

# ABC End Card Style Guide

# 1. Card 01

End card example with:

ABC (logo + text)

Developed and produced in  
association with the  
Australian Broadcasting  
Corporation

© [year][copyright holders].

For example: © 2018  
Australian Broadcasting  
Corporation,  
[copyright holder],  
[copyright holder],  
[copyright holder],  
[copyright holder] and  
[copyright holder]

Note: Please make sure to  
have the duration of the  
end card on screen for  
3 seconds.



Developed & Produced in association with the  
Australian Broadcasting Corporation

© 2018 [Australian Broadcasting Corporation], [copyright holder],  
[copyright holder], [copyright holder],  
[copyright holder] and [copyright holder]

## 2. Card 02

End card example with:

ABC (logo + text)

Produced in association with  
the Australian Broadcasting  
Corporation

© [year][copyright holders].

For example: © 2018  
Australian Broadcasting  
Corporation,  
[copyright holder],  
[copyright holder],  
[copyright holder],  
[copyright holder] and  
[copyright holder]

Note: Please make sure to  
have the duration of the  
end card on screen for  
3 seconds.



Produced in association with the  
Australian Broadcasting Corporation

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[copyright holder], [copyright holder],  
[copyright holder] and [copyright holder]

### 3. Card 03 Over Vision

End card example with:

ABC (logo + text)

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Corporation

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For example: © 2018  
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Corporation,  
[copyright holder],  
[copyright holder],  
[copyright holder],  
[copyright holder] and  
[copyright holder]

Note: Please make sure to  
have the duration of the  
end card on screen for  
3 seconds.



## 4. Card 04 Over Vision

End card example with:

ABC (logo + text)

Produced in association with  
the Australian Broadcasting  
Corporation

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For example: © 2018  
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[copyright holder],  
[copyright holder],  
[copyright holder],  
[copyright holder] and  
[copyright holder]

Note: Please make sure to  
have the duration of the  
end card on screen for  
3 seconds.



## 5. Card Over Vision Do's

When placing the logo over vision use the end card with an alpha channel (meaning no background and with transparency). In these cases make sure the ABC logo is placed over vision with simple & non distracting solid contrasting background. There is both a white and black option for the end cards. Use the option that has most contrast with your background.



This end card works because it has a simple solid background and there is enough contrast.



This end card works because it has a simple solid background and there is enough contrast.



## 6. Card Over Vision Dont's

Do NOT place the end card with alpha on busy backgrounds or backgrounds that have any part of the end card not visible, such as using the white end card on the light backgrounds and vice versa.



This end card does NOT work because it has a busy background and the logo and text is obscured.



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