

CLEARCAST

Superimposed Text

Clearcast's Advice

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Supers

"Supers" is the term applied to text superimposed onto ads to provide additional information, usually because it is required to be there for legal or regulatory purposes (the "small print" or "legal text").

Following research by the Advertising Standards Authority (ASA), In November 2018 The Broadcast Committee of Advertising Practice (BCAP) announced they were changing the guidance around superimposed text to make them easier to read and understand for viewers. When in doubt, try and make your text as clear as possible.

BCAP Guidance Note

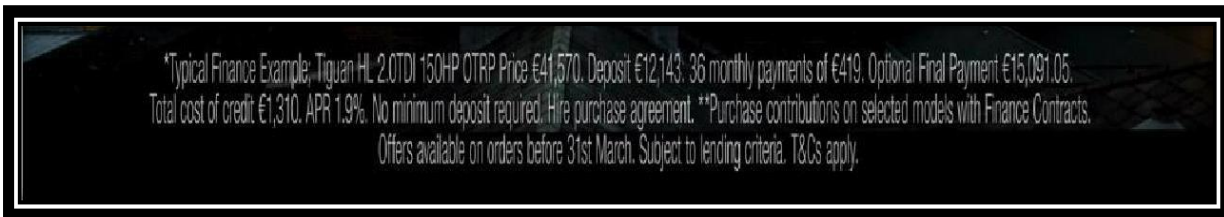
As of March 2019, all TV adverts we assess have to adhere to these guidelines so please take the time to read through the changes on the ASA's site as well as the advice below.

Clearcast Guidance

This is not exhaustive but it does cover the most common issues. If you have queries, please contact help@clearcast.co.uk for more specific advice.

Legibility

Avoid using tall and narrow fonts for your supers, such as below:



Use purer and stronger sans serif fonts like 'Arial Narrow' as below:



We have recommended font types available [here](#) for you to download.

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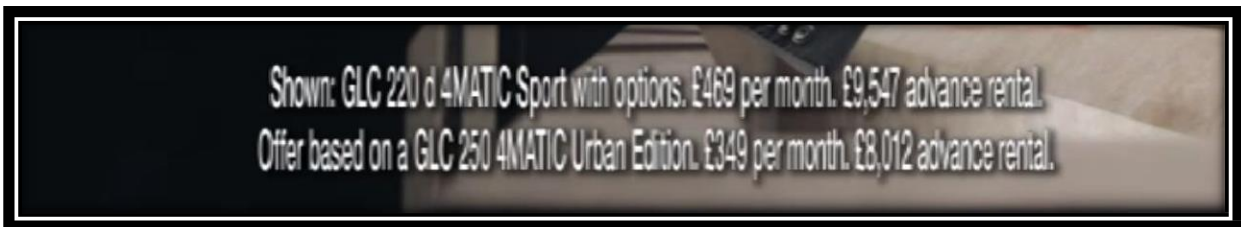
Background

Please ensure that your superimposed text can be clearly read for its full duration on screen. If there is poor contrast between your legal supers and your creative (like similar colours or moving images), then you may be required to place your supers in an opaque box, such as below:



Drop Shadow

Avoid using drop shadow as a fix for illegible supers. Under the new guidelines especially, this is not considered a suitable fix for legibility. Avoid creating text like below:



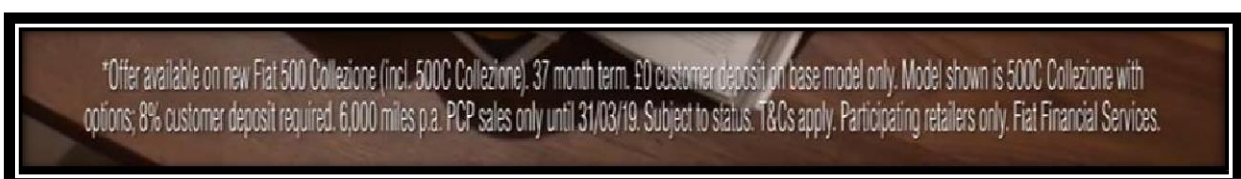
Instead use a bolder font and a full outline like below:



Please note that the outlining of text will only work in certain circumstances. Make sure to consider the background image when considering clarity.

Exceeding Two Full Lines

Avoid using two full lines or more of superimposed text. This will incur a longer hold time – the calculation for this considers the text as 0.25 secs per word plus 3 seconds recognition time. For example, the below example is two lines and difficult to read:



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Try, instead, centring your supers on three even lines, or in a downward triangle (i.e the longest line is on top and the shortest is the bottom). This leaves space and encourages readership, as below:



Significant Information

Where a qualification super is particular significant (it is considered need-to-know information for the viewer), we may require further emphasis on it. This includes making the main claim easier to read by:

- Including the qualification super in the main ad creative, as per the image to the right:
- Using the voice-over to further draw viewer's attention to the claim or relevant info on screen

There will also be a longer recognition period of an additional two seconds added to the duration of hold calculation.



Positioning

Superimposed text should not be placed in the corners or from edge-to-edge where possible. It should always be at the bottom of the screen and centred.

Relevance and Identification

Superimposed text should only contain relevant information, and we would challenge any legals/supers that aren't required. Any text that Clearcast considers material to the acceptability of the advertisement is subject to the full force of the Guidelines and our interpretation of them. This would include text on-screen which is there to fulfil legal obligations, explain offers, or convey important information.

Where text provides only marginal information, or does not contribute to the overall understanding of an ad (provided it was the only text on screen), we would not normally apply the Guidelines. Brand names are not included in the calculation of duration of hold.

Abbreviations count as one word each. Postcodes count as two words.