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**From:** Freedom of Information  
**Sent:** 16 May 2013 11:23  
**To:**  
**Subject:** FOI2952: FOI Request

Our Ref:FOI2952

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 be most grateful if you can confirm the costs incurred to create and establish the brand identity of the FCA up to its April launch.*

*This should ideally relate to the creative, design and production costs. In particular we would request details of the cost of the logo design, the website design and build, the rulebook and all stationary costs to facilitate the creation and launch of the FCA in April."*

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 FCA.

As you know, in April 2013, the FSA was replaced by two new regulatory bodies: the Prudential Regulation Authority (PRA) and the Financial Conduct Authority (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, I will answer each part in turn. Each of the figures below include VAT.

***Cost of the logo design***

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.

***Website design and build***

The cost of the new FCA website, which included its design, build, architecture, code and content changes was £723,576.81

***Rulebook***

We have interpreted 'rulebook' as the FCA's 'Handbook'. The total expenditure for this work which involved the design, legal fees, development and build of the new site was £101,000.

***All Stationery costs***

We spent £40,347.68 on the design and production of business cards, note pads and pens. It is worth noting that stocks of FSA stationery were monitored and run down and replenished with new FCA's stationery in the lead up to 1 April to minimise costs.

I hope this is helpful.

Yours sincerely

Information Access Team / Finance and Operations



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