

DPS Schedule 6 (Letter of Appointment Template and Order Schedules)

Letter of Appointment

This Letter of Appointment is issued in accordance with the provisions of the DPS Contract WP2191 GOV.UK Brand Identity Refresh between CCS and the Agency, dated 30 January 2024.

Capitalised terms and expressions used in this letter have the same meanings as in the Order Incorporated Terms unless the context otherwise requires.

ORDER:

Order Number:	WP2191 GOV.UK Brand Identity Refresh
From:	05 February 2024
To:	04 May 2024

Order Start Date:	05 February 2024
Order Expiry Date:	04 May 2024
Order Initial Period:	3
Order Optional Extension Period:	The Buyer can extend the contract for 1 periods of up to 3 months each - subject to Cabinet Office approvals.

Goods or Services required:	Goods or Services required are set out in DPS Schedule 1 of the DPS Agreement and the relevant Brief and are to be delivered in line with the accepted Proposal as detailed at Annex A of this Letter. Subsequent calls for Goods or Services shall be priced and agreed using the Statement of Works form as per Annex B of this Letter of Appointment.
------------------------------------	---

Key Staff:	For the Client: Name: [REDACTED]
-------------------	---

	<p>Role: [REDACTED]</p> <p>Email Address: [REDACTED]</p> <p>Address: Government Digital Service: The White Chapel Building, 10 Whitechapel High Street, London, E1 8QS</p> <p>Name: [REDACTED]</p> <p>Role: [REDACTED]</p> <p>Email Address: [REDACTED]</p> <p>Address: Government Digital Service: The White Chapel Building, 10 Whitechapel High Street, London, E1 8QS</p> <p>Name: [REDACTED]</p> <p>Role: [REDACTED]</p> <p>Email Address: [REDACTED]</p> <p>Address: Government Digital Service: The White Chapel Building, 10 Whitechapel High Street, London, E1 8QS</p> <p>Name: [REDACTED]</p> <p>Role: [REDACTED]</p> <p>Email Address: [REDACTED]</p> <p>Address: Government Digital Service: The White Chapel Building, 10 Whitechapel High Street, London, E1 8QS</p> <p>Name: [REDACTED]</p> <p>Role: [REDACTED]</p> <p>Email Address: [REDACTED]</p> <p>Address: Government Digital Service: The White Chapel Building, 10 Whitechapel High Street, London, E1 8QS</p> <p>For the Agency:</p> <p>Name: [REDACTED]</p> <p>Role: [REDACTED]</p> <p>Email Address: [REDACTED]</p> <p>Address: 36 Golden Square, London, W1F 9EE</p> <p>Name: [REDACTED]</p>
--	---

	Role: [REDACTED] Email Address: [REDACTED] Address: 36 Golden Square, London, W1F 9EE
Guarantor(s)	Not Applicable
Order Contract Charges (including any applicable discount(s), but excluding VAT):	The Value of the contract is £400,000.00 (excluding VAT). <ul style="list-style-type: none"> • The Contract Value from 05 February 2024 - 04 May 2025 is £142,500.00 (excluding VAT). • The Contract Value can be uplifted to £400,000.00 (excluding VAT). This is subject to Cabinet Office approvals.
Liability	See Clause 11 of the Core Terms Estimated Year 1 Charges:
Additional Insurance Requirements	Not Applicable
Client billing address for invoicing:	Invoices will be sent to: [REDACTED] [REDACTED] which is at Cabinet Office, PO Box 405, SSCL, Phoenix House, Celtic Springs Business Park, Newport, NP10 8FZ.
Special Terms	Not Applicable

PROGRESS REPORT FREQUENCY

Progress Report to be provided on a monthly. Please refer to Order Schedule 1 (Transparency Report).

PROGRESS MEETING FREQUENCY

Progress meeting frequency should be conducted on weekly basis.

KEY SUBCONTRACTOR(S)

Not applicable

COMMERCIALLY SENSITIVE INFORMATION

Please see Commercially Sensitive document. Please refer to Joint Schedule 4 (Commercially Sensitive Information).

SOCIAL VALUE COMMITMENT

The Agency agrees, in providing the Goods or Services and performing its obligations under the Order Contract, that it will comply with the social value commitments in Order Schedule 4 (Order Proposal)

SERVICE CREDIT CAP

Not applicable

ORDER INCORPORATED TERMS

The following documents are incorporated into this Order Contract. Where numbers are missing we are not using those schedules. If the documents conflict, the following order of precedence applies:

1. This Letter of Appointment including the Order Special Terms and Order Special Schedules.
2. *Joint Schedule 1 (Definitions and Interpretation) RM6124*
3. *The following Schedules in equal order of precedence:*
 - *Joint Schedules for RM6124*
 - o *Joint Schedule 2 (Variation Form)*
 - o *Joint Schedule 3 (Insurance Requirements)*
 - o *Joint Schedule 4 (Commercially Sensitive Information)*
 - o *Joint Schedule 10 (Rectification Plan)*
 - o *Joint Schedule 11 (Processing Data)*
 - **Order Schedules for WP2191 GOV.UK Brand Identity Refresh:**
 - o *Order Schedule 1 (Transparency Reports)*
 - o *Order Schedule 2 (Staff Transfer)*
 - o *Order Schedule 3 (Continuous Improvement)*
 - o *Order Schedule 5 (Pricing Details)*
 - o *Order Schedule 7 (Key Supplier Staff)*
 - o *Order Schedule 8 (Business Continuity and Disaster Recovery)*
 - o *Order Schedule 9 (Security)*
 - o *Order Schedule 15 (Order Contract Management)*
 - o *Order Schedule 20 (Order Specification)*

4. CCS Core Terms
5. *Joint Schedule 5 (Corporate Social Responsibility) RM6124*
6. *Order Schedule 4* (Proposal) as long as any parts of the Order Proposal that offer a better commercial position for the Client (as decided by the Client) take precedence over the documents above.

No other Agency terms are part of the Order Contract. That includes any terms written on the back of, or added to this Order Form, or presented at the time of delivery. For the avoidance of doubt, the relationship between the Parties is non-exclusive. The Client is entitled to appoint any other agency to perform services and produce goods which are the same or similar to the Goods or Services.

FORMATION OF ORDER CONTRACT

BY SIGNING AND RETURNING THIS LETTER OF APPOINTMENT (which may be done by electronic means) the Agency agrees to enter into an Order Contract with the Client to provide the Goods or Services in accordance with the terms of this letter and the Order Incorporated Terms.

The Parties hereby acknowledge and agree that they have read this letter and the Order Incorporated Terms. The Parties hereby acknowledge and agree that this Order Contract shall be formed when the Client acknowledges (which may be done by electronic means) the receipt of the signed copy of this letter from the Agency within two (2) Working Days from such receipt.

For and on behalf of the Agency: M&C Saatchi (UK) Limited		For and on behalf of the Client: Cabinet Office	
Signature:		Signature:	
Name:		Name:	
Role:		Role:	
Date:		Date:	

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



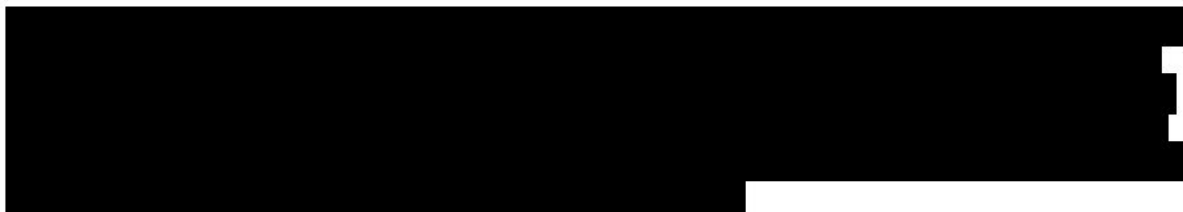
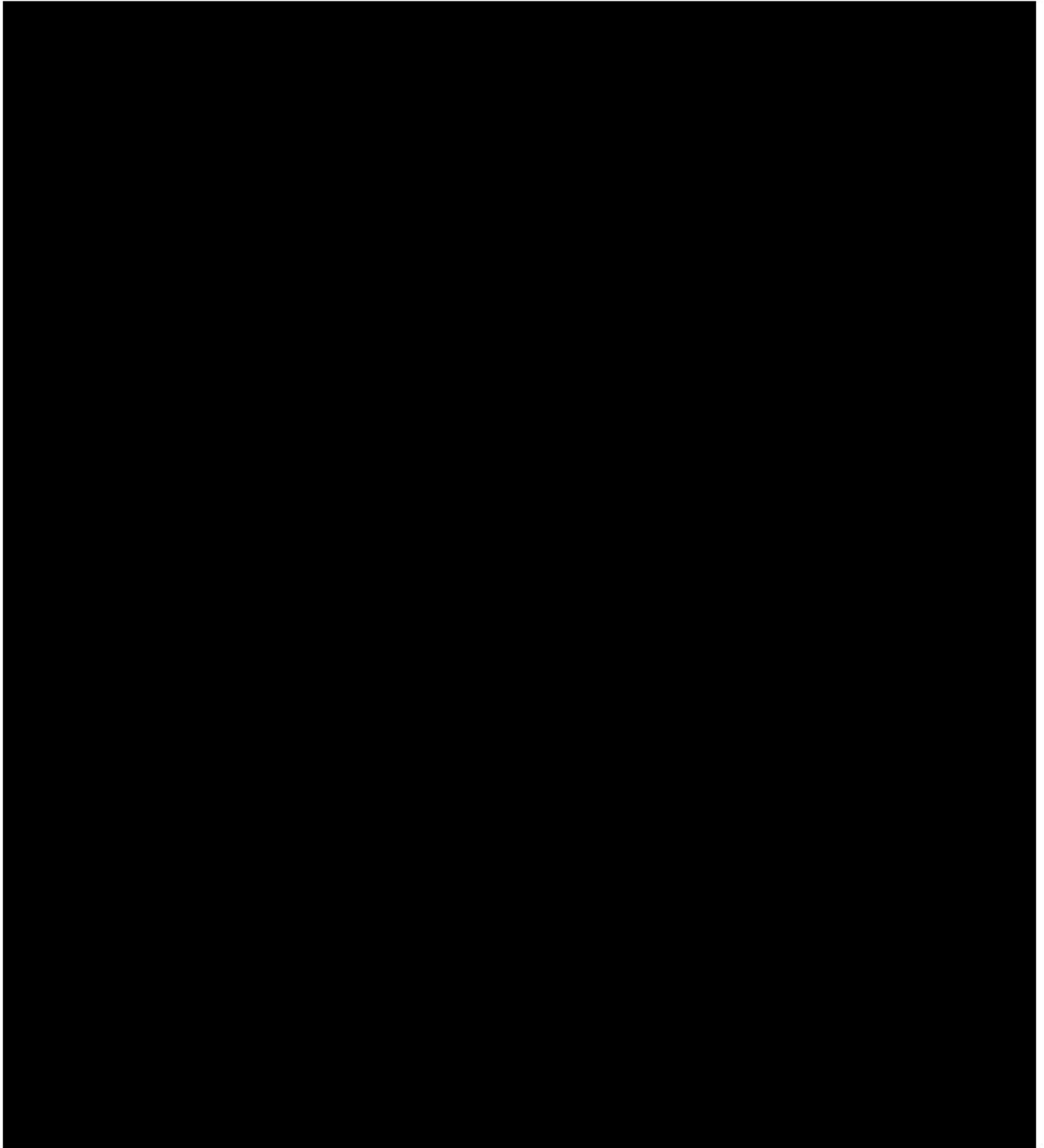


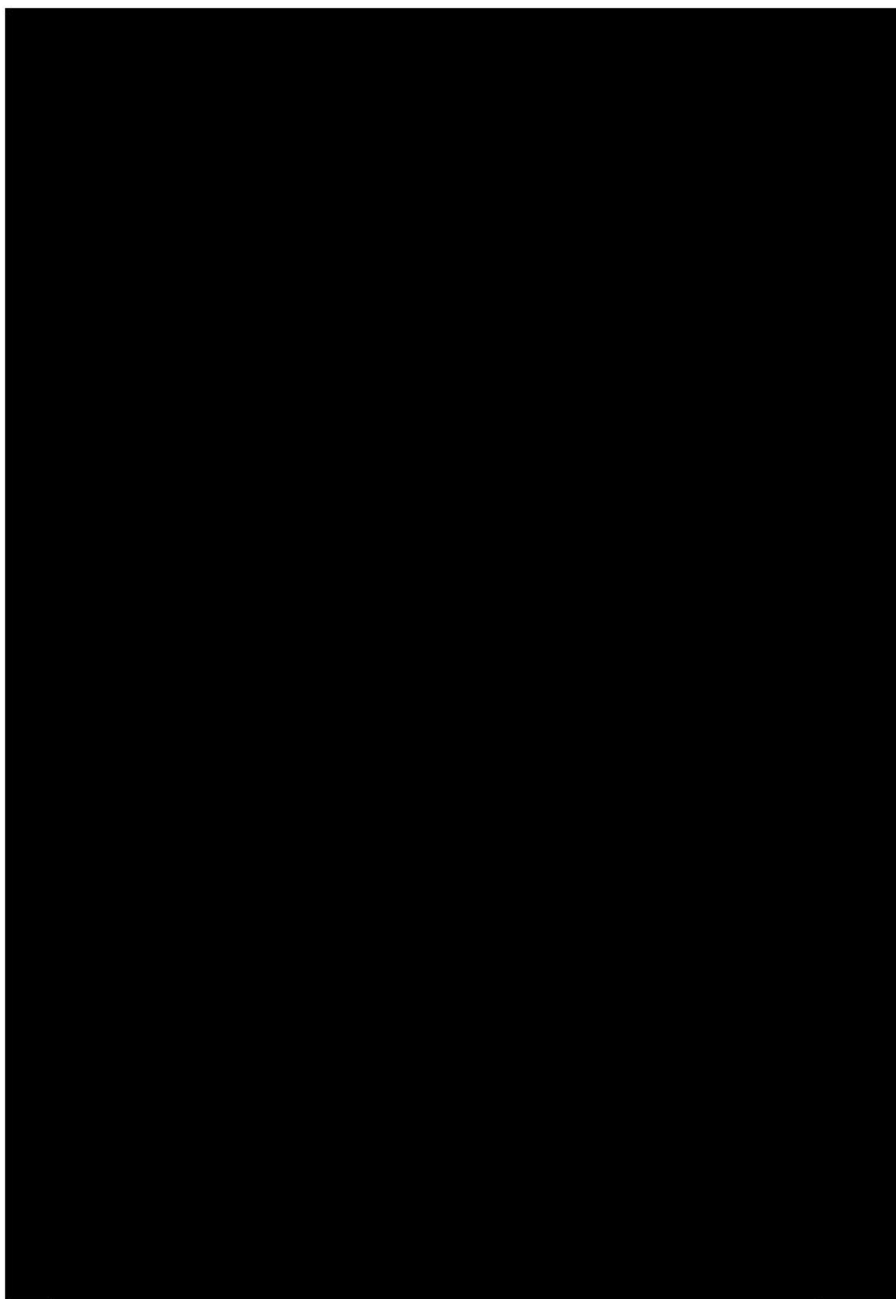
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]





[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

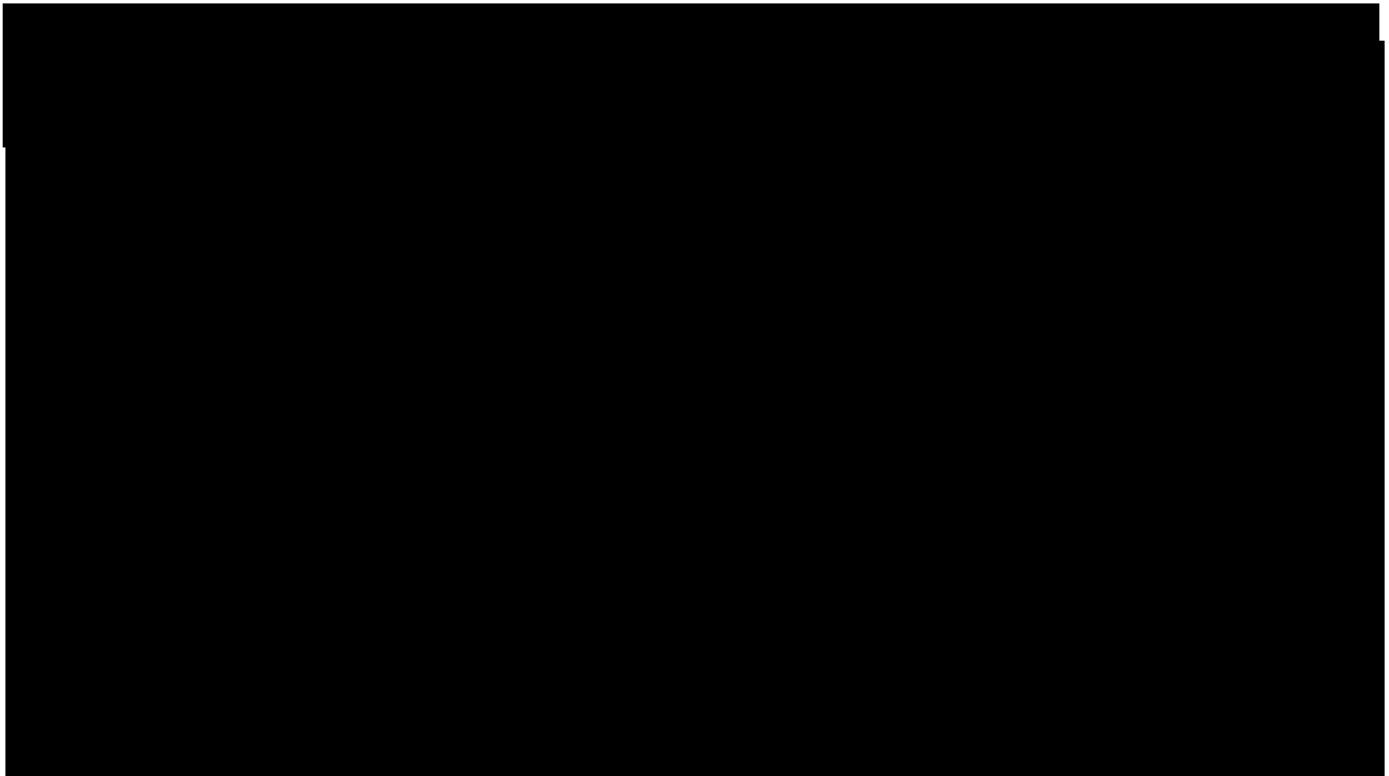
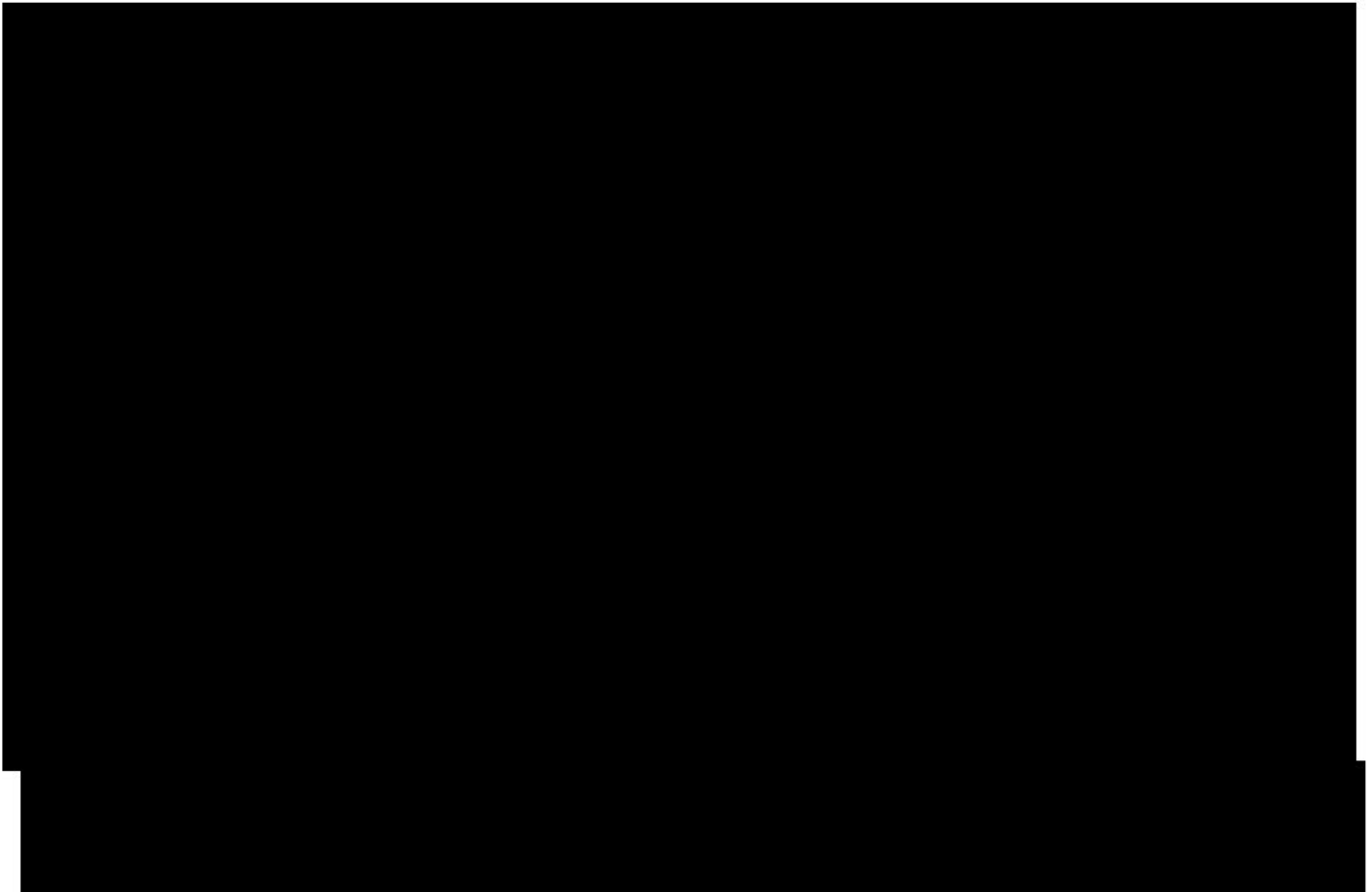
[REDACTED]

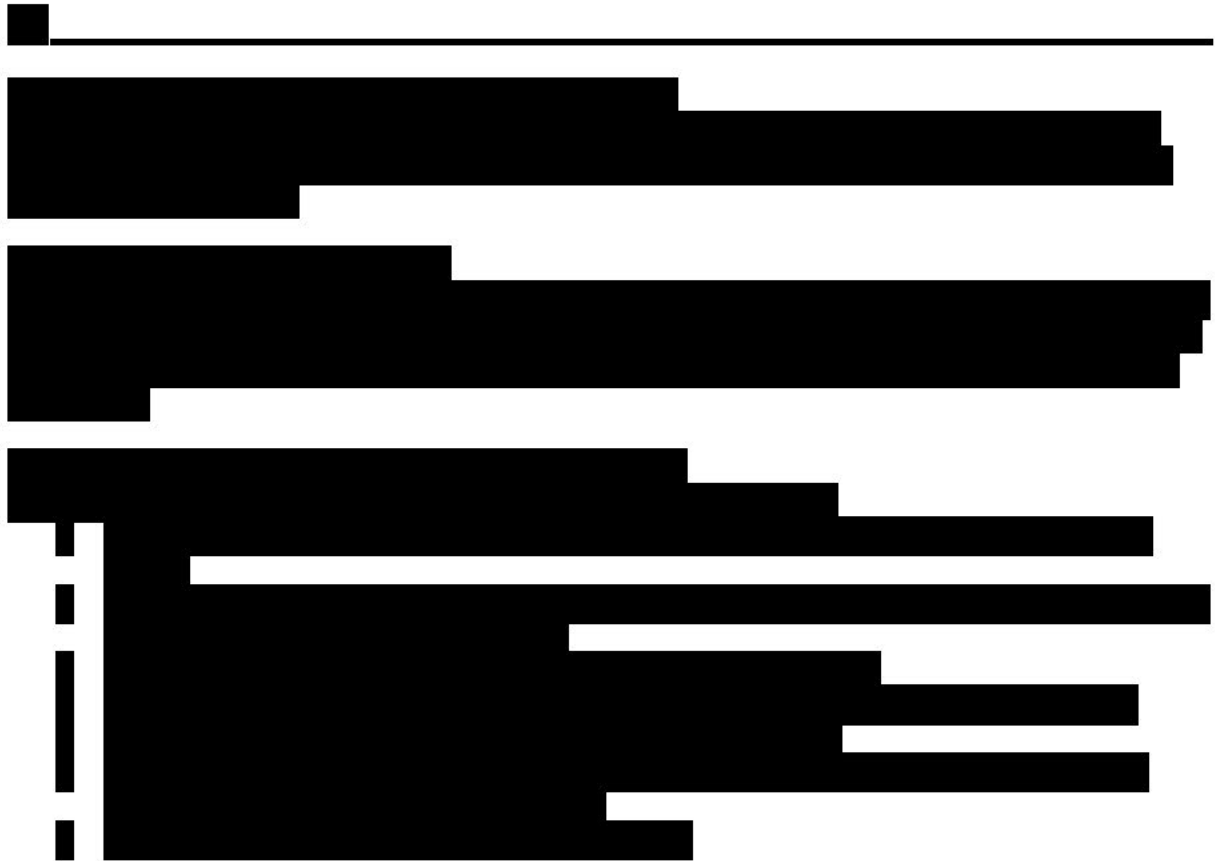
[REDACTED]

[REDACTED]

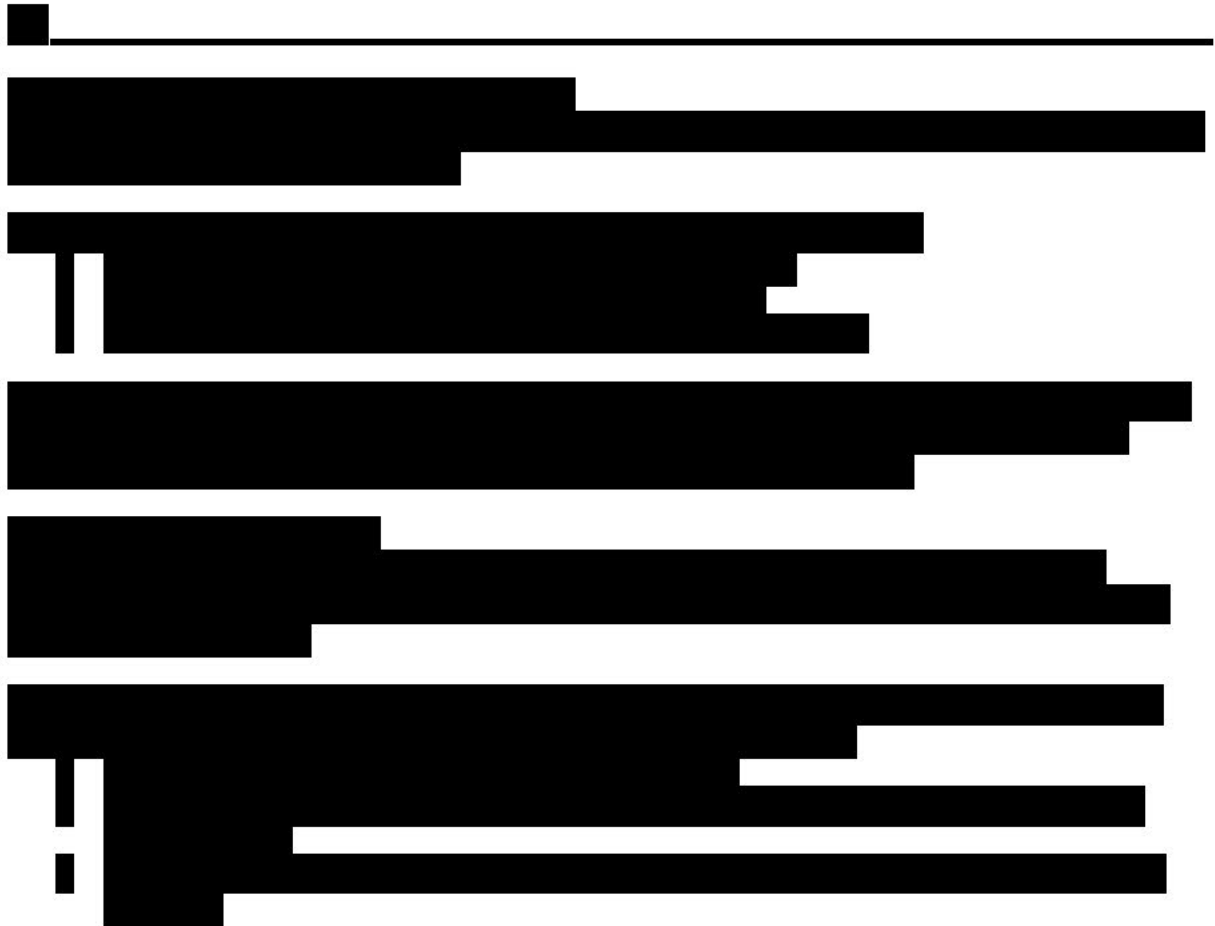
An experience-led brand to capture hearts and minds

[REDACTED]









[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

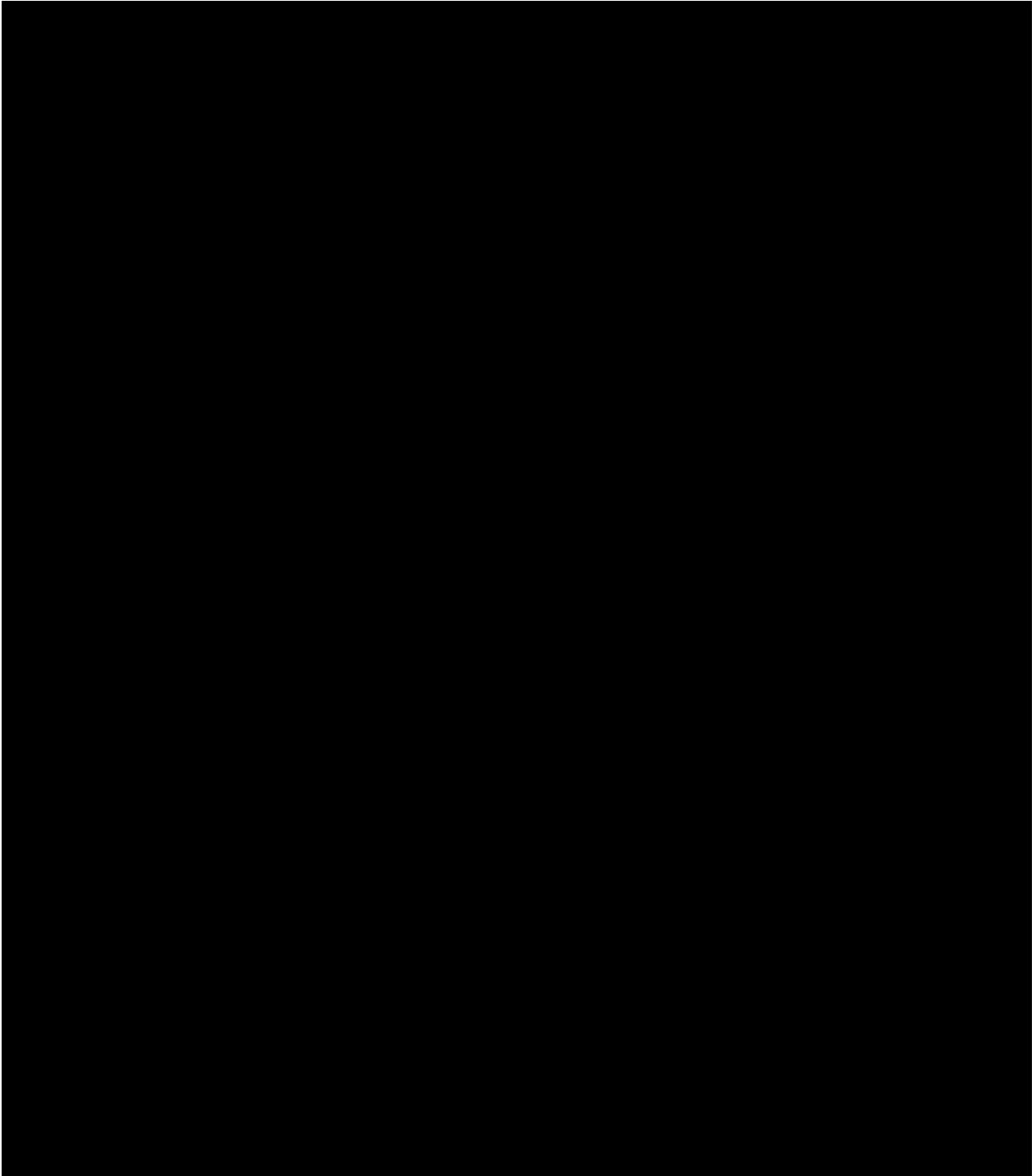
[REDACTED]

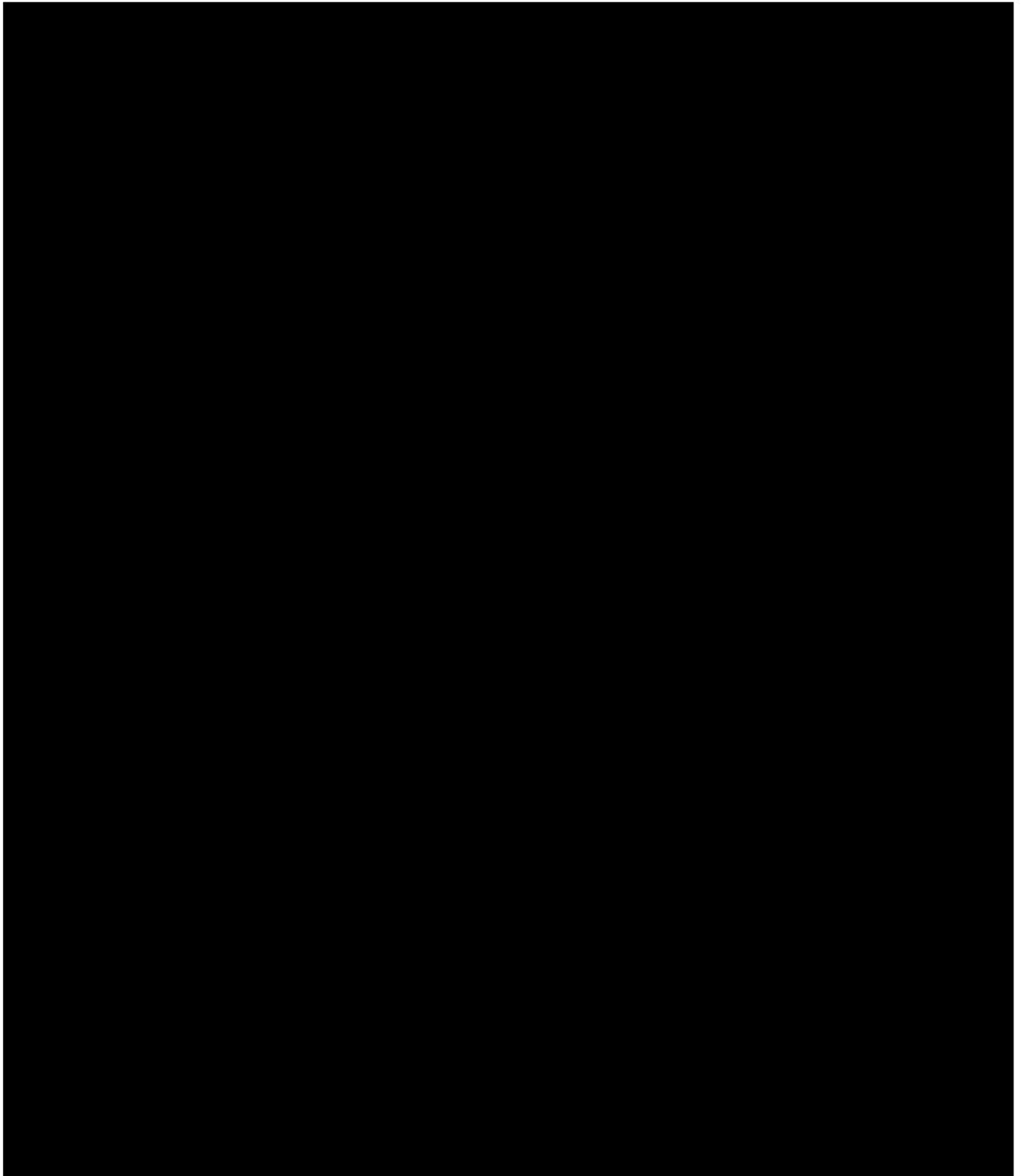
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]





Annex B

Statement of Work-

This Statement of Work is issued under and in accordance with the Order Contract entered into between the parties dated 30 January 2024.

Any schedule attached to this Statement of Work will describe in detail the different types of Services to be provided under that Statement of Work. A schedule attached to this Statement of Work only applies to the relevant project to be delivered under that Statement of Work, and not to any other Statement of Work, or to the provision of the Services as a whole.

1.1 Where a Statement of Work would result in:

- a variation of the Services procured under this Order Contract;
- an increase in the Charges agreed under this Order Contract; or
- a change in the economic balance between the Parties to the detriment of the Client that is not provided for in this Order Contract, the relevant term(s) will be dealt with as a proposed Variation to this Order Contract in accordance with the Variation procedure set out in Clause 24.

Project	WP2191 GOV.UK Brand Identity Refresh. The purpose of this project is for the Agency to refresh the GOV.UK brand identity in order to appeal to the broadest possible audience, and to expand into new channels and services.
Project start Date Notice period for cancellation [Project Notice Period]:	05 February 2024 - 04 May 2024. N/A N/A
Overarching Brand/Campaign	As at the time of writing, this campaign is not part of any wider overarching campaign.
Goods or Services	Deliverables: the suppliers will work with the Contracting Authorities to support the following delivery of specific elements of the work at different times: a) During February 2024 1. First concepts for refreshed identity, shown standalone and in-situ for:

		<ul style="list-style-type: none"> a. GOV.UK website (homepage) b. GOV.UK app (designs to be supplied) c. A GOV.UK YouTube channel d. The new One Login service start page (designs to be supplied)
	ii.	For user testing in March 2024:
	1.	Expanded set of concepts prototyped into user journeys, including: <ul style="list-style-type: none"> a. Mobile & desktop GOV.UK journeys (incorporating One Login sign up) b. GOV.UK app journeys (incorporating One Login ID check) c. GOV.UK Chat journeys d. Google search results pages e. Social media posts on X/Twitter and Facebook
	2.	The above journeys will be discussed with the successful bidder during kick-off
	iii.	By end of Phase 1 (end of April 2024):
	1.	'Anchor' branding elements: <ul style="list-style-type: none"> a. Wordmark logo (please address whether to keep the 'dot' in GOV.UK or not) b. Brandmark logo c. Typography d. Strapline e. Lockup logo (brandmark + wordmark)

	<ul style="list-style-type: none"> f. Lockup logo plus sub-service name and assurance mark for One Login g. Brand + partner brand logo lockup for internal (i.e. Dept. for Transport) h. Brand + partner brand logo lockup for external (i.e. Google) <p>2. First-phase semi-flexible elements:</p> <ul style="list-style-type: none"> a. Tone of voice and language elements for web & app <ul style="list-style-type: none"> i. Expanded elements for chat (inc. emoji) ii. Further expanded elements for YouTube, social media & campaigns b. Colour Palette and roles for web & app <ul style="list-style-type: none"> i. Expanded palette and roles for chat ii. Further expanded palette and roles for YT, social media & campaigns c. Photography & illustration elements for app and chat <ul style="list-style-type: none"> i. Further expanded elements for YT, social media & campaigns <p>3. Project documentation (including records of meetings, decisions, concepts from all stages of design development and iteration,</p>
--	---

	presentation documents and any other relevant material)
Project Plan:	<i>To be agreed during Project kick-off sessions</i>
Contract Charges:	Contract charges are set out [REDACTED] [REDACTED]: [REDACTED]
Client Assets:	[REDACTED] [REDACTED] [REDACTED] [REDACTED]

	<ul style="list-style-type: none">• [REDACTED] <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>There are other materials/ information that are not listed in this contract - which the Client will share with the agency.</p>
International locations:	Not applicable
Client Affiliates:	Not applicable
Special Terms:	Not applicable
Key Individuals:	Please see 'Key Staff' above.
Authorised Agency Approver:	Please see 'Key Staff' above.
Authorised Client Approver:	Please see 'Key Staff' above.

Signed by:.....

DPS Schedule 6 (Letter of Appointment and Order Schedules)

Crown Copyright 2021

by (print name):.....

As Agency Authorised Approver for and on behalf of

M&C Saatchi (UK) Limited

Date.....

Signed by:.....

by (print name):.....

As Client Authorised Approver for and on behalf of

Cabinet Office

Date.....