



22 May 2017

Jamie Jordan  
Email: [vpeducation@uwe.ac.uk](mailto:vpeducation@uwe.ac.uk)

Dear Mr Jordan

### **FREEDOM OF INFORMATION REQUEST**

Thank you for your request for information received 27 April 2017 about the cost of rebranding. The University's response is below.

**At the last Student Council we were asked to find out how much UWE Bristol's rebranding has cost.**

**Would you be able to supply this information for us, so we can feedback at next Student Council?**

The University took a phased approach to rolling out the brand to minimise costs as far as possible, refreshing most items when they are naturally replaced and using our in house design team for most work. The costs were £209.8k across two financial years. This included development of the concepts, logo, identity, toolkit and guidelines for the brand.

If you are dissatisfied with the way in which your request has been handled, you may request an internal review and should contact me again in the first instance.

If you then believe that your request has not been dealt with properly, you may apply to the Information Commissioner for a decision at: The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.

Yours sincerely

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