



08 November 2019

Sent via Twitter: [@InductiveStep](https://twitter.com/InductiveStep)

Dear Andi,

Freedom of Information request: 2019/0279

Thank you for your Freedom of Information request received on the 10th October 2019 in which you requested the following:

Your request:

In your request you asked the following regarding the re-branding exercise undertaken by UK Research and Innovation.

"How much did it cost? How was Dragon Rouge selected? Are there any personal connections between staff in UKRI and Dragon Rouge?"

Our response

I can confirm UK Research and Innovation hold the information relevant to your request. Please find the information you have requested below:

[How much did it \[the rebranding\] cost? How was Dragon Rouge selected?](#)

The information you have requested can be found on pages 1 and 2 of the 'UK Research and Innovation's brand – frequently asked questions' document which is located on [this link](#)¹.

As the information you have requested is already available in the public domain it is exempt under Section 21 of the Freedom of Information Act (FOIA) 2000, information reasonable accessible. Section 21 of the FOIA is an absolute exemption which means that there is no requirement for a public interest test.

[Are there any personal connections between staff in UKRI and Dragon Rouge?](#)

As part of the procurement process, any personal connections would have been declared within the conflicts of interest statement. We can confirm that no conflicts of interest were declared for this project.

If you have any queries regarding our response or you are unhappy with the outcome of your request and wish to seek a review of the decision, please contact:

Head of Information Governance

UK Research and Innovation
Polaris House
North Star Avenue
Swindon
SN2 1FL

Email: foi@ukri.org or infogovernance@ukri.org

¹ <https://www.ukri.org/files/termsconditions/ukri-brand-qa-pdf/>

Please quote the reference number above in any future communications.

If you are still not content with the outcome of the review, you may apply to refer the matter to the Information Commissioner for a decision. Generally, the ICO cannot make a decision unless you have exhausted the review procedure provided by UKRI. The Information Commissioner can be contacted at: <http://www.ico.gov.uk/>

If you wish to raise a complaint regarding the service you have received or the conduct of any UKRI staff in relation to your request, please see UKRI's complaints policy: <https://www.ukri.org/about-us/policies-and-standards/complaints-policy/>

Yours sincerely,



UK Research and Innovation, Information Governance Team

Email: foi@ukri.org