



## Printed Communications: BNFL

BNFL is an international nuclear energy business. As the owner of Sellafield Ltd, BNFL is the Parent Body Organisation providing leadership expertise to the business which manages fuel recycling and decommissioning operations at Sellafield and Capenhurst on behalf of the Nuclear Decommissioning Authority (NDA).

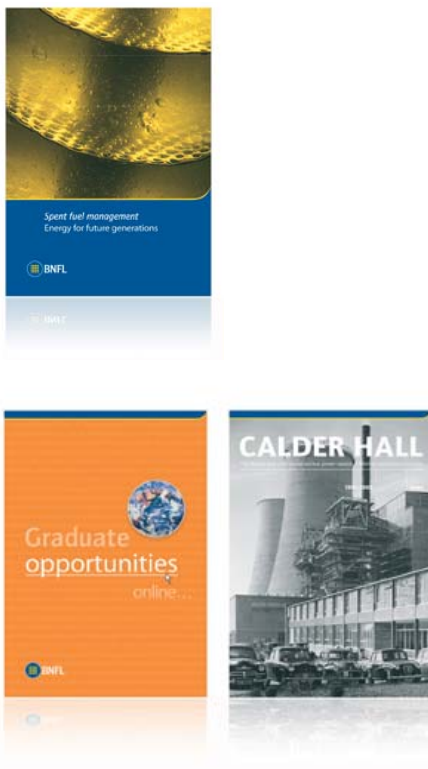
### Challenge:

Our work with BNFL stems back to the early 1990s and since then we have developed a broad range of communications material from statutory reports to flagship exhibition stands. We were commissioned to create a distinctive brand signature that would bring structure and audience focus to the suite of corporate and marketing communications material.

### Solution:

We carried out an in-depth literature and brand audit at a corporate and business level to gain a clear understanding of requirements. The result was a cohesive framework that included a fresh brand signature and guidelines that clearly differentiated marketing material by audience. The visual structure was embraced by all businesses within the BNFL Group of companies and applied to a suite of communications materials including commercial literature, annual reports, exhibitions and websites.

### Our work:



### Client benefits:

- A logical and flexible brand signature that was fully compliant with corporate brand guidelines
- Greater clarity and structure of communication, differentiated by key audiences
- A cost-effective solution that ensured all future material appeared as a cohesive suite, therefore optimising the strength of the brand

### Testimonial:

"The brand signature solution developed by Forepoint brought a clear structure and added impact to our approach to our marketing communications material. The responsiveness, cooperation, on time delivery and product quality were all to a very high standard."

*BNFL*

### Contact us:

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

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