

SOUTH WEST SCREEN LOGO USAGE GUIDELINES

As a recipient of South West Screen investment we ask you to display our company logo on all relevant publicity materials, whether electronic – e.g. e-flyers, printed – e.g. project flyer or brochure or for any other use - e.g. on websites, within screen credits.



You can obtain our logo from Tara Milne in the Communications Team – tara.milne@swscreen.co.uk or call 0117 952 9971.

If you have any queries relating to use of our logo or require it in a different format please contact Tara Milne.

What logos do you need?

South West Screen is the Regional Screen Agency for the South West of England. If you are located within this region and have received support of any kind from South West Screen then you should reflect this on any print, promotional and broadcast material (including websites) that you prepare. Simply follow the South West Screen guidelines shown in section 1.

If you are not sure what support you have received and which logos to show, refer to your original South West Screen Investment Agreement or contact the Communications team. **You need to provide South West Screen with file copies of promotional and publicity material as part of the terms and conditions of investment.** Please note that failure to show the correct information may influence this or future investments.

1 South West Screen's logo details

When used in isolation, the South West Screen logo should be used in colour on a white background wherever possible. Always include the drop shadow when used on white.

If placing the logo on a tinted or solid background please use the logos without drop shadow. The black versions should be used when a single colour logo is required or where only one colour printing is available. The white version should be used when the logo appears on a dark or mid tone colour.



1.1 South West Screen logo positioning

The minimum size we recommend is 10mm wide. Please do not put borders or boxes around the logo, or stretch or change the proportions of the logo. There should always be an exclusive free zone around the logo to prevent other graphic elements clashing with it.

2 Additional logos

In addition to South West Screen's logo a number of other logos **must be used** depending on the information stated in your Investment Agreement. To request copies of these logos please contact South West Screen's Communications Team. These logos are included below for reference purposes.

2.1 BFI/Lottery logo

If you are in receipt of Lottery investment from 1 April 2011 onwards, use South West Screen's logo plus the BFI/Lottery logo.

You also need to include the following text credit

Supported by RIFE Investment Fund through the BFI and South West Screen

The BFI/Lottery funded logo should be used in colour on a white background wherever possible. If this is inappropriate (due to colour clash, lack of colour, or unsuitable background colour) then the black and white version should be used.

Please refer to your Investment Agreement to see whether you are in receipt of Lottery investment.



2.2 UK Film Council/Lottery logo

If you received Lottery investment before 31 March 2011, use South West Screen's logo plus the UK Film Council/Lottery logo.

You also need to include the following text credit

Supported by RIFE Investment Fund through the UK Film Council and South West Screen

If the funding was for a DFAF project, you need to include:

The Digital Film Archive Fund (DFAF) was a UK Film Council Lottery fund set up to increase public access to regional screen heritage. DFAF was supported by the Regional Investment Fund England (RIFE) through the UK Film Council and South West Screen.

The UK Film Council/Lottery funded logo should be used in colour on a white background wherever possible. If this is inappropriate (due to colour clash, lack of colour, or unsuitable background colour) then the black and white version should be used. If the logo needs to be reversed out of a black or solid colour, then use the white reversed out version.



Please refer to your Investment Agreement to see whether you are in receipt of Lottery investment.

2.3 South West Regional Development Agency logo

If in receipt of South West RDA finance use South West Screen's logo plus the South West RDA logo.



2.4 European funding logos

If in receipt of European finance use South West Screen's logo plus either the European Social Fund or the European Regional Development Fund logo.

European Social Fund

The European Social Fund (ESF) logo should be used in colour on a white background wherever possible. If this is inappropriate (due to colour clash, lack of colour, or unsuitable background colour) then the black and white version should be used.

Please refer to your Investment Agreement to see whether you are in receipt of ESF funding.



European Regional Development Fund

The European Regional Development Fund (ERDF) logo should be used in colour on a white background wherever possible. If this is inappropriate (due to colour clash, lack of colour, or unsuitable background colour) then the black and white version should be used.

Please refer to your Investment Agreement to see whether you are in receipt of ERDF funding.



Don't forget, if you have any queries related to logo usage, please don't hesitate to contact the Communications team on 0117 952 9977.