



# CREDIT BADGES

## GUIDELINES

VERSION 1 – NOVEMBER 2023

STRICTLY PRIVATE & CONFIDENTIAL

## Credit badges

# Overview

BBC credit badges appear on commercial products. Their role is to drive credit to the BBC for licence fee funded content and to identify commercial activity.

6 options of Credit Badges are available with the messages shown below.

They are available in both white and black options.

These versions are supplied on transparent.

The black text option should be used on light content, the white option on dark content.

As seen on **B B C**

Based on the programme from **B B C**

Now a programme from **B B C**

Music from the programme on **B B C**

A recording from **B B C**

Inspired by the programme from **B B C**

As seen on **B B C**

Based on the programme from **B B C**

Now a programme from **B B C**

Music from the programme on **B B C**

A recording from **B B C**

Inspired by the programme from **B B C**

# Credit badges

## Specifications

### Positioning and size

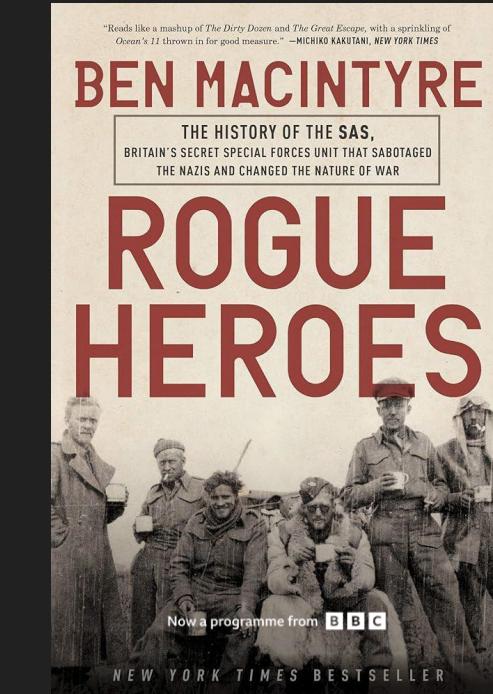
Please follow the guidance here for position and sizing of the artwork.

It is important not to reduce the BBC Blocks smaller than the minimum sizes.

### Positioning

Credit Badges should be positioned in a prominent location ideally on the front of the product packaging. **Where possible try to have the Credit Badge centred.**

They should be scaled to ensure all the text is legible without interfering with or overpowering the design.



Example of a Credit Badge in situ

### Size

#### Minimum size

For most use cases, the BBC blocks should not appear less than 28px/4mm high.

#### Exceptional usage

There may be some rare instances (e.g. when applied to small content artwork) where a smaller version is required. In these cases, the logo can reduce to 20px/3mm in height.

To preserve the legibility of the logo, it must never appear smaller than 20px/3mm in height.

#### Recommended minimum

Height: 28px (4mm for print)

Now a programme from BBC 4mm

#### Absolute minimum

Height: 20px (3mm for print)

Now a programme from BBC 3mm

# Credit badges

## Specifications

### Clear space zone

This ensures the Credit badge is clear and readable. This clear space zone should be adhered to at all times.

### Clear space zone

The clear space zone around the credit badge is defined by the height of a single BBC block.

Other graphical elements should be positioned at least 1 block unit from the Credit Badge.

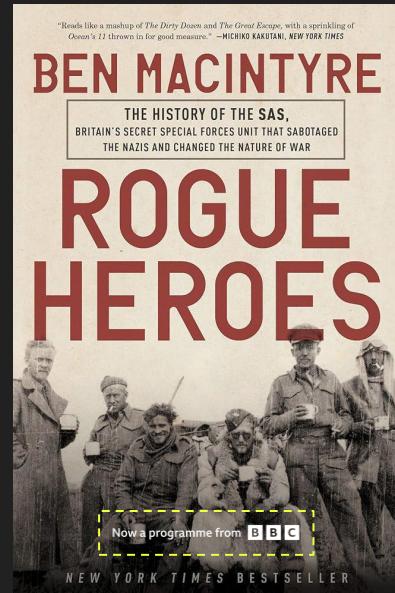


Now a programme from



Clear space zone.

No graphical element should sit within the dotted line.



Clear space zone in situ

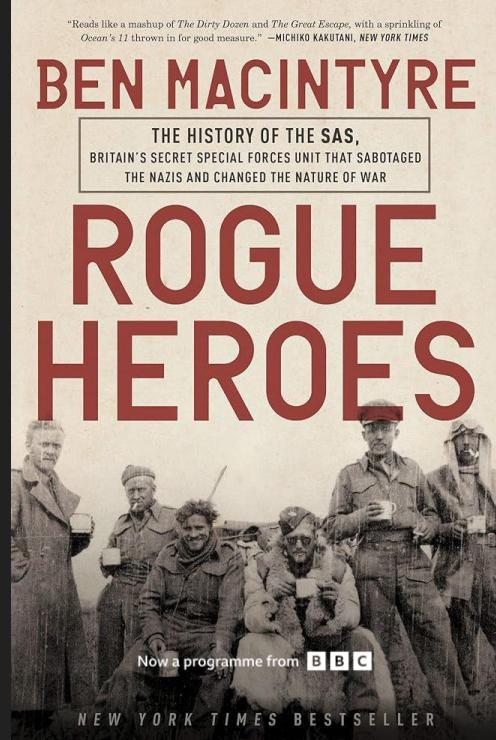
## Credit badges

### Examples

#### Book and CD examples

These examples give an indication of the optimum lay out and scale in each instance.

Ideally the Credit Badge would be centered in application, however with particular artwork (such as The Serpent example here) this is not optimal, so it may be placed in a top right position.



Book cover example

Block height 5mm



CD example

Block height 4mm

## Credit badges Examples

### DVD examples

These examples give an indication of the optimum layout and scale in each instance.

Ideally the Credit Badge would be centered in application however with particular artwork (such as The Canal Boat Diaries example below) this is not optimal, so it may be placed in a bottom right position.

Please note the Producer logo credit on the reverse of the cover.



Credit badges

## Examples

### AppleTV examples

In the case of Download to Own on AppleTV+ the BBC blocks are applied on image without message.



## Credit badges

# Examples

### Game example

Please note that it is advised to apply the colour variant of the Credit Badge (here white is applied) that has both most standout and fits with the other typography elements of the design.

Block height 7mm



Game example

## Credit badges

# Live Events Websites

Live events are commercial activities inspired by BBC licence fee-funded content.

Please note that Children's content has a variation of a Credit Badge, the 'As seen on' Tab. This is available for CBeebies.

## Third Party Events

Live events based on BBC Content, run by a third party service company e.g. Events company.

Producers of the content an event is based on usually receive branding prominence.

Event producers are B2B rather than B2C companies therefore their credits are usually in text or discreet logos on consumer communications and Marketing. E.g. base of poster "This event is produced by [Event company name]"

This is a website from Shine, the makers of the BBC programme Masterchef. Find out more at the official BBC site.

B B C



The screenshot shows the BBC Good Food Show Winter website. The top navigation bar includes links for 'HOME', 'VISITING', 'CHEFS AND EXPERTS', 'WHAT'S ON', 'EXHIBITOR LIST', 'JOIN US', 'SIGN UP', 'BOOK NOW', and 'SIGN UP'. A banner at the top features the BBC Good Food Show logo and text for the Winter Show (23-26 November) and Summer Show (13-16 June). A sidebar on the right says 'This is a website from Shine, the makers of the BBC programme MasterChef. Find out more at the official BBC site.' with BBC logos. The main content area has a heading 'Ticket Information' and a sub-section 'Ticket Information' with text about the show's return to Birmingham's NEC.

## Live Events based on children's content

Live events strongly linked to BBC Children's content should feature an 'As Seen on' Tab in a prominent place on event collateral and websites to drive attribution to the children's TV channels.

Where events are not strongly linked to content approval is required from BBC Children's to feature the 'As seen on' Tab.

See following pages for specific guidance.



The screenshot shows the CBeebies Land Shows website. The top navigation bar includes links for 'Theme Park', 'Today's Opening Times - Closed', 'Accessibility', 'Schools', 'Blog', 'Conferences & Events', 'Jobs', 'Online Shop', 'Contact Us', and 'Book now'. A banner features the CBeebies Land logo and the text 'CBeebies Land Shows'. Below the banner are three event cards: 'The Furchester Hotel Live' (with a photo of the hotel interior), 'Teletubbies Big Band Show' (with a photo of the Teletubbies characters), and 'Bing Live' (with a photo of Bing character). Each event card includes a brief description and a 'Please check our Resort App on the day of your visit for show times' note.

## CBeebies 'as seen' tab

# Tab usage and positioning

There are two variations available with and without BBC Blocks depending on the application and desired format.

### BBC Blocks usage

To be applied to applications where the BBC logo is not already visible.

### Wordmark only usage

To be applied to applications where the BBC logo is already displayed.

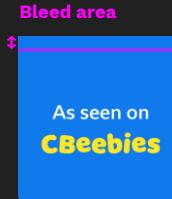
There are 4 tab positions available depending on the format and available space within print applications.

The tab position should be decided to maximise the visibility and not interfere with the overall design of the specific content.

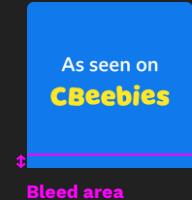
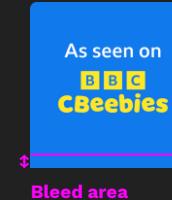
All tabs should always have one edge extend off the content they are applied to.

Tab scale should be set to 10% of the total width or height of the item being applied to, whichever is smaller.

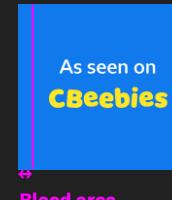
## Top tab



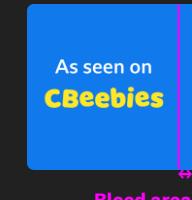
## Bottom tab



## Left tab



## Right tab



CBeebies 'as seen' sticker

## CTA sticker build

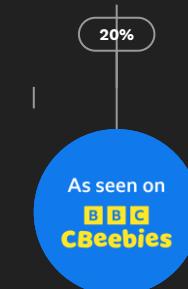
The sticker is to be applied to book covers and positioned as secondary to the book title.

The scale should be set to 20% of the total width or height of the book, whichever is smaller.

It should never be the main focal point and detract from the cover title.

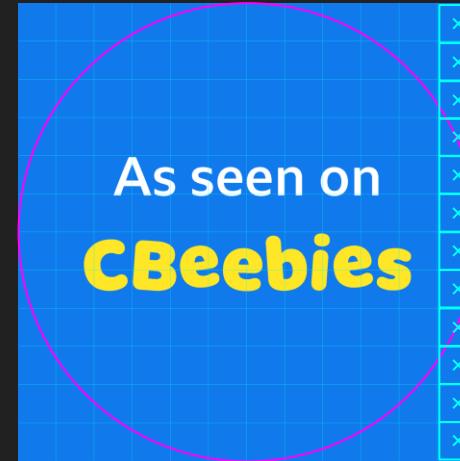
### BBC blocks sticker

Grid: 12u x 12u



### Logo only sticker

Grid: 12u x 12u



# THANK YOU

If you have any questions please contact  
your existing Business Affairs contact or: [daniel.mirzoeff@bbc.co.uk](mailto:daniel.mirzoeff@bbc.co.uk)