



# HM TREASURY

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25 June 2009

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By email:

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Ref: 10/487

Re: Freedom of Information Act 2000: Office for Budget Responsibility

Thank you for your enquiry dated 14 June requesting information under the Freedom of Information Act 2000.

You asked the following questions:

- *When was your current logo, corporate style, graphics 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.*
- *Please provide me with a copy of your logo guidelines, branding manual or equivalent document.*

The OBR's logo was designed and implemented in June 2010. The Treasury's publication unit completed the design in-house. No fee was paid and there was no competition.

The publishing unit produced three options for the OBR's logo. The first option was selected. Attached are electronic copies. OBR visual identity guide is also attached in answer to your last point.

Please have regard to the copyright details in the notice below. If you have any queries about this letter, please contact me. It will be helpful to us if you remember to quote the reference number above in any future communications.

Paul Morran  
Information Rights Unit



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### Your right to complain under the Freedom of Information Act 2000

If you are not happy with this reply, you may request a review by writing to HM Treasury, Information Rights Unit, 2/S2, 1 Horse Guards Road, London SW1A 2HQ.

Email [FOI.responses@hmtreasury.gov.uk](mailto:FOI.responses@hmtreasury.gov.uk)

Any review request must be made 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 your complaint, you may apply directly to the Information Commissioner for a decision. Generally, the ICO cannot make a decision unless you have exhausted the complaints procedure provided by the Treasury. The Information Commissioner can be contacted at: The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.

