



SHELL TRADEMARK CONSENT

The Shell name and 'Pecten' logo are registered trademarks that require consent for use. Shell has a mandatory process for consent of trademark use.

These processes must be completed **annually** for each organization.

You must complete both Steps 1 & 2 for Trademark Consent

Step 1: Request access to the Shell Content Manager

- If you have an active account from a prior request, please proceed to "Fill out the Standard Trademark Consent Form in Step #2" below.
- If not, please visit: [Request Access | Brand Central \(shell.com\)](#)
- Fill out the form at the bottom of the page
- Your Shell Program Manager must approve your access, which may take a few days (you cannot begin Step #2 until approval is received)

Step 2: Activate your Shell Account and Submit Trademark Consent Request

- You will receive an email inviting you to Join My Team in the Welcome App – Click Join My team
- Activate your account, setup Google Authenticator, and log in ([Directions](#) see page 3 & 4)
- Fill out the [Standard Trademark Consent Form](#)
- You will receive an email for a DocuSign agreement in a few days, please sign
- Once countersigned by Shell, you will receive Shell logo files

Helpful Hints

Be prepared to provide:

- List of assets where the Shell logo will be used
- Shell legal entity and full postal address (confirm with Shell program manager)

Frequent questions

- Select "No" for SHARP contract
- Type "NA" for HSSE question
- Recommend one year for consent

If you have any questions, please reach out to your Shell Program Manager.



ARTWORK APPROVAL

Shell has a mandatory process for approval of any artwork that includes the Shell logo. This process must be completed **annually** for each organization and each creative.

Submit artwork with Shell name and/or logo for approval

- Align with your Shell program manager on creative first
- Send any creative 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.