

turnbacktime
BBC

Logo Guidelines September 2010

DRAFT

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Introduction

The Turn Back Time logo has been developed as a visible and effective identity for all communications related to BBC one's new programme. These guidelines outline the usage and implementation of this brand mark.

Three versions of the logo have been devised:

- Logo Version 1: **without** BBC blocks
- Logo Version 2: including **medium** scale BBC blocks
- Logo Versions 3: including **large** scale BBC blocks

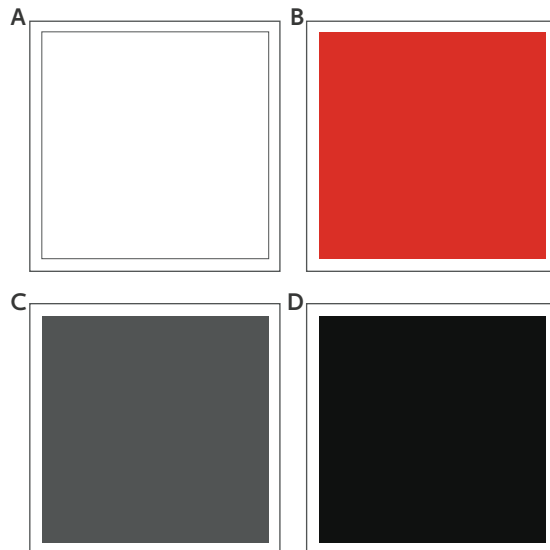
Please note that all vector artwork of the logo may be extracted from the guidelines (pages: 6/9/12 - RGB)

In addition the following elements have been supplied on disk:

- High resolution jpegs of all logo variations (RGB & CMYK)
- 4 x 4 sec 16: 9 anamorphic TGA sequences of the logo mnemonic, alpha channel embedded

Colour Palette

RGB
CMYK
Pantone
Hex



- A WHITE
CMYK: 0 | 0 | 0 | 0
RGB: 255 | 255 | 255
Hex: FFFFFFFF
- B RED
Pantone: 485C
CMYK: 0 | 97 | 100 | 0
RGB: 217 | 48 | 39
Hex: D93027
- C GREY
Pantone: 425
CMYK: 75 | 68 | 63 | 20
RGB: 72 | 72 | 72
Hex: 484848
- D BLACK
Pantone: Process Black
CMYK: 0 | 0 | 0 | 100
RGB: 0 | 0 | 0
Hex: 000000

Logo v1 - Correct Usage

No BBC blocks
Use on air/ in association with other BBC brands, where content is clearly credited to the BBC.

Turn Back Time logo without BBC blocks

turnbacktime

Minimum size

The minimum size for this version of the logo should not be smaller than 30mm in width. This is governed by the legibility of the logotype.



Exclusion zone

An exclusion zone is in place to make sure that other graphic material or type does not interfere or detract from the brand mark. This exclusion zone should also be the minimum when positioning the brand mark close to the edge of a page or trim area. The zone equates to the squared space of the logotype's x height.

This is the recommended minimum area, wherever possible allow more space.



Logo v1 - Colour Variations

Black/ Dark Grey on White
Grey/Red on White
White on Black
White/Red on Black

Black/ Grey on White

turnbacktime

Grey/ Red on White

turnbacktime

White on Black

turnbacktime

White/Red on Black

turnbacktime

Logo v1 - Incorrect Usage

DO NOT:

- A Alter any of the proportions
- B Alter the colour of the logo
- C Use a keyline on the logo
- D Use any other single colour
- E Position colours at the expense of legibility
- F Distort the logo
- G Use an additional drop shadow
- H Embellish the logo e.g. by using 'gimmick' filters such as emboss
- I Crop the logo in any way

A  turnbacktime

B  turnbacktime

C  turnbacktime

D  turnbacktime

E  turnbacktime

F  turnbacktime

G  turnbacktime

H  turnbacktime

I  turnbacktime

Logo v2 - Correct Usage

Medium scale BBC blocks;
Use in print where content is not clearly credited to the BBC elsewhere.

Turn Back Time logo with medium scale BBC blocks



Minimum size

The minimum size for this version of the logo should not be smaller than 50mm in width. This is governed by the legibility of the BBC blocks.

PLEASE NOTE: If the logo needs to be reproduced at a smaller scale the logo v2 (using enlarged BBC blocks) should be used.



Exclusion zone

An exclusion zone is in place to make sure that other graphic material or type does not interfere or detract from the brand mark. This exclusion zone should also be the minimum when positioning the brand mark close to the edge of a page or trim area.

The zone equates to the squared space of the typography logotype's x height.

This is the recommended minimum area, wherever possible allow more space.



Logo v2 - Colour Variations

Black/ Dark Grey on White
Grey/Red on White
White on Black
White/Red on Black

Black/ Grey on White



White on Black



Grey/ Red on White



White/Red on Black



Logo v2 - Incorrect Usage

DO NOT:

- A Alter any of the proportions
- B Alter the colour of the logo
- C Use a keyline on the logo
- D Use any other single colour
- E Position colours at the expense of legibility
- F Distort the logo
- G Use an additional drop shadow
- H Embellish the logo e.g. by using 'gimmick' filters such as emboss
- I Crop the logo in any way



Logo v3 - Correct Usage

Large scale BBC blocks
Use in print where content is not clearly credited to the BBC elsewhere.

Turn Back Time logo with large scale BBC blocks



Minimum size

The minimum size for identity usage should not be smaller than 40mm in width. This is governed by the legibility of the BBC blocks.

PLEASE NOTE: This logo should be used if the logo is produced at a small scale



Exclusion zone

An exclusion zone is in place to make sure that other graphic material or type does not interfere or detract from the brand mark. This exclusion zone should also be the minimum when positioning the brand mark close to the edge of a page or trim area. The zone equates to the squared space of the logotype's x height.

This is the recommended minimum area, wherever possible allow more space.



Logo v3 - Colour Variations

Black/ Dark Grey on White
Grey/Red on White
White on Black
White/Red on Black

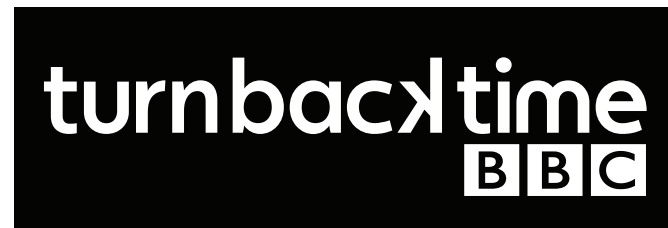
Black/ Grey on White



Grey/ Red on White



White on Black



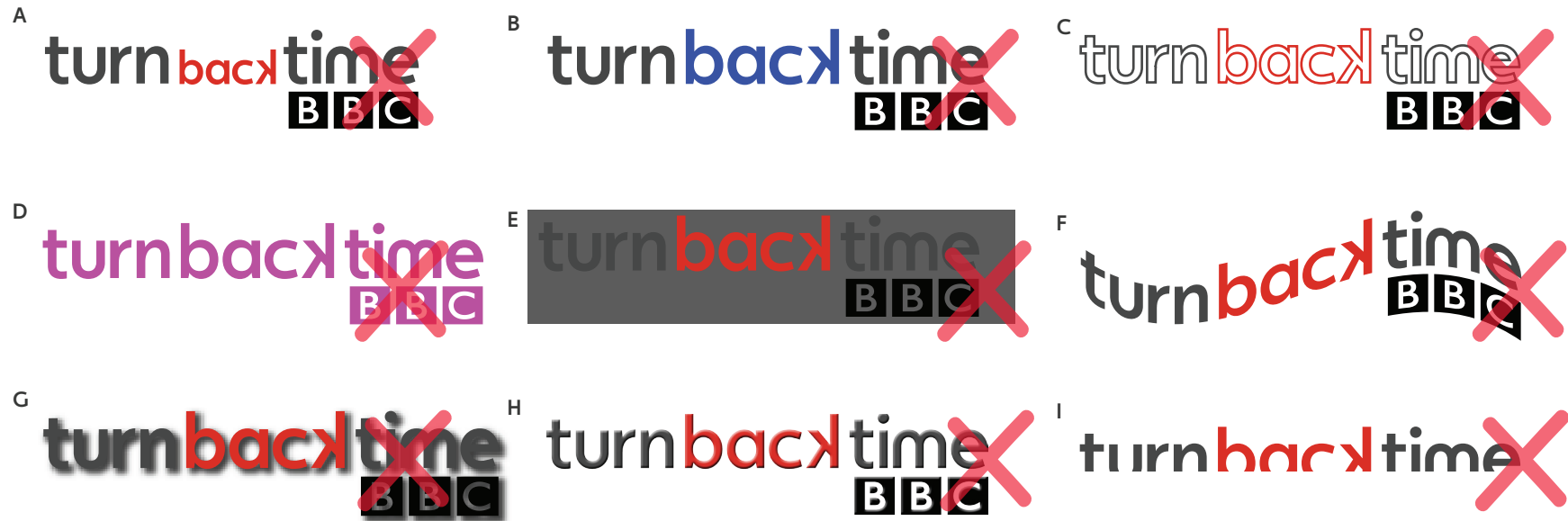
White/Red on Black



Logo v3 - Incorrect Usage

DO NOT:

- A Alter any of the proportions
- B Alter the colour of the logo
- C Use a keyline on the logo
- D Use any other single colour
- E Position colours at the expense of legibility
- F Distort the logo
- G Use an additional drop shadow
- H Embellish the logo e.g. by using 'gimmick' filters such as emboss
- I Crop the logo in any way



Logo v1 - Mnemonic

Use on Light Backgrounds

TBT_Black_Grey.tga



TBT_Red_Grey.tga



Logo v1 - Mnemonic

Use on Dark Backgrounds

TBT_White.tga



TBT_WhiteRed.tga



Further Questions

Should any questions arise please contact:

Kirsty Mullan
Marketing Manager, BBC One & BBC Three Knowledge

BBC Marketing, Communications & Audiences

Room 2106 TVC
BBC Television Centre
London
W12 7TQ

T. x57572
M. 07968796030
E. kirsty.mullan@bbc.co.uk