

Steve Elibank

Email: request-50203-  
5e52553d@whatdotheyknow.com

Your ref		Direct line	(020) 7211 5836
Our ref	IAT/FOIA/94710	Fax	(020) 7211 5838
Date	22 November 2010	Email	xxxx.xxxxxxxx@xxx.xxx.xx

Dear Mr Elibank

I am writing to confirm that the OFT has now completed its search for the information you requested on 26 October 2010.

We have considered your request for information under the Freedom of Information Act 2000 (FOIA). Under the FOIA we have a duty to confirm the existence of information requested and to supply that information unless there are good reasons for not doing so, as detailed under FOIA.

I can confirm that the OFT holds information that is within the scope of your request.

The information that you requested is detailed below:

1. When was your current logo, corporate style, graphics and branding implemented?

A. These were implemented during 2001.

2. Who designed it?

A. SPY Design and Publishing.

3. How much were the designers paid for their services?

A. £11,325 plus VAT.

4. Were other designers consulted? Was there competition? If so, who was involved, and was any payment made to unsuccessful firms?
- A. An Invitation To Tender was constructed and sent out to approved design companies on the (then) Department of the Environment, Transport and the Regions' (DETR) government framework. The following six organisations submitted tender documents to compete for the work:

Bell Design and Communications Ltd  
Design Aspect Limited  
Hieroglyphics Design and Communications  
'Still Waters Run Deep' Limited  
SPY Design and Publishing  
The Team.

Payments were offered to unsuccessful companies for the development of scamps containing logo concepts and colour options. However, our records show that only three of the unsuccessful companies invoiced for payment:

Bell Design and Communications Ltd - £1,680 + VAT  
'Still Waters Run Deep' Limited - £2,640 + VAT  
The Team - £5,000 + VAT.

5. 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.
- A. This information is not in our records.
6. Please provide me with a copy of your logo guidelines, branding manual or equivalent document.
- A. A copy of our main logo and acronym logo guidelines are enclosed.

## **Appeals Procedure - Internal Review request**

If you are unhappy with this response please see attached Annexe A for details of how to request an Internal Review.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Paul McSherry', with a stylized flourish at the end.

Paul McSherry  
Communications

enc

## **Annexe A**

### **Appeal Procedure**

If you are unhappy with the response you have received to your information request, you may seek an Internal Review by writing to:

The FoIA Internal Review Co-Ordinator  
Office of Fair Trading  
Room – Ground South  
Fleetbank House  
2 – 6 Salisbury Square  
London. EC4Y 8JX

You may alternatively send an e-mail to [xxxxxxxxxxxxxx@xxx.xxx.xx](mailto:xxxxxxxxxxxxxx@xxx.xxx.xx)  
Please quote the above reference number on your request. It would also be helpful when considering the Internal Review to know why you think we have not dealt with your request correctly.

We will aim to deal with your Internal Review request within 20 working days of receipt or, if that is not possible, advise you of a date when we expect to complete the review.

If you are dissatisfied with the outcome of the Internal Review you then have the right to appeal to the Information Commissioners Office. The contact address is:

Information Commissioners Office  
FOI/EIR Complaints Resolution  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire. SX9 5AF