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UKTV ORIGINAL  
PRODUCER PACK GUIDELINES

# INTRODUCTION

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Welcome.

These guidelines outline the elements that bring the UKTV Original brand to life.

Use this as your go-to brand guide for anything to do with our logo, colour palette, typography and producer pack assets.

For any general queries, more information or permission for use, please contact:

[productionmanagement@uktv.co.uk](mailto:productionmanagement@uktv.co.uk)  
or  
[design.team@uktv.co.uk](mailto:design.team@uktv.co.uk)

LOGO

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BRAND ASSETS

PRIMARY LOGO  
FULL COLOUR

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This primary logo should be used at all times wherever possible.

There will be times when other logo versions should be used, but only when it is not possible to use our primary logo.



The brand marks should only be reproduced from master artworks and should not be redrawn or altered in any way.

PRIMARY LOGO  
MONOCHROME WHITE

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The Monochrome (White) primary logo should be used only when the coloured logo is not legible or unreadable.

Monochrome logo may be used at the discretion of UKTV Creative.



The brand marks should only be reproduced from master artworks and should not be redrawn or altered in any way.

PRIMARY LOGO  
MONOCHROME BLACK

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The Monochrome (Black) primary logo should be used only when the coloured logo is not legible or unreadable.

Monochrome logo may be used at the discretion of UKTV Creative.



The brand marks should only be reproduced from master artworks and should not be redrawn or altered in any way.

PRIMARY LOGO  
SINGLE COLOUR

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The Single colour (Teal) logo should be used only when the full coloured logo is not legible or unreadable.

Single colour logo may be used at the discretion of UKTV Creative.



The brand marks should only be reproduced from master artworks and should not be redrawn or altered in any way.

LOGO WORDMARK



The Original word mark is used within the UKTV Original primary logo lockup.

This is a bespoke hand drawn word mark and should not be redrawn or altered in any way.



The brand marks should only be reproduced from master artworks and should not be redrawn or altered in any way.



# LOGO LOCK-UPS

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UKTV ORIGINAL  
BRAND STYLE GUIDE



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This primary logo should be used at all times when used with other logos.

There will be times when other logo versions should be used, but only when it is not possible to use our primary logo.

UKTV Original Lock ups.

There are some occasions when the UKTV Original logo must be used (or locked-up) with other logos. This is mainly due to co-productions with BBC Studios when both brands need equal prominence or when we need to incorporate the logo of the commissioning channel.

All necessary logo lock-ups have been created as full-colour artwork files that are ready to use.

The following logo lock-ups should only be reproduced from master artworks and should not be redrawn or altered in any way.

For any general design queries, more information or permission for use, please contact:

**[design.team@UKTV.co.uk](mailto:design.team@UKTV.co.uk)**



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UKTV Original and BBC Studios logo lock-up is available for use when both production companies are required.

The brand marks should only be reproduced from master artworks and should not be redrawn or altered in any way.

For any general design queries, more information or permission for use, please contact:

[design.team@UKTV.co.uk](mailto:design.team@UKTV.co.uk)

**BBC**  
**STUDIOS**





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UKTV Original and channel lock-ups are available for use when greater representation is needed for our commissioning channels.

These should not be used across any of our actual productions, but can be used across appropriate marketing communications, such as on-air promos, social media and comms.

The brand marks should only be reproduced from master artworks and should not be redrawn or altered in any way.





Channel logo lock-up:



There are seven channel lock-ups available for use when necessary.

The brand marks should only be reproduced from master artworks and should not be redrawn or altered in any way.

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[design.team@UKTV.co.uk](mailto:design.team@UKTV.co.uk)



# COLOUR PALETTE

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UKTV ORIGINAL  
BRAND STYLE GUIDE

COLOUR PALETTE



Our colour palette is an essential tool in building a distinctive and recognisable brand.

The recommended process colour breakdowns for our palette are detailed with the swatches.

RGB values are provided for screen, including all on-air and web designs, whereas the Hex values are provided for web programmers.

CMYK values are provided for print.

**Note:**  
When printing our teal colour on uncoated paper use PMS 631 C rather than PMS 631 U.

Teal

R 0  
G 185  
B 200

C 75  
M 0  
Y 25  
K 0

HEX  
#00b9c8

White

R 255  
G 255  
B 255

C 0  
M 0  
Y 0  
K 0

HEX  
#ffffff

Dark Grey

R 60  
G 60  
B 60

C 68  
M 62  
Y 60  
K 50

HEX  
#3C3C3C

# TYPEFACE

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UKTV ORIGINAL  
BRAND STYLE GUIDE





UKTV uses one primary typeface.

Archer is a round, contemporary and stylish font that captures the individual, engaging and charming content of our channel portfolio.

This page shows all the weights that should be used when producing our communications material.

Typeface used for all internal and external brand and marketing applications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789£\$?!

Archer Light / Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789£\$?!

Archer Book / Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789£\$?!

Archer Medium / Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789£\$?!

Archer Bold / Italic

If you require this font or need permission for use, please contact:

[design.team@UKTV.co.uk](mailto:design.team@UKTV.co.uk)



Our communications are always typeset in **Archer**.

**Archer** is used in four weights: Light, Book, Medium and Bold.

Headlines are set in upper case.

Sub headings, Secondary and Body copy is set in sentence case and always left aligned.

**ARCHER BOLD HEADLINE COPY**

**ARCHER MEDIUM HEADLINE COPY**

TRACKING = 100PX  
ALWAYS UPPERCASE

Archer Book

Sub Headings, Secondary and Body Copy

Archer Light

Sub Headings, Secondary and Body Copy

Tracking = 0px  
Title and Sentence Case





Additional text on any UKTV Original end card should always be typeset in **Archer**.

Image is for demonstration purposes only.



**Archer**  
**Semi Bold**  
Font Size: 30px  
Tracking: 50





Additional text on any UKTV Original end card should always be typeset in **Archer**.

Image is for demonstration purposes only.



# PRODUCTION PACK ASSETS

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UKTV ORIGINAL  
BRAND STYLE GUIDE



# FRONT CARD

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UKTV ORIGINAL  
BRAND STYLE GUIDE





The UKTV Original animated front card is four seconds in duration and available online as part of the UKTV Original production pack.

For access to the Producer Pack please contact UKTV.





UKTV ORIGINAL  
FRONT CARD

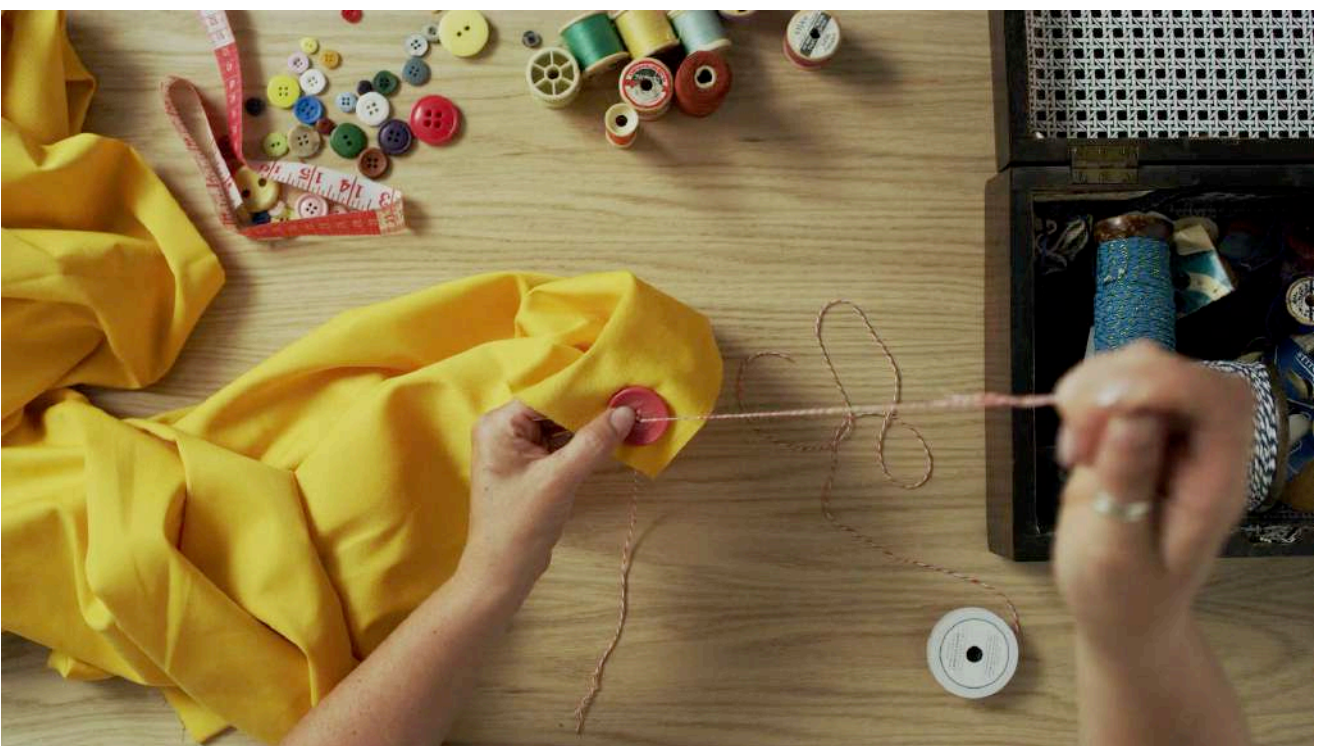
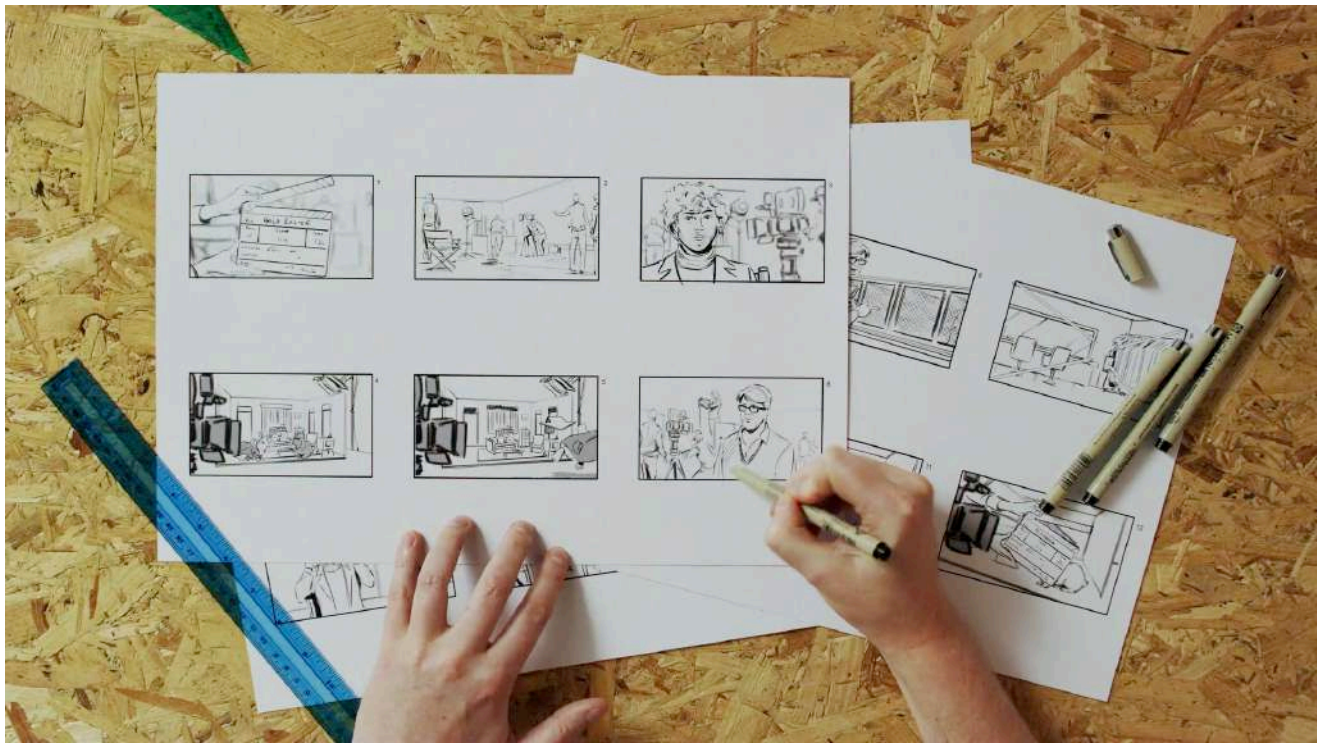
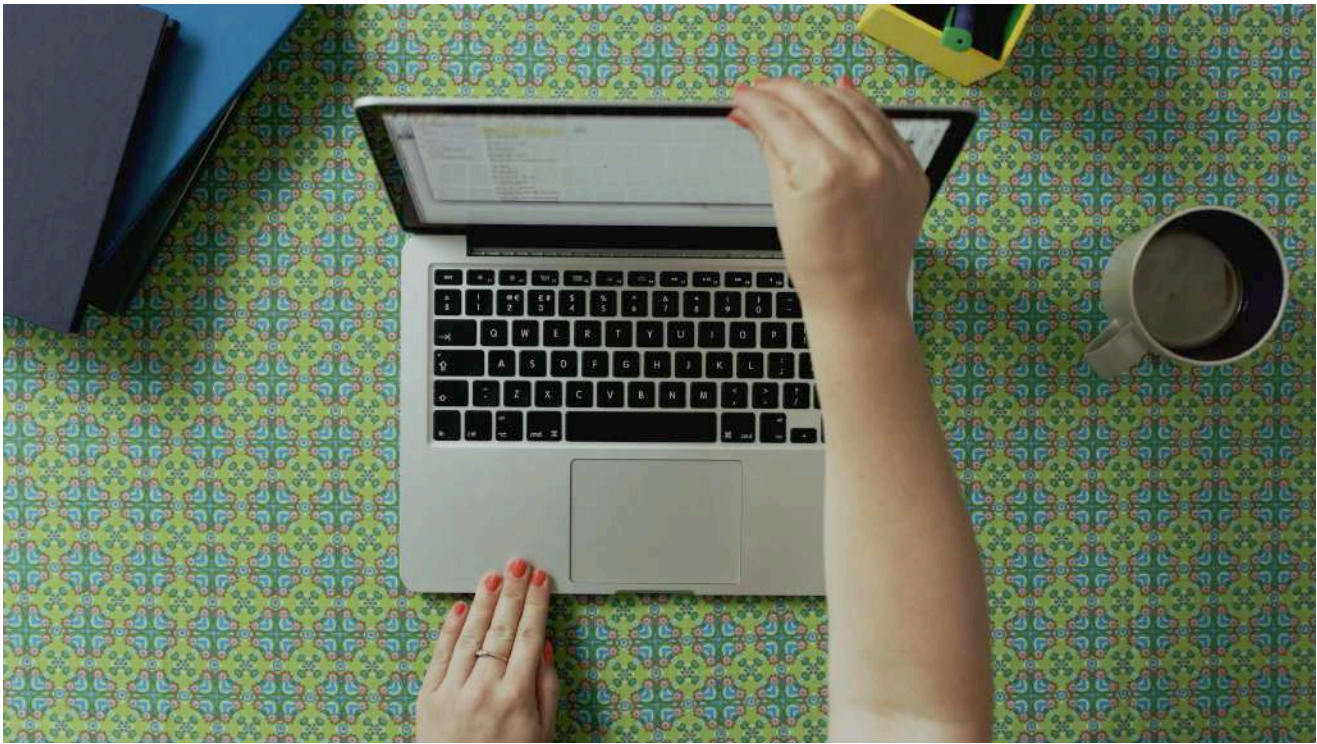


The UKTV Original animated front card consists of a footage-based clip which ends on a logo card.

The front card should always include the audio used in the movie file.

*File type: QuickTime movie*  
*Dimensions: 1920x1080*  
*Codecs: ProRes 422 HQ*  
*Colour profile: HD*  
*Duration: 00:04*  
*Audio Channels: Stereo*

For access to the Producer Pack please contact UKTV.





# FRONT CARD EXAMPLES

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UKTV ORIGINAL  
BRAND STYLE GUIDE



UKTV ORIGINAL  
FRONT CARD



UKTV Original Production

The UKTV Original Production front card should be used at all times unless instructed otherwise.

This is our primary UKTV Original front card.



There are two versions of the front card available for standard UKTV Original productions and BBC Studios co-productions.

A clean (un-branded) version of the front card is also available.

BBC Studios / UKTV Original Production

The BBC Studios and UKTV Original Production front card should only be used during necessary co-productions with BBC Studios.

**Please only use this when instructed and with BBC Studios approval.**

**In all other instances, please use our primary UKTV Original front card.**





# END CARD

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UKTV ORIGINAL  
BRAND STYLE GUIDE





The UKTV Original animated end card is five seconds in duration and available online as part of the UKTV Original production pack.

For access to the Producer Pack please contact UKTV.

Image is example only.





UKTV ORIGINAL  
END CARD

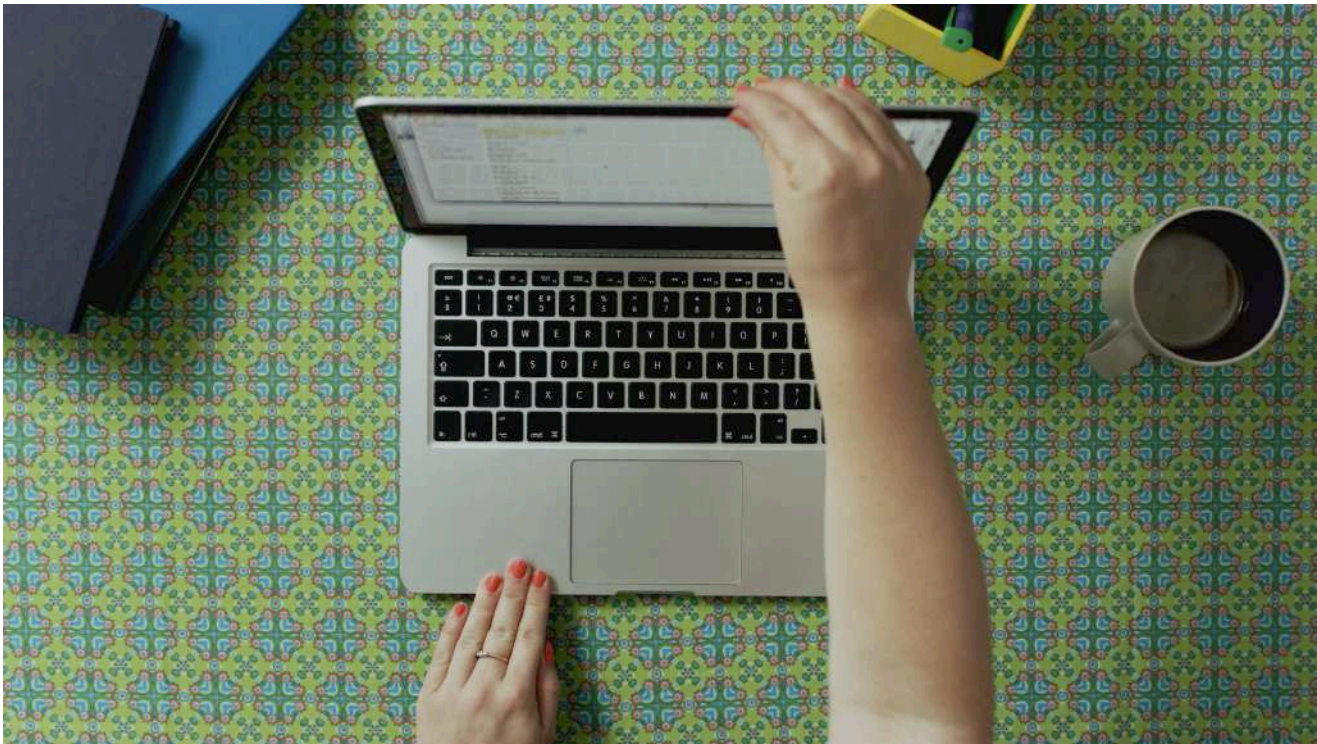


The UKTV Original animated end card consists of a footage-based clip which ends on a production end card.

The end card should always include the audio used in the movie file.

File type: QuickTime movie  
Dimensions: 1920x1080  
Codecs: ProRes 422 HQ  
Colour profile: HD  
Duration: 00:05  
Audio Channels: Stereo

For access to the Producer Pack please contact UKTV.







The UKTV Original end card is five seconds in duration and is supplied clean in order for the production company/companies to insert their own logo/s.

All logos must be scaled correctly and carefully positioned to be as aesthetically pleasing as possible.

Logos should always be placed under the UKTV Original logo.

Logos should appear at 00:01:10 once the end board is revealed.

Please ensure the correct year appears in the copyright line.





UKTV ORIGINAL  
END CARD



UKTV Original Production Company

This example uses a moderately sized logo with sufficient space for one or two logos.

Please ensure you use the correct version when selecting your end card template.

There are two versions of the end board to allow for the appropriate amount of space.

The first end card is designed for one or two logos.

The second end card is designed for multiple logos (more than two)

For access to the Producer Pack please contact UKTV.

Please ensure you use the correct version when selecting your end card template.

UKTV Original Production Company Multiple

This example uses a smaller sized logo with sufficient space for multiple logos (i.e. more than two logos)

Please ensure you use the correct version when selecting your end card template.





# END CARD EXAMPLES

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UKTV ORIGINAL  
BRAND STYLE GUIDE



UKTV ORIGINAL  
END CARD



End Card Example 01:

*UKTV Original Production  
by ‘production company’*

The UKTV Original Production front card should be used at all times unless told otherwise.

Here are a series of end card examples to ensure you select the correct template and insert all logos correctly.

Please follow these examples as a guide when using the Producer Pack.

For access to the Producer Pack please contact UKTV.

End Card Example 02:

*UKTV Original Production  
by multiple ‘production companies’*

The UKTV Original Production front card should be used at all times unless told otherwise.







End Card Example 03:

*BBC Studios / UKTV Original Production  
by ‘production company’*

The UKTV Original Production front card should be used at all times unless told otherwise.

**Please only use this when instructed and with BBC Studios approval.**  
**In all other instances, please use our primary UKTV Original front card.**

Here are a series of end card examples to ensure you select the correct template and insert all logos correctly.

Please follow these examples as a guide when using the Producer Pack.

For access to the Producer Pack please contact UKTV.

End Card Example 04:

*BBC Studios / UKTV Original Production  
by multiple ‘production companies’*

The UKTV Original Production front card should be used at all times unless told otherwise.

**Please only use this when instructed and with BBC Studios approval.**  
**In all other instances, please use our primary UKTV Original front card.**







End Card Example 05:

*BBC Studios / UKTV Original Production*  
*produced by BBC Studios*

The UKTV Original Production front card should be used at all times unless told otherwise.

**Please only use this when instructed and with BBC Studios approval.**  
**In all other instances, please use our primary UKTV Original front card.**

Here are a series of end card examples to ensure you select the correct template and insert all logos correctly.

Please follow these examples as a guide when using the Producer Pack.

For access to the Producer Pack please contact UKTV.

End Card Example 06:

*BBC Studios / UKTV Original Production*

The UKTV Original Production front card should be used at all times unless told otherwise.

**Please only use this when instructed and with BBC Studios approval.**  
**In all other instances, please use our primary UKTV Original front card.**



# END CARD ADDITIONAL LOGOS

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UKTV ORIGINAL  
BRAND STYLE GUIDE



UKTV ORIGINAL  
END CARD  
ADDITIONAL LOGOS



Here is an example of how to use additional logos.

The example on this page shows where to place the Albert Carbon Neutral Sustainable Production Logo.

Additional logos and copyright lines must be supplied and included separately.





UKTV ORIGINAL  
END CARD  
ADDITIONAL LOGOS



Here is an example of how to use additional logos.

The example on this page shows where to place the UK Government and Albert Carbon Neutral Sustainable Production Logo.

Additional logos and copyright lines must be supplied and included separately.





UKTV ORIGINAL  
END CARD  
ADDITIONAL LOGOS

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Here are some example of how to use additional logos.

Please use this as a guide for any other occasions that require additional logos.

Where possible, please place additional logos centred at the bottom of the screen, just above the copyright line.

Additional logos and copyright lines must be supplied and included separately.

Example 01:

*Albert Carbon Neutral Sustainable Production Logo*

The example on this page shows where to place the Albert Carbon Neutral Sustainable Production logo - the authority on environmental sustainability for film + TV.

Please place this logo centred at the bottom of the screen, just above the dated copyright line.

Additional logos must be supplied and included separately.

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Example 02:

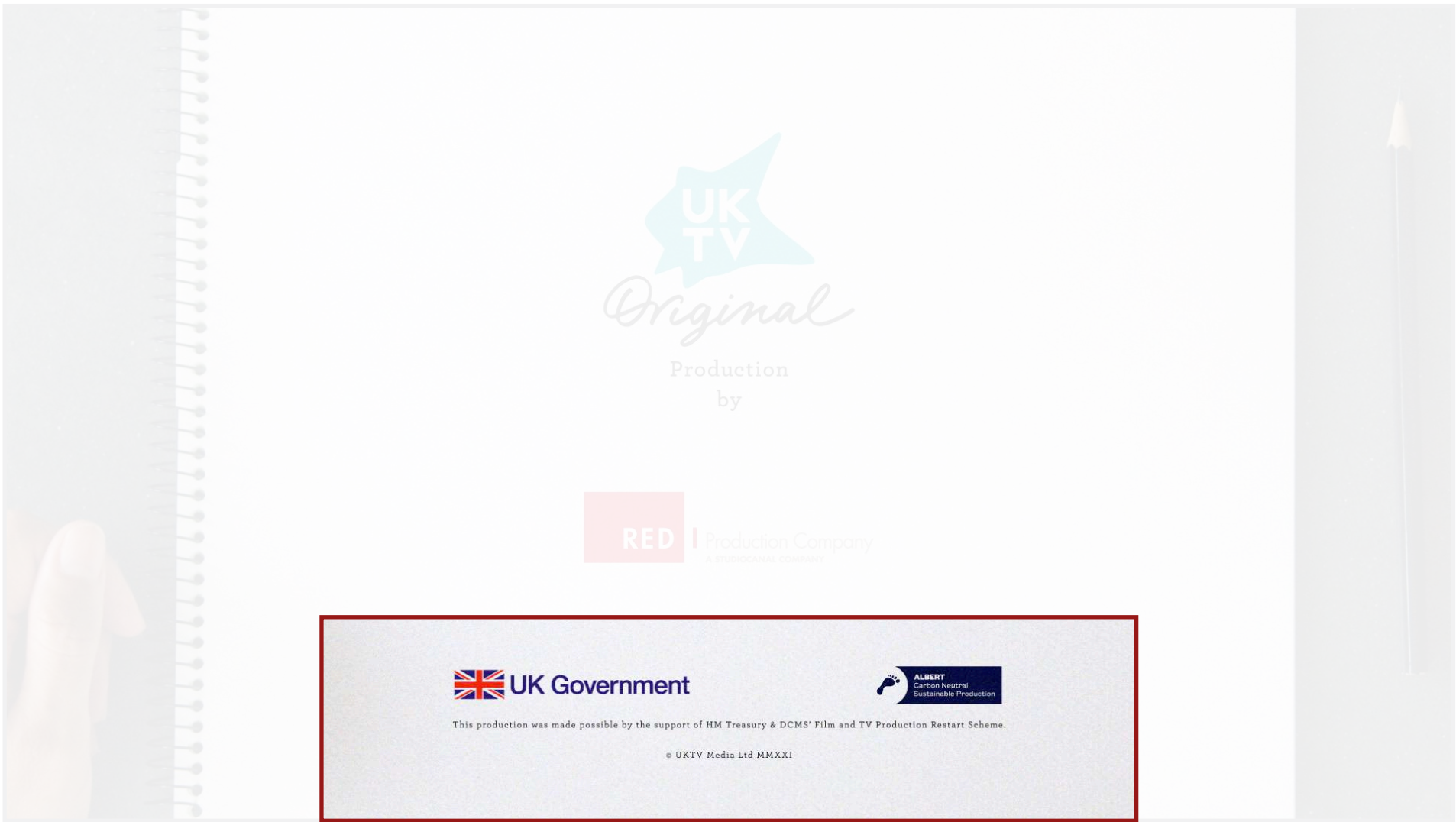
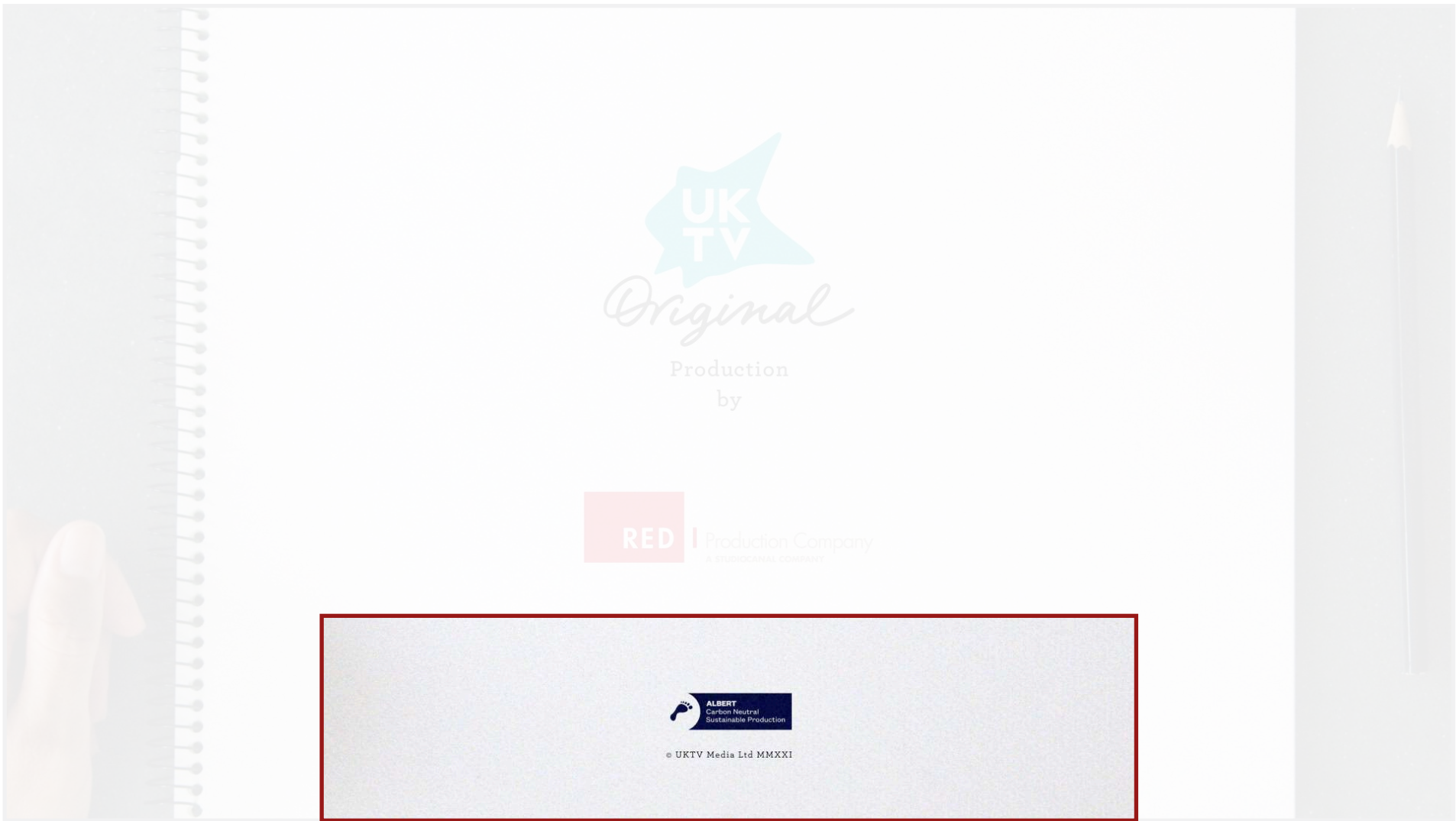
*UK Government / Albert Carbon Neutral Sustainable Production Logo*

The example on this page shows where to place the UK Government and Albert Carbon Neutral Sustainable Production Logo.

Please ensure you use the correct copyright line with these logos.  
Please place this logo centred at the bottom of the screen, just above the copyright lines.

Additional logos and copyright must be supplied and included separately.

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# TALK TO US

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Consistency is critical to our brand's success. And that means everyone taking responsibility for sticking to these guidelines.

If you need any help, you think some information is missing or you need a second opinion, ask.

That's what we're here for.

[productionmanagement@uktv.co.uk](mailto:productionmanagement@uktv.co.uk)  
or  
[design.team@uktv.co.uk](mailto:design.team@uktv.co.uk)



CONTACTS

For any general queries or more information, please contact:

productionmanagement@uktv.co.uk  
or  
design.team@uktv.co.uk

