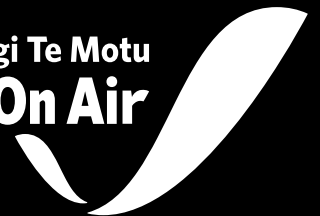


# STYLE AND ACCREDITATION GUIDELINES

Irirangi Te Motu  
**NZ On Air**



# NZ ON AIR

## STYLE AND ACCREDITATION GUIDELINES

This document is the main guide for using NZ On Air’s brand assets and acknowledging our brand on or around funded content, wherever it appears.

It is important New Zealanders know what their taxpayer dollars have funded. Consistent accreditation helps reinforce the cultural value of this funding to Aotearoa.

These accreditation requirements form part of the contract for funding. Any NZ On Air logos or images found elsewhere are not approved for use.

Any circumstances not anticipated by this document should be negotiated with an NZ On Air Communications team member well before your content is published or broadcast.

Should you have further queries relating to this guide or the NZ On Air brand, please contact: [communications@nzonair.govt.nz](mailto:communications@nzonair.govt.nz)

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# **EXPLAINING THE ASSETS**

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## OUR STATIC LOGO

Our static logo comes in landscape orientation, in either black or white, for use on light or dark backgrounds.

### CLEARSPACE

When you're using the NZ On Air logo with other graphic elements, please ensure you give it enough clear space.

The clear space is built into the logo file and can be measured by using the height of the capital 'N' in the 'NZ' from the logo.

### MINIMUM SIZE

Note that the minimum size isn't the preferred size – this size should only be used when space is limited.

### LOGO LINE UP

When using the NZ On Air logo alongside other logos, please ensure that it is presented at the same size. If this is not possible, please contact: [communications@nzonair.govt.nz](mailto:communications@nzonair.govt.nz) for approval.

### CORRECT USE

Please do not:

- Alter, rotate, or modify the logo
- Animate the static logo
- Surround the logo with other versions or sizes of the logo
- Accessorise the logo with extra elements

Contact us with any questions around logo use.



## OUR ANIMATED LOGO BUG

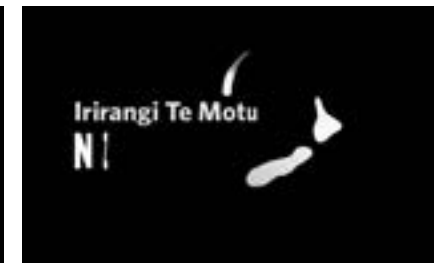
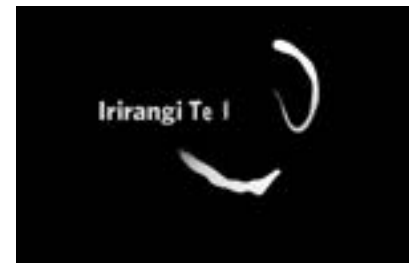
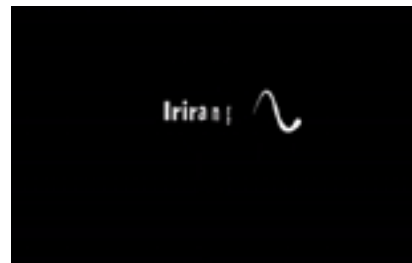
The NZ On Air logo bug is available in either a dark or light version, and in HD and 4k formats.

If you require the NZ On Air logo bug in another ratio or format, please contact: [communications@nzonair.govt.nz](mailto:communications@nzonair.govt.nz)

Always place the NZ On Air logo bug in the top left-hand corner of the frame. Correct positioning and appropriate clearance for the title safe requirements of each format is included in each file.

Please do not alter the NZ On Air logo bug in any way, including:

- Rotating, flipping or inverting
- Editing the length or changing the playback speed
- Adjusting the image colour, tone or contrast



## OUR ANIMATED CREDIT SEQUENCE

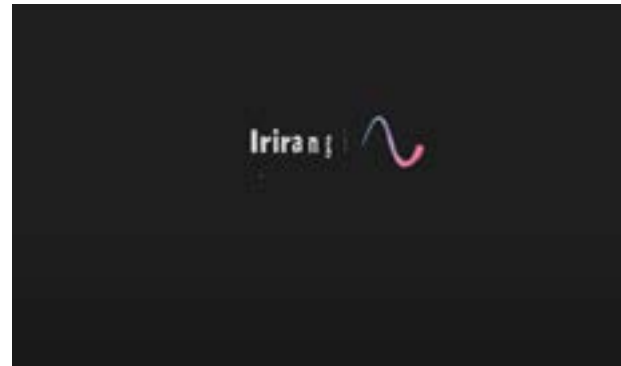
The NZ On Air credit sequence is available on both a dark and light background and comes in 4k, HD, and social media formats.

If you require the NZ On Air credit sequence in another ratio or format, please contact: [communications@nzonair.govt.nz](mailto:communications@nzonair.govt.nz)

All files are full resolution and include the appropriate clearance for the title safe requirements of each format.

Please do not alter the NZ On Air credit sequence in any way, including:

- Rotating, flipping or inverting
- Editing the length or changing the playback speed
- Adjusting the image colour, tone or contrast



## OUR TAMARIKI LOGO

NZ On Air has custom static and animated logo assets for use on content funded for young audiences.

### STATIC LOGO

Our tamariki static logo comes in landscape orientation, in either full colour, black or white. Please ensure you follow the general application rules set out on page 4 when applying these assets.

### ANIMATED LOGO BUG

The tamariki animated logo bug is available in full colour with black or white text, and in HD and 4k formats.

### ANIMATED CREDIT SEQUENCE

The tamariki animated credit sequence is available in full colour on both a dark and light background and comes in 4k, HD, and social media formats.

### APPLYING THE ASSETS

Information on how to apply the assets to your content is set out on page 11.

Download our tamariki logo pack [here](#).

Please note: children's content funded by NZ On Air prior to September 2022 should continue to use the HEIHEI logo assets. Those assets and guidance on how to apply them are available [here](#).



# **APPLYING THE ASSETS**

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# SCRIPTED AND NON-FICTION CONTENT

This section applies to Scripted and Non-Fiction funded content which can include but is not limited to:

- Free-to-air television content.
- Online and On Demand content (excluding content made specifically for social media) e.g. content for TVNZ OnDemand, The Spinoff, NZ Herald, Stuff, The Coconet etc.
- Feature-length content e.g. for theatrical release, festivals etc.
- Live event coverage e.g. awards ceremonies, national commemorations etc.

For content that is produced for both a theatrical and a linear television/online release, and/or content that is funded by multiple funding agencies please contact [communications@nzonair.govt.nz](mailto:communications@nzonair.govt.nz) for advice on appropriate accreditation.

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## ON CONTENT

NZ On Air knows that the best opportunity to inform viewers they are watching a NZ On Air-funded piece of content is at the beginning.

We expect that your **opening title sequence should include the phrase “Made with the support of NZ On Air.”** This text should be stylistically consistent with the rest of the title sequence.

If your content does not have an opening title sequence, **the NZ On Air animated logo bug must appear in the top left corner of the content within the first 20 seconds of the content.**

Regardless of whether there is a title sequence or not, **the NZ On Air animated logo bug must appear after commercial breaks at least twice in a half hour programme and at least three times in a full hour programme.** If your content is longer than an hour please contact [communications@nzonair.govt.nz](mailto:communications@nzonair.govt.nz)

NZ On Air should be acknowledged in the end credit sequence, our preference for this is to be full-screen using the NZ On Air animated credit sequence. If this is not possible, written acknowledgement of NZ On Air funding and/or the inclusion of the static NZ On Air logo may be allowed, but only with explicit agreement from an NZ On Air Communications staff member.

The NZ On Air animated logo bug must also be applied on all secondary or additional distribution platforms for funded content. If the secondary or additional platforms differ in media type e.g. podcasts or text-based content, they must adhere to the accreditation requirements specified for those platforms as well.

NZ On Air accreditation should remain on all funded content that is sold or distributed internationally.

All funded content must adhere to our publicity and accreditation requirements on page 14, and our social media requirements on page 15.

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## ON HOSTING WEBSITES OR DIGITAL PLATFORMS

On Demand and catch-up pages that feature and/or host funded video content must include the phrase “Made with the support of NZ On Air.”

If the content is accompanied by a written component/article, the phrase “Made with support from NZ On Air” must appear in the written introduction and/or conclusion. If this is not possible, the NZ On Air static logo should be used either on the page or on the hero image.

If the content is hosted on a custom webpage, it must include either the phrase “Made with support from NZ On Air” and/or the NZ On Air static logo.

## SOCIAL MEDIA CONTENT

This section applies to Scripted and Non-Fiction content funded specifically for social media platforms such as YouTube, Instagram, Facebook, TikTok etc.

Please note, Scripted and **Non-Fiction** content funded for social media platforms must also adhere to our publicity and accreditation requirements, including social media requirements (for promotion) on page 15.

**As a general rule, any content that includes a title sequence should include the phrase “Made with the support of NZ On Air.”** This text should be stylistically consistent with the rest of the title sequence.

NZ On Air has provided an appropriately-scaled version of our animated credit sequence to be included on social media content. This is available in the logo pack on our website.

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### VIDEO CONTENT OVER ONE MINUTE

If the funded content is longer than one minute (e.g. YouTube, IGTV, and Facebook videos), the NZ On Air logo bug should appear in the top left corner of the content within the first 20 seconds of the content.

If there are any breaks for ad-content, the NZ On Air logo should appear again in the top left corner after each break.

If the content includes an end credit sequence, this sequence must include either the phrase “Made with the support of NZ On Air” and/or the NZ On Air animated credit sequence.

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### VIDEO CONTENT UNDER ONE MINUTE

If the funded content is shorter than one minute (e.g. TikTok videos, Instagram reels, Facebook videos) the NZ On Air logo bug may be omitted so as not to detract from the short-form content.

NZ On Air requires in this instance that you acknowledge funding in a manner suitable to your content. This could be the inclusion of the phrase “Made with the support of NZ On Air” in the caption of the content, the use of the NZ On Air logo on the thumbnail of the content, and/or the use of the NZ On Air animated credit sequence.

If you have any questions around how to acknowledge NZ On Air funding in an appropriate way, please don’t hesitate to get in touch with [communications@nzonair.govt.nz](mailto:communications@nzonair.govt.nz)

## CHILDREN'S CONTENT

This section applies to NZ On Air funded children's content, which can include but is not limited to:

- Free-to-air television content.
- Online and On Demand content e.g. content for YouTube, Stuff, TVNZ+, The Coconet etc.
- Feature-length content e.g. for theatrical release, festivals etc.
- Games e.g. those funded for the HEIHEL.nz games platform.

Children's content should use the custom NZ On Air tamariki logo assets available for download [here](#).

If your content has been funded as 'children's content' but is for an older tamariki audience, NZ On Air will allow the use of our standard logo assets. Please contact [communications@nzonair.govt.nz](mailto:communications@nzonair.govt.nz) for this approval.

Please note, all children's content must also adhere to our publicity and accreditation requirements on page 14, and our social media requirements on page 15.

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### VIDEO CONTENT

NZ On Air knows that the best opportunity to inform tamariki they are watching a NZ On Air-funded piece of content is at the beginning.

We expect that your **opening title sequence should include the phrase “Made with the support of NZ On Air.”** This text should be stylistically consistent with the rest of the title sequence.

If your content does not have an opening title sequence, **the tamariki animated logo bug must appear in the top left corner of the content within the first 20 seconds of the content.**

Regardless of whether there is a title sequence or not, **the tamariki animated logo bug must appear after commercial breaks at least twice in programmes under 30 minutes and at least three times in programmes under 60 minutes.** If your content is longer than an hour please contact [communications@nzonair.govt.nz](mailto:communications@nzonair.govt.nz)

If your content is digital-first and does not have scheduled commercial breaks the tamariki animated logo bug should be applied twice, once at the beginning of the programme, and once at the end.

NZ On Air should also be acknowledged in the end credit sequence. Our preference for this is to be full-screen using the tamariki animated credit sequence.

If this is not possible, written acknowledgement of NZ On Air funding and/or the inclusion of the static tamariki logo may be allowed, but only with explicit agreement from an NZ On Air Communications staff member.

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The tamariki animated logo bug must also be applied on all secondary or additional distribution platforms for funded content. If the secondary or additional platforms differ in media type e.g. podcasts or text-based content, they must adhere to the accreditation requirements specified for those platforms as well.

NZ On Air accreditation should remain on all funded content that is sold or distributed internationally.

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### GAMES

Games funded by NZ On Air must use the static tamariki logo during the splash/loading screen and/or tamariki credit sequence at the end of the game.

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### ON HOSTING WEBSITES OR DIGITAL PLATFORMS

On Demand and online pages that feature and/or host funded content must include the phrase “Made with the support of NZ On Air.”

If the content is hosted on a custom webpage, it must include either the phrase “Made with support from NZ On Air” and/or the tamariki static logo.

## RADIO PROGRAMMES AND PODCASTS

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### RADIO PROGRAMMES

All funded programmes must include the phrase “Made with the support of NZ On Air.” This phrase is a verbal credit that can either be pre-recorded or delivered live.

This phrase should be spoken twice, once at the beginning of the programme, and once at the end.

All on-air trailers for the programme must mention it is supported by NZ On Air.

The programme webpage, platform or social media pages must feature the words “Made with the support of NZ On Air” and/or the NZ On Air logo.

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### PODCASTS

All podcasts must include the phrase “Made with the support of NZ On Air.” This phrase is a verbal credit that should be included twice, once at the beginning of the programme, and once at the end.

All trailers for the podcast must mention it is supported by NZ On Air and/or include the NZ On Air logo.

The podcast webpage, platform or social media pages must feature the words “Made with the support of NZ On Air” and/or the NZ On Air logo.

## FUNDED PLATFORM

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### ONLINE PLATFORMS

All platforms (e.g. HEIHEI Games, NZ On Screen, AudioCulture, Able) that receive operational funding from NZ On Air must include the phrase “Made with the support of NZ On Air” and/or the NZ On Air logo on their websites, social media pages and relevant written material.

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### RADIO STATIONS

If possible, NZ On Air funded radio stations\* should acknowledge NZ On Air funding by creating a verbal credit. This credit should say “this station/station name is supported by NZ On Air” and should be used at the station’s discretion to acknowledge funding.

## INITIATIVES AND EVENTS FUNDED THROUGH INDUSTRY DEVELOPMENT

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The phrase “supported by NZ On Air” and/or the NZ On Air logo should be included on all promotional material for the event – including banners, ads, leaflets etc.

NZ On Air should be notified of the event and given the opportunity to provide NZ On Air banners if the event is based in Wellington or Auckland. Please contact [communications@nzonair.govt.nz](mailto:communications@nzonair.govt.nz) to arrange for these banners to be provided.

\*This excludes RNZ, which has separate accreditation requirements in place with NZ On Air

## MUSIC

### This section applies to NZ On Air Music funded video content, features and supporting written content.

Please note, all Music content must also adhere to our publicity and accreditation requirements on page 14, and our social media requirements on page 15.

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#### VIDEO CONTENT OVER ONE MINUTE

This section applies to video content funded through NZ On Air Music e.g. music videos, lyric videos, visualisers, behind-the-scenes content, video features etc.

The NZ On Air logo bug must appear once in the video content, in the top left corner and towards the end of the video content.

An alternative version of the logo bug aligned to the top right corner has also been supplied. Please use this version of the logo bug if there are video previews or advertisements that would obscure the preferred top left logo bug placement.

On YouTube and Vimeo channels the artist should identify in the supporting text that the song is “Made with the support of NZ On Air.”

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#### VIDEO CONTENT UNDER ONE MINUTE

If your video content is under one minute (e.g. teasers, trailers, outtakes, behind-the-scenes, snippets etc) then the NZ On Air logo bug may be omitted so as not to detract from the short-form content.

NZ On Air requires in this instance that you acknowledge funding in a manner suitable to your content. This could be the inclusion of the phrase “Made with the support of NZ On Air” in the caption of the content, the use of the NZ On Air logo on the thumbnail of the content, and/or the use of the NZ On Air animated credit sequence.

NZ On Air has provided an appropriately-scaled version of our animated credit sequence to be included on social media content. This is available in the logo pack.

If you have any questions about how to appropriately acknowledge NZ On Air funding please get in touch with [newmusic@nzonair.govt.nz](mailto:newmusic@nzonair.govt.nz)

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#### FEATURES

In funded music features, any written components/articles should include the phrase “Made with the support of NZ On Air” and/or the NZ On Air static logo.

## PUBLICITY AND MARKETING

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### PUBLICITY AND MARKETING

All promos, trailers, teasers or additional video content created to promote NZ On Air-funded content must include the NZ On Air logo bug or NZ On Air tamariki logo bug in the top left corner of the content within the first 10 seconds.

Any advertising for funded content (such as billboards, bus ads, print and online ads) must include an NZ On Air logo or NZ On Air tamariki logo. The logo should be given **equal weighting to other logos** – if this is not possible, please contact [communications@nzonair.govt.nz](mailto:communications@nzonair.govt.nz) to discuss the proposed solution.

Producers and platforms should provide publicity materials and electronic press kits to NZ On Air ideally two weeks ahead of the content launch date.

Providing at least six high-res images (minimum 2MB size) to NZ On Air forms part of a project's contract to receive funding and should be provided at the same time the content is delivered. Behind-the-scenes images and additional assets are also welcome so that we can help promote the content. Please send these through to [communications@nzonair.govt.nz](mailto:communications@nzonair.govt.nz)

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### WRITTEN MATERIAL

All media releases, publicity materials or electronic press kits provided to media, advertisers and agencies about funded content must mention NZ On Air funding. They should also include a static NZ On Air logo or NZ On Air tamariki logo.

In writing NZ On Air should be referred to as NZ On Air or Irirangi Te Motu, not abbreviated to NZOA.

Funded content featured in Industry newsletters or highlights must include the phrase “Made with the support of NZ On Air.”

## **NZ ON AIR SOCIAL MEDIA REQUIREMENTS**

**NZ On Air and NZ On Air Music have a presence on most major social media platforms.**

All posts about funded content must tag either the NZ On Air or NZ On Air Music social media accounts or credit them in the caption.

All social media pages created to promote funded content must acknowledge NZ On Air funding. This could be tagging NZ On Air and including the phrase “Made with support from NZ On Air” in posts, in page bios/about sections, including the NZ On Air logo on the cover image etc.

### **FACEBOOK**

[NZ On Air](#)

[NZ On Air Music](#)

### **TWITTER**

[NZ On Air](#)

[NZ On Air Music](#)

### **INSTAGRAM**

[NZ On Air](#)

[NZ On Air Music](#)

### **SPOTIFY**

[NZ On Air Music](#)

### **YOUTUBE**

[NZ On Air Music](#)

### **LINKED IN**

[NZ On Air](#)