



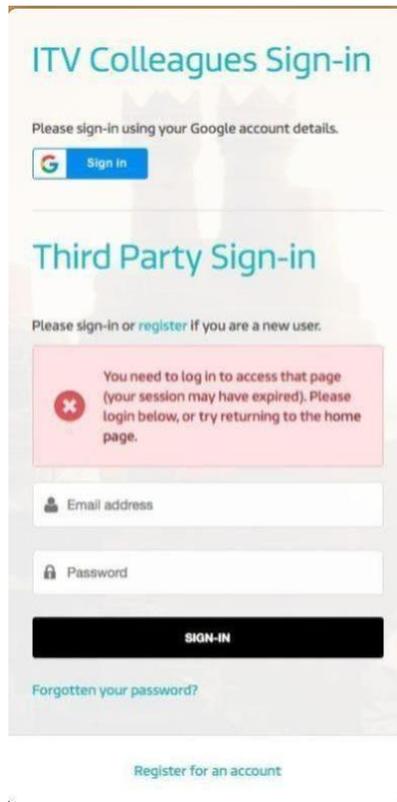
EDITORIAL GUIDELINES FOR DELIVERY OF ITV STUDIOS GLOBAL DISTRIBUTION CONTENT

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](#).



- 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 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:



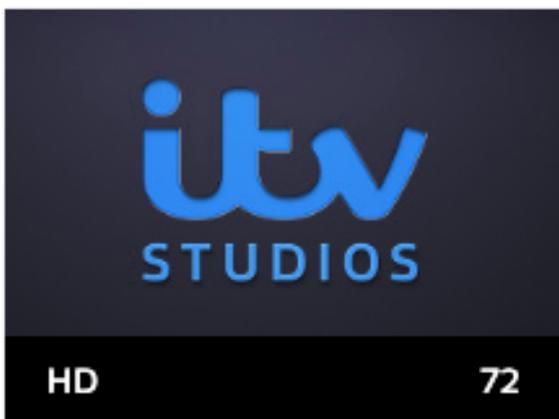
- Then click on the **End Credit Assets** subfolder:



- 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 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		

EDITORIAL GUIDELINES FOR THE DELIVERY OF ITVS GD CONTENT v1.2 JUNE 2020

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



