

# Brand Protection Corporate Policy

## Why this Policy matters

The BBC brand is our most valuable asset, recognised worldwide for representing broadcasting excellence with world-class programmes, content and services.

The BBC name and visual identity are vital in sustaining this recognition. They represent and reflect the BBC's reputation for editorial integrity, impartiality, quality and creativity.

Consistent use of BBC brand assets improves our trademark protection and avoids diminishing the value of our brand and damaging our reputation.

This Policy sets out the core principles and requirements to protect the integrity of the BBC brand.

## Who this Policy applies to

This Policy applies to you if:

1. You work for, or represent, the BBC or one of its subsidiaries, and
2. You use BBC brand assets, including the BBC name, logo and other trademarks, both internally and externally.

This includes, but is not limited to:

- employees, full-time or part-time
- those on a fixed term or temporary contract
- freelancers, contractors or consultants
- volunteers or interns

## BBC brand principles

The following principles guide our use of BBC brand assets:

- **Trust:** Our use of BBC brand assets upholds the BBC's reputation for editorial integrity, impartiality, quality and creativity.
- **Consistency:** We use BBC brand assets consistently across all platforms and communications to maintain brand recognition and value.

## The essential things you must do or not do

These high-level essential mandatory requirements are the most important for you to understand and follow to meet the Policy objectives.

1. You must only use official BBC logos and brand assets.

The BBC logo is the key signifier of our brand. It quickly and effectively identifies our content and material, so must be used with care. Use of BBC logos and brand assets must adhere to the guidance set out in the brand guidelines.

2. You must NOT alter or modify BBC logos or lock-ups<sup>1</sup> in any way.

Respect the rules on minimum size for print and inline use, and do not change orientation, colour, proportions or elements.

3. You must get authorisation from the BBC Brand team before allowing use of BBC brand assets by third parties.

You may read more about how to [get authorisation and a Trademark Licence for the third party](#).

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<sup>1</sup> A lock-up is the final form of our logo with all of its elements locked in their relative positions, including clear space around the logo.