

BBCi brand guidelines

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Introduction

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I The BBCi Brand

Introduction

These guidelines describe the basic rules of designing with/reproducing the BBCi brand identity. In order to gain maximum benefit from these guidelines they must be used consistently, as even small variations will undermine the impact of the BBCi brand identity.

The BBCi brand values

Comfortably Exciting

Bringing viewers closer to content they love

Easy access to the free, secure and trusted BBC

Playfully Engaging

Approaching viewers in an entertaining way

Highlighting a modern approach from the BBC

Flexibly Interactive

As much or as little as you want

Adaptable but consistent

Immediate & Fresh

Always up-to-date and refreshingly simple

Close to you

2 Brand Elements

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BBCi logotype

The BBCi logotype consists of the 'BBC blocks', a red circle containing the letter 'i' and the 'holder' for the circle (example 1). The 'i' stands for 'interactive BBC'. The red circle represents the red button on a digital remote control: The button that launches interactive content. The 'holder' is designed to reinforce the BBC's ownership of the red button.

Use of the logotype

The precise position and proportion of all the logotype elements is fixed and must always be reproduced in the set relationship shown here. The elements must never be re-drawn or modified in any way.

Master artwork

Always use master artwork when reproducing the BBCi logotype. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for your application.

Printing the logotype

The use of the BBCi logotype in any printed material must be approved by the Head of BBC New Media Marketing.



1. BBCi Logotype

2 Brand Elements

Reproducing the logotype in colour

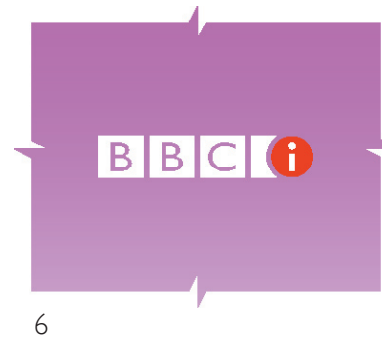
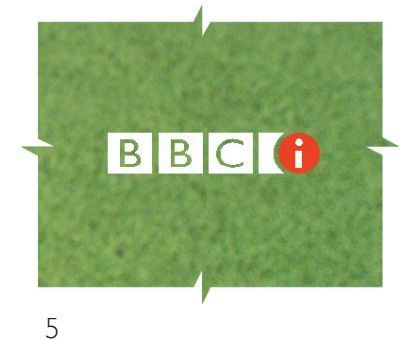
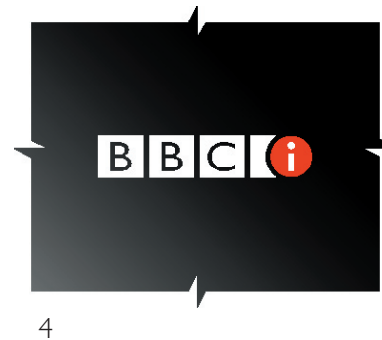
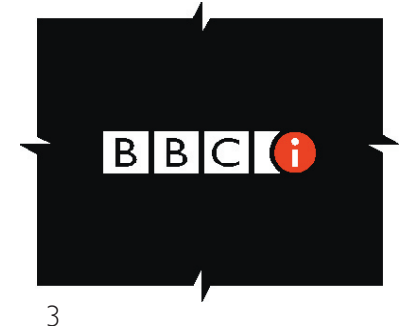
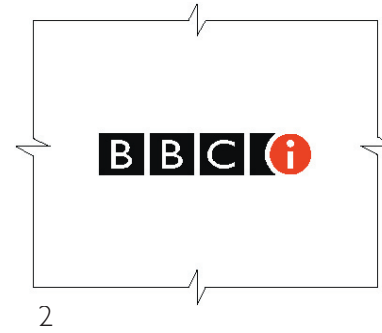
Where possible, the BBCi logotype should be displayed on a flat white background (example 2).

The logotype can also be displayed as white reversed out of black (example 3).

When reproducing the logotype for print, care must be taken to ensure that the area surrounding the logotype is tonally even and either sufficiently light or sufficiently dark to ensure the logotype is legible (example 4).

When using a textured background, the legibility of the logotype is of paramount importance (example 5).

Extra care should be taken to maintain legibility of the BBCi red when placing the logotype on a coloured background with a similar hue and tone (example 6).



2 Brand Elements

Reproducing the logotype in black and white

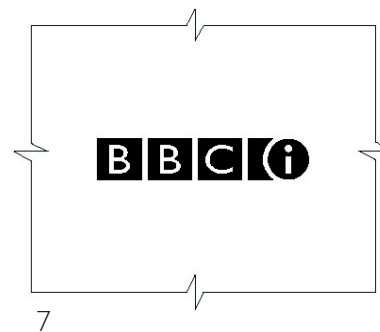
For printed material, the logotype should only be reproduced in black and white when appearing on black and white print backgrounds.

Wherever possible, the logotype should be reproduced in the BBCi red and black.

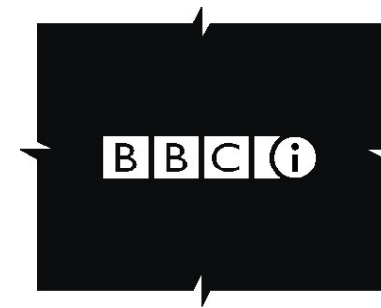
When printing in black and white, the BBCi logotype can be reproduced as black reversed out of white on a light background (example 7), or white reversed out of black on a dark background (example 8).

Care should be taken to ensure that the area surrounding the logotype is tonally even and either sufficiently light or sufficiently dark so that the logotype is clearly legible (example 9).

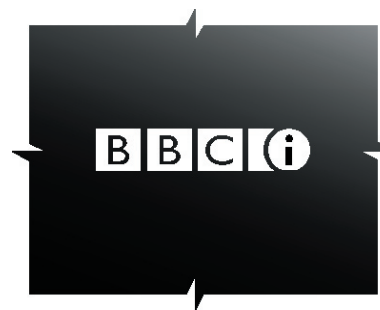
When using a textured background, the legibility of the logotype is of paramount importance (example 10).



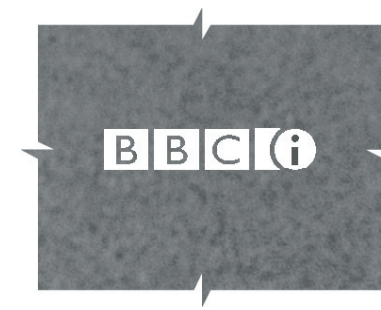
7



8



9



10

2 Brand Elements

Logotype artwork

The BBCi logotype artwork is available for use in the following formats.

Always ensure that you are using the correct artwork for the intended application and in accordance with these guidelines.

Interactive TV applications:



11. DSAT Bitmap



12. DTT Png



13. DCable Gif

Print:



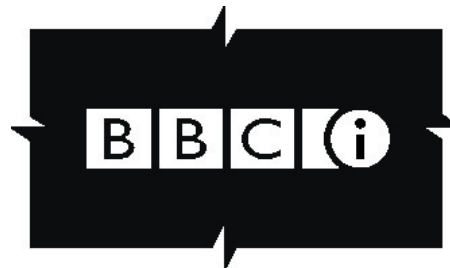
14. BBCi spot colour



15. BBCi CMYK



16. BBCi single colour



17. BBCi single colour reversed

Motion graphics:



18. Animated logotype



19. Static logotype



20. Shorthand logo animated



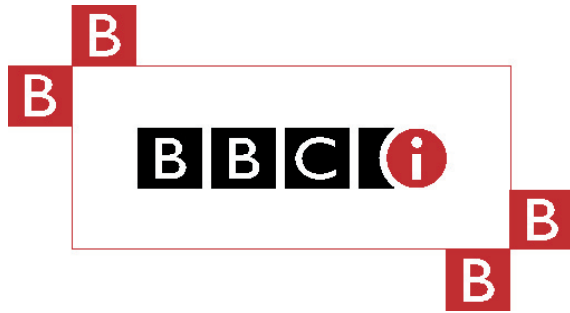
21. Shorthand logo static

2 Brand Elements

Logotype exclusion zone

BBCi logotypes must always be surrounded by an area, which is entirely clear of typography and any other graphic devices.

The minimum exclusion area, shown here in example 22, is made up of the width and height of one of the BBC logotype blocks at the chosen size.



22. BBCi logotype exclusion zone

2 Brand Elements

Logotype Minimum Size

For Print

3.5mm for the height of BBC block



23. Minimum size for print

For Broadcast

27 pixels for the height of BBC block



24. Minimum size on air

2 Brand Elements

What not to do with the logotype

Examples 25 -27 show inconsistent use of the BBCi logotype.

Altering the BBCi logotype will undermine the impact of the identity and therefore the BBCi brand.

DO NOT reproduce the logotype in colours other than those specified



DO NOT place the logotype inside a patch of colour or lozenge shape



DO NOT alter the relative size of the elements of the logotype



2 Brand Elements

Colour

Accurate reproduction of the BBCi red is essential in communicating a clear and consistent message about interactivity via 'the red button'.

Special spot colour for print:
Pantone 1788C should be used wherever possible

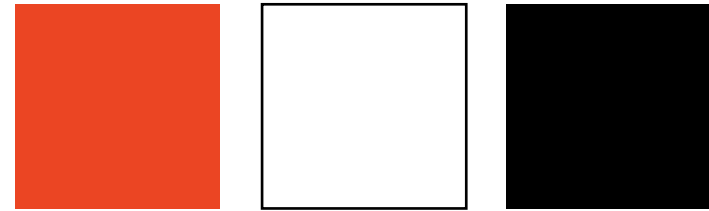
CMYK breakdown:
M87,Y91 is the breakdown for process colour and should be matched as closely as possible, depending on materials and print process. The colour should always be signed off by the BBCi brand manager.

RGB:
On screen the RGB breakdown is 194, 12, 7

Web: #CC0000

Freeview:
191, 0, 0 /

DSAT:
173, 11, 2



BBCi brand colours

Typographic style

Gill Sans is the BBC corporate typeface.

Gill Sans and Gill Sans Bold should be used within interactive applications where BBCi is the primary brand.

When using Gill Sans, clear, simple presentation is key, e.g. no blur effects or drop shadows.

For printed material, headings, sub-headings and body copy can be set in Gill Sans Bold, Regular or Light depending on the layout required. Red, black or white text should be used.

When BBCi is written within body copy it should be written with BBC in upper case and i in lower case.

Gill Sans

abcdefghijklmnopqrstuvwxy AB
CDEFGHIJKLMNOPQRSTUVWXYZ
XYZ 1234567890

Gill Sans Bold

abcdefghijklmnopqrstuvwxy
z ABCDEFGHIJKLMNOPQ
RSTUVWXYZ 1234567890