

BBC Branding Guidelines:
for use by Syndication Partners
(to be included in BBC Standard Syndication Terms document)

1. Purpose

These guidelines are published by the BBC to inform the use and display of public service BBC assets and brands on third party platforms. BBC assets include:

“BBC Content Assets”

- Live TV and audio channels
- On demand content (video and audio)
- Text and other complete content including RSS feeds

“BBC Promotional Assets”

- Trails, promotional clips and extracts, stills and links

These guidelines do not apply to paid-for marketing activity.

The term “BBC Brand” in these guidelines includes reference to BBC trade marks, BBC logos and BBC content incorporating brand elements. Syndication Partners include any TV platform, web site or service, mobile operator [, games console manufacturer] or other hardware or software consumer service with whom the BBC has a [content] distribution agreement.

2. BBC Branding principles

The BBC is a unique organisation: a programme and service provider funded and owned by the British public, which exists to enrich people’s lives through high-quality and distinctive content for everyone – to inform, educate and entertain. The following overarching principles apply. Use of the BBC Brand and BBC assets:

- a) shall be consistent with the BBC’s reputation for quality, impartiality and integrity
- b) shall not be directly or deliberately used to drive revenue for third party products or services, unless agreed as part of ongoing discussions around click to buy and syndication of metadata to retail sites.
- c) shall not be used in such a manner as to suggest an association with or endorsement of any third party by the BBC
- d) shall not imply exclusivity

- e) shall not be charged for and it should not be implied that consumers need to buy anything to gain access to public service programming – other than one off set up costs, or an entry tier subscription¹
- f) shall not imply that BBC editorial decisions are influenced by commercial interests
- g) 3rd parties shall not schedule, package, or market its use of BBC programming in such a way as to suggest it is operating a new BBC channel or service comprising in full or in part of BBC programming
- h) BBC programmes, channels, and BBC schedules shall not be used in any way to secure business from advertisers
- i) No advertising, sponsorship or other non BBC marketing shall surround, frame or be immediately juxtaposed with the BBC Content.

3. How to use the BBC Trade Marks and Logos

- a) Any use of BBC trade marks shall be subject to the BBC standard trade mark licence terms
- b) Channel and service names shall be used in accordance with the Appendix 1
- c) Original logo artwork supplied by the BBC shall only be used
- d) Logos must not be changed, re-created or distorted in any way, stacked or turned sideways
- e) Logos must not be used in a sentence or line of text or as part of a pattern or as a design feature
- f) Logos must be clear and legible
- g) 3rd party logos must be placed at an appropriate distance from BBC logos – see full guidelines link for details
- h) The BBC reserves the right to request that 3rd party logos be positioned further away from BBC logos than the minimum exclusion zones stipulated in design templates
- i) BBC logo must be used where groups of cross channel content are referred to
Channel logos must be used where groups of same channel content or single programme are referred to
- j) The BBC brand must be next to BBC programme names at all times

4. How to present BBC Promotional Assets Online

- a) All clips supplied to third parties by the BBC will carry a BBC digital On Screen Graphic (DOG) to the following specification: 33% transparency and 12 pixels high

¹ The entry tier subscription is the lowest cost payable by a consumer to access a bundle of services. This is only acceptable where there is sufficient content from other providers in that tier to make the BBC an insubstantial part. Where the proximity of subscription to access to BBC content is too close, the BBC will at its discretion not permit the third party to charge for access.

- b) Pages that carry BBC promotional assets may carry promotional messages that conform with BBC Advertising Guidelines
- c) BBC may require platform partners to carry links to the relevant areas of bbc.co.uk for every programme carried to ensure the user is offered the full editorial experience where technically possible on the platform.
- d) It is the BBC intention that on demand assets are 'book-ended' (before and / or after an on demand asset) with trails appropriate for an on-demand environment and the channel idents
- e) It is the BBC intention to maintain consistency in terms of sequence of events (i.e channel / brand ident followed by promotional material, followed by programme, followed by promotional material etc)

5. How to present BBC Content Assets

- a) 3rd parties may provide multiple routes in to BBC content. One navigation route must be provided which takes the consumer via either the BBC brand or the relevant BBC channel brand (i.e via broadcaster as well as genre, search etc)
- b) BBC public service content and BBC advertising supported content must be clearly distinguishable
- c) The 3rd party shall not design the system in such a way as to imply an association between BBC content and any non BBC content goods, services or branding. Therefore the look and feel of the 3rd party proposition should emphasise a clear distinction between the BBC's on demand and streamed or broadcast content and any other material in the proposition
- d) BBC published content should be clearly identified from non official BBC content (e.g during search)
- e) The BBC content may not be edited, altered or amended in any way nor may any material be inserted or added into or over the content at any time
- f) Where possible BBC Content is to be presented in a BBC-branded area - over which the BBC has some organisational and branding control - re label, re organise, editorial control
- g) BBC content will be afforded due prominence within the platform Electronic Content Guide or navigational interface as required by the OFCOM EPG Code [*reference*]. Sample screen shots of the user interface will be approved in writing by the BBC prior to launch.
- h) The BBC may require platforms to present BBC on demand content assets book-ended with BBC promotional assets (either before or after) as directed via appropriate play-list mechanisms
- i) Pages that offer navigation to BBC content may carry promotional messages conformant with BBC Advertising Guidelines

6. Publicity & Promotion

Syndication partners' publicity activity should ensure that any reference to the BBC must:

- a) be proportional to the BBC's involvement (including use of logos as well as textual references)
- b) be accurate and complete in their description of the BBC's involvement
- c) not bring the BBC or the BBC brand into disrepute
- d) Where Syndication Partners promote platform activity to its users - either via customer magazines or on screen promotions, the BBC shall have the opportunity to have fair and reasonable representation within this subject to BBC approval.
- e) Any proposals for promotional campaigns (including those involving another 3rd party, as a sponsor, partner or joint promoter) must be approved by the BBC (the rules governing choice of 3rd party / partner is available from the Marketing Department)
- f) The 3rd party shall not claim nor imply that it transmits any BBC channel or BBC on demand content on an exclusive basis nor represent that the BBC endorses it or its proposition in any way
- g) The BBC will reserve the right to require 3rd parties to incorporate the BBC's promotional material within their service proposition where feasible, and ensure that audiences can fully benefit from this information as they navigate. For example:
 - Relevant BBC trademarks
 - Picture Publicity stills (carrying BBC DOG)
 - Banners
 - Programme promotion (channel ident top and tail)
 - Links to promotional clips

In some cases the BBC may require sign off for specific publicity activity if the scale or novelty of that activity has a potential to cause significant market impact

All use of the BBC brand in publicity shall be subject to the BBC prior written approval.

7. Resources

Links to:

Editorial Guidelines <http://www.bbc.co.uk/guidelines/editorialguidelines/edguide/>
 Fair Trading guidelines
http://www.bbc.co.uk/info/policies/commercial_guides/
[Brand & Design Guidelines](#)
www.bbc.co.uk/branding
 BBC Advertising & Content guidelines

Appendix 1: BBC Channel and service names

Full Brand	7 characters abbreviation
BBC	BBC
BBC Wales	BBCWALE
BBC Northern Ireland	BBC NI
BBC Scotland	BBCSCOT
BBC London	BBC L
BBC East (Cambridge)	BBCE(W)
BBC East (Norwich)	BBC E
BBC East Midlands	BBC EM
BBC East & Cumbria	BBC NE
BBC North West	BBC NW
BBC South (Oxford)	BBC OX
BBC South (Southampton)	BBC SO
BBC South East	BBC SE
BBC South West	BBC SW
BBC West	BBC W
BBC West Midlands	BBC WM
BBC Yorkshire & Lincolnshire	BBC YL
BBC Yorkshire	BBC Y
BBC One London	BBCONEL
BBC One (all national and regional variants)	BBC1(First letter of name that comes after)
BBC Two England	BBC TWO
BBC Two (all national variants)	BBC 2 W / BBC 2 S / BBC2 NI
BBC Three	BBCTHRE
BBC Four	BBC FR
CBBC	CBBC
CBeebies	CBeebs
BBC Parliament	BBC PRL
BBC News	BBC NEWS
BBC News 24	BBC NEWS

BBC Sport	BBCSPRT
BBC HD	BBC HD
BBC Radio 1	BBC R1
BBC Radio 2	BBC R2
BBC Radio 3	BBC R3
BBC Radio 4	BBC R4
BBC Radio 5 Live	BBC R5L
BBC 5 Live Sports Extra	BBC 5LX
BBC 6 Music	BBC R6M
BBC 7	BBC R7
BBC 1Xtra	BBC R1X
BBC Asian Network	BBC AN
BBC iPlayer	iPlayer