

Game Development Sector Rebate Style and Accreditation Guidelines

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Irirangi Te Motu
NZ On Air



Game Development Sector Rebate

Style and Accreditation Guidelines

This document is the main guide for using NZ On Air’s brand assets when acknowledging NZ On Air for its support as part of the Game Development Sector Rebate (GDSR).

It is important New Zealanders know what their taxpayer dollars have provided via the GDSR and consistent accreditation helps to reinforce the value of this rebate to Aotearoa New Zealand.

This document will outline where and how those brand assets must appear within your business’ website and your game website, as well as how it may be used in your game credits or loading page if applicable.

These accreditation requirements form part of the contract for the GDSR. 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 a NZ On Air GDSR 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.

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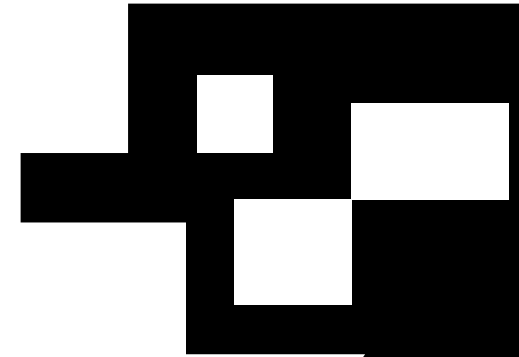
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Options for applying accreditation



Use of the NZ On Air GDSR logo

Once a final application made by a registered business is deemed successful, there will be a requirement to acknowledge the support of the GDSR through NZ On Air.

We see this as accrediting the support of the scheme:

- Within your business' website AND in your game website.
- Accreditation in your game credits or loading screen.

Our preference is for you to aim to include accreditation in both your business' website and game website unless there is a reason you are unable to do so. The aim of this consistent and prominent accreditation is to help reinforce, as widely as possible, the existence of the GDSR and the value of the rebate to Aotearoa New Zealand, as well as provide transparency.

In terms of the accreditation in game credits, we recognise the effort involved in updating credits for live games, especially across platforms. We understand that this process may require time and is best aligned with scheduled updates. It is also understood that the GDSR may have been utilised for unreleased games. In these instances, accreditation can be limited to inclusion on your business and game websites. However, where possible we strongly encourage accreditation within game credits or loading screens, and preferably within six months of receiving the GDSR.

This requires the use of the NZ On Air GDSR logo – either the static logo or animated logo. The logos incorporate the following wording:

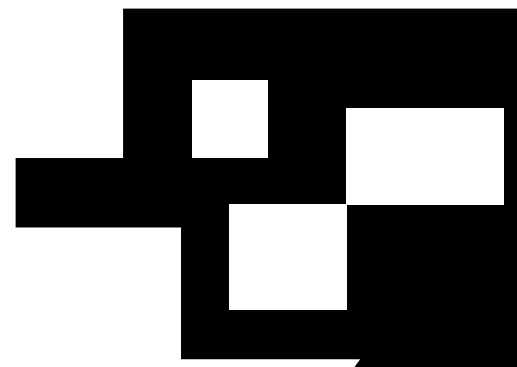
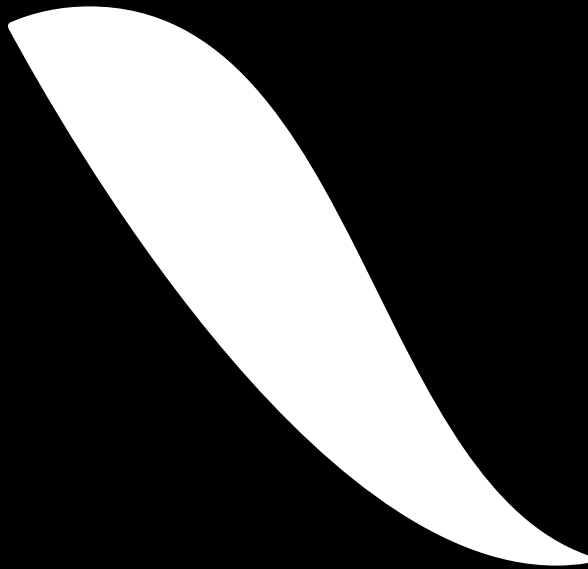
- *Supported by Iirangi Te Motu | NZ On Air through the New Zealand Game Development Sector Rebate*

Contact us with any questions around logo use.

Applying the assets

Information on how to apply the assets to your business and game website is set out on the following pages. You can download our GDSR Static and Animated Logo packs [here](#).

Explaining the assets



Our static logo

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

Use of the orange logo is preferred where possible.

CLEARSPACE

When you're using the NZ On Air GDSR 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 GDSR 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 for approval.

CORRECT USE

Please do not:

- Alter, rotate, or modify the logo.
- Animate the static logo yourself. An animated logo is available.
- Surround the logo with other versions or sizes of the logo.
- Accessorise the logo with extra elements.

CREATIVE IDEAS

Though there are brand guidelines for using the NZ On Air GDSR logo, if you have any alternative creative ideas around how you would like to use the logo (for example more fitting with the style of your game), we are open to having that conversation with you.

CONTACT US

If you have further questions, contact us at communications@nzonair.govt.nz.

POSITIVE LOGO



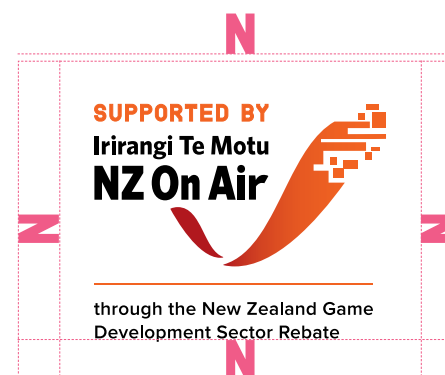
through the New Zealand Game Development Sector Rebate

NEGATIVE LOGO



through the New Zealand Game Development Sector Rebate

LOGO CLEARSPACE



through the New Zealand Game Development Sector Rebate

LOGO MINIMUM SIZE



Our animated logo

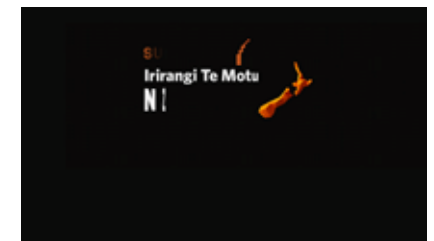
The animated logo is available in full colour (orange), black or white text, and in HD, 4k and social media formats.

You may incorporate the animated NZ On Air GDSR logo into your game's website, business' website, game credits and/or loading page.

If you require the animated NZ On Air GDSR logo in another ratio or format, please contact communications@nzonair.govt.nz.

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 GDSR 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 GDSR 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 GDSR credit sequence in another ratio or format, please contact: communications@nzonair.govt.nz.

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

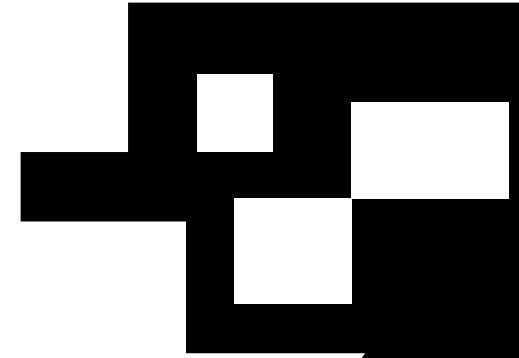
Please do not alter the NZ On Air GDSR credit sequence in any way, including:

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



Applying the assets

Any business that receives a rebate from the GDSR should use the custom NZ On Air GDSR logo assets available for download [here](#).



Business website

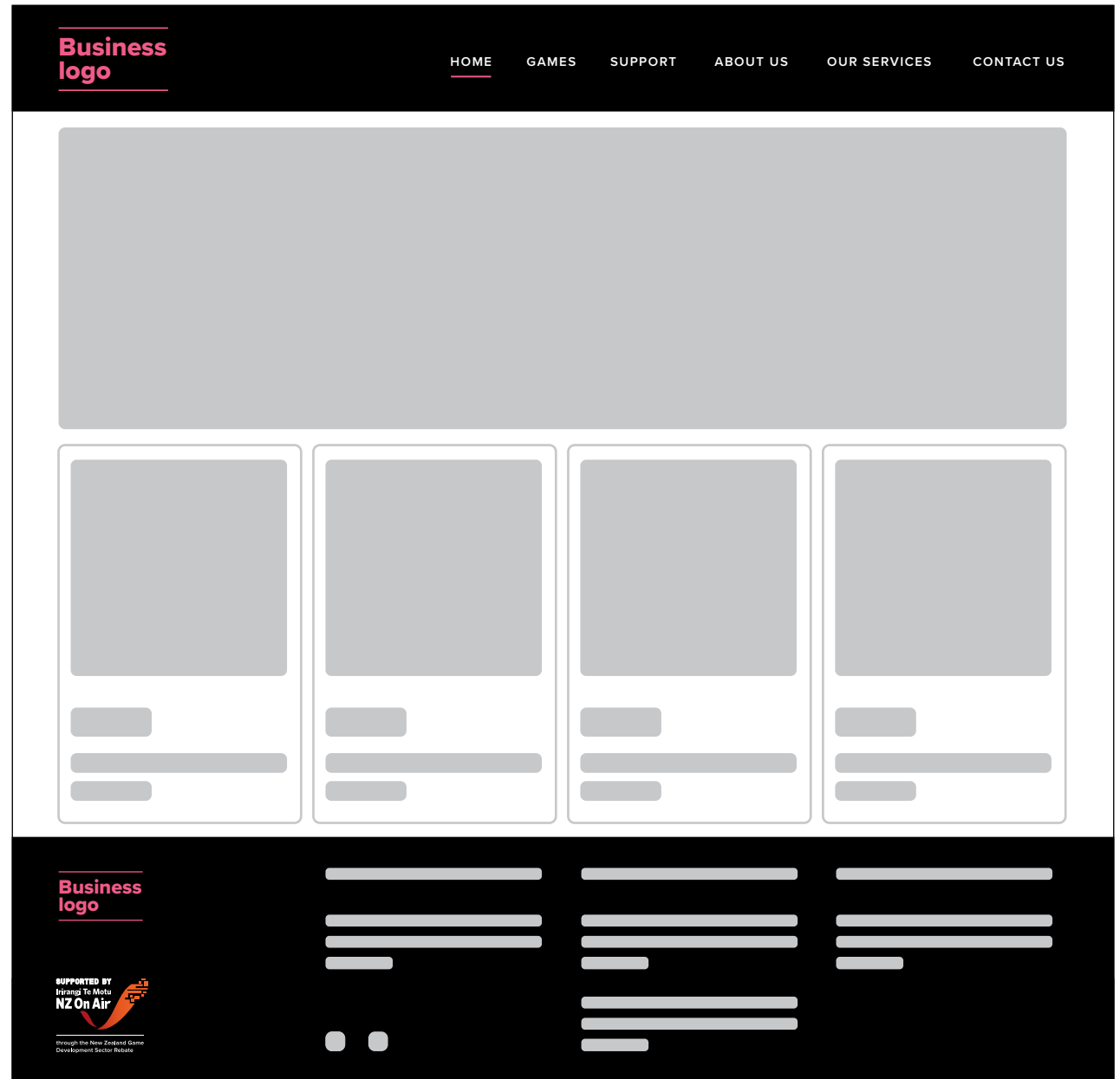
Businesses that receive the GDSR may use the static or animated NZ On Air GDSR logo prominently on their business' website.

Placement of the logo within your website should be clearly obvious, to ensure transparency around the support of the GDSR. One such placement would be within the footer of your business' homepage, as well as in About Us sections or partnership pages. The footer of your business' homepage is a common location for logos as it appears consistently across all pages. Please also ensure that the logo is appropriately sized, consistent with any other logos on the page and is visible without requiring excessive scrolling or navigation.

If also referring to the GDSR separate to the logo, please use the following wording:

- *Supported by NZ On Air through the New Zealand Game Development Sector Rebate*

WEBPAGE EXAMPLE



Game website

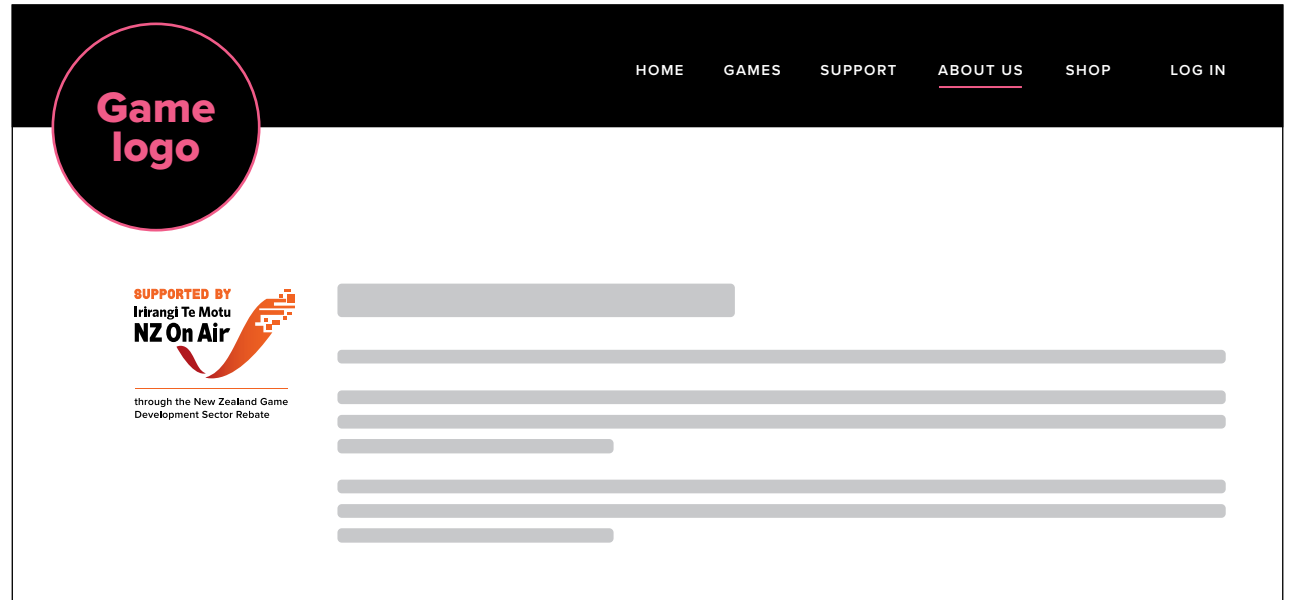
Businesses that receive the GDSR may use the static or animated NZ On Air GDSR logo prominently on their game website.

If also referring to the GDSR separate to the logo, please use the following wording:

- *Supported by NZ On Air through the New Zealand Game Development Sector Rebate*

Placement of the logo within your website should be clearly obvious, to ensure transparency around the support of the GDSR. One such placement would be within the footer of your game webpage. This is a common location for logos as it appears consistently across all pages. Please also ensure that the logo is appropriately sized, consistent with any other logos on the page and is visible without requiring excessive scrolling or navigation.

ABOUT US WEBPAGE EXAMPLE



WEBPAGE FOOTER EXAMPLE



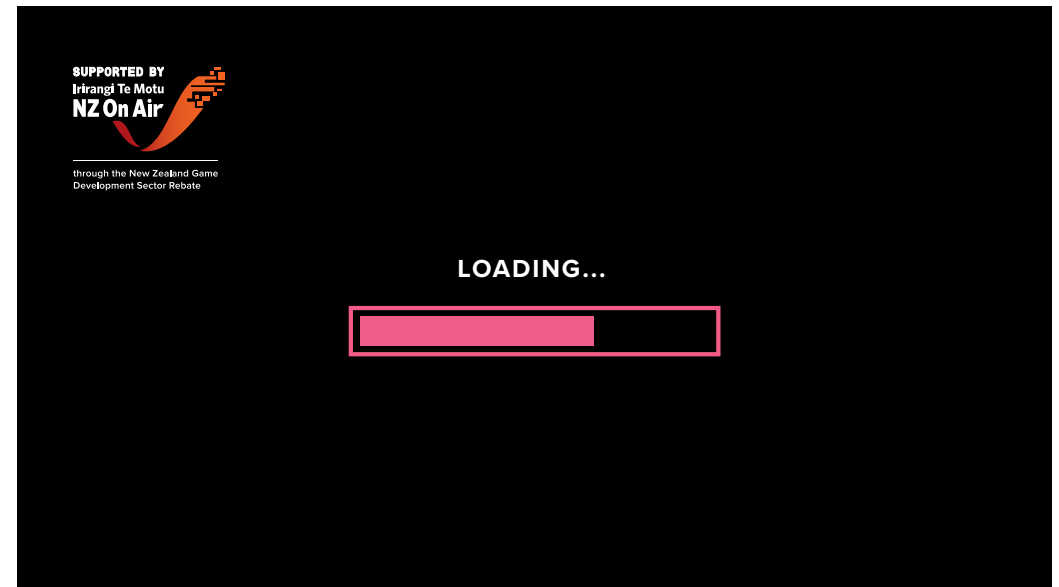
Game credits, loading screens and game trailers

Businesses that receive the GDSR may use the static or animated NZ On Air GDSR logo during the loading screen, game trailer and/or credit sequence at the end of their game.

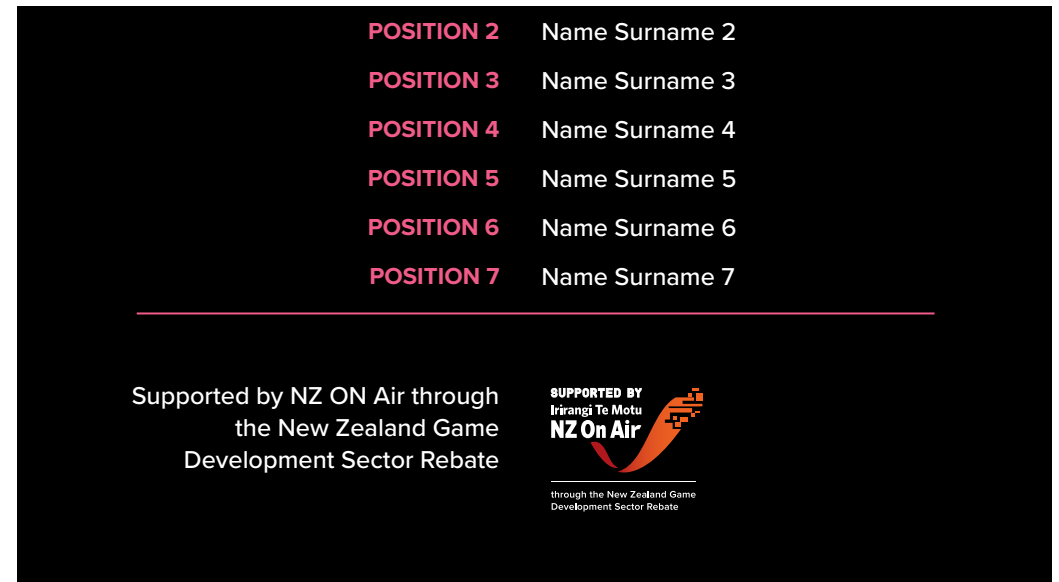
Where possible, we would see this alongside the following wording:

- *Supported by NZ On Air through the New Zealand Game Development Sector Rebate*

LOADING SCREEN EXAMPLE



CREDIT SEQUENCE EXAMPLE



International distribution

NZ On Air accreditation should remain on any business or game content that is sold or distributed internationally.

Publicity and marketing

If you would like to include the NZ On Air GDSR static logo or animated logo on any additional social media or teaser content for your business or your game/s to promote the support of NZ On Air through the GDSR, we would encourage you to contact communications@nzonair.govt.nz to discuss.

Businesses should provide any publicity materials to NZ On Air ideally two weeks ahead of the content launch date. Please send these through to communications@nzonair.govt.nz.

Written material

Any media releases, publicity materials or electronic press kits that include details about GDSR funded games must mention the support of NZ On Air via the GDSR. They should also include a static NZ On Air GDSR logo.

In writing, NZ On Air should be referred to as NZ On Air or Irirangi Te Motu, never abbreviated to NZOA. Funded content featured in industry newsletters or highlights must include the phrase “*Supported by NZ On Air through the New Zealand Game Development Sector Rebate*”.

Social media

NZ ON AIR SOCIAL MEDIA REQUIREMENTS

NZ On Air has a presence on most major social media platforms.

All posts about receiving the GDSR from NZ On Air should tag NZ On Air’s social media accounts or credit us in the caption. If you are doing a launch post or key milestone post to promote a game funded by the GDSR, we would encourage you to acknowledge the support of the GDSR through NZ On Air. This could be tagging NZ On Air and including the phrase “*Supported by NZ On Air through the New Zealand Game Development Sector Rebate*” in posts.

NZ On Air also has specific social pages for Tamariki content. If you have games aimed at younger audiences, you may also want to post to these social accounts.

FACEBOOK

[NZ On Air](#)

FACEBOOK

[NZ On Air Tamariki](#)

LINKEDIN

[NZ On Air](#)

X/TWITTER

[NZ On Air](#)

INSTAGRAM

[NZ On Air](#)

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. For more assistance, you can email communications@nzonair.govt.nz.