Australian Children's Television Foundation

Logo & Credit Guidelines

Primary - Horizontal

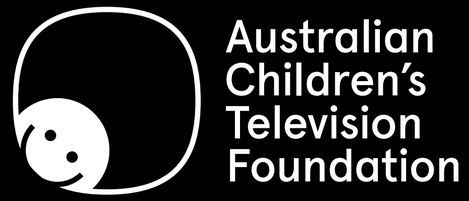
The horizontal logo is our preferred logo and should always be the first choice over the other variations.

For monochrome environments, the black and white version of our logo is acceptable but only if absolutely necessary.

Minimum Sizing

To make sure our logo is always legible, please make sure it's used at a minimum width of 20mm or 80px.

20mm
—
80px.

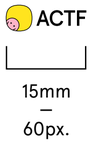


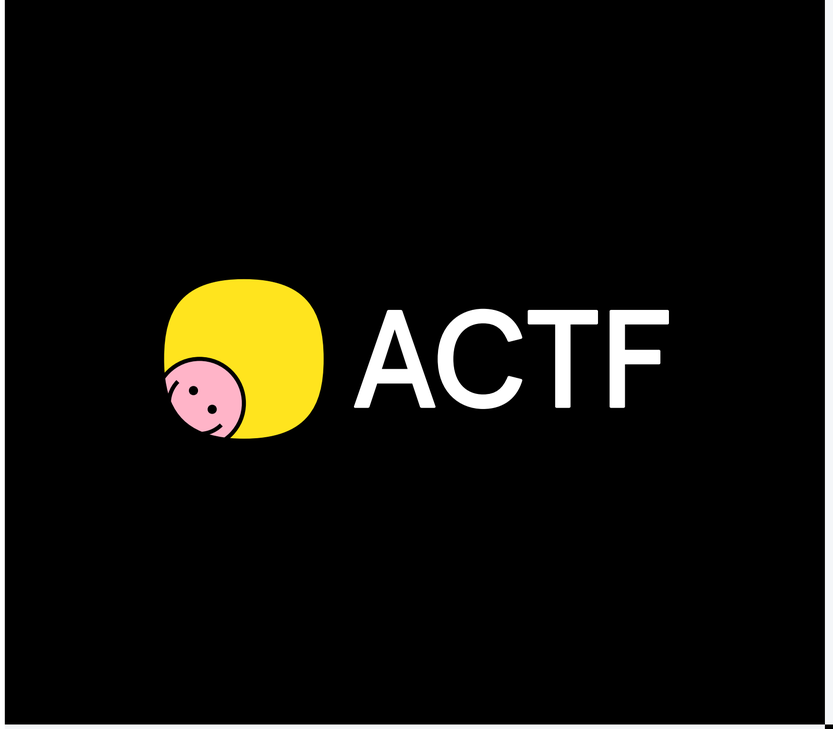
Primary - Acronym

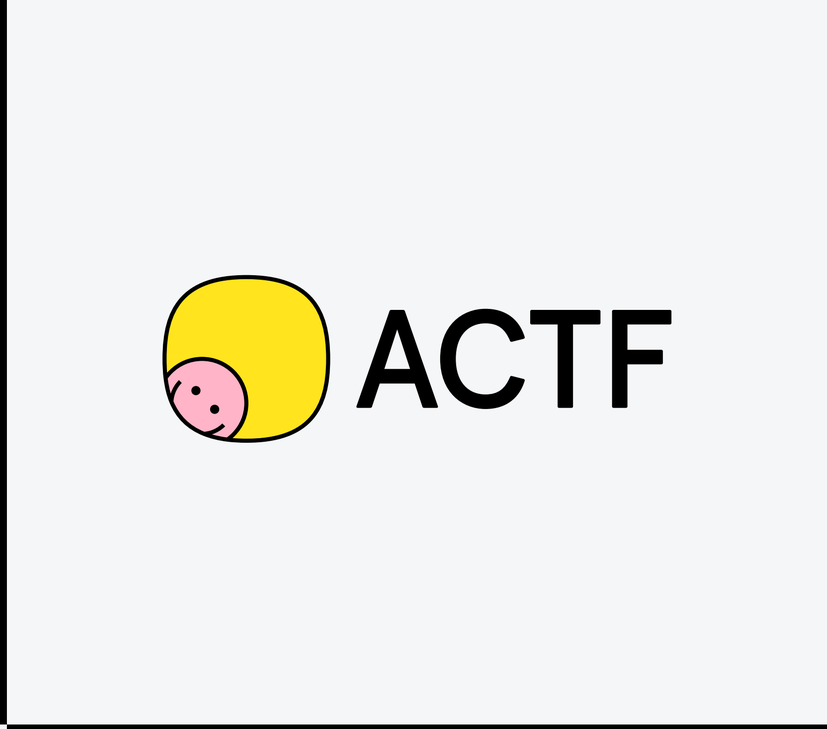
Our primary acronym is used as an alternate to our primary logo when our logo needs a bolder presence, or when readability becomes an issue when using the primary logo. An example of this would be when used along side other sponsor logos on the bottom of a show poster.

Minimum Sizing

To make sure our logo is always legible, please make sure it’s used at a minimum width of 15mm or 60px.

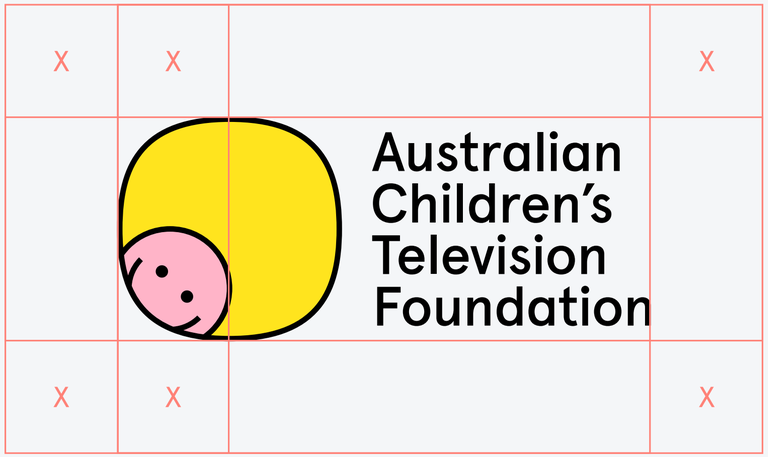






Clearspace

To keep out logos looking their best, please follow our clearspace guide. It's pretty simple, just make sure there is space which no third party element, logo or image falls within. That space is determined by half the width of our icon (X).



Usage

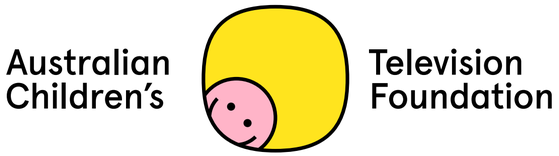
It is very important that our logo is used only in the correct forms set out in this document. It must not be altered, reconfigured, rotated, recoloured, scaled disproportionately in any way.

Do not distort or rotate it our logo.

Do not use other typefaces to recreate our logo

Do not apply shadows or effects to out logo.

Do not change the colour of our logo, unless altered as an Icon Celebration (see page 14)



Do not rearrange or resize any of our logo elements.

Do not use the negative logo on light coloured backgrounds.

Primary Palette

Our primary palette consist of yellow, black, white, pink and complimentary tones. These colours should be used for all primary brand applications and branded material.

Black

R0 G0 B0
#000000
C0 M0 Y0 K100
PMS BLACK 6 U

White

R255 G255 B255
#FFFFFF
C0 M0 Y0 K0

ACTF Yellow

R255 G228 B30
#FFE41E
C0 M5 Y100 K0
PMS 102 U

Dark Grey

R25 G25 B25
#191919
C0 M0 Y0 K90

Off White

R244 G246 B248
#F4F6F8
C2 M2 Y1 K0

ACTF Pink

R255 G180 B200
#FFB4C8
C0 M38 Y5 K0
PMS 217 U

Teen Logo

ACTF
- Teen Logo

When branding any of our content for teenagers, we use out ACTF teen logo. This logo differentiates our teen content from our regular children’s content. This is only used in a direct relationship with teen content and not regular ACTF brand communication or content.

ACTF
- Teen Logo

Our teen logo is only used as the acronym, and not in any other version.

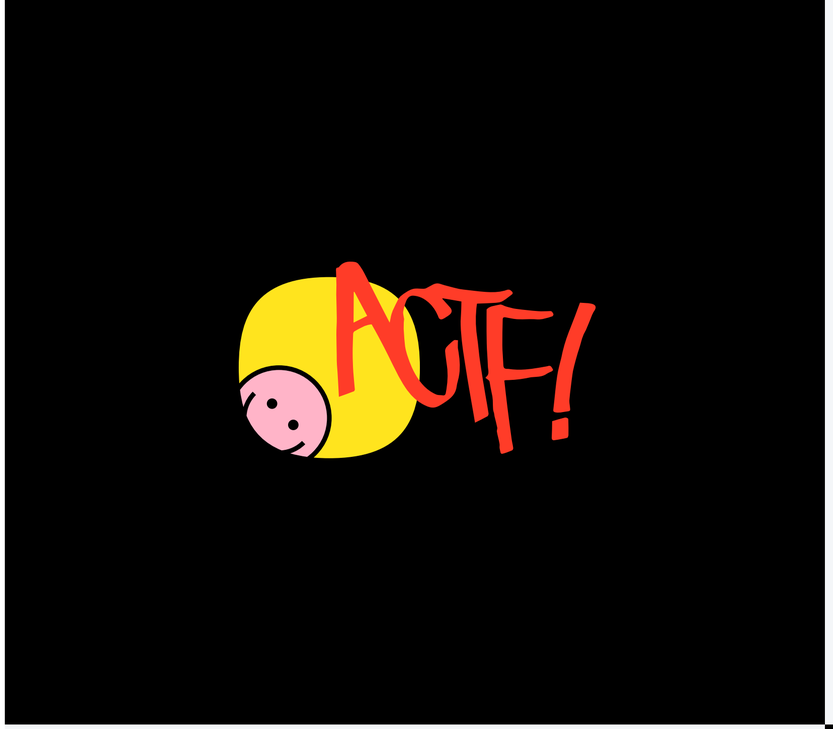
For monochrome environments, the black and white version of our logo are acceptable but only if absolutely necessary.

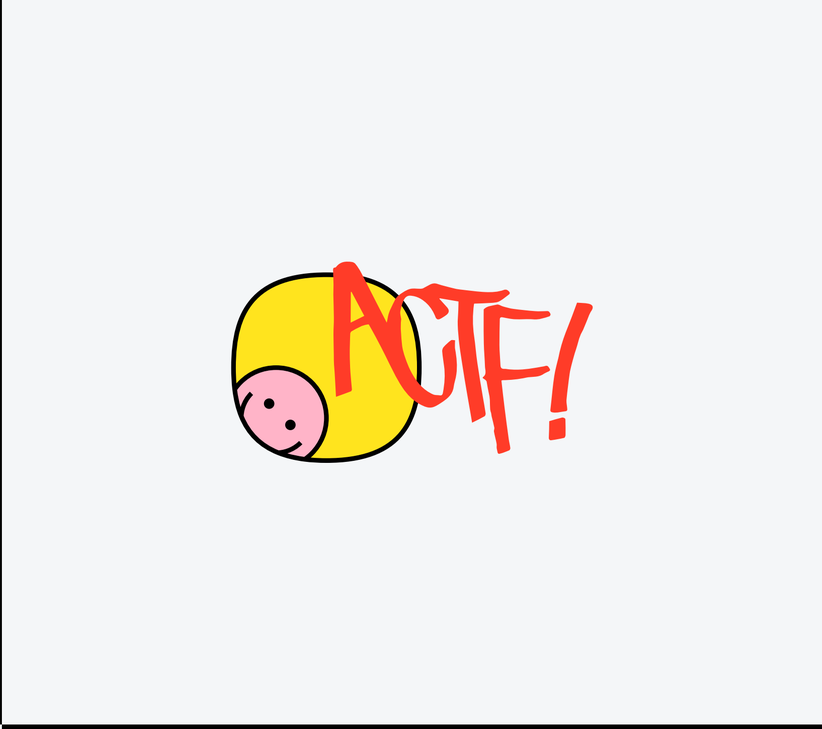
Clearspace is determined by half the width of the icon, the same as the ACTF logos - see page 12.

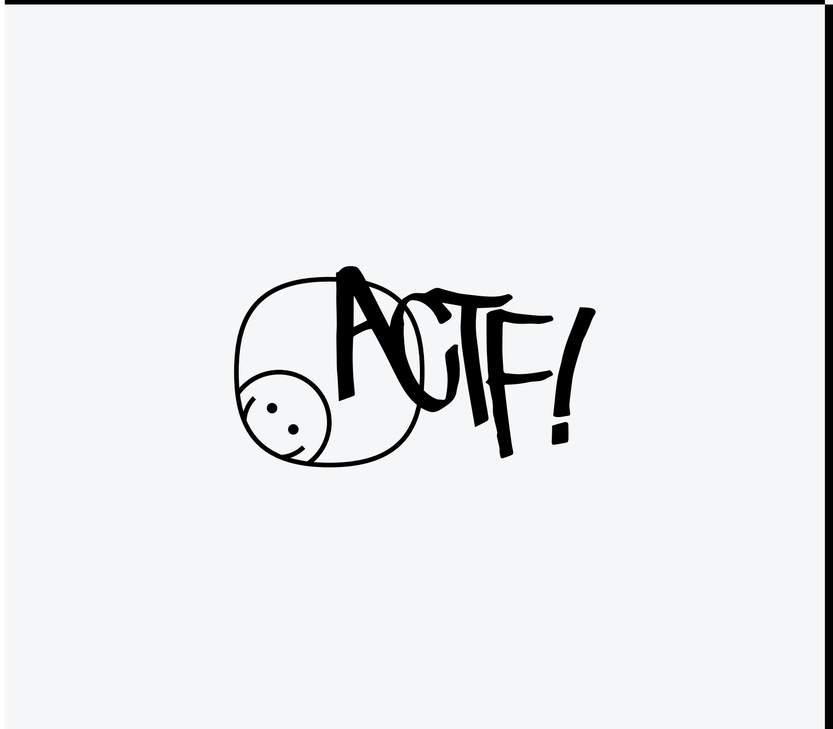
Minimum Sizing

To make sure our logo is always legible, please make sure it’s used at a minimum width of 15mm or 60px.

15mm
–
60px.







Teen Palette

The teen colour palette is based on our primary brand palette but should refrain from using any of our secondary colours. The added red colour can be used sparingly, for highlights or small details.

Black

R0 G0 B0
#000000
C0 M0 Y0 K100
PMS BLACK 6 U

White

R255 G255 B255
#FFFFFF
C0 M0 Y0 K0

ACTF Yellow

R255 G228 B30
#FFE41E
C0 M5 Y100 K0
PMS 102 U

Dark Grey

R25 G25 B25
#000000
C0 M0 Y0 K90

Off White

R244 G246 B248
#F4F6F8
C2 M2 Y1 K0

Teen Red

R255 G60 B40
#FF3C28
C0 M90 Y90 K0
PMS 2347 U

Credits

Presentation and End Credits

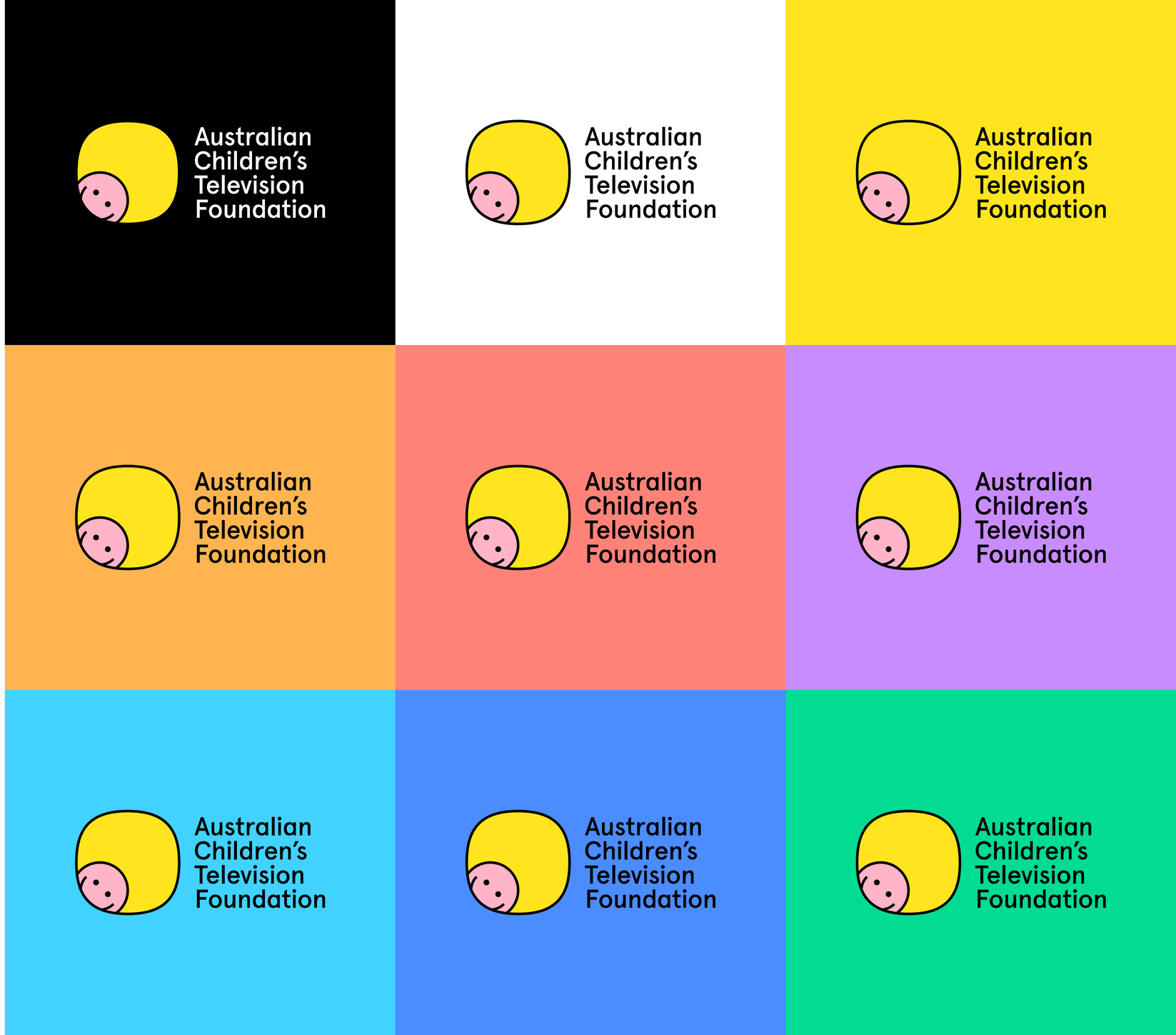
The ACTF will receive presentation credits and end credits in the production which are commensurate with ACTF's total financial contribution to a project (including distribution advance, equity investment or other support).

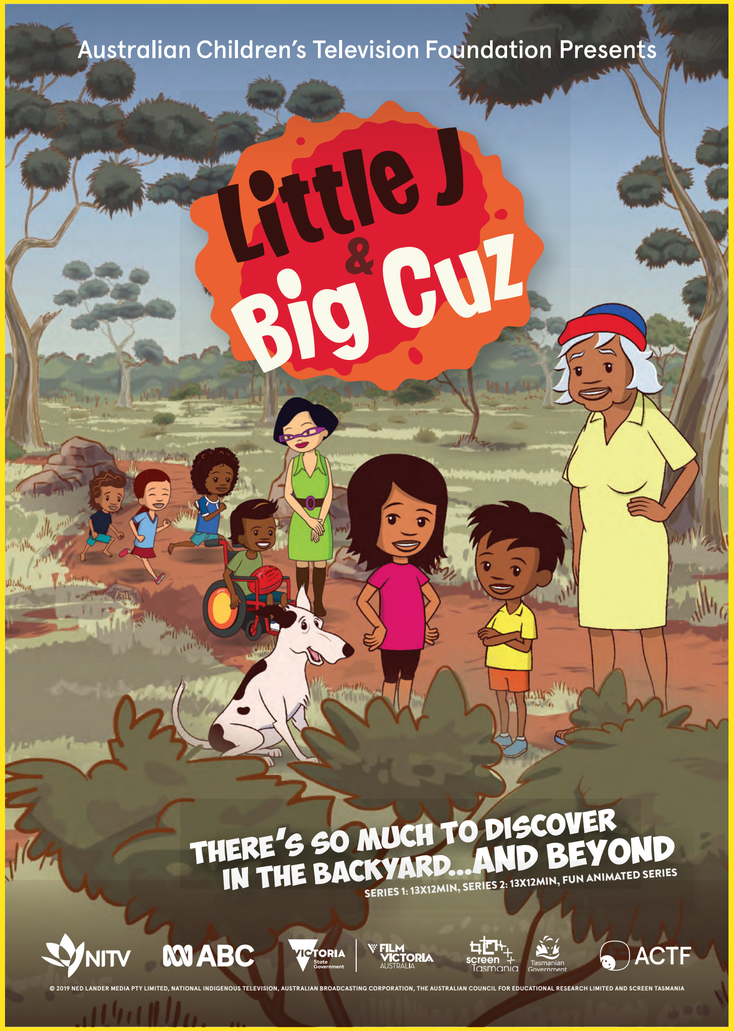
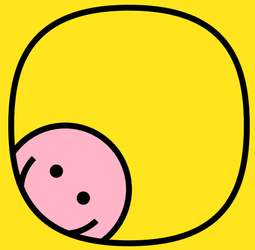
Any use of the ACTF Logo must be consistent with other investor's logos (same size and placement) and must adhere to these ACTF Logo & Credit Guidelines.

If a project has received development funding, regardless of whether the ACTF is contributing to the production budget of the project, the ACTF will receive a development end credit commensurate with other credits of that type.

The ACTF Executive Producer will receive a credit commensurate with all other Executive Producers on the project.

If applicable, ACTF representatives will receive Development Manager credits in the end credit roll commensurate with other end credits of that type.



Credits in advertising and promotional material

The ACTF must receive a credit in trailers, teasers and retail and media material for the Film (including websites, theatrical posters, theatrical trailers, press releases, DVD and video sleeves, and soundtrack album covers and other promotional material) consistent with other funder's credits (same size and placement).