

Brand Identity Design for Digital Platforms

Service Definition

1. Service overview

Brand Identity Design for Digital Platforms provides design-led support to define and document how a public sector organisation's brand is applied across digital services and platforms. The service helps ensure consistent, accessible and appropriate visual identity use within digital environments.

2. How the service works

The service is delivered as a structured design and guidance engagement focused on digital brand identity.

Typical activities include:

- Review of existing brand standards and digital usage
- Assessment of current digital platforms and touchpoints
- Definition of digital brand identity principles
- Guidance on colour, typography and layout for digital use
- Digital logo usage and scaling guidance
- Design direction for reusable components and assets
- Accessibility-aligned visual design considerations
- Consistency checks across digital platforms
- Development of digital brand identity documentation
- Handover and usage guidance for internal teams, including updated brand guidelines

Delivery is typically remote. Buyers are expected to provide access to existing brand materials, digital platforms and relevant stakeholders.



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3. Skills and experience

The service is delivered by practitioners with experience in digital brand identity, visual design and accessibility for public sector services.

Roles involved may include:

- Digital designer
- Brand or design consultant
- UX designer
- Delivery or engagement lead

The team applies established digital design and accessibility practices appropriate to public sector contexts.

4. Relevant experience

The supplier has supported public sector and regulated organisations with digital brand identity design.

Relevant experience includes:

- Defining digital brand identity guidance for websites and services
- Supporting consistent visual identity across multiple digital platforms
- Aligning brand identity with accessibility and usability requirements

This experience has helped organisations improve visual consistency, clarity and user trust across digital services.

5. Onboarding and offboarding

Onboarding

The service begins with a mobilisation phase to confirm scope, objectives, platforms and access requirements. Buyers provide existing brand assets, documentation and access to relevant stakeholders.

Offboarding

At service end, all agreed digital brand identity documentation and guidance are provided to the buyer. A close-out session confirms handover and any outstanding considerations.

6. Service constraints

The service focuses on digital brand identity design and guidance only. It does not include full organisational rebranding, print design, marketing campaigns or website build unless otherwise agreed. Delivery depends on access to existing brand materials and stakeholder availability. Outputs are limited to agreed digital platforms and use cases and reflect the organisational context at the time of delivery.

7. Service management and support

A named service or engagement lead manages delivery and acts as the primary point of contact. Progress is managed through agreed milestones and regular check-ins. Risks or issues are communicated to the buyer as they arise. Ongoing support beyond the agreed engagement is not included unless agreed separately.

8. Technical and operational requirements (if applicable)

Not applicable.

9. Hosting, data and security

The service does not include hosting. Any access to brand materials or digital assets is used solely for delivery of the service and handled in line with agreed confidentiality and data protection requirements. No long-term data storage is required.

10. Exit, data return and deletion

On exit, buyer-owned brand materials, documentation and outputs are returned. Any copies held by the supplier are deleted in accordance with agreed retention and confidentiality arrangements. No ongoing support is provided beyond the agreed offboarding activities.



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