

## Logo / identity / case study consent form

As a national project, paid for by the British taxpayer, it's important that the use of HS2's brand and logo is carefully managed. Our role as a company wholly owned by the Government means that **we will not provide public endorsement to any company or supplier** and no other individual or company may do so on our behalf.

However, we recognise it's important for you to be able to promote your role in helping to build HS2 and we will, wherever possible, support you to do this.

To request permission to use the HS2 logo or the relationship statement 'supporting the delivery of HS2' or to feature your work with HS2 in a case study to use on your website or other promotional materials, please provide the following information:

Name:

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Email:

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Phone:

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Request date:

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Item requested:  HS2 name/logo

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Case study

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Use of 'Supporting the delivery of HS2'

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Please describe your requirements:

### Your contract / purchase order details

Please state which company you have a contract / purchase order with that is supporting the delivery of HS2:

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Name and contact details of the person managing your contract / purchase order:

**To be completed by the contract manager / person commissioning the work named above:**

**Please briefly describe the scope of the contract:**

**Please confirm that the proposed use of the HS2 logo or relationship statement 'supporting the delivery of HS2' is:**

Fair and appropriate	Yes	No
In line with HS2's principles and values	Yes	No
Complies with HS2's Health and Safety and Equality Diversity and Inclusion policies	Yes	No
Follows HS2's brand guidelines set out in this Identity guidelines for our supply chain and partners (email <a href="mailto:identity@hs2.org.uk">identity@hs2.org.uk</a> for a copy)	Yes	No

**Please confirm that any case study:**

Is a fair and accurate description of the work carried out	Yes	No
Does not include any explicit or implicit endorsement by HS2 Ltd or its employees or our supply chain or their employees	Yes	No
Is in line with HS2's guiding principles and values and complies with HS2's Health and Safety and Equality Diversity and Inclusion policies; Follows HS2's brand guidelines set out in the Identity guidelines for our supply chain and partners (email <a href="mailto:identity@hs2.org.uk">identity@hs2.org.uk</a> for a copy)	Yes	No
Can you confirm that the proposals pose no risk to HS2's brand or reputation?	Yes	No
Are you satisfied that there could not be any justifiable cause for complaint – from the public or the media – if HS2's name is used in association with your supplier?	Yes	No

**Requests from the following categories are prohibited:**

- Faith, religion and equivalent systems of belief
- Adult products and services
- Alcohol and tobacco products
- Weapons and gun manufacturers
- Political or lobby groups
- Any categories that related to controversial health issues (e.g. foods with a high sugar content)

Can you confirm that the above supplier does not fall into one of these categories? Yes No

**This form cannot be used to grant permission for engaging with the media about HS2**

Anyone in the HS2 supply chain contacted by the media must immediately direct all enquiries to the HS2 press office [media@hs2.org.uk](mailto:media@hs2.org.uk) without making any further comment. You must also contact the HS2 press office before speaking to the media about HS2 or making any public announcement about the project or your involvement in it.

**This form cannot be used to grant permission for discussing your work with HS2 at public events**

Public events are often attended by members of the media so for any requests to discuss your work on the project at a public event you must fill out a Speaker Request Form, available from [publicaffairs@hs2.org.uk](mailto:publicaffairs@hs2.org.uk) in advance of agreeing to take part in the event.

**Contract Manager/person commissioning the work**

**If you have answered 'no' to any of the points above you must not grant permission for HS2's name, logo, relationship statement or any case study to be used. Do you grant permission for the request?**

Yes      No

Name:

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Signed:

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Date:

**HS2 reserves the right to withdraw permission, without notice, for our name, logo or identity to be used in any instance where we believe there may be a risk to our brand or reputation. HS2 may also commission our own case studies with suppliers when necessary.**

**Case studies**

If you think a case study you have developed could be used by HS2 to demonstrate the benefits of the project please consider sending a copy of it to our Supply Chain Management Team [scc@hs2.org.uk](mailto:scc@hs2.org.uk).

Once this form has been approved by your contract manager or the HS2 Ltd person who commissioned the work, it is the responsibility of the supplier seeking permission to safely store this form and be able to produce it if requested to do so by HS2 Ltd.