

24 November 2025

Dear

ATISN 26339

Thank you for your request which I received on 4 November. You asked for the following:

- 1. Please list each occasion the Welsh government's branding has been used without permission since August 2019.*
- 2. Please list each occasion when the logo has been used incorrectly, such as appearing too small or distorted, since then.*
- 3. In each case, please name the organisation or individual involved, or which sector they work in, and what action was taken against them.*

Our response

I have reached the conclusion that it will cost more than the appropriate limit established in the Freedom of Information and Data Protection (Appropriate Limit and Fees) Regulations 2004 to consider your request. The appropriate limit specified for central government is £600. When calculating whether or not your request exceeds appropriate limit, I am allowed to consider the time it is likely to take to establish if we hold the information, locate the information, retrieve the information and extract it. If these tasks are estimated to take more than 24 hours of working time, the limit will have been exceeded.

Whilst the Welsh Government takes branding compliance seriously, we do not hold a central record of all instances where Welsh Government branding was used without permission or incorrectly (for the latter, these issues would often be part of the proofing process and other instances are likely to be resolved informally and not recorded).

You have requested information over a 6-year period which will have involved many different teams, different departments across the Welsh Government and involving current and former staff; all whose records would have to be consulted, where available. An initial electronic search for the information within the parameters you have given will return many records, most of which will not be relevant to your request, if at all. An initial scoping exercise was undertaken by a member of staff on our Welsh Government database, iShare. This is the corporate repository for the majority of information created and received by Welsh Government Officials in the course of their duties that must be retained for business or historical purposes. A simple search on iShare using the word 'logo' identified 3000 documents and not all documents relating to your request will be called that, therefore other searches would be required.

At an estimate of taking 30 seconds to investigate each document to see if it contains any relevant information and to then extract it would take in excess of 24 hours for this exercise alone.

We would also be unable to disclose the names of individuals and organisations involved in such cases, as doing so would contravene the data protection principles under the Data Protection Act 2018.

Next steps

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit
Welsh Government
Cathays Park
Cardiff
CF10 3NQ

or e-mail: Freedom.ofinformation@gov.wales

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Website: www.ico.org.uk

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely