

Business Justification Form

This form should be used to demonstrate a good business case for the following:

- 1 Development of other logos or distinctive, non-descriptive names representing BAE Systems in any way including, but not exclusively, wholly owned BAE Systems products, programmes or initiatives
- 2 The addition of business initiative and campaign messages to any communications, including merchandise.

Submit to Group Communications prior to publication or production, who will liaise with your supporting legal department or the UK Group IP & TL team. It is the responsibility of the person submitting the item of communication to ensure they have all legal clearance required.

Submitted by	
Name	Position
Operating Group/Business	Site
Tel	Email

The proposal	
Subject	
Commencement of project date	Timescales/deadlines
Creative involvement to date (internal team/agencies, etc)	
Communications involvement from the Operating Group/Business	

Business justification*
Why is this required?
Who are the audience?
What messages are the audience to take?
Key goals

Group Communications approval		
Name	Position	
Tel (internal/external)		
Email		
Item is	Approved (tick) <input type="checkbox"/>	Not approved (tick) <input type="checkbox"/>
Signature	Date	

Legal approval		
Name	Position	
Signature	Approved (tick) <input type="checkbox"/>	Not approved (tick) <input type="checkbox"/>

Comments if not approved*

*Please attach a separate sheet if necessary