

Trust Headquarters  
Russell's Hall Hospital  
Dudley  
West Midlands  
DY1 2HQ

**Ref:** FOI-032026-0002276

**Date:** 02.04.2026

**Address / Email:**

Dear

**Request Under Freedom of Information Act 2000**

Thank you for requesting information under the Freedom of Information Act 2000, please see response below

**Request**

I am writing to make a request for information under the Freedom of Information Act 2000. Please provide the following information:

1. Primary Trust Branding (including deviations from the standard NHS logo) Please provide:

The total amount the Trust has spent on creating, developing, or refreshing any primary organisational branding that deviates from the standard NHS Identity guidelines and the standard NHS logo provided by NHS England.

This includes any work undertaken to create or maintain Trust-specific logos, symbols, design elements, or visual styles that are not part of the NHS national identity system. For any such branding, please state:

- Whether the work was carried out in-house or by an external supplier
- Names of any external suppliers used
- Amounts paid for each project

2. Branding for Individual Services / Departments / Programmes For any branding, sub-branding, or visual identity created for individual services, departments, programmes, initiatives, or projects, please provide:

- Total spend for each branding project
- Whether the work was carried out in-house or externally
- Names of external suppliers used, where applicable
- Amounts paid for each project

3. Time Period

Please provide information covering the last five financial years, or the most recent period for which data is held.

4. Cost Breakdown (if available)

If possible within the cost limits, please provide a breakdown of expenditure by:

- Consultancy or design fees
- Digital asset creation
- Printing or physical materials
- Implementation or rollout costs

If detailed breakdowns are not held, please provide whatever itemised data is available.

## Response

As a Trust we do not support deviations from the official NHS branding but for some programmes of work we support branding it to highlight some of their transformative elements. This is almost exclusively done in house.

During the time period the following logos and branding have been created:

- West Midlands imaging network
- Learn Adapt Transform
- Lung Cancer Screening

During this time period there have been many promotional materials created, however this has not involved rebranding or deviating from the NHS branding.

If you are dissatisfied with our response, you have the right to appeal in line with guidance from the Information Commissioner. In the first instance you may contact the Information Governance Manager of the Trust.

Information Governance Manager  
Trust Headquarters  
Russell's Hall Hospital  
Dudley  
West Midlands  
DY1 2HQ  
Email: [dgft.dpo@nhs.net](mailto:dgft.dpo@nhs.net)

Should you disagree with the contents of our response to your appeal, you have the right to appeal to the Information Commissioners Office at.

Information Commissioners Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF  
Tel: 0303 123 1113  
[www.ico.org.uk](http://www.ico.org.uk)

If you require further clarification, please do not hesitate to contact us.

Yours sincerely

**Freedom of Information Team**  
**The Dudley Group NHS Foundation Trust**