

# Brand communications guidelines

Version 1.0  
January 2012

## Contents

### Introduction

#### 1 Brand

- 1.1 TV Licensing now
- 1.2 Our philosophy
- 1.3 Brand strategy
- 1.4 Brand world
- 1.5 TV Licensing and the BBC

#### 2 Key brand elements

##### Design

##### Trademark

- 2.1 Primary logo
- 2.2 Using the logo
- 2.3 Positioning the logo
- 2.4 Alternative logo colourways
- 2.5 Logo alignment
- 2.6 Logo as an endframe

##### Colour

- 2.7 Colour palette
- 2.8 Tints

##### Typography

- 2.9 Typeface
- 2.10 Using type
- 2.11 Word clouds

##### Graphic elements

- 2.12 Icons
- 2.13 Sizing icons
- 2.14 Watermark

##### Imagery

- 2.15 Illustrations
- 2.16 Photography

##### Copy

##### TOV

- 2.17 Tone of voice
- 2.18 Messaging guidelines
- 2.19 A note on simplicity
- 2.20 Writing up our identity

#### 3 Customer experiences

- 3.1 Overview
- 3.2 Customer service
- 3.3 Collections
- 3.4 Enforcement

#### 4 Applications

##### Offline

##### Base stationery

- 4.1 Envelopes
- 4.2 Alignment on envelopes
- 4.3 Letters
- 4.4 Letter specifications – front
- 4.5 Letter specifications – reverse
- 4.6 Inserts

##### Online

- 4.7 Website
- 4.8.1 Banner ads
- 4.8.2 Banner ads
- 4.8.3 Banner ads
- 4.9 Pre-rolls
- 4.10 Emails
- 4.11 SMS/MMS
- 4.12 TV trails

#### 5 Other audiences

- 5.1 Students
- 5.2 MOD
- 5.3 Welsh
- 5.4 Welsh logo
- 5.5 Welsh logo colourways
- 5.6 Foreign nationals
- 5.7 Blind/sight impaired

## Introduction

These guidelines explain how our brand is expressed offline and on-screen when communicating with the public, employees and suppliers. This should be used as a practical guide for designing, writing and producing all communications collateral for the TV Licensing brand to optimise effectiveness, provide creative flexibility yet also ensure consistency.

You'll start by discovering how and why the **TV Licensing brand** evolved from an 'Enforcement' positioning to an 'Enabling' one.

You'll then find an outline of the core brand **design** and **copy** elements.

Next there's an explanation of the three **customer experiences**, which are Customer Service, Collections and Enforcement. With each is a comprehensive guide to how you can bring that experience to life through TV Licensing communications.

You can see it all in action with **practical examples** of both offline and online collateral.

And finally, you can take a closer look at campaigns especially developed for **Other audiences** – for example, Ministry of Defence and Welsh segments.

It's important to remember, however, that TV Licensing is a living brand that will continue to evolve. These guidelines are designed to be developed so that they are useful, relevant and capture our most innovative applications.

If you have any questions or recommendations, please contact [rob.xxxxxx@xxx.xx.uk](mailto:rob.xxxxxx@xxx.xx.uk).

# **1 Brand**

- 1.1 TV Licensing now
- 1.2 Our philosophy
- 1.3 Brand strategy
- 1.4 Brand world
- 1.5 TV Licensing and the BBC

One of the most important milestones in TV Licensing history happened in 2009 when we evolved from an Enforcement brand to an Enabling brand.

We repositioned TV Licensing to shift our focus from simply 'how to pay' to also explain 'what the customer is paying for' – "a year's worth of television, radio and online programmes and services".

To create a nation of willing payers by using the carrot rather than stick.

To achieve mass compliance by making it easier and quicker to get, and stay, licensed.

To be fairer to those who buy a TV Licence so we can be firmer with those who avoid doing so.

## TV Licensing puts the public at the heart of everything we do.



**Why?** Because we're a public service organisation. And because more than 95% of households across the UK are our customers.

They love **TV, radio and online content**. They abide by the law that created the TV Licence. And even in the hardest times, most find a way to pay 39p a day toward that world of information, entertainment and conversation that enriches our lives.

Which is why when we talk to them, we remember we're talking to the people we're here to **serve**.

So we're polite, respectful and open.



We do not seek to persuade but to inform and **enable**.

We do not obfuscate, omit or spin. We make even complex things – like the law – **simple**.

We take pride in being helpful to those looking for a way to pay their **TV Licence**.

We are not aggressive or threatening. Rather we're clear, conversational and **considered**.

We do not shout. We tell people what they need to know so they can choose their own actions and the consequences of them.

We never assume guilt. Instead we trust that most people will do the right thing.

We also believe that to be **fair** to those who do we need to be firm with those who should, but don't.

We didn't create the law. But we were created by it as much to enable it as to enforce it. With as much transparency as sense of **responsibility**.

While we give everyone every opportunity to comply with the law, we are unwavering in bringing to account those who persist in breaking it. Appropriately. Proportionately. And efficiently.



**Why?** It's just as rewarding for us, as to the **public we serve**, to see fewer of the pennies go towards collecting the TV Licence fee and enforcing TV Licensing law, and more of the pounds go towards the TV, radio and online **content we all love and live by**.

After all, our ambition is to be a modern self-serve digital brand in a **fast-changing media world**.

### Our purpose

TV Licensing is responsible for the collection of the TV Licence fee and the enforcement of television licensing law.

### Our strategic objective

To maximise revenue by increasing TV Licence sales and by reducing costs. This means we strive to provide excellent customer service, collect the fee as efficiently as possible, and enforce the law in the most effective and appropriate way.

### Our brand

To achieve our strategic objective, we maintain a consistent brand at every stage of our customers' journey.

Our brand is based on three building blocks:

- **Brand essence**
- **Brand values**
- **Brand visual identity**

### Brand essence

#### Enabling payers. Tackling evasion.

What do we stand for?

As a public service organisation, we make it as easy as possible for people to buy a licence and to stay licensed long-term – we enable payers. For the few who are unlicensed, we enforce the law firmly when necessary – we tackle evaders.

### Brand values

#### Clarity. Authority. Responsiveness. Efficiency.

These core values lie at the heart of our brand. These clarify the brand essence and define how our brand communicates. All interactions with our customers, partners, suppliers, authorities and the public should be underpinned by these values.

To put it simply, we **C-A-R-E**.

#### Clarity

We talk to people clearly, concisely and honestly. We make it as simple as possible for everyone in the UK to understand what TV Licensing law says, how they can buy a licence and the consequences of watching or recording TV without one.

#### Authority

We give people every opportunity to comply with the law by buying a licence. However, we are unwavering in bringing to account those who persist in breaking the law by watching or recording TV without one. Our legal status gives our brand natural authority and gravitas. So it's important that we never undermine our brand by appearing frivolous or unimportant. Instead, we behave appropriately and proportionately at all times.

#### Responsiveness

We seek to understand what drives the public to get and stay licensed and respond to their needs. We never assume guilt and always empathise with their individual circumstances. Wherever we can, we facilitate positive interactions with everyone by being respectful at all times and focusing on service.

#### Efficiency

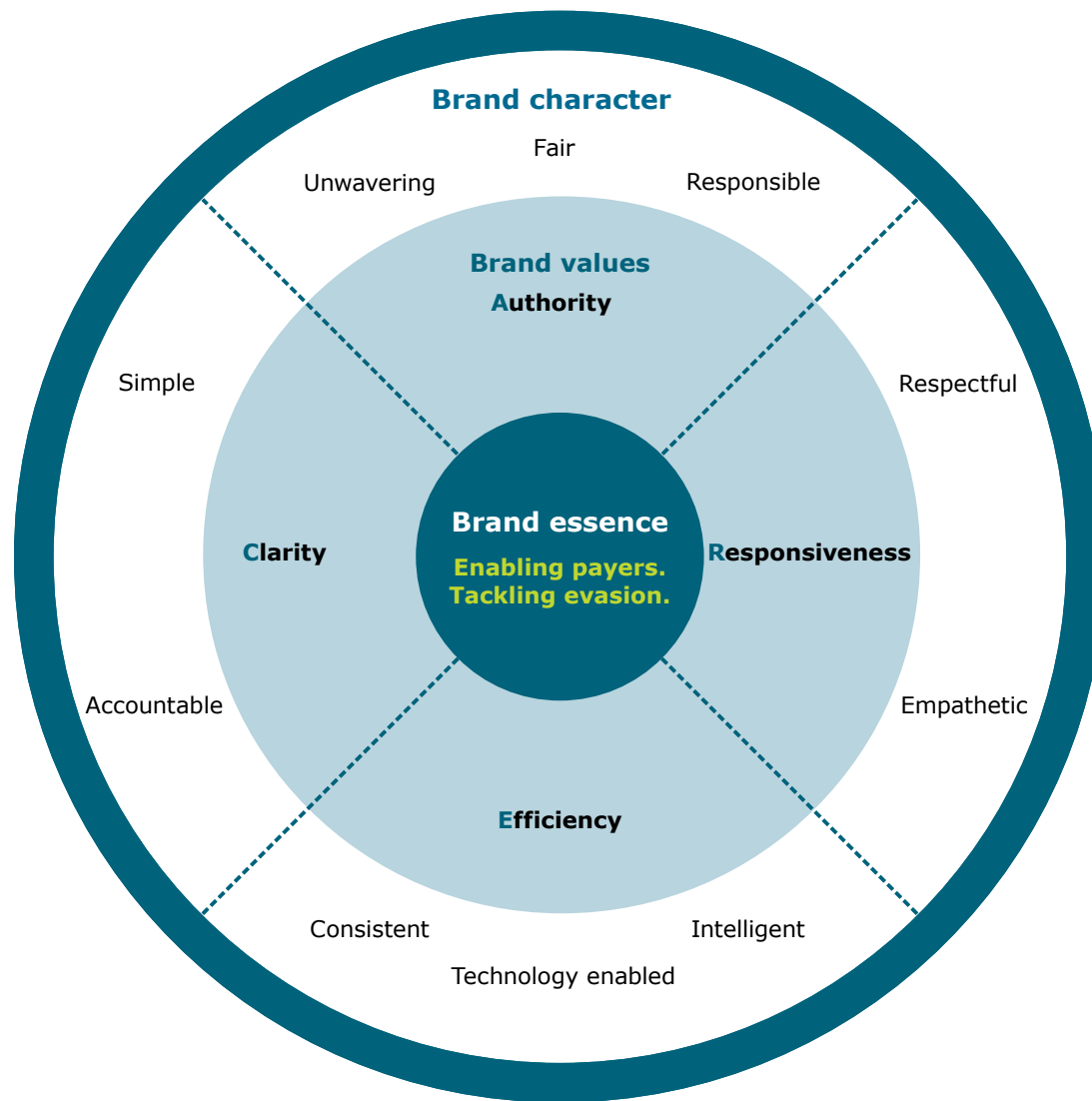
We strive towards better efficiency, not only for us but for the public we serve. That's why we continually improve the technology that drives our business. Our aim? To reduce the cost of collecting the TV Licensing fee, so that more of the public's funding can go towards TV programmes and services.

### Brand visual identity

#### Trademark, colour, typography, graphics, imagery, copy.

To instil trust and maintain authority, all our communications should look professional, prove useful and be consistent. Whoever the recipient, whatever the medium, whether for internal or external use, our visual and verbal language is clear, compelling and differentiated as TV Licensing. Central, is our unique trademark, which identifies us officially to the public.

Building on that, the following sections provide a comprehensive guide as well as valuable tools and checklists to develop communications.





**What is the relationship between the BBC Trademark and the TV Licensing Trademark?**

The TV Licensing brand is separate from the BBC brand. No link between the two brands should be made in customer facing communications, in particular, use of the BBC name and logo.

However, the BBC name and logo can be used on internal communications and in communication with suppliers. The name **BBC TV Licensing** may also be used within department names or job titles for BBC employees.

Suppliers and partners should always get written consent from the BBC before using the BBC trademark.

## 2 Key brand elements

### Design

#### Trademark

- 2.1 Primary logo
- 2.2 Using the logo
- 2.3 Positioning the logo
- 2.4 Alternative logo colourways
- 2.5 Logo alignment
- 2.6 Logo as an endframe

#### Colour

- 2.7 Colour palette
- 2.8 Tints

#### Typography

- 2.9 Typeface
- 2.10 Using type
- 2.11 Word clouds

#### Graphic elements

- 2.12 Icons
- 2.13 Sizing icons
- 2.14 Watermark

#### Imagery

- 2.15 Illustrations
- 2.16 Photography

#### Copy

#### TOV

- 2.17 Tone of voice
- 2.18 Messaging guidelines
- 2.19 A note on simplicity
- 2.20 Writing up our identity

This is the registered legal trademark for TV Licensing, and therefore the primary logo.

As the ownable signifier of the TVL brand, this trademark must be used unaltered to establish credibility, instill trust and maintain authority.

In offline communications, it should always be used by default whenever production costs allow.

In online communications, it should always be used.

The trademark is based on the 'power' button which features on all devices used to watch or record television.

At once a personal and universal icon, it is a graphic shorthand for the value of the TV Licence and, indeed, when you need one:

**'If you're turning on, you're tuning in. If you're tuning in, you need a TV Licence.'**

### The rules

#### 1. Structure

The logo is made from four key elements:

1. The symbol
2. The wordmark
3. The URL
4. The bounding box

None of these elements may be changed, replicated or used separately as this would contravene the legalities of a trademark.

#### 2. Colour

As TV Licensing's legal trademark, the primary logo should be represented in the brand's core colours – blue and black.

Only in exceptional circumstances may other colour variants be used. When considered imperative, use of colourway logos must be approved by TV Licensing on the basis of a rationale which provides a supporting case for effectiveness. (See **2.4 Alternative logo colourways.**)

Artwork is available from TV Licensing. (See **Introduction** for contact details.)



#### The primary logo

Symbol – pale blue  
(or 50% tint Dark blue if not printing Pale blue)  
Type – white  
Bounding box – black  
URL – black

Always treat the TV Licensing logo with respect by following these clearspace and size guidelines.

Logo clearspace



A space equivalent to the height of the 'T' must be left around all sides of the logo wherever possible.

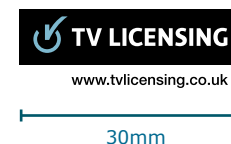
**Printing the logo**

Beware mis-registration when printing the logo. If this happens you'll see a white edge around the blue symbol within the black bounding box. To avoid this when art-working, you need to ensure the blue is spread beyond the boundaries of the symbol. Then, once the black boundary box is printed over the blue on press, print registration will be clear.

Standard size on A4



Minimum size



On standard communications, a logo size of 55mm wide should be used wherever possible.

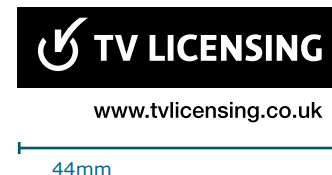
Do not use the trademark below 30mm wide, or 100 pixels wide.

URL alignment



The URL should occupy an equal width to the TV Licensing wordmark.

Standard size on envelopes



One-colour black logo is always used on envelopes.

## 2.3 Positioning of the logo

Trademark

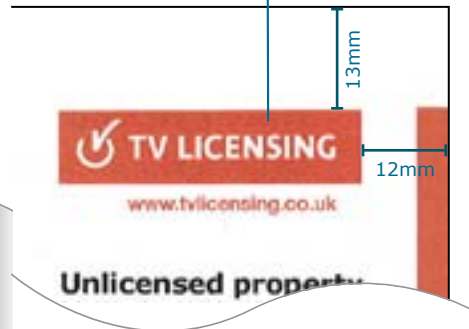
For consistency, both online and offline, always follow these guidelines for positioning the logo.

Elements on this page are actual size.

**Letters**  
Position logo top right.



**Enforcement letter**  
Position logo top right.

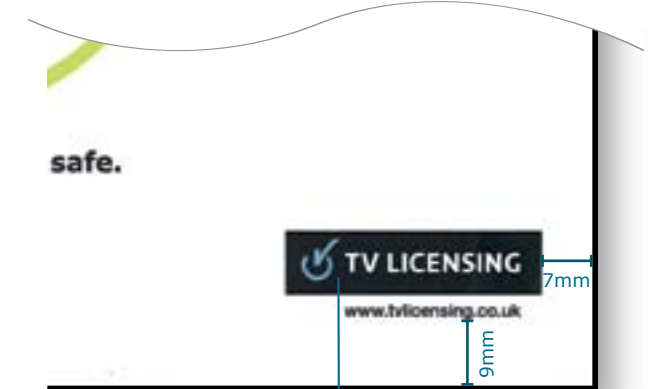
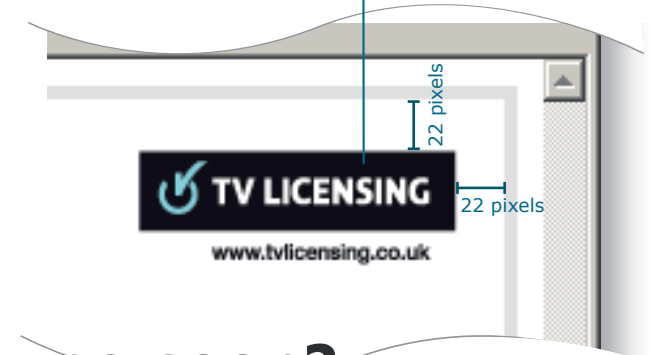


**Envelopes**  
Position logo bottom right.



**Banners**  
Position logo in centre.

**Emails**  
Position logo top right.



**Leaflets**  
Position logo bottom right.

These three colour variants may only be used in offline communications:

1. When production budgets only allow one-colour printing; or
2. When exceptional circumstances require creative flexibility to optimise effectiveness.

Use of these logos needs to be approved by TV Licensing on the basis of a rationale which provides a supporting case.

They should never be used for online communications.

1. One-colour logo – dark blue



[www.tvlicensing.co.uk](http://www.tvlicensing.co.uk)

Symbol and type – white  
Bounding box – dark blue  
URL – dark blue

2. One-colour logo – black



[www.tvlicensing.co.uk](http://www.tvlicensing.co.uk)

Symbol and type – white  
Bounding box – dark blue  
URL – black

3. One-colour logo – red



[www.tvlicensing.co.uk](http://www.tvlicensing.co.uk)

Symbol and type – white  
Bounding box – red  
URL – red

This logo should only be on Enforcement communications.

4. Standard logo – reversed on black



[www.tvlicensing.co.uk](http://www.tvlicensing.co.uk)

This is the standard TV Licensing logo reversed out. This should be used if the logo is applied to a black background.

Symbol – pale blue  
(or 50% tint dark blue if not printing pale blue)  
Type – black

5. One-colour logo – black reversed



[www.tvlicensing.co.uk](http://www.tvlicensing.co.uk)

This one-colour logo is to be used when printing black.

Symbol and type – white  
Bounding box – dark blue  
URL – black

6. One-colour logo – dark blue reversed



[www.tvlicensing.co.uk](http://www.tvlicensing.co.uk)

This one-colour logo should be reversed out when printing dark blue.

Symbol and type – dark blue  
Bounding box – white  
URL – white

### Vertical alignment

Align an element with the right edge of the logo's bounding box.

As a general rule, this applies if type or element is spaced far away from the logo or if the type is much larger than the URL.



### Horizontal alignment

When aligning the logo with an element horizontally, align with the top of the bounding box.



**The symbol**

The symbol always has a 'glow' effect and is animated to show the symbol 'switching on'.

**Clearspace**

Whatever the background colour, it is important to protect the logo on endframes. Always follow the same clearspace guidelines detailed in **2.2 Using the logo.**

**TV trail endframe****Logo clearspace**

A space equivalent to the height of the 'T' must be left around all sides of the logo whenever possible.



**Core colours**

These colours comprise TV Licensing’s core palette: dark and pale blue; with the addition of black. They are used to brand the organisation at the highest level in communications with all stakeholders.

Dark blue



Coated: Pantone 7470C  
 Uncoated: Pantone 634U  
 CMYK: 95, 19, 25, 52  
 RGB: 0, 94, 110

Pale blue



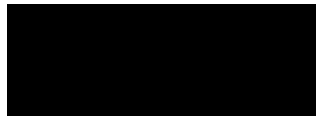
Coated: Pantone 550C  
 Uncoated: Pantone 550U  
 CMYK: 45, 07, 08, 08  
 RGB: 140, 184, 198

Bright blue



Coated: Pantone 630C  
 Uncoated: Pantone 630U  
 CMYK: 48, 00, 10, 00  
 RGB: 133, 205, 219

Black



Coated: Pantone Black C  
 Uncoated: Pantone Black U  
 CMYK: 00, 00, 00, 100  
 RGB: 30, 30, 30

**Secondary colours**

These colours give flexibility to the palette: bright, pale and mid green; with the addition of red.

They are used to create different customer experiences which reflect the role of the brand, whether Customer service, Collections or Enforcement. (See **3 Customer experiences** for details.)

Bright green



Coated: Pantone 382C  
 Uncoated: Pantone 381U  
 CMYK: 34, 00, 100, 00  
 RGB: 193, 216, 47

Pale green



Coated: Pantone 7492C  
 Uncoated: Pantone 7492U  
 CMYK: 17, 01, 45, 03  
 RGB: 199, 210, 138

Mid green



Coated: Pantone 7489C  
 Uncoated: Pantone 376U  
 CMYK: 56, 02, 75, 05  
 RGB: 115, 175, 85

Red



Coated: Pantone 7417C  
 Uncoated: Pantone 7417U  
 CMYK: 01, 84, 83, 00  
 RGB: 220, 80, 52



TV Licensing's core typeface is Verdana. Classic and clear, it is suitable for both offline and online communications.

In general, it can be used in two weights, Verdana Bold and Verdana Regular.

A third weight, Verdana Italic, is currently only used in copy which communicates a foreign language call-to-action, which is usually placed at the bottom of a page. (See **5 Other audiences** for details.)

**Verdana Bold**

Verdana Regular

*Verdana Italic*

**1. Offline communications**

**Headlines and subheads**

Use Verdana Bold.

**Body copy**

Use Verdana Regular.

**2. Online communications**  
**Headlines and subheads**

Use Verdana Bold.

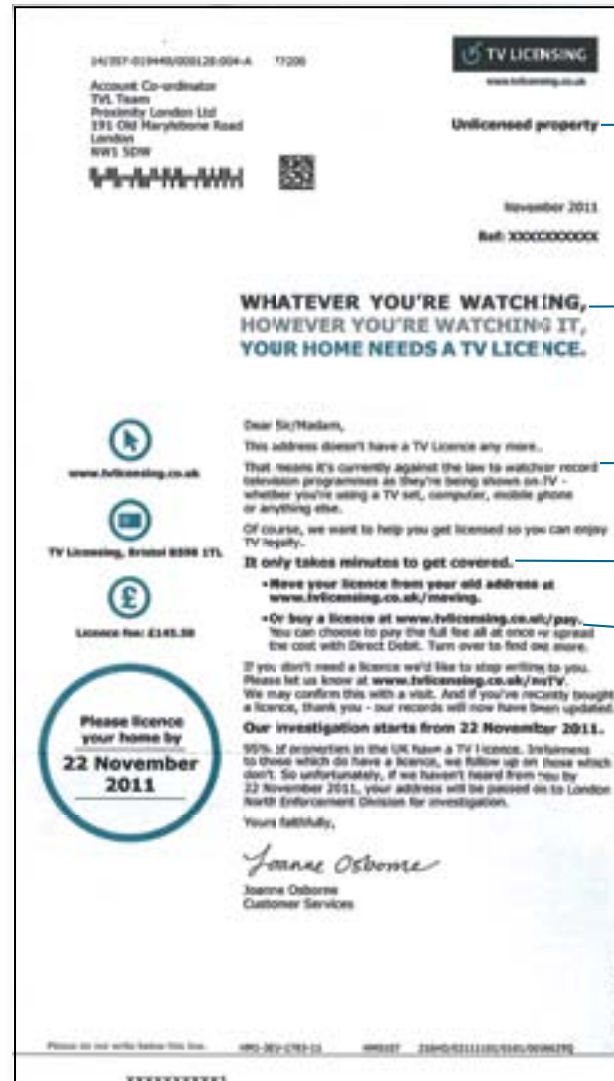
**Body copy**

Use Verdana Regular.

For both offline and online communications, type should be clear and legible:

- Avoid small type sizes and long line lengths.
- Avoid large amounts of reversed out, capitalised or italicised text.
- Do not use bright or pale green, bright or pale blue for body copy.

For information on accessible design for people with sight problems, please read the RNIB Clear Print Guidelines. (See **5 Other audiences** for details.)



Unlicensed property  
Licence status  
Verdana Bold

WHATEVER YOU'RE WATCHING,  
HOWEVER YOU'RE WATCHING IT,  
YOUR HOME NEEDS A TV LICENCE.  
Ref: XXXXXXXXXX  
Ref/Licence number  
Verdana Bold

Dear Sir/Madam,  
This address doesn't have a TV Licence any more.  
That means it's currently against the law to watch or record television programmes as they're being shown on-TV - whether you're using a TV set, computer, mobile phone or anything else.  
Of course, we want to help you get licensed so you can enjoy TV properly.  
It only takes minutes to get covered.  
Body copy  
Verdana Regular

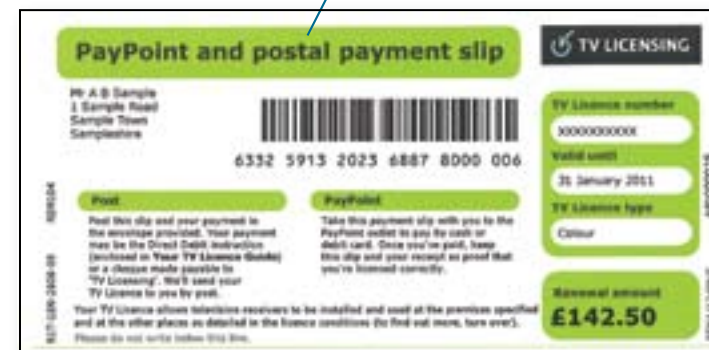
• Move your licence from your old address at [www.tvlicensing.co.uk/moving](http://www.tvlicensing.co.uk/moving).

• Or buy a licence at [www.tvlicensing.co.uk/pay](http://www.tvlicensing.co.uk/pay). You can choose to pay the full fee all at once or spread the cost with Direct Debit. Turn over to find out more.

If you don't need a licence we'd like to stop writing to you. Please let us know at [www.tvlicensing.co.uk/nvTV](http://www.tvlicensing.co.uk/nvTV). We may confirm this with a visit. And if you've recently bought a licence, thank you - our records will now have been updated.

**Our investigation starts from 22 November 2011.**  
95% of properties in the UK have a TV Licence. Infringements to those who do have a licence, we follow up on those which don't. So unfortunately, if we haven't heard from you by 22 November 2011, your address will be passed on to London North Enforcement Division for investigation.  
Yours faithfully,  
Headlines on colour  
Verdana Bold in black

Joanne Osborne  
Joanne Osborne  
Customer Services



PayPoint and postal payment slip

Mr A B Sample  
1 Sample Road  
Sample Town  
Sampleshire



6332 5913 2023 6867 8000 006

TV Licence number  
XXXXXXXXXXXX

Valid until  
31 January 2011

TV Licence type  
Colour

Payment amount  
**£142.50**

Post

Post this slip and your payment in the envelope provided. Your payment may be the Direct Debit instruction (included on your TV Licence Guide) or a cheque made payable to 'TV Licensing'. We'll send your TV Licence to you by post.

PayPoint

Take this payment slip with you to the PayPoint outlet to pay by cash or debit card. Once you've paid, keep this slip and your receipt as proof that you've licensed correctly.

Your TV licence allows television receivers to be installed and used at the premises specified and at the other places as detailed in the licence conditions (to find out more, turn over). Please do not write below this line.

**Word clouds**

A word cloud is a visual representation of the contents of a communication and can be used as a creative device to optimise effectiveness.

This format is useful for quickly perceiving the most important messages or benefits contained within copy.

It may be used as a navigation aid in online communications, for example, on a website, or as an attention-grabbing device in offline communications, for example, on envelopes or as a headline.

Colour and type size may be used to drive the eyeline from the most important word to the least, prioritising and sequencing the message.

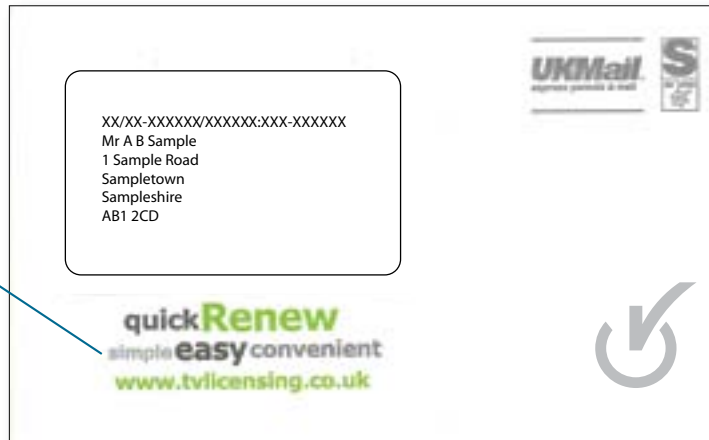
Having become part of a familiar visual language in the digital world, use of the word cloud where relevant and valuable reinforces the perception of TV Licensing as a modern, digital brand.

**On envelopes**

Verdana Bold, upper and lower case. Tints of black and one other colour.

Colour reflects the key call-to-action and optimal response channel.

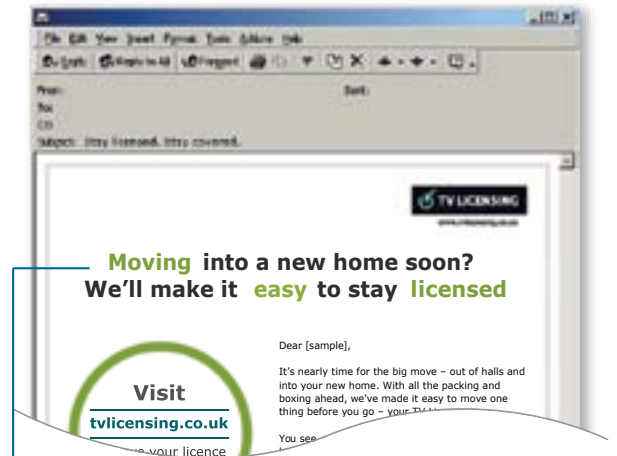
Different type sizes deliver benefit of response in order of value perceived by customer.



**On letters**

Verdana Bold, upper case. Tints of black and one other colour.

Colour reflects the primary 'value' benefit of responding to the letter.



**On emails**

Verdana Bold, upper and lower case. Centered. Tints of black and one other colour.

**Icon palette**

These icons comprise TV Licensing’s core icon palette. Inspired by the symbol in the brand logo, each icon consists of a roundel and a symbol. Designed using a simple, universal visual language, icons cross verbal language barriers and communicate at every level of literacy.

As our communications are often information-rich, they are a simple, functional and direct way of sign-posting messaging, simplifying the customer’s scan path and drawing attention to calls-to-action.

Icons can be used at a large scale, for example, highlighting ‘information’ on the cover of a leaflet; or at a smaller scale, for example, when prioritising ‘ways to pay’ on the website.

Each icon may be used to signpost different messages in different communications. However, in any one communication, the icon must be consistently used to signpost the same message.

For example, if in a letter, you use the question mark icon to signpost ‘Any questions?’, any further use of that icon should refer to questions.

Meanwhile, on the website, if you use the question mark icon to signpost ‘Check if you need a licence’, it must be used consistently to support that action.

Borrowed from digital enabling brands in the mobile and media sectors, icons suggest choice, action and control. So, it’s not surprising that they are used most effectively in online communications. In digital advertising, the website or even in pre-rolls, they can be activated as a live link which when clicked can take the customer to the next relevant page in their user journey.

**An important note on third party logos**

Due to trademark restrictions, the Direct Debit and PayPoint logos should only be used as shown. They should never be placed in a roundel. They should be reproduced in black or reversed out of a colour in white. (For more information on using the Direct Debit and PayPoint logos or identity, please refer to the relevant brand guidelines.)

**Developing new icons**

As TV Licensing’s communications are developed, new icons can be professionally designed by the lead creative agency. You should apply to the agency to create new icons, which will be approved by the BBC.

Icons are not provided by the BBC as brand assets. Instead, the lead creative agency can provide you with the existing icons.

**Calls to action**



Find out more information



Buy or renew



Get help



Update your contact details



Media and community

**Ways to pay**



Online



Post



Call



Direct Debit



PayPoint

**An icon**

Roundel: The thickness is equivalent to the thickness of the TV Licensing’s logo symbol.



**Icon size**

Icons can be used at different scales:

**1. Large scale**

For example, to highlight 'Information' on the cover of a leaflet.

**2. Small scale**

For example, when prioritising 'Ways to pay' on the website or print.

Icons should maintain the same proportions at every scale – never stretch the dimensions of an icon.



Maximum size  
45mm

**How to get in touch.**



**Visit our website** at [www.tvlicensing.co.uk](http://www.tvlicensing.co.uk)



**Call us** on 0300 790 6086



**Write to us** at Customer Services,  
TV Licensing, Bristol BS98 1TL

Minimum size 7mm

If you're deaf, hard of hearing or speech impaired, you can contact our textphone facility by calling 0300 790 6086. For more information, visit [www.tvlicensing.co.uk](http://www.tvlicensing.co.uk)

The watermark is derived from TV Licensing's logo symbol, which is inspired by the 'power' button on all devices used to watch or record television.

Its power lies in its use as a mnemonic for the premise on which the TV Licence is based:

**'If you're turning on, you're tuning in. If you're tuning in, you need a TV Licence.'**

The TV Licensing watermark should only be used as a tint in the background of offline communications to:

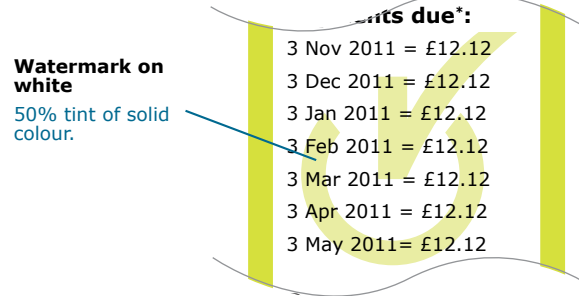
- Reinforce the relationship with a customer through the recognition of it on regular customer communications, for example, on the envelope of direct mail.
- Reinforce the impression of an authentic official document by using it as a background, for example, on the TV Licence.

The watermark can be used in any colour from the TV Licensing colour palette. The tint values described on this page provide a suitable balance of contrast.

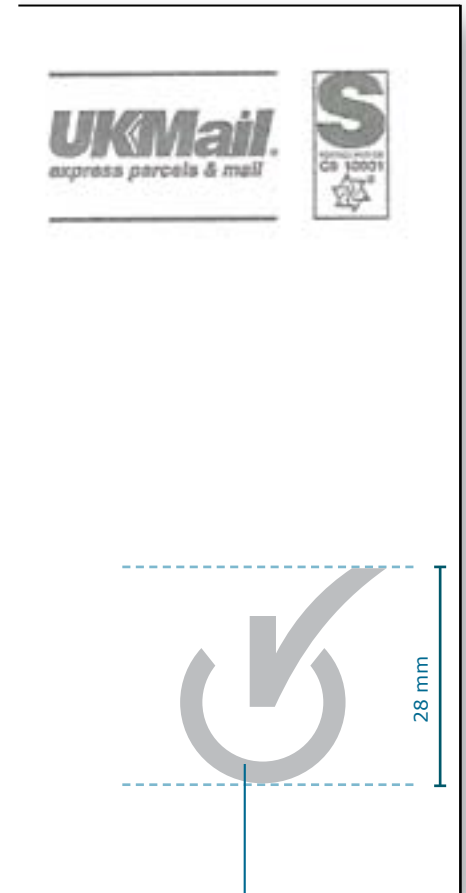
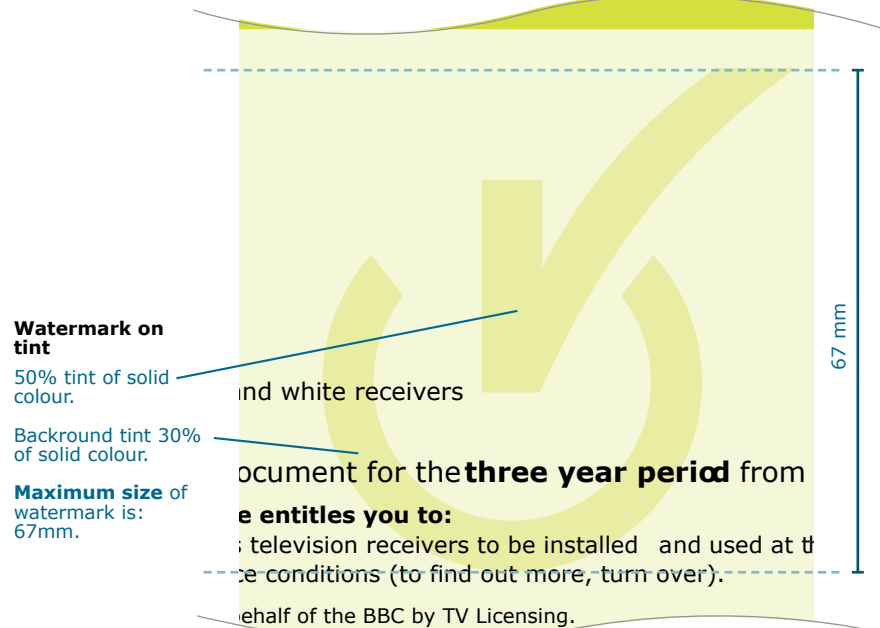
Never use the watermark in online communications.

Elements on this page are actual size.

**DD long term payment plan**



**DD long term letter**



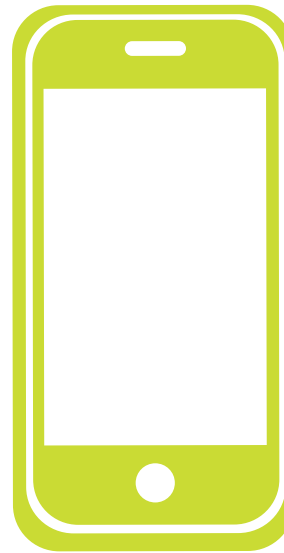


As a public service organisation, TV Licensing needs to be inclusive of everyone. So it uses illustrative and photographic imagery with relevance, meaning and appeal to different age groups, genders, regions, income levels, literacy levels and cultures.

**Illustrations** are inspired by TV Licensing's icons to create an ownable illustrative style. They should be clean and functional, suggesting simplicity and ease. The content of each should visualise the message. They should always show objects not people.

Illustrations are most often used as line drawings in flat colour. They may be circumscribed within a roundel and may even be animated as messaging unfolds in story form, for example, in online pre-rolls. They should always be created by a professional illustrator.

On rare occasions, 3D illustration may be used, for example, to create a scene which is inclusive and engaging, without depicting any specific demographics.



**Photography** can be used to:

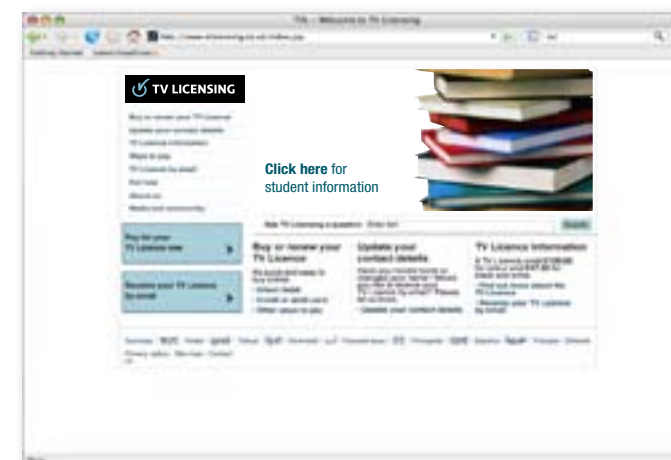
- Highlight key messages in the copy.
- Reinforce the brand's focus on the customer.
- Evidence the inevitability of enforcement divisions 'in your area'.

Photography should put the customer in the picture by being shot from their point of view. At once personal and involving, they should never show people but rather the objects or scenes that bring to life the proposition of the communication.

Photographs are most often used as cut outs, cropped to work effectively within the layout. Cropping adds interest and focus.

Photographs, on rare occasion, can also be used as full bleed situational shots.

For greater usability, photography can be mixed with illustration. In online communications, illustrations can even be activated as a live link, which when clicked can take the customer to the next relevant page in their user journey.



Our tone of voice is the embodiment of our brand values:

- **Clarity**
- **Authority**
- **Responsiveness**
- **Efficiency**

### Clarity

Our brand communicates with the entire British public – people with different levels of literacy, with different media preferences and with varying relationships with the 'law'. For some, English is a second, even third, language. And for some, £145.50 is difficult to pay.

So when communicating any message, whether the benefits of buying a TV Licence or the legal consequences of watching or recording TV without one, we need to:

- **Speak clearly.**  
Always choose the simplest word and use short sentences.
- **Avoid jargon.**  
Don't use marketing, media, legal, transactional or TV Licensing buzzwords. Use plain English.
- **Break up messaging.**  
Use headings, bullet points, icons and bold text for easy navigation and at-a-glance reading.
- **Drive to the call-to-action.**  
Quickly and simply, tell the customer what they need to do, what the benefits are and how to do it.

### Authority

Our primary role is to give people the information they need to decide whether to comply with TV Licensing law or not and act on their decision. While being approachable and understanding, we need at all times to speak with the surefootedness that comes from being empowered by the law to help people do the right thing. So we need to:

- **Be professional rather than friendly in our approach.**  
As we move through the customer journey, our need to be seen as an authoritative brand increases.
- **Avoid being seen as aggressive, threatening, lecturing or authoritarian.**  
Instead, be considered, responsible, fair and instil trust in the public.
- **Ensure we never assume guilt.**  
Instead we assume that most people will decide on the side of the law. So we are always to be fair to those who do buy their licence – just as we are firm with those who should, but don't.
- **Be unwavering in our commitment to dealing with those who break the law.**  
We do have the weight of the law behind us and have a duty to help enforce the law. But we always assert this authority in an appropriate and proportionate way.

### Responsiveness

Being a public service brand, our aim is to talk to people not properties. We make every effort to use data to listen before we talk, then we use every asset we have to respond to their individual circumstances.

- **We make a licence easy to afford.**  
We respect customers and empathise with their needs.
- **We make it easy to get in touch.**  
Whenever a customer needs to interact with TV Licensing, whether to sort out a payment issue or to change their details, we make it as easy as possible for them to get it sorted quickly and easily – whether online, by phone, by email or by post.

### Efficiency

Customers need to feel that buying a licence is easy, so we need to make the process sound simple. Key to this is putting technology at the heart of our operation:

- **We are a modern brand.**  
We offer all the technology that customers would expect today, including online payment and an interactive voice recognition (IVR) telephone system.
- **We encourage self service.**  
The more customers interact with us through self-serve channels, the lower the cost of collection.

We need to encourage customers to manage all their licence requirements themselves via our website and IVR system.

- **We offer choice.**  
We let customers know all their options, rather than persuade. They need to feel empowered to do what suits them best.
- **We have a powerful database.**  
Our expertise in storing and managing data enables us to enforce the law effectively and efficiently.

**Messaging guidelines**

**Messaging guidelines to be added once  
BBC have reviewed and agreed content.**

The advice on this page is designed to help copywriters write simply. You'll find technical guidance and examples on how to get the right response, first time.

### 1. Use no more than 12 lexical items in a sentence.

A lexical item is a technical term for a word (or words) that convey a single meaning. The following are all examples of lexical items: "cat", "traffic light", "take care of" "by the way".

### 2. Make one point per sentence.

Don't use commas to add related points into the same sentence.

For example, do not write: "You can view your licence, which covers you to watch or record television programmes as they're being shown on TV, at any time online."

Instead, write: "Your licence covers you to watch or record television programmes as they're being shown on TV. You can view it at any time online."

### 3. Make language active.

Avoid the abstract and indirect passive voice. For example, do not write: "Licences cover the watching or recording of television programmes as they're being shown on TV."

Instead, ensure copy is in the 'active voice': "Your TV Licence covers you to watch or record TV programmes as they're being shown on TV."

### 4. Look out for words that have more than one meaning.

Don't assume it's obvious which meaning you are using.

For example, in a piece of student communication, do not write: "Thinking of watching live TV without a TV Licence? Think fine."

### 5. Be specific and definite.

Avoid using lots of 'conditional sentences'. These are sentences that usually start with 'If'. Use the concrete not the abstract.

For example, do not write: "If you've turned 75, your licence is about to expire, and you want to continue watching TV, you can apply for a free over 75 licence online or call us if you prefer."

Instead, write: "If you've turned 75, you are eligible for a free over 75 TV Licence. You can apply online at [www.tvlicensing.co.uk](http://www.tvlicensing.co.uk) or call us on 0800 000 000."

### 6. Avoid shifting tenses, subjects or styles.

Don't confuse past, present and future tenses.

For example, do not write: "We wrote to you a few weeks ago to remind you that your property will not be covered by a TV Licence in the next year unless you renew now."

Don't change feet between writing from the perspective of the customer then the law then TV Licensing.

For example, do not write: "If you watch television without a licence, the law states you are breaking TV licensing law."

Also, avoid switching styles from enabling to enforcing as this can undermine trust.

For example, do not write: "It's easy to renew your licence online at [tvlicensing.co.uk](http://tvlicensing.co.uk). Failure to do so can result in a court appearance and a hefty fine."

To maintain a cohesive brand personality, it's important to ensure TV Licensing is talked about in a consistent way.

### How to use the TV Licensing trademark in writing

#### 'TV Licence'

The letters 'TV' and the 'L' of 'Licence' should always be capitalised. There should always be two 'c's'.

'License' can be spelled with an 's' if it's being used as a verb – "you need to license your address".

### How to refer to the law

#### 'the law'

- You may simply refer to the law regarding TV Licensing as 'the law'.
- Never 'TV licence law' or 'TV licensing law' as the law relates to the licensing of receiving TV, and not to the TV Licence itself, or TV as a product.

### How to use the URL in writing

#### 'www.tvlicensing.co.uk'

- The URL should always be made **bold**.
- You can write it in full (with www) or in short (without the www).
- If the URL comes at the end of a sentence, always include a full stop that is not made bold after it.

### How to refer to different types of TV Licence

When naming a type of licence, the prefix or suffix describing it is not a product name or trademark. That means you don't need to capitalise any of them, for example:

- colour TV Licence
- black and white TV Licence
- short term TV Licence
- over 75 TV Licence
- hotel and mobile units TV Licence
- company group TV Licence
- TV Licence by email

These should only be capitalised if they are the first letter in a sentence.

### How and when to use phone numbers

#### In letter copy:

- As our communications encourage customers to self serve online, it's generally better not to include phone numbers in the letter copy.
- If a phone number is necessary for enforcement communications, or for a special audience, they are not made **bold**.

#### In stationery:

Telephone numbers are always included here, not made **bold**.

## **3 Customer experiences**

- 3.1 Overview
- 3.2 Customer service
- 3.3 Collections
- 3.4 Enforcement

**Overview**

To help us talk to the right people in the right way and get the right response, we have identified three 'customer experiences' and how we can use our communications tools to create each.

- 1. Customer service** – Enable the payer to buy or renew their TV Licence in the way that suits them best and continue to watch TV legally.
- 2. Collections** – Enable the lapsed payer to overcome the barriers they face and pay as quickly as possible.
- 3. Enforcement** – Enable the evader to stop the investigation by buying a TV Licence or prepare to face the consequences of watching or recording TV without one.

Here's how we can use our communications tools and assets to create each of these experiences, facilitate the desired behaviour and create value for our brand:

**Customer service**



**Collections**



**Enforcement**





### Customer service

**Customer service** is the brand experience we create for customers who are currently licensed, unknowingly unlicensed or who don't need a licence. Any interaction with TV Licensing at this stage is service-based.

Our role is to highlight the benefits of owning a TV Licence; enable them to buy, renew or move their licence in the way that suits them best; and demonstrate that as an organisation we're committed to our customers.

Some of the brand assets which help us deliver a **Customer service** experience are:

- **Trademark:** Use primary logo wherever media allows.
- **Tone of voice:** Focus is on what customers get for buying a TV Licence: a year's worth of TV, radio and online programming and services. Be professional, personable and emphasise our brand values of Clarity, Responsiveness and Efficiency.
- **Messaging:** Use data to deliver the most personalised messaging we can. Make information about payment methods, frequently asked questions and legalities simple. Make calls to action direct, compelling and quick to respond to. Use title in top right hand corner of letter to flag expiry date.
- **Colour:** Use our secondary colours of bright, pale and mid green as they have associations of warmth, personable, high-energy, service and contemporary.

**quickRenew**  
simple **easy** convenient  
[www.tvlicensing.co.uk](http://www.tvlicensing.co.uk)

#### Word clouds

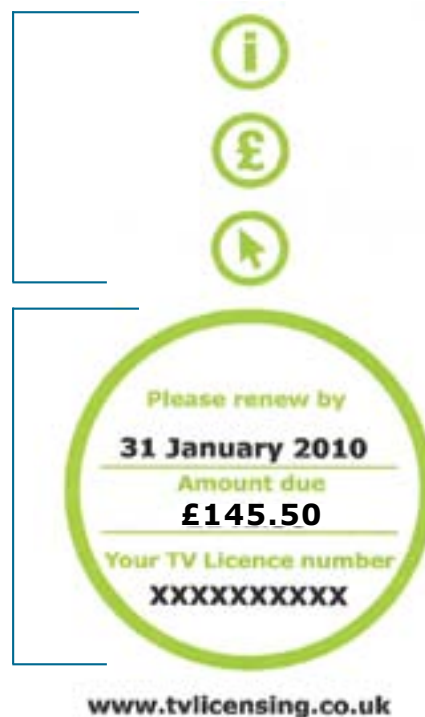
Use in green as a navigation in offline and online communications. For example, envelopes and letter headlines. Use shades to prioritise messaging.

#### Icons

Use in green but only with good reason, whether to sign post messaging, simplify the customer's scan path or draw attention to calls-to-action.

#### Roundel

Use in green to draw attention to key licensing information or primary call-to-action.



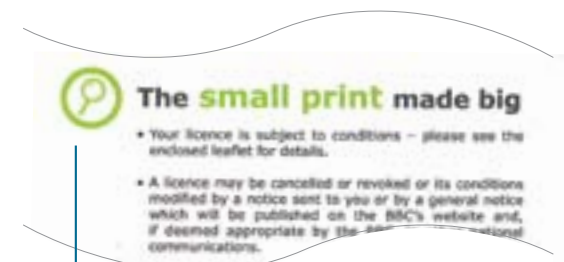
Yours sincerely,

*Joanne Osborne*

Joanne Osborne  
Customer Services

#### Signatory

Always sign off from a genuine TV Licensing representative with the appropriate customer service title.



#### Legal information, simply

Make it easy for people to understand the legalities of a TV Licence by avoiding jargon. Write clearly, concisely and honestly.

**Collections**

**Collections** is the brand experience we create for those customers whose TV Licence has expired and whom TV Licensing wants to motivate to renew.

Our role is to remind them that it is a legal requirement to have a licence to watch or record television programmes as they're being shown on TV; and help them overcome the barriers they face to buying a licence; and get properly licensed immediately. It may also be necessary to remind them about the consequences of watching or recording TV unlicensed.

Some of the brand assets which help us deliver a **Collections** experience are:

- **Trademark:** Use primary logo wherever media allows.
- **Tone of voice:** Focus is on helping customers pay for their licence in the way that's quickest and easiest for them so they stay on the right side of the law. Be professional but shift emphasis onto our brand value of Authoritative. Strike a balance between colloquial and empathetic and firm and urgent.
- **Messaging:** Give priority to 'How to pay' copy which empathises with problems and outlines clear options to help the customer choose their payment channel and method, and pay immediately. Use title in top right hand corner of letter to flag 'Renewal overdue'.
- **Colour:** Use our core colours of bright, pale and dark blue as they have associations of official, authoritative, fair, cool and systematic.



**Word clouds**

Use in blue and grey as a navigation aide in offline communications, for example, envelopes and letter headlines. Use shades to prioritise messaging.

**Icons**

Use in blue but only with good reason, whether to signpost messaging, simplify the customer's scan path or draw attention to calls-to-action.

**Roundel**

Use in blue, black or red depending on urgency of the communication and imminence of the consequences.

**How to pay**

Always encourage customers to self serve online by setting up a Direct Debit, whilst offering them other quick and easy ways to get in touch too.



Yours faithfully,  
*Nigel Jefferies*  
Nigel Jefferies, TV Licensing Collections Manager

**Signatory**

Always sign off from a genuine TV Licensing representative with the appropriate collections title.



## 4 Applications

The following pages feature examples which showcase how the brand guidelines have been applied to create our brand collateral. As TV Licensing is an evolving brand, however, these are not presented as rules. Rather, they offer guidance on how to express the brand with useful keys and annotations.

### Offline

#### Base stationery

- 4.1 Envelopes
- 4.2 Alignment on envelopes
- 4.3 Letters
- 4.4 Letter specifications – front
- 4.5 Letter specifications – reverse
- 4.6 Inserts

### Online

- 4.7 Website
- 4.8.1 Banner ads
- 4.8.2 Banner ads
- 4.8.3 Banner ads
- 4.9 Pre-rolls
- 4.10 Emails
- 4.11 SMS/MMS
- 4.12 TV trails

Elements key:

Customer service

- Use the black one-colour logo.
- Use a word cloud or a headline.
- Use the 'Home mover' message in the window in Pantone 382C green.
- Use the 'Home mover' message in window – Pantone 382C green.
- Choose a white or manilla envelope.

Collections

- Use the black one-colour logo.
- Use a word cloud or a headline.
- Choose either 'Home mover' or 'Reminder' message in window in Pantone 7417C red or black.
- Choose a white or manilla envelope.

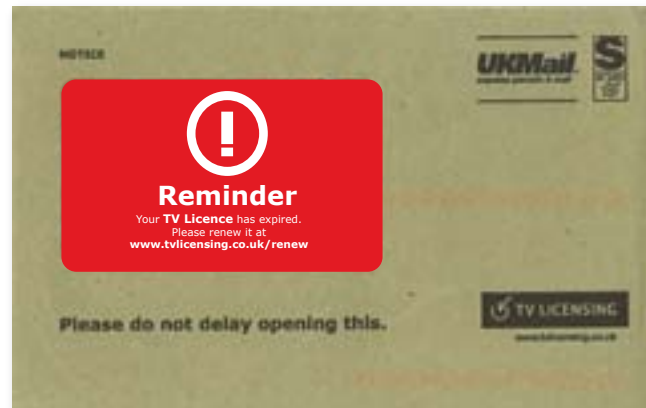
Enforcement

- Use the black one-colour logo.
- Use a headline, never a word cloud.
- Choose either 'Home mover' or 'Reminder' message in window in Pantone 7417C red or black.
- Choose a white or manilla envelope.

Customer service: Reminder 1



Collections: Churn 1

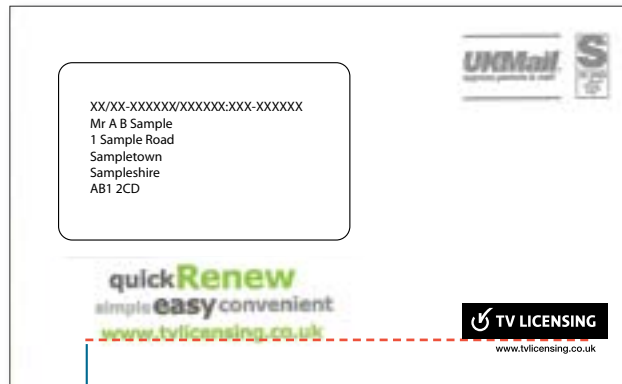


Enforcement: Home mover 3



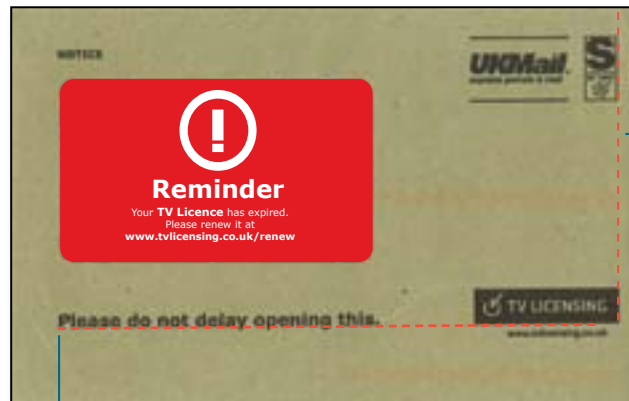
For consistency, always follow these guidelines for aligning elements on envelopes.

Customer service: Reminder 1



Bottom of word cloud is aligned with bottom of logo's bounding box.

Collections: Churn 1



Bottom of call-to-action is aligned with bottom of logo's bounding box.

Logo is aligned with right edge of mail logo.



**Elements key:**

**Customer service**

- Use the primary logo. (If you need to use a one-colour logo, use black.)
- Use a word cloud or a headline.
- Use icons in Pantone 382 C green.
- Use roundel in Pantone 382 C green.
- Use appropriate signatory.
- If appropriate, use the PayPoint and postal payment slip.

**Collections**

- Use the primary logo. (If you need to use a one-colour logo, use black.)
- Use a word cloud or a headline.
- Use icons in Pantone 382 C blue.
- Use roundel in Pantone 382 C blue, Pantone 7417C red, or black.
- Use appropriate signatory.
- If appropriate, use the PayPoint and postal payment slip.

**Enforcement**

- Use the primary logo. (If you need to use a one-colour logo, use Pantone 7417C red or black.)
- Use a headline, never a word cloud.
- If appropriate, use a roundel in Pantone 7417C red.
- If appropriate, use banding in Pantone 7417C red or black.
- Use appropriate signatory.

**Customer service:** Reminder 1



**Collections:** Home mover 1



**Enforcement:** Legal



To make branding consistent on all letters, art-workers should always follow these design specifications.

(See **4.3 Letters** for Elements key.)

**Design specifications**

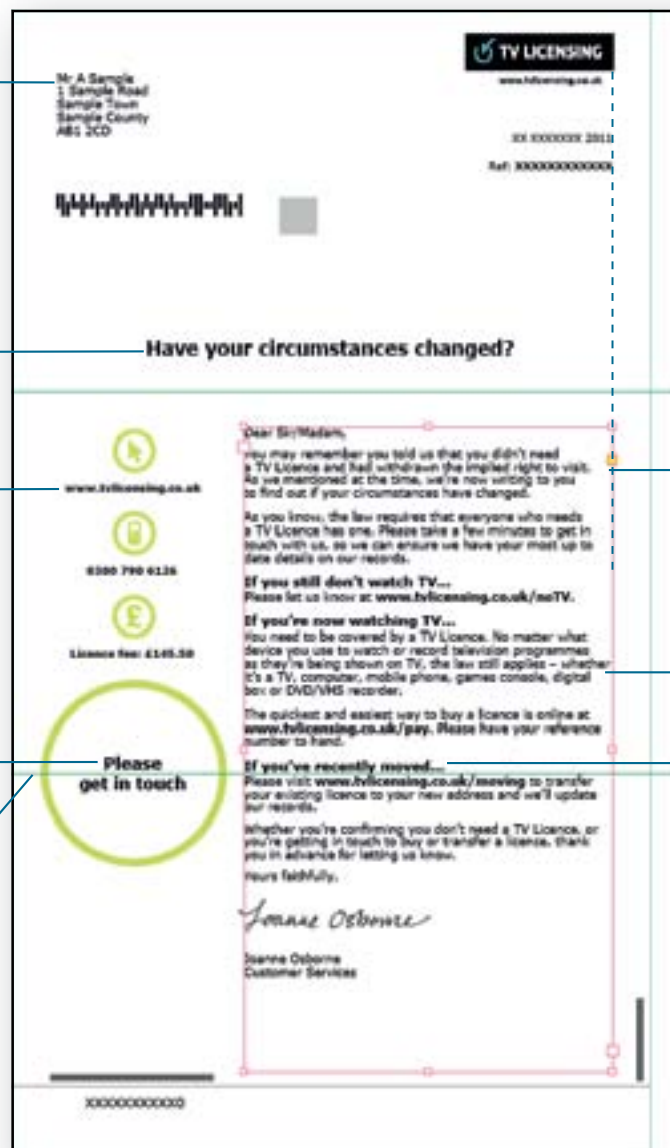
Address text is 9pt on 10pt leading.

Headline is max 14pt, min 12pt and centered.

Icon text is 8pt, and should be consistent in spacing from base of icon to top of text on all icons.

Roundel text is max 12pt, min 10pt.

Copy must never fall on fold line.



Body copy text box vertically aligns with right hand side of logo bounding box.

Body copy text is 9pt on 10pt leading.

Sub head text is 10pt on 11pt leading.



To make branding consistent on all letters, art-workers should always follow these design specifications.

**Elements key:**

**Customer service**

- Use two-colour headlines in Pantone 382 C green and black.
- Use icons in Pantone 382 C green.
- Choose a form to fit purpose of letter if needed.

**Collections**

- Use two-colour headlines in Pantone 382 C blue and black.
- Use icons in Pantone 382 C blue.
- Choose a form to fit purpose of letter if needed.

**Enforcement**

- Use two-colour headlines in Pantone 7417C red and black.
- Use icons in Pantone 7417C red.
- Choose a form to fit purpose of letter if needed.

**Reverse of letter**

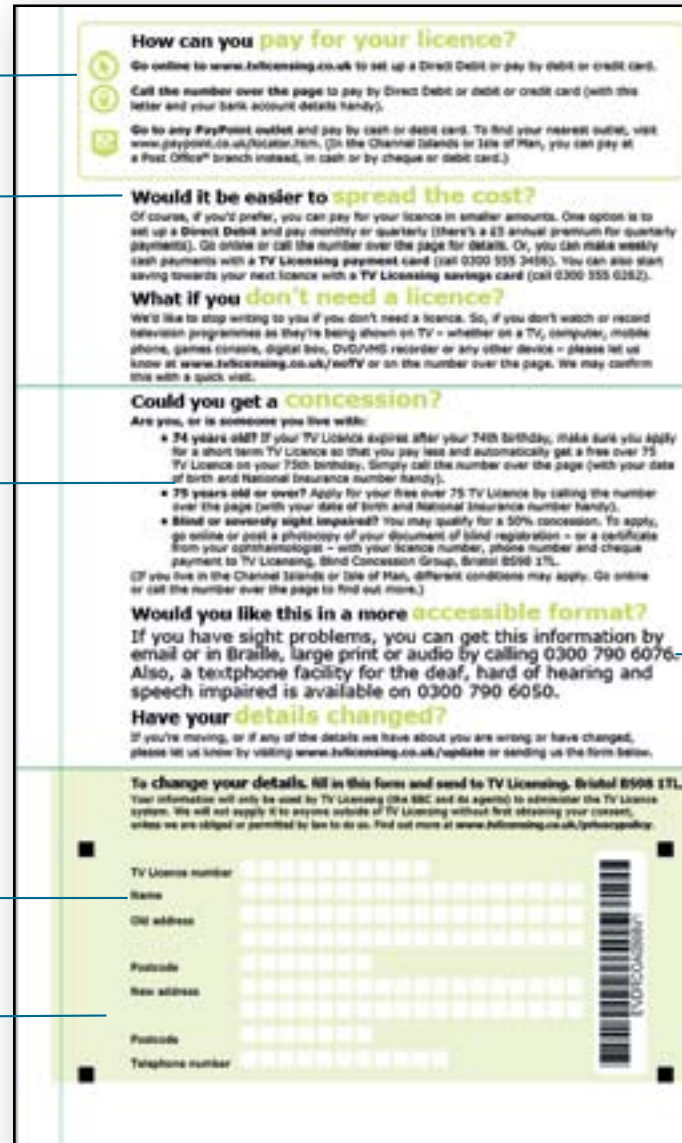
Box is 0.75pt with a corner radius of 2mm.

Headline text. Black is 13pt, green is 17pt.

Body copy text is 8.5pt on 11pt leading.

Form text is 7.5pt on 9pt leading.

Tint is 30% of Pantone 382 C.



Visually impaired text is 13pt on 14pt leading. Min 12pt on 13pt leading.

Inserts are currently used within the Reminder and Long-term DD mailings to give customers extra information. For example, 'Ways to pay', 'Spread the cost' and concessionary information.

**Elements key:**

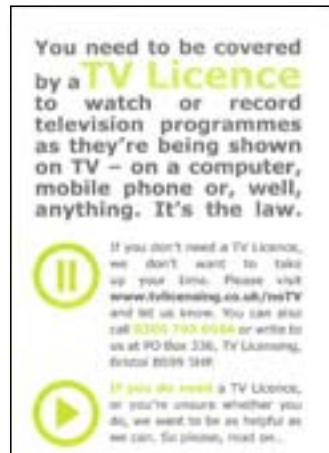
**Customer service and collections**

- Use two-colour headlines in Pantone 382 C green and black.
- Use icons in Pantone 382 C green.
- Use roundel in Pantone 382 C green.
- If appropriate, use background tints of Pantone 382 C green.

**Reminder insert**



Front cover



Fold 1



Fold 2



Full layout of reverse

Our website is an online destination where people can pay for a licence, update their details, check if they need a licence, find information, or contact us.

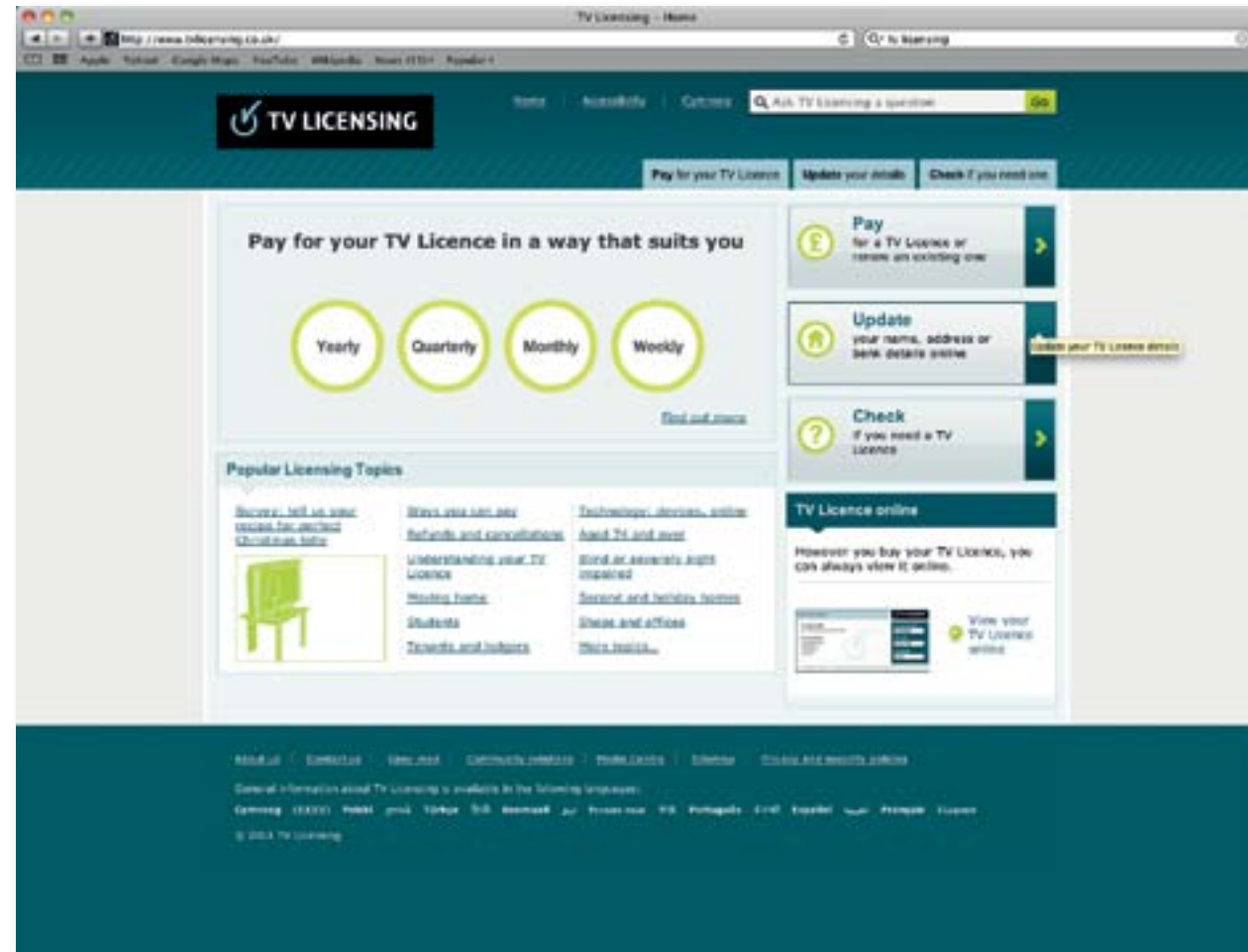
As a public service organisation, it's important to us that everyone in the UK can use the website. So, for people who speak English as a second language, the website has been translated into 16 different languages.

### Elements key:

#### Customer service

- Use the primary logo.
- Use headlines, never word clouds.
- If appropriate, use the following in RGB:193, 216, 47 green:
  - Icons
  - Roundels
- If appropriate, use:
  - An illustration (in RGB: 193, 216, 47 green); or
  - An animation; or
  - Photography.
- Static or rich media display ads may be included.

### Homepage



To make branding consistent across banner ads, designers should always follow these specifications.

**Elements key:**

**Customer service**

- Use the primary logo.
- Use Verdana Bold.
- If appropriate, use the following in RGB:193, 216, 47 green:
  - Icons
  - Roundels
- If appropriate, use:
  - An illustration (in RGB: 193, 216, 47 green); or
  - An animation; or
  - Photography.
- If appropriate, use animated double-arrows as a clickable call-to-action in green.

Elements on this page are actual size.

**MPU 300x250**



Verdana 14px bold  
 Centre aligned text  
 Logo 170px wide  
 Roundel 165px wide  
 15px radius curved edge keyline  
 Central placement logo  
 Logo only visible on endframe  
 Line height +3px



Icon animation should always fit within the roundel. The roundel itself should never be animated.

**Call-to-action**  
 All calls-to-action are shown by the animated double-arrow. This means you don't need a full stop.  
 Equilateral triangle. Size to match text height. Green hex #c1d82f.

**Square button 125x125**



Verdana 11px bold  
 Left aligned text  
 Roundel 84px wide  
 10px radius curved edge keyline  
 Logo 100px wide  
 Bottom placement logo  
 Logo visible on endframe  
 Line height +4px

**Elements key:**

**Customer service**

- Use the primary logo.
- Use Verdana Bold.
- If appropriate, use the following in RGB: 193, 216, 47 green:
  - Icons
  - Roundels
- If appropriate, use:
  - An illustration (in RGB: 193, 216, 47 green); or
  - An animation; or
  - Photography.
- Use animated double-arrows as a clickable call-to-action in green.

Elements on this page are actual size.

**Leaderboard 728x90**

Verdana 17px bold  
 Left aligned text  
 Roundel 78px wide  
 15px radius curved edge keyline  
 Logo 170px wide  
 Right-hand placement logo  
 Logo only visible on endframe  
 Line height +6px

**Full banner 468x60**

Verdana 13px bold  
 Left aligned text  
 Roundel 50px wide  
 10px radius curved edge keyline  
 Logo 118px wide  
 Right-hand placement logo  
 Logo only visible on endframe  
 Line height +5px

**Half banner 234x60**

Verdana 13px bold  
 Left aligned text  
 No roundel  
 10px radius curved edge keyline  
 Line height +5px  
 Logo 150px wide  
 Central placement logo  
 Logo visible on endframe



**Elements key:**

**Customer service**

- Use the primary logo.
- Use Verdana Bold.
- If appropriate, use the following in RGB:193, 216, 47 green:
  - Icons
  - Roundels
- If appropriate, use:
  - An illustration (in RGB: 193, 216, 47 green); or
  - An animation; or
  - Photography.
- Use animated double-arrows as a clickable call-to-action in green.

Elements on this page are actual size.

**Super skyscraper 160x600**

**Moved to the UK?**

**Click here to buy your TV Licence in minutes >>**

**TV LICENSING**  
www.tvlicensing.co.uk

**Skyscraper 120x600**

**Moved to the UK?**

**Click here to buy your TV Licence in minutes >>**

**TV LICENSING**  
www.tvlicensing.co.uk

Verdana 14px bold  
Left aligned text  
Roundel 142px wide  
15px radius curved edge keyline  
Logo 144px wide  
Bottom placement logo  
Logo visible on each frame  
Line height +4px

Verdana 14px bold  
Left aligned text  
Roundel 108px wide  
15px radius curved edge keyline  
Logo 108px wide  
Bottom placement logo  
Logo visible on each frame  
Line height +4px

To make branding consistent on pre-rolls, designers should always follow these specifications.

### Elements key:

#### Customer service

- Use the primary logo.
- Use a headline.
- Use Verdana Bold.
- If appropriate, use the following in RGB:193, 216, 47 green:
  - Icons
  - Roundels
- If appropriate, use animation.
- Use animated double-arrows as a clickable call-to-action in green.

Elements on this page are actual size.



Background tint is introduced on branding frame.

To make branding consistent across different media channels, the design of emails should closely mirror how letters are designed. However, there are some differences:

• **Design**

The roundel should be positioned above the icons instead of below. Importantly, this means the call-to-action within the roundel can be seen straight away (rather than being hidden until a person scrolls down the page).

• **Copy**

The privacy policy, unsubscribe message and legal information should be positioned at the bottom of the email.

**Elements key:**

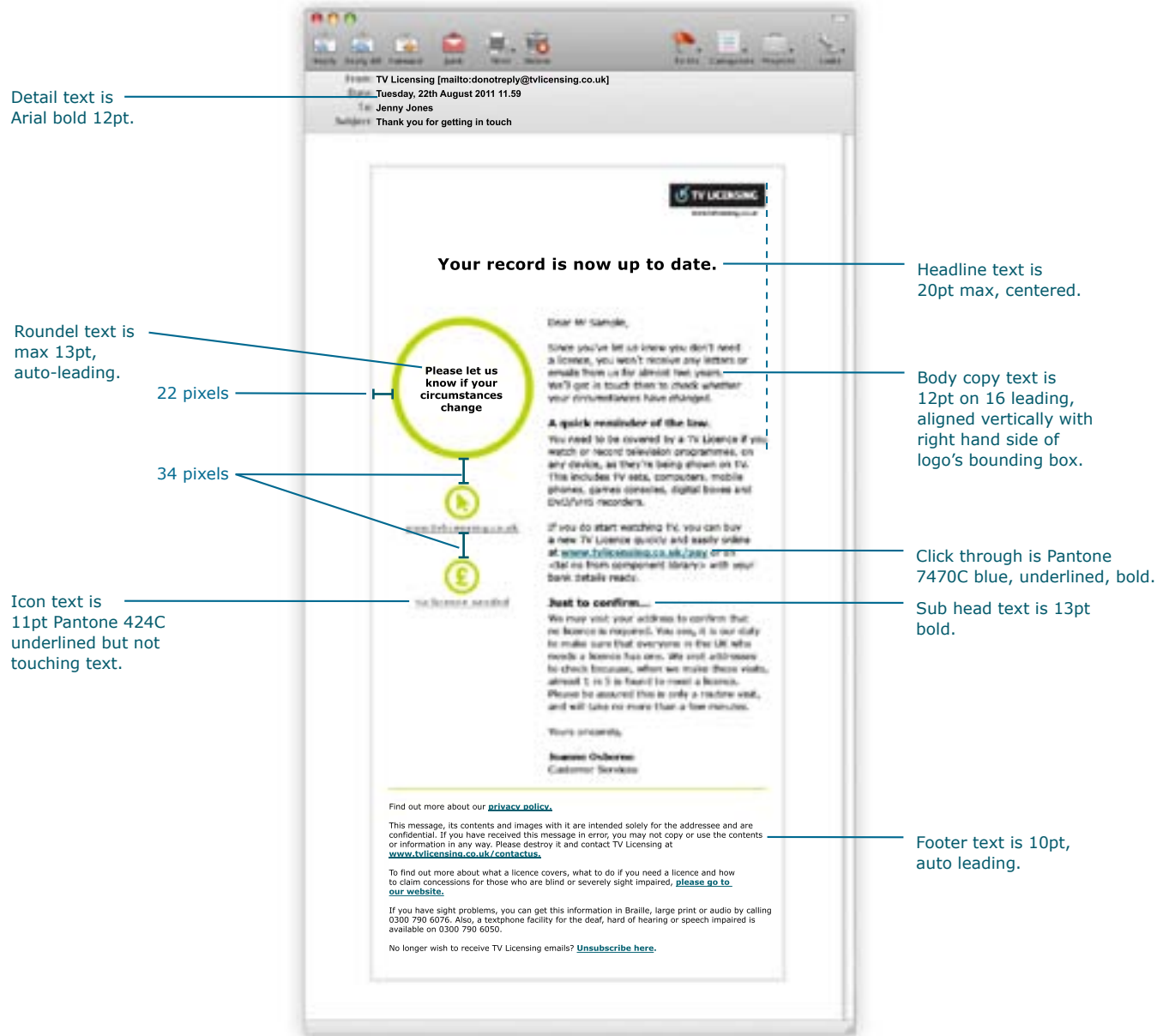
**Customer service**

- Use the primary logo.
- Use a word cloud or a headline (no full stop).
- If appropriate, use the following in RGB:193, 216, 47 green:
  - Icons
  - Roundels
- Use appropriate signatory.

**Collections**

- Use the primary logo.
- Use a word cloud or a headline (no full stop).
- Use icons in RGB: 140, 184, 198 blue.
- Use roundel in RGB: 140, 184, 198 blue, RGB: 220, 80, 52 red, or black.
- Use appropriate signatory.

**Customer service email**





As an enabling brand, we aim to service people in ways that suit them. Using data, we understand that for some that's a quick text to remind them how to get, or stay, licensed. For smart phone users, it also means they can respond to reminders on-the-go.

All text messages, whether SMS or MMS, should follow the copy and design guidelines. (See **2 Key brand elements.**)

#### Elements key:

##### Customer service

- Use the primary logo.
- Use a headline.
- Use Verdana Bold.
- If appropriate, use the following in RGB:193, 216, 47 green:
  - Icons
  - Roundels

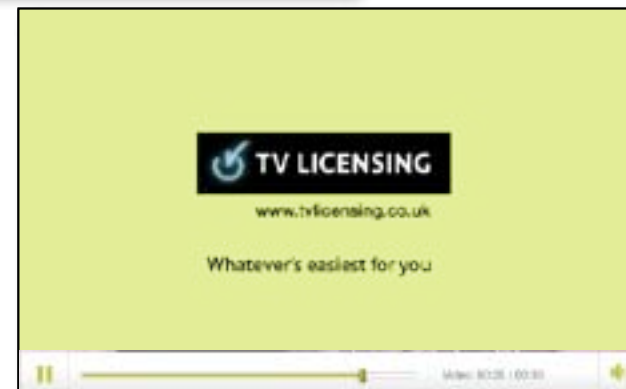
#### Home mover MMS



As a public service organisation, we communicate with every household in the UK. TV trails are created to communicate key brand messages to the public, for example, to encourage self-serve behaviours online, or to let people know about the different ways they can pay for their TV Licence.

**Elements key:****Customer service**

- Use the primary logo.
- Use a headline.
- Use Verdana Bold.

**TV trail**

## **5 Other audiences**

- 5.1 Students
- 5.2 MOD
- 5.3 Welsh
- 5.4 Welsh logo
- 5.5 Alternative Welsh logo colourways
- 5.6 Foreign nationals
- 5.7 Blind/sight impaired

## Other audiences

### 5.1 Students

### Other audiences

Students are at a particular life stage between childhood, when their parents' TV Licence covers them, and adulthood, when they move out of their parents' home and need their own licence.

To introduce them to this new legal responsibility, we have always created a bespoke Student campaign.

Tone of voice is appropriate for a younger audience, for example, comparing a licence to watch TV with the licence to drive a car.

Messaging refers to the wide range of devices on which they may be used to watching or recording TV programmes, for example, laptops, mobiles and games consoles.

Design uses brand elements like word clouds and icons to create a responsive campaign which highlights students' choice, control and urgency.

Media choice targets digital viewing, emphasising emails, banner ads, mobile texts and pre-rolls.

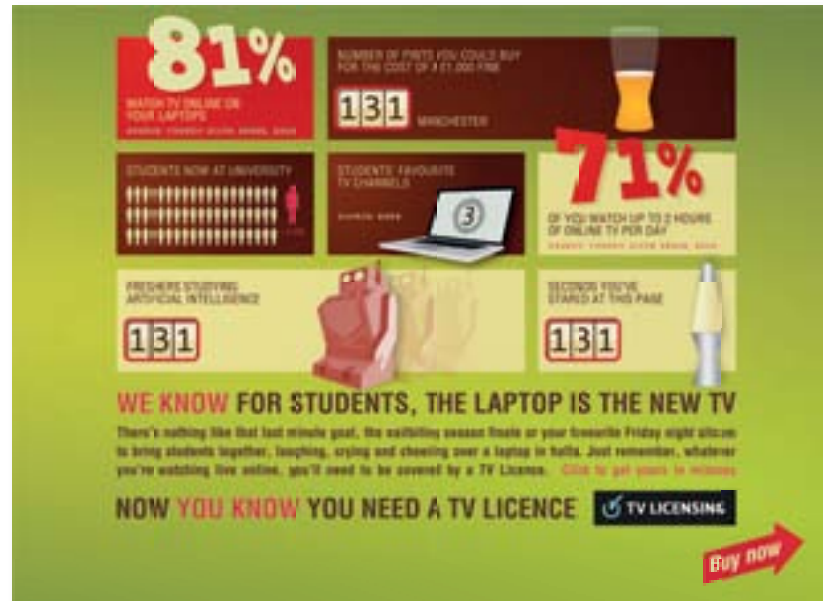
#### Colour

*The Students' campaign uses a colour palette developed from the brand's core and secondary colours. This ensures each element cuts through the overload of bright, bold student media both online and offline.*

#### Direct mail envelope



#### Screensaver



#### Email



Young military recruits living in barracks for the first time may not realise that they need to buy their own TV Licence.

To introduce them to this new legal responsibility, we have always created a bespoke MOD campaign.

Tone of voice and messaging have the clarity of the Students' campaign, but with language familiar to a military culture.

Design and media choices resonate with their institutional environment, for example, branded camouflage ticket holder with a TV Licence reminder.

**Poster**



**Leaflet**



Whether you watch TV on a laptop, television, mobile or any other device, make sure you're covered by a TV Licence\*.

Get your licence in minutes at [www.tvlicensing.co.uk/armedforces](http://www.tvlicensing.co.uk/armedforces) or by calling 0300 790 6111



[www.tvlicensing.co.uk](http://www.tvlicensing.co.uk)

The Ministry of Defence fully supports us in administering TV licensing legislation.

\*It is a criminal offence to watch or record television programmes as they are being shown on TV unless you are covered by a TV Licence. This is the case whether you use a laptop, computer, TV, games console, digital box, DVD/VHS recorder, mobile phone or any other device.



Welsh is the UK's second national language. So, following the Welsh Language Act 1993, we create bilingual versions of our English-language communications.

This makes it easy for Welsh-only speakers to understand what a TV Licence is, when they need one, or how to buy one.

**Copy**

The supplier we use to translate communications understands TV Licensing's tone of voice and simplicity standards. Importantly, this means they can brief their translators to recreate English copy in Welsh as closely as possible.

**Design**

Welsh communications should always match the English design. However, once translated into Welsh, copy is usually longer. This means you may need to reduce the point size of the typography by one point to fit within the parameters of the layout.

**Bilingual letter**

The image displays a bilingual letter from TV Licensing, presented in two columns: English on the left and Welsh on the right. The letter is titled 'Bilingual letter' and is dated 31 January 2011. The main headline in English reads 'SWITCH ON SIT BACK TUNE IN WIND DOWN CURL UP AND ENJOY A YEAR'S WORTH OF TV.' The Welsh headline is 'SWITSH YMLAEN EISTEDD NŴL YMLACIO GWYLLIO GWENU A MWYNNHAU BLWYDDYN O DELEDU.' The letter contains a central graphic with a clock face and the amount '£145.50'. The footer includes a barcode and payment instructions for PayPoint and postal payments. The TV Licensing logo is visible in the top right of both columns.

**Primary Welsh logo**

As a trademark of TV Licensing, the Welsh logo is based on the primary TV Licensing logo and should be treated with the same respect.

In online communications, the Welsh logo should always be used.

In offline communications, the Welsh logo should always be used by default whenever production costs allow.

Only in exceptional circumstances may other colour variants be used. When considered imperative, use of colourway logos must be approved by TV Licensing on the basis of a rationale which provides a supporting case for effectiveness. (See **5.5 Alternative Welsh logo colourways.**)

Always follow these clear space and size guidelines.

Logo clearspace



A space equivalent to the height of the 'T' must be left around all sides of the logo wherever possible.

Symbol – pale blue  
(or 50% tint dark blue if not printing pale blue)  
Type – white  
Bounding box – black + 50% tint black

Standard size on A4



Minimum size



On standard communications, a logo size of 55mm wide should be maintained wherever possible.

Do not use the logo below 30mm wide, or 100 pixels wide.

URL alignment



The URL is to occupy an equal width to the TV Licensing wordmark.

These two colour variants may only be used in offline communications:

1. When production budgets only allow one-colour printing; or
2. When exceptional circumstances require creative flexibility to optimise effectiveness.

Use of these logos needs to be approved by TV Licensing on the basis of a rationale which provides a supporting case.

They should never be used for online communications.

Welsh one-colour logo – black



[www.tvlicensing.co.uk](http://www.tvlicensing.co.uk)

This one-colour logo should be used when printing black.  
 Symbol and type – white  
 Bounding box – black + 50% tint black  
 URL – black

Welsh one-colour logo – red



[www.tvlicensing.co.uk](http://www.tvlicensing.co.uk)

This one-colour logo should only be used on enforcement communications.  
 Symbol and type – white  
 Bounding box – red + 50% tint red  
 URL – red

Welsh one-colour logo – dark blue



[www.tvlicensing.co.uk](http://www.tvlicensing.co.uk)

This one-colour logo is to be used when printing dark blue.  
 Symbol and type – white  
 Bounding box – dark blue + 50% tint Dark blue  
 URL – dark blue



Foreign nationals living in the UK may not understand what a TV Licence is, when they need one or how to buy one.

To introduce them to their legal responsibility, we create bespoke communications for them.

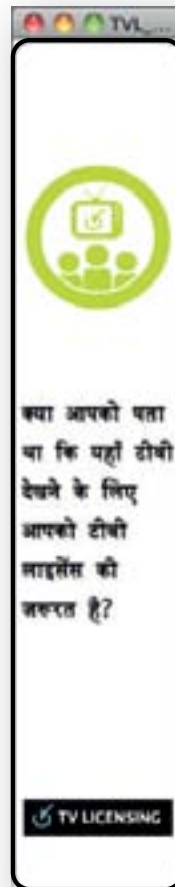
We are talking to people from diverse cultural backgrounds, for whom English may be a second or even third language. So the emphasis should be on the brand values of Clarity and Authority.

As copy is translated into lots of different languages, copy should follow the guidelines in **A note on simplicity** (see 2.19) with messaging being short, succinct and easily actionable.

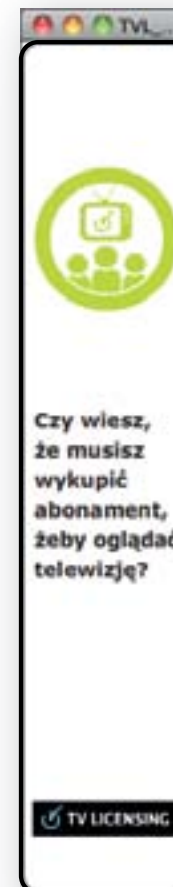
Tone of voice should be empathetic to different financial circumstances, helping people overcome barriers to paying with step-by-step payment options.

Here, the brand's icons palette is critical in conveying information visually and crossing the language divides.

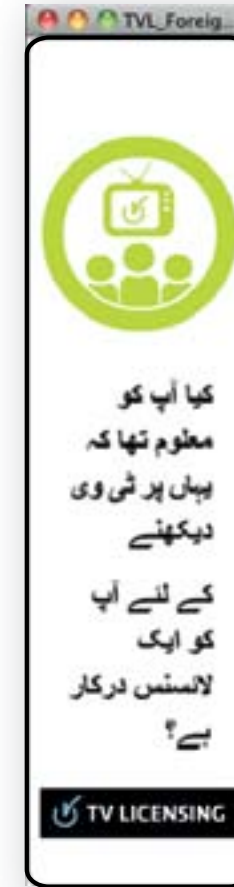
Hindi



Polish



Urdu



TV Licensing is committed to making our communications accessible to all, including those with visual impairments.

We constantly review relevant communications to ensure they are compliant with the Disability and Discrimination Act.

So when developing communications where a high proportion of those reading are likely to be elderly or visually impaired, the guidance given here from the RNIB should be followed. Or to find out more, visit [www.rnib.org.uk](http://www.rnib.org.uk).

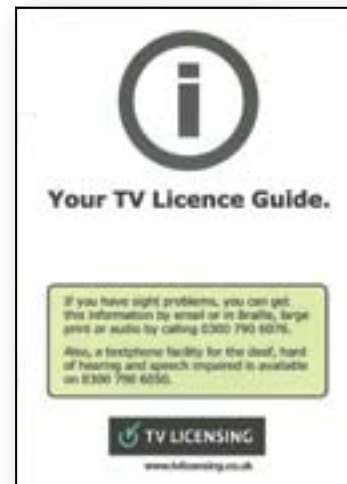
**Type**

Avoid small type sizes – a point size of at least 12 should be used. Avoid large amounts of capitalised text.

**Colour**

For emails, the correct green to use is: Bright green Pantone 382C green.

**Leaflet**



**Letter**



**Email**



For further information please contact:

**Rob Cannon**

Marketing Communications and Operations  
Manager  
BBC TV Licensing  
Room 4436  
White City Building  
201 Wood Lane  
London W12 7TQ

**Telephone** – 020 875 24268

**Email** – [Rob.Cannon@bbc.co.uk](mailto:Rob.Cannon@bbc.co.uk)



[www.tvlicensing.co.uk](http://www.tvlicensing.co.uk)