



ITV Guide to Sponsors

Version 2.0
01.07.08

This guide has been designed to help sponsors provide their logo to ITV in the best format for its incorporation into on-air graphics, and to highlight some of the restrictions of the medium. Sponsorship branding will be included on trailer promo end board and URL announcements. The layouts of these graphics have been carefully designed to balance all this information on screen while complying with Ofcom guidelines.

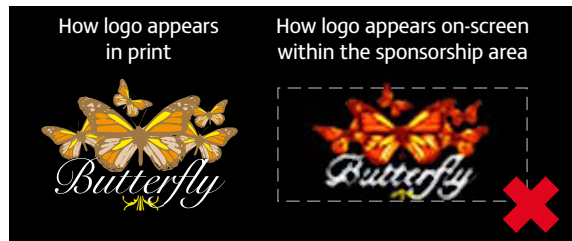
The promo end board provides a signpost for viewing audiences by giving them all the relevant programme details. It carries the ITV channel branding, the programme title, the day and time of transmission, the URL, additional information (such as “new series”), in some cases imagery from the programme, and sponsorship.

URL announcements follow the programme to guide audiences to the ITV website for additional resources and backup material.

Your Logo's Appearance

Complexity

The more intricate a design is, the smaller its elements will appear on screen. To avoid the details merging, filling in or blurring, we recommend your simplest, strongest logo version be used.



The logo is too complex for the screen, meaning detail is lost and the strong colours are bleeding into each other.

Typography

Lettering with exaggerated differences between elements of the type (for example, where some of the text comprises very thin lines and the rest very thick) tends to be the most problematic and may lose integrity on screen. Likewise, lettering of a very heavy weight may fill in, and very light weight lettering may break-up.

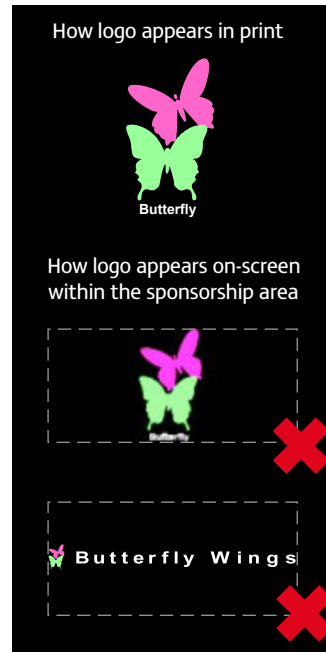
Typography that combines effects (graduations, outlines, drop shadows, halos, cross hatching, etc) may decrease legibility and will not reproduce well on screen. For these reasons we recommend that you choose the clearest and simplest typographic version of your logo.



The strong, simple, white on black logo works well on-screen.

Proportion

The area available for the sponsor's logo is landscape in orientation. If the logo is at odds with this proportion it will need to be reduced until it fits within the maximum height or width allowed. This means that the readability of some logos will suffer. If, for example, the logo is very tall with small lettering, the text element may become too small to read when the logo is scaled down to fit.



The tall shape of the logo means that the wording underneath is lost when shown on-screen.

The long shape of the logo means that it appears at a very small size in order to fit the maximum area.

Background

As will be shown the different ITV channels have different coloured backgrounds. When submitting your logo be mindful of the channel on which it will appear, for example a predominantly green logo will struggle to read on an ITV2 promo end board or URL.

If your brand guidelines do not allow variations in the logo to solve such colour conflicts your logo will be placed within a white box and scaled down to fit the maximum parameters of the sponsorship logo area.



This will reduce the overall size of the logo, but will ensure its legibility.

Colour

Television is an additive light medium. This means areas of highly luminant (strong) colours in conjunction with each other, particularly where the contrast is low (of similar darkness or brightness), will appear to bleed into each other. This effect is exaggerated when logos are small on screen. Pure reds can blur and buzz, pure blues may recede and wash into the surrounding colours.

Very dark or very light shades of colours may appear to bleach to black or white.

How logo appears in print



How logo can appear on screen



Promo end boards and URLs

The following examples give an indication of the position and size at which sponsorship logos will appear.

ITV1

The maximum area allowed for sponsors' logos on ITV1 promo end boards and URLs is limited to **138 x 80** widescreen pixels. The background colour is predominantly black, except daytime which is predominantly white. The URL and multichannel end boards follow the same pattern.

ITV2

The maximum area allowed for sponsors' logos on ITV2 promo end boards and URLs is limited to **157 x 102** widescreen pixels. The background colour is green (RGB values: 112,182,44) at 80% over a moving image from the programme. The URL sponsorship area is the same size as the ITV1 area.

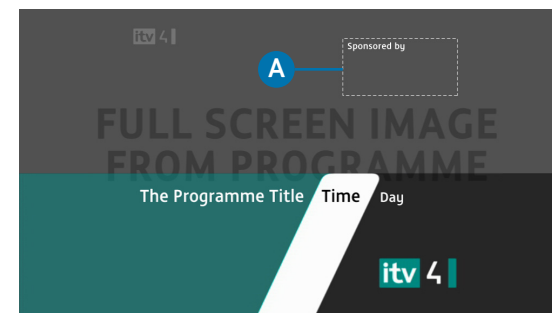
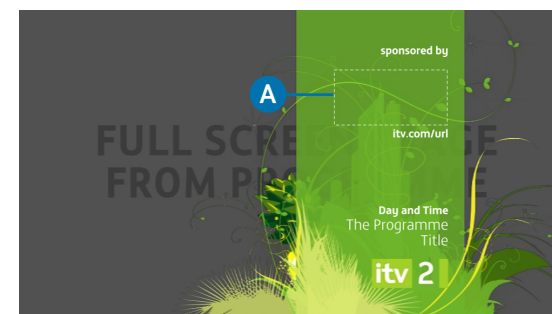
ITV3

The maximum area allowed for sponsors' logos on ITV3 promo end boards and URLs is limited to **130 x 85** widescreen pixels. The background colour is dark red (RGB values: 56,3,3)

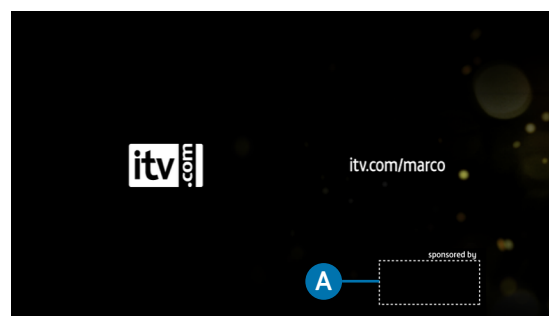
ITV4

The maximum area allowed for sponsors' logos on ITV4 promo end boards and URLs is limited to **159 x 105** widescreen pixels. This area also has to include the text "sponsored by". The background is a moving image from the programme.

Promo End Board Examples - ITV1, ITV2, ITV3 and ITV4



URL Examples - ITV1 and ITV2



A Maximum Area

Logo File Types

When you send us your broadcast artwork, please ensure it contains all the elements required and is one of the following file types (listed in order of preference);

Adobe Illustrator CS2 or earlier (.ai) - or vector based EPS (.eps)

PDF (.pdf)

Adobe Photoshop CS2 or earlier (.psd), with the logo matte as a separate layer or alpha channel if a cut-out is required,

TIFF (.tif), with an accompanying cut-out as a separate matte file if needed.

JPEG (.jpg), with an accompanying cut-out as a separate matte file if needed.

Photoshop, TIFF and JPEG files **must be high resolution** (a minimum of 500 pixels in width). The colour format needs to be set to RGB in order to preserve the colour integrity and picture quality.

Do not send compressed files or folders. We cannot uncompress .zip files.

In addition to the broadcast artwork, please provide a medium resolution JPEG copy for general viewing purposes.