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
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.
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.
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**

- **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
Social Media Guidelines – General & Individual Programs

Please tag BBC World Service and/or the individual programs as follows:
TWITTER:
BBC World Service: @bbcworlbservice (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