section 1
Brand Positioning

What is CBeebies?  page 4
Who is CBeebies for?  page 6
CBeebies Brand Positioning page 9
Brand Pyramid page 10
What is CBeebies?

CBeebies is packed full of fun for little ones under six and is the most loved children’s channel in the UK. We’re watched by over two million little learners every week (far too many to count on our fingers). Our bag of goodies includes some of the bestest most brilliantest children’s shows on TV, including Charlie and Lola, In the Night Garden, Mister Maker, ZingZillas and Something Special.

We’re not just on TV either, we have a red button service, and our very own website full of activities; click on this and you’ll find CBeebies radio and our CBeebies iPlayer, it’s a safe child-friendly place where we keep some of your programmes tucked away for up to seven whole days from when they first went out - so you can choose when to watch them.
It's quality stuff, made just for children - no other agenda, no adverts - we're here to fill children up with bright ideas to get them up off the sofa jumping about joining in.

We believe the best way to learn is by learning through play so we put that at the heart of everything we do. That's why they love us. With us, little ones can learn to make their own discoveries, explore this wonderful world we all live in and understand more about themselves and others; all done with a smile, because learning is fun.
Who is CBeebies for?

Children under six

When you're not even six yet, everything is **new and exciting**.

The world is full of wonders, whether it’s the little world of glitter pots or the giant plains of Africa, you want to find out about it all. Under sixes are like little learning sponges soaking up new ideas.

Whether it’s TV, online or on radio, CBeebies always provides a **happy and safe** place for children to learn and play in.

Our characters are playmates and our content is **entertaining and inspiring**. We really love it when children copy and play with us, dancing and singing along with our programmes and our characters.

There’s always a lot to do, but we also understand that some quiet time is just as important for children’s development so we have some gentle programmes that everyone can enjoy and watch together.

All our years of CBeebies expertise goes into creating content specifically for children under six. We’re here to **help them grow**, develop and learn with lots of colourful characters to share the fun along the way.
Who is CBeebies for?

Parents

Grown-ups need their little ones to be with someone they can trust. CBeebies is a very safe pair of hands. We’re a pre-school specialist with years of experience so they can be sure that time spent with us will be fun and their children will learn a little bit more each day. Our audience is at a very important stage of their development so at CBeebies we build aspects of the Early Years Foundation Stage into our content.

The EYFS was devised by the Government and provides a framework for play-based learning for children under five. Here are the six categories.

1. Personal, social and emotional development
2. Communication, language and literacy
3. Problem solving, reasoning and numeracy
4. Knowledge and understanding of the world
5. Physical development
6. Creative development


CBeebies might be for little people but we like to think big and we work hard to deliver nothing but the best, because let’s face it, that’s what everyone wants for their child.

We want to inspire children so that they leave us full of ideas whether that’s for storytelling, science, making, baking or dancing around in dressing-up clothes. We also show children how to share and help them understand how to relate to other people - important life skills that will help them to make friends and ease them into the new worlds of nursery, then school.

We focus on quality: CBeebies is a BAFTA award-winning channel and we seek out and make innovative content voiced and performed by some of the UK’s best talent - so gold stars all round.

Parents can be sure that a lot of hard work goes into making learning look like child’s play.
CBeebies brand positioning

Brand essence

**Lighting up little learners**

Learning is at the heart of the CBeebies brand and any CBeebies brand experience should be active, inspiring, involve learning through play and be of good quality.

Brand strengths
CBeebies is made of a whole pile of good things. Our brand essence is at the top of the pile, 'Lighting up Little Learners', but we need all the other bits to support this.

- **Brand pyramid**

  - **Brand essence**: 'Lighting up Little Learners'
  - **Value**: Learning through play
  - **Personality**: Active, innocent and warm, happy, playful and fun
  - **Emotional benefits**: Enjoyable, engaging, stimulating, empowering, inspiring and enriching, re assuring for parents
  - **Rational benefits**: Opens kid's minds to the world around them, entertaining and interactive content that makes kids laugh and play along, nurturing safe haven for little ones to have fun and learn – the best place to start
  - **Attributes**: Trusted, world-class BBC provenance, home-grown, British, whole-some and 100% ad-free, new and favourite characters to play and have fun with, an immersive world offering the best for pre-schoolers across all platforms, hand-crafted by pre-school experts
  - **Audience insight**: Parents need a safe pair of hands they can trust to entertain but also stimulate and inspire their children, kids need entertaining, happy and safe environments to learn and play in
section 2
Brand Elements
l is for logo  page 12
c is for colours  page 16
f is for fonts  page 17
b is for bugs  page 18
z is for zones  page 21
i is for idents  page 22
The CBeebies logo is as alive and bubbly as we are -

**wiggles and wobbles, bounces and boings.**

Watch out, it can spring to life at any moment!

Our logo is very important to us, particularly as many of our audience can’t read. Its **shape** and **colours** are how they recognise us, so while we love having fun with it - making it out of tissue paper, covering it with glitter and sometimes even eating bits of it - we always make sure everyone has a chance to see it as the logo they know and love.
Logo

The logo comes in two different formats. One has the BBC logo enlarged for printing at small sizes.

The BBC blocks are always either in black or white (black is usually used for print and white for on-screen).

Exclusion zone

The CBeebies logo needs its own space so we always make sure the area around it is entirely clear of typography and any other graphic devices.

The grey line shows how far to keep away from the logo. Imagine the distance is the size of one of the BBC blocks.

Minimum size

The CBeebies logo should never be reproduced in print so that the width of a single BBC block is smaller than 2mm.

* Examples shown are not to scale.
Logo colours

CBeebies Yellow
R 255 G 229 B 19
C% M% Y% K%
0 6 95 0
Pantone® 108C

CBeebies Purple
R 78 G 47 B 145
C% M% Y% K%
87 100 0 0
Pantone® 2597C

CBeebies Black
R 19 G 16 B 17
C% M% Y% K%
0 0 0 100
Pantone® Process Black

NB. All material reproduced in this document are in display colours only. Colours and artwork must be specified using the numeric value given in this document and from the disk available.
Logo variations

Logo on CBeebies backgrounds
The logo should be used in full colour with white BBC blocks on all CBeebies backgrounds, especially when on screen. The only rare exception on-screen is where the background has to be light and the blocks can then be black to ensure that they stand out.

Logo on light photography
The logo should be used in full colour on all light photography using black BBC blocks.

Logo on dark photography
The logo should be used in full colour on all dark photography using white BBC blocks.

Logo on black and white
For use when the printing process allows for a single colour only.

Using our logo
The logo can be used over suitable photos, but these must be approved by a grown-up in BBC MC&A.

Our logo is very sensitive to its place in life; centre, bottom left or bottom right please, or it looks very muddy.

Example of the logo with other BBC brands.
CBeebies is a bright and colourful brand. Here are some of our favourite colours so we use them for our zones.

**CBeebies Yellow**
- **HSL values:** R 255 G 229 B 19
- **C% M% Y% K%:** 0 6 95 0
- **Pantone®:** 108C

**CBeebies Purple**
- **HSL values:** R 78 G 47 B 145
- **C% M% Y% K%:** 87 100 0 0
- **Pantone®:** 2597C

**Discover + Do Blue**
- **HSL values:** R 41 G 197 B 254
- **C% M% Y% K%:** 60 5 0 0

**Big Fun Time Red**
- **HSL values:** R 203 B 24 B 8
- **C% M% Y% K%:** 15 100 100 0

**Bedtime Hour Purple**
- **HSL values:** R 159 G 92 B 233
- **C% M% Y% K%:** 0 55 80 0

**Get Set Go Orange**
- **HSL values:** R 255 G 101 B 34
- **C% M% Y% K%:** 0 75 95 0
At CBeebies we use our special **Melt** font for our bigger messages such as headlines and titles. We like it because it looks fun, rounded and bouncy like our logo.

We use **Gill Sans** for everything else e.g. body copy, longer messages or messages for grown-ups about CBeebies, like in adult airtime.

**Primary font**

Melt

**Secondary font**

We use **Gill Sans** for everything else e.g. body copy, longer messages or messages for grown-ups about CBeebies, like in adult airtime.

**Primary font**

Melt

**Secondary font**

We use **Gill Sans** for everything else e.g. body copy, longer messages or messages for grown-ups about CBeebies, like in adult airtime.
Fun, cute and happy-go-lucky, our yellow bugs wiggle and bounce with as much energy as little ones. They play with each other, with our programmes and branding. Like our little viewers they are spontaneous and love trying new things. They are child-like, so children like them. The bugs remind everyone that they are watching CBeebies.

The bugs have real personalities but they are not characters, they are the CBeebies brand come to life. They are part of our BBC brand family so under BBC brand rules we like to check that they are being treated with care: we want to know where they are going, what they are getting up to and who they are with.

The bugs love to pop up spontaneously in all things CBeebies. They can be still, moving, flat or 3D as long as they behave and look like the bugs we know and love. In print we let them appear in the margins, or in the middle of headlines or copy.

The bugs are always created as animation – they don’t exist as live action elements so no bug suits, bug puppets or cut-outs please.
The bugs have **flexible** blob-like bodies, they have no sharp edges and they come in different shapes and sizes – just like us. They make **funny** expressive sounds but they never speak or sing. They don’t wear clothes or shoes, have hands or feet but they can bounce, dance, slide, carry unfeasibly large things and they even defy gravity… super bugs!

There are a number of CBeebies bugs that can be used. They are available as artwork from CBeebies. They can be flipped, scaled, rotated and cropped as preferred and should be used to interact with layouts or each other wherever possible. Bugs should never be redrawn or have new bug shapes added to the family.

Here is a selection at play.
Bug artwork for print

We’ve got a little group of bugs just waiting to join in with whatever you’re doing. So if you want to use them to add a bit of CBeebies excitement, they’re available in 360 dpi .psd and targa formats for large things like posters etc. and in .Ai and .eps vector formats for smaller things like notepaper and badges.
is for zones

Time doesn’t mean much when you’re under six so CBeebies breaks its day into easy to remember chunks called **zones**. What goes in the zones fits in with different age groups and the mood of the day: breakfast times are busy, days are spent doing, afternoons are fun and bedtimes are snuggly. With zones, everyone knows where they are, including parents.

You can see what zone you are in because each zone has its own ident, Digital Onscreen Graphic (DOG), colour palette with pantone refs, logo and icon.

We start the day with **Get Set Go**. We make it lively and exciting to get up and ready for the day ahead.

Once the big ones are off and out, the little ones can get stuck into **Discover + Do** made for our under fours to explore, learn, make, create and settle down to have a bit of lunch in the middle.

Back to the big ones who are home from nursery or school for **Big Fun Time**, where four to six year olds can be surprised, entertained and have a giggle.

Then it’s the **Bedtime Hour**, time to calm things down and encourage our little ones to get ready for bed.
The **idents** remind children that they're watching CBeebies. The bugs love popping up everywhere but in the idents the bugs **celebrate CBeebies’** values: they play happily together, try new things and make amazing discoveries.

There is **slap-stick humour** and messy play, but the bugs are never destructive on purpose and they enjoy teamwork and sharing. When we feature our on-screen talent there is the same sense of fun as they play with our logo.

The CBeebies ident world is **curvy and bouncy** - it feels big enough to explore but enclosed enough to be safe, just like CBeebies. There is no fixed sense of scale so we have plenty of **scope for surprises** because in a child’s **imagination** anything is possible including giant house-sized presents and huge elephants squeezing out of tiny holes.

The ident background **colours** vary depending on the zone, but we also have generic channel idents too.

Sounds are cartoon-like and **exaggerated** and we love to use our CBeebies musical theme so that children grow to recognise and love it.
section 3

On-screen Presentation

OSP TV trail            page 24
End credits            page 25
**OSP TV trail**

We have our special bits to pop up on trails to tell everyone if something is new, when it is on, what it is called and, of course, to show them that it is on CBeebies.

**beginning**

A purple ball bounces into shot to announce the arrival of a NEW series (if appropriate).

An animation of hills and with CBeebies logo pops up over the last shot of the trail. Use of different coloured hills signifies the particular zone (see *z is for zones*).

**end**

This is where we put the programme title and day information.

The purple NEW ball pops out of a hole in the hills.

This is when we're learning to tell the time, so to help get everyone used to the whole idea of clocks we show our times with a CBeebies Bug Clock instead of number captions. The clock hands whizz around, then come to rest on the time we are pointing to. On our zone trails we show the zone as a coloured slice of the clock so you get the sense of the zone being a chunk of the day.
Closing branding for CBeebies

We try to keep things tidy so in end credits we like our logo popped in the very centre not wonky and off to the side. This goes for all programmes wherever they come from, and no matter who made them. So, not left, not right but in the middle please.

Pre-formatted end credit with CBeebies logo and producer credit centred.

We don’t want any graphics squished out of frame so we keep to the graphics safe area and the CBeebies logo aligned within the centre of the screen. Please keep the exclusion zone clear, so no stepping on it, and don’t crowd the logo.

Where we want to share the credit with an independent production company logo, the CBeebies logo should always be the larger of the two, and should be stacked like this.

Where two independent production company logos are required, the CBeebies logo should always be the larger of the three and they should be arranged like this.
section 4

**CBeebies Online**

- CBeebies Online page 27
- Online colour palette and icons page 28
- CBeebies iPlayer logo page 29
- CBeebies iPlayer promo page 30
CBeebies Online

The CBeebies website is where children can have **hands on fun** with our characters. It’s always available with a wealth of games, stories and **activities** for parents and children to do together, so they can get more involved with their favourite CBeebies programmes. There’s also a Grown-ups section with plenty of information about how children learn and how our programmes can support them.

You can find us at bbc.co.uk/cbeebies
Online icons

Our online bugs help you to find your way around our website. If you want to know more about them ask the CBeebies Online team who have the full online guidelines.

Please note that because they are used very small when on the website, they have much thicker black outlines than when used in print.

Online logo colours

HEX: #ffe514

HEX: #4f2f92
**CBeebies iPlayer logo**

### Primary logo

![CBeebies iPlayer logo](image)

**Secondary logo**

![CBeebies iPlayer logo](image)

The secondary logo is for use only in specific applications where primary BBC branding already exists e.g. online at bbc.co.uk/cbeebies

The CBeebies iPlayer logo should be reproduced in yellow, magenta, purple, black and white.

Remember, the fill of the iPlayer background is white, not transparent.

### Logo exclusion zones

The logo must always be surrounded by an area that is entirely free of any other typography or graphic device.

The exclusion zone is defined by the size of a single BBC block as illustrated above.

Please note this exclusion zone is an ideal. In certain applications such as online or in listings it may not be possible to allow this much space. In these cases, try to allow the height of half a single BBC block.

### The CBeebies iPlayer colours are:

- **Yellow**: RGB R255 G229 B19
- **Magenta**: RGB R221 G4 B123
- **Purple**: RGB R78 G47 B145
- **Black**: RGB R19 G16 B17
- **White**: RGB R255 G255 B255

### Minimum sizes

The minimum size of the print logo is proportional to the minimum size of the BBC logo i.e. 10mm across the total width of the BBC blocks.

### Logo in written copy

This is the only acceptable way of writing CBeebies iPlayer:

**CBeebies iPlayer**

When referred to in text (i.e. when not using the logo) it is important that CBeebies iPlayer is written in the same way each time.

CBeebies should always be written with uppercase ‘C’ and ‘B’ with the rest in lowercase. iPlayer is always one word, with a lowercase ‘i’ and uppercase ‘P’ and no gap between the letters.

When referring to CBeebies iPlayer, it should be referred to as ‘CBeebies iPlayer’, not ‘the CBeebies iPlayer’ or ‘iPlayer’ which is something different for grown-ups.
CBeebies iPlayer promo

If we use this graphic on our promotions we are letting everyone know that we’ve tucked away these programmes on CBeebies iPlayer so we can all watch them later if we like.
section 5
CBeebies Off-air
How the CBeebies logo looks off-air

Here are some ideas of how to join in with CBeebies and add a bit of bouncy bug fun to your day.

These are some sample goodies.
CBeebies off-air poster
Contact details

For all enquiries please contact: