

# BRAND AND DESIGN GUIDELINES

Promoting your relationship with the BBC as a supplier, through client lists, case studies, testimonials, show reels and other promotional campaigns

October 05

[bbc.co.uk/branding/guidelines](http://bbc.co.uk/branding/guidelines)

<http://mcanda.gateway.bbc.co.uk/branding/pdfs>



## INTRODUCTION

This document provides brand and design guidelines for promotional literature by organisations who want to promote their relationship as a major supplier to the BBC.

Consumers strongly associate these promotions with the BBC, so it is important that these work together to build and protect the BBC brand.



# CONTENTS

## 01 THE BBC BRAND

Values and principles that determine the behaviour of the BBC brand in a commercial environment

## 02 CHECKLIST

Reminder of stages you must comply with

## 03 THE BBC BLOCKS

Guidelines for use of the BBC blocks (master logo)

## 05 PRINCIPLES

Minimum requirements needed to include the BBC brand/content in a client list, case study or show reel

## 06 CLIENT LISTS

Using the BBC name or logo in a list of your past or current clients

## 08 CASE STUDIES

Using the BBC name, logo, stills or clips in a detailed account of work undertaken for the BBC

## 11 TESTIMONIALS

The BBC does not provide or approve testimonials

## 12 SHOW REELS

Adding the BBC name, logo, stills or clips to a show reel (production houses only)

## 13 ADVERTISING AND MARKETING PROMOTIONS

Using/mentioning your relationship with the BBC as a supplier in promotional or marketing campaigns

## THE BBC BRAND

### WHAT'S THE BBC FOR?

It's for every stage of life. For all 59 million of us.

For knowledge. For fun. For balance.

For inspiring broadcasting professionals to inspire audiences. For connecting people in ways that transcend borders and push back the boundaries of technology.

Uniting all this rich activity is a simple visual language, at the heart of which are three little branding blocks. They've come to stand for creativity, quality and integrity.

There's only one BBC. Please help us to look after it.

### COMMERCIAL BRAND POLICIES

In a commercial environment, the BBC brand's behaviour is regulated through a rigorous compliance programme. Two of the core BBC brand values mentioned above – quality and integrity – help us define the commercial brand policies that manage our brand.

#### Commercial initiatives and promotional campaigns:

- Must not bring the BBC or the brand into disrepute.
- Must add value to the brand and consumer.
- Must separate public and commercial activities.
- Must maintain the highest quality standards across all production.
- Must not imply that the BBC endorses or promotes an outside organisation or its activities.
- Must not imply that BBC editorial decisions are influenced by commercial interests.
- Must not imply that consumers need to buy anything to gain access to public service programming.

## CHECKLIST

This section gives a list of the stages you must comply with.

### YOU NEED TO:

#### 01 Have a contractual or commercial agreement with the BBC

Please liaise with your BBC contact.

#### 02 Have a BBC contact who supports and manages your request

Your BBC contact must get approval from Fair Trading and Marketing Strategy.

#### 03 Comply with the Trade Mark Licence

Anything using BBC trade marks (including stills, clips, text references, etc) produced by a third party outside the BBC group must be pre-approved by the BBC and – unless otherwise agreed – must carry a trade mark/copyright notice. Please liaise with your BBC contact.

#### 04 Comply with relevant Editorial Policy and Fair Trading guidelines

This document provides only a policy summary of the Editorial Policy and Fair Trading guidelines. The full text can be found on [bbc.co.uk](http://bbc.co.uk):

- Editorial Policy Guidelines (Producer's Guidelines):  
[bbc.co.uk/info/policies/producer\\_guides](http://bbc.co.uk/info/policies/producer_guides)
- Fair Trading Guidelines:  
[bbc.co.uk/info/policies/commercial\\_guides](http://bbc.co.uk/info/policies/commercial_guides)

#### 05 Use original artwork/logos from the BBC

All logos and artwork mentioned in these guidelines are available on Gateway, the BBC's intranet. Please liaise with your BBC contact.

#### 06 Comply with these Brand and Design guidelines and have approval from the BBC for every approval stage mentioned in this document

## THE BBC BLOCKS

We refer to the BBC master logo as the BBC blocks. This device holds together the entire BBC brand portfolio and, as an icon, it quickly and effectively expresses everything that is BBC. It is our most valuable visual asset.

### PRINCIPLES

- The initials BBC and the BBC blocks are trade marks of the British Broadcasting Corporation and the copyright in the logo belongs to the BBC.
- You must have a trade mark licence to use them (see page 02).



### DESIGN GUIDELINES

The BBC blocks must:

- be reproduced from original files provided by the BBC – please liaise with your BBC contact
- not be changed or distorted in any way
- always appear horizontally – not stacked or turned on their side
- not be embedded in text or sentences
- not be used as a pattern or as a design feature

## THE BBC BLOCKS

### Colour

- The BBC blocks may be reproduced in BBC blue, white or black only.
- The BBC blue reference is Pantone 2767. (If you are not using Pantone, match the final product to the Pantone reference.)

### Background

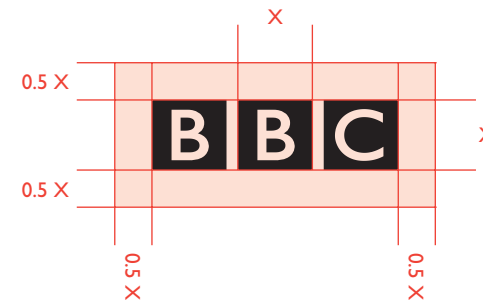
- The logo must be clear and legible. Use the most visible colour version against a background. Note that the background appears through the letters.

### Exclusion zones

- The minimum exclusion zone is half the width of a single block.
- In some instances additional exclusion zones are required. These are mentioned throughout this document.
- Third-party logos should be placed at an appropriate distance from BBC logos.
- The BBC reserves the right to request that third-party logos be positioned further away from BBC logos than the minimum exclusion zone.

### Minimum size

- The minimum size for the BBC blocks is 10mm wide.



Minimum size



## PRINCIPLES

This section describes the minimum requirements for using the BBC brand.

### SUPPLIERS

- The supplier must have a contractual agreement with the BBC.
- The supplier must be recognised by the BBC as a major and significant supplier.
- The supplier must provide a specialised or tailored service to the BBC.
- The BBC must agree that the service provided has been completed to a high standard.

#### Please note:

- The BBC will not agree absolutely or in a contractual agreement to be included in a client list.
- The BBC will not agree to be included in a client list for financial gain or exchange of goods.



## CLIENT LISTS

Policy and design guidelines for using the BBC name or logo in a list of past or current clients.

### PRINCIPLES

- You must be recognised as a major supplier (see page 05).
- The proposal and final copy or layout must be approved by the BBC.
- The client list may not appear on advertising campaigns (television, radio, online and outdoor).
- The reference must illustrate precisely the service contracted by the BBC (for example, a supplier of software to the BBC must not use their relationship with the BBC to promote hardware).
- The description of services must be factual and accurate.
- The BBC should not be the only client mentioned.
- The BBC must not be the main focus of the promotion.
- The client list must not be the main focus of the promotion.

## CLIENT LISTS

### DESIGN GUIDELINES

#### Use of the BBC in text references

- The BBC may be referred to in text.
- In the case of commercial subsidiaries, refer to the appropriate part of the BBC (BBC Worldwide, BBC Resources, etc).
- BBC services and other sub-brands (BBC One, BBC Radio 2, bbc.co.uk, etc) may not be referred to in text.

#### Use of BBC logos

- You must have approval from Fair Trading and Marketing Strategy. Liaise with your BBC contact.
- The service provided must be significant enough to justify the use of the BBC logo.
- You must be key to the delivery of BBC content or services.
- The BBC logo must be one of many company logos being used.
- The size of the BBC logo should be proportionate to other client logos.

- You must follow the guidelines for the BBC blocks (pages 03–04).
- Only the BBC blocks (master logo) may be used except when referring to a commercial subsidiary such as BBC Worldwide, BBC Resources, etc.
- BBC services or programme logos (BBC One, BBC Radio 2, bbc.co.uk, BBC Proms, etc) must not be used.
- For guidelines on the use of BBC commercial subsidiary logos, please liaise with your BBC contact.
- You must include the correct trade mark/copyright notice unless otherwise agreed. Please liaise with your BBC contact.

#### Use of stills or clips

- Stills or clips may not be used.

#### Use of BBC talent and characters

- BBC talent or characters may not be used.

## CASE STUDIES

This guideline describes how the BBC name, logo, stills or clips may be used to illustrate a detailed account of work undertaken for the BBC.

### PRINCIPLES

- You must be recognised as a BBC major supplier (see page 05).
- The proposal and final copy/layout must be approved by the BBC.
- A case study may not appear on advertising campaigns (television, radio, online, mobile phone and outdoor).
- The reference should illustrate precisely the service contracted for by the BBC (for example, a supplier of software to the BBC must not use their relationship with the BBC to promote hardware).
- The description of services must be factual and accurate.
- The description must be objective. Any subjective comments must be clearly attributed and appear in context.
- The description must be limited to that information strictly necessary to describe services.
- It must be free from (potentially) sensitive information.
- The BBC must not be the only case study.
- The BBC must not be the main focus of the promotion.
- The case study must not be the main focus of the promotion.
- The BBC case study must be separated from promotional or commercial messages.
- The BBC must be separated from third-party trade marks, logos and images.
- The case study must not use testimonials from the BBC or BBC staff.

## CASE STUDIES

### DESIGN GUIDELINES

#### Use of the BBC in text references

- The BBC may be referred to in text.
- In the case of commercial subsidiaries, refer to the appropriate part of the BBC (BBC Worldwide, BBC Resources, etc).
- BBC services and other sub-brands (BBC One, BBC Radio 2, bbc.co.uk, etc) may not be referred to in text.

#### Use of BBC logos

- You must have approval from Fair Trading and Marketing Strategy. Liaise with your BBC contact.
- The service provided must be significant enough to justify the use of the BBC logo.
- Use of the logo must be essential to the case study.
- You must be key to the delivery of BBC content or services.
- The BBC logo must be one of many logos being used.
- The size of the BBC logo should be proportionate to other client logos.
- Only the BBC blocks (master logo) may be used, except when referring to a commercial subsidiary such as BBC Worldwide, BBC Resources, etc.
- BBC services or programme logos (BBC One, BBC Radio 2, bbc.co.uk, etc) must not be used.
- You must follow the logo guidelines for BBC blocks (pages 03–04).
- For guidelines on the use of BBC commercial subsidiary logos, liaise with your BBC contact.
- You must include the correct trade mark/copyright notice unless otherwise agreed. Please liaise with your BBC contact.

## CASE STUDIES

### Use of stills and clips

- Stills and clips may be used.
  - They must be central to the point of the case study.
  - They must have been chosen specifically to relate to the service provided to the BBC.
  - If necessary, they may be cropped to illustrate the service provided to the BBC.
  - The length of clips must be no longer than necessary to illustrate the service provided to the BBC.
  - Stills and clips must not feature BBC logos, presenters or key moments in the footage.
- Third-party brands must not be used on BBC clips or stills. This includes graphic devices used to frame footage.
  - No clips may be used online except on secure websites. There are some exceptions to this – please liaise with your BBC contact.
  - You must ensure that clips and stills cannot be downloaded or copied.
  - Contributor clearances will not be made by the BBC.

### Use of BBC talent and characters

- BBC talent or characters may not be used, unless featured in approved clips or stills.



## TESTIMONIALS

The BBC does not provide or approve testimonials.

- The BBC does not provide testimonials.
- The supplier, must not quote a member of BBC staff.
- The supplier, must not quote the BBC.

## SHOW REELS

This guideline describes how production houses that have produced BBC programmes may use the BBC name, logo, stills or clips on their show reels.

### PRINCIPLES

- You must be recognised as a major supplier (see page 05).
- The proposal and the final version of the show reel must be approved by the BBC.
- Show reels may not appear on advertising campaigns (television, radio, online and outdoor).
- Show reels must be free from (potentially) sensitive footage.
- The BBC should not be the only client featured.
- The BBC must not be the main focus of the show reel.
- The BBC must be separated from commercial messages.
- The BBC must be separated from third-party trade marks, logos and images.

### DESIGN GUIDELINES

#### Use of the BBC in text references

- The BBC may be referred to in text.
- In the case of commercial subsidiaries, refer to the appropriate part of the BBC (BBC Worldwide, BBC Resources, etc).
- BBC services and other sub-brands (BBC One, BBC Radio 2, bbc.co.uk, etc) may not be referred to in text.

#### Use of BBC logos

- BBC logos may not be used.

#### Use of stills and clips

- Stills and clips may be used.
- They must be central to the point of the show reel.
- They must be chosen specifically to relate to the service made to the BBC.
- If necessary, they may be cropped to illustrate the service made to the BBC.
- The length of clips must be no longer than necessary to illustrate the service made to the BBC.
- Stills or clips must not feature BBC logos, presenters or key moments in the footage.
- Third-party brands must not be used on BBC clips or stills. This includes graphic devices used to frame footage.
- No clips should be used online except on secure websites. There are some exceptions to this – liaise with your BBC contact.
- You must ensure that clips or stills cannot be downloaded or copied.
- Contributor clearances will not be made by the BBC.

## ADVERTISING AND MARKETING PROMOTIONS

Using your relationship with the BBC as a supplier, on promotional or marketing campaigns.

- As a supplier you may not mention, promote or advertise your relationship with the BBC in any format, other than in a client list, case study or show reel.