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1. Introduction

Screenwest is Western Australia's screen industry partner. We fund, connect and promote the talent, productions and companies who make Western Australia an extraordinary home for screen stories.

In late 2026, we introduced a new logo, representing the three sectors of the Western Australian screen industry we support – scripted, documentary and digital games. From October 2026, all former iterations of the Screenwest logo have been superseded and must not be used.

Our support is made possible by our funding partners, the Western Australian Government and Lotterywest.

This guide ensures that the support of the Western Australian Government and Lotterywest is correctly acknowledged through logo placement and line credits.

Funding Recipient's Responsibility

It is the funding recipient's responsibility to ensure that they have read their funding agreement, which outlines when and where logo acknowledgement is required.

It is also the recipient's responsibility to seek final clearance and approval of the logo and line credit acknowledgement from Screenwest in writing, prior to the project or publicity materials being finalised. Failure to do so will result in the funding recipient being liable for making any corrections.

If there is no agreement in place that allows you to use our logo you must obtain our prior written approval before using it. Any unauthorised use may require you to remove the logo at your own cost. To request permission email: media@screenwest.com.au.

2. Screenwest Logos

Projects and activities supported by Screenwest will be required to use one of two logos:

Screenwest Tri-Badge Logo

The tri-badge logo consists of the Western Australian Government crest, Screenwest logo and Lotterywest logo.

The tri-badge logo is to be used for all projects, except for:

- Projects which also receive Australian Broadcasting Corporation (ABC) funding. ABC is exempt from publishing the Lotterywest logo due to its Editorial Policy.
- Digital games projects and activities.
- Activities supported by the Industry Capacity Building Program.
- Projects which receive Western Australian Regional Screen Fund funding.
- Projects attracted to Western Australia through the Western Australian Production Attraction Incentive, or Western Australian PDV Incentive.

In the instance of the above exceptions, the Screenwest Co-Badge Logo is to be used.



Download the Screenwest Tri-Badge Logo [here](#).

Screenwest Co-Badge Logo

The Screenwest co-badge logo consists of the Western Australian Government crest, and the Screenwest logo.

The co-badge logo is to be used for:

- Digital games projects and activities.
- Projects that receive Western Australian Regional Screen Fund Funding.
- Projects attracted to Western Australia through the Western Australian Production Attraction Incentive, or Western Australian Production Attraction Incentive.
- Activities supported by the Industry Capacity Building Program.
- Projects that receive ABC funding.

Always read your executed funding agreement. It will outline your specific credit requirements.



Download the Screenwest Co-Badge Logo [here](#).

3. Screenwest Logo Specifications

Screenwest's logos cannot be redrawn or altered in any way. Logos should be placed appropriately in relation to your own logo or identity.

For grant recipients, the size and placement of the logo should reflect the level of funding received. In all instances, the Western Australian Government Coat of Arms must be no smaller than 15mm high x 15mm wide.

Both the tri-badge and co-badge logos are available in four electronic formats:

- **EPS + Ai** – for end credits, professional printing or high-quality reproduction, i.e. advertisements, brochures, leaflets, signage.
- **JPEG** – low-resolution format suitable for online use.
- **PNG** – transparent background, low resolution format suitable for online use.

Minimum size

There are established minimum size requirements, which must be followed whenever applying our logo. The minimum width for effective reproduction of the co-badge and tri-badge lockups are specified here. The minimum size refers to the block of all elements.



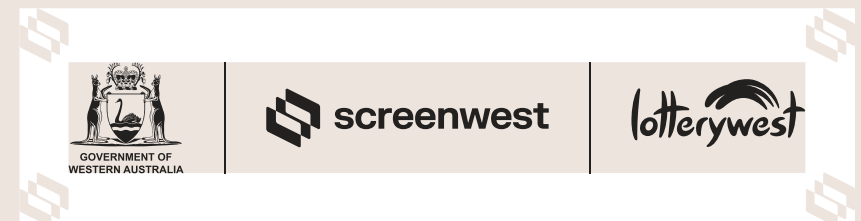
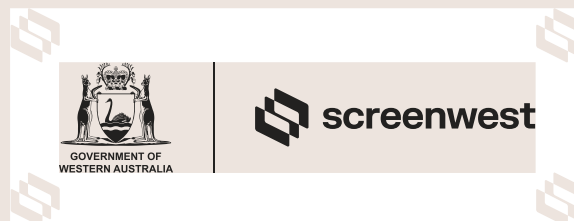
Minimum size Print: 59mm | Digital: 150px



Minimum size Print: 95mm | Digital: 250px

Exclusion Zone

To ensure that the co-badge and tri-badge logos are never crowded with other logos, pictures or symbols, please ensure that the following exclusions zone of 50% of the logo height is applied. In the example below, the brand icon demonstrates the exclusion zone.



3. Screenwest Logo Specifications

The Screenwest tri-badge and co-badge logos must always be reproduced in their approved configurations. Individual elements must not be separated, modified or rearranged, and the proportions and relationship between elements must remain consistent at all times.

Colour Reproduction

Both logo configurations may be reproduced in two approved formats:

- **Monotone:** Reproduced entirely in black.
- **Reverse:** Reproduced entirely in white against a solid dark background, preferably black.

Monotone



Reverse



3. Screenwest Logo Specifications

Correct & Incorrect Usage

The following examples demonstrate approved applications and common misuses. Always use the supplied master artwork and maintain the original proportions, colour specifications and arrangement of elements.

Don't remove lines 	Don't create alternative configurations 	Don't change the logo colour 
Don't change order of brands 	Don't rotate logo 	Don't modify proportions of individual brands 

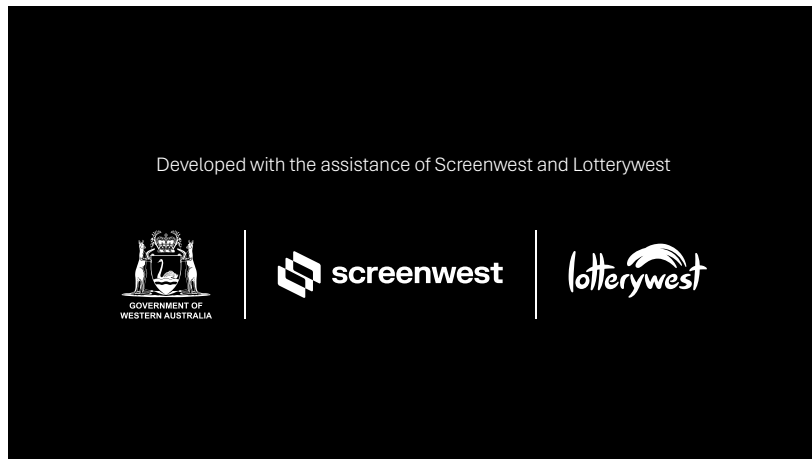
4. Screenwest-supported Projects **Tri-Badge Logo Use**

Project Development Materials (i.e. scripts)

Any creative materials developed with the assistance of Screenwest must acknowledge this support on the front cover of each draft of the work.

If the project is produced, Screenwest and Lotterywest must be provided a static single frame credit in the end titles.

Refer to your executed funding agreement for your specific credit requirements.



Full size: 1920x1080 pixels

Production Head/Front Credits

All projects that receive production funding from Screenwest must contain a presentation credit in the head/front credits, or where there are no front credits, in a prominent position and not as the last credit.

Associated copy can be written in the front of the credits.

Feature films must contain a full frame animated Screenwest logo in the pre-presentation credits.

Refer to your executed funding agreement for your specific credit requirements.



Full size: 1920x1080 pixels

4. Screenwest-supported Projects **Tri-Badge Logo Use**

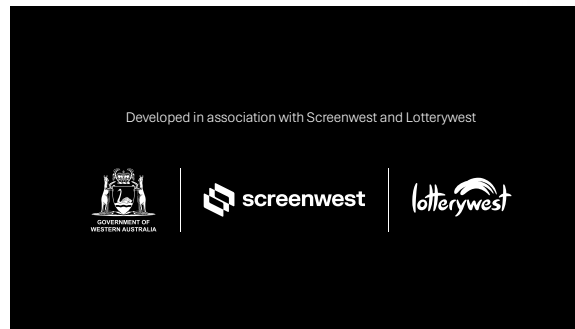
Project Development Materials (i.e. scripts)

Any creative materials developed with the assistance of Screenwest must acknowledge this support on the front cover of each draft of the work.

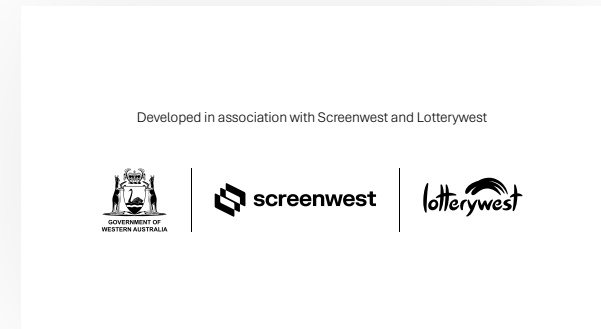
Our tri-badge logo must be used.

Associated copy can be written in the front of the document.

Refer to your executed funding agreement for your specific credit requirements.



Full size: 1920x1080 pixels



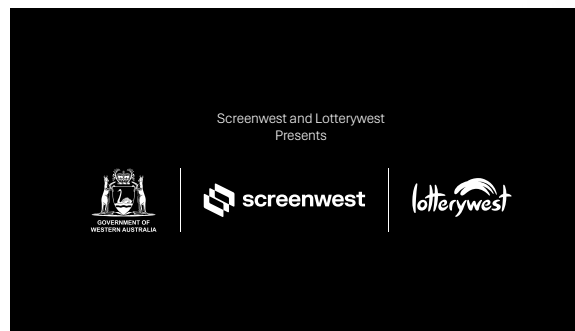
Production Head/Front Credits

All projects that receive production funding from Screenwest must contain a presentation credit in the head/front credits, or where there are no front credits, in a prominent position and not as the last credit.

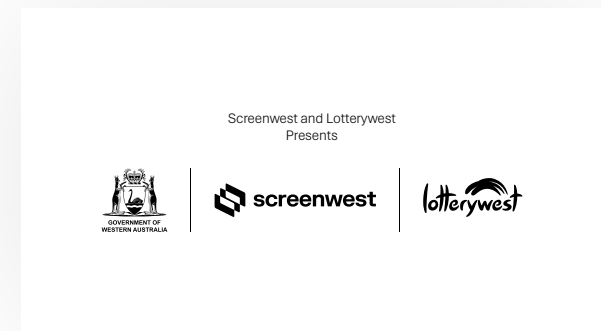
Associated copy can be written in the front of the credits.

Feature films must contain a full frame animated Screenwest logo in the pre-presentation credits.

Refer to your executed funding agreement for your specific credit requirements.



Full size: 1920x1080 pixels

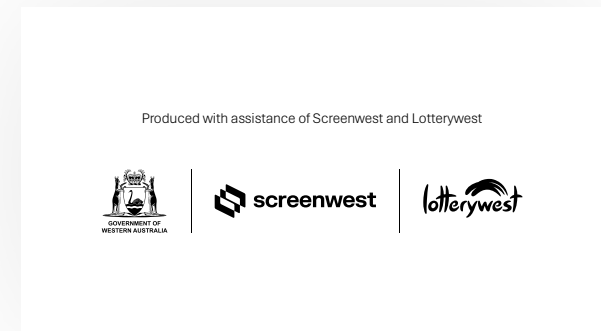
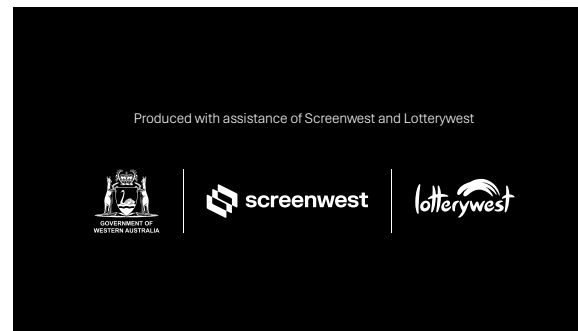


4. Screenwest-supported Projects **Tri-Badge Logo Use**

Production / End Credits

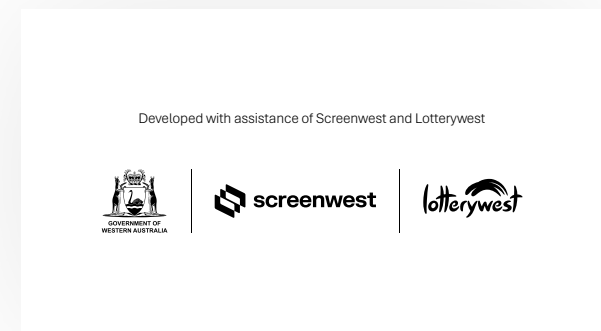
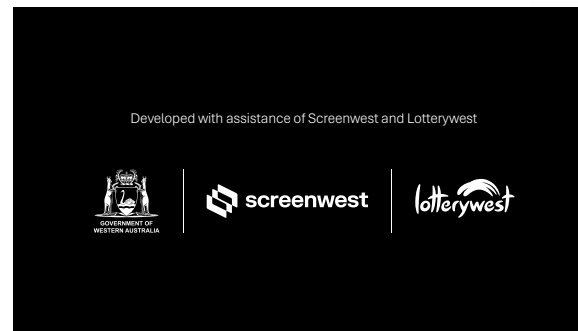
Projects that receive funding from Screenwest must contain one of the following as a single frame credit in the end credits. Associated copy can be written in the front of the credits. Refer to your executed funding agreement for your specific credit requirements.

Project with
production funding



Full size: 1920x1080 pixels

Project with
development funding

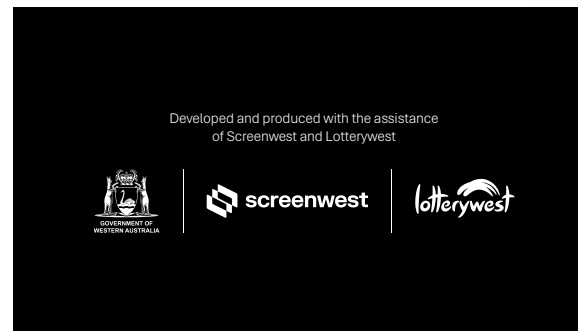


Full size: 1920x1080 pixels

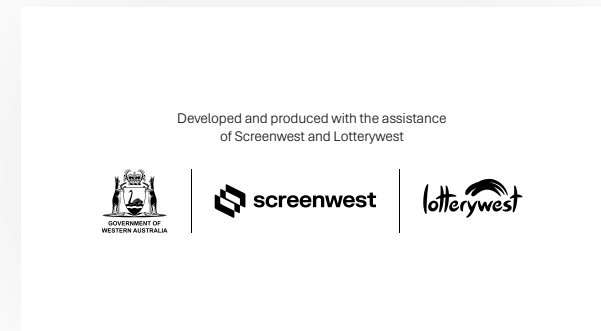
4. Screenwest-supported Projects **Tri-Badge Logo Use**

Production / End Credits (Continued)

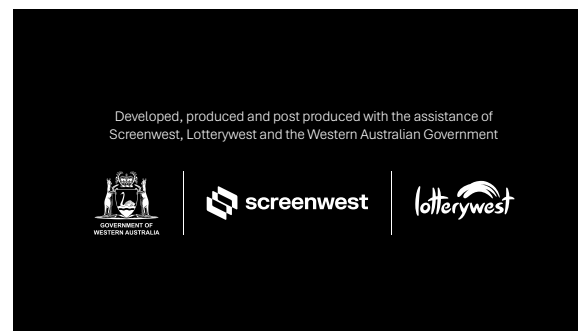
Project with production and development funding



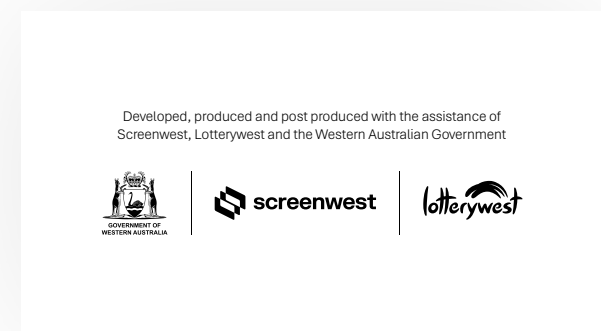
Full size: 1920x1080 pixels



Project with development, production and Western Australian PDV Incentive funding



Full size: 1920x1080 pixels



5. Screenwest-supported projects **Co-badge Logo Use**

The co-badge logo is to be used to acknowledge Screenwest support on projects including productions with ABC funding, digital games projects, activities supported by the Industry Capacity Building Program and projects attracted to Western Australian through the Western Australian Production Attraction Incentive and Western Australian PDV Incentive.

Refer to your executed funding agreement for your specific credit requirements.

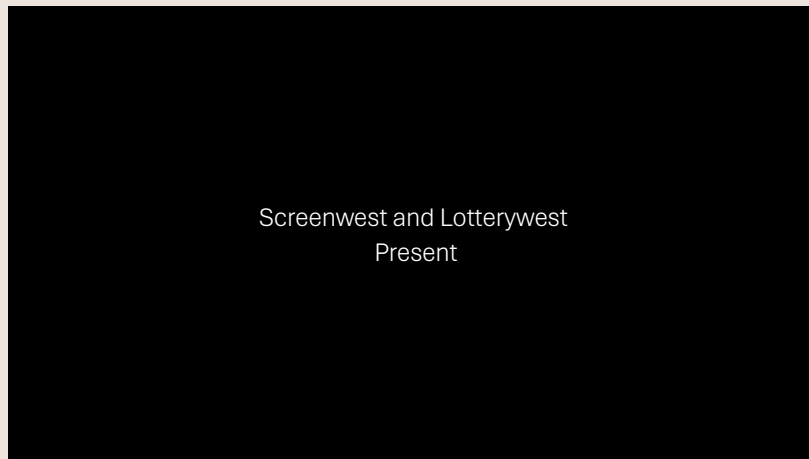
Logo and Credits for ABC Projects

For ABC funded projects, the co-badge logo is to be used, however Lotterywest is acknowledged in written form.

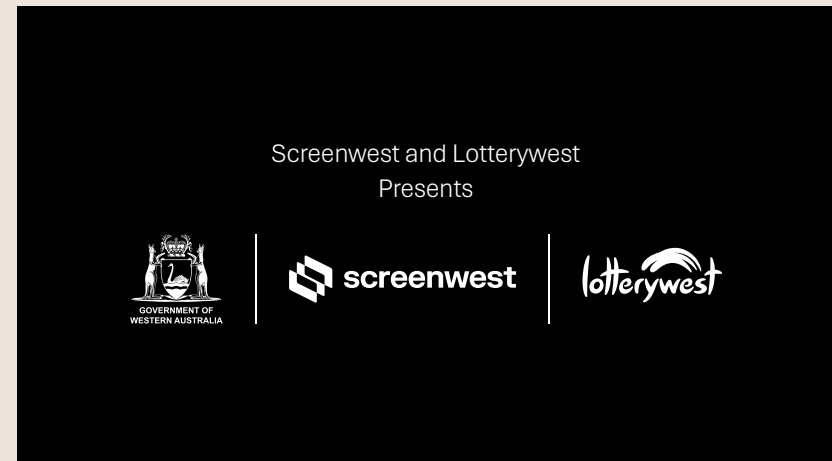
Head/Front Credits

All projects that receive production funding from Screenwest must contain a presentation credit in the head/front credits or where there are no front credits, in a prominent position or not as the last credit.

Associated copy can be written in the front of the end credits.



If no logos appear



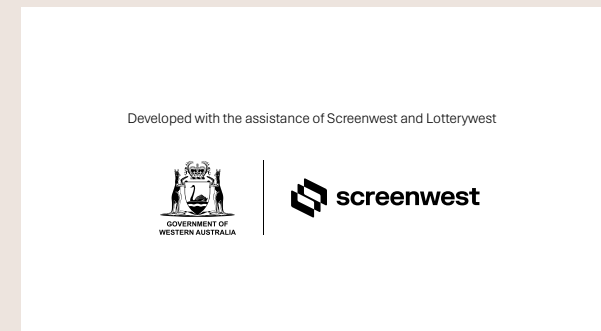
If other logos appear

5. Screenwest-supported projects **Co-badge Logo Use**

End Credits

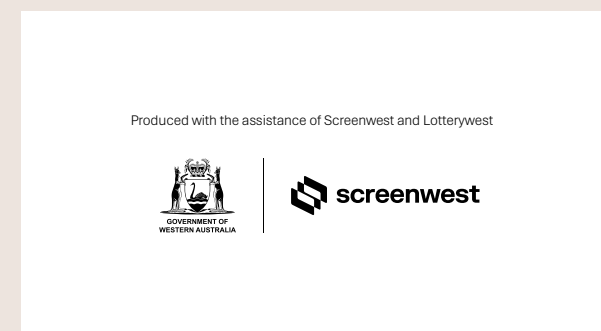
Projects that receive funding from Screenwest must contain one of the following as a single frame credit in the end credits. Associated copy can be written in the front of the document or end credits.

ABC project with
development funding



Full size: 1920x1080 pixels

ABC project with
production funding



Full size: 1920x1080 pixels

5. Screenwest-supported projects **Co-badge Logo Use**

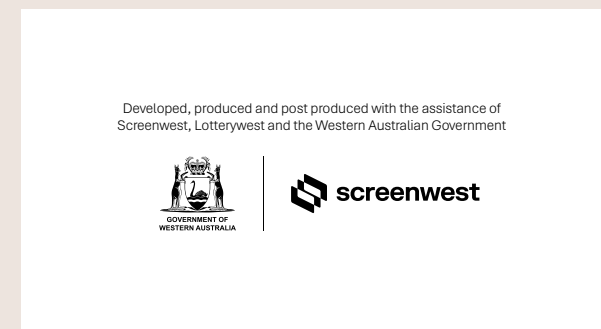
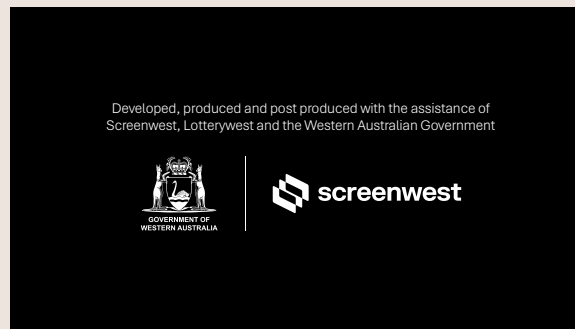
End Credits (Continued)

ABC project with
development and
production funding



Full size: 1920x1080 pixels

ABC project with
development, production and
Western Australian PDV
Incentive funding



Full size: 1920x1080 pixels

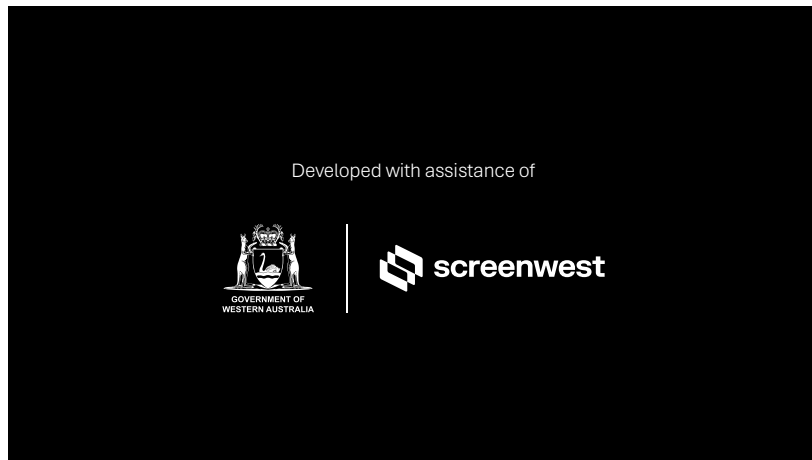
6. Logo and Credits for Digital Games Funding

Splash Page/Rolling Credits)

All projects that receive production funding from Screenwest must contain a splash page credit or rolling credit in a prominent position, appearing immediately before the copyright notice.

Associated copy can be written in the front of the end credits.

Refer to your executed funding agreement for your specific credit requirements.



Full size: 1920x1080 pixels



Full size: 1080x1920 pixels

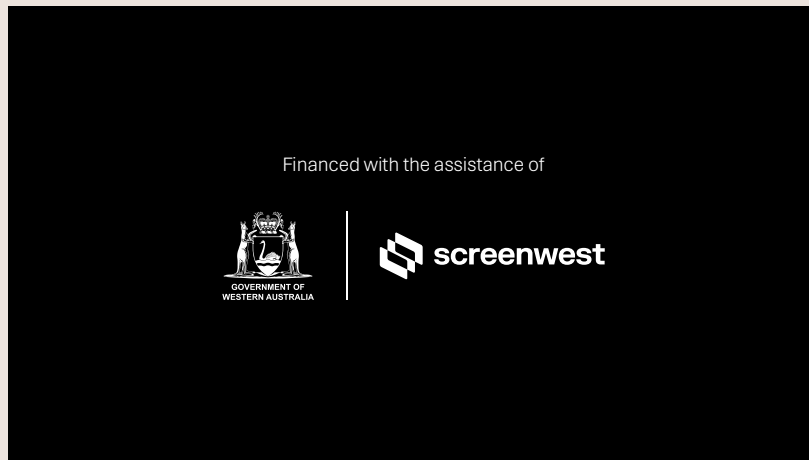
7. Logo and Credits for Western Australian Production Attraction Incentive (WAPAI) & Western Australian Regional Screen Fund.

Western Australian Production Attraction Incentive (WAPAI)

Specific credit requirements are listed in the credit schedule of your agreement.

Each credit and logo must conform to standard artwork. Associated copy can be written in the front of the document or end credits.

End card example:



Full size: 1920x1080 pixels

Western Australian Regional Screen Fund (WARSF)

Specific credit requirements are listed in the credit schedule of your agreement.

Each credit and logo must conform to standard artwork. Associated copy can be written in the front of the document or end credits.

End card example:



8. Acknowledging Traditional Owners of Country

All projects that receive Screenwest production funding must acknowledge the Traditional Owners of the Country the project was filmed, produced , animated or post produced on.

Filmed on location in Western Australia
On the Traditional Country of the Yawuru people.

Filmed and post-produced in Western Australia
On the Traditional Country of the Yawuru people.

Animated on the Traditional Country of the
Whadjuk Noongar people.

Animated and post-produced
On the Traditional Country of the
Whadjuk Noongar people.

Post-produced on the Traditional Country of the
Whadjuk Noongar people.



If you have any questions about these logo guidelines,
please contact media@screenwest.com.au.
screenwest.com.au