

NO MARKING REQUIRED



Sellafield Ltd

Sellafield Ltd Company Policy

SLCP 4.08.01

Issue 3

Effective date 10/2011

Page 1 of 1

This Sellafield Ltd Policy is approved by the SL Board; it represents the SL Board's direction to the business on this topic. Compliance with this policy is mandatory through aligning Sellafield Ltd Management System processes and people behaviours to the commitments below.

Sellafield Ltd Brand Management Policy

Policy Statement

We are committed to protecting Sellafield Ltd's corporate identity with the same rigour that the Company manages every aspect of the business. Our corporate identity is unique to us and a legally-binding registered trademark. It is a significant communication asset and as such must be applied consistently and correctly.

Commitments

We pledge to:

- Provide comprehensive guidelines for the application of the Sellafield Ltd corporate identity in order to present a coherent and distinctive image among all our internal and external stakeholders.
- Ensure that Sellafield Ltd's corporate identity is not weakened by the non-compliant use of sub-branding.
- Provide fit-for-purpose templates for internal and external facing communications to the business.
- Work with the Nuclear Decommissioning Authority and the Parent Body Organisation to ensure that any developments to the corporate identity are in the best interests of all organisations and demonstrate a value for money solution.
- Work in partnership with the Nuclear Decommissioning Authority and the Parent Body Organisation to seek opportunities to use a tripartite branding approach when communicating key issues and achievements.
- Work with our supply chain to ensure that they understand the branding guidelines and where and how their brand can be used to promote the work they are undertaking for Sellafield Ltd.
- Provide governance of the Sellafield Ltd corporate identity to ensure compliance and support the business and external stakeholders in the appropriate use of the brand.
- Benchmark our brand management arrangements where appropriate and incorporate good practices plus lessons learnt from inside and outside of the business.

