

Production Credits

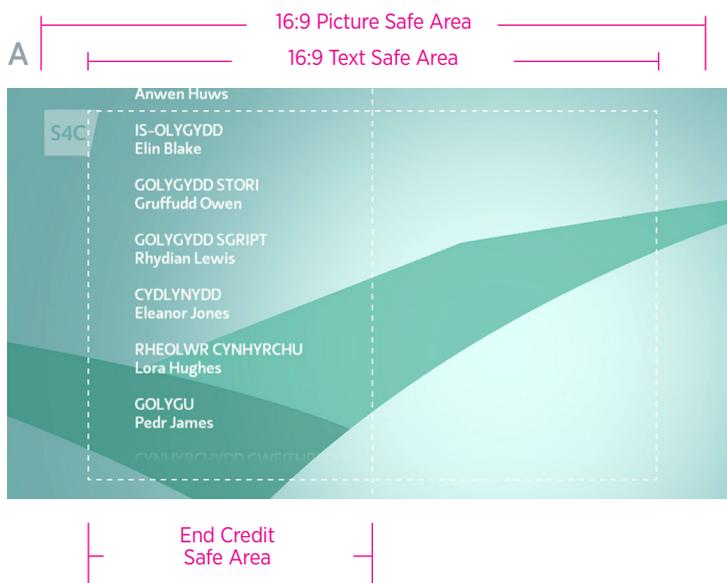
End Credit Guidelines

A Credit Position

- 01 Credits should be positioned on the left within the 16:9 text safe area.
- 02 Credits must not overlap the centre.
- 03 The background must be full screen programme action, graphics or black.
- 04 Credits do not have to be on a roller, but crawls are not acceptable.
- 05 Credits can be in any font and should be easily readable. The minimum font height is 24 (HD) scan lines.
- 06 All end credits should be free of Production Company promotions, programme sync, or footage that might interfere with an S4C panel.
- 07 All voiceovers and dialogue should have finished by the start of the credits.
- 08 Any background audio will be dipped live on transmission.
- 09 End credits cannot be used for promoting future episodes. S4C will co-ordinate promotions centrally.
- 10 Only programmes commissioned for transmission within the Cyw or Stwnsh slot may choose not to offer full end credits for the programmes and revert to a production credit and copyright notice only.

B Transmission

- 01 S4C Presentation will cover the right hand side of the screen with a 12° angle shape, consistent with the channel's brand identity. This area must be allocated for caption, picture or video content.



Production Credit & Copyright Notice

End Copyright Guidelines

Copyright Notice

01 The final production credit and copyright notice is 3 seconds. All audio must also fade out completely by the end of the 3 seconds.

02 The company logotype should be contained within a pre-determined white box area.

The company logo can either fill the entire box area or be reduced within the white box.

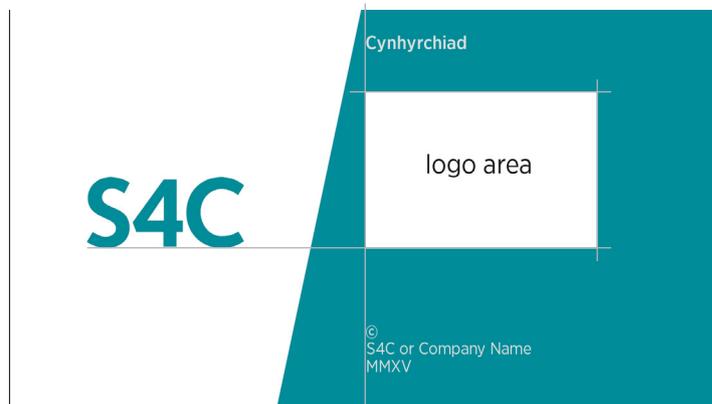
The company name and copyright year should be in the Gotham Narrow font. Roman numerals should be used for the copyright year.

03 The company logotype should not be animated or include an audio sting.

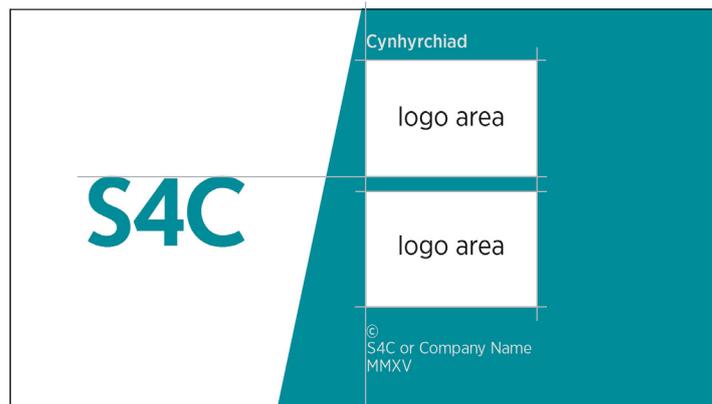
04 The wording of both the production credit and copyright notice should be in accordance with S4C's Terms of Trade or as agreed in the commissioning contract. Your Unit Manager at S4C will provide this information. The "ar gyfer" wording no longer applies.

05 S4C is happy to supply completed end slates. Contact graphicsvideo@s4c.cymru

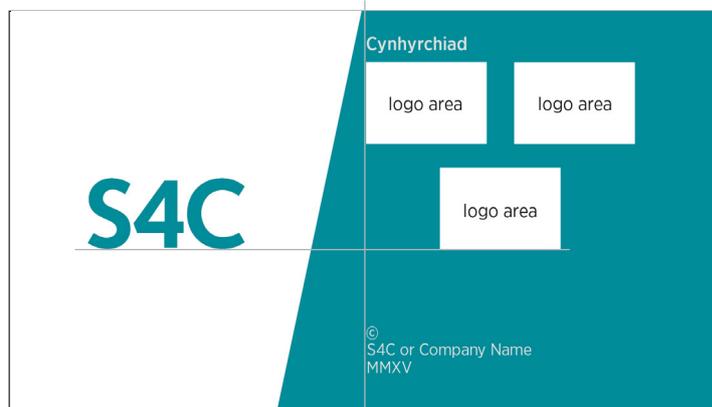
Single Production Credit



Double Production Credit



Triple Production Credit



16:9 Text Safe Area