BBC
NEWS
———
WORLD
SERVICE

BRANDING & SOCIAL MEDIA GUIDELINES FOR STATIONS

● AMERICAN PUBLIC MEDIA®

FALL 2019

BBC News World Service Branding Logo Usage

- Square and linear versions, as shown. Red/color logo is preferred.
- Available for download on the APM Distribution website
- One of the six versions of the logo must appear in all applications
- **The logos cannot be altered or combined with other logos without approval by BBC**
- Available in jpeg formats
- These guidelines apply to any other logo issued by BBC World Service

BBC News World Service Branding Color Palette

WEB	RGB	R187 G25 B25
	Hex	#BB1919
PRINT	CMYK	C08 M100 Y79 K28
	Pantone	187

- This is the BBC News World Service brand color

- Always use correct breakdowns exactly as shown

- Please use this brand color for any station assets designed to promote BBC programming, events, etc.

- BBC World Service logos and digital assets cannot be altered or co-branded (with your station logo, etc.) without approval by BBC and APM. Please contact your Station Representative.

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# BBC News World Service Branding Logo Usage

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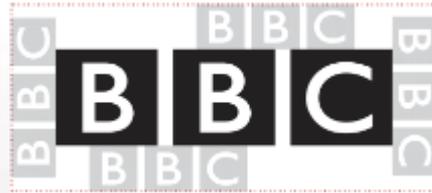
- The exclusion zone around the BBC logo is half the width of a single BBC block – at whatever size it appears.

- Must remain clear of other typography or graphics

- Defined by height and width of a single BBC block

- Cannot be co-branded and/or co-promoted without permission

BBC News World Service Branding Logo Usage

Minimum Sizes:
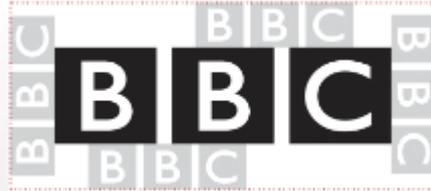
- The minimum logo size is proportional to the minimum size of the BBC logotype, 10 mm across the total width of the BBC blocks

- The minimum logo size protects the legibility of the brand and should only be used if absolutely necessary

- When sizing the logo, set the size with the height and keep the length proportional

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BBC News World Service Branding Logo Usage

Prohibited Usage:

- Don't make the logo 3D, or alter proportions of logo block or logotype in relation to one another, e.g. making the logotype bigger, but keeping the block the same size

- Don't alter any of the colors in the logo

- Don't rotate the logo

BBC News World Service Branding Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789£©@%&?!.,:;"()*

Gill Sans Regular

- BBC News World Service copy should be set in Gill Sans

- Gill Sans can be used in roman and italics in three weights: Light, Regular, Bold

- Font must not be condensed or expanded

- All text should be upper and lower case

- All punctuation must be set outside the justification line

- Use white text for all on-screen/digital uses

- Do not tint or half mix text colors

- Do not use drop shadows or other type effects

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Social Media Guidelines – General & Individual Programs

Please tag BBC World Service and/or the individual programs as follows:
TWITTER:
BBC World Service: @bbcworldservice (*Not* @BBC)
APM Distribution: @apmdistribution

Tag individual programs when applicable:
BBC Newshour: @BBCNewshour
BBC Breaking News: @BBCBreaking
OS (Outside Source): @BBCOS
HARDtalk: @BBCHARDtalk
The Fifth Floor: @BBC5thfloor
The Inquiry: @BBCTheInquiry

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Social Media Guidelines – General & Individual Programs

Please tag BBC World Service and/or the individual programs as follows:

FACEBOOK:
facebook.com/bbcworldservice