



EDITORIAL GUIDELINES FOR DELIVERY OF ITV STUDIOS GLOBAL DISTRIBUTION CONTENT

This document contains:

1. ITV Studios 7 second end logo with music sting.
2. Guidelines for durations of content.



1. ITVS Brand Bank

To register for an account with the ITV Brand Bank please click [here](#).

A screenshot of the ITV Colleagues Sign-in page. The page has a light blue header with the text 'ITV Colleagues Sign-in'. Below this, it says 'Please sign-in using your Google account details.' and features a Google sign-in button. A horizontal line separates this from the 'Third Party Sign-in' section. Below this, it says 'Please sign-in or register if you are a new user.' There is a red error message box that says 'You need to log in to access that page (your session may have expired). Please login below, or try returning to the home page.' Below the error message are two input fields: 'Email address' and 'Password'. Below these fields is a black button with the text 'SIGN-IN'. At the bottom of the form, there is a link that says 'Forgotten your password?' and a link at the very bottom that says 'Register for an account'.

- Complete the registration form with all details including your ITV Studios GD Operations contact.
- For the ITVS GD end logo assets, tick **ITV Studios** group from the list supplied and tick to agree the Terms and Conditions.
- The account will be created once approved.
- When the account is approved a confirmation email will be sent. You will be asked to create a password for the account.
- Once the password has been created you can access the ITV Brand Bank system using the email address and new password.
- On the main page “Welcome to the ITV Brand Bank” you will see the categories for which access has been requested, please then select the ITV studios group at registration stage (see below).



Register

Please complete the short form below to register for access to the ITV Brand Bank.

Please Note: ITV Employees do not need to register. Please use your ITV Google Sign-in link on the [login page](#).

Please complete all fields marked with an asterisk (*).

Forename: *

Surname: *

Email Address: *

Job Title: *

Company: *

Your phone number: *

Name of ITV contact: *

Phone number or email address of contact: *

Groups (only select those you need access to)

- ☐ All Brands
- ☐ ITV
- ☐ ITV2
- ☐ ITV3
- ☐ ITV4
- ☐ CITV
- ☐ ITV Encore
- ☐ ITV Hub
- ☐ One ITV
- ☒ **ITV Studios**
- ☐ 12 Yard
- ☐ Shiver
- ☐ Potato
- ☐ So Television
- ☐ ITV News
- ☐ ITV Sport
- ☐ ITV Weather
- ☐ ITV Choice
- ☐ ITV Pride
- ☐ Good Morning Britain
- ☐ The London Studios

☒ By ticking the box, you agree to our [Terms & Conditions](#), [Privacy Policy](#) and [Cookies Policy](#).

- On the 'Welcome to the ITV Brand Bank' page, then click on:



- Then click on the **End Credit Assets** subfolder:





- Please then click on the following:



- Please then find the UHD or HD folders as appropriate:



- You should then select the frame rate and aspect ratio that matches your content, followed by the Slate or Chalk versions as appropriate.
- Once you have chosen the correct end logo, on the download page you will be asked to enter the details of your intended usage. After this click **DOWNLOAD NOW**.



- You will have the option to send the assets by email by ticking the "send this file in an email" box below the intended usage field. This will take you to another page where you will be able to enter the email address and activate the delivery of the asset.

The form is titled "Email Item" in a teal font. Below the title is a link "« Back to item details". The form contains three main sections: "To:" with a text input field and a note "(Separate addresses with ';)"; "Message:" with a larger text area; and "Filename:" with the text "ITV Studios Global Entertainment End Credits.zip" and a note "This files exceeds the maximum file size for email attachments. Your email will include a link to the file instead." Below the filename section is a dark grey button labeled "SEND".

- The zip file will also include the **ITVS End Credits Guidelines**

Name	Size	Pac
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Essentials		
Eye Matching for Avid		
ITVS_P_EndBoard_Audio		
ITVSGE_EndBoard_Animation_HD		
ITVSGE_EndBoard_Animation_SD		

2. Programme Running Time Durations

- The following programme durations should be adhered to:

Factual Entertainment

Slot Time (Mins)	Run Time (Mins)
30	22-28
60	42-58
90	72-78
120	96-104

Drama

Slot Time (Mins)	Run Time (Mins)
30	23
60	44-58
90	70-89
120	88-119

Appendix 1 – Document Version Control

VERSION		SECTION 1	REQUIRED / INFORMATION	UPDATE	OWNER
1.0	21/01/19	All	Information	First Issue	Monique Richards
1.1	21/03/19	Information	Additional logos and download information added	Second Issue	Monique Richards
1.2	16/06/20	All	Rebranded to reflect ITV Global Distribution logo and updated Brand Bank details	Third Issue	Monique Richards



