

# Screen Canberra Credit Policy

## *A Guide for Approved Projects*

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### 1 General Principles

This policy sets out the requirements for acknowledging Screen Canberra in all funded projects and associated materials. These requirements ensure consistent and prominent recognition of ACT Government support and compliance with contractual, reporting, and national screen industry standards.

The Screen Canberra logo may only be used to acknowledge support provided under a funding agreement, or with the express written permission of Screen Canberra.

Screen Canberra must be co-branded with the ACT Government. The Screen Canberra logo therefore comprises two elements—the ACT Government's CBR logo and the Screen Canberra element—which must always be used together as a single, unified graphic. The logo is available in both colour and black-and-white formats. Where colour reproduction is possible, the prescribed colour version must be used.

### 2 Scope and Application

These requirements apply to all projects supported by Screen Canberra and its predecessor agency, ScreenACT, including but not limited to:

- Development, production, post-production, digital, visual effects, virtual reality (VR), gaming, and advertising or promotional activities; and
- All formats, iterations, and distribution channels of these projects, both within Australia and internationally.

All funded projects must acknowledge the support of Screen Canberra (or ScreenACT, where applicable) across all on-screen and off-screen applications, including but not limited to:

- On-screen credits: Opening titles, end cards, or credit rolls as specified in the Funding Agreement;
- Promotional screen content: Trailers, teasers, sizzle reels, and other promotional audiovisual materials;
- Marketing materials: Posters, one-sheets, advertisements, and cinema spots;
- Press and media materials: Media releases, press kits, and social or digital media campaigns;
- Physical and digital packaging: DVD, Blu-ray, video-on-demand (VOD), streaming platforms, game packaging, and soundtracks; and
- Festival, market, and convention materials: Where acknowledgements of other funders or partners are included.

Applicants and recipients must refer to the project-specific Funding Agreement, to which Screen Canberra is a party, to confirm the approved credit language for use alongside the Screen Canberra (or ScreenACT) logo.

Projects that received support under ScreenACT prior to the establishment of Screen Canberra must continue to acknowledge ScreenACT in accordance with the terms of their original Funding Agreement, unless otherwise directed in writing by Screen Canberra.

New projects, or existing projects receiving additional or ongoing support from Screen Canberra, must use the Screen Canberra logo and approved credit language as outlined in this document.

### **3 Credit Requirements**

#### **3.1 Presentation Credits (Opening Titles)**

Where a production includes opening presentation credits, Screen Canberra must be acknowledged as follows:

##### **IN ASSOCIATION WITH THE ACT GOVERNMENT AND SCREEN CANBERRA**

The credit must be presented as a full-frame title card, separate from all other logos or credits, featured in the opening titles of every version of the production, and included in the billing block of all primary marketing materials, such as posters and one-sheets.

#### **3.2 End Credits**

All versions of the production must include one of the following full-frame static end credits:

##### **POST PRODUCED IN THE AUSTRALIAN CAPITAL TERRITORY WITH ASSISTANCE FROM THE ACT GOVERNMENT AND SCREEN CANBERRA**

or

##### **PRODUCED IN THE AUSTRALIAN CAPITAL TERRITORY WITH ASSISTANCE FROM THE ACT GOVERNMENT AND SCREEN CANBERRA.**

or

##### **FILMED IN THE AUSTRALIAN CAPITAL TERRITORY WITH ASSISTANCE FROM THE ACT GOVERNMENT AND SCREEN CANBERRA**

This credit must be presented as a full-frame static card, not within the rolling end credits, and must include both the Screen Canberra and CBR Canberra logos, as specified in Section 4.

#### **3.3 Development Funding**

For development-only funding, Screen Canberra must be acknowledged with a full-frame credit using the following text:

##### **DEVELOPED WITH THE ASSISTANCE OF SCREEN CANBERRA AND THE ACT GOVERNMENT**

This credit must appear on splash/loading screens or game menus, in full-frame static end credits, and across all trailers, store listings, convention booths, and promotional materials.

### 3.4 Games and Interactive Media

Projects funded in the digital games or interactive sector must be acknowledged with the following credit:

#### **DEVELOPED WITH THE ASSISTANCE OF SCREEN CANBERRA AND THE ACT GOVERNMENT**

The credit must appear on splash/loading screens or game menus, in static end credits, and in trailers, store listings, convention booths, and promotional materials.

## 4 Logo and Branding Requirements

Screen Canberra will provide official logos for use in screen credits and promotional materials.

- The static logo in all formats are available for download via the Screen Canberra Website.
- The ident is available for download via the Screen Canberra Website.

Logos must:

- Appear equal in size and prominence to the credits of any other screen agency or government funder.
- Maintain adequate clear space on all sides to ensure visibility and legibility.
- Be displayed on all final project materials, unless a written exemption is granted by Screen Canberra. Be used correctly — logos must not be altered, distorted, cropped, or combined with other logos without prior written approval.

All logos and on-screen credits must be submitted to Screen Canberra for written approval before public release.

Credits and logos must be displayed with equal prominence to those of other State or Territory screen agency funders and must receive acknowledgment at least equivalent to any comparable funder.

### 4.1. Logo usage

Across all domestic and international projects, the following logo usage applies:

- **Combined Logo - Black Logo on Light Background**
  - Where applicable, use the combined logo to acknowledge both Screen Canberra and the ACT Government. This lockup must appear in static full-frame closing credits, posters, and official announcements.



[CBR Screen Canberra Combined Logo]

- **Combined Logo - White Logo on Dark Background**
  - Where applicable, use the combined logo to acknowledge both Screen Canberra and the ACT Government. This lockup must appear in static full-frame closing credits, posters, and official announcements.



[CBR Screen Canberra Combined Logo]

## 5 Animated Version (Ident)

5.1 For Screen Canberra-funded productions, the ident must appear as per the contracted credit requirements. The ident must not be altered in any way and must always be used with sound.

## 6 Verbal and Public Acknowledgment

Where appropriate, producers and production companies must use their best endeavours to verbally acknowledge Screen Canberra in interviews, panels, festival Q&As, industry events, award nights, conferences, and any public appearances related to the program.

## 7 Traditional Owner Acknowledgment

Screen Canberra encourages respectful acknowledgment of Traditional Owners in all screen projects.

Suggested Wording:

*“The Producers would like to acknowledge the Traditional Owners of the land on which [Project Name] was produced.”*

These acknowledgments are voluntary but encouraged where culturally appropriate and may be included in end credits, title cards, media kits, study guides, and other production materials.

## 8 Non-Compliance

If crediting requirements are not met, Screen Canberra may take steps such as withholding milestone payments, requesting remedial action under the funding agreement, or arranging for a public correction of any credit omission.

## 9 Policy Review

This policy will be reviewed and updated periodically to ensure it remains consistent with Screen Canberra’s operational objectives, national screen industry standards, and evolving technologies and creative practices.