

Brand Accessibility and Compliance Review

Service Definition

1. Service overview

Brand Accessibility and Compliance Review provide an assessment of digital brand materials to identify accessibility and compliance risks. The service supports public sector organisations that need assurance that brand identity, visual assets and digital usage meet accessibility, inclusivity and relevant regulatory requirements.

2. How the service works

The service is delivered as a structured review and assessment of agreed digital brand materials and their use across digital services.

Typical activities include:

- Review of digital brand guidelines and assets
- Assessment of brand usage across agreed digital platforms
- Evaluation of colour contrast, typography and readability
- Review of visual hierarchy and content clarity
- Assessment against WCAG accessibility requirements
- Identification of accessibility and compliance risks
- Documentation of issues and areas of non-compliance
- Practical recommendations to improve compliance
- Production of a review report and findings summary

Delivery is typically remote. Buyers are expected to provide access to brand assets, documentation and relevant digital platforms.

3. Skills and experience

The service is delivered by practitioners with experience in:



HM Government
G-Cloud
Supplier

SPINDOGS

- Digital accessibility and inclusive design
- Brand and visual design for digital services
- Accessibility standards and compliance assessment
- Public sector digital service requirements

Roles involved may include accessibility specialists, digital designers and delivery leads with experience reviewing digital services and assets for compliance.

4. Relevant experience

The supplier has supported public sector and regulated organisations with accessibility and compliance reviews of digital assets.

Relevant experience includes:

- Reviewing digital brand assets against accessibility standards
- Identifying accessibility risks in visual identity and content use
- Supporting organisations to understand compliance gaps and priorities

This experience has helped organisations reduce accessibility risk and improve inclusivity across digital services.

5. Onboarding and offboarding

Onboarding

The service begins with a mobilisation phase to confirm scope, standards, platforms and access requirements. Buyers provide brand documentation, digital assets and access to relevant systems.

Offboarding

At service end, a final report and supporting documentation are provided. A close-out session confirms findings, recommendations and any follow-up actions.

6. Service constraints

The service provides review and advisory support only. It does not include remediation, redesign or implementation of changes unless otherwise agreed. Assessment is limited to agreed digital brand materials, platforms and accessibility standards. Findings reflect compliance at the time of review and may require reassessment if assets or standards change.

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 check-ins. Any issues or risks 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 review purposes 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 documentation, reports and materials 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.