

Digital Brand Strategy

Service Definition

1. Service overview

Digital Brand Strategy for Public Sector Services provides advisory support to define how public sector digital services are positioned, communicated and experienced online. The service helps organisations establish clear, consistent digital brand direction aligned to service objectives, user needs and public sector expectations.

2. How the service works

The service is delivered as a structured advisory engagement focused on defining digital brand strategy for existing or planned public sector services.

Typical activities include:

- Review of organisational objectives, service goals and constraints
- Assessment of existing digital brand materials and usage
- Analysis of audiences, users and expectations
- Definition of digital brand principles and positioning
- Development of tone of voice and messaging frameworks
- Guidance on visual and interaction direction for digital channels
- Review of brand consistency across digital touchpoints
- Consideration of accessibility and inclusivity requirements
- Recommendations for brand governance and ongoing use
- Production of documented digital brand guidance, including Brand guidelines

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



3. Skills and experience

The service is delivered by practitioners with experience in digital brand strategy, service design and content strategy for public sector environments.

Roles involved may include:

- Digital brand or strategy consultant
- Content or communications specialist
- UX designer
- Delivery or engagement lead

The team applies evidence-led, user-centred approaches aligned to public sector accessibility, usability and governance requirements.

4. Relevant experience

The supplier has supported public sector and regulated organisations with digital brand strategy and positioning activities.

Relevant experience includes:

- Defining digital brand principles for public-facing services
- Supporting consistent application of brand across websites and digital platforms
- Aligning brand strategy with service objectives and user needs
- Documentation and future brand guideline resources

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

5. Onboarding and offboarding

Onboarding

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

Offboarding

At service end, all agreed strategy documents, guidance and recommendations are provided to the buyer. A close-out session confirms delivery, outstanding considerations and handover arrangements.

6. Service constraints

The service is advisory and strategy-focused only. It does not include creative production, marketing campaigns, logo design or website build unless otherwise agreed. Delivery depends on access to stakeholders, existing brand materials and service documentation. Recommendations reflect the organisational context at the time of delivery and may require review if objectives or policies change.

7. Service management and support

A named service or engagement lead manages the 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 information or materials is used solely for delivery of the digital brand strategy and handled in line with agreed confidentiality and data protection requirements. No long-term data storage is required.



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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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