



## End Credits

On air guidelines

September 2013 v.1.2

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End Credits Guidelines

## **1. General end credits**

Molly Straud  
**CHERYL CAMPBELL**

Doris  
**CLAIRE HACKETT**

Mrs Spalding  
**CATHERINE TERRIS**

Mrs Ball  
**JUNE WATSON**

James Armstrong  
**ADAM BAKER**

Rick Straud  
**MICHAEL BEGLEY**

Producer  
**JAMES CAMPBELL**

Music  
**TERRY JONES HACKETT**

Lighting  
**CATHERINE DEAN**

Staff  
**JUNE WATSON**  
**ADAM BAKER**  
**MICHAEL BEGLEY**  
**JUNE WATSON**  
**ADAM BAKER**  
**MICHAEL BEGLEY**  
**JUNE WATSON**

## End Credits Guidelines

### 1.1. Overview

We've revised the ITV end credits so that they are in line with our big re-brand. There won't be a huge change in the production of end credits but it's important to be aware of the differences.

Please use the new *ITV Reem* typeface for all credits and set them with our new sizes and line spacing. We will also no longer have the ITV url at the bottom of the frame.

### ITV-Reem Regular

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### ITV-Reem Medium

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

abcdefghijklmnopghitv

## End Credits Guidelines

### 1.2. The ITV Reem typeface

- Only use weights supplied and specified here;
- Don't apply different styles to type (eg. italics, outlining, condensing);
- Don't apply tracking unless you're asked to;
- This is ITV's unique typeface and is very important to us so please don't distribute it externally or use in any non-ITV communications.

## End Credits Guidelines

### 1.3. Colours

All of our end credits should feature white type on a black background.

Please use full black and full white as luminance levels are automatically adjusted at the point of transmission.

Black: RGB 0-0-0

White: RGB 255-255-255

Molly Straud  
**CHERYL CAMPBELL**

Doris  
**CLAIRE HACKETT**

Mrs Spalding  
**CATHERINE TERRIS**

Mrs Ball  
**JUNE WATSON**

James Armstrong  
**ADAM BAKER**

Rick Straud  
**MICHAEL BEGLEY**



## End Credits Guidelines

### 1.4. Re-sizing

During presentation events we reduce end credits to a quarter section of the frame. Please don't crop the end credits.



## End Credits Guidelines

### 1.5. Title safe

The new credit squeeze design won't crop your end credits. Type can therefore occupy 14:9 title safe area.

To download this asset please go to the brand website: **brand.itv.com**

#### Download path:

- > brand.itv.com
- > ITV Studios
- > End Credit Assets





## End Credits Guidelines

### 1.6. Type size and line spacing

#### HD end credits

Character name / Job Description:  
Sentence case, ITV-Reem Regular  
*Adobe:* 40pt size, 50pt line spacing  
*Clarity:* 40 size

Cast / crew member name:

All caps, ITV-Reem Medium

*Adobe:* 40pt size, 50pt line spacing, +25 tracking  
*Clarity:* 40 size

#### SD end credits

Character name / Job Description:  
Sentence case, ITV-Reem Regular  
*Adobe:* 22pt size, 27pt line spacing  
*Clarity:* 22 size

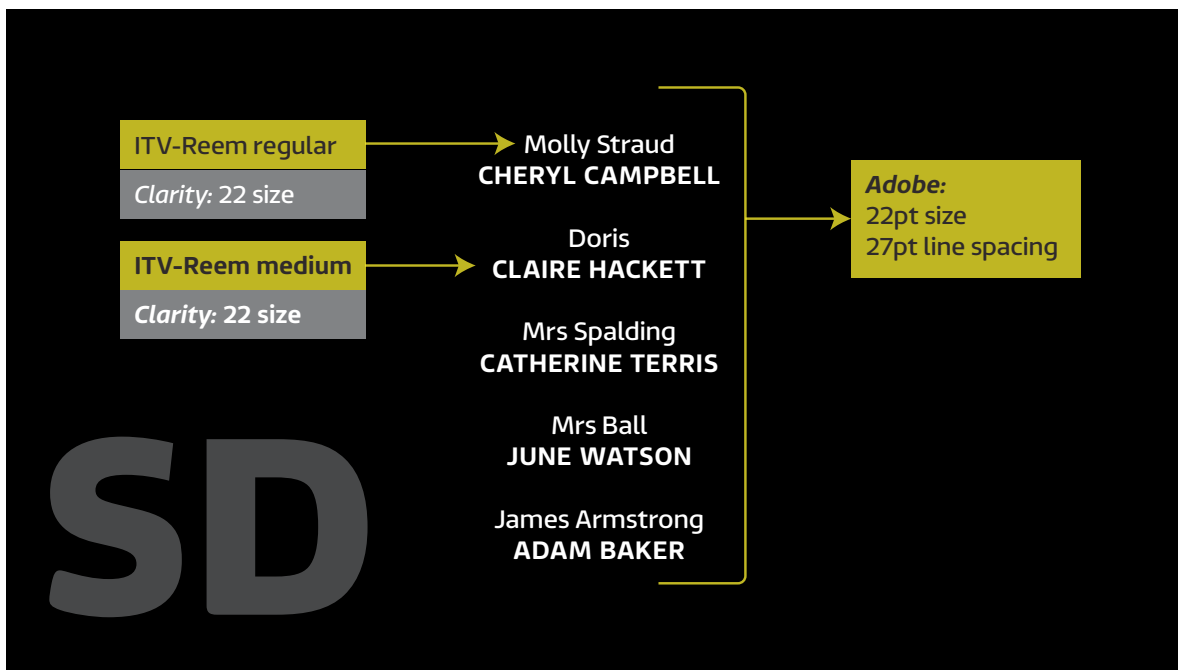
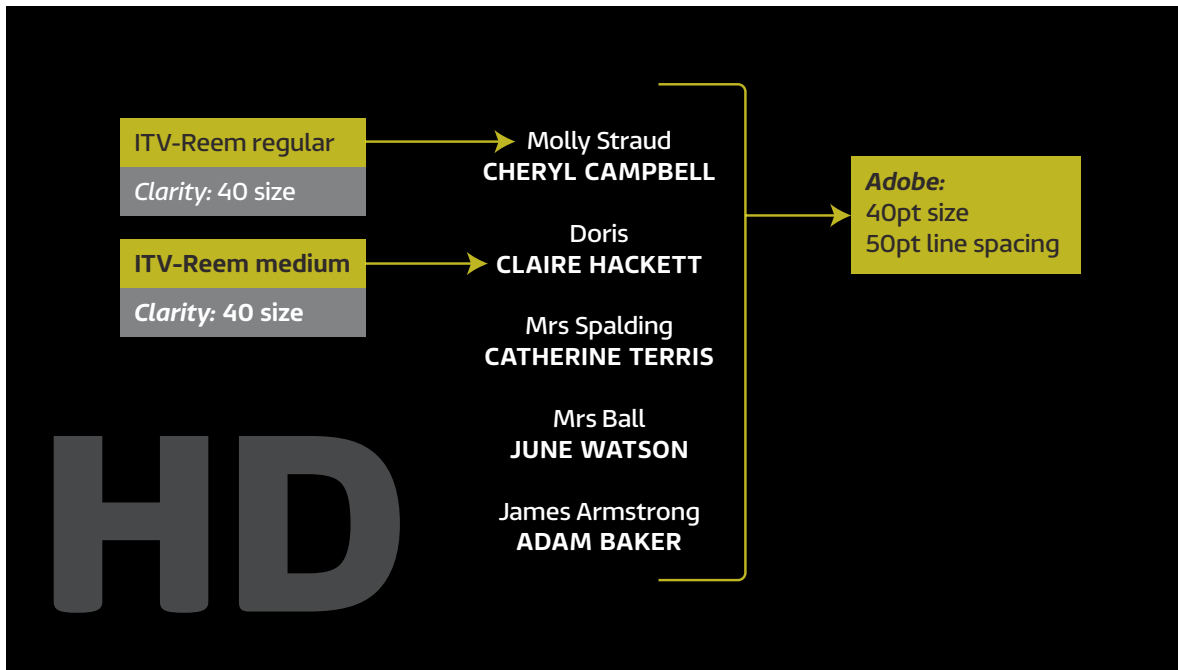
Cast / crew member name:

All caps, ITV-Reem Medium

*Adobe:* 22pt size, 27pt line spacing, +25 tracking  
*Clarity:* 22 size

**Please note:** For end credits that are not generated on Clarity or Adobe, please eye match the credits to the corresponding PSD file assets (HD & SD versions).

To download these assets please go to the brand website [brand.itv.com](http://brand.itv.com)



## End Credits Guidelines

### 1.7. Type alignment

Please centre each page of type horizontally and vertically.



Molly Straud  
**CHERYL CAMPBELL**

Doris  
**CLAIRE HACKETT**

Mrs Spalding  
**CATHERINE TERRIS**

Mrs Ball  
**JUNE WATSON**

James Armstrong  
**ADAM BAKER**

Rick Straud  
**MICHAEL BEGLEY**

## End Credits Guidelines

### 1.8. Duration and animation style

Name credit sequences should be no less than 20 seconds and no more than 30 seconds long. This would include the 3 second production slate within the total duration of the sequence, for example:

**27 second credits + 3 seconds production slate = 30 seconds**

They should be arranged as a series of pages with cut transitions. Please don't use rollers or crawlers.

## End Credits Guidelines

### 1.9. Copyright

The copyright line should always be placed at the bottom of the last caption of the end credits and not on the production slate, for all productions.

The copyright should be attributed to the company that originated the production.

Please use their full legal name, for example ITV Studios Limited should be written as below:

**© ITV Studios Limited 2013**

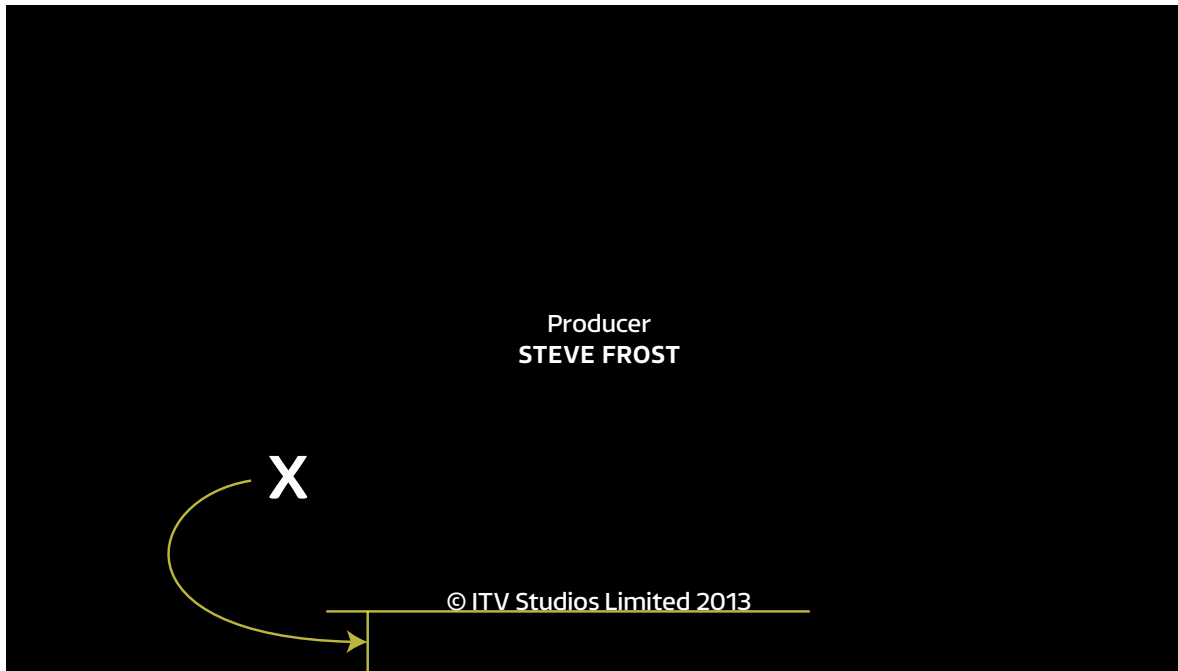
The character name / job description type-formatting should be used for this line.

On HD credits: X = 100 px

On SD credits: X = 53 px

**Please note:** For end credits that are not generated on Clarity or Adobe, please eye match the credits to the corresponding PSD file assets (HD & SD versions).

To download this assets please go to the brand website **brand.itv.com**





End Credits Guidelines

## **2. ITV Studios productions**

## End Credits Guidelines

### 1.1. ITV Studios productions

Production slate for shows produced by ITV Studios.

**Please note:** This animated end board also includes a 3-second music track which must be applied.

To download these assets please go to the brand website: **brand.itv.com**

**Download path:**

- > brand.itv.com
- > ITV Studios
- > End Credit Assets
- > ITV Studios Productions



The ITV Studios production slate animation:





End Credits Guidelines

### **3. ITV Studios co-productions for ITV**

A Co-Production of



A Co-Production of



## End Credits Guidelines

### 1.1. ITV Studios co-production for ITV

When there are two or three co-producers, the 'folding' background is replaced by a static grey background.

**Please note:** There are no animated logos or music on co-production slates.

To download these assets please go to the brand website: **brand.itv.com**

#### Download path:

- > brand.itv.com
- > ITV Studios
- > End Credit Assets
- > ITV Studios Co-Productions for ITV



## ITV Studios co-production for ITV

More examples of co-productions slates  
for shows produced by ITV Studios and  
other companies.

A Co-Production of



A Co-Production of



in association with Agatha Christie Ltd  
(a Chorion Company)



## ITV Studios co-production for ITV

### Production slate grid structure for ITV Studios logo and one other company's logo

The ITV Studios logo should always be positioned at the top, below 'A Co-Production of'.

The second logo should have a similar visual impact with the ITV Studios logo. Its size should be determined by its shape:

- vertical (tall) or squared-aspect logos should have the same width as the ITV Studios logo, 4 grid units;
- long, horizontal logos should span across 6 grid units.

To download this asset please go to the brand website: **brand.itv.com**

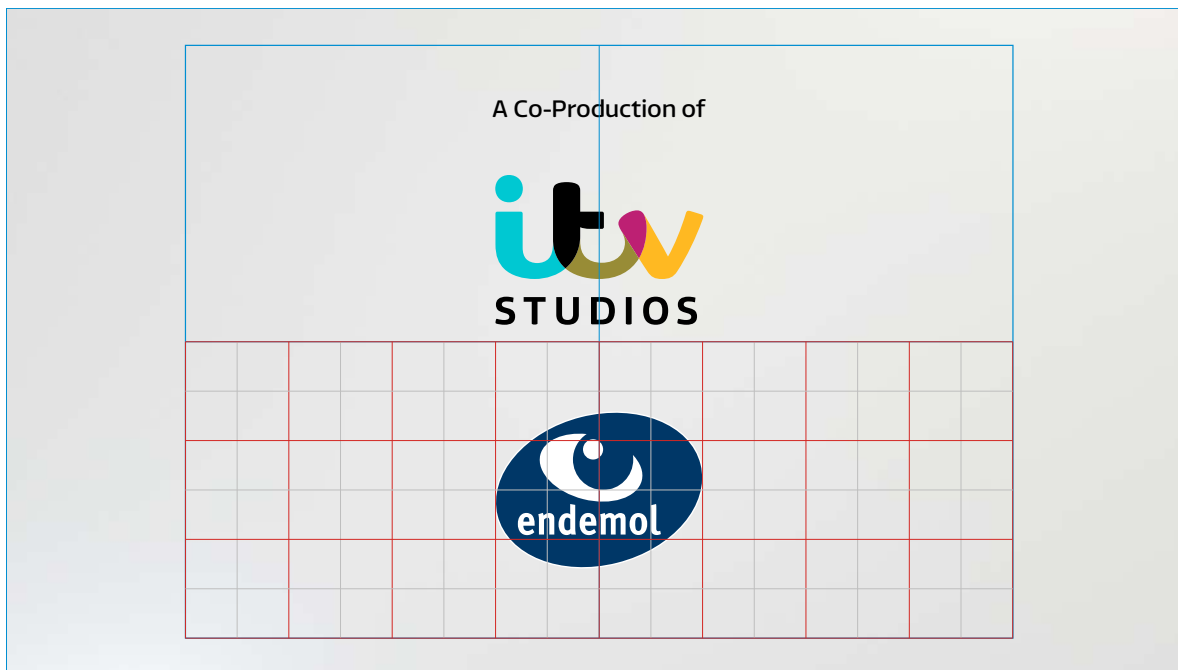
#### Download path:

- > brand.itv.com
- > ITV Studios
- > End Credit Assets
- > ITV Studios Co-Productions for ITV



## ITV Studios co-production for ITV

More examples of production slate grid structure for ITV Studios logo and one other company's logo.



## ITV Studios co-production for ITV

### Production slates for shows produced by ITV Studios and two other companies

The ITV Studios logo should always be positioned at the top, below the 'A Co-Production of' message.

The second and third logos should have a similar visual impact with the ITV Studios logo. Their size should be determined by their shape:

- vertical (tall) or squared-aspect logos should have the same width as the ITV Studios logo, 4 grid units (3 grid units for very 'blocky' logos, as shown in the lower example);
- long, horizontal logos should span across 6 grid units.

To download this asset please go to the brand website: [brand.itv.com](http://brand.itv.com)

#### Download path:

- > [brand.itv.com](http://brand.itv.com)
- > ITV Studios
- > End Credit Assets
- > ITV Studios Co-Productions for ITV



# ITV Studios co-production for ITV

More examples of production slates for shows produced by ITV Studios and two other companies.





End Credits Guidelines

## **4. ITV Studios productions for other networks**

Please note: All production slate layouts are based on the networks (BBC, Sky, Channel Four) guidelines at the time of producing this document. Please ensure you have verified that these guidelines are up to date at time of transmission. For other networks you will need to produce production slates in accordance with their respective guidelines. Please note: Production logos 'alpha' must be interpreted as 'straight alpha'.



for BBC



© ITV Studios MMXIII

## End Credits Guidelines

### 1.1. ITV Studios productions for BBC

Example of grid and logo placement of ITV Studios production slate for BBC.

Please ensure that all information is correct and complies with the BBC guidelines at time of transmission.

BBC logo available here:  
<http://www.bbc.co.uk/commissioning/tv/production/branding-guidelines-and-logos/in-house-productions/opening-branding.shtml>

To download this asset please go to the brand website: **brand.itv.com**

#### Download path:

- > brand.itv.com
- > ITV Studios
- > End Credit Assets
- > ITV Studios Productions for Other Networks
- > ITV Studios Productions for BBC



for BBC



© ITV Studios MMXIII



An ITV Studios Production for



© British Sky Broadcasting Limited (2013)  
for more information visit [www.sky.com](http://www.sky.com)

## End Credits Guidelines

### 1.2. ITV Studios productions for Sky

Example of grid and logo placement of ITV Studios production slate for Sky.

Please ensure that all information is correct and complies with the Sky guidelines at time of transmission.

The Sky font and logo can be downloaded here: <http://sky1.sky.com/sky1-production-assets>

To download this asset please go to the brand website: **brand.itv.com**

#### Download path:

- > brand.itv.com
- > ITV Studios
- > End Credit Assets
- > ITV Studios Productions for Other Networks
- > ITV Studios Productions for Sky







An ITV Studios Production  
for Channel Four

© Channel Four Television Corporation MMXIII



An ITV Studios Production  
for Channel Four

© Channel Four Television Corporation MMXIII

## End Credits Guidelines

### 1.3. ITV Studios productions for Channel Four

Example of grid and logo placement of  
ITV Studios production slate for Channel Four.

Please ensure that all information is correct  
and complies with the Channel Four guidelines  
at time of transmission.

The Channel 4 Style Guide is available here:  
[http://www.channel4.com/about\\_c4/styleguide/](http://www.channel4.com/about_c4/styleguide/)

To download this asset please go to the brand  
website: **brand.itv.com**

#### Download path:

- > brand.itv.com
- > ITV Studios
- > End Credit Assets
- > ITV Studios Productions for Other Networks
- > ITV Studios Productions for Channel Four



End Credits Guidelines

**5. Shiver, So TV and  
12 yard productions  
for ITV**



## End Credits Guidelines

### 1.1. Shiver productions for ITV

Example of grid and logo placement of Shiver production slate for ITV.

To download this asset please go to the brand website: **brand.itv.com**

#### Download path:

- > brand.itv.com
- > ITV Studios
- > End Credit Assets
- > Shiver, So Television and 12 Yard Productions
- > Shiver Productions
- > Shiver Productions for ITV

**SO**  
**TELEVISION**

An ITV Studios company

for

**itv**

## End Credits Guidelines

### 1.2. SO Television productions for ITV

Example of grid and logo placement of  
So Television production slate for ITV.

To download this asset please go to the brand  
website: **brand.itv.com**

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- > ITV Studios
- > End Credit Assets
- > Shiver, So Television and 12 Yard Productions
- > So Television Productions
- > So Television Productions for ITV



12·yard

An ITV Studios company

for

itv

12·yard

An ITV Studios company

for

itv

## End Credits Guidelines

### 1.3. 12 yard productions for ITV

Example of grid and logo placement of 12 yard production slate for ITV.

To download this asset please go to the brand website: [brand.itv.com](http://brand.itv.com)

#### Download path:

- > brand.itv.com
- > ITV Studios
- > End Credit Assets
- > Shiver, So Television and 12 Yard Productions
- > 12 Yard Productions
- > 12 Yard Productions for ITV



End Credits Guidelines

## **6. Shiver, So TV and 12 yard productions for other networks**

Please note: All production slate layouts are based on the networks (BBC, Sky, Channel Four) guidelines at the time of producing this document. Please ensure you have verified that these guidelines are up to date at time of transmission. For other networks you will need to produce production slates in accordance with their respective guidelines. Please note: Production logos 'alpha' must be interpreted as 'straight alpha'.



## End Credits Guidelines

### 1.1. Shiver productions for BBC

Example of grid and logo placement of Shiver production slate for BBC.

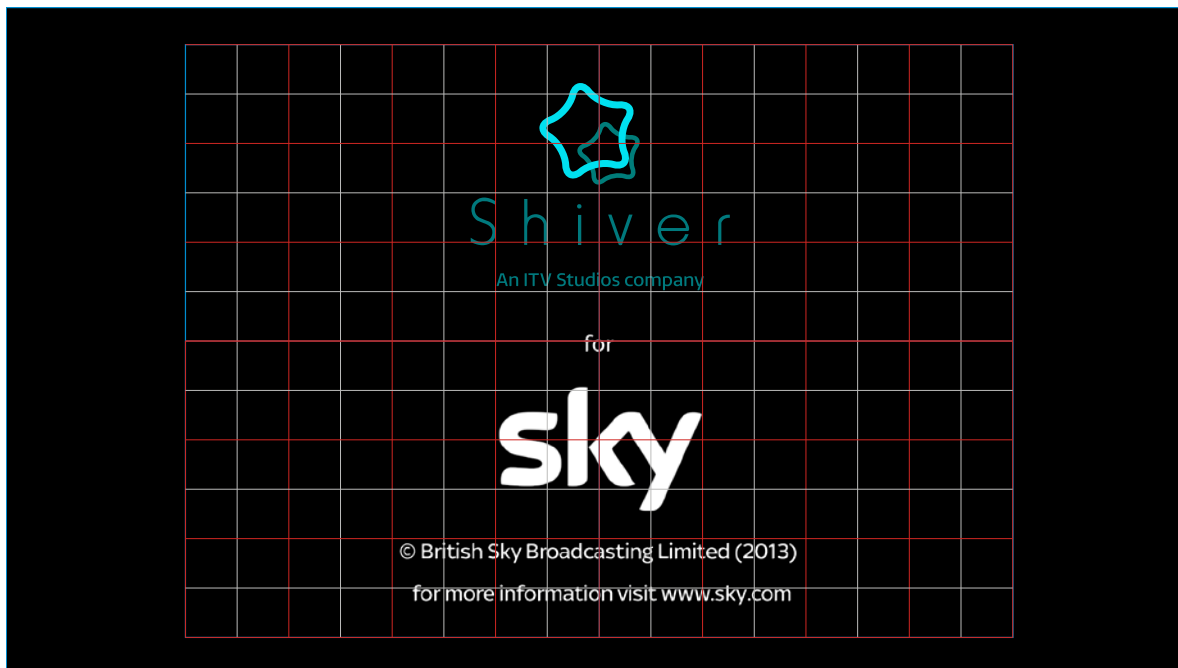
Please ensure that all information is correct and complies with the BBC guidelines at time of transmission.

BBC logo available here:  
<http://www.bbc.co.uk/commissioning/tv/production/branding-guidelines-and-logos/in-house-productions/opening-branding.shtml>

To download this asset please go to the brand website: **brand.itv.com**

#### Download path:

- > brand.itv.com
- > ITV Studios
- > End Credit Assets
- > Shiver, So Television and 12 Yard Productions
- > Shiver Productions
- > Shiver Productions for BBC



## End Credits Guidelines

### 1.2. Shiver productions for Sky

Example of grid and logo placement of Shiver production slate for Sky.

Please ensure that all information is correct and complies with the Sky guidelines at time of transmission.

The Sky font and logo can be downloaded here: <http://sky1.sky.com/sky1-production-assets>

To download this asset please go to the brand website: **brand.itv.com**

#### Download path:

- > brand.itv.com
- > ITV Studios
- > End Credit Assets
- > Shiver, So Television and 12 Yard Productions
- > Shiver Productions
- > Shiver Productions for Sky





**for Channel Four**

© Channel Four Television Corporation MMXIII

## End Credits Guidelines

### 1.3. Shiver productions for Channel Four

Example of grid and logo placement of Shiver production slate for Channel Four.

Please ensure that all information is correct and complies with the Channel Four guidelines at time of transmission.

The Channel 4 Style Guide is available here: [http://www.channel4.com/about\\_c4/styleguide/](http://www.channel4.com/about_c4/styleguide/)

To download this asset please go to the brand website: **brand.itv.com**

#### Download path:

- > brand.itv.com
- > ITV Studios
- > End Credit Assets
- > Shiver, So Television and 12 Yard Productions
- > Shiver Productions
- > Shiver Productions for Channel Four



**for Channel Four**

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**SO**  
**TELEVISION**

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for BBC

**BBC**

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## End Credits Guidelines

### 1.4. SO Television productions for BBC

Example of grid and logo placement of So Television production slate for BBC.

Please ensure that all information is correct and complies with the BBC guidelines at time of transmission.

BBC logo available here:  
<http://www.bbc.co.uk/commissioning/tv/production/branding-guidelines-and-logos/in-house-productions/opening-branding.shtml>

To download this asset please go to the brand website: **brand.itv.com**

#### Download path:

- > brand.itv.com
- > ITV Studios
- > End Credit Assets
- > Shiver, So Television and 12 Yard Productions
- > So Television Productions
- > So Television Productions for BBC

**SO**  
**TELEVISION**

An ITV Studios company

for BBC

**BBC**

© ITV Studios MMXIII



for



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for more information visit [www.sky.com](http://www.sky.com)

## End Credits Guidelines

### 1.5. SO Television productions for Sky

Example of grid and logo placement of So Television production slate for Sky.

Please ensure that all information is correct and complies with the Sky guidelines at time of transmission.

The Sky font and logo can be downloaded here: <http://sky1.sky.com/sky1-production-assets>

To download this asset please go to the brand website: [brand.itv.com](http://brand.itv.com)

#### Download path:

- > brand.itv.com
- > ITV Studios
- > End Credit Assets
- > Shiver, So Television and 12 Yard Productions
- > So Television Productions
- > So Television Productions for Sky





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for Channel Four

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## End Credits Guidelines

### 1.6. SO Television productions for Channel Four

Example of grid and logo placement of So Television production slate for Channel Four.

Please ensure that all information is correct and complies with the Channel Four guidelines at time of transmission.

The Channel 4 Style Guide is available here: [http://www.channel4.com/about\\_c4/styleguide/](http://www.channel4.com/about_c4/styleguide/)

To download this asset please go to the brand website: **brand.itv.com**

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- > So Television Productions
- > So Television Productions for Channel Four



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## End Credits Guidelines

### 1.7. 12 yard productions for BBC

Example of grid and logo placement of 12 yard production slate for BBC.

Please ensure that all information is correct and complies with the BBC guidelines at time of transmission.

BBC logo available here:  
<http://www.bbc.co.uk/commissioning/tv/production/branding-guidelines-and-logos/in-house-productions/opening-branding.shtml>

To download this asset please go to the brand website: **brand.itv.com**

#### Download path:

- > brand.itv.com
- > ITV Studios
- > End Credit Assets
- > Shiver, So Television and 12 Yard Productions
- > 12 Yard Productions
- > 12 Yard Productions for BBC



## End Credits Guidelines

### 1.8. 12 yard productions for Sky

Example of grid and logo placement of 12 yard production slate for Sky.

Please ensure that all information is correct and complies with the Sky guidelines at time of transmission.

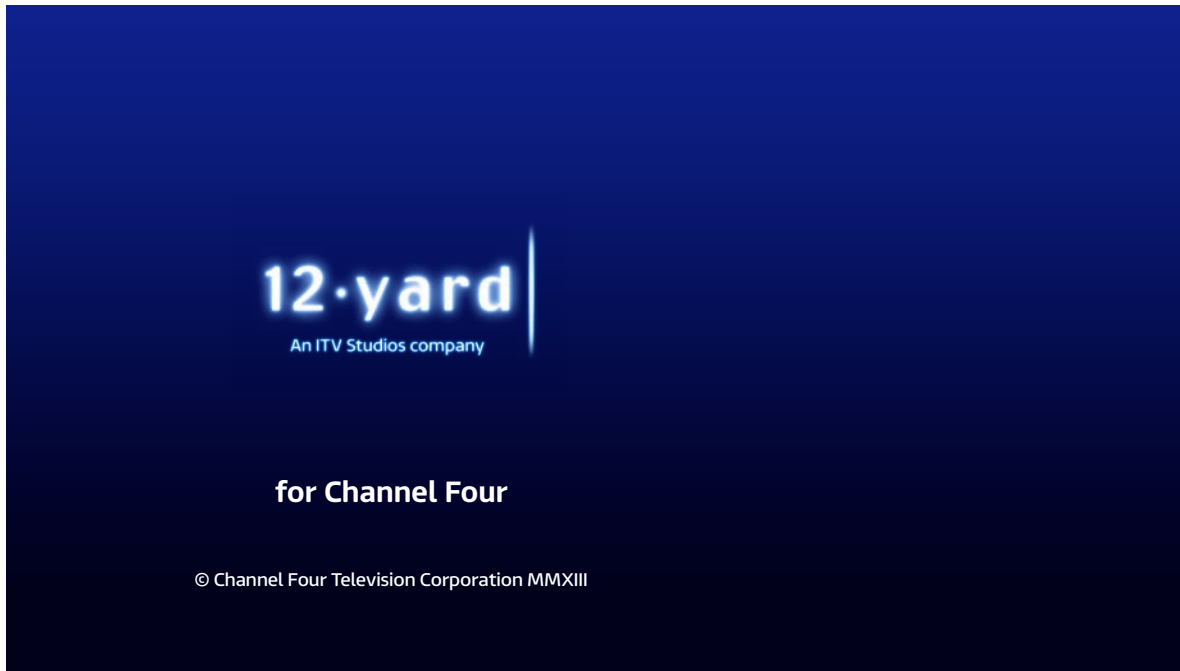
The Sky font and logo can be downloaded here: <http://sky1.sky.com/sky1-production-assets>

To download this asset please go to the brand website: **brand.itv.com**

#### Download path:

- > brand.itv.com
- > ITV Studios
- > End Credit Assets
- > Shiver, So Television and 12 Yard Productions
- > 12 Yard Productions
- > 12 Yard Productions for Sky





## End Credits Guidelines

### 1.9. 12 yard productions for Channel Four

Example of grid and logo placement of 12 yard production slate for Channel Four.

Please ensure that all information is correct and complies with the Channel Four guidelines at time of transmission.

The Channel 4 Style Guide is available here: [http://www.channel4.com/about\\_c4/styleguide/](http://www.channel4.com/about_c4/styleguide/)

To download this asset please go to the brand website: **brand.itv.com**

#### Download path:

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- > Shiver, So Television and 12 Yard Productions
- > 12 Yard Productions
- > 12 Yard Productions for Channel Four





End Credits Guidelines

## **7. Independent productions for ITV**





LOOKOUT POINT

for



LOOKOUT POINT

for



## End Credits Guidelines

### 1.1. Independent productions for ITV

Your full-frame production company production slate comes after the name credits sequence and has a duration of no more than 3 seconds.

The ITV logo should not animate on these production slates. The independent production company logo can animate if desired.

All production slates should use the following format:

*[Production company logo] for [ITV logo]*

#### **Grid structure:**

The independent production logo can be larger than the 'for ITV' logo. Its size should be determined by its shape:

- vertical (tall) or squared-aspect logos should be no wider 6 grid units;
- long, horizontal logos should be no wider than 8 grid units.

To download this asset please go to the brand website: **brand.itv.com**

#### **Download path:**

- > brand.itv.com
- > ITV Studios
- > End Credit Assets
- > Independent Productions for ITV

Independent company  
productions for ITV

More examples of grid and logo placement.

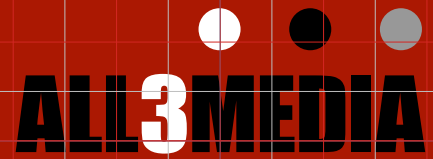


ALL3MEDIA

for



itv



ALL3MEDIA

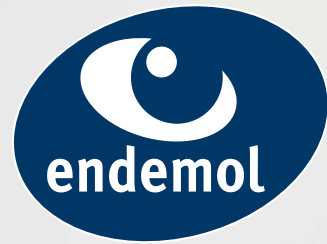
for



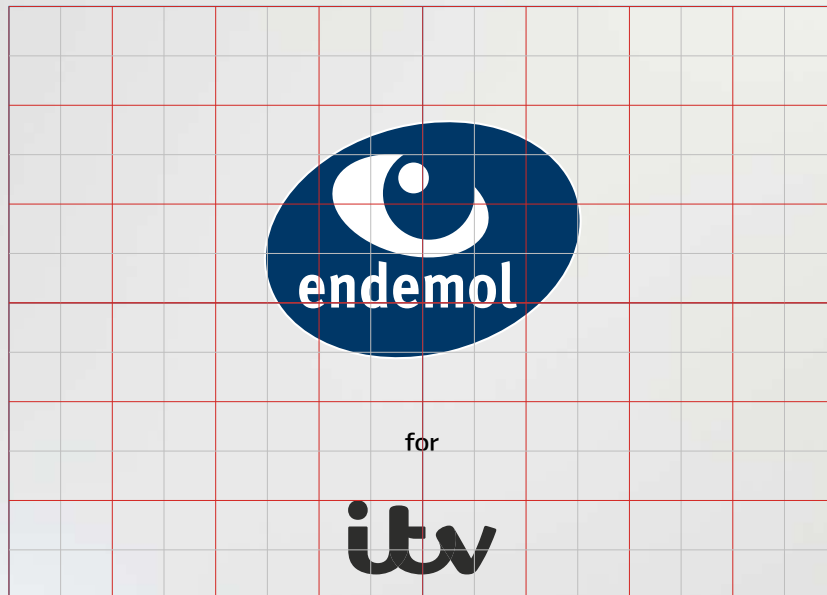
itv

Independent company  
productions for ITV

More examples of grid and logo placement.



for





End Credits Guidelines

## **8. ITV Brand Bank**



## End Credits Guidelines

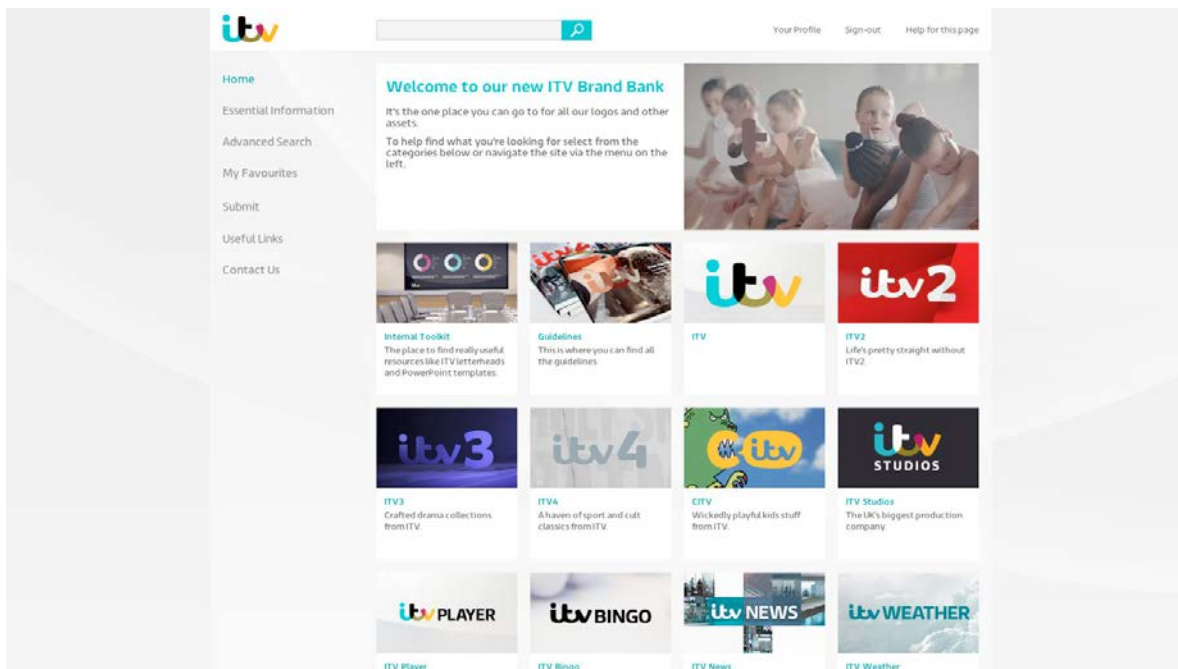
### 1.1. brand.itv.com

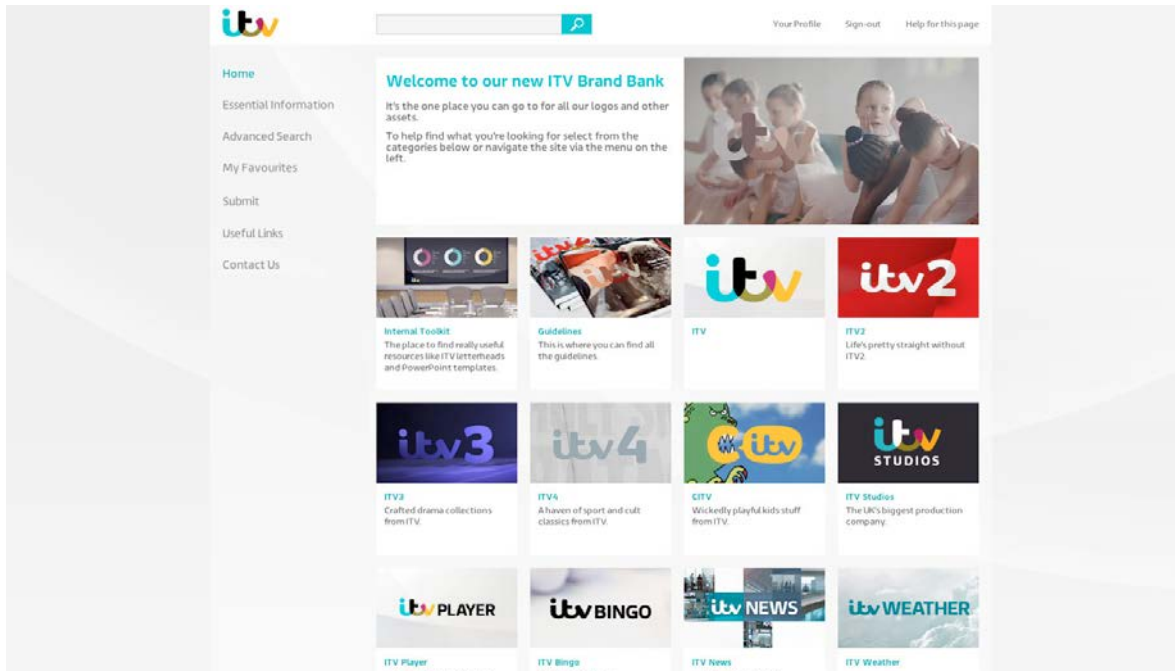
The ITV Brand Bank, it's the one place to go for all our logos and assets.

If you are an ITV employee, there is no need to register, simply sign-in with your Google email for instant access.

All third parties, will need to register and be verified by the ITV Brand Team before access is granted.

[brand.itv.com](https://brand.itv.com)





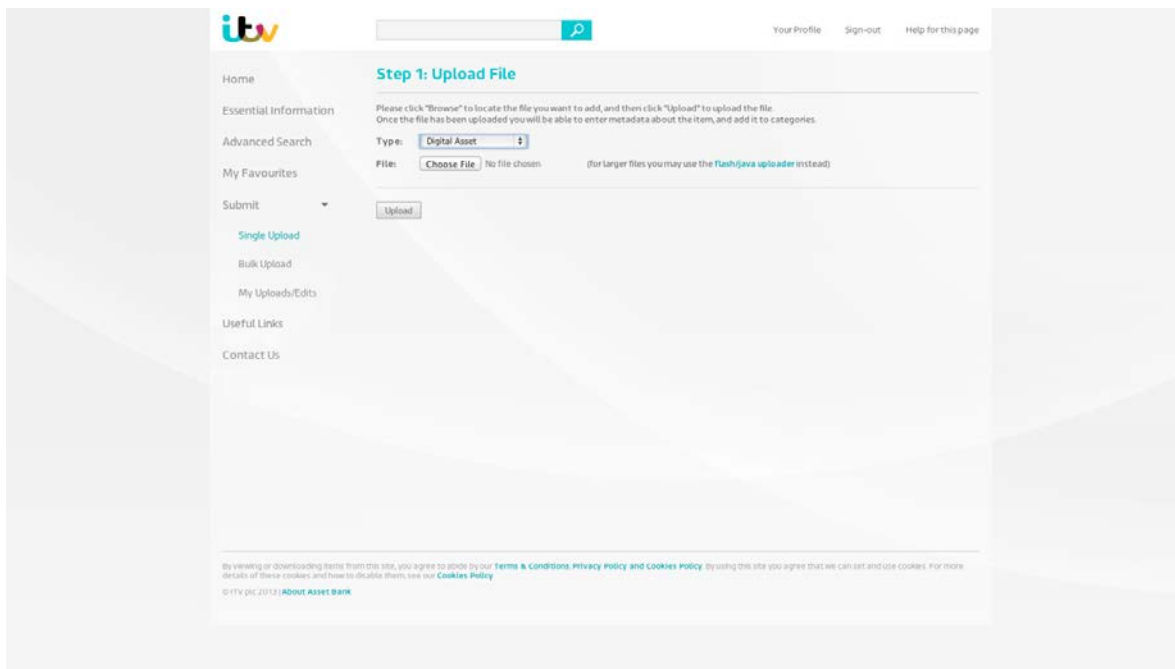
## ITV Brand Bank

### 1.2. The approval process

By downloading assets from the ITV Brand Bank, you agree to submit the creative to the ITV Brand Team for approval before publishing.

#### To submit your creative

1. Sign-in to the ITV Brand bank: [brand.itv.com](http://brand.itv.com)
2. Select the 'Submit' button from the left hand navigation and follow the on-screen instructions.
3. You will then receive an email from the ITV Brand Team advising you if your creative has been approved or rejected. If it is rejected, you will be advised about any changes that you may have to make before you resubmit for approval.





## End Credits Guidelines

### 1.3. Things to remember

1. Always obtain ITV brand assets from the ITV Brand Bank;
2. Never obtain ITV brand assets from any third party resources such as Google images;
3. Never deliver ITV brand assets to third parties. All third parties should register directly to the ITV Brand Bank to obtain assets;
4. All creative must be submitted for approval by the ITV Brand Team before being published;
5. Allow time for the approval process and any changes that may be required.

All creative must be approved by the ITV Brand Team before it is published.



End Credits Guidelines

## 9. Further information



## End Credits Guidelines

### 1.1. Viewer information announcements

For programmes that need to provide viewer information like support material or help line details, Producers should note that these should not be placed within the end credit sequence. All requests should be made to **Alex Gemmell** in the **Media Planning Department** (see last page for contact details). Appeals for contestants should be included with editorial time.

## End Credits Guidelines

### 1.2. Dispensations

In rare circumstances, when editorially needed, dispensation may be granted. All requests should be made to **Genevieve Sligcher** in the **Continuity Department** (see last page for contact details).

## Legal information

These guidelines should be read in conjunction with the ITV Intellectual Property Usage Terms and Conditions found at [brand.itv.com](http://brand.itv.com) (the “Terms and Conditions”). All intellectual property referred to in these guidelines (including, for example, all logos, registered and unregistered trade marks, icons, the ITV Reem font and the colours to be used in conjunction with ITV plc services or those of its direct and indirect subsidiaries), constitutes “ITV Materials” (as defined within the Terms and Conditions) and is owned by ITV plc and/or its direct and indirect subsidiaries. ITV Materials may only be used in accordance with these guidelines and the Terms and Conditions.



## Contact details

If you have any questions or requirements concerning the application of the ITV brand, please contact:

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