

Equality Impact Assessment

Document:	Borders College Logo Usage Policy
Executive Summary:	<p>The Borders College logo is a key element of the College’s visual identity and represents the organisation as a whole. It is more than just a symbol – it reflects the College’s reputation, values, and the quality of the education and services it provides.</p> <p>The policy has been created to ensure that the Borders College logo is used correctly and consistently across all communications, both internal and external. A clear and consistent approach to logo use helps to:</p> <ul style="list-style-type: none"> • Protect the College’s Brand • Promote Professionalism • Avoid Misuse or Misrepresentation • Support Accessibility and Clarity <p>By following this policy, staff, partners and stakeholders help present a unified and professional image of Borders College, reinforcing its reputation and the value it brings to learners and the wider community.</p>

By law we must meet the requirements of the Equality Act 2010 including the Public Sector Equality Duty. Please give due regard to the following when completing an EIA;

1: Does the policy/practice eliminate discrimination, harassment and victimisation?

2: Does the policy/practice promote equality of opportunity? 3: Does the policy/practice promote good relations?

Protected Characteristic	Commentary <i>For each protected characteristic, provide a commentary of impact. If a negative impact occurs, consider the following;</i>
Age <i>Someone belonging to a particular age, or range of ages</i>	There is no negative impact on this group. <ol style="list-style-type: none"> 1. <i>Change the policy so impact is no longer negative</i> 2. <i>Justify why it must be done e.g. health and safety legislation</i> 3. <i>Consider how you are going to mitigate the impact</i>

<p>Care Experienced <i>Someone who has been or is currently in care or from a looked-after background at any stage in their life. This includes adopted children who were previous looked-after.</i></p>	<p>There is no negative impact on this group.</p>
<p>Marriage/Civil Partnership <i>Married couples and civil partnership should be treated the same on a wide range of matters</i></p>	<p>There is no negative impact on this group.</p>
<p>Race <i>Refers to a group of people defined by their race, colour and nationality (including citizenship) ethnic or national origins</i></p>	<p>There is no negative impact on this group.</p>
<p>Sexual Orientation <i>A persons sexual and/or romantic attraction to other people, or lack thereof</i></p>	<p>There is no negative impact on this group.</p>
<p>Disability <i>A physical or mental impairment which has a substantial and long-term adverse effective on a person's ability to carry out normal day- to-day activities</i></p>	<p>Positive impact identified: To support digital accessibility, this policy is available in alternative formats, including versions compatible with screen readers, upon request made to the Marketing department.</p> <p>This policy includes a commitment to supporting accessibility and clarity in communications. This extends to ensuring that the Borders College logo complies with accessibility standards through appropriate placement, high colour contrast, and adequate sizing to support visibility for individuals with visual impairments.</p>
<p>Gender identity/ reassignment <i>The process of transitioning from one gender to another (can include changing names, pronouns, dressing differently, medical intervention and living in their self- identified gender)</i></p>	<p>There is no negative impact on this group.</p>
<p>Pregnancy/maternity <i>Refers to being pregnant and the period after birth (linked to maternity leave in the employment context)</i></p>	<p>There is no negative impact on this group.</p>

Religion or Belief <i>Religious and philosophical beliefs, including lack of belief (atheism)</i>	There is no negative impact on this group.
Sex <i>Gender assigned at birth</i>	There is no negative impact on this group.
Employment or Trade Union Membership	There is no negative impact on this group.
Past Criminal Convictions	There is no negative impact on this group.
Poverty or Deprivation	There is no negative impact on this group.

Owner:	Marketing Manager	
Date initiated:	October 2025	
Consultation:	<i>Marketing Team</i>	
Signature (Owner)	<i>Cameron Reith</i>	14/10/2025
Signature (Equalities Officer)	<i>Hilary Broatch</i>	14.10.25

Please return the completed Equality Impact Assessment to the Equalities Officer (hbroatch@borderscollege.ac.uk)