

BRAND AND DESIGN GUIDELINES

Commercial initiatives and their promotion
based on BBC-owned brands or content

October 05

bbc.co.uk/branding/guidelines

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



INTRODUCTION

This document provides brand and design guidelines for commercial initiatives and promotional campaigns based on brands, programmes or content owned and licensed by the BBC.

Consumers strongly associate these initiatives and campaigns with the BBC, so it is important that these work together 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 AND CONTACTS

This section gives a list of the stages you must comply with and contact details of BBC departments that can assist you.

YOU NEED TO:

01 Comply with the Trade Mark Licence

Anything using BBC trade marks (including stills, 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.

- BBC branded merchandise has specific design guidelines for trade mark/copyright notices (see pages 18–20).

02 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 of these documents can be found on bbc.co.uk:

- Editorial Policy Guidelines (Producer's Guidelines): bbc.co.uk/info/policies/producer_guides
- Fair Trading Guidelines: bbc.co.uk/info/policies/commercial_guides

03 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.

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

05 BBC contacts

Throughout these guidelines we refer to “your BBC contact”, who will be one of the following.

For rights licensed from BBC Commercial Agency:
Commercial Manager Publishing Video & Merchandising
BBC Commercial Agency
G104 White City I
201 Wood Lane
London W12 7TS
Telephone: 020 8752 5938

For rights licensed from BBC Worldwide:
Fair Trading Executive
BBC Business & Legal Affairs
Woodlands
80 Wood Lane
London W12 0TT
Telephone: 020 8433 2552

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

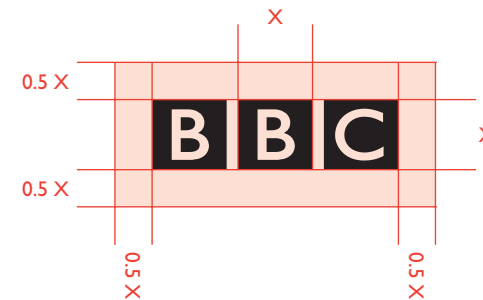
- The logo must be clear and legible. Use the most visible colour version against a background. Note that the background appears through the letters.

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



COMMERCIAL INITIATIVES

Policy and design guidelines for the development of commercial initiatives.

PRINCIPLES

- Refer to and comply with COMMERCIAL BRAND POLICIES (page 01).
- You must have approval from the BBC for the timing of the release of the product. Please liaise with your BBC contact. (For a BBC Worldwide product, refer to Publishing Guidelines.)
- Materials should be in line with the editorial values of the programme from which they originate.
- The product should enhance the brand and add value for the consumer. It should not exist purely for financial benefit.
- The product must communicate with its target audience in an appropriate way.
- The product should feature a significant amount of related programme content within.
- It must be clear that the product is not manufactured by the BBC, but is licensed by it.

COMMERCIAL INITIATIVES

PRODUCTS: PROGRAMME BRANDED

This guideline applies to books, DVDs, videos, CDs and CD-Roms, based on or inspired by a BBC programme.

PRINCIPLES

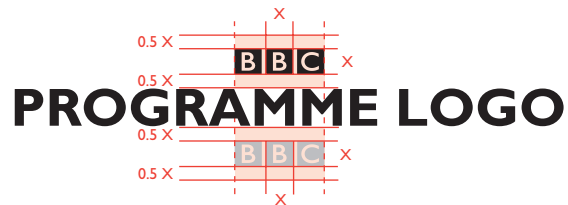
Refer to and comply with PRINCIPLES (page 05).

DESIGN GUIDELINES – front cover

Use of BBC logos

- The BBC blocks must be included.
- The BBC blocks may be used once only.
- The BBC blocks must be centred above or below the BBC programme logo.

BBC blocks and programme logo size and position



Example: DVD front cover showing programme logo with BBC blocks



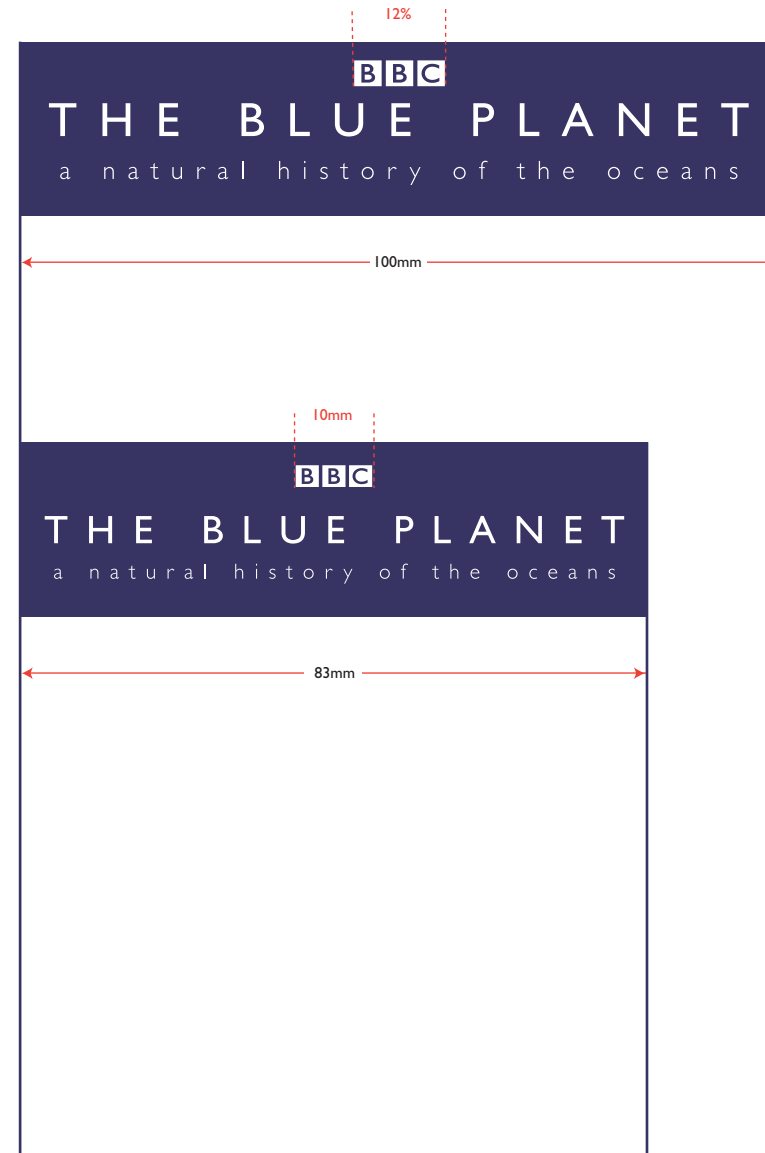
COMMERCIAL INITIATIVES

PRODUCTS: PROGRAMME BRANDED

DESIGN GUIDELINES – front cover

Size of the BBC logos

- The size of the BBC programme logo should be in proportion to the size of the product.
- The size of the BBC blocks must always be 12% of the width of the product.
- If the product is 83mm wide or less, the BBC logo appears at its minimum size of 10mm wide.



COMMERCIAL INITIATIVES

PRODUCTS: PROGRAMME BRANDED

DESIGN GUIDELINES – front cover

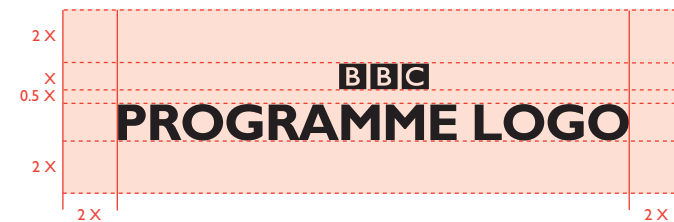
Exclusion zones

- Third-party logos must not be positioned within the third-party exclusion zone (this includes BBC Worldwide imprint logos).
- The BBC blocks may not be positioned in the top 13% of the product (13% of product height).
- Third-party logos may be positioned within the top 13% of the product, as long as it is clear that the programme is not owned by that third party (see examples, page 09).

Other

- Third parties may not show their contact numbers, URLs or addresses on the front cover of the product.

Third-party exclusion zone



Top 13% exclusion zone



COMMERCIAL INITIATIVES

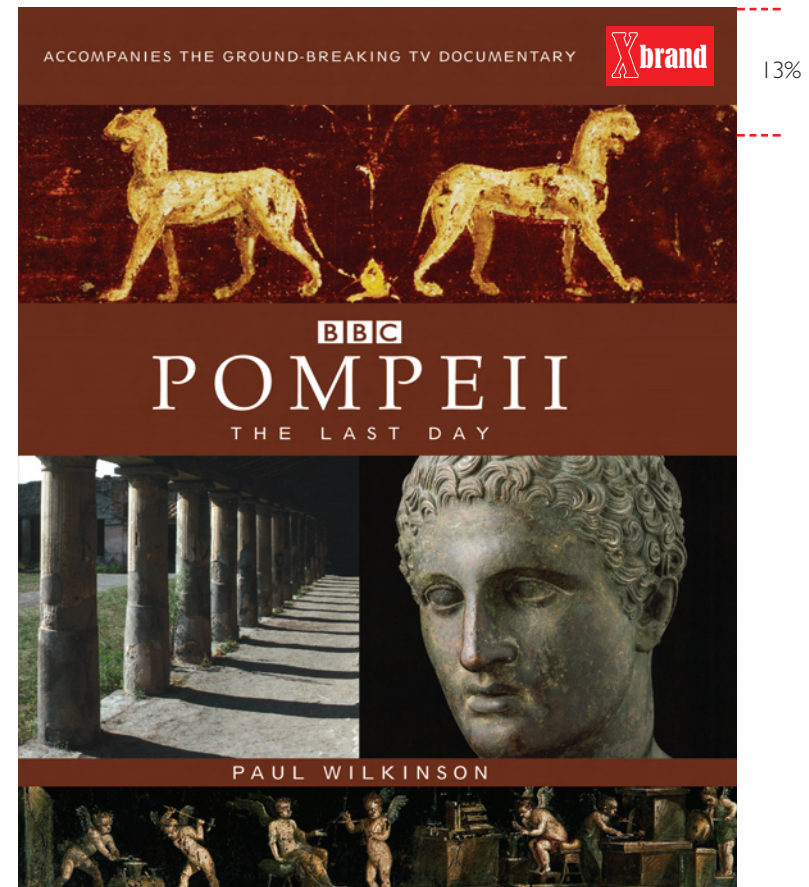
PRODUCTS: PROGRAMME BRANDED

DESIGN GUIDELINES – front cover

Example: showing a third-party logo **too close** to the BBC brand



Example: showing a third-party logo at an **acceptable distance** from the BBC brand



COMMERCIAL INITIATIVES

PRODUCTS: PROGRAMME BRANDED

DESIGN GUIDELINES – front cover

Programme stills

- Programme stills may be used.
- Stills used must reflect the BBC content and the amount of BBC content featured within.
- Music CDs may use programme stills but it must be clear that the CD content does not include programme footage.

Alternative for BBC Worldwide

The BBC blocks may be replaced with a BBC Worldwide imprint logo – with approval from BBC Worldwide.

- A BBC Worldwide imprint logo may be positioned anywhere on the front cover.
- There should be a reasonable distance between the BBC Worldwide imprint logo and the programme logo.
- The BBC blocks may be replaced with a BBC service logo.
- You must have approval from the Brand Marketing Manager. Please liaise with your BBC contact.
- A BBC service logo may be positioned anywhere on the front cover at a reasonable distance from the programme logo.

Example: showing BBC Worldwide DVDs



COMMERCIAL INITIATIVES

PRODUCTS: PROGRAMME BRANDED

DESIGN GUIDELINES – back cover and spine

Use of BBC logos

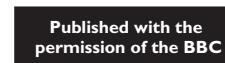
- The BBC blocks must not be used on the back cover.
- You may use a BBC service logo. You must have approval from the Brand Marketing Manager and Marketing Strategy. Liaise with your BBC contact.
- BBC logos may not be used on the spine of the product.

Content licence stamp

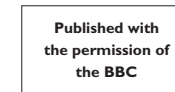
- A content licence stamp must appear on the back of the product.
- It must be clear and legible.
- For books you may use content licence stamp 1, 2 or 3 on this page.
- For video or audio you may use content licence stamp 4 or 5 on page 12.
- For artwork please liaise with your BBC contact.

Content licence stamp (books only)

Content licence stamp 1



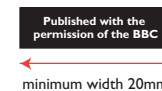
Content licence stamp 2



Content licence stamp 3



Minimum sizes



COMMERCIAL INITIATIVES

PRODUCTS: PROGRAMME BRANDED

DESIGN GUIDELINES – back cover and spine

Trade mark/copyright notice

- You must include the correct trade mark/copyright notice unless otherwise agreed. Please liaise with your BBC contact.

Content licence stamp (video, audio, etc)

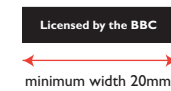
Content licence stamp 4



Content licence stamp 5



Minimum sizes



COMMERCIAL INITIATIVES

PRODUCTS: PROGRAMME BRANDED

DESIGN GUIDELINES – back cover and spine

Alternative for BBC Worldwide

- You may use the BBC blocks on the back cover.
- You may use a BBC service logo. You must have approval from the Brand Marketing Manager and Marketing Strategy. Liaise with your BBC contact.
- The BBC blocks may be replaced with a BBC Worldwide imprint logo.
- If the programme logo appears on the back cover, other BBC logos must not be positioned near it.
- More than one BBC logo may be used on the back cover. However, this is poor branding practice and should only be done under exceptional circumstances.
- A content licence stamp does not have to be used.
- The BBC blocks or a BBC Worldwide imprint logo may be used on the spine.

Example: BBC Worldwide DVD back cover



COMMERCIAL INITIATIVES

PRODUCTS: DERIVATIVE PROGRAMME BRANDED

This guideline applies when a book is republished after the BBC has made and broadcast a programme based on that book, where the content is not owned by the BBC.

PRINCIPLES

Refer to and comply with PRINCIPLES (page 05).

DESIGN GUIDELINES – front cover

Derivative content licence stamp

- The appropriate stamp must be used on the front cover.
- No additional BBC logos may be used on the front cover.
- The minimum size for this stamp is 41mm wide. It should be increased in size in proportion to the product.
- The stamp may be reproduced in black or white only.
- For artwork please liaise with your BBC contact.

Programme stills

- Stills from the programme may be used, but must be approved by the BBC. Please liaise with your BBC contact.

DESIGN GUIDELINES – back cover and spine

See pages 11–13.

Derivative content licence stamp

Derivative content licence stamp 1



Derivative content licence stamp 2



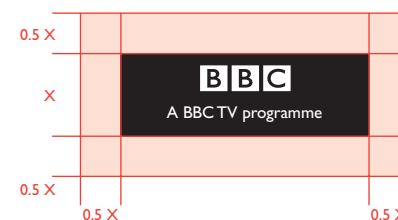
Derivative content licence stamp 3



Derivative content licence stamp 4



Exclusion zone



Minimum size



COMMERCIAL INITIATIVES

PRODUCTS: INDEPENDENT ARTIST BRANDED

This guideline covers books, DVDs, videos, CDs and CD-Roms containing BBC recordings (100%) of a specific artist, composer or band, where the product will be named after/by the artist, composer or band.

PRINCIPLES

Refer to and comply with PRINCIPLES (page 05).

DESIGN GUIDELINES – front cover

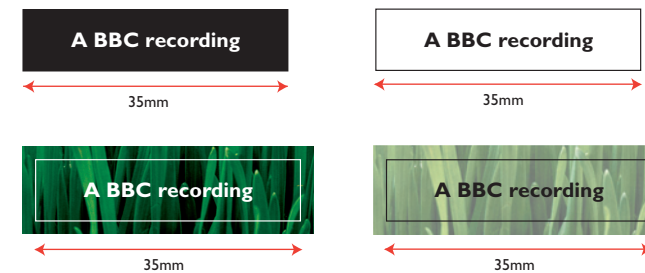
- BBC logos may not be used.
- “BBC” must be an integral part of the title (eg David Bowie at the BBC), or you must use a recording licence stamp.

Recording licence stamp

- The stamp should appear on the front of the product unless “BBC” is an integral part of the title.
- It should be positioned at the bottom left or bottom right of the product.
- The minimum size for the stamp is 35mm wide.
- The stamp must be clear and legible.
- For artwork please liaise with your BBC contact.

Recording licence stamp

Recording licence stamp 1 (showing minimum size)



COMMERCIAL INITIATIVES

PRODUCTS: INDEPENDENT ARTIST BRANDED

DESIGN GUIDELINES – front cover

Programme stills

- Stills from programmes featured within may be used.
- Stills must be approved by the Brand Marketing Manager. Please liaise with your BBC contact.
- Music CDs may use stills but it must be clear that the CD content does not include programme footage.

DESIGN GUIDELINES – back cover and spine

- The BBC blocks must be used on the back cover.
- The BBC blocks may be used only once on the back cover.
- The BBC blocks may be positioned anywhere on the back cover.
- BBC service logos may not be used.
- BBC logos should not be used on the spine.

Trade mark/copyright notice

- You must include the correct trade mark/copyright notice unless otherwise agreed. Liaise with your BBC contact.

Alternative for BBC Worldwide

- The BBC blocks logo may be replaced with a BBC Worldwide imprint logo.

COMMERCIAL INITIATIVES

PRODUCTS: COMPILATIONS, NOT BBC BRANDED

This guideline covers books, DVDs, videos, CDs and CD-Roms that are compilations featuring some BBC content, but where the product is not named after a BBC programme brand.

PRINCIPLES

- Refer to and comply with COMMERCIAL BRAND POLICIES (page 01).
- You must have approval from the BBC for the timing of the release of the product. Please liaise with your BBC contact. (For a BBC Worldwide product, refer to Publishing Guidelines.)
- Materials should be in line with the editorial content of the BBC programme(s) featured within.
- The product should enhance the brand and add value to the consumer.
- The product must communicate with its target audience in an appropriate way.
- It must be clear that the product is not manufactured by the BBC, but content is licensed by it.

DESIGN GUIDELINES – front cover

- BBC logos and branding may not be used.

Programme stills

- Stills from programmes featured in the product may be used.
- The stills used must be approved by the Brand Marketing Manager and Marketing Strategy. Please liaise with your BBC contact.
- The number of stills used must reflect the amount of BBC content featured in the product.
- Music CDs may use programme stills but it must be clear that CD content does not include programme footage.

DESIGN GUIDELINES – back cover and spine

- BBC logos must not be used.

Trade mark/copyright notice

- You must include the correct trade mark/copyright notice unless otherwise agreed. Please liaise with your BBC contact.

COMMERCIAL INITIATIVES

MERCHANDISE

This guideline covers toys, stationery, foodstuffs, gifts, etc, based on a BBC brand.

PRINCIPLES

- Refer to and comply with COMMERCIAL BRAND POLICIES (page 01).
- You must have approval from the BBC for the timing of the release of the product. Please liaise with your BBC contact. (For a BBC Worldwide product, refer to Publishing Guidelines.)
- The product should be of genuine added value to the brand, created explicitly from the intellectual content of the BBC programme, or of a novelty nature serving to promote the programme.
- Material should be in line with the editorial values of the programme.
- The product must communicate with its target audience in an appropriate way.
- It must be clear that the product is not manufactured by the BBC, but is licensed by it.
- The product must include the manufacturer's logo, which must be prominent in size in relation to the BBC merchandise licence artwork (see page 19).
- The licensee must take responsibility for the quality of the product (except for a BBC Worldwide product, which will be approved by BBC Worldwide).

COMMERCIAL INITIATIVES

MERCHANDISE

DESIGN GUIDELINES – Merchandise licence artwork

- The licensee must generate artwork combining the BBC blocks and a BBC trade mark and copyright notice.
- Refer to THE BBC BLOCKS (pages 03–04).
- The artwork may be positioned anywhere on the merchandise except on the front cover of any packaging. Please liaise with your BBC contact.

Position and exclusion zones

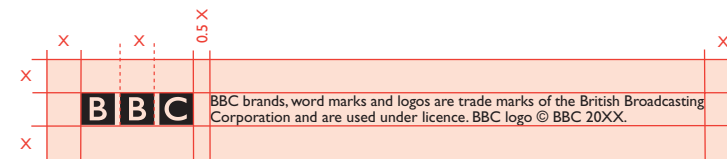
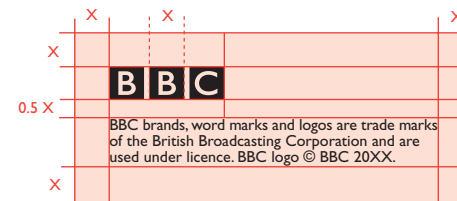
- The exclusion zone between the two elements is half the size of a BBC block.
- The exclusion zone around the artwork is the width of a BBC block.

Size of artwork

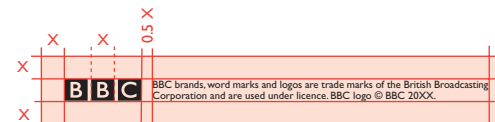
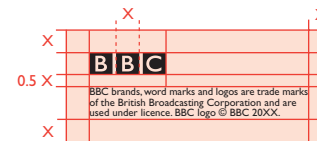
- The minimum size for the BBC blocks is 10mm wide.
- The trade mark and copyright notice text must be a minimum of 4pt.
- There is no maximum size for the merchandise licence artwork. However:
 - it should not be given undue prominence
 - it should be in proportion with the size of the product
 - it should be in proportion to other branding

Merchandise licence artwork

Exclusion zones



Minimum size



COMMERCIAL INITIATIVES

MERCHANDISE

DESIGN GUIDELINES – Third-party branding

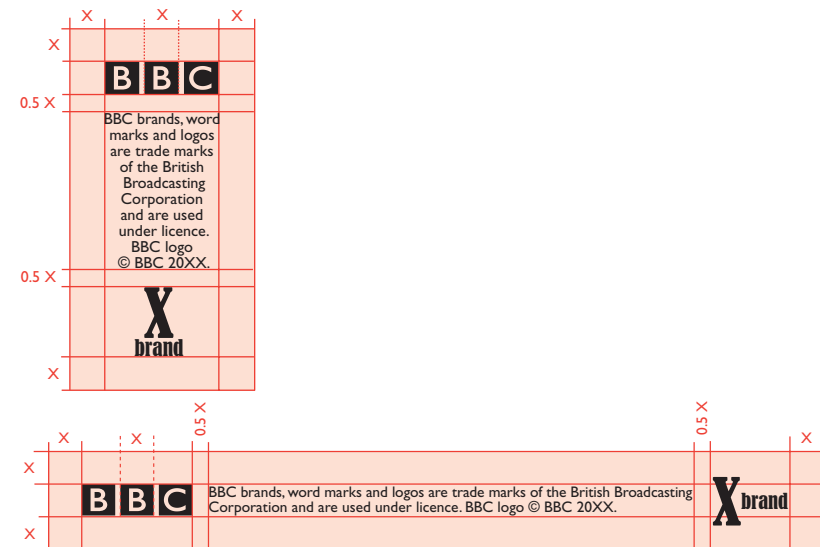
- The BBC blocks and the third-party logo should be similar sizes and have equal prominence.
- The trade mark and copyright notice should be positioned between the two logos.
- The exclusion zone between each of the three elements is half the size of a BBC block.
- The exclusion zone around the artwork is the width of a BBC block.

Minimum size

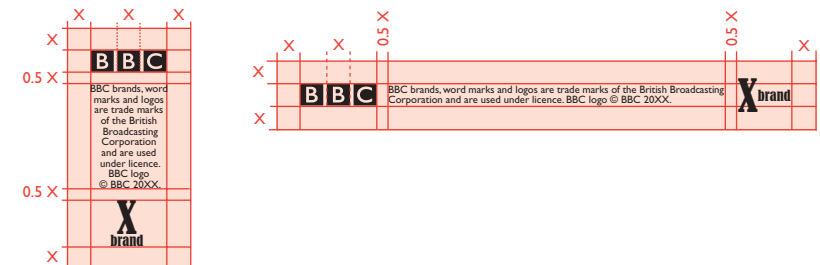
- The BBC blocks must be at least 10mm wide.
- The trade mark and copyright notice text must be a minimum of 4pt.

Merchandise licence artwork with third-party branding

Exclusion zones



Minimum size



COMMERCIAL INITIATIVES

EVENTS

This guideline covers policy and branding guidelines for events.

PRINCIPLES

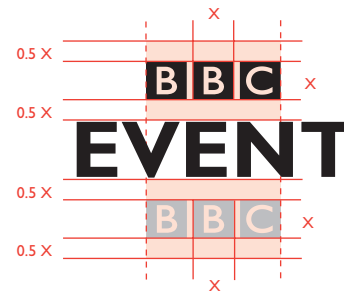
- Refer to and comply with **COMMERCIAL BRAND POLICIES** (page 01).
- An event is considered as an extension of the programme on which it is based, and must have approval from the Brand Marketing Manager, Editorial Policy and Marketing Strategy. Please liaise with your BBC contact.
- It may not be branded with a BBC service brand except with approval from the Brand Marketing Manager. Please liaise with your BBC contact.
- The event must be in line with the editorial content and values of the BBC brand on which it is based.
- The event must communicate with the target audience in an appropriate way.

DESIGN GUIDELINES

The BBC event logo may be used in the development of commercial initiatives and promotional campaigns.

- For products, refer to **PRODUCTS: PROGRAMME BRANDED** (pages 06–13) and replace BBC programme logos with the BBC event logo.
- For merchandise, see pages 18–20.
- For competitions, see page 22.
- For promotional campaigns, refer to **OFF-AIR PROMOTIONS** (pages 26–27) and replace all mentions of the BBC programme logo, name or brand with the BBC event.
- For sponsorship, see pages 32–34.

Event and logo exclusion zones



COMMERCIAL INITIATIVES

COMPETITIONS

This guideline covers policy and branding guidelines for competitions.

PRINCIPLES

- Refer to and comply with COMMERCIAL BRAND POLICIES (page 01).
- Editorial Policy must be consulted. Please liaise with your BBC contact.
- The competition should enhance and add value to the brand. It should not exist purely for financial benefit.
- It should be in line with the editorial content and values of the BBC brand.
- It must be a game of skill or judgement appropriate to the target audience.
- If the competition requires participants to watch or listen to a programme, the competition should not imply that the reason for watching or listening is to win a prize.
- The competition must not use scratch cards.
- The level of difficulty should be in line with the value of the prize.
- Prizes should not be excessive.
- Cash prizes should be avoided.
- The competition must comply with the Lotteries and Amusements Act.

PROMOTIONAL CAMPAIGNS

Policy and design guidelines for promotional campaigns designed to promote commercial initiatives based on or having BBC content.

PRINCIPLES

- Refer to and comply with **COMMERCIAL BRAND POLICIES** (page 01).
- Promotional campaigns must have approval from the BBC for the timing of the campaign. Please liaise with your BBC contact. (For a BBC Worldwide campaign, see Publishing Guidelines.)
- The campaign should be in line with the editorial values of the BBC brand and content being promoted.
- It must communicate with its target audience in an appropriate way.
- The promotion of any competition must be discussed with Editorial Policy. Please liaise with your BBC contact.
- A programme may not be “exclusive” to a third party; a promotion or a compilation offer may.

PROMOTIONAL CAMPAIGNS

ON-AIR AND ONLINE PROMOTIONS

This guideline covers television, radio and online promotional campaigns which promote commercial initiatives based on or featuring BBC content.

Branding

- Refer to and comply with PRINCIPLES (page 23).
- The BBC blocks and BBC service logos must not be used.
- BBC programme logos (without the BBC blocks) may be used.
- The campaign should not mention the BBC or any of the BBC service brands.
- Programme names may be mentioned (without the BBC prefix).
- When promoting a BBC programme branded product, a pack shot may be featured. The BBC branding should not be prominent or easily recognisable.
- Signature jingles or anything resembling them should not be used.
- BBC content must be separated from the commercial message.

Use of stills and clips

- BBC programme stills and clips may only be used in the following circumstances:
 - Promotion of programme branded products may include clips and stills that are featured within the product.
 - Promotion of programme branded music CDs may use stills and clips but it must be clear that content does not include programme footage.
 - Promotion of compilation products may include clips and stills that are featured within the product. The clips and stills featured must reflect the level of BBC content within.
 - Promotion of artist branded products may include clips and stills that are featured within the product.
 - Promotion of artist branded music CDs may use stills but it must be clear that content does not include programme footage.
 - Third-party brands must not appear on BBC clips or stills.
 - The creative execution must not imply that BBC stills or clips belong to a third party.

PROMOTIONAL CAMPAIGNS

ON-AIR AND ONLINE PROMOTIONS

Other

- New footage may be created.
- Existing content must not be re-created.
- Promotional content must not mimic programme content.
- Talent and characters from the programme may be featured. This must be cleared with the Brand Marketing Manager and Editorial Policy. Please liaise with your BBC contact.
- Talent must not mention a purchase call to action.
- Book extracts may be used for promotions. This must be approved by the editor of the book and Editorial Policy (except for BBC Worldwide where it is only necessary to check with the editor). Please liaise with your BBC contact.

In addition, for online promotions only:

- The promotion must comply with the Data Protection Act.
- Viral campaigns must be approved by Editorial Policy (except for BBC Worldwide where approval must be obtained from BBC Worldwide Fair Trading). Please liaise with your BBC contact.
- The promotion must not use 'spam'.

PROMOTIONAL CAMPAIGNS

OFF-AIR PROMOTIONS

This guideline covers press advertising, advertorials, posters and other printed marketing communications which promote commercial initiatives based on or featuring BBC content.

Branding

- Refer to and comply with PRINCIPLES (page 23).
- The BBC blocks and BBC service logos must not be used.
- BBC programme logos (without the BBC blocks) should be used.
- Third-party logos (including BBC Worldwide imprints) should be positioned at a reasonable distance from BBC logos.
- In text, “BBC” may prefix a programme or genre brand only once.

Use of stills

- Stills of BBC programmes may only be used in the following circumstances:
 - Promotion of programme branded products may use stills if they are featured within the product.
 - Promotion of programme branded music CDs may use stills from the programme but it must be clear that CD content does not include programme footage.
 - Promotion of compilation products may use stills that are featured within the product. The stills featured must reflect the level of BBC content within.

- Promotion of artist branded products may use stills that are featured within the product.
- Promotion of artist branded music CDs may use stills but it must be clear that content does not include programme footage.
- Third-party brands must not appear on BBC stills.

Other

- Talent and characters featured in a programme may be used. This must be cleared with the Brand Marketing Manager and Editorial Policy. Please liaise with your BBC contact.
- Talent must not mention a purchase call to action.

Notices: non-exclusivity notice (retailer tag)

The BBC has a non-exclusive relationship with third parties. If a marketing initiative identifies a single third party (specifically a retailer or service provider), the following statement must be made in a written or verbal format: “available from X-retail-brand and all good retailers”.

Alternative for BBC Worldwide

- The BBC blocks or a BBC Worldwide imprint logo may be used.

PROMOTIONAL CAMPAIGNS

PR

This guideline covers PR which promotes commercial initiatives based on and featuring BBC content.

PRINCIPLES

- Refer to and comply with PRINCIPLES (page 23).

In addition:

- Press communications must be co-ordinated with BBC Publicity. Please liaise with your BBC contact.
- Interviews and appearances involving talent and characters require approval from the Brand Marketing Manager and Editorial Policy. Please liaise with your BBC contact (except for BBC Worldwide where you should liaise with your BBC Worldwide Fair Trading contact).

INITIATIVES AND PROMOTIONS WITH A THIRD PARTY

Policy and design guidelines for the development of commercial initiatives and promotional campaigns involving third parties: joint promotions, sponsorship and partnerships.

All proposals must be approved by the Brand Marketing Manager, Editorial Policy and Fair Trading (through Marketing Strategy). Please liaise with your BBC contact. BBC Worldwide must consult with their BBC Worldwide Fair Trading contact.

- Refer to and comply with COMMERCIAL BRAND POLICIES (page 01).

PRINCIPLES – choosing a third party/partner

- The third party must be appropriate to the editorial values and target audience of the BBC brand.
- The BBC has a non-exclusive relationship with third parties. A third party must not be used consistently; opportunities to work with other partners should be sought.
- The length of a promotion with a partner should be no longer than three months.

- The BBC should not partner with religious bodies, political organisations, pressure groups or lobby groups.
- The BBC must not work with companies involved or associated with tobacco, pornography, guns, escort or marriage agencies, gambling, promotion of the occult, family planning, pharmaceuticals.
- The BBC must not partner with fast-food or unhealthy food companies or products when children's programmes or brands are involved.
- Careful consideration must be given to any association with a charity. The BBC normally supports its own charities. Any exception must be agreed by the BBC's Appeals Advisory Committee. Please liaise with your BBC contact.

INITIATIVES AND PROMOTIONS WITH A THIRD PARTY

JOINT PROMOTIONS: COMMERCIAL INITIATIVES

This guideline applies where the licensee works with a third party in the development of a BBC product which promotes both the BBC and the third-party brand.

Examples of joint promotions are:

- a free DVD with a magazine
- a competition to win a DVD if a magazine is purchased
- a special price offer for a product by a retailer
- collecting tokens to redeem a product at a retailer

PRINCIPLES

- Refer to and comply with PRINCIPLES (page 23) and PRINCIPLES – choosing a third party/partner (page 28).
- Marketing Strategy must approve the concept and the final artwork. Please liaise with your BBC contact.
- A third party may not use its logo except on a free promotional product tailor-made for the promotion, with approval from Marketing Strategy.
- The third-party brand and BBC brands and content must be kept separate across all communications.

DESIGN GUIDELINES

- For programme branded products follow the guidelines on pages 06–13.
- For derivative programme branded products follow the guidelines on page 14.
- For compilation products follow the guidelines on page 17.
- For merchandise follow the guidelines on pages 18–20.
- For events follow the guidelines on page 21.
- For competitions follow the guidelines on page 22.

INITIATIVES AND PROMOTIONS WITH A THIRD PARTY

JOINT PROMOTIONS: PROMOTIONAL CAMPAIGNS

This guideline applies where the licensee works with a third party to promote a BBC product and the third-party brand in a joint promotion.

Examples of joint promotions are:

- a free DVD with a magazine
- a competition to win a DVD if a magazine is purchased
- a special price offer for a product by a retailer
- collecting tokens to redeem a product at a retailer

PRINCIPLES

- Refer to and comply with PRINCIPLES (page 23) and PRINCIPLES – choosing a third party/partner (page 28).
- Marketing Strategy must approve the concept and the final artwork. Please liaise with your BBC contact.
- The third-party brand and BBC brands and content must be kept separate across all communications.

DESIGN GUIDELINES – on air and online

- Follow the guidelines for ON-AIR AND ONLINE PROMOTIONS (page 24–25).

DESIGN GUIDELINES – off air

- The BBC blocks may be used.
- The BBC blocks may be used once only.
- The BBC blocks must be centred above or below the BBC programme logo (see page 06).
- Third-party logos must be positioned outside the third-party exclusion zone (see page 08).
- Third-party logos should be placed at an appropriate distance from BBC logos, in some cases beyond the exclusion zones. Please liaise with your BBC contact for final approval.
- In text, “BBC” may prefix a programme or genre brand only once.

INITIATIVES AND PROMOTIONS WITH A THIRD PARTY

JOINT PROMOTIONS: PROMOTIONAL CAMPAIGNS

Use of stills – off air

- BBC programme stills may only be used in the following circumstances:
 - Promotion of programme branded products may use stills featured within the product.
 - Promotion of programme branded music CDs may use stills but it must be clear that content does not include programme footage.
 - Promotion of compilation products may use programme stills that are featured in the product. The stills featured must reflect the amount of BBC content within.
 - Promotion of artist branded products may use stills that are featured within the product.
 - Promotion of artist branded music CDs may use stills from the programme but must make clear that content does not include programme footage.
- Third-party brands must not appear on BBC stills.

Other

- Talent and characters featured in the programme may be used. This must be cleared with the Head of Marketing and Editorial Policy. Please liaise with your BBC contact.
- Talent must not mention a purchase call to action.

Free/giveaway promotion notice

- When promoting free or giveaway products (featuring BBC content), the following statement must be made: “promotional DVD” or “promotional video”, etc.

INITIATIVES AND PROMOTIONS WITH A THIRD PARTY

SPONSORSHIP

This guideline applies when a third party sponsors a BBC branded commercial event.

PRINCIPLES

This guideline applies to events only. Sponsorship of other commercial initiatives will be considered on a case by case basis.

- Refer to and comply with PRINCIPLES – choosing a third party/partner (page 28).
- A sponsor does not have editorial input.
- Marketing Strategy must approve the concept and final artwork stages. Please liaise with your BBC contact.
- Sponsorship by a corporate brand will be more suitable than sponsorship by a consumer brand. (For example, Ford rather than Ford Focus.)
- A sponsor should be in a completely different market segment from the brand being sponsored (for example, *Top Gear* may not be sponsored by a car manufacturer).
- Sponsors may pay for, produce and distribute publicity material related to the event. The message must focus on the event, not the sponsorship. The message must not suggest that the sponsor is putting on the event. All such material must be approved by Marketing Strategy. Please liaise with your BBC contact.
- It must be clear that it is a BBC event. The sponsor's logo must not be more prominent or greater in size than the BBC branding.
- The sponsor's logo must be separate from BBC brands and content.

INITIATIVES AND PROMOTIONS WITH A THIRD PARTY

SPONSORSHIP: COMMERCIAL INITIATIVES

DESIGN GUIDELINES

Refer to and comply with EVENTS (page 21).

In addition:

- Sponsorship is acceptable for an entire event or for part of an event.
- It must be clear that it is the event that is sponsored, not the original service, brand, programme, etc.
- The sponsor's name/brand must not be included or added to the event's brand.
 - Incorrect: "The X brand Radio Times Lecture"
 - Correct: "The Radio Times Lecture sponsored by X brand"
- An event may not be described as "brought to you by" or "presented by" the sponsor.
- No sponsorship is allowed for events connected with BBC news, current affairs or consumer advice, or any programme broadcast on BBC premises.

INITIATIVES AND PROMOTIONS WITH A THIRD PARTY

SPONSORSHIP: PROMOTIONAL CAMPAIGNS

On air and online

- Refer to and comply with ON-AIR AND ONLINE PROMOTIONS (pages 24–25).

In addition:

- A sponsor's logo must not be used.
- Verbal mention of sponsorship is allowed only once, for example "sponsored by X brand".

Off air (press advertising, posters and marketing communications, etc)

Refer to and comply with OFF-AIR PROMOTIONS (page 26).

In addition:

- The sponsor's logo must be positioned outside the third-party exclusion zone (page 08).
- The third-party logo should be less prominent than the BBC logo.
- Traditionally, the sponsor's logo is placed at the bottom of the page.

INITIATIVES AND PROMOTIONS WITH A THIRD PARTY

PARTNERSHIPS

PRINCIPLES

- A partner may have editorial and/or financial input.
- Branding guidelines will be provided for each case, after the proposal has been approved by the BBC.