

Communications Collateral Approval

This form gives approval that the BAE Systems Brand Identity has been applied correctly. It should be used to approve **all** communications collateral prior to production. This includes all advertising, clothing, exhibition materials, merchandise, printed communications, signage and when a new title is being created, internal newsletters.

It is the responsibility of the person submitting the item to ensure they have all legal clearance required.

Submitted by

Name _____
Position _____
Operating Group/Business _____
Site _____
Tel _____
Email _____

Designer

Name _____
Company _____
Tel _____
Fax _____
Email _____

Item of communication

Title of item/s to be approved _____

Target audience _____
Key objective of communication* _____
Details on format* _____
Additional information* _____

Publication date _____
*Attach on a separate sheet as required

Brand Champion approval

Name _____
Operating Group/Business _____
Site _____
Tel _____
Email _____

Item is: Approved (tick) Passed to Group Communications for approval (tick) Not approved (tick)

Signature _____

Date _____

Group Communications approval (if required)

Name _____

Position _____

Tel (internal/external) _____

Email _____

Item is: Approved (tick) Not approved (tick)

Signature _____

Date _____

Comments if not approved
