BBC MASTERBRAND GUIDELINES

SEPTEMBER 2013

BBC

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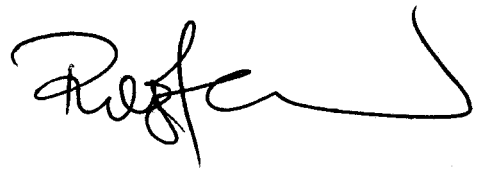
Cover image: Jeff Overs © BBC

INTRODUCTION

The BBC brand is our most valuable asset, recognised worldwide for world-class programmes, content and services and representing broadcasting excellence. The BBC name and visual identity are vital in sustaining this recognition and must be used with care to protect the BBC's reputation and integrity.

As a public service broadcaster, the BBC is funded and owned by the British public and therefore free from commercial and political interests. The BBC brand and other intellectual property assets represent and reflect the BBC's reputation for editorial integrity, impartiality, quality and creativity.

Any use of our assets must follow our guidelines and be aligned to our values.

Phillip Almond

Director of BBC Marketing and Audiences

THE BBC'S MISSION, ROLE AND VALUES

Our Mission

To enrich people's lives with programmes and services that inform, educate and entertain.

Our Role

The BBC's role is to deliver the six public purposes which have been set out by the Royal Charter and Agreement:

1. Sustaining citizenship and civil society.

    The BBC provides high-quality news, current affairs and factual programming to engage its viewers, listeners and users in important current and political issues.

2. Promoting education and learning.

    The support of formal education in schools and colleges and informal knowledge and skills building.

3. Stimulating creativity and cultural excellence.

    Encouraging interest, engagement and participation in cultural, creative and sporting activities across the UK.

4. Representing the UK, its nations, regions and communities.

    BBC viewers, listeners and users can rely on the BBC to reflect the many communities that exist in the UK.

5. Bringing the UK to the world and the world to the UK.

    The BBC will build a global understanding of international issues and broaden UK audiences' experience of different cultures.

6. Delivering to the public the benefit of emerging communications technologies and services.

    Assisting UK residents to get the best out of emerging media technologies now and in the future.

Our Values

Trust is the foundation of the BBC: we are independent, impartial and honest.

Audiences are at the heart of everything we do.

We take pride in delivering quality and value for money.

Creativity is the lifeblood of our organisation.

We respect each other and celebrate our diversity so that everyone can give their best.

We are one BBC: great things happen when we work together.

USING THE BBC LOGO

The BBC logo is the key signifier of our brand. It holds the entire BBC Brand portfolio together and quickly and effectively identifies our content and material.

The BBC logo is our intellectual property and protected by copyright. Any third-parties — e.g. non-BBC staff and producers — wishing to use the BBC logo must agree and receive a Trademark Licence from the BBC.

Requests for a Trademark licence should be made via www.bbc.c.uk/branding.
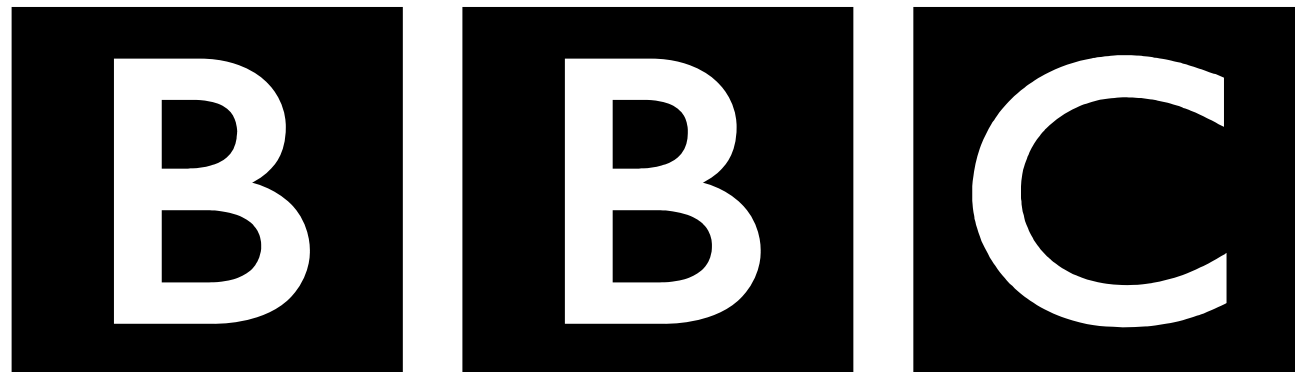
VERSIONS OF THE BBC LOGO

The BBC logo, or a Service brand which features the BBC logo, should be used in all BBC communications. The BBC logo consists of three blocks which should be coloured black, navy or white only. Any proposed colour exceptions must be discussed with the BBC Brand Guardianship team.

Please ensure that the version of the BBC logo you choose remains clear and legible within your artwork. For example ensure that the colour you choose for the BBC logo – either black, navy or white – stands out against the background.

Please note the BBC characters (i.e. the letters BBC) are transparent and therefore any background that the logo sits against should be visible through the characters.
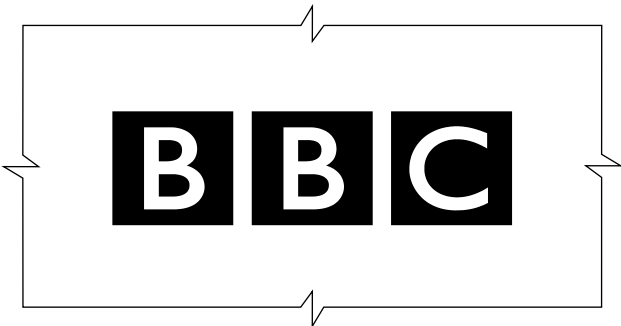
BLACK VERSION

Suitable for light-coloured backgrounds.

Designs produced in black and white should show the logo as pure black or pure white depending on the background – the logo should not appear as a shade of grey.
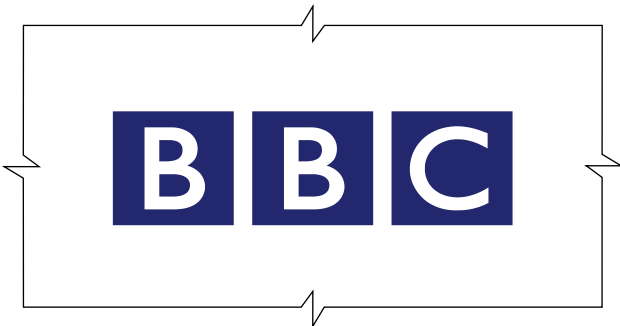
NAVY BLUE VERSION

Suitable for light-coloured backgrounds.

PANTONE 2767

C35 M09 Y00 K00

R170 G202 B230

Hex 232f48

WHITE VERSION

Should be used on any dark-coloured backgrounds

BBC LOGO EXCLUSION ZONE AND MINIMUM SIZE

The BBC logo is our most important asset. The logo should be given
clear space around it to ensure that it remains prominent and legible.

Exclusion zone

The exclusion zone around the BBC logo
is half the width of a single BBC block –
at whatever size it appears.

This is to ensure the clarity of the logo
wherever it is used.

Beyond this specific zone designs should
consider maximising the space around the
logo wherever possible.
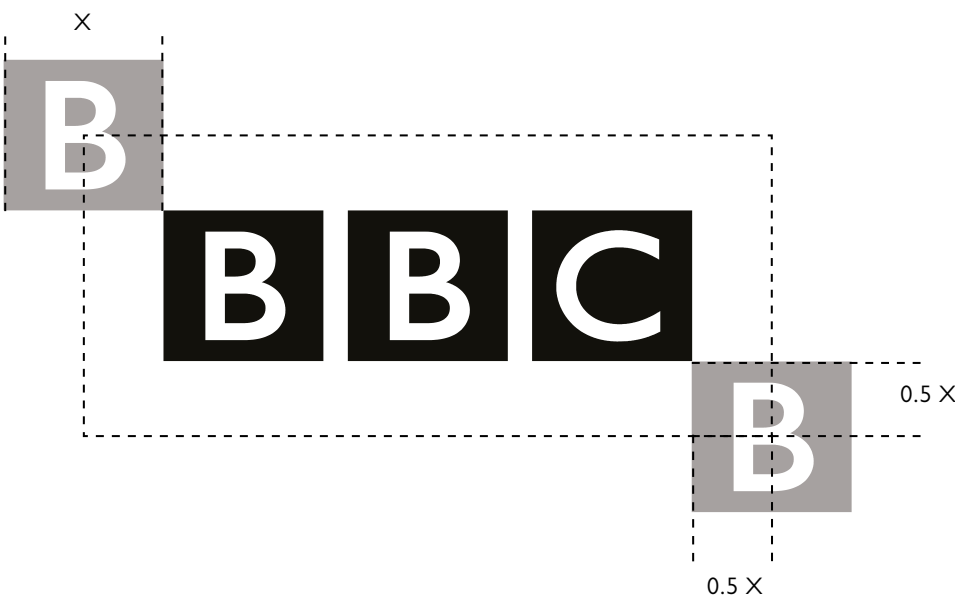
Minimum sizes

The minimum size exists to protect the legibility of the
brand wherever it appears.

In print the BBC logo should only go down to this size if
it is absolutely necessary. Anything smaller than the sizes
outlined below will mean that the BBC logo will become
illegible in print.

When sizing the BBC logo please set the size with the
height and keep the length proportional.

Alternative rules apply to online applications, see the
BBC digital guidelines for further information.
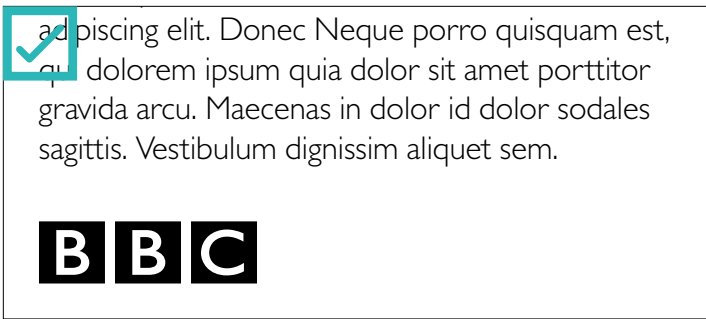
In print 10mm wide
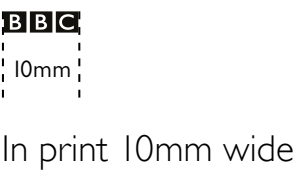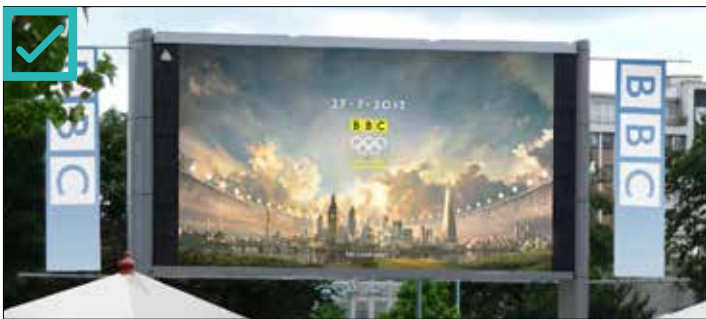
BBC LOGO: DO'S

There are some general rules that should be observed when using the BBC logo. The following examples show good practice:

Do use the BBC logo on a contrasting background.

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Do use the BBC logo horizontally.

Only use the logo vertically in restrictive exterior and interior spaces where the BBC logo needs maximum standout ie. Outdoor vertical banners.

In such cases the logo may **only** be rotated 90° clockwise to read downwards, no other angle is allowed.

BBC LOGO: DON'TS

When using the BBC logo:

- Do not allow the BBC logo to become illegible

- Do not display the BBC logo at an angle

- Do not crop into the BBC logo

- Do not show the BBC logo beneath the minimum sizes stipulated for online or print

- Do not change the colour of the BBC logo from the artwork supplied.

Don't distort, stretch or skew the BBC logo in any way. The BBC logo must be reproduced from the original supplied artwork.
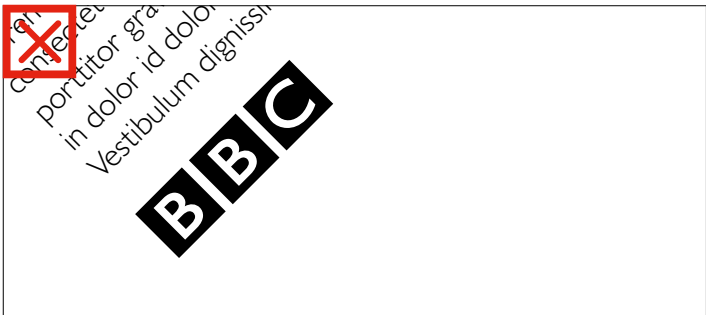
Don't alter the BBC logo so it appears stacked. The BBC logo must appear orientated horizontally, regardless of art direction. (See previous page for an exception to this rule).

The BBC logo should not be embedded within a plain text sentence or headline.

There may be occasional exceptions to this – please see the guidelines section 'Using the BBC logo within text' for more details.

Don't allow the BBC logo to become illegible. The BBC logo should always be placed, where possible, on flat colour. If required to sit over an image, ensure that all the elements of the BBC logo are legible.

Don't alter the BBC logo so it appears at an angle.

Don't alter the BBC logo to become a pattern or design feature.

USING THE BBC LOGO WITHIN TEXT

We should avoid using the BBC logo within a plain text sentence or headline.

Our logo is trademarked to protect it from infringement by others and a trademark attracts more legal protection if it is used consistently.

However, in some exceptional cases we may require the use of the BBC logo in a strapline or headline. These cases must be approved in advance by BBC Brand Guardianship and follow the below guidelines:

- The use of the BBC logo in a strapline or headline can only be used for agreed BBC Masterbrand initiatives - not for BBC service or network brands

- It can only be used in scenarios where we do not want to create a new brand

- The BBC logo should never be used within in prose copy – see below

- If the BBC logo is used in a headline or strapline it should ideally be separated from the text to ensure the logo stands out – see below

consectetuer adipiscing eli porttitor gravida arcu. Mae in dolor **B B C** sodales sa Vestibulum dignissim alique

The BBC logo should never be used within prose copy

This Week
on the
BBC
also on BBC iPlayer

Example of the BBC logo within a strapline, separated from the text

BBC PORTFOLIO LOGOS

The BBC logo forms an important and consistent part of our service brand logos and key programme identities, retaining visual prominence while allowing our service brands to communicate with a wide and varied audience.

These logos are carefully designed taking into consideration the size and positioning of the BBC logo relative to the service or programme brand and must be used according to their respective guidelines.

If a programme title features the BBC blocks in a lockup the size and positioning between the BBC blocks and title must remain constant whenever it is used.

Please contact the relevant brand manager or creative team for the specific guidelines for each service brand logo or programme title.

Where space is limited e.g. in mobile app icons, the BBC blocks may be dropped following consultation with the BBC brand guardianship team and in line with the relevant Service brand guidelines.

BBC CORPORATE TYPEFACE

The BBC corporate typeface is Gill Sans.

It can be used in either Light, Regular or Bold weights but the font must not be condensed or expanded.

Gill Sans Light
ABCDEFGHIJ
KLMNOPQR
STUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Gill Sans Regular
ABCDEFGHIJ
KLMNOPQR
STUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Gill Sans Bold
ABCDEFGHIJ
KLMNOPQR
STUVWXYZ
abcdefghijklmn
opqrstuvwxyz
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