
Factsheet for political parties: Election material and imprints-Great Britain

Under the Political Parties, Elections and Referendums Act 2000, there are rules about putting imprints on printed election material. We regulate compliance with those rules.

Election material is published material that can reasonably be regarded as intended to influence voters to vote for or against a political party or a category of candidates at certain elections.

Whenever election material is produced, it must contain certain details (which we refer to as an 'imprint') to show who is responsible for the production of the material. This helps to ensure there is transparency about who is campaigning.

The rules on imprints apply to all political parties. This factsheet explains the rules you must follow.

What is election material?

Election material is published printed material such as leaflets and adverts that promote the party, its candidates or its policies, or criticise other parties, at relevant elections.

Relevant elections are:

- Scottish Parliamentary elections
- National Assembly of Wales elections
- UK Parliamentary general elections
- European Parliamentary elections

What is an imprint?

An imprint is added to election material to show who is responsible for its production and publication. It helps to ensure that there is transparency about who is campaigning, and should therefore be clear and visible.

What must you include?

On printed material such as leaflets and posters, you must include the name and address of:

- the printer
- the promoter, and
- any person on behalf of whom the material is being published (and who is not the promoter)

The promoter is the person who has caused the material to be published. If the promoter is acting on behalf of a group or organisation, the group or organisation's name and address must also be included

You can use either home or office addresses. An email address is not acceptable as an imprint address.

If you are putting an advert in a newspaper, your advert does not need to include the printer's name and address. However, the advert must contain the name and address of the promoter and any person on behalf of whom the advert is being published. If the promoter and the person on behalf of whom the advert is being published are the same, their name and address need only be included once.

It is an offence for a printer or promoter to publish printed election material without an imprint.

Example of an imprint

A standard imprint on party election material should look like this:

Printed by Armadillo Printing Ltd, 22 Thornfields Avenue, Glasgow.
Promoted by the Yellow Party, 110 High Street, Airdrie.

Where do you put the imprint?

If your material is a single-sided document – such as a window poster – or where most of the information is on one side, you must put the imprint on the face of the document.

If it is a multi-sided document, you must put it on the first or last page.

Websites and other electronic material

As good practice, we recommend that you should put an imprint on electronic material, such as websites and emails. The imprint should include the name and address of the promoter and the organisation on whose behalf it has been produced.

You should include an imprint unless the size or format of the election material would mean that the imprint is not legible.

Where it is impractical to place the full imprint on the election material you should consider how to provide some other means for the material to be associated with you

Any posters that are available for download from a website should carry the full imprint.

Crowdfunding

If you are using a crowdfunding website, you should ensure that it is clear on the web page who the money is being donated to. We recommend that you should put an imprint on the web page. You can find out more information on our [crowdfunding factsheet](#).

Tweeting and posting on social media sites

You should display your full imprint details prominently on your profile.

You can include a shortened link to your imprint in your tweet or post.

Images and cartoons

If it is impractical to place a full imprint on to an image, you should include the text of a link, or a hyperlinked logo or emblem that leads to your full imprint.

Sometimes campaigners have emblems or logos that voters will readily associate with an individual or organisation. If you are confident this is the case, these emblems or logos can be used as a substitute if it is not practicable to place the full imprint on material.

Online discussion forums

As good practice, we suggest that if you use online discussion forums you should make your identity clear where possible.

Where you can find more information

In addition to the rules about imprints, there are also rules on fundraising and spending that political parties must follow in the run-up to elections. We publish a suite of guidance for political parties that explains these rules, which you can find on our [website](#).

We also offer an advice service and you can contact us on one of the phone numbers or email addresses below.

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