

Cinema BBFC ratings info - Guidance for Distributors

(Updated March 2013)

The BBFC welcomes the decision of film distributors, through the FDA, to include BBFC ratings info 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 BBFC ratings info. Distributors should note that, following discussion with the FDA, *the requirement on the positioning of BBFC ratings info 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 BBFC ratings info.

Overarching Requirements:

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

The following guidance should enable the BBFC ratings info 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 BBFC ratings info

- Category and BBFC ratings info (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 BBFC ratings info should be displayed immediately adjacent to the release date or the venues. BBFC ratings info 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 BBFC ratings info 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 BBFC ratings info (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 BBFC ratings info should be displayed immediately adjacent to the release date or the venues. BBFC ratings info should not be displayed in the credits/logos block.

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3) TV Spots

- Category to be displayed as normal.
- BBFC ratings info 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.
- BBFC ratings info 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
- BBFC ratings info may appear over any part of the advert but if appearing on a final title BBFCinsightrd it should be placed directly below the title.

For further advice on issues relating to BBFC ratings info please do not hesitate to contact the client helpline on 020 7440 0299 or at helpline@bbfc.co.uk

Examples for Use on Posters and Print Ads:

Actual size for quad posters:

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



For BBFC ratings info 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