

**CORRESPONDENCE RELATING TO SOCIAL SECURITY SCOTLAND
POSITIONING STATEMENT**

Minister for Social Security
Jeane Freeman MSP



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26 March 2018

Dear Colleague

Last year we consulted with stakeholders and Experience Panel members to help shape the brand for Scotland's new social security service.

We have listened to your valuable feedback and I am writing to let you know that we have now arrived at a final name and logo for the social security agency.

We are working on guidelines to make sure that this brand is more than just a marque – that it represents a new kind of social security service. A service that we can all be proud of.

We have worked together to develop this brand and that is how we will continue to build our social security service in Scotland – in partnership with stakeholders.

Please find enclosed the logo and positioning statement for the new agency – Social Security Scotland.

Kind regards

JEANE FREEMAN

Scottish Ministers, special advisers and the Permanent Secretary are covered by the terms of the Lobbying (Scotland) Act 2016. See www.lobbying.scot

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Social Security Experience Panels

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March 2018

Dear Experience Panel member,

Last year we consulted with key stakeholders and Experience Panel members to help shape the brand for Scotland's new social security service.

We have listened to that valuable feedback and I am writing to let you know that we have now decided on the name and logo for the social security agency.

We are working on guidelines to make sure that this brand is more than just a design – that it represents a new kind of social security service. A service that we can all be proud of.

We have worked with fellow members of the Experience Panel on this brand and this is how we will continue to build our social security service in Scotland – with the people who will use it. We hope to see you involved in future activities.

Please find enclosed the logo and our stated intentions for the new agency – Social Security Scotland.

Jeane Freeman

Minister for Social Security

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LOGO AND POSITIONING STATEMENT INSERT ENCLOSED WITH
STAKEHOLDER AND EXPERIENCE PANEL LETTERS

Master logo:



Strapline:

Dignity, fairness, respect.

Positioning statement:

We believe that social security is a human right and we are working to make sure that people get what they are entitled to.

We believe that they should be able to get support when and where they need it and this is exactly the way we will approach the delivery of the assistance that is devolved.

Social Security Scotland will be built with you – not for you. Together let's build a public service to be proud of.

Putting dignity, fairness and respect at the heart of everything we do, your new agency is a place where everyone is welcomed and treated equally. Our service works in a clear, helpful and friendly way to get you what you're entitled to, on time and comfortably. We look forward to helping you, and to building a fairer Scotland for everyone.