

# SCREEN SCOTLAND ACCREDITATION GUIDELINES

How to acknowledge support from Screen Scotland  
for recipients of Production Growth Fund

# SCREEN SCOTLAND

Screen Scotland is the national body that drives development of all aspects of Scotland's film and TV industry, through funding and strategic support. Screen Scotland is part of Creative Scotland and delivers these services and support with funding from Scottish Government and The National Lottery.

## Logo

The funding you have received from Screen Scotland is made possible with support from the Scottish Government.

By accepting this funding, you have made a commitment to acknowledge this support. As part of your contractual agreement, it is essential that you use the Screen Scotland logo in all your public facing materials, assets and channels. Contracts may not be considered complete and payments could be delayed or withheld unless the correct acknowledgement is made.

You can [download our logos from the website](#).

**SCREEN SCOTLAND  
SGRÌN ALBA**

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SGRÌN ALBA**

Screen Scotland logo

## **Promotional materials**

The Screen Scotland logo should be prominently displayed on key promotional materials related to your production or project. This includes press releases, brochures, programmes, posters, advertising and any other display materials used to publicise the production or project. Key audio-visual and digital materials such as websites, trailers, presentations and videos should also display the logo.

## **End credits**

Screen Scotland logo must be included immediately before the copyright credit.

## **Billing blocks**

If you have received production funding the Screen Scotland logo should appear in the bottom left of the billing block. Please ensure any logo use is signed off. See Page 6 for contact details.

## Animated logo

You can download the animated logo [on our website here](#).

## Further guidance

### Logo for printed material

Resolution: 300dpi

## SCREEN SCOTLAND SGRÌN ALBA

64mm/181px  
minimum width

**Size:** The minimum size for the logo is demonstrated here. It is measured at 64mm. The minimum size is based on legibility and the logo should not appear any smaller than represented here. The words and symbols must always be used in the proportions, spacing and typeface shown.

A range of logo sizes have been defined to ensure that the Screen Scotland logo is reproduced consistently across a wide range of standard paper sizes.

64mm width minimum size

A6, A5 = 64mm width

A4 = 64mm width

A3 = 64mm width

A2 = 90mm width

A1 = 120mm width

A0 = 170mm width

If a size/format is selected outwith one of the standard 'A' sizes outlined below (eg billboard advertising or large scale exhibition signage) it is left up to the discretion of the designer to use the logo at an appropriate size, this should complement the design whilst not compromising legibility.

### Static Logo use for websites and social media

Resolution: 72dpi (Please note: editing software may require higher resolution images for film). The minimum size for the logo is demonstrated on the previous page. It is measured at 64mm. The minimum size is based on legibility and the logo should not appear any smaller than represented here. The words must always be used in the proportions, spacing and typeface shown.

## Exclusion zone

We have defined an exclusion zone to protect the logo from other graphic elements like type, image and boxes or lines. No text or graphic elements should encroach into this area. The protective space around the logo is defined as half the height of the crossed fingers – this should be the clear zone. This is illustrated below.



## Logo misuse



- Always use the logo in the correct colour, either black or white (as the artwork has been set up)
- Never rotate the logo
- Never distort (stretch or compress)
- Never re-create in a different typeface
- Show enough contrast between it and the background
- Always protect with the exclusion zone
- Always use a high resolution logo for print (not a 72dpi web version)

## Partnering our brand

We can give advice on the most effective use of the credit logo in any given situation; this is especially important where all funding partners for a project will need to receive suitable acknowledgement. If you need to show that other organisations are also funding your project, this example will help you get the relationship between the logos right. Please make sure the logo you are adding is the same size as the Screen Scotland logo. It should never be taller than the Screen Scotland logo. Please send us an example for approval prior to use.

**SCREEN SCOTLAND  
SGRÌN ALBA**

**YOUR LOGO**

## **Funding agreement requirement approvals to be sent to:**

[legal@creativescotland.com](mailto:legal@creativescotland.com)

[screndeliverables@creativescotland.com](mailto:screndeliverables@creativescotland.com)

## **For any queries regarding logo use and accreditation:**

Marketing Team

[marketingteam@creativescotland.com](mailto:marketingteam@creativescotland.com)

Eilidh Walker

[Eilidh.Walker@creativescotland.com](mailto:Eilidh.Walker@creativescotland.com)