



CBeebies

Brand Assets & Bugs

TOOLKIT

CBEEBIES

On a page

Lockups

Colour

Font

Bugs

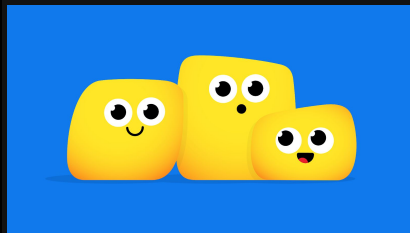


On a page

Tone of voice

Warm
Joyful
Optimistic
Youthful

Expression



Our three hero bugs

Colour



Sunshine Yellow and Sky Blue

Font

**Playful
& Bold**

BBC Reith Rounded

CBeebies

Lockups

These are used to brand our communications and provide attribution

Primary / Stacked

- Always preferred for broadcast and marketing

Alternative / Horizontal

- Commonly used in small digital spaces or extreme horizontal formats

Fallback / Stacked

- Strictly reserved and as a last resort in places where yellow on white must be used

Wordmark-only

- Used in environments where the BBC logo has already been established to avoid repetition
- Utilised in our CTA system and website headers

Mono lockups

- Specifically for image or coloured backgrounds to ensure legibility
- Used rarely or on service coloured backgrounds due to lower service attribution

See more



[Download](#) all lockup files

Stacked
Colour



Stacked
Colour



Stacked
Fallback Sticker



Stacked
Mono black



Horizontal Mono black



Wordmark Mono black



Horizontal
Colour



Wordmark
Colour



Wordmark
Colour



Stacked
Mono white



Horizontal Mono white



Wordmark Mono white



CBeebies

Lockup variations

These are used to differentiate channels variations in EPG.
These are also available in mono

Primary / Stacked

- Always preferred for broadcast and marketing
- Largest visual footprint

Alternative / Horizontal

- Commonly used in small digital spaces or extreme horizontal formats

Mono lockups

- Accessible lockup variation
- Specifically for image or coloured backgrounds to ensure legibility
- Used rarely or on service coloured backgrounds due to lower service attribution

See more



[Download](#) all lockup files

HD
Colour



HD
Colour



CBeebies

Wordmark variations

The wobbly baseline wordmark expresses increased brand personality. It is for use in cases when this is required from logo, particularly if the joyful aspect of the brand cannot be guaranteed or expressed elsewhere.

Wordmark-only

- Used in environments where the BBC logo has already been established to avoid repetition
- Utilised in our CTA system and website headers

See more



[Download](#) all lockup files

Wobbly baseline
Colour

CBeebies

Wobbly baseline
Colour

CBeebies

Wobbly baseline
Mono

CBeebies

CBeebies

Core colours

This duo-palette creates an immediate and memorable link to CBeebies across the portfolio

Core colour

This is the most vibrant expression and should be used in the lockup and graphical elements throughout product to signpost to users.

TV product UI colour

A core colour variation that meets TV-safe colour guidance and ensures accessibility when combined with TV-safe black and white. This colour should be strictly reserved for use within TV product UI environments (e.g. iPlayer TV app)

See more



Download colour palette
swatch files

Core colour

For logos, marketing and primary brand moments

Sunshine Yellow

R255 G231 B39
#FFE727
C0 M0 Y92 K0
PMS 101

Sky Blue

R16 G121 B235
#1079EB
C80 M42 Y0 K0
PMS 285

TV product UI colour

TV-safe value for TV product UI use

Yellow TV UI

R235 G223 B58
#EBDF3A

Blue TV UI Same as above

CBeebies

Secondary colours

The secondary colour palette works in conjunction with core palette to create a vibrant, joyful identity

Secondary colours

Vibrant supporting colours that can be used within marketing to amplify the energy of communications. These should never be used without the presence of core yellow.

TV Idents

A core colour variation that meets TV-safe colour guidance and ensures accessibility when combined with TV-safe black and white. This colour should be strictly reserved for use within TV product UI environments (e.g. iPlayer TV app).

See more



Download colour palette
swatch files

Secondary colours

For supporting moments, they mostly come through UI and the Expression (Bugs)

Red

R233 G33 B45
#E9212D
C0 M100 Y96 K0
PMS 199

Orange

R255 G115 B0
#FF7300
C0 M66 Y100 K0
PMS 158

Green

R24 G207 B72
#18CF48
C64 M0 Y90 K0
PMS 7488

Purple

R69 G5 B168
#4505A8
C87 M92 Y0 K0
PMS Violet C

Pink

R255 G146 B219
#FF92DB
C0 M43 Y0 K0
PMS 223

TV Idents

TV-safe value for TV

Red

Same as above

Orange

R235 G112 B21
#EB7015

Green

Same as above

Purple

Same as above

Pink

R235 G160 B235
#EBA0EB

CBeebies

Lockup colour combinations

Lockup colour combinations ensure a consistent identity and strong legibility

CBeebies has two core colours, so it's important that lockup colour combinations are followed when possible to ensure a consistent identity and strong legibility.

Fallback lockup — Sticker

The sticker will not be replacing our primary yellow lockup, but is available for those instances that are out of our control, or as a last resort in places where we have to use yellow on white backgrounds. For example, 3rd party merchandise suppliers.

As this isn't the primary lockup, our fallback asset won't be used within BBC environments such as broadcast, social, website etc.

Primary colourway
Yellow on blue

BBC
CBeebies

Yellow on Ambient Background

BBC
CBeebies



BBC
CBeebies

Fallback lockup
Sticker

BBC
CBeebies

Yellow on black

BBC
CBeebies

Blue on white

BBC
CBeebies

CBeebies

Ambients

Ambients add depth and richness to the channel experience

Ambients are an extension of the colour palette and help to bring an immersive richness to the experience.

Ambients can be used behind elements to bring a more immersive, expressive tone to the visual – e.g. menus and endboards.

This should be avoided for small-scale applications.

Note: Ambients for print are not print tested.

Bright
Static

Bright
Motion



[Download](#) ambient files

CBeebies

Typeface

Reith Rounded and Reith rounded Wobbly Baseline

The rounded cut of Reith has been developed specifically for CBeebies.

Reith Rounded Wobbly baseline is the CBeebies display font, to be used for headings and titles. Available in two weights: Extra Bold and Heavy.

Reith Rounded has a straight baseline that should be used for larger bodies of text. Available in three weights Bold, Extra Bold and Heavy.

Motion:

When animating type it should imitate the energetic bounce of the CBeebies bug characters.

See more



[Download](#) font files

Reith Rounded
Wobbly baseline

Playful & Bold

Reith Rounded
Straight baseline

Reith Rounded

Type in motion

Who are the bugs?

Meet the family

Their role in the system

Common use cases

Core bugs & extended family

This section provides principles on how and when to use the Bugs assets.

This section These assets supplement the new BBC brand design system, and should be used in line with its graphic system.

Full brand guidelines are available here:

[🔗 BBC Core Brand Guide](#)

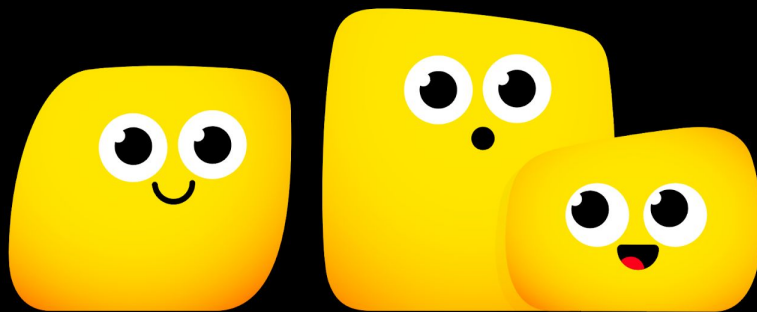
[🔗 BBC Channels Guide](#)

Additional resources:

[🔗 BBC Brand Quick Guide](#)

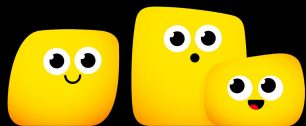
[🔗 BBC Social Toolkit](#)

[🔗 BBC Marketing Toolkit](#)



Contents

Who are the bugs?



Meet the family

Their role in the system

Common use cases

Core bugs & extended family

What do they look like?



Overview

Base shapes

Colour

Faces

Depth

Accessories

How do they behave?



Motion principles

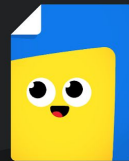
Motion behaviours

When to use motion

Broadcast bugs

Social stickers

Examples & Downloads



[Core bugs](#) With range of expressions



[Accessories](#) Basic set



[Colour swatches](#) Gradient & solid



[Motion behaviours](#) AEP



[Broadcast bugs](#) C4D file



CBeebies bugs

Meet the core family

Our core three bugs come from the three blocks in the BBC logo.

Personality

The bugs are full of personality. They should be motivating, encouraging, curious and creative.

Age range

Our mascots for CBeebies represent ages 3–6, and they should feel relatable to kids. Optimistic and well meaning, but can be a bit clumsy.

Group

The bugs are a family, so they're usually seen together. The exceptions are for very small spaces such as app icons.

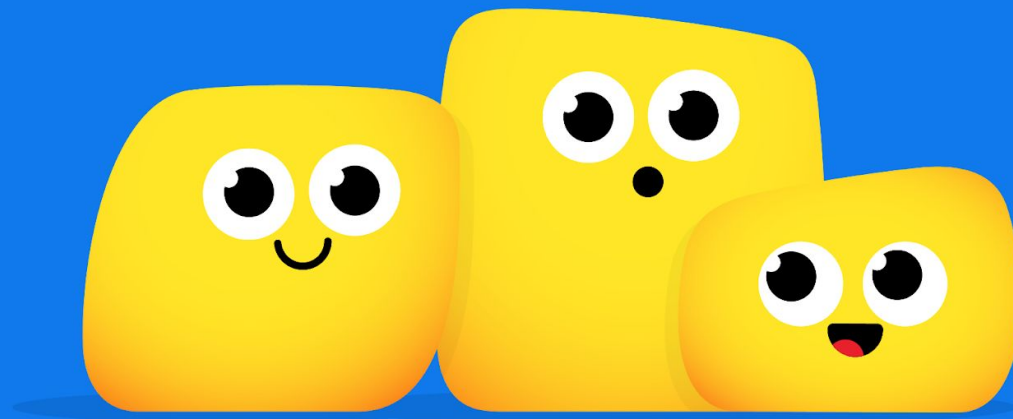
Accessories

The default state of the core family is without accessories to ensure they're memorable. Accessories can be added on special occasions to enhance tonal relevance.

See more



[Download](#) Bugs
Expression assets



Hero formation & sequencing

We've established a sequence (like Ant & Dec) to make sure the bugs are as memorable and iconic as possible

Formation

Bugs one, two and three should always be seen sequentially in our layouts. Animated states can vary the sequence so long as the bugs resolve to their hero formation.

Perspective

Varying the bugs' scale creates layouts with depth and dimension, but it should be used carefully.

Use perspective in broadcast and at large scale for the most immersive expression.

Heights (when on single plane)

Bug 1 80% height

Bug 2 100% height

Bug 3 60% height



[Download](#) Bugs
Expression assets

Bug 1

Cee



Cee is the middle of the crew, somewhere in-between sensible and childish they are the most hesitant, but also the most thoughtful. They're keen to help their friends and go along with anything.

There's a ball stuck up a tree...
Cee will go get a ladder when Bee gets stuck

Bug 2

Bee



The biggest and strongest of the group, Bee naturally thinks they're in charge. Always keen to be first they jump in when action is required, but often end up the punchline themselves.

There's a ball stuck up a tree... Bee will climb the tree, get the ball AND get stuck

Bug 3

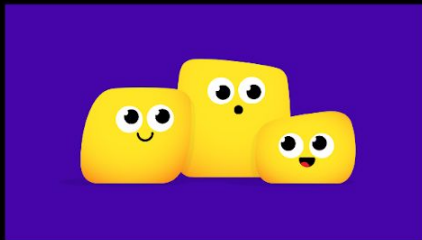
Bies



The youngest, impulsive member of the gang. Like a toddler that's found their feet they throw themselves into everything, bumping and crashing their way through. They always over commit but have a great time along the way.

There's a ball stuck up a tree... Bies will throw Cee's ladder at the ball, and it will probably work!

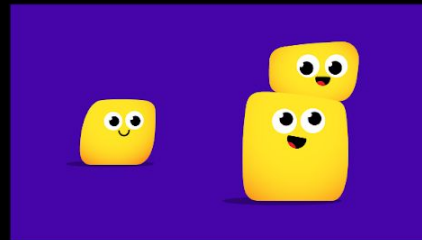
Formation examples



Single plane



Perspective



Stacked

CBeebies bugs

Their role in the system

The bugs are the CBeebies channel brand expression

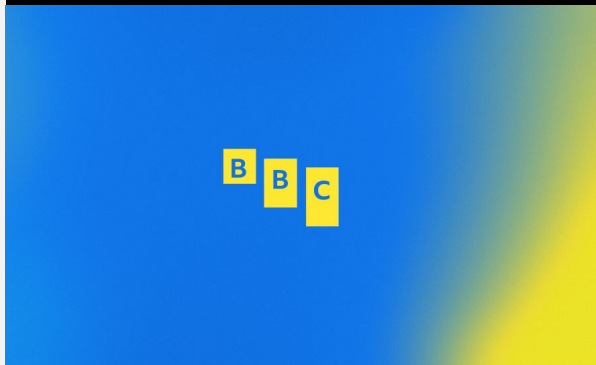
The bugs embody the CBeebies personality and exist to make our content relevant and engaging for our young audience.

Functional needs

- Expresses our curatorial voice
- Born from BBC system
- Aids navigation through content
- Provides master brand attribution

Emotional needs

- Provides tonal range
- Expresses joyful personality
- Encourages and supports children



Note: Visuals are indicative only

CBeebies bugs

Use cases

Different versions of the bugs exist specifically for certain use cases, but are designed as one coherent suite

2D Static (Illustrator)

- Easy to customise for new messages and formats

2D Animated (After Effects)

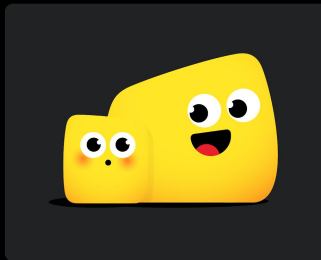
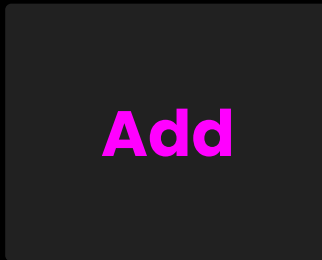
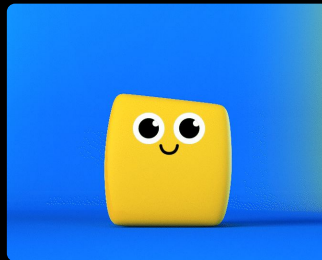
- Designed to subtly enhance expression in common use cases

3D Animated (Cinema 4D)

- Highest fidelity for hero use
- Highly expressive to maximise engagement

3D Physical

- Theme parks, studios and offices
- For when the bugs are off screen

2D Static**2D Animated****3D Animated****3D Physical — Ref only**

OOH	✓	✗	✗	✗
DOOH	✓	✓	✓	✗
Social	✓	✓	✓	✗
Broadcast	✗	✗	✓	✗
Web	✓	✓	✗	✗
Apps	✓	✓	✗	✗
Print	✓	✗	✗	✗
Off screen	✗	✗	✗	✓

CBeebies bugs

Introducing the extended family

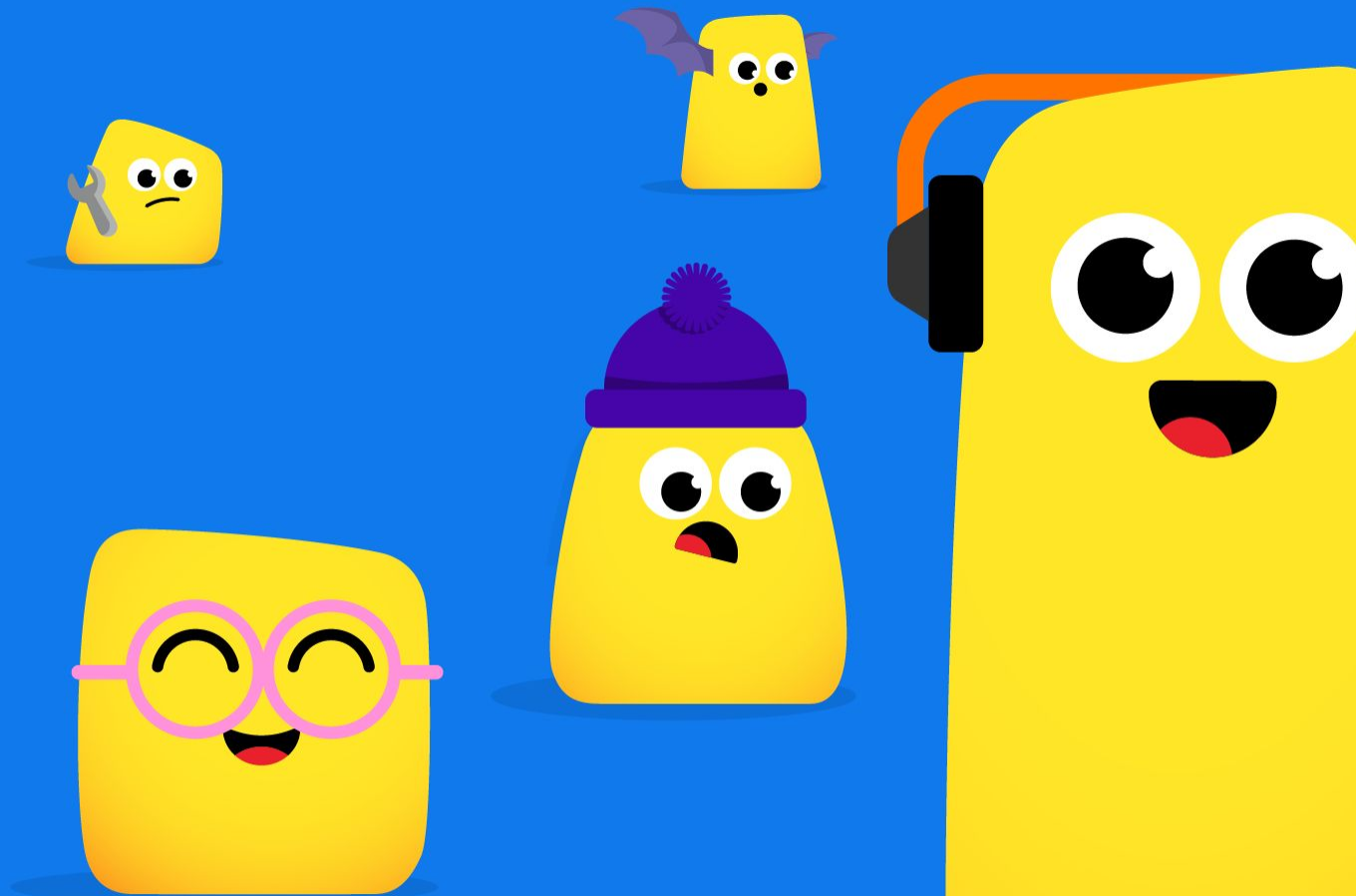
The core three have a wide range of friends and family that have universal appeal, representing diversity through variety of shape and scale. These bugs can use props and wear accessories to help them become topical and even more fun.

Core family

Our core three bugs are designed to be universally relevant. They use no accessories in their default state and are used for general topics with no relevant imagery, or for core brand moments (e.g. animations to BBC blocks).

Extended family

The extended bugs are based on the core design. But can flex for specific topics and tonal objectives through shape, size, accessories and clothing. The following page outlines some key use cases.



When to use the extended family

The extended family is used with purpose, to provide context for specific activities, topics or seasons.

Activities

- Painting
- Cooking
- Puzzles
- Singing
- Sports
- Gaming

Topics

- Music
- Space
- Food
- Animals
- Literacy
- Numeracy

Seasons

- Winter
- Summer
- Spring
- Autumn
- Easter
- Ramadan



Activity



Topic



Season

What do the bugs look like?

Overview

Base shapes

Colour

Faces

Depth

Accessories

Overview of key features

Introducing a sense of
'BBC-ness' to the characters,
through simplified forms
and subtle gradients.

Texture

Soft yellow gradients reference the
ambient system, creating subtle
roundness and shading.

Soft blocks

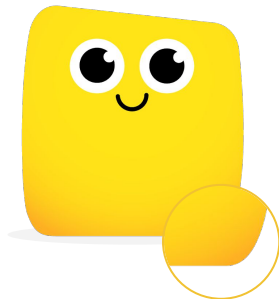
Bugs always have a rounded four-point
skeleton to link to the BBC blocks.

Front-on view

The bugs are always seen front-on,
never in profile.

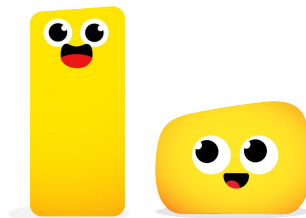
Inclusive

The bugs should be relatable through
personality, not physical appearance.
They're age, race and religion agnostic.
They shouldn't have hair, facial hair,
wrinkles, tattoos, religious symbols etc.



Texture

Soft ambient shadows
referencing the ambient system



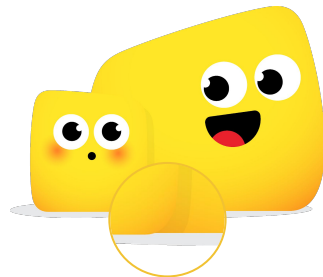
Block skeleton

Flexibility beyond the core skeleton
allows vast tonal range



Motion

Built for the future and designed
to draw from the e-motion system



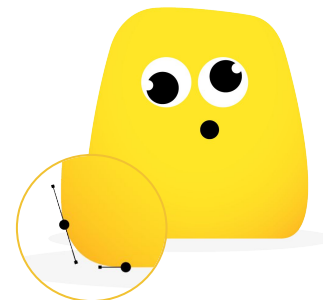
Shadow

Hard, graphic shadows create
depth and dimension



Expression

A toolkit of facial features create
huge scope for expression



Soft forms

Rounded shapes create
an approachable, joyful softness



Build-a-Bug: Shape

Bugs are formed from a quadrilateral base shape

The block base helps link the bugs to each other and the BBC master brand

Flexible dimensions

Bugs can have flexible dimensions so they feel varied, and can accommodate a variety of formats. However, to help consistency and balance, the longest edge should never be more than double the length of the shortest.

Corner rounding

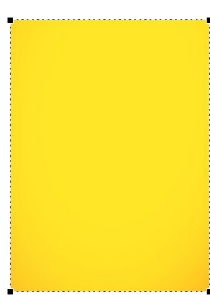
Round corners give the bugs their squashy appearance, but rounding too much stops them being seen as blocks:

Min radius: 10% of shortest edge

Max radius: 30% of shortest edge

Flat bases

To anchor the bugs to the floor, their base should not be rounded. Of course, this can change if the bugs are mid-air, in animation, or standing on top of another object.



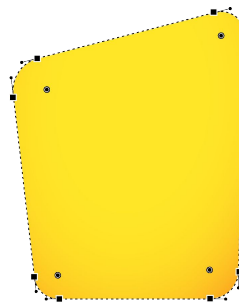
Step 1

Draw a rectangle
(max. 2:1 / 1:2 ratio)



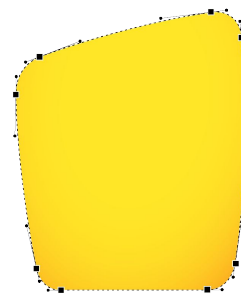
Step 2

Offset top vertices



Step 3

Round corners



Step 4

Round edges except base



Too blocky

All sides are perfectly perpendicular, and edges have not been rounded



Too round

Corner radius is too large to suggest a block, and the base edge is curved



Too extreme

Vertices are offset too much, creating a strong sense of perspective



Too tall

Dimensions exceed the maximum 2:1 aspect ratio



Not a block

Shape does not have four sides, breaking from BBC brand



Pinched edges

Edges are curved inwards, pinching rather than inflating the shape

Build-a-Bug: Colour

A yellow gradient creates a link to the CBeebies brand

The gradient suggests softness and creates subtle roundness to the bugs

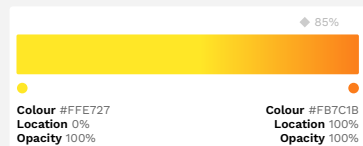
Yellow base

Yellow creates an immediate link to the CBeebies brand. These radial gradients should originate near top of shape, match the shape's aspect ratio, and be scaled slightly larger than shape to ensure it stays soft.

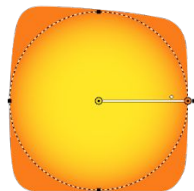
Light direction

If needed, the grads can be moved slightly to the right or left to suggest direction of light

Gradient

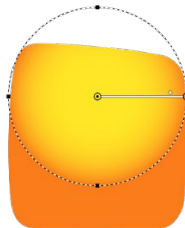


[Download](#) the bug colour swatches file



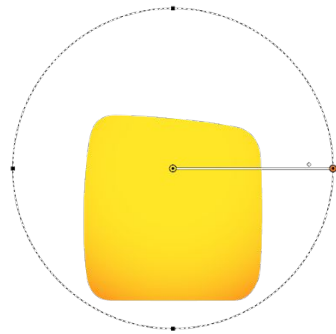
Step 1

Apply gradient swatch & match proportions



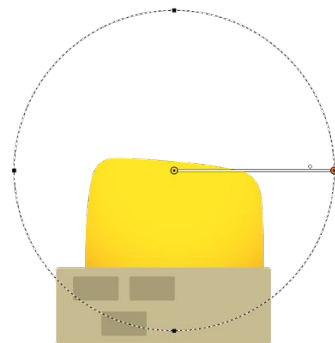
Step 2

Move gradient up, between midpoint and top edge



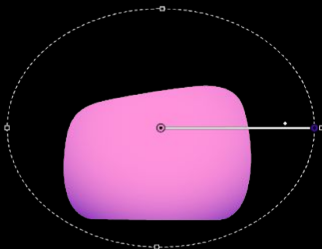
Step 3

Scale gradient up, just beyond the shape bounds



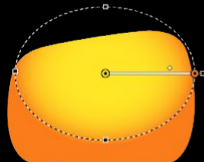
Step 4

Ensure gradient is visible if overlapped



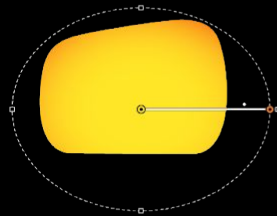
Colours changed

Altered colours compromises the connection to CBeebies



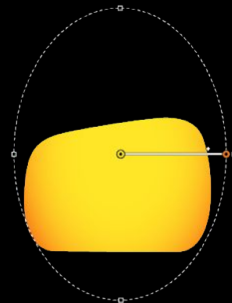
Wrong scale

Gradient edge falls within the shape, leading to a sharp shadow



Wrong point of origin

Origin is below centre of shape, creating a shadow at the top



Wrong aspect ratio

Aspect ratio doesn't match shape, creating side shadows

Build-a-Bug: Eyes

Eyes are made from simple shapes

Keeping to the right proportions aids consistency and makes sure they work at every scale

Proportions

Eye: 100% diameter

Iris: 55% diameter

Shine: 20% diameter

Stroke (if used): ~15–25% diameter

Distance

The distance between the eyes is useful for creating a variety of expressions. Eyes should be spaced 10–55% apart.

Shapes

Eyes should be made from basic components of circles & lines

Colours

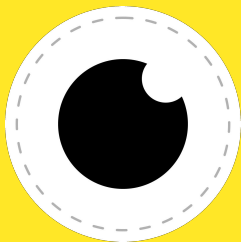
Black & white only

See more



[Download](#) the bug basic expression pack

✓ Components



Eye
100%



Margin
90%



Iris
55%



Shine
20%

✓ Distance



Min distance: 10%



Max distance: 55%

✓ Alternate forms



Masked eye: Simple geometry



Round cap stroke: 15–25%



Shine within iris

The centre of the shine should be aligned to the edge of the iris



Different sizes

Independently scaled eyes affects our sense of a front-on perspective



Wrong proportions

Wrong proportions can change the tone and makes the bugs hard to use at small scale



Wrong distance

Don't overlap the eyes, or space them too far apart



Freeform shapes

Eyes should be made from basic geometry: circles and lines



Wrong stroke weight

A stroke that's too thin or thick creates visual imbalance

Build-a-Bug: Mouth

Mouths let us see their personalities and feelings

Like eyes, they're built from basic elements that allow for great variety of expression

Basic components

All mouths are made from simple shapes: ellipses, rectangles and lines. They can be combined in a number of ways, including by making compound paths. If intersecting shapes, remember to round the corners slightly.

Expression

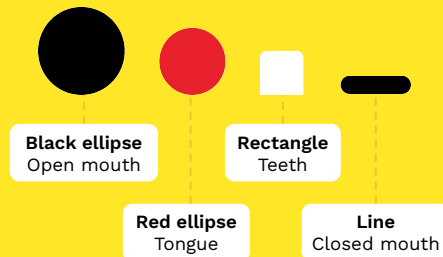
- Positive or neutral, never negative
- Use elements that work together.
- Focus on proportions and scale
- Place faces in the top half of the bug

See more



[Download](#) the bug basic expression pack

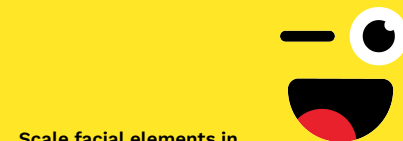
✓ Begin with basic shapes



✓ Combine them creatively

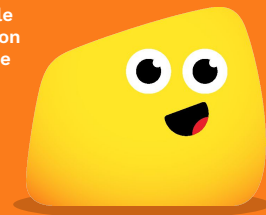


✓ Balance the proportions



Scale facial elements in relation to each other

Place and scale appropriately on the body shape



Extra features
Bug faces are made of eyes and a mouth only



Overlapping body
Bug faces should always be placed inside the body shape



Freeform shapes
Mouths should be made from basic geometry: rectangles, ellipses and lines



Unnatural or negative expression
Select elements that form a clear emotion and can be viewed positively



Wrong proportion with eyes
Maintain a size relationship between elements for consistency



Wrong scale/position of face
Faces should sit in the centre or higher on the body

Build-a-Bug: Depth

Subtle shadows create a sense of depth

Shadows anchor our bugs to the floor, and create a sense of depth when they overlap

Floor shadows

Floor shadows ground the bugs in their environment so they appear to stand in place rather than float. They're made of hard ovals placed at the base of the body, behind the main layer

Floor shadow colours

To make sure shadows have the right level of contrast, we use different greys on different backgrounds:

White BG: Grey 2 (#F6F6F6)

Light to mid BG: Grey 3 (#E6E8EA)

Mid to dark BG: Grey 4 (#B0B2B4)

Depth shadows

Depth shadows create separation between overlapping bugs, and always use Grey 2 (#F6F6F6, R246 G246 B246) set to Multiply blend mode.

For small scale bugs use Grey 3 (#E6E8EA) for depth shadows between overlapping bugs.



Step 1

Create an ellipse based on the size of the bug



Step 2

Scale height to 10% and width to 120% of original size



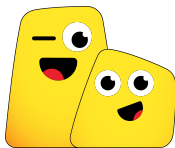
Step 3

Move ellipse behind body layer, and position around base



Step 4

Fill with the correct grey and set to multiply blend mode



Step 1

Create a composition of overlapping bugs



Step 2

Duplicate & offset the body of the foreground bug



Step 3

Trim the new path to the shape of the background bug



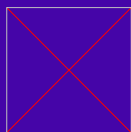
Step 4

Fill with Grey 3 and set to multiply blend mode



Soft shadow

Realism breaks the graphic style of bug illustrations



Wrong proportions

Sense of perspective is thrown off



Giant uberbug

Missing depth shadows mean bugs blend together



Normal blend mode

Normal blending means shadows don't adapt to their backdrop



Too dark

Shadows don't use correct colours and are too prominent



Overlapping shadows

Remember to group shadows *before* setting to Multiply

Build-a-Bug: Accessories

Accessories help the bugs relate to specific topics

The extended family uses accessories to be relevant for the topic at hand

Simple shapes

Build accessories from simple geometry and block colours. Complex shapes and patterns clash with the simplicity of the characters, and don't scale down well. Aim for representation, not realism.

Use with purpose

Accessories exist to build relevance and context. If they're not adding anything, don't use them.

Bold colours

Use the secondary CBeebies palette where possible. When not, opt for colours that complement the palette and contrast with the bug.

Note: Accessories are only for the extended family, and should not be used by the core three bugs

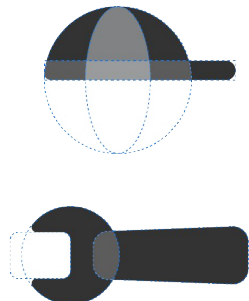


[Download](#) the accessories basicpack



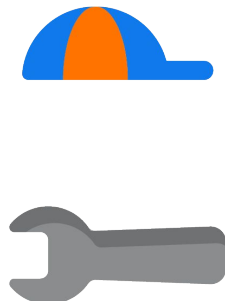
Step 1

Select an accessory that conveys the right tone



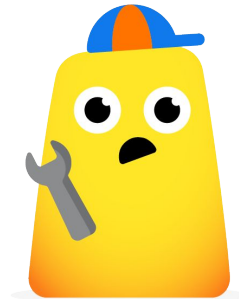
Step 2

Build flat elevation with simple shapes



Step 3

Colour with contrast to the bug body



Step 4

Place and scale appropriately on bug



Complex elements

Xxxxxx xxxx xxxxxx xxxxx
Xx x xxxxx xxxx



Strong sense of perspective

Xxxxxx xxxx xxxxxx xxxxx
Xx x xxxxx xxxx



Holding accessory

Xxxxxx xxxx xxxxxx xxxxx
Xx x xxxxx xxxx



Wrong proportions

Xxxxxx xxxx xxxxxx xxxxx
Xx x xxxxx xxxx



Organic shapes

Xxxxxx xxxx xxxxxx xxxxx
Xx x xxxxx xxxx



Insufficient contrast

Xxxxxx xxxx xxxxxx xxxxx
Xx x xxxxx xxxx

How do the bugs move?

Motion principles

Motion behaviours

When to use motion

Broadcast bugs

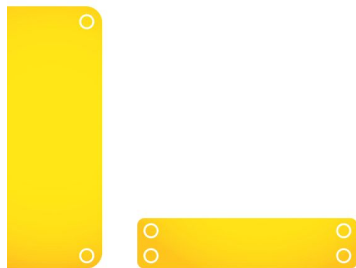
Social stickers

Motion principles

We have developed
a suite of motion-ready
features and behaviors
specifically for the bugs

To be completed by BBCC

- Four point skeleton
- Jelly wobble
- Stretch
- Parallax
- Build on e-motion
- Adapting the grad in motion



Skeleton

Bugs' geometry is rooted in a
four-point skeleton



Wobble

Bugs' have jelly-like edges that react
to motion intensity



Parallax

Eyes, mouths and accessories float
above the main body

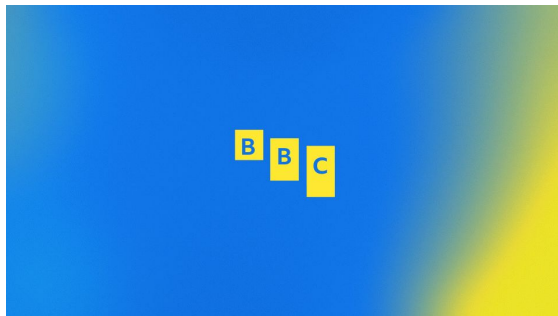
Motion behaviours

Built for future with responsiveness at their core. The bugs are capable of effortlessly move audiences from/to other BBC services.

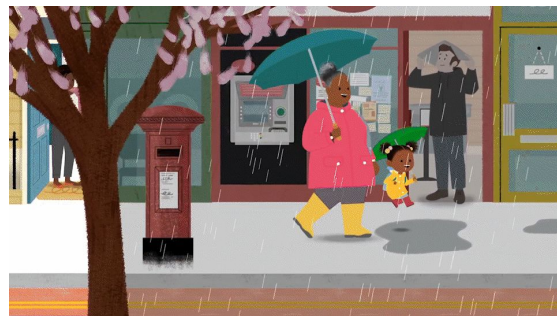
To be completed by BBCC

- Blank to bugs
- Bugs to blank
- Bugs to blocks
- Blocks to bugs
- Bugs to iPlayer
- iPlayer to bugs

Note Only hero three bugs to be used in this way



Bugs to BBC
Ability to create dynamic intros



Bugs to iPlayer identifier
Ability to work with CTA system

Be mindful of the safety of the bugs

It's important that the bugs set a good example for our audience.

Bugs should not perform any imitable and dangerous activities that could put children at risk.

Ref BBC Editorial Guidelines:

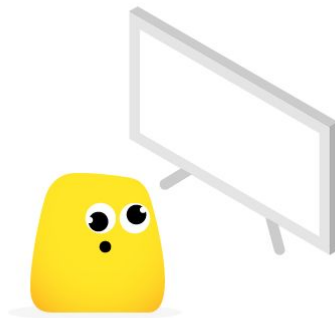
5.3.49 Children can be influenced by what they see, hear and read. Behaviour likely to be easily imitable by children in a manner that is dangerous, must not be broadcast before the watershed or on radio when children are particularly likely to be in our audience, or online when content is likely to appeal to a significant proportion of children.

5.3.50 Careful judgements are required about content which might lead to dangerous imitation, particularly when they include the use of domestic objects (such as knives, hammers, acid and scissors) in violent acts. Such content must not be featured in output made primarily for children unless there is a strong editorial justification. Content designed for children should ensure that care is taken to discourage imitation of techniques, experiments and so forth.



Riding a paper plane

This is acceptable because its not imitable and realistic



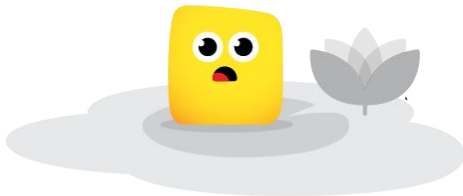
Watching TV

This is acceptable because it doesn't pose any physical danger



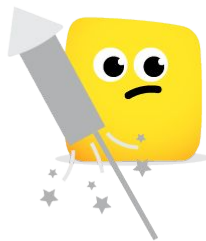
Floating in outer space

This is acceptable because its not imitable and realistic



Standing on a lily pad

This is unacceptable because its imitable and dangerous



Playing with fireworks

This is unacceptable because it places a bug in a dangerous situation



Using scissors unsupervised

This is unacceptable imitable behaviour with a domestic object.

Examples & downloads

[Core bugs](#) With range of expressions



[Accessories](#) Basic set



[Colour swatches](#) Gradient & solid



[Motion behaviours](#) AEP



[Broadcast bugs](#) C4D file





To come



To come

GLOSSARY

A

Ambient colour

Each BBC service has a bright, light and dark gradient, designed to complement the core service colour and add a rich dimensional quality. We refer to these as ambient colours

B

Behaviour, ambient

Identifiers have two motion behaviours: ambient and leading. Ambient motion is subtle and unobtrusive, giving a gentle movement in subtle use cases such as hover states

Behaviour, leading

Identifiers have two motion behaviours: ambient and leading. Leading motion is subtle and unobtrusive, giving a gentle movement in subtle use cases such as hover states

Blocks

Blocks are the foundation of the BBC brand. In this toolkit, they refer to both the square elements of the BBC logo and rectangular containers for content that form the basis of many of our layouts

Blueprint

The overall system of elements that combine to form the BBC brand

Boot screen

A full-screen animation that plays when a BBC mobile app is loaded, signalling the user's arrival to that service

Byline

The area of a news article providing the writer's name and role

C

Chameleon

The internal name for the updated BBC brand design system, referring to how the brand can effortlessly adapt to any content or tone

Clear space

The minimum space that must be kept free around logos, identifiers and other key graphic assets in order to keep them clear and legible

Content-inherited

Refers to colours which have been adapted from or inspired by content rather than the BBC's brand palette

Contextual background

In dimensional images, contextual backgrounds are photographic or graphic patterns that provide context to the main subject

Core brand guide

The primary, most comprehensive document outlining the fundamental portfolio-wide principles and guidelines behind the BBC brand

Cross-platform palette

A core set of colours used across platforms and BBC services, used to signal common states of interaction such as success, error, alerts and live content

D

Dimensional imagery

Layered images that use cut-out subjects in front of a background block to suggest depth

E

E-motion

The name for the BBC brand motion system, meaning it has a wide emotional range delivered through motion behaviours

Elevate

The first of three levels of brand expression (see Energise and Express). Elevate refers to a largely functional and understated use of brand elements, used in areas where the content must come first.

Emissive colour

The use of ambient colour gradients to provide a soft highlight or glow to key content in immersive dark-mode experiences

Energise

The third of three levels of brand expression (see Elevate and Express). Energise describes a highly dynamic and emotive use of brand assets, used where bold brand presence is desired

Express

The second of three levels of brand expression (see Elevate and Energise). Express describes a standard use of brand assets that balances the prominence of the BBC brand and services against content, and is used in a wide range of scenarios

F

Foundation palette

Our neutral colour palette of black, white and greys used across the BBC

G

GEL

Global Experience Language. The BBC's shared design framework. A system of reusable interaction patterns used to assemble the BBC's entire online output.

General imagery

Any imagery which is not dimensional. This covers the vast majority of images across the BBC portfolio, from editorial shots in News to content artwork in iPlayer

Global nav

The navigation bar at the top of BBC web pages which is common to all BBC pages and services

I

Identifier

Memorable graphic representations of each service that exist to help users navigate the portfolio seamlessly. They are not logos, but more like icons that are used when we link users to a service — either directly such as on app tiles, or indirectly like a CTA in OOH marketing

L

Lockup

Logos created from exact arrangements of individual pieces (e.g. BBC blocks + service wordmark)

Logical pixels

Abstract units of length intended to indicate roughly 1/100th of an inch on any screen, regardless of pixel density. They are used in design software to keep the scale of digital components broadly consistent across various devices viewed at different distances from the user (e.g. a logical pixel on a television screen represents a larger area than on a smartphone screen)

M

Multidimensional

Used to describe our brand's elastic, multifaceted quality of seamlessly reshaping, recolouring and reformatting itself for a wide range of content and audiences. It is not intended to suggest 3D design.

Multiservice

A call to action that directs users to more than one service (e.g. in an ad for content available on both iPlayer and Sounds)

P

Pan-BBC

A 'pan-BBC' page or topic is one that contains content from more than one BBC service (e.g. bbc.co.uk or the Climate Change topic page)

Portfolio

The entire range of BBC services, brand and assets

R

Reith

The BBC's bespoke typeface, designed by Dalton Maag. Available in both Sans and Serif styles

Reith&

The use of our Reith typeface in combination with other, more expressive typography to achieve a particular tone

Rendered pixels

In contrast to logical pixels, rendered pixels refer to the number of physical pixels allocated to displaying an image after conversion using the CSS device-pixel-ratio

Responsive logo

A collapsed version of the three BBC blocks, used in the header of scrolling digital pages to save space and emphasise focus on the content

Retooling

Used to describe the new brand design system, which has kept many familiar and iconic elements of legacy BBC brand systems but reshaped and upgraded them to work harder across the portfolio

S

Service

Services are the six key homes for BBC content: iPlayer, Sounds, News, Sport, Weather and Bitesize

Service colour

The primary colour used to brand a particular service

Service guides

A series of shorter documents, supplementary to the brand guide and toolkits, outlining how the brand should be applied to service-specific contexts

Single-title

Communications that focus on a single title (e.g. a *Dr Who* promo)

T

Toolkits

Documents that supplement the core brand guidelines by providing detailed advice on how to use the BBC brand in specific media (broadcast, digital and marketing)

Total colour

The use of all BBC service colours together in pan-BBC spaces to represent the vibrancy and diversity of content on offer

W

Wordmark

The typographic arrangement of service, station and channel names used for branding. The term ‘wordmark’ refers specifically to the pre-artworked typographic representation of these names, not simply to any written representation such as live text

THANK YOU

If you have any questions on what's covered in this guide please contact:

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