

Client

British Nuclear Group

Capability and understanding
combining to enhance brands
in the nuclear industry

www.britishnucleargroup.com

Customer driven, comm
focused and value for m

British Nuclear Group was established, as a subsidiary of BNFL, to provide the necessary capability for decommissioning and clean-up of the UK's historic nuclear legacy.

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Project

Corporate rebrand

Following the establishment of seven separate Site Licence Companies, by the Nuclear Decommissioning Authority, we were challenged to create a new brand identity that could embody the stature and reputation of the company that bears the weighty responsibility for the decommissioning and clean-up of the UK's nuclear legacy.

Utilising an independent focus group process enabled us to create a brand that, whilst independent of its parent company, retained heritage within its fresh crisp design. Our consultative approach allowed us to gain the confidence and support of people across the group, culminating in a brand that both reflects the achievements of the past and recognises the aspirations for the future of their business.

Project details:

- Thorough audit of existing brand and implementation
- Flexible management system ensured smooth roll-out of a complex range of communications materials
- Suite of communications included:
 - External signage design and installation
 - Printed literature
 - Internal newsletter templates
 - Online brand guidelines
 - Ongoing brand support
- UK site-wide implementation programme



British Nuclear Group

Intelligent nuclear clean-up

