
From: Freedom of Information
Sent: 18 June 2013 09:40
To:
Subject: FOI2986: FOI Request

Our Ref: FOI2986

Dear

Freedom of Information: Right to know request

Thank you for your request under the Freedom of Information Act 2000 (the Act), for the following information:

"I would like to know how much the FCA spent developing and coming up with its branding."

Your request has been considered and the relevant information is set out below. Before answering your request, it may be helpful if I provide some context behind our reason to develop a new brand identity for the Financial Conduct Authority (FCA).

As you know, in April 2013, the FSA was replaced by two new regulatory bodies: the Prudential Regulation Authority (PRA) and the FCA. The FCA is responsible for regulation of conduct in retail, as well as wholesale, financial markets and the infrastructure that supports those markets. It is also responsible for the prudential regulation of those firms not covered by the PRA.

As a new organisation, the FCA needs to ensure that consumers, firms, markets and its staff understand its objectives as well as perceive the FCA as a new regulatory body. To this effect, we have developed a new brand identity to reflect our new objectives and how we will engage with consumers and firms differently.

Turning now to your request, our response is outlined below and includes VAT.

Cost of developing and coming up with branding

We have spent £48,000 on designing the FCA brand identity, £91,500 on developing the FCA brand guidelines, £57,000 on registering the new logo and on legal fees to resolve registration issues.

I hope this is helpful.

Yours sincerely

Information Access Team / Finance and Operations



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