
mmade

ABC ORIGINAL – BRANDING GUIDELINES

MAY 2022

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1. INTRODUCTION

ABC ORIGINAL

The ABC Original Pre Presentation Credit logo (also referred to in these guidelines as the logo) and its animation is to be used on original content commissioned or produced by the ABC.

The credit is relevant for all genres, with a different version applicable for Children's content.

Please refer to your contract and you content team if you are unsure if this applies to your program.

The [ABC Credit Guidelines](#) offer more in depth detail.

2. THE LOGO

THE LOGO

The following logo versions are available as AI files and PNGs.

There are white on-black and black on-white options to support accessibility compliance requirements.

The logo should only be used in mono.

They are available on the [Producer Portal](#).



LOGO STACKED WHITE



LOGO LANDSCAPE WHITE



LOGO STACKED BLACK



LOGO LANDSCAPE BLACK

3. LOGO USAGE

LOGO USAGE MINIMUM SIZE AND CLEARSPACE

Guidelines for all applicable usages including but not limited to; key art, stills, promotional materials and broadcast

General guidance on usage is to be directed by ABC Made.

GUIDELINES

- The logo should never be more than 40% of the title treatment in scale
- Minimum height required is 5mm or 25 pixels
- Minimum clearspace is calculated based on the cap height of ABC ORIGINAL.



MINIMUM LOGO STACKED CLEARSPACE: X1A



MINIMUM LOGO LANDSCAPE CLEARSPACE: X1A



CORRECT: LOGO AND TITLE TREATMENT@100% / LOGO@40%



WRONG: LOGO TITLE TREATMENT@100% / LOGO@65%

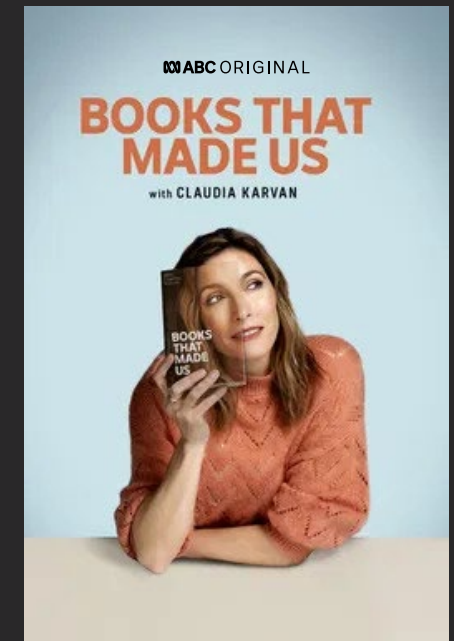
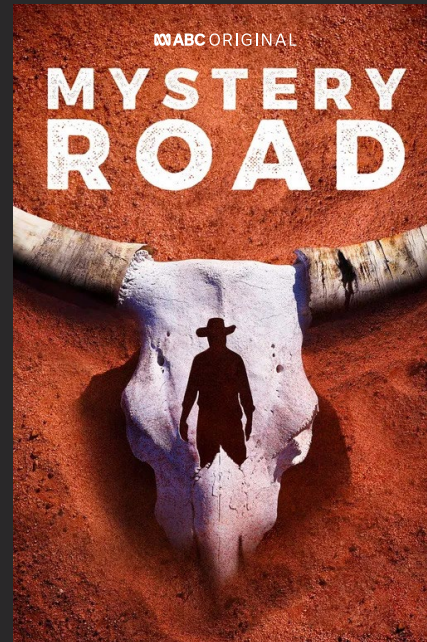
3. LOGO USAGE

LOGO PLACEMENT ON KEY ART

The logo is to be added to the key art of ABC Original programming where applicable. General guidance on usage is to be directed by ABC Made.

GUIDELINES

- The logo should always be positioned above the title treatment. It may be locked up to the title treatment or placed anywhere above
- The logo should never be more than 40% of the title treatment in scale
- Minimum height required is 5mm or 25 pixels
- Minimum clearspace is calculated based on the cap height of ABC ORIGINAL.
- Please ensure the colour contrast complies with accessibility requirements.



EXAMPLES OF USAGE IN KEY ART

LOGO PLACEMENT AND SIZE ON SCREEN

The logo is to be added to the opening of ABC Original programming where applicable.

Please consult your ABC editorial team for general guidance on usage.

GUIDELINES

- On screen treatments should only use the stacked version of the logo
- Logo should always appear centred on screen
- Vertical placement is determined by the cap height of 'ORIGINAL' which aligns to the screen's centre line
- The logo size is set at a ratio of 1/3.



ON SCREEN LOGO PLACEMENTS: CENTRED 1/3

3. LOGO USAGE

LOGO USAGE ON SCREEN

The logo is be used on screen over black. A blue version is for use on ABC Kids content only.

GUIDELINES

- The logo must be embedded within the program over program audio
- There are 2 creative options for integrating the logo at the opening of the program;
 - A. It may be integrated within the program vision – p8
 - B. It may be used over black (blue for ABC Kids) p9 10
- Our preference is for the logo to appear after the first 3 seconds of screen content. However, there is an option to integrate the logo from the opening frame. Please discuss with your ABC Editorial contact.
- The logo must be held for a min of 3 secs, no longer than 5
- There are 2 execution options producers can choose in consultation with your ABC Editorial contact:
 - A. Animate – p9
 - B. Fade – p10
- If ABC Original logo is positioned at the start of a program/movie, audio shall not commence until 12 frames after start of program (This is due to transmission automation requirements).
- When positioning the logo, please mindful of graphics safe / caption safe guidelines from other parties including distributors and their potential clients.



AN EXAMPLE OF THE STACKED LOGO ANIMATION USED IN SEQUENCE OVER BLACK



AN EXAMPLE OF THE STACKED LOGO ANIMATION USED IN SEQUENCE OVER VISION

4. LOGO ANIMATIONS

LOGO ANIMATE-ON VERSION

There are versions of the Logo Animate On animation on black and with an alpha channel.

Blue is to be used only for ABC Kids programming.



ABC CONTENT



ABC KIDS ONLY

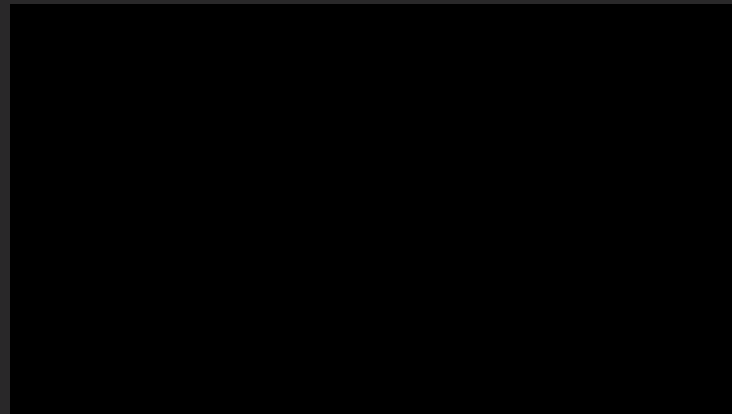


4. LOGO ANIMATIONS

LOGO FADE-ON VERSION

There are versions of the Logo Fade On animation on black and with an alpha channel.

Blue is to be used only for ABC Kids programming.



ABC CONTENT



ABC KIDS ONLY



abc made