

The background features abstract geometric shapes in two shades of blue. A large, light blue triangle points upwards from the bottom left towards the top right. Another large, light blue triangle points downwards from the top right towards the bottom left. These two triangles overlap in the center, creating a darker blue triangular region at their intersection. The text is positioned in the upper left area, above the main geometric composition.

APPENDIX 3 VSPS ADVERTISING RULES FOR VIDEO-SHARING PLATFORMS REGULATED BY STATUTE

This section was removed following repeal of the UK's Video-Sharing Platforms (VSP) regime on 25 July, 2025.