.</li> </ol>
<b>Key issues identified: -</b> (Note here if you conclude there are no equality issues relating to the new / revised policy)
<ol style="list-style-type: none"> <li>1. The COPFS brand design uses uppercase and a sans-serif font.</li> <li>2. The Scottish Accessible Information Forum provides guidelines to apply to "written information" (Note: It does not provide branding guidance). The guide suggests users "avoid" the use of uppercase - but does not state it must not be used; and to "avoid" serif fonts.</li> <li>3. The COPFS brand design was considered against the brand of thirty-two stakeholders invited by the Equality Act Group to attend a COPFS event. Of those, seventeen have uppercase brands; three use a serif font; and one has a mix of upper and lower case. The remaining eleven are either</li> </ol>

title case or lowercase. 4. It was concluded that the COPFS brand use of uppercase was therefore acceptable.
<b>Changes made to new / revised Policy</b>
N/A
<b>Review Process for Policy</b>
Feedback on the application of the corporate brand to corporate materials and in corporate communication will be reviewed and action taken as required.

**SEND THIS COMPLETED FORM TO** [DiversityTeam@copfs.gsi.gov.uk](mailto:DiversityTeam@copfs.gsi.gov.uk)