



# Design Guidelines & UX Principals

# Colour Palette



BLACK  
#000000



ALMOST BLACK  
#111111



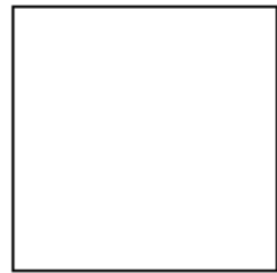
DARK GREY  
#222222



MID GREY  
#666666



LIGHT GREY  
#CCCCCC



WHITE  
#FFFFFF



BLUE  
#55C4F5



DARK BLUE  
#0396C8

# Logo Lockup

Horizontal

B B C ▶ Player



Stacked

B B C  
▶ Player



Icon

B B C  
▶



# Logo Usage

On Black



On White



On Colour



White on Black



Black on White



On Image



# Typography Typefaces

Gill Sans  
primary font

GILL SANS LIGHT (HEADERS ONLY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

GILL SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

GILL SANS SEMI-BOLD (BADGES)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# Typography Typefaces

Arial  
supporting font

ARIAL REGULAR (BODY COPY ONLY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ARIAL BOLD (BOLD BODY COPY ONLY)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

# Typography Font Styles

VIEWPORT 770 > (DESKTOP)      VIEWPORT 770 - 600 (TABLET APP)      VIEWPORT < 320 (MOBILE APP)

Header 1

Gill Sans Light 48px    Gill Sans Light 40px    Gill Sans Light 30px

Header 2

Gill Sans Light 40px    Gill Sans Light 30px    Gill Sans Regular 21px

Lightbox header

Gill Sans Light 30px    Gill Sans Light 30px    Gill Sans Regular 21px

Header 3

Gill Sans Regular 21px    Gill Sans Regular 21px    Gill Sans Regular 18px

# Typography Font Styles

VIEWPORT 770 > (DESKTOP)

VIEWPORT 770 - 600 (TABLET APP)

VIEWPORT < 320 (MOBILE APP)

Programme

Gill Sans Light 18px

Gill Sans Light 18px

Gill Sans Light 16px

Gill Sans Light 16px

Gill Sans Light 16px

Gill Sans Light 16px

Badges

GILL SANS SEMI-BOLD 12PX

GILL SANS SEMI-BOLD 12PX

GILL SANS SEMI-BOLD 12PX

Body Copy

Arial Regular 14px

Arial Regular 14px

Arial Regular 14px

**Arial Bold 14px**

**Arial Bold 14px**

**Arial Bold 14px**



# Typography Font Styles

Gill Sans

FONT SIZE PX	LINE SPACING PX	TRACKING	COLOUR	HOVER / TOUCH	COLOUR	HOVER / TOUCH
48	52	-20	#	#027FA9	#FFF	#55C4F5
40	44	-20	#	#027FA9	#FFF	#55C4F5
30	34	-20	#	#027FA9	#FFF	#55C4F5
21	24	-20	#	#027FA9	#FFF	#55C4F5

# Typography Font Styles

Gill Sans

FONT SIZE PX	LINE SPACING PX	TRACKING	COLOUR	HOVER / TOUCH	COLOUR	HOVER / TOUCH
18	21	-20	#111 <a href="#">#027FA9 link</a>	#027FA9 <a href="#">#027FA9 link</a>	#FFF	#55C4F5
16	20		#111 #666 <a href="#">#027FA9 link</a>	#027FA9 <a href="#">#027FA9 link</a>	#FFF #CC	#55C4F5
12			#111		#55C4F5	
14px	18px		#666 <a href="#">#027FA9 Link</a>	#027FA9 Link <a href="#">#027FA9 Link</a>	#CCC #999 <a href="#">#55C4F5 Link</a>	<a href="#">#55C4F5 Link</a>

Arial

# Icons

## Global



## Navigation



## Feedback



## Programme



## Playback



# Parental Guidance

Guidance



LOCKED



UNLOCKED

Singapore

G

PG

PG13

NC16

M18

R21

Malaysia

U

PG14

PG18

18

# Form Styling

Input field

Input Field 1

Input Field 2

Additional  
information space

Input Field 3

Button

Input Field 1

Input Field 2

Additional  
information space

Input Field 3

Button

Paragraph field

Text Field

Text Field

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras imperdiet dui maximus tortor sodales lobortis. Fusce varius mi at varius sagittis. Proin in lorem non urna finibus efficitur a non

# Form Styling

## Dropdowns

### Dropdown

 ▼

### Dropdown

 ▼ ▼  
Menu 1  
Menu 2  
Menu 3

## Other elements

### Check box

 Check this out

### Radio Button

 Option 1  Option 2  Option 3

### Date Dropdown

 ▼  ▼

### Date Dropdown

 ▼  ▼

### Toggle

 Selected toggle  Non-selected toggle

### Check box

 Check this out

### Radio Button

 Option 1  Option 2  Option 3

# Form Validation

## Desktop/Tablet

Default

**Password must be**  
Minimum of 8 characters.

Focus

Valid

Error - Mild

**Password must be**  
Minimum of 8 characters.

Confirmation

 You have successfully reset your password

Error message

There was an error with setting your Parental Guidance PIN, please try again.

## Mobile

**Password must be**  
Minimum of 8 characters.

**Password must be**  
Minimum of 8 characters.

# Buttons Text

Active

Hover/Touch

Inactive

Active

Background colour

Save

Save

Cancel

Explore

12 Programmes  
View Collection

Sign In

Upgrade Now

Save

Cancel

Explore

12 Programmes  
View Collection

Sign In

Upgrade Now

Hover/Touch

Save

Cancel

Explore

12 Programmes  
View Collection

Sign In

Upgrade Now



# Buttons Graphical

Active

Hover/Touch

Hero Play Button

Hero Carousel

Content Carousel

Accordion

Close/Remove

Active

Hover/Touch



# Buttons Download

Active

Touch

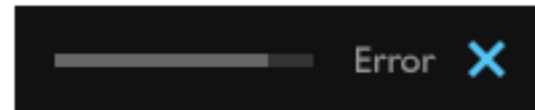
Download



Queued/In progress



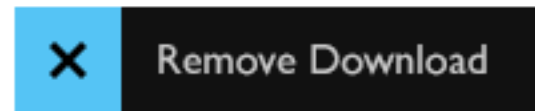
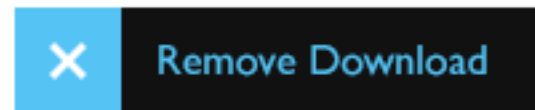
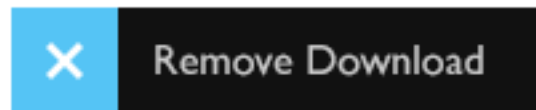
Error



On device



Remove download



# Buttons Watchlist

Responsive Web

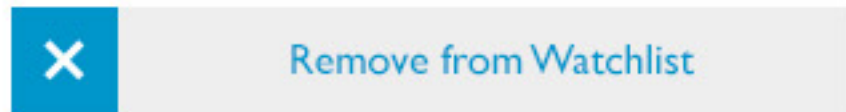


Watchlist item

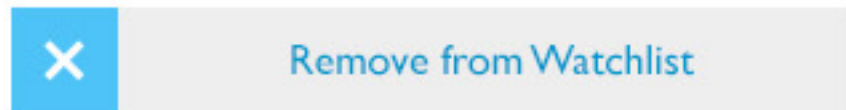
Hover/touch



Slide out



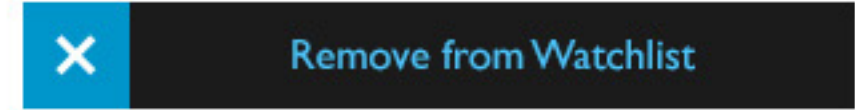
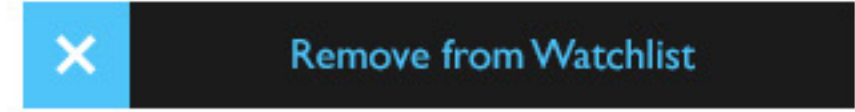
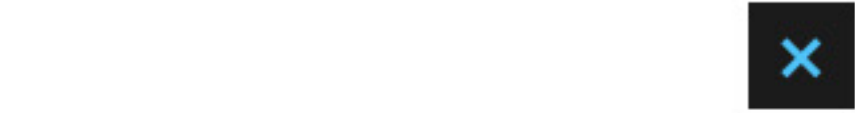
Close hover/touch



Remove hover/touch



App



# Interactions Hover/Touch

Active



Sherlock  
Season 3 : I.The Empty Hearse  
Available 14 days | **BBC FIRST**

Hover

White Opacity 20%



Sherlock  
Season 3 : I.The Empty Hearse  
Available 14 days | **BBC FIRST**

Active

N/A

Touch

N/A

Programme thumbnail

Not signed in

Signed in



Sherlock  
Season 3 : I.The Empty Hearse  
Available 14 days | **BBC FIRST**



Sherlock  
Season 3 : I.The Empty Hearse  
Available 14 days | **BBC FIRST**



Sherlock  
Season 3 : I.The Empty Hearse



Sherlock  
Season 3 : I.The Empty Hearse

# Interactions Hover/Touch

Active



Hover



White Opacity 20%

Touch

N/A

Programme

Not signed in

Signed in



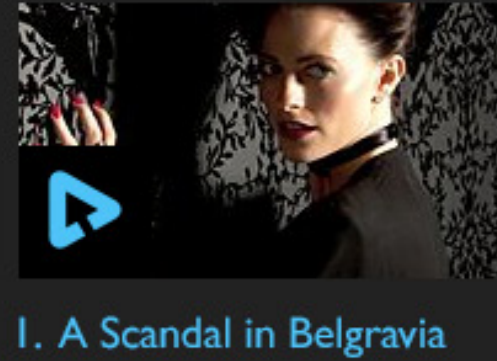
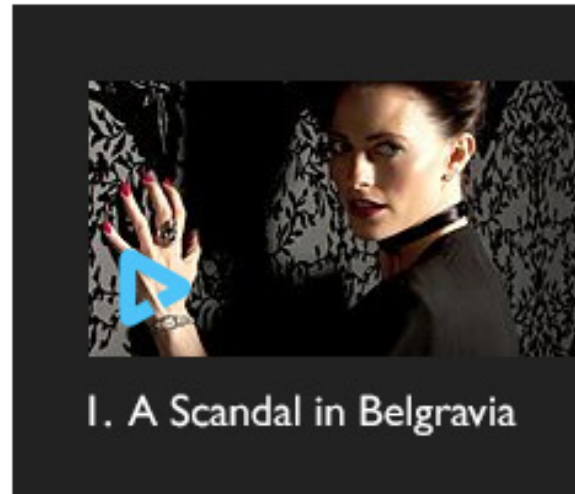
# Interactions Hover/Touch

Active

Hover

Touch

Episode Tray  
(on brand page)



Pictorial Navigation:  
Programme brand



Pictorial Navigation:  
Channel badge



White Opacity 20%

N/A

# Interactions Programme Carousel

Beginning



Sherlock  
Season 3 : 1. The Empty Hearse



The Great British Bake Off  
Season 5



Wild China



Louis Theroux  
The Most Hated Family in America

Middle



Top Gear UK  
50 Years of Bond Cars: A Top Gear...



Human Universe  
3. Are We Alone?



MasterChef UK  
Season 11



The Little Paris Kitchen: Cook...

End



Charlie and Lola  
Season 2: 8. Lucky, Lucky Me



David Beckham Into the Unknown



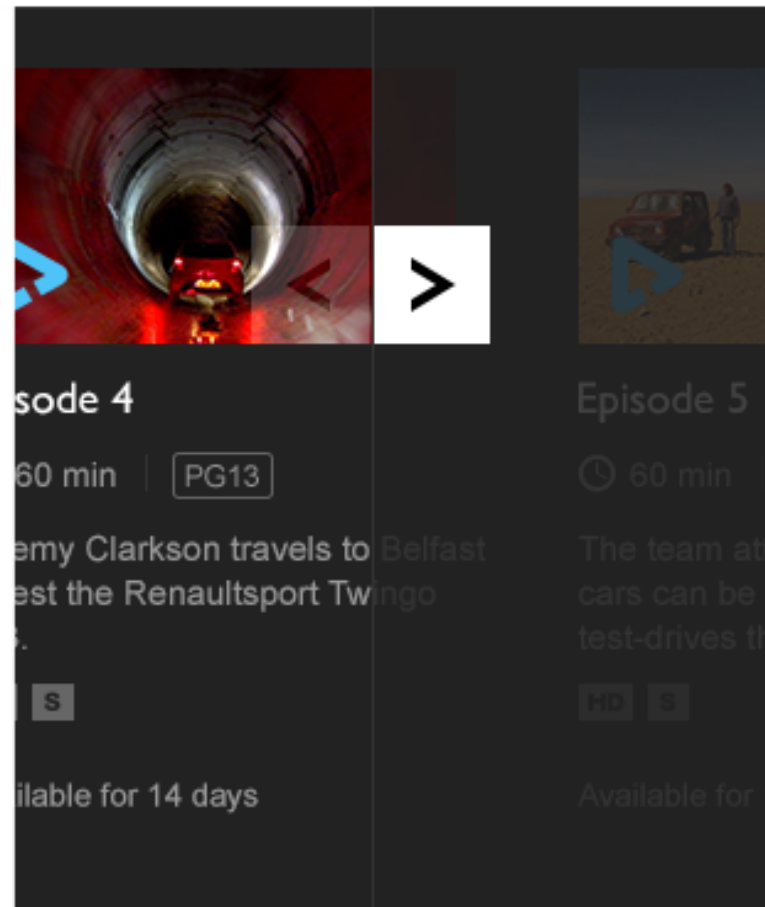
Shark  
Episode 3



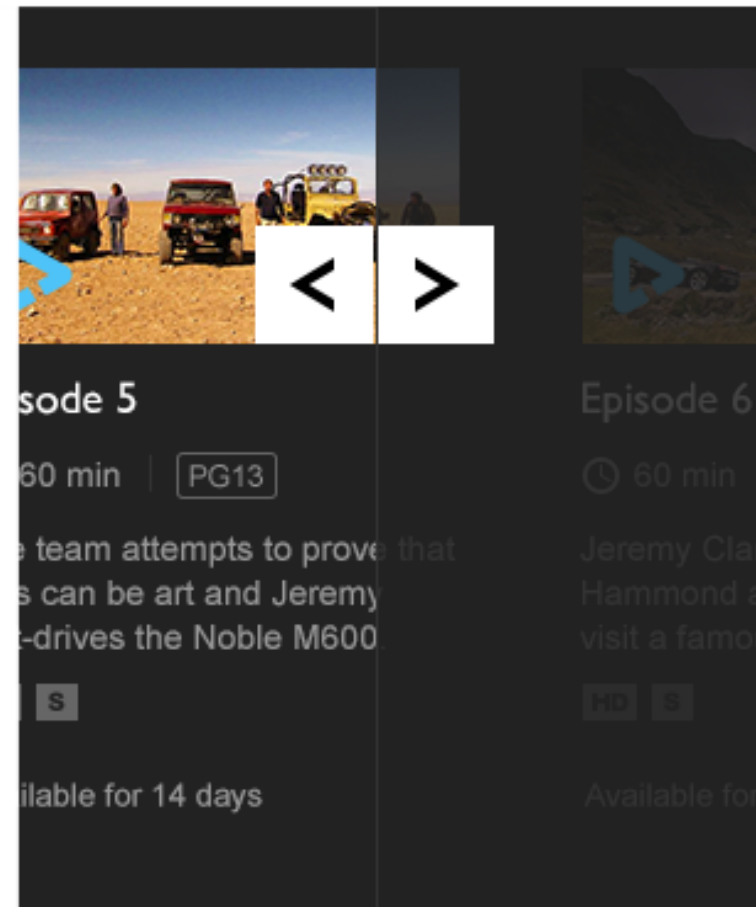
Planet Earth  
5. Deserts

# Interactions Episode Carousel

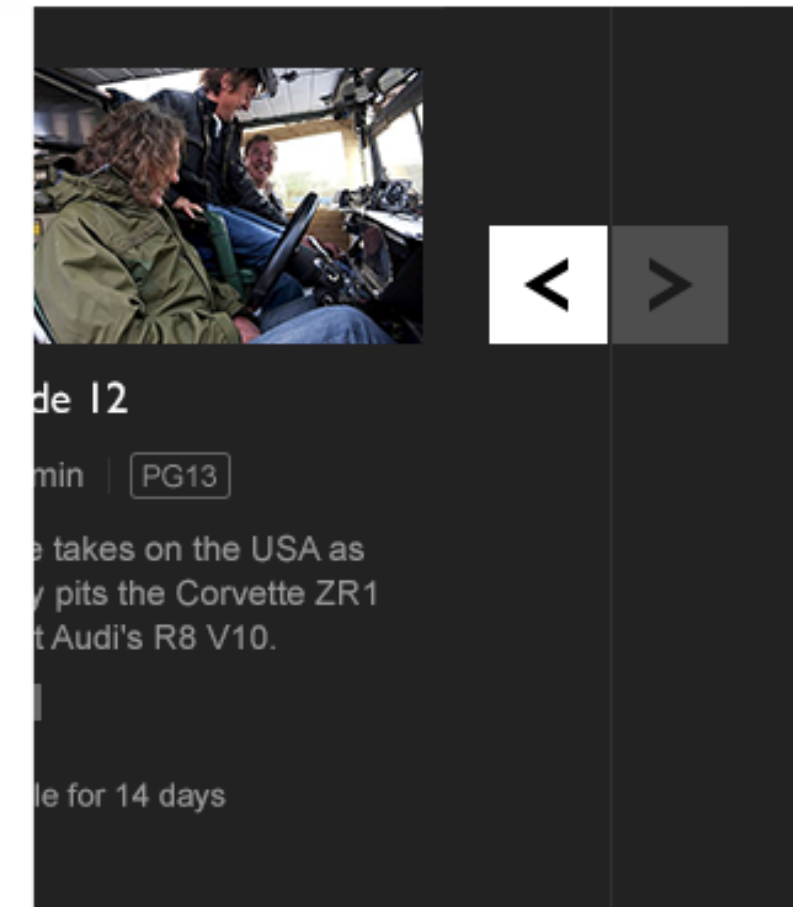
Beginning



Middle



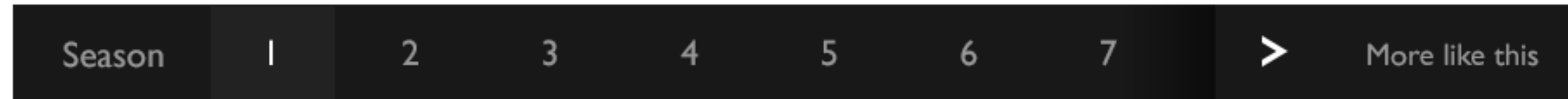
End



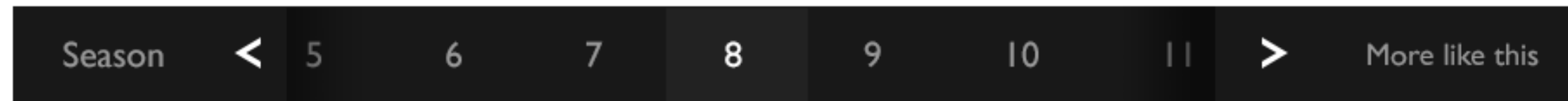


# Interactions Season Carousel

Beginning



Middle



End



# Interactions Season Carousel

One Off Programme



Orphan Season  
Continuous Season  
Episode Collection



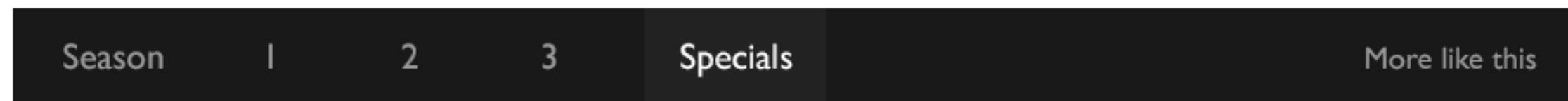
Including 'More like this'



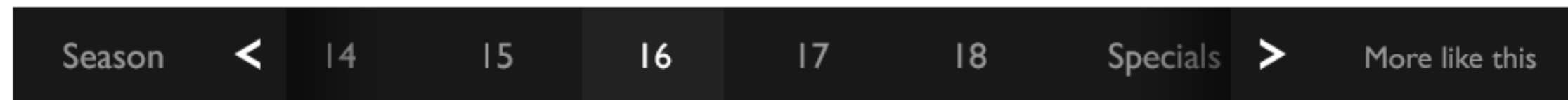
Seasons



Seasons with Specials



Many Seasons with  
Specials



# Interactions Episode Carousel

Watched

Continue Watching

Watching

Not Watched



Episode 1

🕒 60 min | PG13

Europe takes on the USA as Jeremy pits the Corvette ZR1 against Audi's R8 V10.

HD S

Available for 14 days



Episode 2

🕒 60 min | PG13

The three take V8-engined sports cars on a gruelling journey through Patagonia.

HD S

Available for 14 days



Episode 3

🕒 60 min | PG13

The team attempts to prove that cars can be art and Jeremy test-drives the Noble M600.

HD S

Available for 14 days



Episode 4

🕒 60 min | PG13

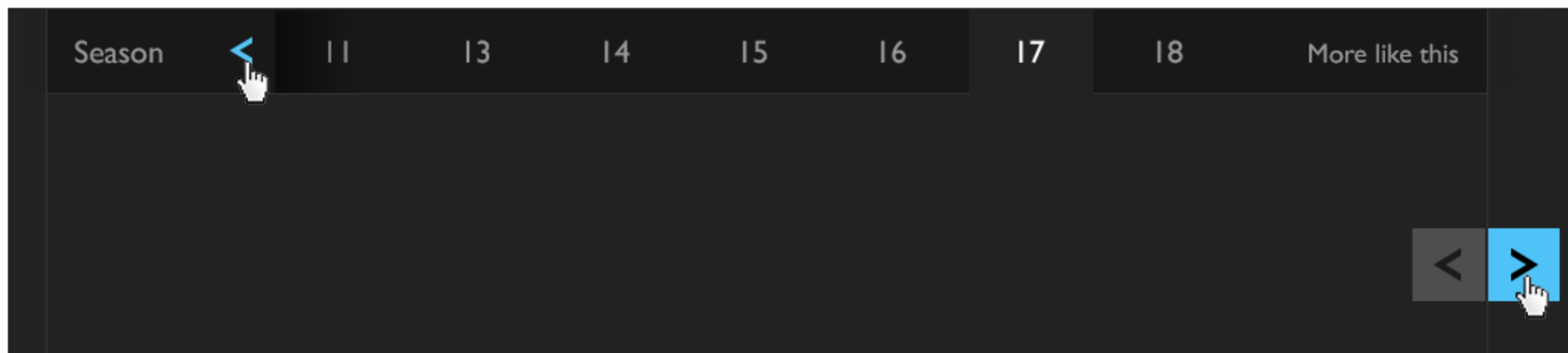
Jeremy Clarkson travels to Belfast to test the Renaultsport Twingo 133.

HD S

Available for 14 days

# Interactions Episode Tray

Hover / Touch States



# Channels

Badge 4:3

Navigation 16:10

Horizontal

First



177 x 24

Brit



164 x 24

Earth



190 x 31

Lifestyle



203 x 30

World News



319 x 24

Cbeebies



156 x 68

# Loading Spinner Animation

Large



Medium



Small



# Loading Spinner Launching App

NOTE:

Loading spinner size

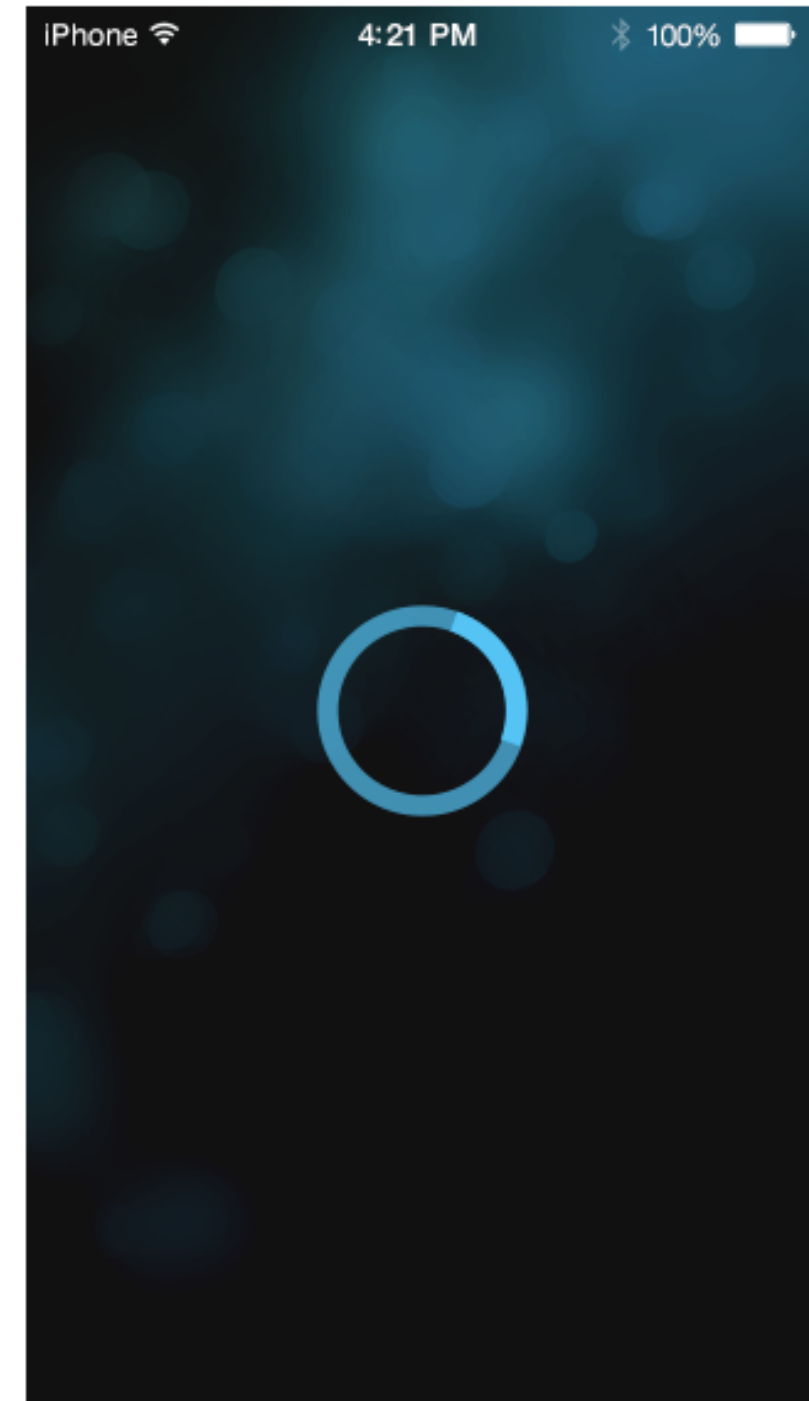
**App Device**

Tablet - Large

Mobile - Medium



Splash screen displays for 2 seconds (before loading)



Loading spinner displays until content is available

# Loading Spinner Playback

## NOTE:

Loading spinner size

### Web Viewport

980 ~ 771px - Large

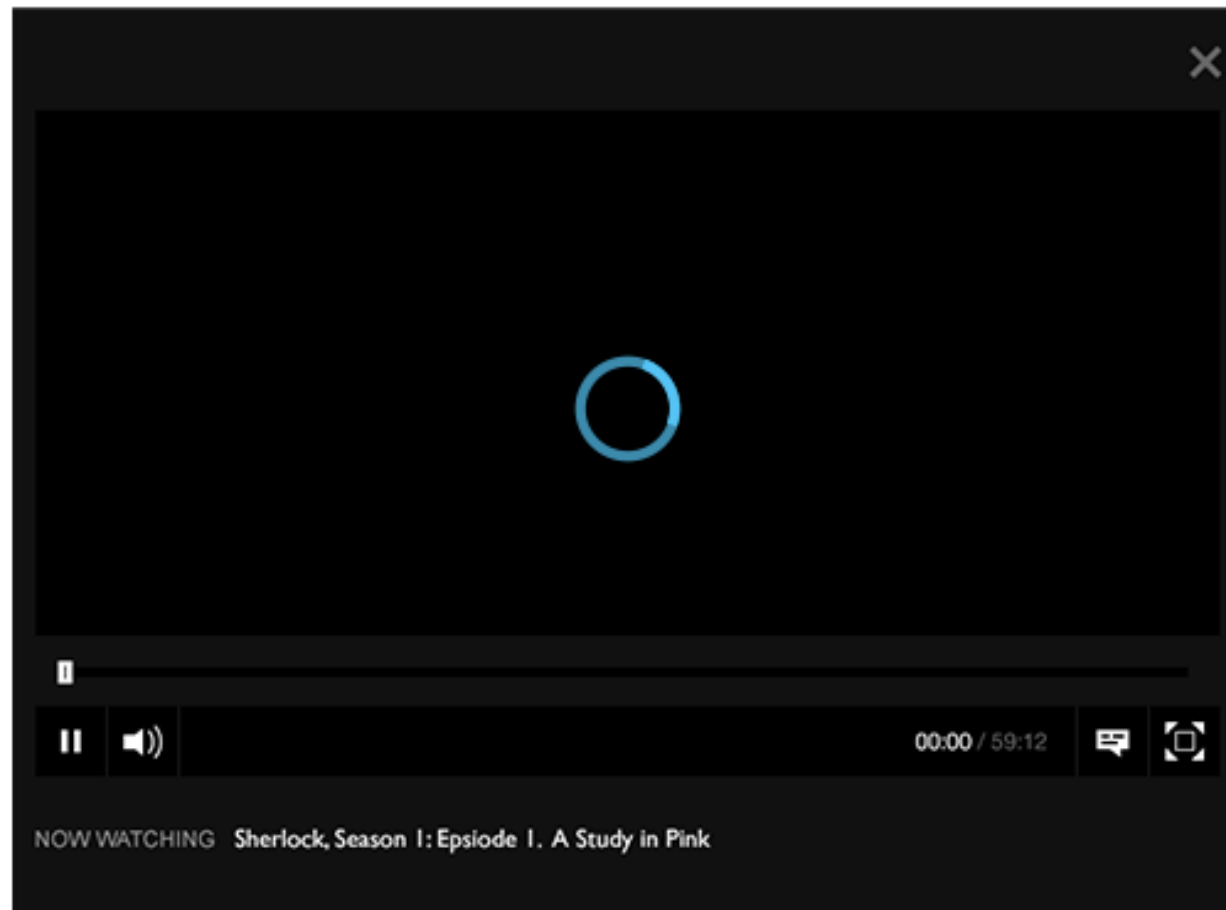
770 ~ 601px - Medium

600 ~ 320px - Small

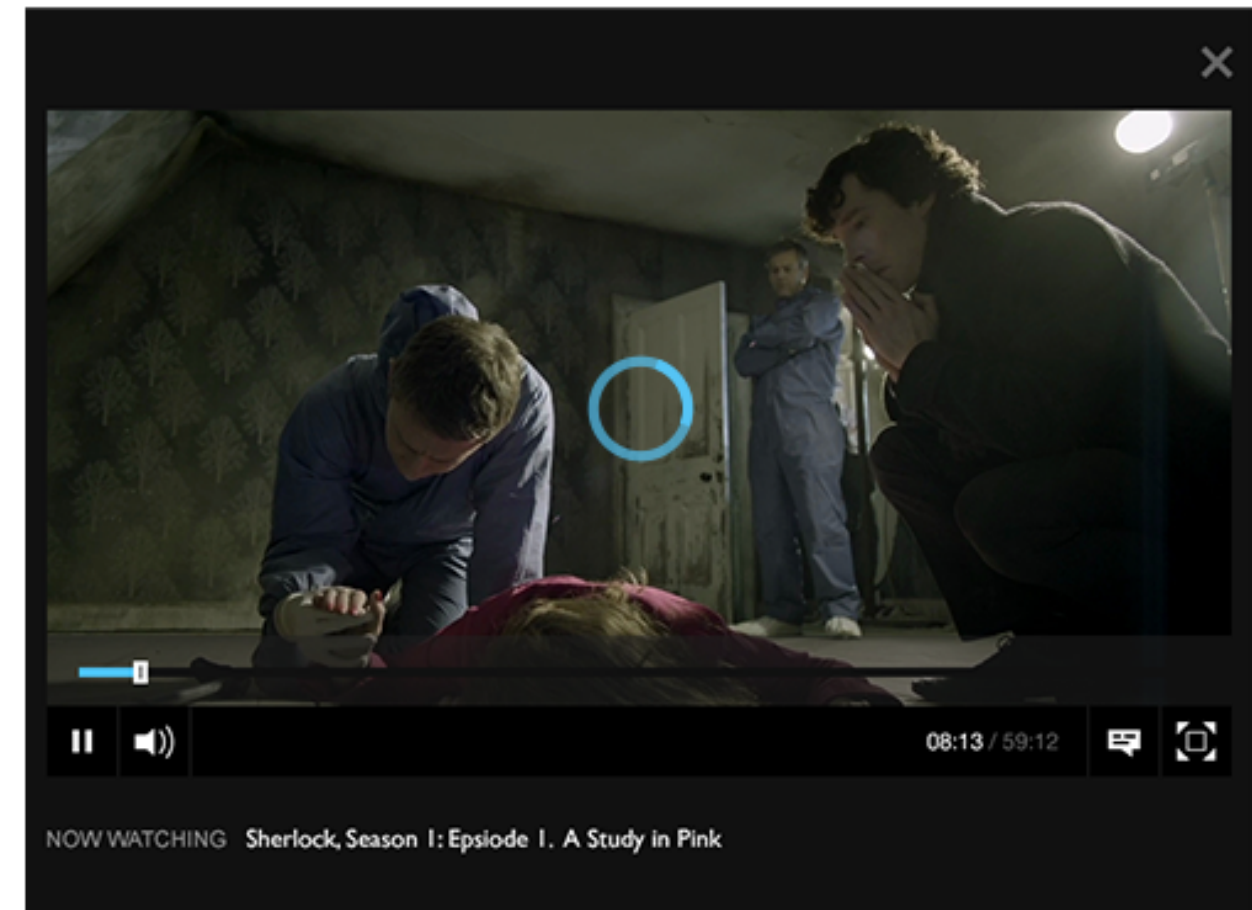
### App Device

Tablet - Large

Mobile - Small



Loading spinner before playback (waiting for playback to load)



Loading spinner during playback (buffering)



# Loading Spinner Screen Loading

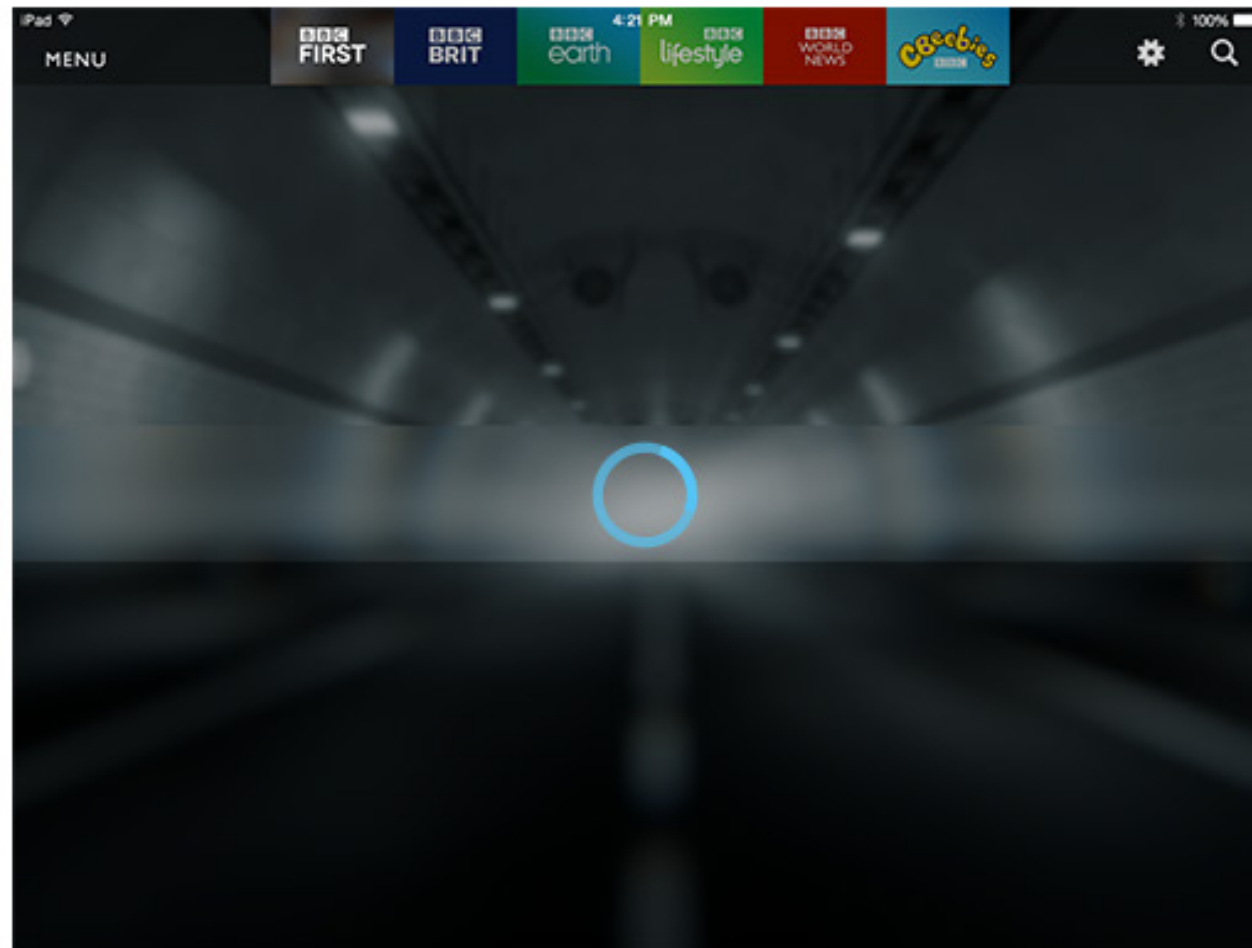
NOTE:

Loading spinner size

App Device

Tablet - Large

Mobile - Medium



Loading spinner (waiting for content to load)



Content loaded

# Loading Spinner Episode Tray

NOTE:

Loading spinner size

**Web Viewport**

980 ~ 771px - Medium

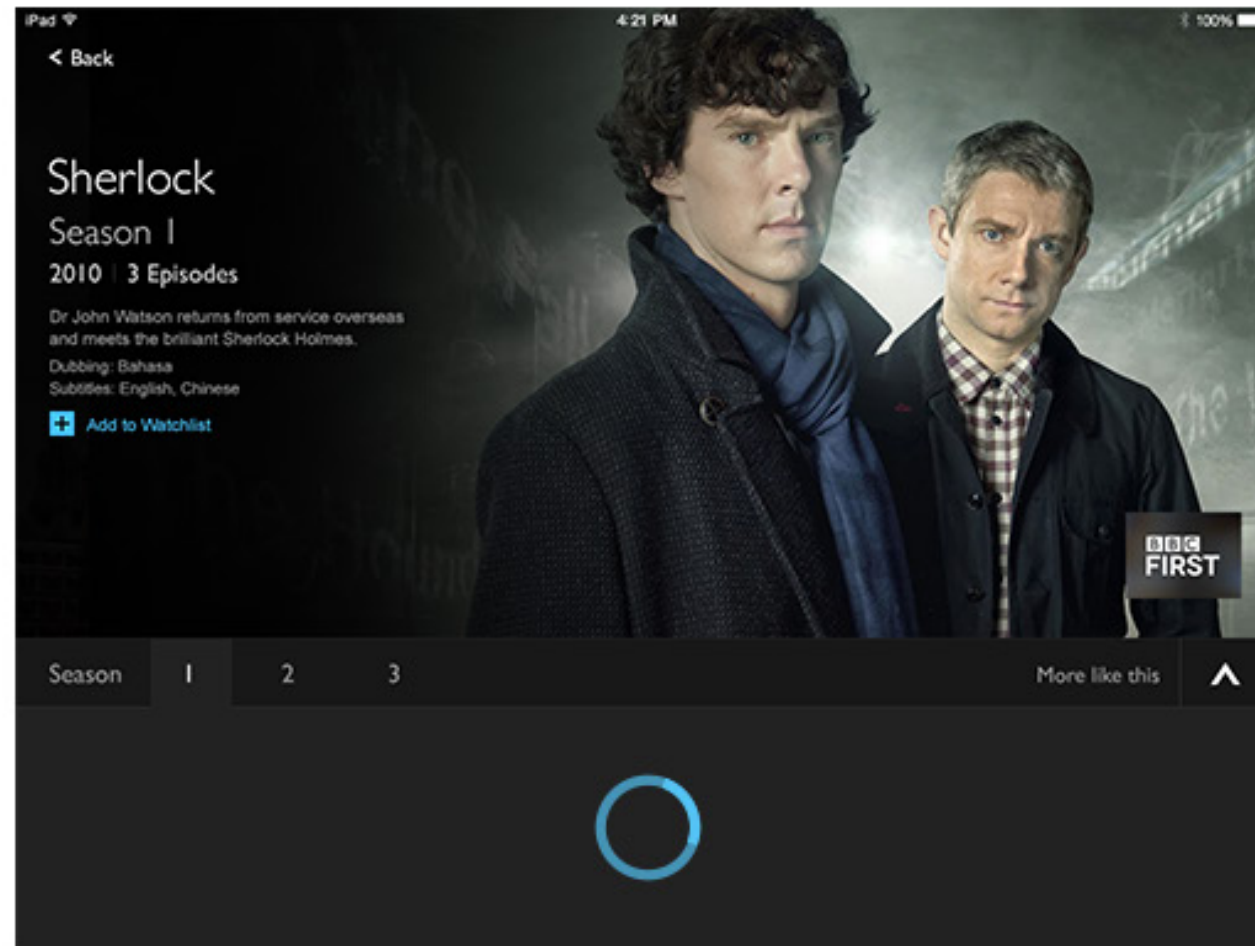
770 ~ 601px - Medium

600 ~ 320px - Small

**App Device**

Tablet - Medium

Mobile - Small



App - Loading spinner (delay on images and meta data loading)



Web - Loading spinner (delay on images and meta data loading)

# Loading Spinner Buttons

NOTE:

Loading spinner size

Web Viewport

980 ~ 771px - Small

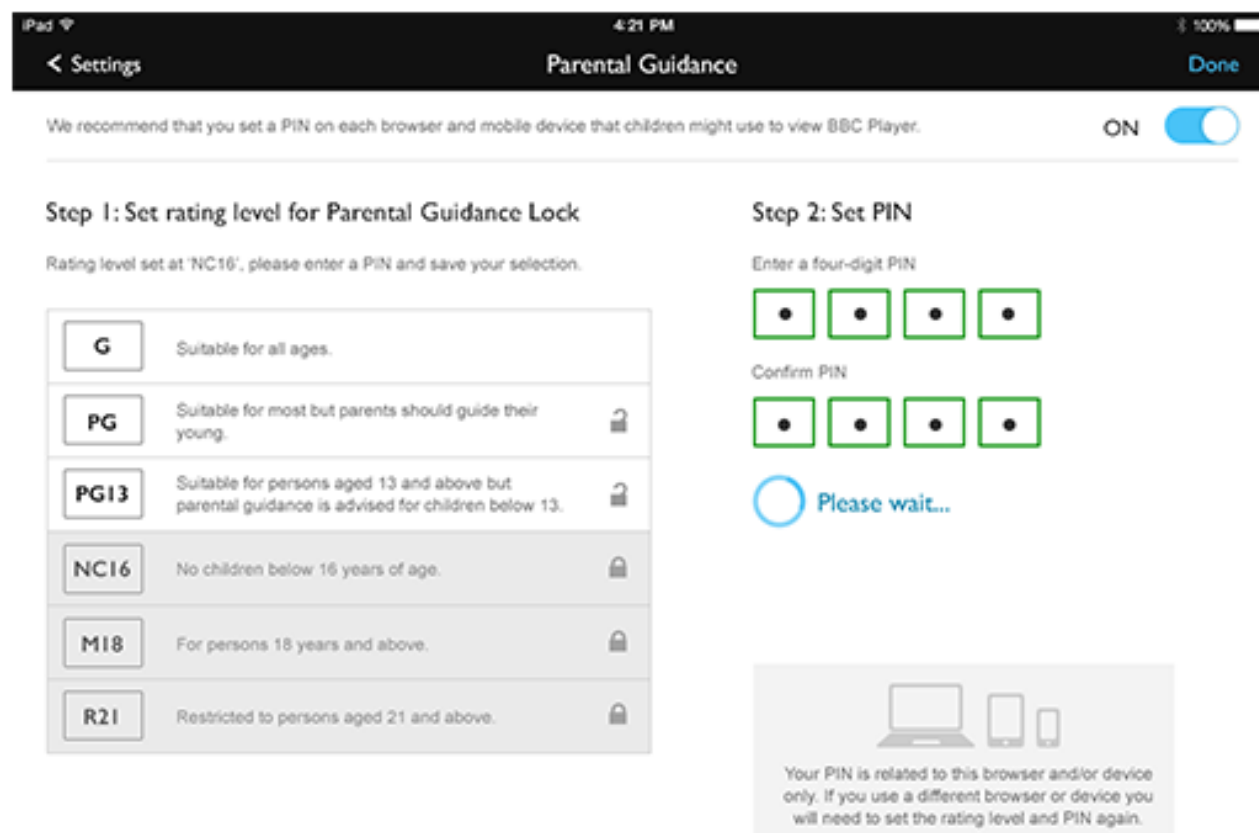
770 ~ 601px - Small

600 ~ 320px - Small

App Device

Tablet - Small

Mobile - Small



App - Loading spinner (form confirmation)

## Parental Guidance

OFF  ON

We recommend that you set a PIN on each browser and mobile device that children might use to view BBC Player.

### Step 1: Set rating level for Parental Guidance Lock

Rating level set at 'NC16', please enter a PIN and save your selection.

<b>G</b>	Suitable for all ages.	
<b>PG</b>	Suitable for most but parents should guide their young.	🔒
<b>PG13</b>	Suitable for persons aged 13 and above but parental guidance is advised for children below 13.	🔒
<b>NC16</b>	No children below 16 years of age.	🔒
<b>M18</b>	For persons 18 years and above.	🔒
<b>R21</b>	Restricted to persons aged 21 and above.	🔒

### Step 2: Set PIN

Enter a four-digit PIN

Confirm PIN

Please wait...

Web - Loading spinner (form confirmation)