Publication Checklist

This checklist forms the basis of self certification for using the Scottish Outdoor Access Code branding. You should aim to answer 'yes' to all the points in Part 1 to use the branding*.

KNOW THE CODE BEFORE YOU GO
SCOTTISH OUTDOOR ACCESS CODE
outdooraccess-scotland.com

Part 1* (use this for self certification)
Writing positively about Access in Scotland

		YES	NO	COMMENTS
1.	Does the whole leaflet or product **accurately represent the content** of the Scottish Outdoor Access Code? a. Quoting directly from the Code is good though be careful not to take text out of context so that the meaning is changed. Read tips for writing about access on page 2. b. Is it written positively and **in the spirit of** the access legislation? See page 2. c. Does the product give a balanced view showing the rights and responsibilities of **both** the general public and land managers? See page 6.			
2.	Is it written by the most appropriate organisation or group with consultation with other interested parties where appropriate? See page 7.			
3.	Are contact details provided so people can get in touch to give feedback or order more copies of leaflets? See page 7.			
4.	If photographs or illustrations are included, do they represent positive images of access? See page 7.			
5.	If your product contains a map, is it clear and usable? See page 7.			
6.	Consider your target audience and whether it is important for the publication to state that access legislation in Scotland is different from that in England and Wales. Where important, is this included? See page 8.			
7.	Have you included one of the set text examples **or** the Branding Strip and the three key principles in an editorial context? • Take responsibility for your own actions • Respect the interests of other people • Care for the environment See 'Using the set texts', 'Writing positively' and 'Brand Identity Guidelines'.			

Part 2 (not required for self certification)
Other considerations

8.	**Project Planning** – Have you got the right product for the right purpose with the right content? Find out more about project planning, audience research and what type of written content your product needs. What do you want it to communicate and why? See pages 9 and 10.
9.	**Disability Discrimination Act** – Consider the Disability Discrimination Act (DDA) and working towards 'least restrictive access'. See page 11.
10.	**Design basics** – Your target audience should influence the final size, shape, design and colour of your product and what it will be made of. There's lots of information available. See page 13.

*If you answer 'no' to any of the questions, go direct to the Brand Identity Guidelines to see if your product meets the criteria for using the Scottish Outdoor Access Code branding strip on its own.