



A new name and identity for a new company

BAE SYSTEMS

www.rochesteravionicarchives.co.uk



The name British Aerospace has served the company well for more than 21 years since its birth in 1977. It has become synonymous with British engineering quality and excellence in the aerospace and defence sector.

The company has changed enormously over the last 21 years. It has grown its capabilities, expanded its portfolio, extended its global reach, and for some years now, it has been taking steady steps towards becoming one of the few global leaders amongst the aerospace and defence companies.

The merger with Marconi Electronic Systems is an important step towards this goal. In one move, it changes British Aerospace from being a British company with global reach in aerospace to a global company with a broad base across high technology systems. It transforms Marconi Electronic Systems from a systems-based company to a world-class prime contractor. The result is a single company delivering capabilities, not just products, to meet the defence and aerospace needs of our customers, both now and in the future.

So the term 'British' is no longer truly accurate. Although we remain very proud of our British heritage we are now a global community of over 60,000 British employees, 18,000 North Americans, 3,000 Australians, 4,000 Italians, 3,000 Swedes, 3,000 Germans, 3,000 French, and not forgetting our 5,000 in the Kingdom of Saudi Arabia - of whom 35% are Saudi nationals. We are going to be the most international of all the aerospace and defence companies in the world. That is something to be proud of, so we need our name to reflect this new, globally-based reality.

But what about 'Aerospace'? It's an important descriptor of the sector in which we work, but our

new company will be much more than a supplier of aerospace products.

We are in the business of delivering systems solutions, from concept, through development, into service, and increasingly through the entire life cycle. We are in a new world of working in partnerships, not just with other contractors, but with our customers too. They come to us because we can offer more - and our new merged company will allow us to take this systems concept even further.

Clearly the name British Aerospace does not truly reflect this new world we are all going to be part of. Of course, since the name Marconi is being retained by GEC, it is not available to us. We want to signal change to everyone; to reflect our heritage and our equity, and build a new future from the strengths of our combined pasts.

We looked at the revolutionary naming options of a totally new name (what we called the Diageo route), but rejected them in favour of what we call the evolutionary route. This route reflects our new reality, but capitalises on recognition of the familiar as we continue along our strategic path of further globalisation.

As a result, the best name to reflect the merger of British Aerospace and Marconi Electronic Systems is BAE SYSTEMS. It is a name which carries over equity from the two companies and which signals the systems-based focus of the new entity. The new name must never be abbreviated in any way.

Along with a new name, there is a new brand message which is a number of statements that encapsulate the company. It is one which capitalises on the strengths of both British Aerospace and Marconi Electronic Systems; one which brings focus to our communications by defining our Vision, Mission, Positioning and Proposition. It also reflects the values by which we will live as BAE SYSTEMS.

Brand message



Our values customers – our highest priority people – our greatest strength partnerships – our future performance – our key to winning innovation & technology – our competitive edge

As an evolutionary name, BAE SYSTEMS needs a revolutionary new visual identity. This identity should reflect the values of our new company; our commitment to partnering, to continuing evolution and our global future.

At the heart of the new identity is a strong, simple and distinctive wordmark of the name BAE SYSTEMS in a red panel. Alongside this wordmark is a dark blue graphic property of multiple circles - an image which speaks of partnering, precision, strength in depth and global reach. Additionally, the wordmark and property gives us a colour palette of red and dark blue.

The use of a wordmark, property and colour palette as tools for branding is far more flexible and innovative than the traditional industry route of name plus symbol. As such, we are breaking new ground and establishing a new branding system for a brand new company.

We shall be using this visual identity all around our new world as a powerful signal of our single, seamless organisation, regardless of our geographic location. It will also be a visual expression of our new brand message.

It will become a statement to partners and customers alike of our Vision *to be the benchmark*- a mark of the quality of capability, service and professionalism they can expect from a relationship with BAE SYSTEMS. Internally, it will become synonymous with our values and our culture, and a bold and exciting statement of our confidence in our new company.

This merger combines the strengths of two great companies, with long histories of success. With BAE SYSTEMS, we are opening a new chapter of success and creating a future in which we can all be proud.

BAE SYSTEMS

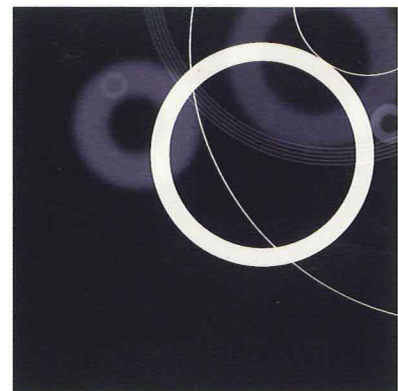
Name



Colours

BAE SYSTEMS

Wordmark



Property

30 November 1999

Dear Colleague,

Today is a very special day for us all, as we launch our new company, BAE SYSTEMS.

It has taken time and a great deal of effort from many people, to get us to this day. The 19th of January, when we first announced our plans to merge, seems a long time ago.

Today we start on our new journey, to build on the foundations of two great companies to create one and one that can truly deliver our Vision of being the Benchmark Aerospace and Defence Systems company in the world.

Aiming to be the best is an ambitious goal, but one we can achieve, if we all work together, learn from each other, support each other and strive for excellence in all we do.

BAE SYSTEMS is a global family and our new world spans nine countries across four continents. Between us we have seven different languages as our mother tongues. We are the second largest Defence company in the world and equal third largest in Aerospace and Defence. This strength gives us great opportunities for our future.

There is hard work ahead of us. We need to build our single global team and develop our new culture. We need to understand and live our Values. We need to stay focused on our performance, delivering outstanding quality in our programmes, our engineering and our innovation. We all need to share in a commitment to creating success, because then we can really deliver for our customers and shape our company to become a world-beater.

The next few months are going to be uncomfortable for many people – change always brings difficulties and I do not under-estimate what many of you might be feeling. Equally I do not under-estimate what BAE SYSTEMS is capable of achieving, for our customers, our partners and each other.

We have a terrific team in BAE SYSTEMS and I look forward to the great future we can enjoy together.



John Weston
Chief Executive