STYLE GUIDE

The Screen NSW logo reflects the diversity and innovation that characterises the screen industry, as well as the role Screen NSW plays in connecting individuals and organisations.

THE BRAND

Partnership logo

The relationship of Screen NSW as a NSW government statutory authority means the partnership logo should always be used. The Screen NSW logo should appear in colour (CMYK/RGB) on a white background wherever possible to maximise its presence.

Rationale

This style guide is for use by external partners and stake holders.

Reverse

The reverse logo must be used over black or dark backgrounds.

This logo has been specifically designed for end credits on black and must be used for this purpose.

Greyscale

When there are colour/printing restrictions the greyscale version can be used as an alternative.

Adapted logo

If appearing less than 60mm in width, the Screen NSW Adapted Small Logo must be used. This is in accordance with the NSW government guidelines and ensures the waratah is reproduced clearly.

Clear space

The minimum clear space surrounding the Screen NSW partnership logo must be at least equivalent to the height of the N in NSW. This ensures the logo is not compromised by other elements.

COLOUR

The new colour palette is energetic and vibrant, representing Screen NSW's contemporary approach to the industry. Below are the CMYK, RGB and Pantone values which should not be deviated from.

Eucalypt green
C75 M0 Y75 K0
R22 G178 B109
PMS 339 C

Wattle green
C50 M0 Y100 K0
R123 G197 B35
PMS 376 C

Banksia orange
C0 M50 Y100 K0
R238 G155 B0
PMS 144 C
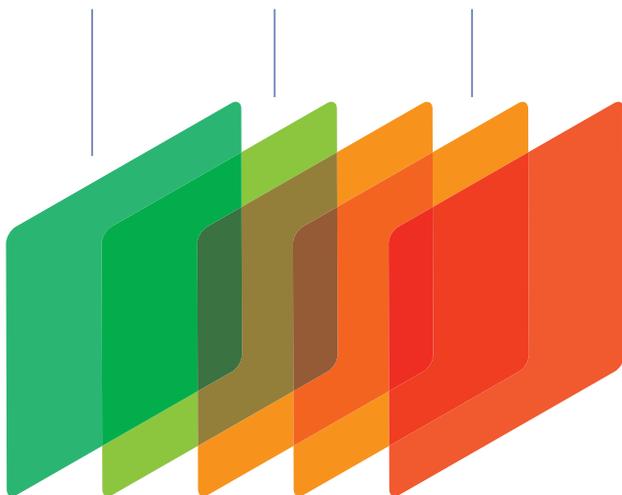
Desert red
C0 M80 Y90 K0
R229 G87 B44
PMS 1795 C

Jacaranda
C50 M36 Y0 K13
R134 G136 B180
PMS 281 C @ 50%

Bondi blue
C100 M72 Y0 K32
R32 G51 B113
PMS 281 C

CREDITS

Screen NSW plays varying roles in the screen industry and the credit requirements can be different for each production. Below lists how the credit should be worded and which logos should appear. While the credit typeface may change, the logo and type size should reflect the proportions of these supplied mock ups.

Financed in association with

Funding Program	Credit
Development Investment	Developed with assistance from [Screen NSW logo]
**Production Finance	*Financed in association with* *[Screen NSW logo]*
**Development & Production Finance	Developed and financed with assistance from [Screen NSW logo]
**Regional Filming Fund	Financed in association with the Screen NSW Regional Filming Fund [Screen NSW logo]
**Production Finance & Regional Filming Fund	Financed in association with Screen NSW and its Regional Filming Fund [Screen NSW logo]
Emerging Filmmakers Fund	Financed in association with [Screen NSW logo]
Aurora	Developed with assistance from [AURORA banner] [Screen NSW logo]
Industry Development Fund Audience Development Fund Strategic Opportunites Program	*Financed in association with* *[Screen NSW logo]*

**All projects that also receive production assistance from Screen NSW must also include one of the following in the end credits as per the Screen NSW Terms of Trade.

Filmed on location in New South Wales, Australia
Or
Post-produced in New South Wales, Australia
Or
Filmed and post-produced in New South Wales, Australia

When using the Screen NSW logo, you must supply draft credits to Screen NSW prior to lock-off for any artwork to industrydevt@screen.nsw.gov.au