

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 Corporate Communications for approval (tick) Not approved (tick)

Signature _____

Date _____

Corporate Communications approval (if required)

Name _____

Position _____

Tel (internal/external) _____

Email _____

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

Signature _____

Date _____

Comments if not approved
