



Printed Communications: Magnox Generation

Magnox Generation is a business group within BNFL plc, responsible for the operation of seven Magnox type nuclear power stations around the UK.

Challenge:

When we were commissioned to produce a corporate brochure for Magnox Generation, many of the historic power stations were still operating and at that time. We were asked to create a piece of public information that explained the process of electricity generation to a non-technical range of stakeholders, in a way that was understandable and graphically appealing.

Solution:

We created a visually appealing and user-friendly brochure explaining the operation of the Magnox type of nuclear power stations. The design made use of everyday images that readers could easily relate to, helping to communicate the process in an accessible and engaging way. Our fresh approach scooped two awards from the British Association of Communicators in Business.

Our work:



Client benefits:

- An important piece of communication that informed and educated a broad range of stakeholders about the operation of Magnox power stations
- A tone and style that appealed to children and adults alike
- Set the tone for the development of an integrated communications programme including online resources, exhibitions and educational packs

Testimonial:

"The Magnox Generation brochure is vibrant, approachable and a credit to the creative ability of Forepoint to understand and interpret a complex brief with fantastic award-winning results."

Magnox Generation

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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