



British Board of Film Classification

3 Soho Square London W1D 3HD t:020 7440 1570 f:020 7287 0141 www.bbfc.co.uk

Age Ratings You Trust

## Cinema BBFCinsight - Guidance for Distributors

(Updated March 2013)

The BBFC welcomes the decision of film distributors, through the FDA, to include BBFCinsight in cinema release publicity for all films, regardless of category.

This updated Guidance serves to refresh distributors, in a clearer manner, with regard to the current requirements on the display of BBFCinsight. Distributors should note that, following discussion with the FDA, *the requirement on the positioning of BBFCinsight in print ads / posters has been revised to allow more flexibility in terms of the graphic design of the ads without compromising the legibility of BBFCinsight.*

### Overarching Requirements:

- BBFCinsight must be displayed in cinema release publicity for **ALL** films, regardless of category.
- BBFCinsight must be displayed in a prominent and legible manner in every instance.

The following guidance should enable the BBFCinsight to be displayed in a prominent and legible manner:

### Minimum Requirements:

#### 1) Print ads

##### *Box size*

- Should not be less than 25mm x 5mm.

##### *Colour combination*

- A white box with dark type as per examples is recommended. Other colour combinations are acceptable if there is no reduction in visibility.

##### *Positioning of BBFCinsight*

- Category and BBFCinsight (split over two lines) should be displayed at the end of the title or directly below it. If the above cannot be achieved because of artistic or practical reasons, the BBFCinsight should be displayed immediately adjacent to the release date or the venues. BBFCinsight should not be displayed in the credits/logos block.

#### 2) Posters

##### *Box size*

- On a quad poster, should not be less than 100mm x 20mm, unless the BBFCinsight comprises less than 35 characters (including spaces and punctuation) in which case the box size can be reduced to 75mm x 20mm. The same ratio of caption size to poster size should be used for larger posters. Caption size for smaller posters may be reduced in proportion but should not be less than 25mm x 5mm.

##### *Colour combination*

- A white box with dark type as per examples is recommended. Other colour combinations are acceptable if there is no reduction in visibility.

##### *Positioning*

- Category and BBFCinsight (split over two lines) should be displayed at end of the title or directly below it. If the above cannot be achieved because of artistic or practical reasons, the BBFCinsight should be displayed immediately adjacent to the release date or the venues. BBFCinsight should not be displayed in the credits/logos block.



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### 3) TV Spots

- Category to be displayed as normal.
- BBFCinsight to appear in full for at least five seconds on all spots over 10 seconds duration. This may be reduced to three seconds for 10 second spots.
- BBFCinsight must be clear and large enough to be read by the average viewer in the time available. It does not need to be placed in a box
- BBFCinsight may appear over any part of the advert but if appearing on a final title BBFCinsight it should be placed directly below the title.

For further advice on issues relating to BBFCinsight please do not hesitate to contact the client helpline on 020 7440 0299 or at [helpline@bbfc.co.uk](mailto:helpline@bbfc.co.uk)

### Examples for Use on Posters and Print Ads:

#### *Actual size for quad posters:*

For BBFCinsight comprising less than 35 characters (including spaces and punctuation): min 75mm x 20mm



For BBFCinsight comprising 35 characters or more (including spaces and punctuation): min 100mm x 20mm



**NB. Minimum size for smaller posters and print ads: 25mm x 5mm**