



**New Zealand**  
FILM COMMISSION



Te Tumu Whakaata Taonga

# New Zealand Film Commission

## Logo and Credits Guide

For projects with NZFC funding

August 2020

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We encourage you to read these guidelines carefully

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## Introduction

This guide sets out the New Zealand Film Commission's (NZFC) requirements for credits and use of the NZFC logo for projects with NZFC funding.

This guide should be read alongside any more specific requirements for your project set out in your funding agreement.

Before the film's titles and credits are locked, the film's producer must provide a copy of all credits in writing or via video file to the NZFC's Marketing team for approval as well as the billing blocks (intended to be used for poster, video packaging, paid advertising, sales materials and trailers) with logos, and with a reasonable amount of time and opportunity to review and comment prior to the titles and credits being locked.

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For all enquiries regarding the NZFC's credit requirements and for approval of your credits, please contact our Marketing team at [marketing@nzfilm.co.nz](mailto:marketing@nzfilm.co.nz).

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# Wording and Order of Credits

## Feature films, and short films

These requirements are for feature films and short films that have received funding from the NZFC.

You will need to consider how these requirements align with other contracted credits for your film – for example the credits requested by any private investors, lenders, or other partners.

The NZFC's approval is required for any variations to the requirements set out in this guide or your funding agreement.

Once you have a version of your credits ready (either in written or video format) please provide a copy to the NZFC's Marketing team ([marketing@nzfilm.co.nz](mailto:marketing@nzfilm.co.nz)) for review and approval with a reasonable amount of time prior to the film's titles and credits being locked.

### 1. OPENING CREDITS

There must be a **full screen NZFC Animated Logo** including any logo soundtrack before all other logos and credits of any kind, except for those of the sales agent and local distributor (where applicable).

### 2. MAIN CREDITS (NB: The main credits may be at the beginning or the end of the film)

Immediately after the Producer/Production company credit, and on a separate card, the words "**In association with the New Zealand Film Commission**" must be included. Where the NZFC is the majority funder of your film we generally expect that the NZFC's credit will appear on its own card and ahead of any other funders.

### 3. CLOSING CREDITS/END TITLES

The **NZFC Combined Logo** must be included in a size and presentation of at least equal prominence with any other investor logos. The Combined Logo incorporates the logos of the NZFC and the Lottery Grants Board.

### 4. THANKS

If you wish to thank any NZFC staff, please do so in your general Thanks section.

### 5. TRAILERS

If an animated or static logo of any other party is to be included in your film's trailer, the NZFC must be given opportunity to have the NZFC's **Animated** or **Still Logo** included.





## 6. PUBLICITY MATERIAL

In any advertising or publicity material that incorporates funding credits or a billing block (e.g. posters, DVD and video packaging) a credit immediately following the Producer/Production company credit must be included with the words “**in association with the New Zealand Film Commission**”. Where the NZFC is the majority funder of your film we generally expect that the NZFC’s credit will appear ahead of any other funders.

The **NZFC Still Logo** must also be included where other funders or parties’ logos are included.

## 7. PRODUCING CREDITS

The NZFC requires approval of all producing credits on films it provides funding for.

This includes credits for Producer, Executive Producer, Associate Producer, Co-Producer, Assistant Producer, Independent Producer, Intern Producer, Creative producer, Consulting Producer etc.

The NZFC requires to be reasonably satisfied that each producing credit is an accurate reflection of the role actually played by the individual credited.

For some guidance as to what is generally involved in each role, you may find it useful to refer to the [Code of Credits for Theatrical Motion Pictures](#) published by the Producers Guild of America.

## Other funding types

The following are specific requirements for various other NZFC funding types. If your funding type does not appear here please check your funding agreement for clarity on what credits may be required for your film and contact us if you are still unsure.

### 1. Development funding

For projects supported by any NZFC development funding (including Seed and Seed Advanced, EDF, ADF, and Interactive Development Fund) there must be a line in the film’s final on-screen credits that reads “**Development assistance from the New Zealand Film Commission**”. There is generally no logo requirement.

### 2. Feature Film Finishing Grant

In the closing credits/end titles of your film, you must include the NZFC Combined Logo and the words “**Completed with the assistance of a Feature Film Finishing Grant from the New Zealand Film Commission**”.

The NZFC may require its **Animated Logo** to be included at the film’s opening credits. Please contact us before you lock your credits to check whether it should be included.





3. **Devolved funding**

For any films supported by NZFC devolved funding (including He Ara, Boost, BDS), please refer to your funding agreement and contact the NZFC for further information or with any questions.

4. **New Zealand Screen Production Grant (NZSPG)**

Please refer to the NZSPG Criteria for New Zealand or International productions.



## Logos

### Still Logo

There are two standard NZFC logos:



The black (primary) logo should be used on white or lighter backgrounds, and the white logo on black or darker backgrounds.

One of these logos must also appear in the billing block on all advertising materials, DVD and video packaging, posters or anywhere else funding credits are incorporated.

The NZFC logo must not be printed smaller than 20mm in width.

### Combined Logo

The combined logo incorporates the NZFC logo and that of the Lottery Grants Board and is for use in the closing credits.





### **Animated Logo**

The NZFC's Animated Logo must be included at the front of the film before all other logos and credits of any kind, except for those of the sales agent and local distributor. This Animated Logo must be full screen, with the associated logo soundtrack. The NZFC may also require the Animated Logo to be included on your film's trailer.

All logos are available from the NZFC on request at [marketing@nzfilm.co.nz](mailto:marketing@nzfilm.co.nz). When requesting a logo please clearly state the name of your film and provide a copy of your funding agreement.

### **It is important not to:**

- Tilt or obscure the logo
- Rearrange design elements
- Crop or edit the logo
- Use multiple colours
- Distort the logo's shape in width or height
- Frame the logo
- Add text or additional design elements
- Construct the logo yourself from component parts
- Use the logo on a background that does not provide adequate contrast
- Change the logo's orientation

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A final reminder that we are here to help. If you have any questions please contact us by email [marketing@nzfilm.co.nz](mailto:marketing@nzfilm.co.nz) or phone 0800 659 754.

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