

BIRMINGHAM CITY UNIVERSITY

2007/08 NAME CHANGE COSTS

Item	cost
	£
Financial stationery	1,880
Purchasing cards	940
Payslips	940
Students Union	17,556
Design costs (Marketing)	44,360
International re-branding & promotions	10,000
Marketing & Communications (stationery, stickers display materials, uniforms, carriers, corporate gifts, communications)	74,522
Campus signage	100,000
Vehicle livery	5,834
Nurses uniforms	4,582
ICT	6,792
legal fees	17,678
TOTAL	285,084