Equality Impact Assessment Record

Name of new / revised Policy: COPFS brand

Purpose of Policy: Refresh of the current COPFS corporate brand

Lead EIA Officer: Head of Internal Communication

Team / Federation: 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).

Summary of research and consultation carried out:

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.
2. The design brief included the requirement for a design to take into account accessibility for people who have communication support needs.
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.
4. The COPFS Equality Adviser was consulted.

Key issues identified:
(Note here if you conclude there are no equality issues relating to the new / revised policy)

1. The COPFS brand design uses uppercase and a sans-serif font.
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.
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...
4. It was concluded that the COPFS brand use of uppercase was therefore acceptable.

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<th>Changes made to new / revised Policy</th>
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<th>Review Process for Policy</th>
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<td>Feedback on the application of the corporate brand to corporate materials and in corporate communication will be reviewed and action taken as required.</td>
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**SEND THIS COMPLETED FORM TO** DiversityTeam@copfs.gsi.gov.uk