



○ AMERICAN PUBLIC MEDIA®

Branding & Social Media Guidelines for Stations

FALL 2018

BBC 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 World Service Branding

COLOR PALETTE

WEB RGB R**187** G**25** B**25**

Hex **#BB1919**

PRINT CMYK C**08** M**100** Y**79** K**28**

Pantone **187**

- This is the BBC 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 World Service and APM. [Please contact your Station Representative.](#)**

BBC World Service Branding

LOGO USAGE

Exclusion zone:



- Minimum area surrounding the logo
- 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 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

BBC 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 World Service Branding

TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789£©@%&!.,;:'()*

Gill Sans Regular

- BBC 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

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

Social Media Guidelines

GENERAL & INDIVIDUAL PROGRAMS

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



FACEBOOK:

facebook.com/bbcworldservice

Questions?

Please contact your Station Representative with any questions and to request approval for any co-branding and/or logo combinations.

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