

Client

**BAE Systems and the Royal Navy**

Providing security of brand in  
the defence sector



**BAE SYSTEMS**

BAE Systems is a global company engaged in the development, delivery and support of advanced defence, security and aerospace systems in the air, on land and at sea.

Client

# BAE Systems and the Royal Navy

Project

## HMS Astute Commissioning Book

We were approached to give full creative, structural and production input in producing this prestigious commemorative book, in celebration of the formal commissioning of HMS Astute into full service.

As the book was a dual commission from both BAE Systems Submarine Solutions and the Royal Navy, with the perception of neutral ownership, we were able to push the boundaries in terms of design interpretation, paying homage to, rather than adhering to each set of brand guidelines, in creating this quality production piece.

The book itself was case bound, with the cover produced using a Colorplan stock, with gold and white foil blocking to reinforce the prestigious nature of the publication and also the celebration of this first of class submarine. A select number of special edition books were also produced with a personalised signature sheet and slipcase that mirrored the book cover.

We were honoured to have received acclaim for the quality of the publication from dignitaries and crew at the commissioning ceremony, and are very proud to have been a part of this momentous event in celebrating the commissioning of the most technologically advanced submarine in the world.

Also for this client:

- Astute brochure ☆
- Internal communications suite
- Astute microsite [www.astuteclass.com](http://www.astuteclass.com)

☆ Award winner

