





# Contents

Section 1

PURPOSE

Section 2

BRAND ASSETS

Logo Suite  
Logo Use Requirements  
Logo Do's and Dont's

Section 3

BRAND APPLICATION

Festivals, Screenings and Events  
Digital  
Print  
Social Media

Section 4

CONTACT

# 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](mailto: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**

All events featuring NZFC-funded content must acknowledge our support clearly and early in the experience.

Include our animated credit slide before the film begins. This is the most visible way to show the work was 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.

For any printed or digital materials used in promotion or during the event (e.g. programmes, signage, tickets), our static logo must be included. On co-branded assets, our logo must be sized and placed in proportion to our investment, and must be no smaller or less prominent than other funders’ logos.

Acknowledgment format should suit the event context—visual, verbal, or written—and appear at the earliest appropriate moment.

---

**INTERNATIONAL SCREENINGS**

For international screenings, the same acknowledgment standards apply. Unless written approval has been granted, the animated credit slide and static logo must remain in all international versions of the film.

Please notify us of major festival selections. This allows us to support your promotional efforts and ensure NZFC branding is correctly represented.

---

**INDUSTRY-FACING EVENTS**

For panels, training, labs, markets, and other industry-facing events, our **static logo must be included** on all key materials, including:

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

Where appropriate, a verbal or written acknowledgment of NZFC support should be included at the start of the event.

# 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 promoting a funded film or event, the animated logo must appear within the first 20 seconds. This applies to trailers, festival previews, and content on platforms like YouTube, Vimeo, and social media.

If the video includes a full credit sequence (at the beginning or end), include the phrase:  
**“Supported by the New Zealand Film Commission”**  
styled consistently with the rest of the video or title card.

Where NZFC has contributed as a co-investor or partner, the line of support may be adjusted to reflect our role (e.g. **“In association with the New Zealand Film Commission”**). Please confirm wording with us if you’re unsure.

For short-form digital content (e.g. Instagram Reels or TikToks under one minute), the logo bug may be omitted if NZFC support is acknowledged elsewhere—such as in the caption, end card, or thumbnail.

---

**ONLINE EVENTS AND LIVESTREAMS**

For livestreams, digital panels, and virtual screenings, our static logo must be included 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, a verbal acknowledgment of NZFC support is requested.

---

**DIGITAL PLATFORMS & ONLINE PRESENCE**

NZFC support must be acknowledged on websites, social posts, ads, and streaming platforms—via logo, caption, or metadata.

Use the static logo where space allows. For short-form content, refer to video guidelines. Wording may be adjusted to reflect our role (e.g. “In association with”). Please confirm with us if unsure.

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

Include our static logo on all printed collateral promoting supported content—e.g. posters, flyers, booklets, schedules, and outdoor ads. The logo must be clearly visible, not distorted or cropped, and no smaller than 15mm or 50px wide.

For written-only formats (e.g. editorials, press releases), include the phrase:

**“Supported by the New Zealand Film Commission”** in a prominent location. Where NZFC has contributed as a co-investor or partner, the line of support may be adjusted to reflect our role (e.g. “In association with the New Zealand Film Commission”).

If space limits logo use (e.g. ticketing systems or small ads), contact us to discuss alternatives.

PRESS KITS

Include our static logo on the cover or credits page. If the kit contains written content (e.g. summaries, director’s statements), include the phrase:

**“Made with the support of New Zealand Film Commission Te Tumu Whakaata Taonga”** in the introduction or acknowledgments.

Where NZFC has contributed as a co-investor or partner, the line of support may be adjusted to reflect our role (e.g. “In association with the New Zealand Film Commission”). Please confirm wording with us if you’re unsure.

On co-branded assets, our logo must be of a size and prominence that is commensurate with our investment relative to other funders’ investments, and in any event no smaller or less prominent than other funders’ logos.

# 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 social media promotion of funded content or events must follow these guidelines:

**General Posts**

Posts promoting NZFC-supported content must tag the relevant NZFC account (e.g. @NZFilm) or, where tagging isn’t possible, include a written credit in the caption—such as: “Supported by the New Zealand Film Commission”.

**Official Pages**

Social media accounts created for supported festivals, programmes, or events must clearly acknowledge NZFC support. This can include:

- Tagging NZFC in relevant posts
- Including the acknowledgment phrase in bios, captions, or 'About' sections
- Displaying the NZFC logo in cover images or banners where appropriate

**Visual Content**

Where possible, include the static logo in social media graphics, especially for launch announcements or milestone posts. Please confirm wording with us if unsure.

**FACEBOOK**

[@NZFilm](#)

**INSTAGRAM**

[@NZFilm](#)

[@NZinFocus](#)

**LINKEDIN**

[@NZFilm](#)

**YOUTUBE**

[@NewZealandFilmCommission](#)

**TIKTOK**

[@NZFilmCommission](#)



Contacts

New Zealand Film Commission  
Marketing and Communications

[marketing@nzfilm.co.nz](mailto:marketing@nzfilm.co.nz)