

BRAND AND DESIGN GUIDELINES

Commercial initiatives and their promotion based on
BBC branded programmes owned by independents

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 programmes or content commissioned by the BBC from independent producers, and licensed for broadcast 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

YOU NEED TO:

01 Comply with the Programme Production agreement

- The full text can be found at: bbc.co.uk/commissioning/structure

02 Comply with the Trade Mark Licence (incorporated in the Programme Production agreement or issued separately)

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 – must carry a trade mark/copyright notice.

03 Use original artwork/logos from the BBC

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

04 Comply with relevant Editorial Policy and Fair Trading guidelines

This document provides only a policy summary of the Editorial Policy and Fair Trading Guidelines. The full texts 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

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

06 BBC contacts

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

For rights licensed via independents:

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 via 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.)



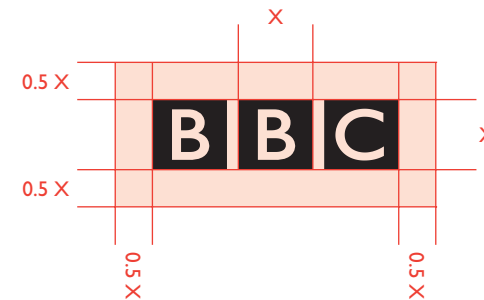
Background

- 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



Minimum size

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

COMMERCIAL INITIATIVES

Policy and design guidelines for the development of commercial initiatives based on BBC programmes owned by independents.

PRINCIPLES

- Refer to and comply with COMMERCIAL BRAND POLICIES (page 01).
- The BBC must be consulted on the timing of the release of the product. Please liaise with your BBC contact. (For a BBC Worldwide product, refer to Publishing Guidelines.)
- The licensee takes responsibility for the quality of the product.
- The BBC reserves the right to approve the content and the quality of anything which carries the BBC brand.
- The product should be in line with the editorial values of the programme.
- The product must communicate with its target audience in an appropriate way.
- The use of any BBC logos or brands in any way other than stated in these guidelines must be approved by the BBC. Please liaise with your BBC contact.
- 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 or brand.
- It must be clear that the product is not manufactured by the BBC.
- The manufacturer's logo must appear on the product. It must be prominent in size in relation to BBC branding.
- Commercial trails may not be featured within a product.

COMMERCIAL INITIATIVES

PRODUCTS: PROGRAMME BRANDED

This guideline applies to books, DVDs, videos, CDs, CD-Roms, magazines, games, etc featuring content or programme material commissioned and licensed by the BBC.

PRINCIPLES

- Refer to PRINCIPLES (page 05).

DESIGN GUIDELINES – front cover

- The product must use the appropriate BBC stamp for independents.
- It must use only one of these stamps.
- The stamp must be clear and legible.
- The stamp may be reproduced in black or white only.
- The stamp must be positioned at the bottom left or bottom right.
- No other BBC logos may be used.
- For artwork please liaise with your BBC contact.

Size of the stamp

- The size must be in proportion to the size of the product.

BBC stamp for independents

Independent production stamp 1



Independent production stamp 2



Minimum size



COMMERCIAL INITIATIVES

PRODUCTS: PROGRAMME BRANDED

Programme stills

- The product may use programme stills in consultation with the BBC. Please liaise with your BBC contact.
- The stills should reflect the programme content and the amount of programme content featured within.

DESIGN GUIDELINES – back cover and spine

- BBC logos and brands must not be used on the back cover or spine.

Trade mark/copyright notice

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

In addition:

- Wording on packaging should not imply that a programme is “exclusive” to a retailer. The wording may state: “this product is exclusive to X-brand”.

COMMERCIAL INITIATIVES

PRODUCTS: COMPILATIONS, NOT BBC BRANDED

This guideline applies to books, DVDs, videos, CDs and CD-Roms featuring some content or programme material commissioned and licensed by the BBC, where the product is not named after a BBC brand.

PRINCIPLES

- Refer to PRINCIPLES (page 05).

DESIGN GUIDELINES – front cover

- BBC logos or brands must not be used.
- The BBC must not be mentioned in text.

DESIGN GUIDELINES – back cover

- BBC logos or brands must not be used.
- The BBC may be mentioned in a text reference as follows:
“as seen/heard on the BBC” or “as first seen/heard on the BBC”.

Trade mark/copyright notice

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

Programme stills

- The product may use stills from programmes featured within.
- The stills should reflect the programme content and the amount of programme content featured within.

In addition:

- Wording on packaging should not imply that a programme is “exclusive” to a retailer. The wording may state: “this product is exclusive to X-brand”.

COMMERCIAL INITIATIVES

MERCHANDISE

This guideline covers toys, foodstuffs, stationery, gifts, etc.

PRINCIPLES

- Refer to PRINCIPLES (page 05).

DESIGN GUIDELINES – merchandise independent licence artwork

- You may use BBC branding with approval from Marketing Strategy. Please liaise with your BBC contact.
- The licensee must generate artwork combining the BBC blocks and the programme name or character name.
- 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.
- The text of the artwork should read: "Programme name / character name on BBC".
- The BBC blocks should be centred beneath the text.
- The artwork should not be given undue prominence.
- It should be in proportion to the size of the product.
- It should be in proportion to other branding.

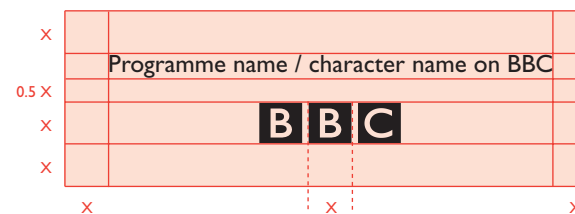
Size

- The text should be no smaller than 4pt.
- The BBC blocks must be no smaller than 10mm wide.

Position and exclusion zones

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

Merchandise independent licence artwork



Trade mark/copyright notice

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

COMMERCIAL INITIATIVES

EVENTS

This guideline covers policy and branding guidelines for events.

PRINCIPLES

- Refer to PRINCIPLES (page 05).
- 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.
- The event must be in line with the editorial content and values of the BBC brand it is based on.
- The event must communicate with the target audience in an appropriate way.



COMMERCIAL INITIATIVES

COMPETITIONS

This guideline covers competitions inspired by a BBC brand.

PRINCIPLES

- You must have approval from the BBC to use the BBC brand for a competition. Please liaise with your BBC contact.
- Refer to PRINCIPLES (page 05).
- A competition should enhance the brand and add value to the consumer.
- It should be in line with the editorial content and values of the BBC brand.
- It should not be advertised on television, radio, online or mobile phone (including text).
- It should be a game of skill or judgement appropriate to the target audience.
- The competition should 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 on-air and off-air promotional campaigns which promote commercial initiatives featuring content or programme material commissioned and licensed by the BBC.

PRINCIPLES

- Refer to and comply with COMMERCIAL BRAND POLICIES (page 01).
- The BBC must approve anything which carries the BBC brand. Please liaise with your BBC contact.
- 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.
- It should not promote competitions.
- It must comply with the Advertising Standards Authority and Ofcom.
- It should not imply that the product is exclusive to a single retailer.
- 'Spam' and unsolicited viral campaigns should not be used. For guidance please liaise with your BBC contact
- Wording on the promotion should not imply that a programme is exclusive to a retailer. The promotion may state: "this promotion is exclusive to X-brand".

DESIGN GUIDELINES

- The campaign must not use BBC logos.
- It must not refer to the BBC in text or audio.
- It may feature a product (with approved BBC branding) on the promotion, as long as the BBC branding is not prominent.
- It may use programme stills and footage in consultation with the BBC. Please liaise with your BBC contact.
- Programme footage and stills should reflect the content featured within the product.
- Programme footage and stills should be kept separate from commercial messages.

Other

- New footage may be created.
- Existing content should not be re-created.
- Content must not mimic or parody programme content.
- Signature jingles or anything resembling them must not be used.
- Talent featured in the programme should not be used in promotional campaigns. For specific requests please liaise with your BBC 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 and sponsorship.

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 have approval from the BBC Worldwide Fair Trading contact.

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

PRINCIPLES – choosing a third party/partner

- The third party should 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 should 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 should 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

This guideline applies where the licensee works with a third party to develop a campaign which jointly promotes a BBC branded product 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 PRINCIPLES (page 12) and PRINCIPLES – choosing a third party/partner (page 13).
- The BBC must be consulted about the proposal and its timing. Please liaise with your BBC contact.
- It must comply with Joint Promotion Guidelines available at bbc.co.uk/commissioning.

DESIGN GUIDELINES – commercial initiatives

For promotional products that incorporate BBC content:

- The first episode of any series being promoted must have been broadcast.
- A minimum of 75% of the material must have been released commercially and be available to the public.
- A maximum of 25% of the material does not need to have been commercially released or available to the public, but must have been previously broadcast by the BBC.
- For products follow guidelines on pages 05–08.
- For merchandise follow guidelines on page 09.
- For events follow guidelines on page 10.
- For competitions follow guidelines on page 11.

INITIATIVES AND PROMOTIONS WITH A THIRD PARTY

JOINT PROMOTIONS

DESIGN GUIDELINES – promotional campaigns

- Refer to PRINCIPLES (page 14) and DESIGN GUIDELINES (page 12).

In addition:

- The campaign may use content from books associated with a programme but should not reveal a storyline or crucial plot before the programme is broadcast.
- Magazines and newspapers may serialise a book, but should not reveal a storyline or crucial plot before the programme is broadcast.

INITIATIVES AND PROMOTIONS WITH A THIRD PARTY

SPONSORSHIP

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

PRINCIPLES

- This guideline applies to events only. Sponsorship of all other commercial initiatives will be considered on a case-by-case basis.
- Refer to and comply with PRINCIPLES – choosing a third party (page 13).
- The BBC must be consulted about the proposal and its timing. Please liaise with your BBC contact.
- A sponsor may not have editorial input, only financial.
- Only events should be sponsored (except for BBC Worldwide which may also sponsor books).
- Sponsorship by a corporate brand is more suitable than sponsorship by a consumer brand. (For example, Ford rather than Ford Focus.)
- Sponsors may pay for, produce and distribute publicity material related to the event. The message should 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.
- Verbal mention of sponsorship should be made only once, for example “sponsored by X brand”.
- For off-air materials, traditionally the sponsor’s logo is less prominent and appears at the bottom of the page.

DESIGN GUIDELINES

- Refer to EVENTS (page 10) or PROMOTIONAL CAMPAIGNS (page 12).
- Sponsorship is acceptable for an entire event or part of an event.
- It must be clear that the event 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.
- It should 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.
- No sponsorship is allowed for events connected with news, current affairs or consumer advice, or any programme broadcast on BBC premises.
- For further information refer to Editorial Policy. Liaise with your BBC contact.
- A sponsor may run a competition to publicise its involvement in an event. See PRINCIPLES (page 11).