



SHELL BRAND APPROVAL PROCESS OVERVIEW



The Shell name and 'Pecten' logo are registered trade marks of our affiliate, Shell Trademark Management B.V. (STMBV), a company incorporated in the Netherlands and which is a member of the Shell group of companies that require consent for use. Shell has a mandatory process for 1) consent of trademark use and 2) approval of artwork that includes the Shell logo.



- 1 Request access to the Shell Content Manager
 - Please visit: [Request Access | Brand Central \(shell.com\)](https://shell.com/brandcentral)
 - Fill out the form at the bottom of the page
 - Your Shell program manager (or contact) will need a few days to approve your access
- 2 Submit trademark consent request
 - Please visit: [Welcome \(welcomesoftware.com\)](https://welcomesoftware.com)
 - Use the account you created in Step 1 to log in
 - Select "Requests" in the far-left column
 - Select the blue "Add Request" button
 - Select Trademark Use (Standard Approval)
 - Please fill out the Trademark Use form
- 3 Submit artwork with Shell name and/or logo for approval
 - Align with your Shell program manager on the graphics.
 - Send any use of the Shell logo graphics for final approval to Askbrand@shell.com and cc your Shell program manager.

If you have any questions, please reach out to your Shell Program Manager who will direct you to someone who can assist you.



Step 1 - Shell Content Manager Access

REGISTRATION FOR NON-SHELL EMAIL USERS



External users must register for access



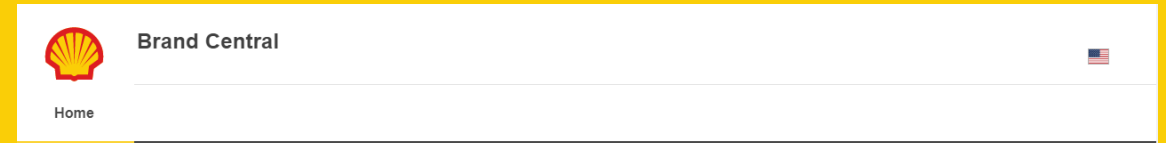
1 Request access on:
https://brandcentral.shell.com/en_us/request-access.html

2 Complete the form to request access, giving the name of your Shell Sponsor (see note below) who will approve your request.

3 If your Shell Sponsor approves your request, you will receive an email notification prompting you to active your Shell Content Manager account (see next slide).



You will be asked for a Shell Sponsor's email address on the registration form. This is your Shell Program Manager or Shell Contact and should have an @shell.com email address.



LOGIN TO SHELL BRAND CENTRAL

Shell users login

External users login

1 Don't have an account? [Request access to our Brand Applications here](#) (external users only)

Brand Applications include Brand Central, the Creative Hub and Merchandise and Licensing Checkpoint. Please note that the Merchandise and Licensing Checkpoint service runs on the ContentFlow tool, powered by NewsCred.

REQUEST ACCESS

If you are an external user who requires access to our Brand Applications please fill in the below form. You will need to nominate a Shell Sponsor with a valid Shell email address that will have to approve your access. Brand Applications include Brand Central, the Creative Hub and Merchandise and Licensing Checkpoint.

Please note that the Merchandise and Licensing Checkpoint service runs on the ContentFlow tool, powered by NewsCred.

2

REGISTER FOR ACCESS TO OUR BRAND APPLICATIONS

Your name*

First Name

Last Name

Your email*

ACCOUNT ACTIVATION FOR NON-SHELL EMAIL USERS



External users must activate their accounts



- 1 Receive an account activation email from shellcontentmanager@shell.com and select **Join my team**
- 2 Enter your email address (private or work)
- 3 Enter your full name and set a password
- 4 Download the Google Authenticator application on your mobile device
- 5 Scan the QR code on the screen using your Google Authenticator app
- 6 Enter the 6-digit code from your Google Authenticator app



Please do not delete the Google Authenticator app from your mobile device as you will need to enter the code shown each time you login.

Welcome
a NewsCred Brand

Hi there!

Helena Poole has invited you to join the Shell team in Welcome as Shell External Requester.

Welcome is designed to bring marketers together, with shared tools to plan your campaigns, produce amazing content, and measure the results.

Ready to get started and transform how you work?

Join my team 1

Having trouble?
https://accounts.welcomesoftware.com/invite/token?invite_token=5865546b-2b41-4a63-b67a-1b4ead43dea7

Need help?
Contact our Support Team. They'll be happy to assist you.

Welcome
a NewsCred Brand

Join Shell on Welcome

First Name Last Name

Password

By signing up, you agree to the [Welcome Terms of Service & Policy Policy](#).

Continue

3

Welcome
a NewsCred Brand

Log in

Your work email * 2

Continue

or

Login with Google

Don't have an account yet? [Sign up now.](#)

Enable Multi-factor Authentication

Your account requires an additional security step using your smartphone. Please follow the steps below.

1. Launch the Google Authenticator app on your smartphone. (Don't have the app? Download it for free from [Google play](#) or [Apple App Store](#).)
2. Tap on the "+" to add an entry for Welcome.
3. Scan the barcode below with your app or manually enter your email as the account name along with the following key: **OFUTMRLZNRLXQLN**

4. Enter the six-digit authentication code generated by the app.

123456 6

Continue to Log In

4



Step 2 - Trademark Consent

LOGIN FOR NON-SHELL EMAIL USERS



External users must login using username, password and multi-factor authentication



1 Enter your email address

2 Enter your password

3 Open your Google Authenticator app on your mobile device and enter the 6-digit code from the app

Welcome
a NewsCred Brand

Log in

Your work email *

 1

Continue

or

Login with Google

Don't have an account yet? Sign

Welcome
a NewsCred Brand

Log in

Continue log in as "[name_surname@gmail.com](#)"

Password *

 2

Login

[Forgot password?](#)
Not "[name_surname@gmail.com](#)"?

Welcome
a NewsCred Brand

Multi-factor Authentication

Your account requires an additional security step using your smartphone. Please follow the steps below.

1. Launch the **Google Authenticator app** on your smartphone.
If you lose or replace your smartphone, please contact support@welcomesoftware.com. Upon your next log in, we will give you instructions to set up your new device.
2. Enter the six-digit Welcome authentication code generated by the app:

 3

Submit

SHELL TRADEMARK REQUEST



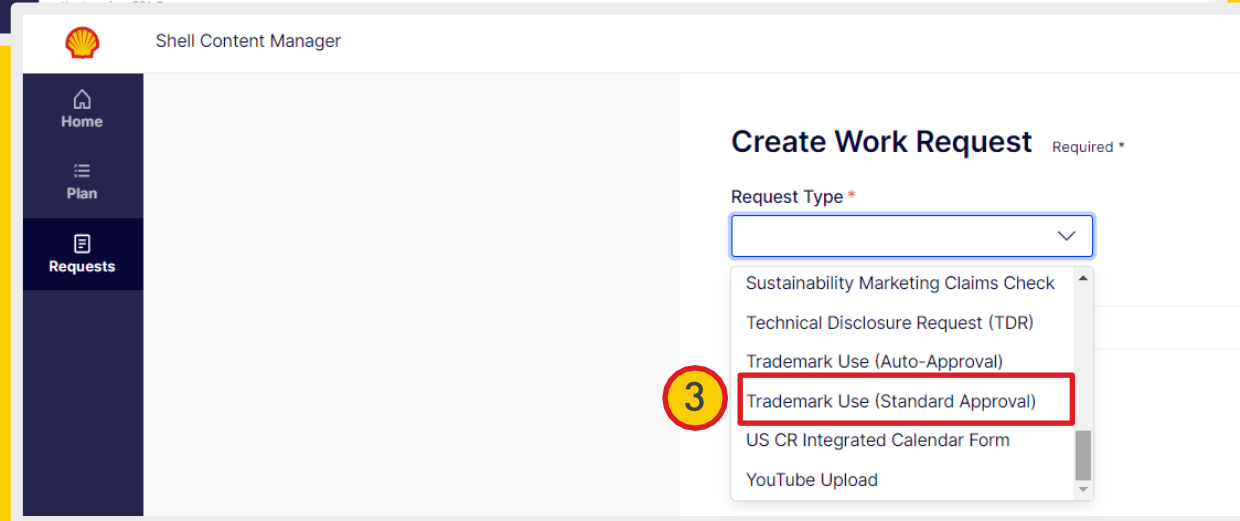
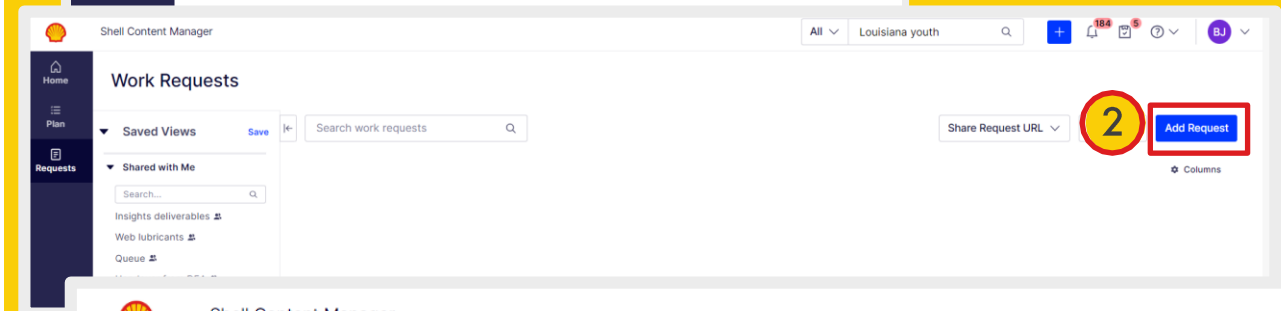
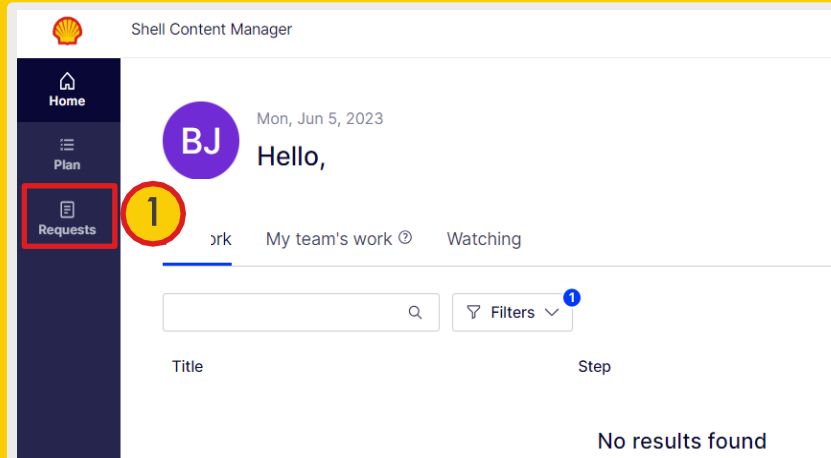
External users must submit a request to use the Shell Trademark



1 Select Requests

2 Select the blue "Add Request" button

3 Select Trademark Use (Standard Approval)



SHELL TRADEMARK REQUEST continued



External users must provide information about the trademark usage



- 1 Please fill out the form and be prepared to enter and/or upload the following information:
 - Assets where the Shell logo will be used
 - Website url
 - Graphics for approval
 - Shell legal entity and full postal address (please check with your Shell program manager or contact)

Common questions:

- Select "no" for SHARP contract
- Type "NA" for HSSE question

- 2 Click submit request



Create Work Request Required *

Request Type *

Trademark Use (Standard Approval) ▾

Watchers



Title *

Use this form to submit a request for approval to use Shell trademarks, e.g. name, logo and other (Shell LiveWire, Shell Game Changer etc.) in a future event, publication, endorsement, sponsorship, social investment, or any other opportunity.

0/80

Short Description *

Please describe briefly how and why the User wants to use the Shell Trademarks.

1
Is there a written agreement in place or pending negotiations between the User and Shell relating to this request? *

E.g. Sponsorship Agreement, Contract for provision of Services, Membership Agreement, etc.

NO YES - executed YES - pending

2
If you answered YES to question 1, summarize the agreement.

Describe briefly the type of the agreement, e.g. Sponsorship Agreement, Contract for provision of Services, Membership Agreement, etc.

3
If you answered YES to question 1, confirm if the agreement contains provisions allowing the User to use Shell Trademarks. If it does, provide a copy of the agreement or an extract of relevant provisions (related to the use of Shell Trademarks).

Explain how the Shell Trademarks are to be used, e.g. for event related communication, partner endorsement, etc.

You can add attachments at the bottom of this form.

Cancel

Submit Request



WHAT HAPPENS NEXT

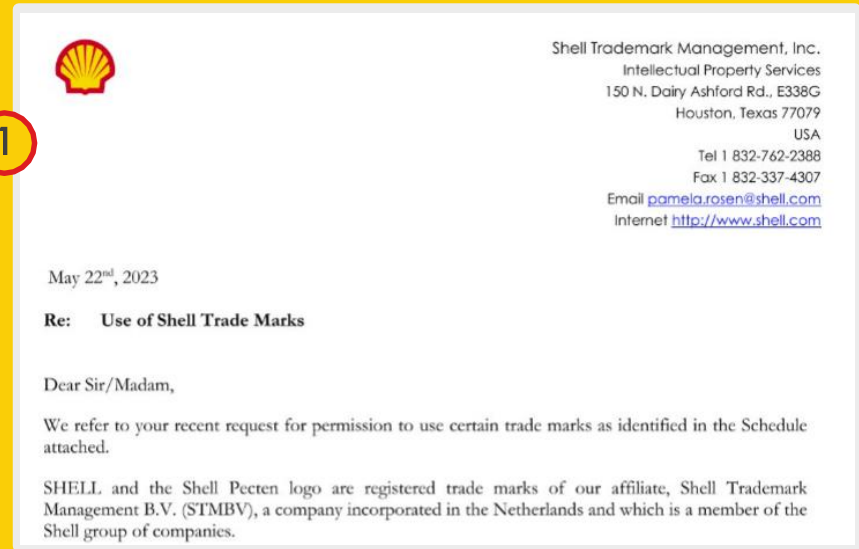


Your organization will receive a trademark consent letter, Shell logos, and brand guidelines

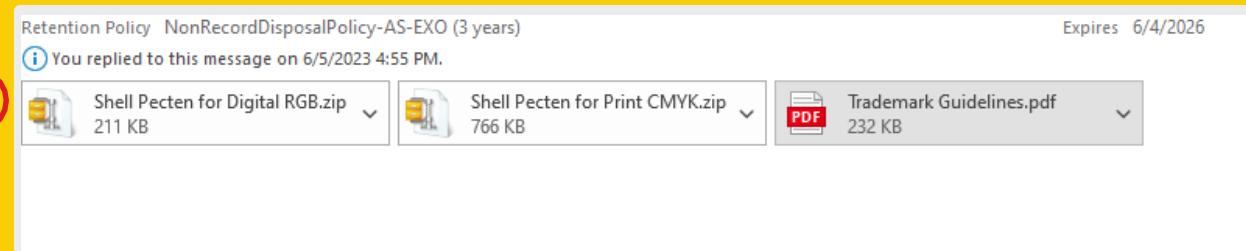
1 Consent letter

2 Shell logos and brand guidelines

1



2





Step 3: Artwork Approval

SHELL GRAPHICS APPROVAL

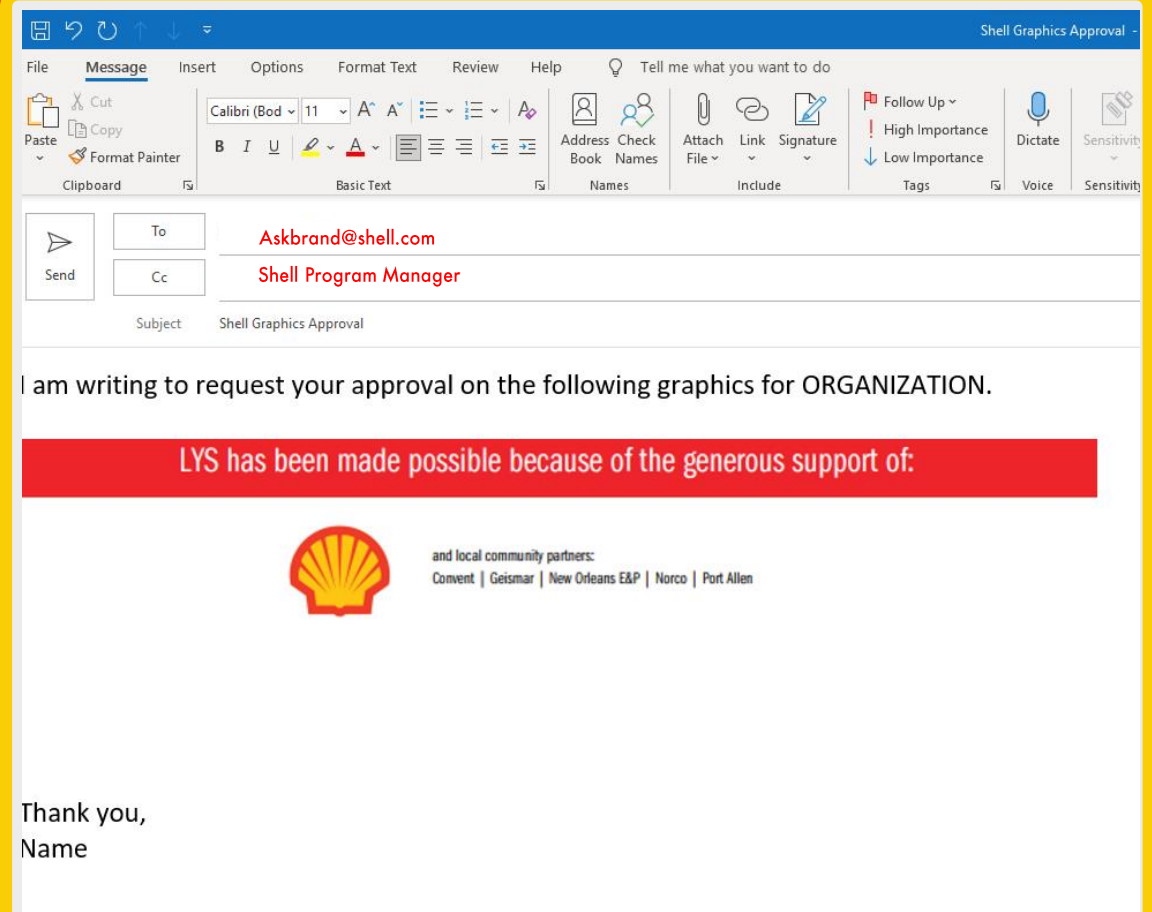


External users must submit all graphics with the Shell name or Shell logo for approval



- 1 Align with your Shell program manager or contact on the graphics
- 2 Send any use of the Shell logo graphics or final approval to Askbrand@shell.com and cc your Shell program manager or contact.

2



Shell brand guidelines: [Brand Central \(shell.com\)](https://www.shell.com/brand-central)
Shell brand logos: [Creative Hub \(shell.com\)](https://www.shell.com/creative-hub)