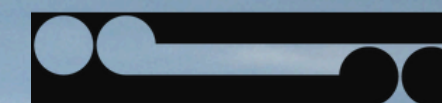


New Zealand
FILM COMMISSION



Te Tumu Whakaata Taonga



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Section 1

PURPOSE

This guide outlines how to correctly use our brand assets and provide accreditation at film festivals, screenings, and industry events. It ensures audiences understand the cultural value of public funding, and that our support is consistently and respectfully acknowledged.

These guidelines form part of your funding contract. For any uses outside of what's covered here, please consult with our Marketing team well before your event or screening goes live.

Contact: marketing@nzfilm.co.nz



Section 2

BRAND ASSETS

PRIMARY LOGO

- Provided in black or white, for use on light/dark backgrounds.
- Minimum size: 15mm/50px.
- Must maintain clear space (based on the circle in the bottom right of the logo).
- Must not be stretched, recoloured, rotated, or modified.

ANIMATED BUG

- Available in light/dark versions for cinema/DCP files, online video, or trailers.
- Placement: Top left or right corner depending on visibility.
- Supplied in HD, 4K, and social aspect ratios (1:1, 9:16, etc.).

CREDIT SLIDE

- Full-screen credit slide saying: **“This screening/event is made possible with the support of Te Tumu Whakaata Taonga New Zealand Film Commission.”**
- Available in dark/light versions, animated or static.

CO-BRANDING GUIDELINES

- Our logo should appear at equal size and weight alongside other funders or partners unless otherwise approved.
- In all cases, our branding must be clearly legible and not visually diminished.

Positive - Primary logo



Reversed - Primary logo



Positive

Primary + Te Reo Māori



Te Tumu Whakaata Taonga

Primary Short + Te Reo Māori



Te Tumu Whakaata Taonga

Reversed

Primary + Te Reo Māori



Te Tumu Whakaata Taonga

Primary Short + Te Reo Māori

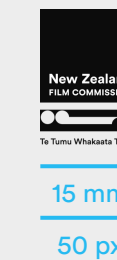
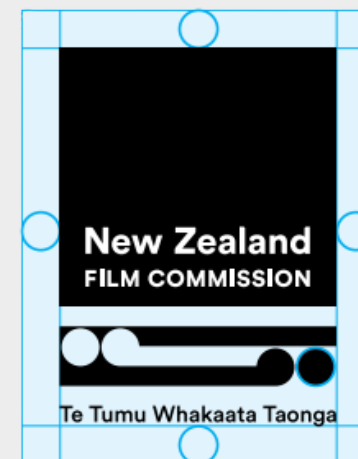


Te Tumu Whakaata Taonga

Logo Suite

Logo Suite

A suite of logos are available for careful usage and distribution. They all have positive and reversed versions which allows it to be placed on dark or light backgrounds. When possible, the primary + te reo Māori version should always be prioritised in application.



Logo Use Requirements

Clear space/ Minimum size

To maintain the integrity of the mark, a clear space rule has been established. We use the circle in the mark to define this area. See example above. The minimum size for the logo is 10mm in width and 20 pixels for digital.

DON'T

No - Drop Shadow



Do not add a drop shadow to the logo.

No - Colour change



Do not alter the colour of the logo.

No - Reconfigure



Do not manipulate the logo in any way.

No - Distorting



Do not distort the logo.

No - Rotating



Do not rotate the logo.

No - Imagery poor contrast



Do not put the logo on top of a background that compromises its visibility.

No - Colour poor contrast



Do not put the logo on top of a background that compromises its visibility.

DO

Yes - Imagery contrast



Yes - Gradient colour contrast



Yes - Colour contrast



Logo Use Requirements: Do's and Dont's

In order to maintain the integrity of the New Zealand Film Commission logo, it should not be altered in any way.

Section 3

BRAND APPLICATION

FESTIVALS, SCREENINGS AND EVENTS

Where this applies:

This section applies to any in-person event where supported films or initiatives are presented to the public or industry audiences. This includes:

- Domestic film festivals and cinema screenings
- International festival screenings and markets
- Industry panels, development initiatives, and networking events

EVENT ACCREDITATION

We require all events featuring funded content to acknowledge our support at the earliest possible opportunity during the experience. This includes the use of our animated credit slide, static logo, and verbal or written acknowledgments, depending on the format and context of the event.

The animated credit slide to appear before the film begins. This is the most visible opportunity to inform audiences that the work has been made possible with public support.

If your event includes a live welcome or speech, please include a verbal acknowledgment of the New Zealand Film Commission's support.

Where printed or digital materials are used for event promotion or experience (e.g. programmes, signage, tickets), our static logo must be included. Co-branded assets should ensure our logo is treated with equal size and prominence to other funders.

INTERNATIONAL SCREENINGS

For international screenings, the same standards apply. Unless you have received written approval, the animated credit or static logo must remain in international versions of the film. Please notify us of major festival selections so we can support your promotional efforts and ensure correct branding is in place.

INDUSTRY-FACING EVENTS

For industry-facing events (e.g. panels, training, labs, or markets), our static logo must be applied to:

- Event banners (physical or digital)
- Presentation decks and slides
- Registration or ticketing pages

A verbal or written acknowledgment of support should be included at the start of the event, where appropriate.

DIGITAL

Where this applies:

This section applies to any online or on-screen use of funded content or promotional material. This includes:

- Film trailers and teasers
- Social media content (Instagram, Facebook, TikTok, etc.)
- Festival websites and streaming platforms
- Online panels, livestreams, or virtual events

VIDEO CONTENT

For any video content promoting a funded film or event, our animated logo bug must appear in the top left corner of the screen within the first 20 seconds. This includes trailers, festival previews, and video content on platforms like YouTube, Vimeo, or social media.

If a full credit sequence is used (at the beginning or end of a trailer), the phrase “**Supported by the New Zealand Film Commission**” must be included. This text should be stylistically consistent with the rest of the video or title card.

For short-form digital content (such as Instagram reels or TikToks under one minute), we understand the visual space is limited. In this case, the logo bug may be omitted as long as accreditation appears elsewhere, for example, in the caption, end card, or thumbnail image.

ONLINE EVENTS AND LIVESTREAMS

For livestreams, digital panels, or virtual screenings, the static logo must be used at key points:

- On title or holding slides
- As an overlay or watermark during broadcasts (where possible)
- On registration or event pages

Where presenters or moderators introduce the session, we request they verbally acknowledge our support.

ONLINE EVENTS AND LIVESTREAMS

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- On title or holding slides
- As an overlay or watermark during broadcasts (where possible)
- On registration or event pages

Where presenters or moderators introduce the session, we request they verbally acknowledge our support.

PRINT

Where this applies:

This section applies to any printed or static digital promotional material related to a supported film or event.

This includes:

- Posters, flyers, and printed advertising
- Festival guides and brochures
- Tickets, lanyards, and signage
- Press kits and printed promotional materials

ACCREDITATION IN PRINT

Our static logo must be included on all printed collateral promoting supported content or events. This includes posters, flyers, programme booklets, schedules, and print or outdoor advertising. The logo should be clearly visible and not distorted, cropped, or resized below a minimum width of 15mm or 50px.

Where written-only formats are used (such as editorial features or press releases), the phrase “**Supported by the New Zealand Film Commission**” should be included in a prominent location, ideally at the beginning or end of the content.

If the space or layout prevents use of the logo (for example, in a ticketing system or small format ad), please contact us to discuss appropriate alternatives.

PRESS KITS

Press kits should include our static logo on the cover page or within the credits. If the kit contains written summaries or director’s statements, it should also contain the phrase “**Made with the support of Te Tumu Whakaata Taonga New Zealand Film Commission**” either in the introduction or acknowledgments section.

For all co-branded materials, our logo must be presented with equal weighting to other funders or sponsors.

SOCIAL MEDIA

The New Zealand Film Commission maintains an active presence across key social media platforms.

To ensure consistent recognition of New Zealand Film Commission support, all digital promotion of funded or supported activity should adhere to the following guidelines:

- Posts across social media that promote supported events, initiatives, or content must tag the relevant New Zealand Film Commission accounts or, when not possible, include a credit in the caption.
- Official social media pages created to represent supported festivals, programmes, or events must clearly acknowledge New Zealand Film Commission support. This can include:
 - Tagging the New Zealand Film Commission in relevant posts
 - Including the phrase “**Supported by the New Zealand Film Commission**” in captions, bios, or 'About' sections
 - Displaying the NZFC logo in cover images or banners where appropriate

FACEBOOK

[@NZFilm](#)

INSTAGRAM

[@NZFilm](#)

[@NZinFocus](#)

LINKEDIN

[@NZFilm](#)

YOUTUBE

[@NewZealandFilmCommission](#)

TIKTOK

[@NZFilmCommission](#)

Contacts

**New Zealand Film Commission
Marketing and Communications**

marketing@nzfilm.co.nz