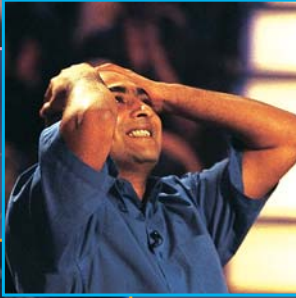




INTERNATIONAL BRAND GUIDELINES



Who Wants To Be A Millionaire?

The brand

Who Wants To Be A Millionaire? is a ground-breaking television format which has captured the imagination of nations around the world. It is a television phenomenon which has become a globally recognised brand.

The values surrounding the *Who Wants To Be A Millionaire?* brand are:

Interaction

Who Wants To Be A Millionaire? calls you to action, to join in and participate. The brand involves interaction between everybody from family members and friends, to work colleagues, even strangers!

Involvement

It is about testing your knowledge but, even if you don't know the answer, you can have an opinion. It involves everybody. The brand is about enjoyment and entertainment. It's about laughter, nerves and disappointment - it's about YOU.

Accessibility

'Millionaire' is accessible to everyone, everywhere.

From 7 to 70 years of age, at home, or at work, or at college. The brand is cross-cultural: it adapts itself to languages and customs worldwide.

Drama

The brand experience is about nail-biting tension. It's about the drama of making decisions, whether right or wrong, which could change your life forever.

Aspiration

It gives you the opportunity to fulfil your hopes and dreams.

As you reach each level of the *Money Tree* you are one step nearer to attaining your ultimate goal - removing debts, moving house, a trip of a lifetime!

Integrity

There are very high artistic and professional standards surrounding the TV show and the quality of its production. Attention to detail is second to none, and this is reflected in every aspect of the brand's presentation.



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Who Wants To Be A Millionaire?


The manual

Celador International, the creator and rights owner, has developed a brand identity for *Who Wants To Be A Millionaire?* which is strong and unique.

When this identity is used on printed and promotional material, it is important that it can be readily recognised out of the context of the television programme. To do this, all the elements which contribute to the overall brand identity need to be used correctly. This will ensure that the programme and any extensions of the brand maintain a high quality and unique proposition.

This manual has been prepared to assist in the production of printed material to be branded or endorsed by *Who Wants To Be A Millionaire?* The guidelines within this manual should be used to maintain the consistent use of the brand's logos and design elements.

The manual describes the principal elements that make up the *Who Wants To Be A Millionaire?* identity and provides guidelines to show how they should be used. It also includes instructions on how to create customised elements to suit the needs of your particular project.

The accompanying CD contains images and artwork templates enabling you to create customised elements that are within the brand identity. In order to maintain visual consistency, the logos must always be produced from the masters provided on the CD. The elements shown in this manual that are included on the CD are marked with the  symbol followed by the document name.

The examples in this manual will cover most applications. However, if you require further information or advice contact the Marketing Department on +44 20 7845 6999.

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Confidentiality. The content of this manual or any part thereof shall not at any time be disclosed to any third party save and in so far as has otherwise been agreed in writing with Celador International Ltd.

Format reproduction. The manual or any part thereof shall not be used to create any television programme or any other work in any media whatsoever save and in so far as has otherwise been agreed in writing with Celador International Ltd.

Section 1

THE LOGO

The Who Wants To Be A Millionaire? Logo consists of the circular device and its approved backgrounds.

To follow are the rules governing its usage and an explanation of the the Colour Scheme for different editions of consumer products.

The Junior branding scheme, including its own Colour Scheme and Junior Lozenge, are described.

Master Logo & Background

This is the master *Who Wants To Be A Millionaire?* Logo on its approved background. Ideally it should always be used complete.

The optimum area of background is shown right and the minimum is specified on page 1-6.

The master *Who Wants To Be A Millionaire?* Logo file included on the enclosed CD has been created for optimum rendering out of the four colour printing process.

For situations where the Logo needs to be reproduced in flat colours (computer cut vinyl or embroidery for example) a Pantone flat colour Logo is included on the enclosed CD.

○ pmslogo.eps ○ LTpmslogo.eps

There is a CD available of International logos. Please contact your Marketing Manager at Celador International to request one.

Logos should never be adjusted, redrawn or modified in any way.

logo1.psd



The size of the Logo is specified across its width. The minimum size for the standard Logo is 25mm.

If you require a smaller size, use the Large Title Logo.

If the Logo needs to be used at a size smaller than the minimum diameter specified above, then and **only** then the Large Title Logo should be used, but no larger or smaller than the maximum and minimum sizes specified opposite.

The size of the Logo is specified across its width. The maximum size for the Large Title Logo is 35mm across the 'Millionaire' word, the minimum size is 18mm.

Please contact your Marketing Manager at Celador International if you require a Large Title Logo for your country.

Minimum Size



Large Title Logo



Logo on White or Coloured Backgrounds

It is always preferable that the Logo is used with its original background.

However, if it has to be used on a background different from the one supplied, then it should be cut out as a circle i.e. without the flares.

The new background should be a **flat colour** or a simple half-tone that does not compete with the Logo.

The Master logo file supplied on the CD has a Clipping Path to enable you to cut the Logo out accurately.



Lettering Only Logo

If the *Who Wants To Be A Millionaire?* Logo cannot be used because of lack of space, then and **only** then, it can be presented in lettering form, as shown right.

Master artwork files for light and dark backgrounds are included on the enclosed CD.

logoletneg.psd



logoletpos.psd



The size of the Logo is specified across its width. The minimum size for the Lettering Only Logo is 25mm.



Trademark Registration

Celador International apply for trademark registration of the *Who Wants To Be A Millionaire?* Logo and words in most territories worldwide. This usually takes 6 - 12 months, but it can take a lot longer.

Prior to registration, please use the TM symbol at least once on any product or document next to the Logo and Lettering Only Logo. ITC Conduit Bold capitals should be used.

In addition, if the title appears in the text as well, then it should be followed by the TM symbol as 'super script' (above the base line) thus: Who Wants To Be A Millionaire?TM, on the first occasion the title appears.

A guide to the size and position of the TM symbol next to a Logo is shown opposite. When using the Logo at small sizes the point size of the TM symbol should never be smaller than 4pt. When using the Logo at large sizes the TM symbol may need to be reduced in size compared to what is shown opposite, so that it is not too large and prominent.

It is an offence to use the ® symbol without registration.

Always check with your Marketing Manager at Celador International for an update of the registration of the trademark and the specific requirements for your country.



1-5



WHO WANTS TO BE A MILLIONAIRE?TM
Who Wants To Be A Millionaire?TM

Space around the Logo

It is important that the Logo does not have words, graphics or illustrations placed too close to it. For this reason the space inside the dotted line right should **always** be left free around the Logo.



Incorrect Usage

Reproduction of the Logo should always follow the guidelines given on the previous pages.

Opposite are some examples of incorrect usages.

The Logo should **never** be cropped in an irregular shape and in such a way that cuts into the radiating flares on the background.

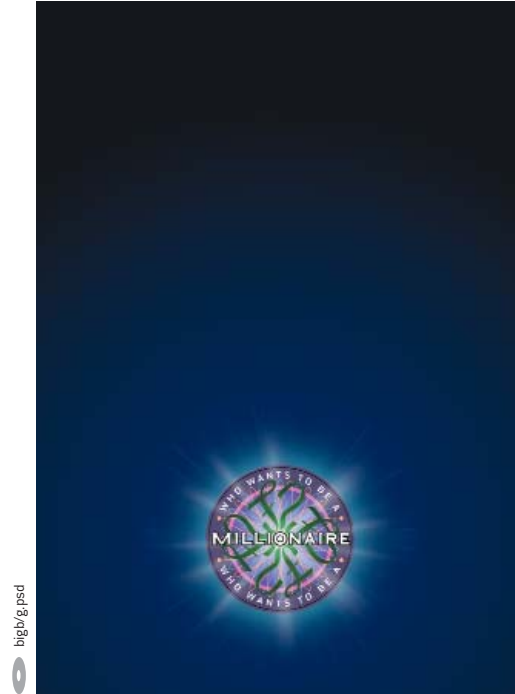
Graphics or lettering should **not** obscure any part of the Logo or the radiating flares on the background.

See the page 1·6 for the area to be left free around the Logo.



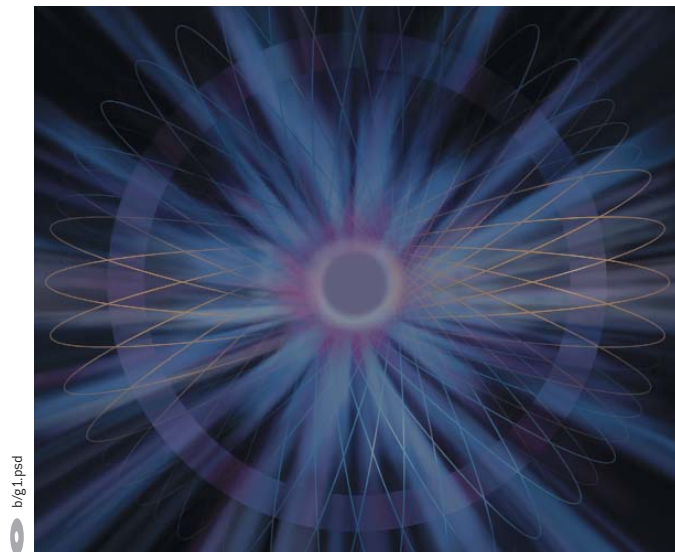
Backgrounds

If the Logo is required with a large area of background, a high resolution image is supplied on the CD to use or as a guide to create your own background at a different size or resolution.



1·8

The background opposite is *b/g1.psd* .
There are different colour variations of the background opposite included on the CD.
These are for use with the Editions Logos, as shown on pages 1·9 and 1·10.



Consumer Products Colour Scheme

The nature of the *Who Wants To Be A Millionaire?* Quiz Show requires that consumer products, such as the Board Game and the Quiz Book, have a system of editions to communicate clearly that a new edition with new questions has been produced. To distinguish between the different editions a colour scheme has been created. The scheme consists of five distinct coloured backgrounds for the Logo.

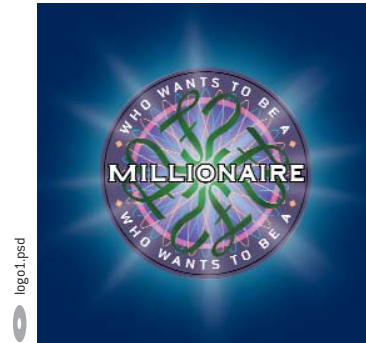
In the event that a flat Pantone equivalent is required for the different background colours the following specifications should be used:

1st Edition	- PMS 281c
2nd Edition	- PMS 259c
3rd Edition	- PMS 336c
4th Edition	- PMS 2685c
5th Edition	- PMS 302c

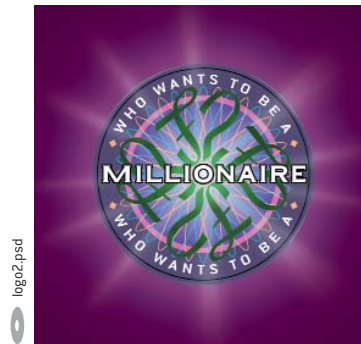
These Pantone colours should only be used as solid colours and are for situations when four colour process is not available.

Do not try to reproduce the half-tone background from a Pantone colour as it will not give a satisfactory result.

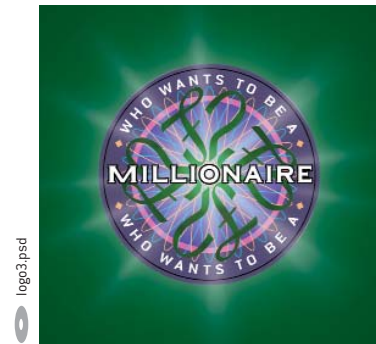
Final artwork is always subject to approval in writing by Celador International.



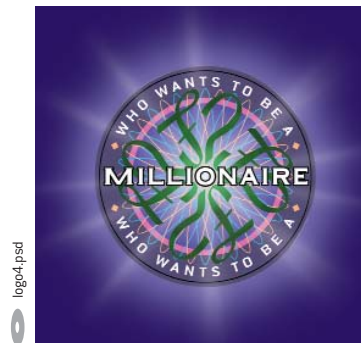
1st Edition



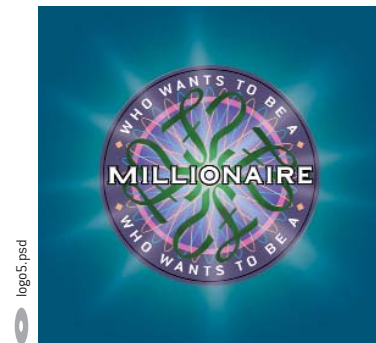
2nd Edition



3rd Edition



4th Edition



5th Edition

Junior Consumer Products Colour Scheme

Some consumer products will be produced in a Junior version.

To distinguish these from the standard products a colour scheme has been created that is a lighter version of the standard colour scheme. In addition, a Junior branding device has been created to further differentiate the Junior version.

The Junior Branding Lozenge, with its Edition specific coloured background, should only be used with the correct Edition Logo as shown right.

In the event that a flat Pantone equivalent is required for the different Junior background colours and lozenge the following specifications should be used:

1st Edition Background - PMS 279

Lozenge - 90% PMS Rub.Red

2nd Edition Background - PMS 2587

Lozenge - PMS 3265

3rd Edition Background - PMS 347

Lozenge - PMS 116

4th Edition Background - PMS 1665

Lozenge - PMS 2995

5th Edition Background - PMS 3135

Lozenge - PMS 1575

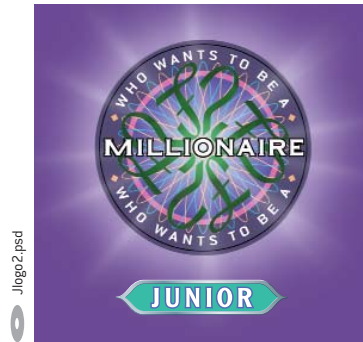
These Pantone colours should only be used as solid colours and are for situations when four colour process is not available.

Do not try to reproduce the half tone background from a Pantone colour as it will not give a satisfactory result.

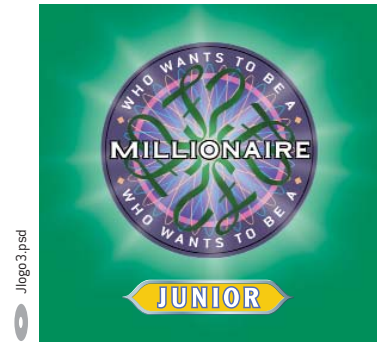
Final artwork is always subject to approval in writing by Celador International.



1st Edition



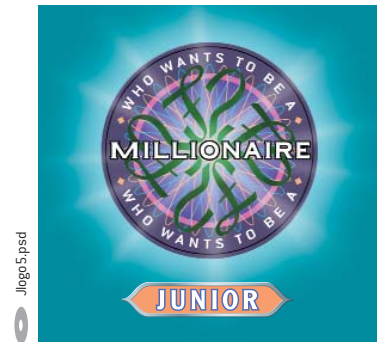
2nd Edition



3rd Edition



4th Edition



5th Edition

The Junior Branding Lozenge

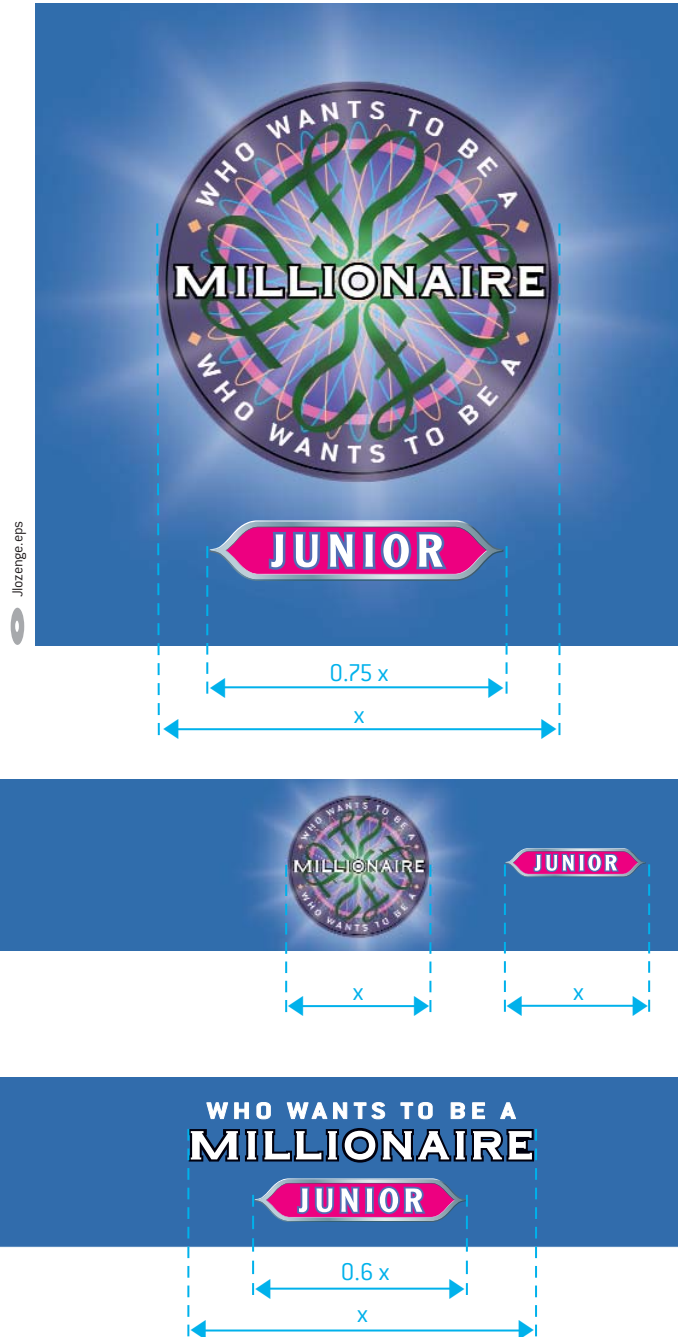
The colour of the Junior Branding Lozenge changes for each edition as outlined on page 1-10. No Lozenge should be used with the colour scheme from a different edition.

The preferred layout of the Junior Branding Lozenge and the *Who Wants To Be A Millionaire?* Logo is in vertical alignment with the 'Millionaire' Logo at the top, as shown to the right. In this layout the Junior Lozenge should always be used in the same proportion to the *Who Wants To Be A Millionaire?* Logo as specified in the diagram to the right. This will ensure the right hierarchy of communication.

This type of Lozenge is also used to title other products e.g. Sport & Leisure, Entertainment and Interactive.

In situations when the height available does not allow for a large enough *Who Wants To Be A Millionaire?* Logo in the vertical layout, it may be changed to horizontal alignment with the Junior Lozenge on the right, centred in the available space. In this layout the Junior Lozenge should always be the same width as the *Who Wants To Be A Millionaire?* Logo as specified in the diagram to the right.

There may be situations where only the Lettering Only Logo can be used, please see right. In this layout the Junior Lozenge should always be used in the same proportion to the *Who Wants To Be A Millionaire?* Logo as specified in the diagram.



Section 2

GRAPHIC ELEMENTS

Graphic Elements are used in the TV programme to give information and to define specific stages of the show. These have become graphic equities and can be used as part of the brand identity.

When used in print applications, it is important that they appear as similar as possible to the elements used in the TV programme. Master artworks are included on the enclosed CD that will allow you to create your own elements.

The elements are:

- ◆ **The Millionaire Lozenge**
- ◆ **Lifeline Icons**
- ◆ **The Money Tree**
- ◆ **The Clock**
- ◆ **The Ask The Audience Graph**

A few countries have variations on some of these Graphic Elements. Please contact your Marketing Manager at Celador International for artworks.

The Millionaire Lozenge

The *Millionaire Lozenge* is predominately used for the presentation of questions and answers. It can, however, be used for headings and the highlighting of important information [see page 3·3]. The only typefaces that may be used inside a Lozenge are ITC Conduit for questions and answers and Copperplate Gothic for prize totals, titles and contestants' names - see page 2·2.

When used for question and answer panels, there are colour codes for the background and text that indicate their current state of play.

All answers start with a black background and if selected, change to orange.

The correct answer is revealed by the background changing colour to green.

The example, right, illustrates how the text changes colour.

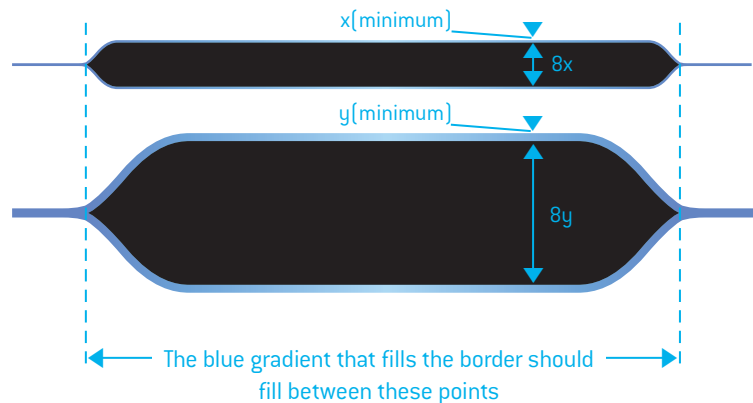
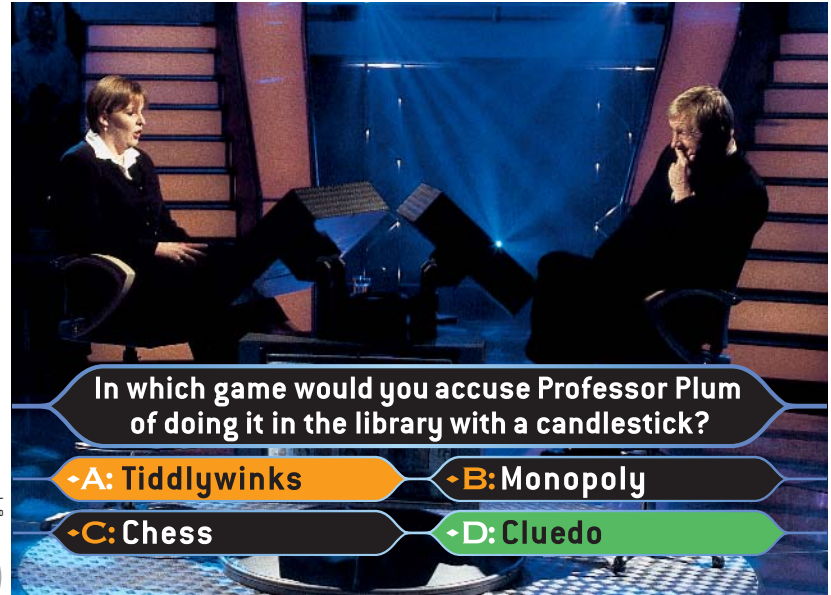
Master artworks are included on the CD.

The Lozenge may be scaled up or down keeping the blue border in proportion.

Never scale width or height independently of each other.

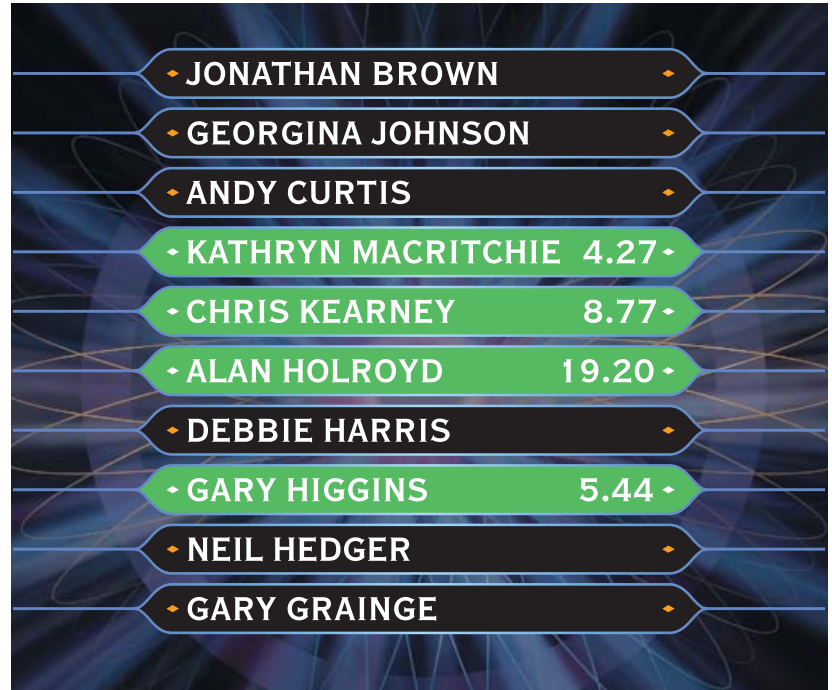
To have a Lozenge with new proportions, scale the master to the required height and then adjust the width by reducing or enlarging the space between the angled ends.

Do not alter the angles at the ends of the Lozenge.

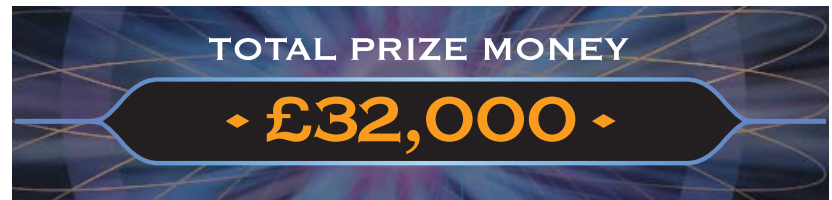


The Millionaire Lozenge

Right: Examples of the how the Lozenge can be used.



2-2



The Money Tree

The Money Tree and Lifeline Icons

indicate what stage the contestant is at in the Quiz Show.

The Money Tree

On The Money Tree a horizontal orange bar ascends the tree to indicate the last question asked and prize money status at that point in the game. When the orange bar reaches a level it changes the question number to white and the prize value to black text on the orange background. A white diamond appears between the question number and prize total. When the bar moves up, the question number and prize value text return to their original colour but the white diamond remains.

Lifeline Icons

There are 3 Lifelines that a contestant can use for help. These Lifelines are represented by the 3 ovals at the top of the picture on the right.

50:50 : The computer eliminates two incorrect answers, leaving two - one of which is correct.

Phone-A-Friend: The contestant can phone a pre-selected friend to ask which answer they think is correct.

Ask The Audience: The contestant can ask the audience to vote on their choice.



Lifeline Icons

These icons change their colour and design depending whether they are unused, used or selected at that point in the Quiz Show. The example on the right shows each state. Master artworks are included on the enclosed CD of each *Lifeline Icon*, in each state.

lifeline.eps



50:50
Unused

Phone-A-Friend
Selected

Ask The Audience
Used

The Clock

The Clock is used to count down time when a contestant 'phones a Friend'. An orange circle reduces from top centre (12 o'clock) in a clockwise direction for one revolution, for the 30 seconds allowance. Numerals also count down in the centre starting at 30.

A master artwork is included on the enclosed CD so you can create your own Clock.

clock.eps, clock.psd

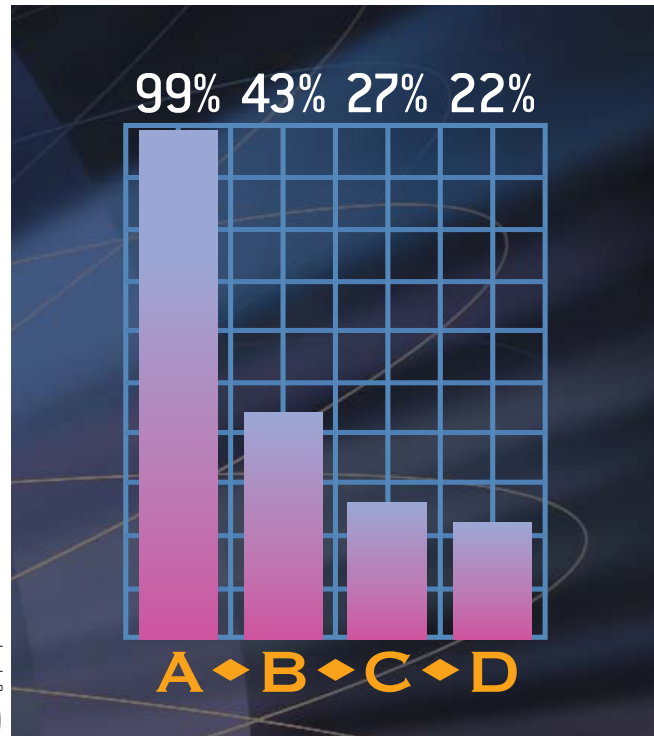


Ask The Audience Graph

The *Ask The Audience Graph* displays the audience's votes when the Ask The Audience Lifeline is used. The letters at the base refer to each of the four multiple choice answers and the figures at the top are the percentage of votes cast for each answer.

A master artwork is included on the enclosed CD so you can create your own Graph.

graph.eps



Section 3

CREATIVE GUIDELINES

Creative Guidelines follow to help you create your own support material and a consistent, effective brand image.

Typefaces

These are the typefaces and the weights which may be used.

Clearface Gothic should be used for titles, headlines and headings in all situations. See the examples shown on page 3^{·2}.

ITC Conduit should be used for text in all situations. The different weights should be used to build hierarchy and emphasis, to aid communication.

Descriptive text under a title, heading or headline should also be in *ITC Conduit*.

ITC Conduit should be used in a *Millionaire Lozenge* when showing a question and its answers.

Copperplate Gothic should **only** be used for titles and monetary values in *Millionaire Lozenges* and the *Money Tree* as shown on page 2^{·2} and 2^{·3}. Only all capitals or all small capitals should be used .

See the pages 3^{·2} - 3^{·5} for examples of the use of these typefaces.

Acquiring fonts

The approved fonts can be purchased and downloaded directly from Agfa Monotype's web site **www.fonts.com** . Once in the site, if you are not from the Americas or Australia, click on the link at the bottom of the page that will take you to your localised site. From here all you need do is select the fonts you require and proceed with a credit card through the check-out . When the transaction is complete the fonts will download to you immediately.

Clearface Gothic 45 Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Clearface Gothic 55 Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Clearface Gothic 65 Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Conduit Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Conduit Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Conduit Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Conduit Medium Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Conduit Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ITC Conduit Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

COPPERPLATE GOTHIC
THIRTY ONE BC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

COPPERPLATE GOTHIC
THIRTY BC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typography

Here are examples of use of the *Clearface Gothic* and *ITC Conduit* typefaces.

- A- *Clearface Gothic* should be used for titles, headlines and headings in all situations.
- B- Descriptive text under a title, heading or headline should be in *ITC Conduit*. Using *ITC Conduit Italic* may help to differentiate it from any body text that follows.
- C- *ITC Conduit* should be used for text in all situations. The different weights should be used to build hierarchy and emphasis, to aid communication.
- D- Sub headings in text should be *ITC Conduit Bold* in the same point size as the text.

Please ensure that there is enough line spacing to make the text easily and comfortably read. For example 10pt text should be on 13pt line spacing, at least. Ideally 'track' should be set to '0' except when reversing text out when it should be increased to allow for spread.

- B&C- When using different point sizes within the same piece of text, make sure that there is a clear difference in the point size.

Try not to use too many different sizes and weights in the same item as the contrasting styles and sizes may compromise readability and make the design too complicated. Confidence through simplicity is the key.

A- **Lorem ipsum dolor sit amet**

B- *Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea.*

C- Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros .

D- **Ut wisi enim.**
Ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio.

Nam liber tempor.

Cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

A- **LOREM IPSUM**

B- *Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.*

A- **LOREM IPSUM**

B- **Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.**

Using Millionaire Lozenges

The *Millionaire Lozenge* is primarily used for the presentation of questions and answers, contestant lists and prize totals as described and specified on page 2¹ and 2².

It can, however, be used for headings and the highlighting of text and information on packaging, brochures, point-of-sale and advertisements.

Opposite are examples of the most common use of the *Millionaire Lozenge* in these situations.

There are basic guidelines for the use of a *Millionaire Lozenge*:

If the Lozenge appears with the *Who Wants To Be A Millionaire?* Logo it should always appear underneath the Logo. Only *Clearface Gothic* and *ITC Conduit* should be used in the *Lozenge* and in the case of *Clearface Gothic* only in capital letters.

The horizontal lines either side of the Lozenge should bleed off the edges of the page/format.

The colour of the *Lozenge* background should be one from the *Millionaire Colour Palette* - see page 3⁸.



Creative Guidelines

In creating a design for packaging, leaflets, advertising or point-of-sale material it is preferred that the dominant elements are the Logo and the product being promoted. These should be supported by the use of the *Who Wants To Be A Millionaire?* Graphic Elements (see Section 2) to embellish the design. Any additional devices used should be simple so as to not complicate the design and hinder communication of the message and branding. Use of the host's image on point-of-sale material is acceptable as long as it doesn't interfere with the Logo and permission has been granted by the host or his/her representative.

The Celador International copyright line must appear on all materials produced for packaging, advertising and POS purposes, see page 3-6.

It should be set in *ITC Conduit*, the smallest point size being 6pt.

Right is shown examples of successful designs.

Final artwork for promotional and point-of-sale materials is always subject to approval in writing from Celador International.



1st Edition Consumer Products



2nd Edition Consumer Products



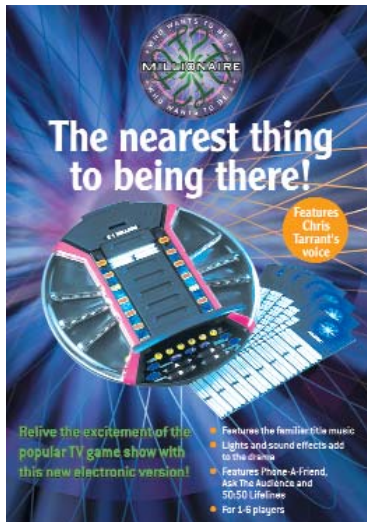
3rd Edition Consumer Products



PC Game, Playstation, Dreamcast Header Board

Point-Of-Sale - Board Game Dispenser





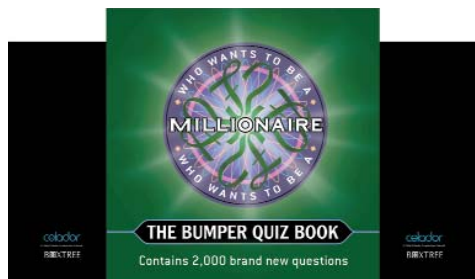
Millionaire Electronic Game Poster



Millionaire Computer Game Poster



McDonald's Millionaire Promotion Point-of-Sale



Point-of-Sale - 3rd Edition Quiz Book Header Board



3rd Edition Quiz Book Press Advertisement

Titles & Catch-phrases

When *Who Wants To Be A Millionaire?* appears in a text headline, title or body text it should always be written in all capitals or upper and lower case with each word having an initial capital, preferably set in *Clearface Gothic*, as shown right. Please see page 1·5 for trademark instructions.

The *Lifeline Icons* as well as the catch-phrases (shown right), can be used to enhance any design and text.

50:50 must always be written as shown; number colon number.

Phone-A-Friend must always be written as shown, with a capital at the beginning of each word, followed by lower case, and hyphens separating the words.

Ask The Audience must always be written as shown, with a capital at the beginning of each word, followed by lower case.

The copyright line must appear on all materials produced for packaging, advertising and POS purposes. Limited may be abbreviated to Ltd if space necessitates. Remember to change the date to the actual year of production of the item. It should be set in *ITC Conduit*, the smallest point size being 6pt.

WHO WANTS TO BE A MILLIONAIRE?

Who Wants To Be A Millionaire?

Do you want to go 50:50?

Phone-A-Friend

Ask The Audience

Is That Your Final Answer?

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Copyright Statement

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The Celador Logo

The *Celador Logo* should appear on all consumer products and advertising. The colour of the Logo changes depending upon the colour of the background. Ideally, it should not appear on a background equivalent to 21% - 59% tint of black as it will be difficult to read.

Only if there is **no** alternative, the Logo should reverse out white.

Size and position are always subject to approval in writing by Celador International.

celadoreps

celador

20% tint

celador

Pantone 299 or C87, M18

celadoreps

celador

60% tint

celador

Solid

80% Pantone 299 or C70, M14

Colour Palette

There is a preferred range of colours that should be used when creating printed material such as leaflets, packaging, advertising and POS. This helps maintain a strong, effective and consistent identity and focused communication.

The *Colour Palette* has been derived from the colours used in the *Who Wants To Be A Millionaire? Master Logo* and the *Graphic Elements*.

The Primary colours should be used for larger areas, such as backgrounds, that will be very prominent and effect the over-all colourway of the item. Primary and Secondary colours should be used for highlighting smaller elements such as text, rules and Lozenge backgrounds, for example.

Primary



Dark Blue
C100, M70, K60
or PMS 281



Indigo
C100, M94
or PMS 273



Purple
C75, M90
or PMS 266



Light Blue
C74
or PMS 2985



Green
C67, Y84
or 90% PMS 361



Orange
M46, Y100
or PMS 144

Secondary



Violet
C40, M40
or PMS 2715



Pink
C10, M70
or PMS 204



Light Orange
M34, Y52
or PMS 1565



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