

How we assess your identity marks | Electoral Commission      How to register your political party      You are in the How to register your political party section Home How to register your political party View the navigation tree Go to main guidance section: How to register your political party Before you register What you need to do to register Party details Are you intending to contest UK Parliamentary general elections? Your party's officers Identity marks on ballot papers How we assess your identity marks What we mean by "likely to confuse" What we mean by "likely to mislead a voter" What we mean by 'likely to contradict or hinder instructions or guidance given for voting' What we mean by "offensive" What is a "protected" identity mark? Copyright and trade marks Can acronyms or abbreviations be used? What languages can I use in party identity marks? Other things to consider if you intend to contest elections in Wales Can numerals be used? Can links to online material be used? Can an individual's name be used? What are prohibited words? Your financial scheme Your party's constitution Your declaration of assets and liabilities Accounting units Submitting your application How we assess your application How do you object to our decision? After registration How we assess your identity marks The law says that we will register your identity mark unless in our opinion it does not meet certain tests. We therefore have to assess your identity marks against those tests. We look at how the proposed identity marks can be used on ballot papers, including the different ways in which they can be used on the ballot paper at different elections, and the need for every voter to be able to cast their vote with confidence. We will register your identity mark unless in the Commission's opinion it: is the same as another registered or protected identity mark which is on the same register is likely to result in voters confusing it with another party identity mark that is already registered or protected is likely to mislead voters as to the effect of their vote is likely to contradict or hinder instructions or guidance given for voting is obscene or offensive contains certain prohibited words contains more than six words is not in Roman script is likely to amount to an offence if published As a guide, we are unlikely to register your identity mark if it: is, or contains an acronym or abbreviation that is not well known and widely used and not spelt out is a description that does not identify your party links in any way to online material or contains reference to online content, such as a Twitter hashtag or a QR code in most cases, if it contains a reference to a person's name is an emblem that contains text which cannot be read at the size emblems appear on ballot papers (2cm square) – at this size, we suggest that any text in an emblem is at least 1.2mm in height We cannot confirm whether your application will be successful in advance of you submitting it. It is your responsibility to determine the details of your application and to ensure that it complies with the requirements of the Political Parties, Elections and Referendums Act 2000 (PPERA). If your application is refused, we will notify you of our reasons in writing. Last updated: 2 June 2023 Book traversal links for How we assess your identity marks Joint party descriptions What we mean by "likely to confuse"