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London
WC2R 1LB

Steve Elibank
request-305xxxxxxxxxxx@xxxxxxxxxxxxxxxxxxx

Phone

Fax

www.hmrc.gov.uk

Date 8 April 2010
Our ref FOI 1310/10 S Elibank
Your ref

Dear Mr Elibank,

Request under the Freedom of Information Act 2000

I am writing to confirm that HMRC has now completed its search for the information you requested on 14 March 2010. You asked about our corporate font HMRC Modena, and specifically:

- *how much did the font/license cost?*
- *where did we buy it?*
- *how was the decision made?*
- *what other fonts were considered?*

We commissioned the design agency FutureBrand to create a version of the Modena font in 2007 and the cost was £11,765 exc VAT. We called our version HMRC Modena. Licenses are not required as this as the cost included full copyright for HMRC.

We looked at a number of typefaces before choosing Modena. We considered Ariel which is a standard font, but whilst Ariel is very clear when used at small sizes, it does not adapt when used in large formats such as signage or posters. Modena is legible at small sizes when used on forms and leaflets, and also has impact when used on posters and billboards.

If you have any queries about this letter, please contact me. Please remember to quote the reference number above in any future communications.

If you are not happy with this reply you may request a review by writing to HMRC FOI Team, Room 4/52, 100 Parliament Street London SW1A 2BQ. You must request a review within 2 months of the date of this letter. It would assist our review if you set out which aspects of the reply concern you and why you are dissatisfied.

If you are not content with the outcome of an internal review, you may apply directly to the Information Commissioner for a decision. The Information Commissioner will not usually consider a case unless you have exhausted the internal review procedure provided by HMRC. He can be contacted at The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.

Yours etc

Yours faithfully,
Kenneth Brown
Design Services Manager