

Client

Nuclear Decommissioning Authority

Confidence and clarity in the nuclear sector

The Nuclear Decommissioning Authority (NDA) are a public body who are responsible for the decommissioning and clean-up of the UK's civil public sector nuclear sites.

NDA
Nuclear
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Authority



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Project

Brand development

As part of the restructuring of the UK civil nuclear industry, the NDA established the setting up of seven Site Licence Companies (SLCs) to carry out decommissioning and commercial operations across its 20 sites.

A robust branding hierarchy and strategy was needed to support the new SLCs. Along with our strategic partner Stratia, we devised a distinctive brand solution as well as a clear plan to easily and effectively implement the seven new harmonious identities.

Following an extensive consultative process we articulated a family-feel brand positioning. Our solution was to represent each SLC with an individual circular graphic symbol, coupled with a single unique typeface, we brought personality and at the same time clarity to a multifaceted and complex business structure.

Project details:

- Extensive audit of existing brand and implementation requirements
- A robust branding hierarchy and strategy
- Multi-site consultative process
- Suite of communications support:
 - External signage design and installation
 - Printed literature
 - Internal newsletter templates
 - Online brand guidelines
 - Ongoing brand support
- UK site-wide implementation programme

