



## Brand Identity:

# British Nuclear Group

British Nuclear Group was established in 2004 to provide the necessary focus for decommissioning and clean-up of the UK historic nuclear legacy. This was a pre-requisite to the Nuclear Decommissioning Authority's (NDA's) establishment of seven separate Site Licence Companies to manage the estate of 20 sites. British Nuclear Group Project Services continues to provide specialist contracting services.

### Challenge:

In 2004, we were commissioned to create a new brand for the wholly owned subsidiary of BNFL, British Nuclear Group – established to provide the necessary focus for decommissioning and clean-up of the UK historic nuclear legacy. This was a pre-requisite in 2007 to the NDA's proposed establishment of seven separately branded Site Licence Companies to manage the estate of 20 UK sites.

### Solution:

Founded on independent focus group research, we created a brand for the business that whilst independent of its parent company, retained some heritage in its unique design. We created a brand that recognised the achievements of the past and at the same time prepared the business for the future. We supported the UK site-wide implementation programme with supporting communications material and accessible online identity guidelines.

### Our work:



### Client benefits:

- Created a strong positioning of a new BNFL business with a clear focus in the marketplace
- Unified the 14 nuclear sites operated by British Nuclear Group across the UK
- Streamlined efficiencies and effectiveness of communications material

### Testimonial:

"Forepoint were a pleasure to work with. They worked in partnership with us every step of the way, understanding the complexity of our industry and delivering an inspired brand identity that was truly reflective of us as a business."

*British Nuclear Group*

### Contact us:

For more information about our brand identity work and other areas of communication expertise, don't hesitate to get in touch:

[info@forepoint.co.uk](mailto:info@forepoint.co.uk)

[www.forepoint.co.uk](http://www.forepoint.co.uk)