



11 November 2019

Michael Merrifield
Sent by twitter: @AstroMikeMerri

Dear Mr Merrifield,

Freedom of Information request: 2019/0281

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

Your request:

"Please advise as to the total cost of this exercise, itemised by consultant costs, costs of reprinting stationery, cost of replacing signage, etc."

Our response

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

UKRI appointed creative agency Dragon Rogue through a competitive tender process. The details of which can be found [here](#).

The costs to date of the re-branding exercise are as below:

Dragon Rogue costs

Item/Description	Subtotal ex VAT
Audit and insight	£9,588.00
Brand strategy	£12,224.00
Brand architecture	£7,517.00
Messaging	£6,199.00
Creative concepts and development	£16,055.00
Testing and trademark	£3,312.50
Creative and messaging refinement	£10,405.00
Artwork and guidelines	£13,920.00
Implementation guardianship	£4,568.00
Internal engagement and culture change materials – brand book, PowerPoint deck	£11,159.00
Implementation	£14,731
Total agency costs to date	£109,678.50

In your request you also ask about the cost of replacing signage and reprinting stationery, the costs to date (ex VAT) for these activities are below.

Replacing signage	£2,945.00
Reprinting stationery – Pull up banners	£1,435.00
Reprinting stationery – Business cards	£600.00

In regard to reprinting stationery, current stock will be used and replaced when needed with products showing the new brand.

If you wish for further information on the re-branding project you may find the '[UK Research and Innovation's brand – frequently asked questions](#)' document helpful.

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

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,

[REDACTED]
UK Research and Innovation, Information Governance Team

Email: foi@ukri.org