

## **Freedom of Information Act Internal Review Decision**

**Internal Reviewer:** Simon Pickard, Senior Compliance Manager

**Reference:** IR2010046 (RFI20101367)

**Date:** 23 November 2010

### **Original request**

The requester made the following Freedom of Information Act request on 8 October 2010; *'Please provide me with an electronic copy of your logo guidelines, branding manual or equivalent document.'*

### **Issues under review**

The requester has asked for an internal review of his case as he believes that the BBC has not answered his request adequately.

### **Background**

The requester made his Freedom of Information Act request (as outlined above) on the 8 October 2010. On the 15 October, Colin Sellers (Head of Operations, Marketing Communications & Audiences) responded to the requester stating that the information that the requester sought was already available on the BBC website at the following address; <http://www.bbc.co.uk/branding/>.

The requester replied on 15 October stating that the information available on the web-pages at the provided link 'contains advice only for the branding of television programmes by independent producers, and directs all other users to an application form'. They continue; 'since I am not interested in using the logo, but simply want a copy of the guidelines, it would appear that you have not adequately answered my request'.

### **Decision**

The question for this internal review to consider is whether the BBC interpreted the original request correctly. The original request clearly states that the requester is interested in the BBC logo guidelines, branding manual or equivalent document. The link provided to the requester in the BBC's response does not in my opinion answer the original question adequately and I agree with the requester that the link appears to be more suitable for those that wish to actually use the BBC's logo.

The BBC clearly holds information more likely to provide the requester with an adequate response to their original request. For instance, information held on the BBC's intranet site

appears to address the original questions, though I understand that the BBC may need to consider whether any exemptions may apply to this information prior to release.

I therefore conclude that the BBC's handling of the original request was not adequate and the requester should be furnished with a more appropriate response without delay.

**Appeal Rights**

If you are not satisfied with the outcome of your internal review, you can appeal to the Information Commissioner. The contact details are: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF; Telephone 01625 545 700 or [www.ico.gov.uk](http://www.ico.gov.uk)

**Simon Pickard**