



BRAND **STYLE GUIDE**

ISSUED FEBRUARY 2018

CONTENTS

INTRODUCTION 1

MASTER LOGO	2
MASTER LOGO WHITE BACKGROUND	3
BRAND PRIMARY COLOUR PALETTE	4
BRAND TYPOGRAPHY	5

SECTION 1 6

SCREENWEST FUNDED PROJECTS TRI-BADGE	7
1.1 CMYK tri-badge logo lockup	7
1.2 Mono tri-badge logo lockup	8
1.3 Development material (i.e. scripts)	9
1.5 Colour reproduction	12
1.6 Reversing the tri-badge logo	12

SECTION 2 13

SCREENWEST AND ABC FUNDED PROJECTS CO-BADGE	14
2.1 Co-badge logo (ABC funded projects only)	14
2.2 On-screen credits	15
2.3 Colour reproduction	18
2.4 Reversing the co-badge logo	18
SCREENWEST FUNDED PROJECTS LOGO SPECIFICATIONS	19
2.5 Minimum size	19
2.6 Exclusion zone	19
2.7 A few 'Don'ts!'	20

Screenwest is proud of the work it does in supporting the screen industry and screen culture in Western Australia. This support is possible thanks to funding partners the Western Australian Government and Lotterywest.

This logo user guide ensures that the WA Government and Lotterywest's support is correctly acknowledged.

FUNDING RECIPIENT'S RESPONSIBILITY

It is the funding recipient's responsibility to ensure that they have read their contract that stipulates when and where logo acknowledgement is required.

It is also the responsibility of the funding recipient to seek final clearance and approval of the logo acknowledgement from Screenwest prior to the project or publicity materials being locked-off; failure to do so will result in the funding recipient being liable for making any corrections.

SCREENWEST MASTER LOGO

The singular Screenwest master logo is only used when prescribed by Screenwest. This logo is never used for end credits unless specifically required.

SCREENWEST TRI-BADGE LOGO

The tri-badge logo consists of the WA Government crest, Screenwest logo and 'Lotterywest supported' logo.

The only time the tri-badge logo is not used is productions that also receive Australian Broadcasting Corporation (ABC) funding; in these circumstances the co-badge logo is used. The co-badge logo consists of the WA Government Crest and Screenwest logo.

CONTACT

If you have any questions please contact the Screenwest Marketing, Communications and Partnerships Manager.

Email: info@screenwest.com.au

Telephone: +61 8 6169 2100

MASTER LOGO

It is always preferable to show the Screenwest logo on a black background.



MASTER LOGO WHITE BACKGROUND

It is always preferable to show the Screenwest logo on a black background.



BRAND PRIMARY COLOUR PALETTE

The primary colour palette consists of the logo colours. These colours can be used as accents for highlighting text and graphics. The secondary colour palette is designed to complement and support the primary palette.

SCREENWEST PRIMARY COLOUR PALETTE

SCREENWEST MAGENTA	
CMYK	C0 M95 Y55 K0
RGB	R230 G34 B79
HEX#	E6224F
SCREENWEST ORANGE	
CMYK	C0 M50 Y100 K0
RGB	R243 G146 B0
HEX#	F39200

BLACK	
CMYK	C0 M0 Y0 K100
RGB	R0 G0 B0
HEX#	000000
WHITE	
CMYK	C0 M0 Y0 K0
RGB	R255 G255 B255
HEX#	FFFFFF

SCREENWEST SECONDARY COLOUR PALETTE

SCREENWEST PURPLE	
CMYK	C40 M100 Y30 K35
RGB	R124 G19 B79
HEX#	7C134C
SCREENWEST DARK ORANGE	
CMYK	C0 M70 Y100 K0
RGB	R236 G102 B8
HEX#	EC6608

SCREENWEST BUFF	
CMYK	C0 M8 Y25 K20
RGB	R217 G203 B175
HEX#	D9CBAF
TINTS OF SCREENWEST BUFF	

BRAND TYPOGRAPHY

METRIC BY KLIM FOUNDRY

The Screenwest brand font is Metric.
Metric is a licensed controlled font and can
be purchased at www.klim.co.nz

SUBSTITUTE FONT

It is always preferable to use Metric Font,
however if the font is not available then
the substitute font is Helvetica. In cases
where Helvetica is not available Arial is the
preferred option.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
abcdefghijklmnopqrstuvwxyz

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
abcdefghijklmnopqrstuvwxyz

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
abcdefghijklmnopqrstuvwxyz

LIGHT

SECTION 1

SCREENWEST FUNDED PROJECTS TRI-BADGE

SCREENWEST FUNDED PROJECTS TRI-BADGE

The tri-badge logo cannot be redrawn or altered in any way. The tri-badge logo should be placed appropriately in relation to your own logo or identity.

The size and placement of the tri-badge logo should reflect the level of funding received.

1.1 CMYK TRI-BADGE LOCKUP

The tri-badge logo is available in three electronic formats:

- **EPS + Ai** – for professional printing or high quality reproduction, i.e. advertisements, brochures, leaflets, signage. These formats are standard for the printing industry.
- **JPEG** – low-resolution format suitable for online use, internally printed newsletters and press kits, Powerpoint presentations.
- **PNG** – transparent background, low-resolution format suitable for online use, internally printed newsletters and press kits, Powerpoint presentations.

Screenwest Tri Badge CMYK Lockup



Screenwest Tri Badge CMYK Lockup_Black Background



SCREENWEST FUNDED PROJECTS TRI-BADGE

The tri-badge logo cannot be redrawn or altered in any way. The tri-badge logo should be placed appropriately in relation to your own logo or identity.

The size and placement of the tri-badge logo should reflect the level of funding received.

1.2 MONO TRI-BADGE LOCKUP

The tri-badge MONO logo is available in four electronic formats:

- **EPS + Ai** – for professional printing or high quality reproduction, i.e. advertisements, brochures, leaflets, signage. These formats are standard for the printing industry.
- **JPEG** – low-resolution format suitable for online use, internally printed newsletters and press kits, Powerpoint presentations.
- **PNG** – transparent background, low-resolution format suitable for online use, internally printed newsletters and press kits, Powerpoint presentations.

Screenwest Tri Badge MONO Lockup



Screenwest Tri Badge MONO Lockup_Reverse



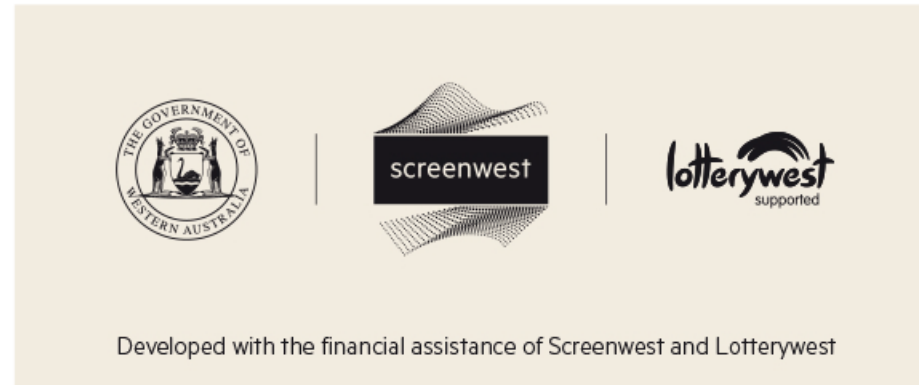
SCREENWEST FUNDED PROJECTS TRI-BADGE

1.3 DEVELOPMENT MATERIAL (I.E. SCRIPTS)

Any creative material (i.e. scripts) developed with the assistance of Screenwest must acknowledge their support on the front cover. The tri-badge logo must be used.

The copy can be written in the font of the document.

Screenwest Tri Badge MONO Lockup



1.4 ON-SCREEN CREDITS

HEAD/FRONT CREDITS

All projects that receive production funding from Screenwest must contain a presentation credit in the head/front credits, or where there are no font credits, in a prominent position and not as the last credit.

The copy can be written in the font of the credits.

Screenwest Tri Badge CMYK Lockup_Black Background



Size of black area = 1920 pixel wide x 1080 pixel height. Resolution 150dpi. (Screenwest Credits_Tri Badge_Black Background).

SCREENWEST FUNDED PROJECTS TRI-BADGE

END CREDITS

Projects that receive funding from Screenwest must contain one of the following as a single frame credit in the end credits.

The copy can be written in the font of the document.

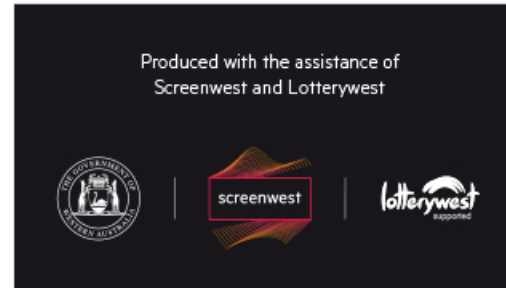
PROJECT WITH PRODUCTION FUNDING

Elements

Tri-badge: WA Government, Screenwest and Lotterywest

Text

Produced with the assistance of Screenwest and Lotterywest



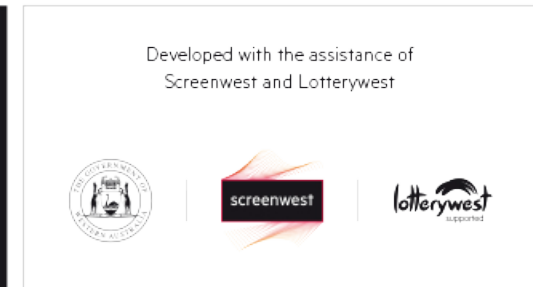
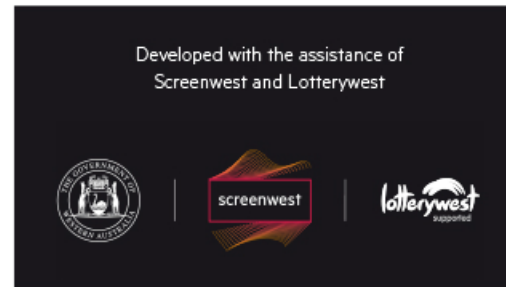
PROJECT WITH DEVELOPMENT FUNDING

Elements

Tri-badge: WA Government, Screenwest and Lotterywest

Text

Developed with the assistance of Screenwest and Lotterywest



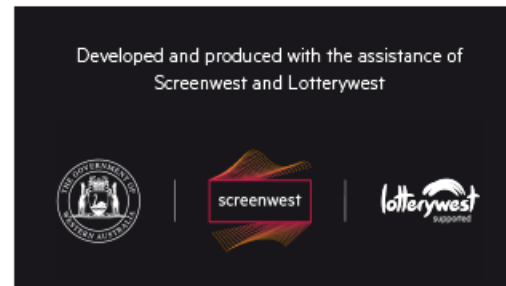
PROJECT WITH DEVELOPMENT AND PRODUCTION FUNDING

Elements

Tri-badge: WA Government, Screenwest and Lotterywest

Text

Produced and developed with the assistance of Screenwest and Lotterywest



SCREENWEST FUNDED PROJECTS TRI-BADGE

END CREDITS

All projects that receive Screenwest production funding must also include one of the following as a single frame credit in the end credits to recognise that filming/animation and/or post-production took place in Western Australia.

If activity also occurred in another state/country, additional locations can be recognised within the single frame credit.

The copy can be written in the font of the end credits.

Filmed on location in
Western Australia

Filmed and post-produced in
Western Australia

Animated in
Western Australia

Animated and post-produced in
Western Australia

Post-produced in
Western Australia

SCREENWEST FUNDED PROJECTS TRI-BADGE

The individual elements of the tri-badge logo must not be separated or altered under any circumstance, and the size and relationship of the elements must always stay the same.

1.5 COLOUR REPRODUCTION

The tri-badge logo can be reproduced as:

- Full colour
- Monotone in black
- In a single theme or corporate colour
- In reverse (i.e. white over a dark background).

Chemproofs should be used to check colours prior to offset print production. Colours for all reproduction methods should be matched as closely as possible to Pantone standards.

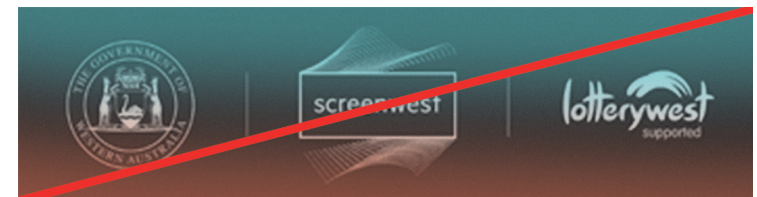
1.6 REVERSING THE TRI-BADGE LOGO

The tri-badge logo may be reversed from solid background colours, but black is preferred.

When reversing the logo, it may appear as either:

1. All in colour
2. All in white.

The logo should not be reversed from a photographic or textured background – the background must be solid.



SECTION 2

SCREENWEST AND ABC FUNDED PROJECTS CO-BADGE

SCREENWEST FUNDED PROJECTS CO-BADGE

The ABC is exempt from publishing the Lotterywest logo due to legislative requirements.

Therefore for productions with ABC funding, the co-badge logo is to be used.

2.1 CO-BADGE LOGO (ABC FUNDED PROJECTS ONLY)

The co-badge logo is available in three electronic formats:

- **EPS + Ai** – for professional printing or high quality reproduction, i.e. advertisements, brochures, leaflets, signage. These formats are standard for the printing industry.
- **JPEG** – low-resolution format suitable for online use, internally printed newsletters and press kits, Powerpoint presentations.
- **PNG** – transparent background, low-resolution format suitable for online use, internally printed newsletters and press kits, Powerpoint presentations.

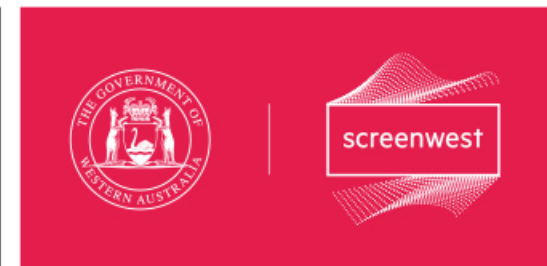
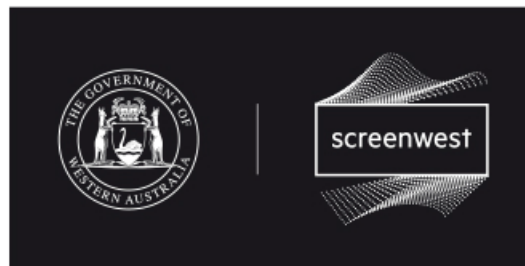
Screenwest Co Badge CMYK Lockup



Screenwest Co Badge Lockup_Black Background



Screenwest Co Badge Mono Lockup_Reversed



SCREENWEST FUNDED PROJECTS CO-BADGE

2.2 ON-SCREEN CREDITS

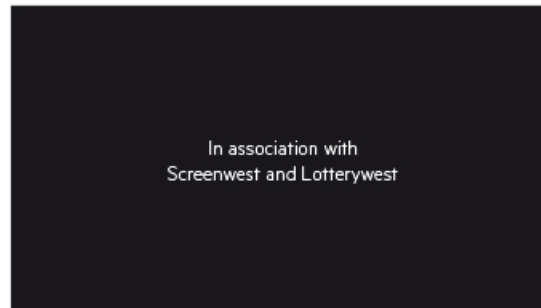
For ABC funded projects, the co-badge is to be used, **however Lotterywest is acknowledged in the written form.**

HEAD/FRONT CREDITS

All projects that receive production funding from Screenwest must contain a presentation credit in the head/front credits or where there are no front credits, in a prominent position or not as the last credit.

The copy can be written in the front of the end credits.

IF NO LOGOS APPEAR:



IF OTHER LOGOS APPEAR:



SCREENWEST FUNDED PROJECTS CO-BADGE

END CREDITS

Projects that receive funding from Screenwest must contain one of the following as a single frame credit in the end credits.

The copy can be written in the font of the document.

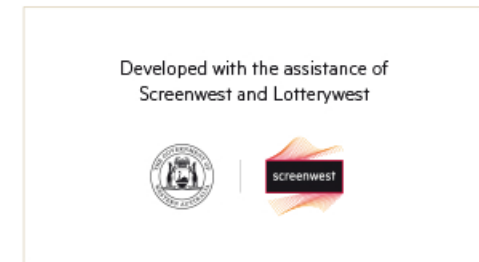
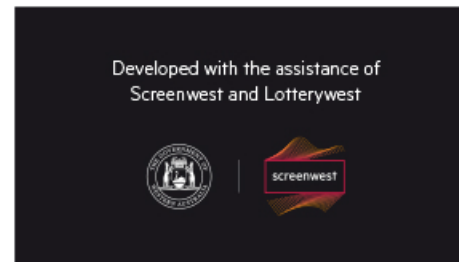
ABC PROJECT WITH DEVELOPMENT FUNDING

Elements

Co-Badge: WA Government and Screenwest

Text

Developed with the assistance of Screenwest and Lotterywest



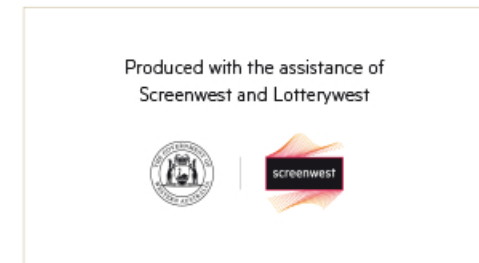
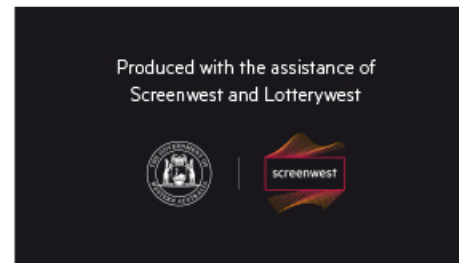
ABC PROJECT WITH PRODUCTION FUNDING

Elements

Co-Badge: WA Government and Screenwest

Text

Produced with the assistance of Screenwest and Lotterywest



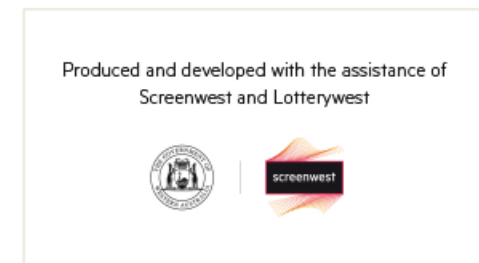
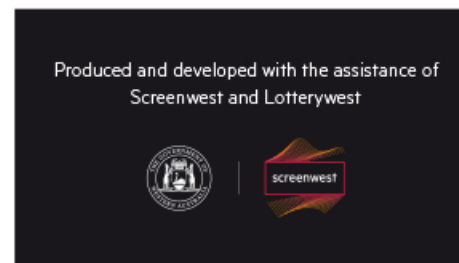
ABC PROJECT WITH DEVELOPMENT AND PRODUCTION FUNDING

Elements

Co-Badge: WA Government and Screenwest

Text

Produced and developed with the assistance of Screenwest and Lotterywest



SCREENWEST FUNDED PROJECTS CO-BADGE

END CREDITS

All projects that receive Screenwest production funding must also include one of the following as a single frame credit in the end credits to recognise that filming/animation and/or post-production took place in Western Australia.

If activity also occurred in another state/country, additional locations can be recognised within the single frame credit.

The copy can be written in the font of the end credits.

Filmed on location in
Western Australia

Filmed and post-produced in
Western Australia

Animated in
Western Australia

Animated and post-produced in
Western Australia

Post-produced in
Western Australia

SCREENWEST FUNDED PROJECTS CO-BADGE

The individual elements of the co-badge logo must not be separated or altered under any circumstance, and the size and relationship of the elements must always stay the same.

2.3 COLOUR REPRODUCTION

The co-badge logo can be reproduced as:

- Full colour
- Monotone in black
- In a single theme or corporate colour
- In reverse (i.e. white over a dark background).

Chemproofs should be used to check colours prior to offset print production. Colours for all reproduction methods should be matched as closely as possible to Pantone standards.

2.4 REVERSING THE CO-BADGE LOGO

The co-badge logo may be reversed from solid background colours, but black is preferred.

When reversing the logo, it may appear as either:

1. All in colour
2. All in white.

The logo should not be reversed from a photographic or textured background – the background must be solid.



SCREENWEST FUNDED PROJECTS LOGO SPECIFICATIONS

2.5 MINIMUM SIZE

The minimum width for positive reproduction of the co-badge and tri-badge logos are specified. The minimum size refers to the block of all elements.



MINIMUM SIZE

95mm



MINIMUM SIZE

57mm

2.6 EXCLUSION ZONE

To ensure that the co-badge and tri-badge logos are never 'crowded' with other logos, pictures or symbols please make sure that you follow the exclusion zone guidelines.



EXCLUSION ZONE



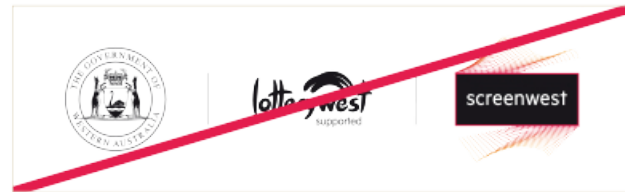
EXCLUSION ZONE

SCREENWEST FUNDED PROJECTS LOGO SPECIFICATIONS

2.7 A FEW 'DON'TS'!

You should also be careful not to:

SEPARATE OR REARRANGE THE ELEMENTS OF THE LOGO



DISTORT THE LOGO



CHANGE THE SIZE OF ANY ELEMENT OF THE LOGO



RE-CREATE ANY OF THE LOGO ELEMENTS USING DIFFERENT FONTS



PRINT THE LOGO TOO SMALL



ATTACH SERVICE OR PRODUCT DESCRIPTORS TO THE LOGO

