ScreenWest and Lotterywest co-badged logo user guide

For ScreenWest funding recipients

Issued: September 2014

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Overview

ScreenWest is proud of the work it does in supporting the screen industry and screen culture in Western Australia. This support is possible thanks to funding partners the Western Australian Government and Lotterywest.

This logo user guide ensures that the WA Government and Lotterywest's support is correctly acknowledged.

Funding recipient's responsibility

It is the funding recipient's responsibility to ensure that they have read their contract that stipulates when and where the co-badged logo acknowledgement is required.

It is also the responsibility of the funding recipient to seek final clearance and approval of the co-badged logo acknowledgement from ScreenWest prior to the project or publicity materials being locked-off; failure to do so will result in the funding recipient being liable for making any corrections.

ScreenWest co-badged logo

The co-badged logo consists of the WA Government crest, ScreenWest logo and 'Lotterywest supported' logo.

The only time the full co-badged logo is not used is productions that also receive Australian Broadcasting Corporation (ABC) funding; in these circumstances the 'Lotterywest supported' logo is not included.

Contact

If you have any questions please contact the ScreenWest Communications Manager.
Email: info@screenwest.wa.gov.au Telephone: (08) 6552 7700

The co-badged logo cannot be redrawn or altered in any way. The co-badged logo should be placed appropriately in relation to your own logo or identity.
The size and placement of the co-badged logo should reflect the level of funding received.

1.1   Co-badged logo

The co-badged logo is available in two electronic formats:

- EPS – for professional printing or high quality reproduction, i.e. advertisements, brochures, leaflets, signage. The EPS format is not generally compatible with use on PC's but is a standard format for the printing industry.

- JPEG – low-resolution format suitable for online use, internally printed newsletters and press kits, Powerpoint presentations.

Co-badged logo – full colour

Co-badged logo – monotone

Co-badged logo – reverse

1.2   Development material (i.e. scripts)

Any creative material (i.e. scripts) developed with the assistance of ScreenWest must acknowledge the support on the front cover as follows:

Draft #
Developed with the financial assistance of
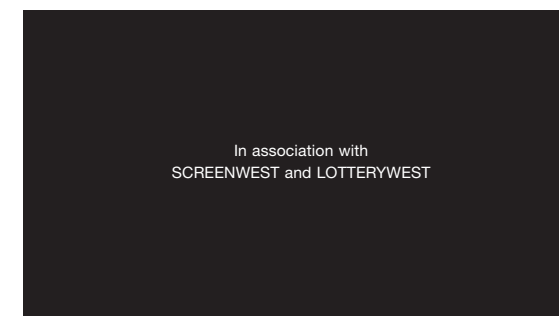ScreenWest and Lotterywest

1.3   On-screen credits

Head/Front credits

All projects that receive production funding from ScreenWest must contain a presentation credit in the head/front credits, or where there are no front credits, in a prominent position and not as the last credit.

If no logos appear:

If other logos appear:

End Credits

Projects that receive funding from ScreenWest must contain one of the following as a single frame credit in the end credits.

Project with production funding	Project with development funding	Project with development and production funding
Elements: WA Government, ScreenWest and Lotterywest	Elements: WA Government, ScreenWest and Lotterywest	Elements: WA Government, ScreenWest and Lotterywest
Text: Produced with the assistance of SCREENWEST and LOTTERYWEST	Text: Developed with the assistance of SCREENWEST and LOTTERYWEST	Text: Produced and developed with the assistance of SCREENWEST and LOTTERYWEST

Size of black area = 1920 pixel wide x 1080 pixel height. Resolution 150dpi

Size of black area = 1920 pixel wide x 1080 pixel height. Resolution 150dpi

Size of black area = 1920 pixel wide x 1080 pixel height. Resolution 150dpi

Size of white area = 1920 pixel wide x 1080 pixel height. Resolution 150dpi

Size of white area = 1920 pixel wide x 1080 pixel height. Resolution 150dpi

Size of white area = 1920 pixel wide x 1080 pixel height. Resolution 150dpi

End Credits

All projects that receive ScreenWest production funding must also include one of the following as a single frame credit in the end credits to recognise that filming/animation and/or post-production took place in Western Australia.

If activity also occurred in another state/country, additional locations can be recognised within the single frame credit.

Filmed on location in
WESTERN AUSTRALIA

Animated in
WESTERN AUSTRALIA

Post-produced in
WESTERN AUSTRALIA
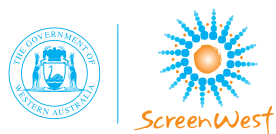
Filmed and post-produced in
WESTERN AUSTRALIA

Animated and post-produced in
WESTERN AUSTRALIA

The ABC is exempt from publishing the Lotterywest logo due to legislative requirements. Therefore for productions with ABC funding, the co-badged logo does not include the 'Lotterywest supported' logo.

2.1 Co-badged logo (ABC funded projects only)

The co-badged logo is available in two electronic formats:

- EPS – for professional printing or high quality reproduction, i.e. advertisements, brochures, leaflets, signage. The EPS format is not generally compatible with use on PC's but is a standard format for the printing industry.

- JPEG – low-resolution format suitable for online use, internally printed newsletters and press kits, Powerpoint presentations.

Co-badged logo – full colour

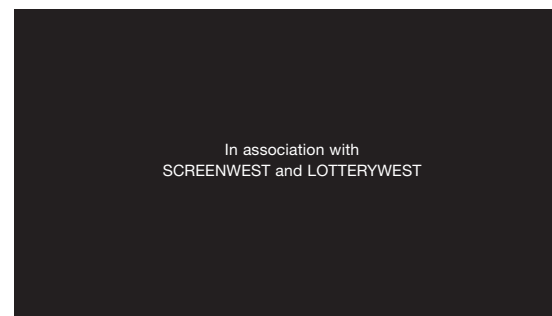Co-badged logo – monotone

Co-badged logo – reverse

2.2 On-screen credits

For ABC funded projects, the 'Lotterywest supported' logo is not used however Lotterywest is acknowledged in the written form.

Head/Front credits

All projects that receive production funding from ScreenWest must contain a presentation credit in the head/front credits, or where there are no front credits, in a prominent position and not as the last credit.

If no logos appear:

In association with
SCREENWEST and LOTTERYWEST

If other logos appear:

In association with
SCREENWEST and LOTTERYWEST

End credits

ABC project with development funding	**ABC project with production funding**	**ABC project with development and production funding**
Elements: WA Government and ScreenWest	Elements: WA Government and ScreenWest	Elements: WA Government and ScreenWest
Text: Developed with the assistance of SCREENWEST and LOTTERYWEST	Text: Produced with the assistance of SCREENWEST and LOTTERYWEST	Text: Produced and developed with the assistance of SCREENWEST and LOTTERYWEST

Size of black area = 1920 pixel wide x 1080 pixel height. Resolution 150dpi

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End Credits

All projects that receive ScreenWest production funding must also include one of the following as a single frame credit in the end credits to recognise that filming/animation and/or post-production took place in Western Australia.

If activity also occurred in another state/country, additional locations can be recognised within the single frame credit.

Filmed on location in
WESTERN AUSTRALIA

Animated in
WESTERN AUSTRALIA

Post-produced in
WESTERN AUSTRALIA

Filmed and post-produced in
WESTERN AUSTRALIA

Animated and post-produced in
WESTERN AUSTRALIA

The individual elements of the co-badged logo must not be separated or altered under any circumstance, and the size and relationship of the elements must always stay the same.

Colour reproduction

The co-badged logo can be reproduced as:

- Full colour
- Monotone in black
- In a single theme or corporate colour
- In reverse (i.e. white over a dark background).

You should always use the correct Pantone® colours, when reproducing a colour version of the logos.

The Pantone® colours are:

ScreenWest

Pantone® 021
Cyan: 0.0   Magenta: 51.0
Yellow: 87.0 Black: 0.0
R: 239 G: 107 B: 0

Process Cyan
Cyan: 100.0   Magenta: 0.0
Yellow: 0.0 Black: 0.0
R: 0 G: 165 B: 209

WA Government crest

Process Cyan
Cyan: 100.0   Magenta: 0.0   Yellow: 0.0 Black: 0.0
R: 0 G: 165 B: 209

Lotterywest
CMYK Only

Chemproofs should be used to check colours prior to offset print production. Colours for all reproduction methods should be matched as closely as possible to Pantone standards.
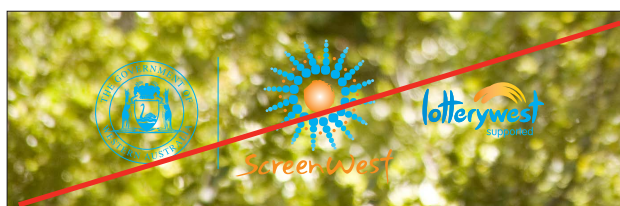
Reversing the co-badged logo

The co-badged logo may be reversed from solid background colours, but black is preferred.

When reversing the logo, it may appear as either:
1. All in colour.
2. All in white.

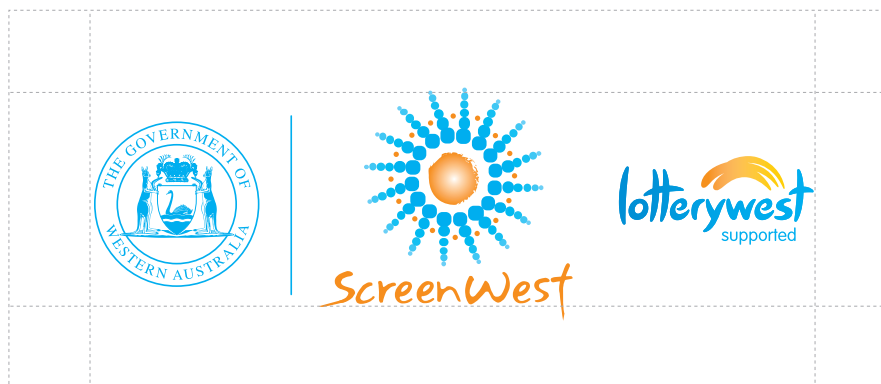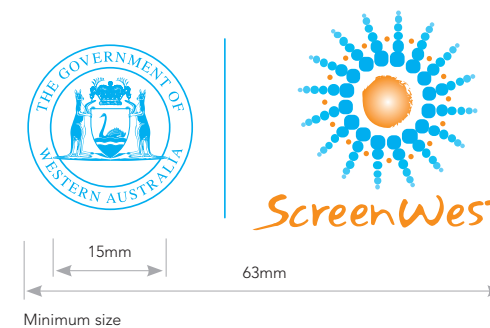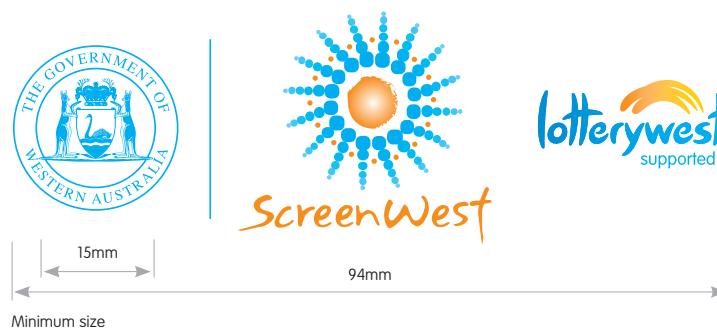The logo should not be reversed from a photographic or textured background – the background must be solid.
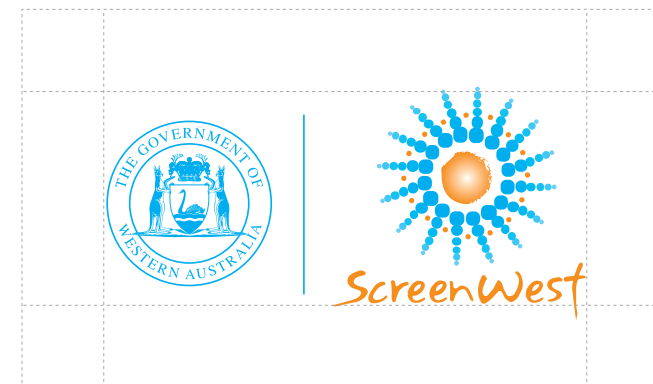
Minimum size

The minimum width for positive reproduction of the co-badged logo is specified. As the elements of the co-badged logo appear together, the minimum size refers to the block of all elements.

Exclusion zone

To ensure that the co-badged logo is never 'crowded' with other logos, pictures or symbols please make sure that you follow the exclusion zone guidelines.
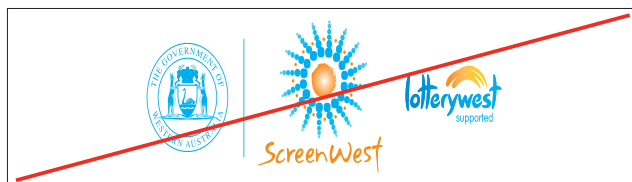

15mm

94mm

Minimum size

15mm

63mm

Minimum size

Exclusion zone

Exclusion zone
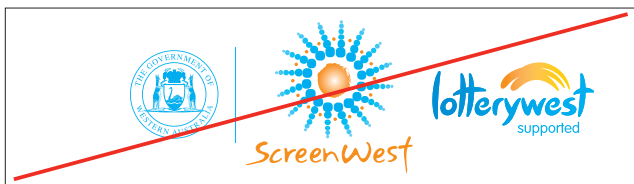
A few 'don'ts'!

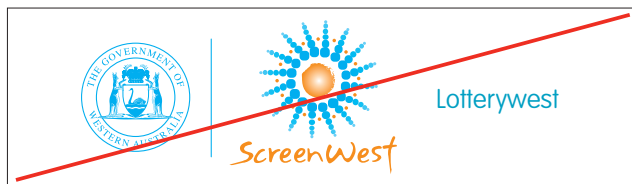You should also be careful not to:

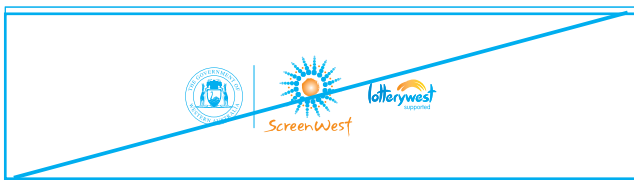Separate or rearrange the three elements of the
co-badged logo

Distort the co-badged logo

Change the size of any element of the co-badged logo

Re-create any of the logo elements using different fonts

Print the co-badged logo too small

Do not attach service or product descriptors to the logo