Report to:	SMT
Report by:	Claire Stephen, Head of Policy and Information
Meeting Date:	02 June 2023
Subject/ Title: (and VC no)	Review of key documents – Visual Identity Guidelines (VC185728)
Attached Papers (title and VC no)	• C2 Visual Identity Guidelines (VC46473) – original version • Suggested changes to Visual Identity Guidelines (VC 185729)

Purpose of report

1. To seek SMT approval of minor revisions following the review of the Visual Identity Guidelines.

Recommendation and actions

2. It is recommended that SMT :

   • approve the recommended actions with respect to this document, including:

      (a) the addition of a new font

      (b) addition of some accessibility guidance

      (c) revision of our approach to including photographs of people

   • agree the recommendations in the "Records management impact" and "Publication" sections of this Committee Report (CR).

Executive summary

3. Visual identity is the collection of visual elements that represents an organisation's "brand" message. It includes all the graphical imagery and visual components of an organisation, such as logo, brand colour and typography. The purpose of the visual identity is to create a particular impression on users and unify the many different aspects of a business through consistent visuals. Visual identity culminates in the development of guidelines which provides consistent instructions on how the organisation should be visually represented at all times.

4. Due to format restrictions, we are unable to display the changes to the current Visual Identity guidelines as tracked changes and therefore attached are the original version and a version with the suggested changes integrated.

5. Our current Visual Identity was established in 2014. Overall, the current visual identity remains fit for purpose, but minor revisions to the guidelines are required to take account of changes of practice. The key changes are set out below:

   • Current guidelines recommend an Apple based font – established when we commissioned external parties to produce publications. As we primarily produced in-house, an alternative, similarly accessible typeface has been inserted into the guidelines.

- Photography – significant changes to reflect our move away from preferring images of people to alternatives i.e. images of people should not, generally, be used. If an image of a person is to be used, relevant UK GDPR and data protection requirements will need to be considered and put in place.

- Addition of accessibility resources e.g. contrast checkers.

Risk impact

6.   The changes are designed to mitigate the risk associated with the handling of personal data and not complying with the relevant the accessibility requirements as regards how the organisation should be visually represented at all times

Equalities impact

7.   Changes made to the guidelines is a further step towards improving the accessibility of the documentation published and content on the Commissioner's website.

Privacy impact

8.   Changes made to the guidelines will reduce the volume of personal data used in our publications/content of website.

Resources impact

9.   Minimal, or no resource impacts are associated with these changes.

10.   A substantive review of our visual identity will have a significant impact on resources, which is not recommended at this point.

Operational/ strategic plan impact

11.   Reflecting the purpose of our visual identity, as set out in paragraph three, the changes suggested directly relate to strategic objective six i.e. to be recognised as an organisation of independent and trusted experts run efficiently, governed effectively and is open and transparent.

Records management impact (including any key documents actions)

12.   This is a key document. If approved, the Register of Key Documents will be updated in the usual way and the final version of the guidance will be published on our website.

Consultation and Communication

13.   CST and SMT consulted in making changes to this guidance.

Publication

14.   I recommend that this CR is published in full.