



North Tyneside Council

Reference: FOI-598

Request:

Please could you tell me the cost (in both external graphic design if used and staffing internally) of the new council branding including the new logo.

Also has this been consulted on, at what cost was it consulted on and what was the response?

Response:

Brand development, audit and review: £23,593.75

Finalised Templates: £2,500

No public consultation has taken place as the purpose of the redesigns was to ensure the current brand is digitally accessible. There was consultation with colleagues and the senior leadership team to ensure the functionality of the new templates within the Authority. The work was part of the Customer Service programme which was approved by Cabinet in February 2021.

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Date: 07/03/2023

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