

**SCOTTISH
PUBLIC
SERVICES
OMBUDSMAN**



Issue 1 March 2019

People Centred | Improvement Focused

Brand Guidelines

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Introduction

The Brand Guidelines set out the conditions for use of the Scottish Public Service Ombudsman's corporate identity, including detailed information about its application, positioning and sizing.

The guidelines also provide information on the corporate colour palettes, typefaces and general guidance for all publications and communications produced by the SPSO, including materials produced in-house by staff or by contractors.

If you require further information, or have any questions, please email **communications@spsso.org.uk**

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Corporate Identity

Corporate identity versions

The corporate identity must appear on all SPSO communications and channels. The master artwork should always be used.

To provide greater flexibility, a reversed version of the corporate identity has also been produced and is best suited for dark or strongly coloured backgrounds. Clarity and accessibility are essential when using the corporate identity and this must be kept in mind when using the reversed version.

Where the positive version of the corporate identity is used it should be placed on white or tonally pale colours. The reversed version of the corporate identity may be used against a strong colour or photographic background. There should be sufficient contrast with the background to ensure legibility.

None of the elements within the logo may be re-drawn or re-typeset.

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

The SPSO logo versions are available from communications@spsso.org.uk



Main corporate identity



Corporate identity without strapline for use below 55mm width



Reversed out version to be used on dark backgrounds



Minimum size

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

The size of the corporate identity must be in proportion to the material on which it is being produced.

Minimum size restrictions

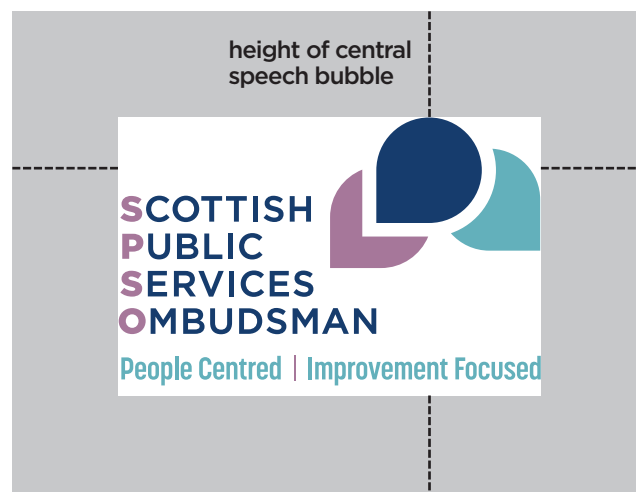


Exclusion zone

The clear space in which the corporate identity sits is of critical importance. 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 height of the central speech bubble.

When the corporate identity is used on a photographic background, the clear space band does not apply, provided the background image does not impinge on the readability of the identity.



Please avoid:



Distorting or stretching



Rotating



Changing the colours



Changing fonts



Changing scale



Using the wrong logo version on dark backgrounds













2

Key Elements

Colour palette









Our corporate colour palette consists of three primary colours: blue, pink and aqua. This palette is key to giving us a consistent look and feel across all media. The colours have been chosen carefully for balance and accessibility.

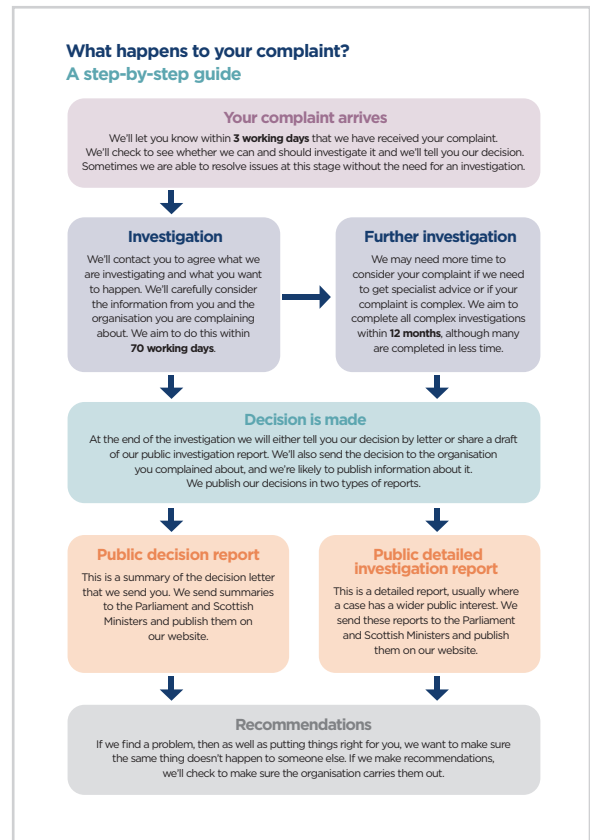
Tints of these colours can be used where required.

 PANTONE 654C	 C 100 M 84 Y 31 K 17
 PANTONE 7654C	 C 37 M 60 Y 20 K 7
 PANTONE 7709C	 C 60 M 13 Y 25 K 7
 R 27 G 61 B 109	 HEX 003A70
 R 166 G 119 B 154	 HEX A2789C
 R 99 G 176 B 187	 HEX 63B1BC

Additional colours if required

Where the logo colours have been used and there is requirement for additional colours then the following can be added to the palette as displayed in the sample page opposite.

 PANTONE 715C
 PANTONE Cool Gray 8C
 C 0 M 54 Y 87 K 0
 C 23 M 16 Y 13 K 46
 R 246 G 141 B 46
 R 136 G 139 B 141
 HEX F68D2E
 HEX 888B8D



Background colours

Tints of the three main colours can be used to add visual interest to materials.

For legibility purposes, these tints should be kept light. The pink and aqua colours should not exceed a tint of 30% and the dark blue should not exceed 15%.

Do not use light tints for headings or text.

Some examples of usage are shown below.

How to complain: A step by step guide

Stage 1: Frontline Resolution

Make your complaint directly to the organisation. You can do this in person, by phone, by letter or email. The organisation will try to resolve your complaint within **5 working days** if they can. They may respond to you by phone or in person to try and resolve things. If you are unhappy with the response, you can ask the organisation to consider your complaint at stage 2.

Stage 2: Investigation

At stage 2 you should receive an acknowledgement of your complaint within **3 working days**. You will be given a decision as soon as possible. This should be after no more than **20 working days** unless there is clearly a good reason for needing more time. If your complaint is complex or needs more detailed investigation, the organisation may look at your complaint immediately at this stage without going through stage 1.

Please note that the two-stage process applies to nearly all public service organisations but there are some exceptions, for example, complaints about water providers. We recommend that you always check with the organisation directly about their complaints procedure.

Still unhappy?

If your complaint is unresolved after you have gone through the organisations full complaints procedure, you can take it to us at the SPSO. The SPSO is an independent and free service.

You will need to put your complaint in writing to the SPSO, explaining why you are still unhappy and what you would like us to do. You will need to give us a copy of the organisation's final letter, which should contain details about how to contact the SPSO. If the organisation does not give you this letter, you should contact them to request this.

Example of what to put in a complaint letter

Please keep a copy of your complaint letters.

Your name
Address
Phone number
Date

To: The Complaints Team
Job title
Public service organisation
Public service organisation's address

Dear _____

COMPLAINT

I would like to complain about your service.

- Give details of what has gone wrong and tell them what you think would resolve the problem.
- Clearly explain what you would like to happen as a result of your complaint. Do you want an apology, a change in policy, a service that should have been provided?
- You can ask the organisation to explain how they made their decision.
- Include information about what you have already done to try to sort things out. You may also find it helpful to include copies of previous letters, photos, statements etc.

Please contact me so that I know that you have received my complaint and that it is being investigated. I would also like to know when you will send me a full reply.

Yours sincerely,
Your name

FURTHER INFORMATION: PREVIOUS CORRESPONDENCE



SCOTTISH PUBLIC SERVICES OMBUDSMAN

Bridgeside House, 99 McDonald Road
Edinburgh EH7 4NS
Tel 0800 377 7330
Fax 0800 377 7331
Web www.spsos.org.uk

Date: _____

Dear _____

Thank you for writing to us. We note that you would like us to consider a complaint about _____

We are returning your correspondence as we need more information about your complaint. Please return your complaint to us with a final written response from the organisation that shows that you have completed their complaints procedure and your complaint is ready for our office.

See overleaf for organisations who can help.

PRISON COMPLAINTS



SCOTTISH PUBLIC SERVICES OMBUDSMAN

Resolving Your Complaint

Date: _____ Dear: _____

You contacted us to tell us that you had trouble getting a reply to your complaint about the Scottish Prison Service.

We can only look at your complaint after you have completed the prison complaints process. To help you take matters further, you should now fill in a PCF2 complaint form and send it to the Governor of the prison. Use the form to tell the Governor of the problems you have had in getting a reply to your complaint.

Attach this postcard to the front of the PCF2 form before sending it to the Governor. This will show that you have been in touch with the Ombudsman and that you want them to look into matters further.

If they have not contacted you within 2 weeks of sending this card to them, call us on freephone 0800 377 7330 for advice. Our number is free and confidential to all prisoners.

Please see overleaf if you would like assistance in making your complaint.

Address: **FREEPOST SPSO** Freephone: **0800 377 7330** (confidential to all prisoners)

Section 6 Complaining for someone else

If you are complaining for someone else, fill in this section with their details using CAPITAL LETTERS.

Their title: (Mr/Miss/Ms/Mrs/Mx/other)

Their first name

Their surname

Their address

Their postcode

Their phone numbers:

Home:

Daytime:

Mobile:

Their email:

What is your relationship to this person?

We need the person affected by the complaint to sign the consent on page 7, if they can, to allow you to complain for them. If they are unable to sign for any reason, please tell us why in the box below.

page 6

Typography

As with the corporate identity and colours, consistent use of our corporate typefaces across all materials reinforces the SPSO's brand.

The font **Gotham** has been selected as the typeface for externally designed items. This font should be used for design work such as brochures or advertisements. It can also be used for other applications: namely signage, titles and headers in documents, websites and publications that are not generated internally.

GOTHAM LIGHT
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

GOTHAM BOOK
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

GOTHAM MEDIUM
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

GOTHAM BOLD
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

GOTHAM BLACK
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

The font **Arial** has been selected to be used in-house as an alternative to Gotham. Arial Bold or Black can be used for sub-headings and for emphasising important information in the bodycopy.

Arial is a particularly good choice of font as it is clear and readable. To ensure consistency, it is essential that no other bodycopy fonts are used.

Bodycopy should be set to aid readability and clarity and should be set at a minimum of 12pt with leading of 14pt. When text is reversed out it may need to be made bold in order to ensure that it is clear and easy to read.

For digital use (online applications and apps) bodycopy should be set at the pixel equivalent of 12pt, which is 16px.

Lower case letters provide the reader with more visual clues as to the letters used in each word and make the text easier to read. Block capitals can be used in titles and headers, or for graphic effect, but should be used sparingly to ensure the text does not become inaccessible.

ARIAL

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

ARIAL BOLD

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

ARIAL BLACK

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

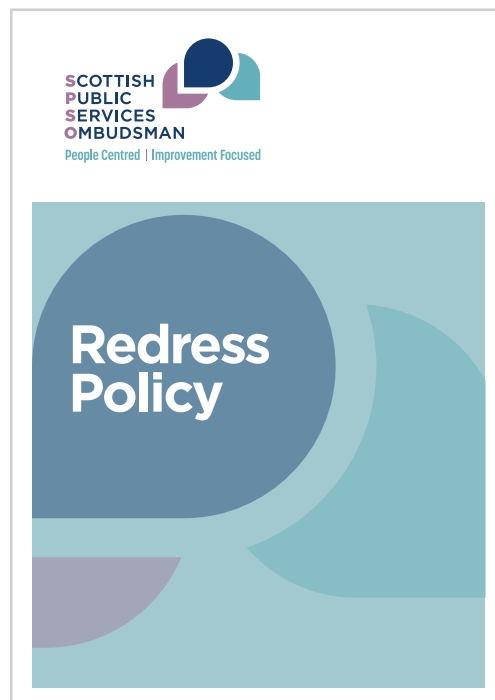
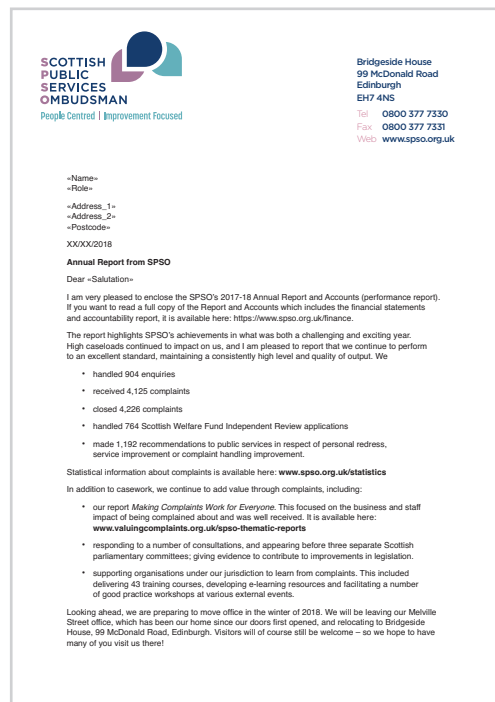
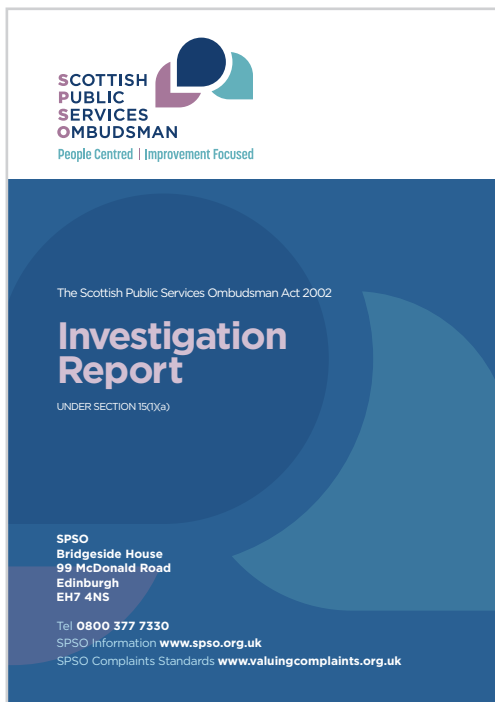
3

Layout

Logo positioning

We want to ensure that we are not too prescriptive when it comes to positioning the logo.

We would ask designers to use common sense, ensuring the logo is best placed to be noticed. Generally speaking, wherever possible, the logo should be placed top left as the examples below.



Use of logo elements

The logo shape can be used to a limited extent as a design tool. Examples of this are shown below. Where the watermark effect is used please ensure it is very pale and doesn't interfere with text legibility.



Letterhead continuation pages



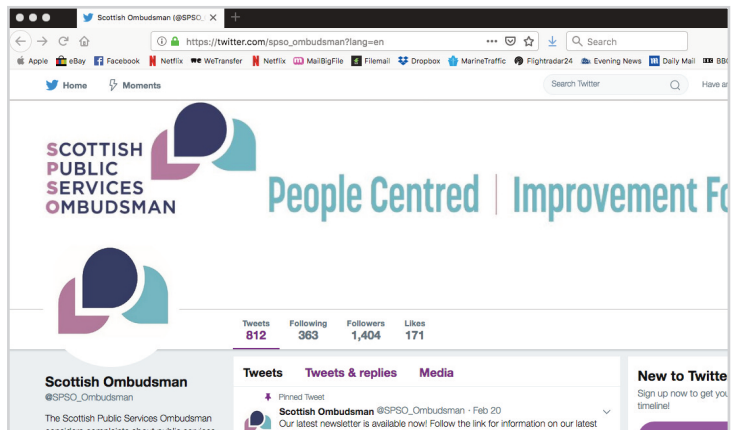
Watermark



Compliments slip back

Social media avatar

The SPSO has a social media presence and for this reason an icon-only version of the corporate identity has been produced, solely for use as an avatar and where the words "Scottish Public Services Ombudsman" are shown in close proximity to the identity.



Use of graphic elements

Individual speech bubbles from the corporate identity can be used as a graphic element to enliven pages as the examples below.

Who should apologise?

The earlier an apology is made the more effective it is likely to be. Give it as soon as the problem is properly understood and it is known what the apology needs to be about: your organisation should support you to do this.

When complaints escalate or the issues are not limited to your area of responsibility, it may also be appropriate for the apology to come from a person with overall responsibility for the issues being raised, such as a Chief Executive, Director of Department or the person with governance responsibility for complaints. But be careful not to overdo it as too many apologies can appear insincere.

If the apology is the result of an SPSO recommendation it must be made by someone with responsibility for all the areas where failings have been identified.

What do we mean by apology?

We use words like 'apology' and 'sorry' to mean different things in different situations.

Sometimes we are not really giving an apology, but simply telling another person that we recognise and acknowledge their difficulties: "I am so sorry to hear about the problems you have had". This is an expression of empathy. This will often be the appropriate level of response, especially if seeking early resolution. Empathy lets the other person know you have listened to them and that you are willing to discuss their issues with them. An empathetic response may even help avoid a complaint happening.

At other times we are saying sorry and apologising as a recognition that the other person has suffered because of a failure by us or our organisation; "I am sorry that we did not process your application on time". This is an expression of **regret** which also makes it clear we are taking **responsibility** for the problem. Apologies will also include the reason for the problem. This shows that you have properly understood the issues. When there is recognised fault or failing, an apology should express regret, demonstrate responsibility and give the **reasons** why the apology is needed. The very best apologies will also explain what you and your organisation are going to do to **remedy** the problem. **These are the 4Rs of apology.**

Quick Tip: 4Rs of Apology

- > **Regret** (I am sorry)
- > **Responsibility** (we didn't)
- > **Reason** (process your application on time)
- > **Remedy** (I have now fast tracked your application)

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Information
for students

What to do if you have a complaint about a college or university

If you have a complaint, there are ways to sort things out.

Use the complaints procedure. Still unhappy?

Ask the SPSO for advice.

This leaflet tells you how to raise a complaint with your college or university and what you can do if you're still unhappy after doing this.

SPSO freephone **0800 377 7330**

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