



**UK Research
and Innovation**

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

www.ukri.org

14 November 2019

Scott Alley
Sent by Twitter: [@PoHo76938478](https://twitter.com/PoHo76938478)

Dear Mr Alley,

Freedom of Information request: 2019/0284

Thank you for your Freedom of Information request received on the 14th October 2019 in which you requested the following:

Your request:

“Please advise as to the design principles that were followed to ensure branding meets access needs for users:

On the autistic spectrum
Of screen readers
With low vision
Who are deaf or hard of hearing
With dyslexia

& how principles were used in decisions.”

Our response

I can confirm UK Research and Innovation (UKRI) hold the information relevant to your request.

For information on the accessibility of the new brand, please visit our ‘UK Research and Innovation’s brand – frequently asked questions’ document, which can be found [here](#)¹.

In addition all UKRI brand fonts, including within the font of the logo, are sans-serif to ensure readability and the UKRI logotype has a bold weight as advised by the [British Dyslexia Associations dyslexia friendly style guide](#)². Where the brand is used on UKRI’s website, the web content style guide states that all images need to include descriptive alternative text to ensure it is compatible for screen readers. The style guide can be found [here](#)³.

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.

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

² <https://www.bdadyslexia.org.uk/advice/employers/creating-a-dyslexia-friendly-workplace/dyslexia-friendly-style-guide>

³ <https://www.ukri.org/about-us/brand-guidelines/content-style-guide/>

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