

Brand Systems and Design Language Development

Service Definition

1. Service overview

Brand Systems and Design Language Development provide structured design support to define and document a coherent brand system and design language for digital services. The service supports public sector organisations needing consistent, scalable visual and interaction standards across digital platforms and delivery teams.

2. How the service works

The service is delivered as a design-led engagement focused on establishing a reusable brand system and design language for digital use.

Typical activities include:

- Review of existing brand standards and digital applications
- Assessment of current design approaches across platforms
- Definition of brand system structure and scope
- Development of design language principles
- Guidance on visual styles, interaction patterns and components
- Definition of reusable components, tokens and patterns
- Accessibility-aligned design standards and considerations
- Governance and usage rules for ongoing application
- Documentation of the design language and brand system guidelines
- Handover and enablement sessions for internal teams

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 design systems, brand identity and accessibility within public sector environments.

Roles involved may include:

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

The team applies established design system practices and public sector accessibility standards appropriate to live digital services.

4. Relevant experience

The supplier has supported public sector and regulated organisations with the development of brand systems and digital design languages.

Relevant experience includes:

- Creating design systems to support multiple digital services
- Establishing consistent visual and interaction standards
- Aligning brand systems with accessibility and usability requirements

This experience has helped organisations improve design consistency, reduce duplication and support scalable digital delivery.

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, design documentation and access to relevant stakeholders.

Offboarding

At service end, all agreed brand system and design language documentation is provided to the buyer. A close-out session confirms handover, usage guidance and any outstanding recommendations.

6. Service constraints

The service focuses on developing brand systems and design language guidance only. It does not include full organisational rebranding, creative campaigns, marketing activity or website build unless otherwise agreed. Delivery depends on access to existing brand materials, digital platforms and stakeholder availability. Outputs are limited to agreed digital contexts and reflect organisational standards 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. 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, design assets or documentation 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



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confidentiality arrangements. No ongoing support is provided beyond the agreed offboarding activities.



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