

Dear Mr Elibank

Thank you for your email, which we received on 10<sup>th</sup> May. You asked the following questions relating to the orange Directgov logo;

1. *When was the current logo, corporate style, graphics and branding implemented?*
2. *Who designed it?*
3. *How much were the designers paid for their services?*
4. *Were other designers consulted? Was there competition? If so, who was involved, and was any payment made to unsuccessful firms?*
5. *Are there any "alternate" versions of the branding? (As in, any which were designed but not taken up) If so, please supply an electronic copy.*
6. *Please provide me with a copy of the logo guidelines, branding manual or equivalent document.*

For clarity, I will answer each of your questions in turn.

1. The current logo and visual identity (including corporate style, graphics and branding) were implemented in April 2004 when the Directgov brand came into existence.
2. The visual identity was developed by Lambie Nairn
3. The cost of the original visual identity development was £115,594, paid to Lambie Nairn.
4. There was a competition involving four other designers for original visual identity. These included; *Wolf Olins, Brandsmiths, Opta/Brand Positioning Services* and *Branded*. No payments were made to those that were unsuccessful in the pitch.
5. The agencies that took part in the competition will have developed versions of the branding for their bids, but ownership of these remains with those agencies and Directgov is unable to supply them.
6. A copy of the Directgov brand guidelines is attached for your information. This includes details of when and where the Directgov logo is used.

Yours sincerely,

DWP Central Fol Team

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**Your right to complain under the Freedom of Information Act**

If you are not happy with this response you may request an internal review by e-mailing [freedom-of-information-request@dwp.gsi.gov.uk](mailto:freedom-of-information-request@dwp.gsi.gov.uk) or by writing to DWP, Central Fol Team, 5<sup>th</sup> Floor The Adelphi, 1-11, John Adam Street, London WC2N 6HT. Any review request should be submitted within two months of the date of this letter.

If you are not content with the outcome of the internal review you may apply directly to the Information Commissioner's Office for a decision. Generally the Commissioner cannot make a decision unless you have exhausted our own complaints procedure. The Information Commissioner can be contacted at: The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow Cheshire SK9 5AF [www.ico.gov.uk](http://www.ico.gov.uk)