

Steve Elibank

[<mailto:request-31152-564e33e6@whatdotheyknow.com>]

6 April 2010

Dear Mr Elibank,

**Freedom of Information request: Branding**

Thank you for your request for information from the British Museum, which has been forwarded to me for reply. Your request has been dealt with in accordance with the Freedom of Information Act (2000).

Your request, received on 19 March 2010, was:

- When was your current logo, corporate style and branding implemented?
- Who designed it?
- How much were the designers paid for their services?
- Were other designers consulted? Was there competition? If so, who was involved, and was any payment made to unsuccessful firms?
- Are there any "alternate" versions of the branding (as in, any which were designed but not taken up), and if so, please supply an electronic copy.

In response to your request the British Museum's current logo, corporate style and branding was implemented in 1999-2000. It was designed by Interbrand Newell & Sorrell. We do not have details of how much the Museum paid the designers for their services as we do not retain such financial information for that period. Three other design companies were consulted but we no longer hold details of who these were or whether they received payment as we have not retained such information from that period. Similarly we have not retained details of "alternate" versions of the branding presented at that time.

This concludes your request. I hope this information is helpful. If you are dissatisfied with the response you have received and wish to make a complaint about how your request has been handled you should write to me in the first instance. Your complaint will be referred to the Director of Administration or other senior member of staff not involved in the handling of your original request, who will investigate and respond within 20 working days of receipt.

If, having exhausted the review process, you are not content that your request or review has been dealt with correctly, you have a further right of appeal to the Information Commissioner.

To make such an application, please write to:

FOI/EIR Complaints Resolution  
Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire SK9 5AF

or complete the complaint form at: <https://forms.ico.gov.uk/freedom-of-information-or-eir-complaint.aspx>

Thank you for your interest in The British Museum.

Yours sincerely,

Chris Denvir  
Information Manager