

BRAND AND DESIGN GUIDELINES

TV listings, press articles and other references to the BBC
by magazines, newspapers, newsletters and other publications

October 05

bbc.co.uk/branding/guidelines

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



INTRODUCTION

This document provides brand and design guidelines for TV listings, press articles and other references to the BBC by magazines, newspapers, newsletters and other such publications.

Consumers strongly associate this material with the BBC, so it is important that it works to build and protect the BBC brand.



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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 Comply with the Trade Mark Licence

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

02 Register with the department managing stills, and comply with their terms and conditions.

- For programmes currently being broadcast:
Picture Publicity – pictures@bbc.co.uk
- For programmes broadcast in the past:
BBC Photographic Library – research-central@bbc.co.uk

03 Register with the department managing the use of logos, and comply with their terms and conditions.

- For programmes currently being broadcast:
Picture Publicity – pictures@bbc.co.uk
- For programmes broadcast in the past:
Marketing Strategy – central.marketing@bbc.co.uk

04 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.

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

BBC LOGO AND BRAND GUIDELINES

Guidelines on the use of BBC logos and how to write BBC brands in text.

PRINCIPLES

- The initials BBC and BBC logos are trade marks of the British Broadcasting Corporation and copyright in the logos belongs to the BBC.
- You must have a Trade Mark Licence to use a BBC logo.
- Each BBC logo has its own guidelines which you must adhere to. Please liaise with your BBC contact.

BBC LOGO AND BRAND GUIDELINES

DESIGN GUIDELINES

Use of BBC logos

- You must use original artwork supplied by the BBC. Please liaise with your BBC contact.
- Logos must not be changed, re-created or distorted in any way.
- Logos must always appear horizontally – not stacked or turned sideways.
- They must not be used in a sentence or in a line of text.
- They must not be used as a pattern or as a design feature.
- They must be clear and legible.

Exclusion zones

- Refer to the exclusion zones relevant to each BBC logo. Liaise with your BBC contact.
- Third-party logos (including partner logos) must 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 zones.

BBC brand names in text

- BBC is always written in upper case.
- References to the BBC should be about BBC services rather than programmes.
- In display, service names appear in upper case: BBC ONE, BBC RADIO 2, etc. The exceptions to this are BBCi, CBeebies and bbc.co.uk.
- In large areas of text, channel and service names should appear in upper and lower case: BBC One, BBC Radio 2, etc. The exceptions to this are CBBC and bbc.co.uk.
- Programme and initiative names should always appear in upper and lower case: BBC Big Read.
- BBC Television and BBC Radio should be written with a capital T and R when being referred to as brands.
- BBC should be included in all radio station names.
- bbc.co.uk is always written all in lower case, even at the start of a sentence, and does not begin with “www”.
- Television channels are written in words rather than numbers, except BBC News 24.
- Network radio stations are written in numbers: BBC Radio 1, BBC 6 Music, etc. The exceptions to this are: BBC Radio Five Live and Five Live Sports Extra.

DESIGN GUIDELINES

Design guidelines on how to use BBC logos and stills in your publication.

Use of BBC logos

- Logos may only be used to illustrate factual articles, etc.
- They may not be used on the front cover of magazines, newspapers or publications.
- They may be used on websites – you must have approval from the relevant department (see page 02).
- They must be positioned next to or near the associated article or listings.
- Logos should be separated from commercial messages such as subscription tariffs and offers.
- They should be separated from third-party logos or trade marks.
- They should be separated from advertisements by third parties – especially where the article and the advertisement have an editorial link. (For example, an advert by a third party for DIY products should not be positioned next to an article about a BBC DIY programme.)
- The BBC name or BBC blocks (master logo) should only be used when writing about the organisation, as opposed to a particular programme or service.

Use of BBC stills

- Stills should only be used to illustrate a factual article.
- They must only be used for the material agreed and approved and not on derivative work.
- Use of the stills should not bring the BBC or the person pictured into disrepute.
- Stills should be credited to the BBC – see details from the relevant department (page 02).
- Third-party logos may not be used over BBC stills.
- Stills must be positioned next to or near the associated article or listings.
- They should be kept separate from commercial messages such as subscription tariffs and offers.
- They should be separated from advertisements by third parties – especially where the article and the advertisement have an editorial link. (For example, an advert by a third party for DIY products should not be positioned next to an article about a BBC DIY programme.)
- Images must not be distorted or cropped.