

**CONTAINS
STRONG
LANGUAGE**

BRAND GUIDELINES

THESE GUIDELINES CONTAIN:

- 03 BACKGROUND
- 05 USING THE GUIDELINES

BRAND ASSETS:

- 07 LOGO WITH BBC BLOCKS
- 10 LOGO WITHOUT BBC BLOCKS
- 12 LOGO USAGE
- 14 COLOUR PALETTE
- 15 TYPOGRAPHY
- 17 HIGHLIGHTER TOOL
- 18 PHOTOGRAPHY TREATMENT
- 19 STRONG LANGUAGE ICONS

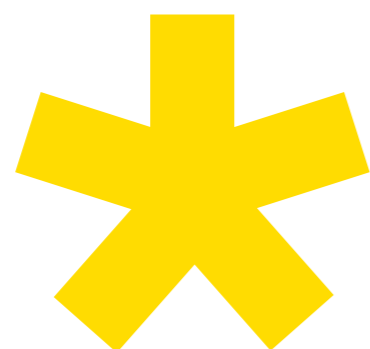
APPLICATION EXAMPLES:

- 21 COMBINING THE BRAND ELEMENTS
 - 24 GENERAL POSTERS
 - 25 EVENT SPECIFIC POSTERS
 - 28 BROCHURE
 - 32 WEBSKIN
 - 34 STATIC END SCREEN
 - 35 TOTE BAGS
 - 36 STAGE BACKDROP
-
- 37 CONTACT US

WELCOME. THESE **BRAND GUIDELINES** ARE HERE TO PROVIDE DIRECTION WHEN DESIGNING AND PRODUCING **BBC CONTAINS STRONG LANGUAGE COMMUNICATIONS.** THIS INFORMATION IS TO ENSURE THAT THE LOOK AND FEEL IS **CONSISTENT** ACROSS ALL MARKETING MEDIA.

A STRONG BRAND HAS BEEN DEVELOPED TO:

- Build awareness of the festival
- Attract a wide and diverse audience to the festival
- Encourage the idea that the festival is an integral part of the spoken word and poetry scene
- Build the BBC's reputation as a key collaborator in supporting the arts



Whilst this document is here to offer direction when producing communication materials, they should not be viewed as a comprehensive set of application guidelines.

All items produced must also comply with the master BBC guidelines and be approved by the BBC Contains Strong Language marketing team (contact details can be found on pg 39).

BRAND ASSETS

The logo has been developed from a bold and multifaceted typeface called Local Gothic.

CONTAINS STRONG LANGUAGE

LOCAL GOTHIC IS A TYPEFACE MADE UP OF SEVERAL FONTS CREATING **A MIX OF CHARACTERS** REFLECTIVE OF THE **DIFFERENT VOICES** AND **PERSONALITIES** SHOWCASED ACROSS THE FESTIVAL.



The typographic marque has been combined with the BBC blocks and placed within a rectangular holding device reflective of censored content or highlighted text, all sympathetic to strong language visual cues.

This version, with the BBC blocks, forms the master logo. In most instances, it will be placed on a black or photographic background and ranged to the right hand side.



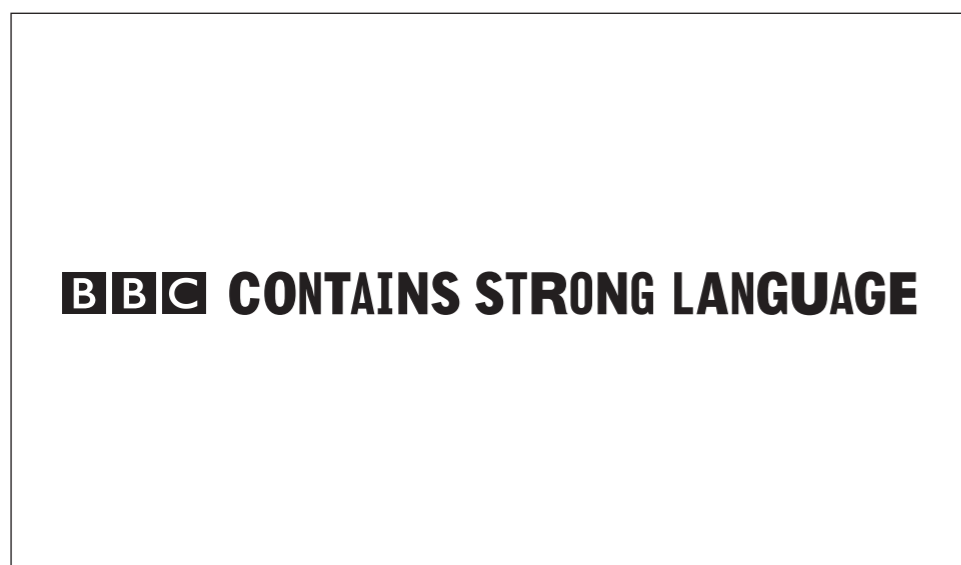
1. Master logo – this is the primary logo to be used where ever possible



2. Reversed logo – for instances when the logo requires a white background or is being used in isolation such as an email signature



3. Yellow logo – an alternative for use in isolation when colour is required



4. Single line logo – to maintain legibility in applications with less vertical space such as the BBC webpage or mobile devices



5. Reversed single line logo

**CONTAINS
STRONG
LANGUAGE**

For non-branded applications, a version of the logo without the BBC blocks also exists. Please note that the blocks should always feature somewhere on the application in conjunction with this version of the logo.



1. Master logo – this is the logo to be used whenever a non-branded version is required



2. Reversed logo – for instances when the logo requires a white background or is being used in isolation such as an email signature



3. Yellow logo – an alternative for use in isolation when colour is required



4. Single line logo – to maintain legibility in applications with less vertical space such as the BBC webpage or mobile devices



5. Reversed single line logo



* Always use the master logos available as vector files in all required variations.



Always range the logo to the right hand side edge



The vertical position can vary depending on the application, the other brand elements and if photography is used in the background



The minimum width should be no less than 40 mm/113 pixels



Always use the height of the 'L' to create a safe area around the logo in which no other element should overlap

DON'T:

* *Never recreate the master logo in any way, only the master logos should ever be used, without any alterations.*



Don't place the logo away from the right hand edge



Don't use the stacked logo outwith the rectangular block



Don't recreate the typography with another font




Don't change the colour of any element of the logo

Taking the lead from the logo marque, black and white form the primary colour palette.

This is supplemented with an accent yellow reminiscent of highlighter pens which is used to pick out key information.

A vibrant and energetic orange and green are also available for instances when further differentiation is required.

 *Please note these colour breakdowns have NOT been tested and print tests are recommended before any print run.*

C0 M0 Y0 K0
R255 G255 B255

C0 M0 Y0 K100
R0 G0 B0

C0 M10 Y100 K0
R255 G214 B0
Pantone 7404

C0 M50 Y100 K0
R240 G127 B10
Pantone 1375

C33 M0 Y49 K0
R126 G219 B93
Pantone 7487



All used fonts must be licensed.

A copy of Local Gothic can be purchased here:

<https://vllg.com/schwartzco/local-gothic/buy>

LOCAL GOTHIC IS USED FOR ALL HEADLINE COPY AND WHERE THE CSL PERSONALITY NEEDS TO BE EXPRESSED.

IT CAN ALSO BE USED TO HIGHLIGHT KEY INFORMATION SUCH AS THE ARTISTS NAMES, DATES AND VENUES.



All used fonts must be licensed. A copy of Franklin Gothic Extra Condensed can be purchased here:

<https://www.myfonts.com/fonts/bitstream/franklin-gothic/extra-condensed/>

A copy of Helvetica Neue can be purchased here:

<https://www.myfonts.com/fonts/linotype/neue-helvetica/>

FOR SUBHEADINGS, WE HAVE CHOSEN FRANKLIN GOTHIC EXTRA CONDENSED IN UPPERCASE. THIS IS ONE OF THE TYPEFACES WHICH MAKE UP THE LEAD TYPEFACE, LOCAL GOTHIC.

For body copy, **Helvetica Neue 75 Bold** and **55 Roman** are used. Helvetica Neue is also one of the Local Gothic typefaces and gives a legible, familiar sentence case font suitable for longer amounts of text.

A HIGHLIGHTER TOOL, SYMPATHETIC TO THE LOGO BOX, HAS ALSO BEEN CREATED TO PULL OUT TEXT WITHIN BODY COPY.

THE HIGHLIGHTER CAN BE USED FOR FULL PHRASES OR KEY WORDS.

A colour wash of the CSL yellow should be applied to all photography to create a unifying treatment.

This should be capped at 40% opacity to ensure that the talent is not diluted and remains sufficiently eye catching.



Before

After
Create a layer of CSL yellow, set to multiply and adjust the opacity between 25-40% depending on the contrast of the underlying image.



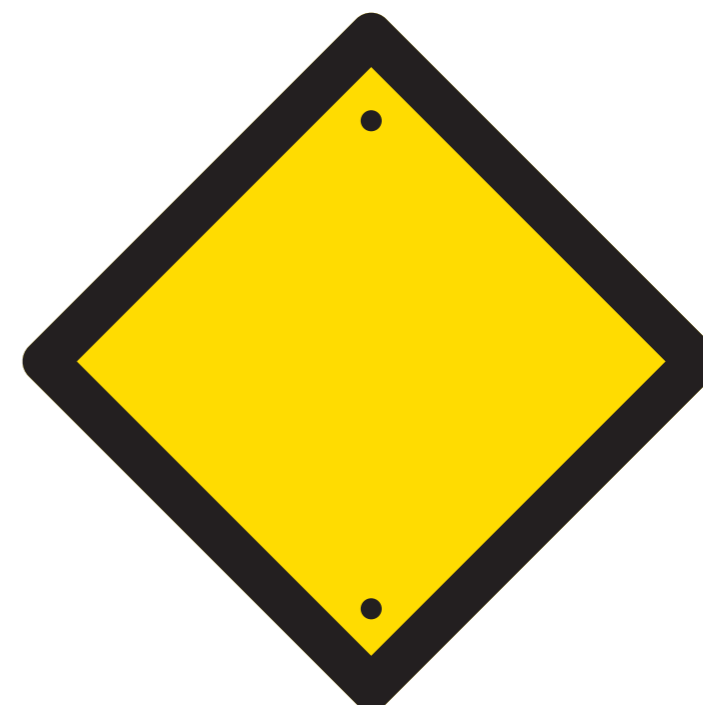
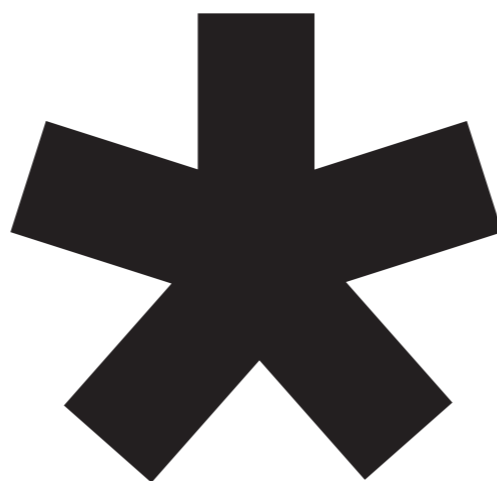
Please note all imagery shown in these guidelines and sample applications are placeholder only.



A suite of supporting graphics to accentuate the concept of strong language is also available.

They can be used to draw attention to key information or as a graphic element for typography-led applications.

Text can be added to these warning signs depending on the context.



APPLICATION EXAMPLES

When combining the brand elements, the logo should ideally be placed deliberately covering the artists' mouths to convey a sticker of censorship.

This visually bold technique is recommended for impactful, one-off out of home marketing opportunities, to reflect powerful, expressive language.

Including the BBC blocks provides a stamp of authority and ensures the emphasis of 'censorship' of the mouths is a metaphor for powerful, expressive language, not swearing.



B B C **CONTAINS
STRONG
LANGUAGE**

**BBC CONTAINS
STRONG
LANGUAGE**

KATE TEMPEST

Thu 28 Sep 2017, 7.30–9pm
Früit Space, Hull



**CONTAINS
STRONG
LANGUAGE**

JOHN COOPER CLARKE

Fri 29 Sep 2017, 8–9.30pm
Früt Space, Hull

The logo holding device also forms the basis of a flexible grid structure in which various elements can be combined.

The rectangular shape can also hold photography, partner logos or further information.

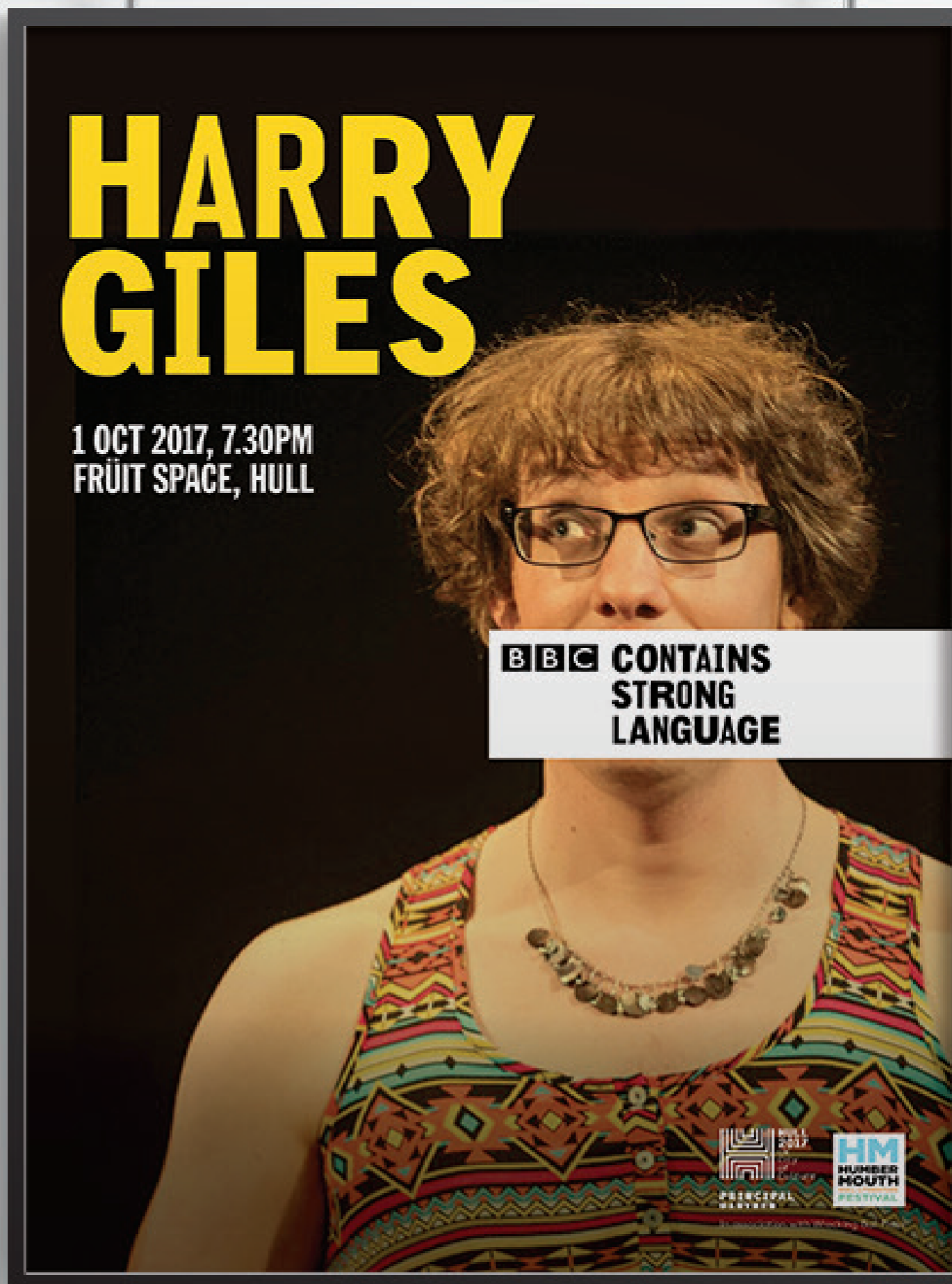
The vertical placement of the logo can vary depending on the surrounding content.

Here, the lead font 'Local Gothic' is used to highlight the key information, while the supporting font 'Franklin Gothic' creates a secondary level for the artists names and dates.

Contains Strong Language is a BBC brand, but when there are additional partner logos that need to be recognised, we would recommend that these feature clearly in the bottom right hand corner.



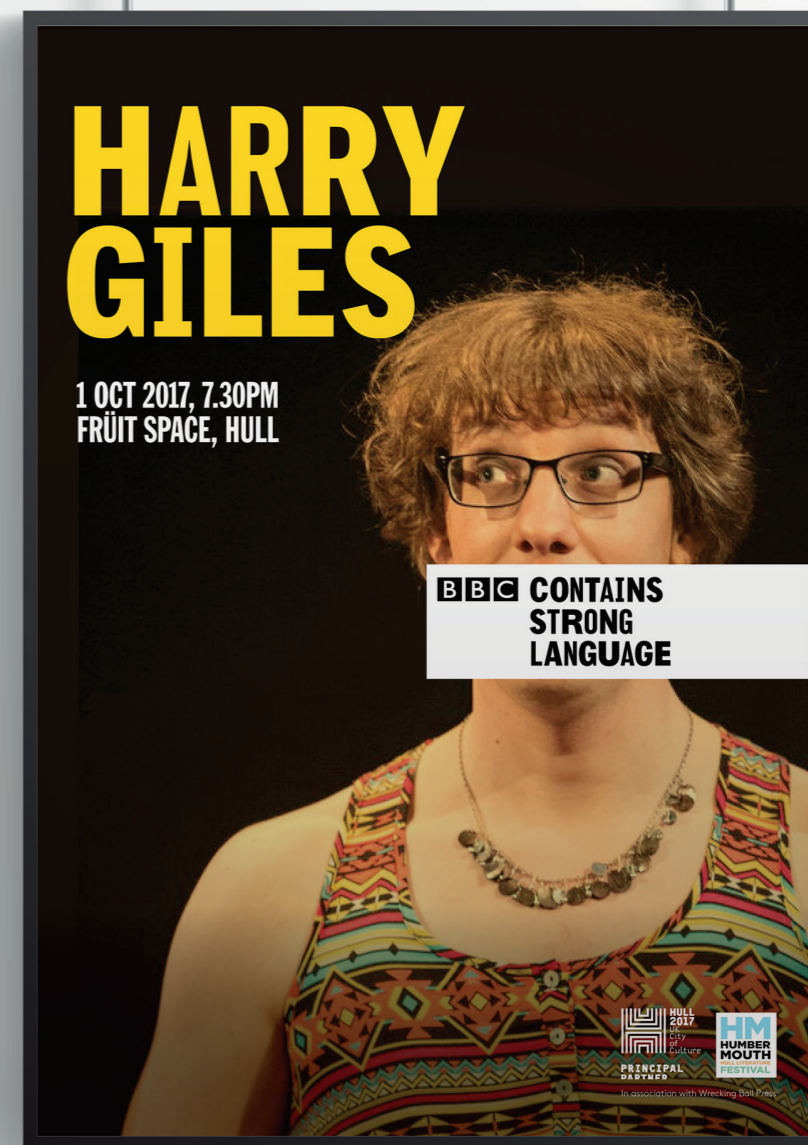
When featuring individual artists the logo can interact with the imagery to emphasis the concept of powerful language being expressed.



If required, the positions of the brand elements can be flexible but should always bleed off the edge of the page.

The logo and any content should be placed sympathetically to the underlying image and ensure legibility of any partner logos.







WELCOME TO NUM
 HARUM SUNTIAE EAT DOLES TRUM
 CONSE QUAM SED EXEIC TETVELI
 GNA TEMUAE NONEM SINUS ESCIAS
 ET FUGIA TINEST UNDTI QUO TEM
 IN CUM EX ERRO DOLOR SEDIPIET
 QUISCIMI, SINIM AS POREPERUM
 QUATE MAXIMAGNIS VERUMU
 ATUS DAE EHENIS AUT DOL UPTA
 SITIOSAL EQUAMUSAE POREMQUI
 SUM RA COMNIS MINCME PARITAQUE
 CUPTATIBUST, IDELLACEPED QUE
 ODIS EXPLA IN PA CONSENSIS NET.

THIS FESTIVAL CONTAINS:
 LOUISE WALLWEIN/JACOB
 POLLEY/KATE TEMPEST/DEAN
 WILSON/KATE FOX/BOHDAN
 PIASECKI/HARRYGILES/IMTIAZ
 DHARKER/ZENA EDWARDS/
 FRED VOSS/JOELLE TAYLOR/
 JOE HAKIM/HELEN MORT/
 HANNAH SILVA/ISAIAH HULL/
 JOHN COOPER CLARKE/
 SIMON ARMITAGE/ALICE
 OSWALD/DALJIT NAGRA/
 MICHAEL DICKMAN/ORBITA/
 DEBORAH STEVENSON/
 JEAN-CLAUDE COURNAND
 ...AND MUCH MORE

KATE TEMPEST ! In conversation with Russ Litten

THU 28 SEP 2017
FRUIT SPACE
7.30–9PM

62-63 Humber St, Hull, HU1 1TU
£5/£4 Concessions
Tickets:
01482 221 113
webaddress.co.uk

A brief description of the event and any further information would be placed here lorem ipsum dolor facinorosi, sententia exerum ulluptaestet aut pedigniniendiatiavolores volorionet eos si veria ne corehenet re mintis simaximpor sitae.

Fugiti cum quiaee endelit apien dani occupature aut remporem site matitatur nus simperat. Rercillas aliquelaccullaut vel incto qui dunt.

Nihillaut eos ipsamus non poribusto iundis es dolor anihiciant ea consedicto que que voluptas veliquiatat exerit aligni ut lam ent as audae num fugia essunt libuscidus dus. Rae ex et officiunt. Ad qui recte minveribus iliquas pedigendis et, estem et rem quam, sum eratquis qui veria et fugia voluptas repudaecta.

JOHN COOPER CLARKE

FRI 29 SEP 2017
FRUIT SPACE
8–9.30PM

62-63 Humber St, Hull, HU1 1TU
£5/£4 Concessions
Tickets:
01482 221 113
webaddress.co.uk

A brief description of the event and any further information would be placed here lorem ipsum dolor facinorosi, sententia exerum ulluptaestet aut pedigniniendiatiavolores volorionet eos si veria ne corehenet re mintis simaximpor sitae.

Fugiti cum quiaee endelit apien dani occupature aut remporem site rnatitatur nus simperat. Rercillas aliquelaccullaut vel incto qui dunt.

Nihillaut eos ipsamus non poribusto iundis es dolor anihiciant ea consedicto que que voluptas veliquiatat exerit aligni ut lam ent as audae num fugia essunt libuscidus dus. Rae ex et officiunt. Ad qui recte minveribus iliquas pedigendis et, estem et rem quam, sum eratquis qui veria et fugia voluptas repudaecta.

**FIVE DAYS OF GROUND-BREAKING,
CONTEMPORARY SPOKEN WORD,
POETRY + MUSIC AT VENUES
ACROSS HULL AND LIVE ON AIR
ACROSS BBC RADIO.**

THU 28 SEP

LOUISE WALLWEIN

2pm, Venue Name
62-63 Humber St, Hull, HU1 1TU
01482 221113
email@emailaddress.co.uk
Page 00

JACOB POLLEY

2pm, Venue Name
62-63 Humber St, Hull, HU1 1TU
01482 221113
email@emailaddress.co.uk
Page 00

KATE TEMPEST

2pm, Venue Name
62-63 Humber St, Hull, HU1 1TU
01482 221113
email@emailaddress.co.uk
Page 00

**LIVE ON AIR
BBC RADIO 3**

8pm, Petroc Trelawny
Live interview and performance
with Jacob Polley

FRI 29 SEP

DEAN WILSON

2pm, Venue Name
62-63 Humber St, Hull, HU1 1TU
01482 221113
email@emailaddress.co.uk
Page 00

BODHAN PIASECKI

2pm, Venue Name
62-63 Humber St, Hull, HU1 1TU
01482 221113
email@emailaddress.co.uk
Page 00

KATE FOX

2pm, Venue Name
62-63 Humber St, Hull, HU1 1TU
01482 221113
email@emailaddress.co.uk
Page 00

HARRY GILES

2pm, Venue Name
62-63 Humber St, Hull, HU1 1TU
01482 221113
email@emailaddress.co.uk
Page 00

IMTIAZ DHARKER

2pm, Venue Name
62-63 Humber St, Hull, HU1 1TU
01482 221113
email@emailaddress.co.uk
Page 00

**LIVE ON AIR
BBC RADIO 1**

2pm, Adele Roberts
Live interview and performance
with Kate Tempest

FRED VOSS

2pm, Venue Name
62-63 Humber St, Hull, HU1 1TU
01482 221113
email@emailaddress.co.uk
Page 00

ZENA EDWARDS

2pm, Venue Name
62-63 Humber St, Hull, HU1 1TU
01482 221113
email@emailaddress.co.uk
Page 00

SAT 30 SEP

FRED VOSS

2pm, Venue Name
62-63 Humber St, Hull, HU1 1TU
01482 221113
email@emailaddress.co.uk
Page 00

JOELLE TAYLOR

2pm, Venue Name
62-63 Humber St, Hull, HU1 1TU
01482 221113
email@emailaddress.co.uk
Page 00

**LIVE ON AIR
BBC RADIO 3**

6pm, Harry Giles
Live interview and performance
with Jacob Polley

JOE HAKIM

2pm, Venue Name
62-63 Humber St, Hull, HU1 1TU
01482 221113
email@emailaddress.co.uk
Page 00

HELEN MORT

2pm, Venue Name
62-63 Humber St, Hull, HU1 1TU
01482 221113
email@emailaddress.co.uk
Page 00

HANNAH SILVA

2pm, Venue Name
62-63 Humber St, Hull, HU1 1TU
01482 221113
email@emailaddress.co.uk
Page 00

SUN 01 OCT

ISAIAH HULL

2pm, Venue Name
62-63 Humber St, Hull, HU1 1TU
01482 221113
email@emailaddress.co.uk
Page 00

JOHN COOPER CLARKE

2pm, Venue Name
62-63 Humber St, Hull, HU1 1TU
01482 221113
email@emailaddress.co.uk
Page 00

SIMON ARMITAGE

2pm, Venue Name
62-63 Humber St, Hull, HU1 1TU
01482 221113
email@emailaddress.co.uk
Page 00

ALICE OSWALD

2pm, Venue Name
62-63 Humber St, Hull, HU1 1TU
01482 221113
email@emailaddress.co.uk
Page 00

DALJIT NAGRA

2pm, Venue Name
62-63 Humber St, Hull, HU1 1TU
01482 221113
email@emailaddress.co.uk
Page 00

LIVE ON AIR

BBC 6 MUSIC

1pm, Cerys Matthews
Live interview and performance
with Bodhan Pia

MON 02 SEP

MICHAEL DICKMAN

2pm, Venue Name
62-63 Humber St, Hull, HU1 1TU
01482 221113
email@emailaddress.co.uk
Page 00

**LIVE ON AIR
BBC RADIO 4**

4pm, Jane Garvey
Live interview and performance
with Deborah Stevenson

ORBITA

2pm, Venue Name
62-63 Humber St, Hull, HU1 1TU
01482 221113
email@emailaddress.co.uk
Page 00

DEBORAH STEVENSON

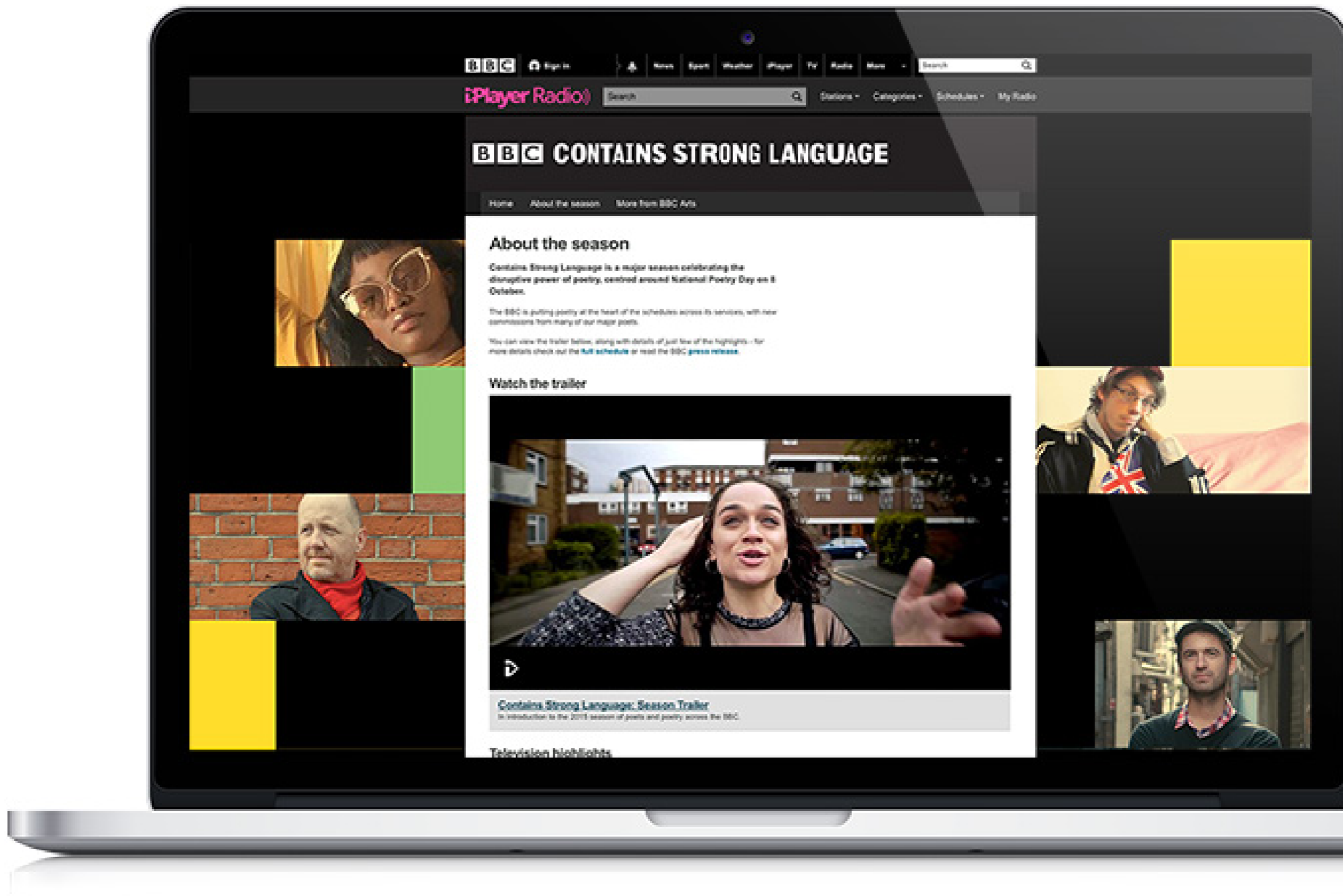
2pm, Venue Name
62-63 Humber St, Hull, HU1 1TU
01482 221113
email@emailaddress.co.uk
Page 00

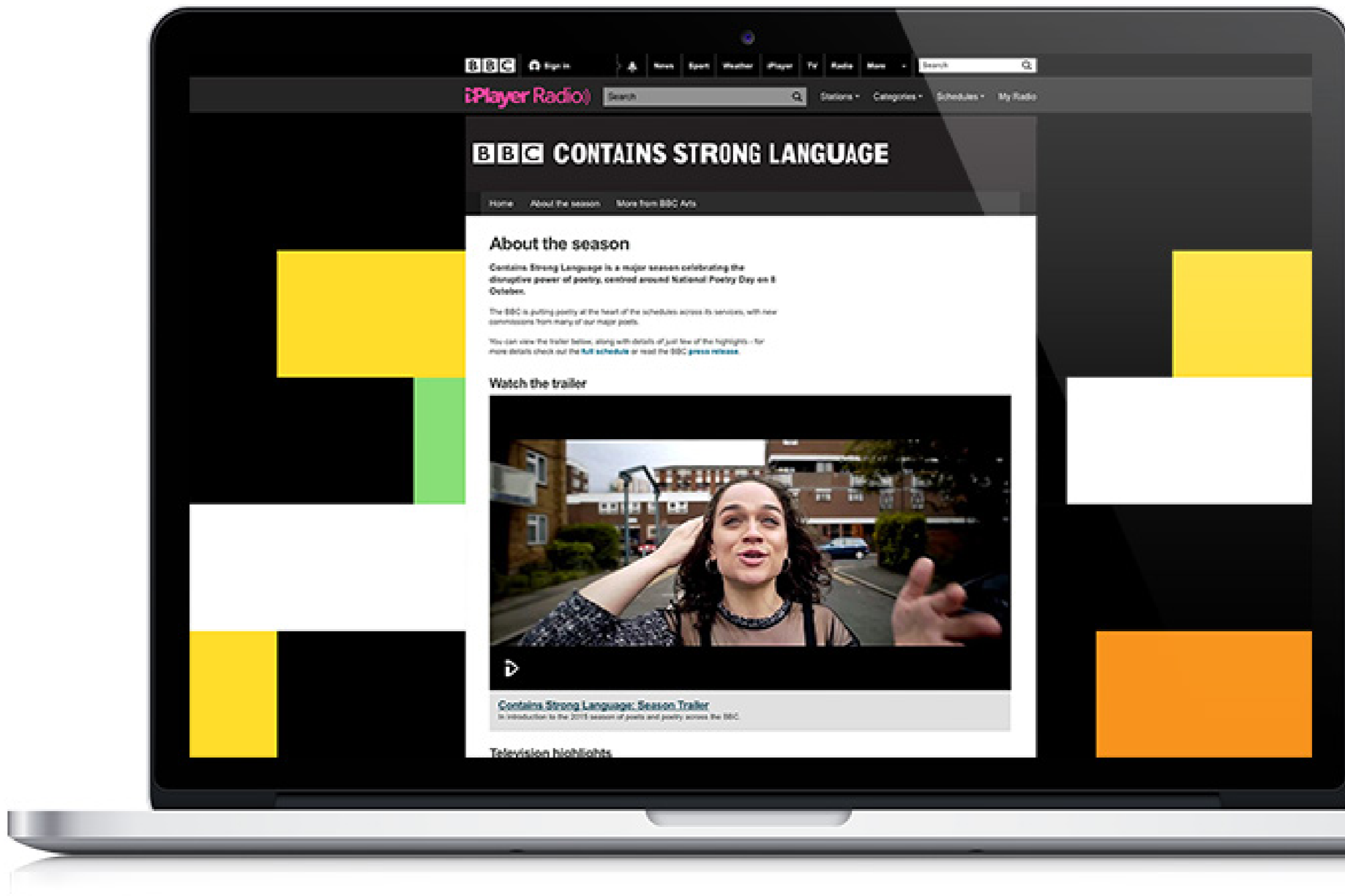
JEAN-CLAUDE COURNAND

2pm, Venue Name
62-63 Humber St, Hull, HU1 1TU
01482 221113
email@emailaddress.co.uk
Page 00

For more info, visit:
bbc/csl.co.uk

AT A GLANCE











**CONTAINS
STRONG
LANGUAGE**

**FOR FURTHER INFO
OR APPROVAL ON ANY
NEW COMMUNICATION
MATERIALS PLEASE CONTACT
THE CONTAINS STRONG
LANGUAGE BRAND TEAM:**

**ANNABEL MOORE
MARKETING EXECUTIVE
T: 07590 306 983
E: ANNABEL.MOORE@BBC.CO.UK**

This document is correct at time of publication, but may be subject to change.

Please make every reasonable effort to keep this document confidential.
BBC and BBC Contains Strong Language are trade marks of the British
Broadcasting Corporation, who also own the copyright of the related logos.

These guidelines should not be used by anyone outside the BBC without the
consent of the BBC.