

Game Development Sector Rebate Accreditation Guidelines

December 2024 / version 2.0

Irirangi Te Motu
NZ On Air



Game Development Sector Rebate

Accreditation Guidelines

These guidelines explain the purpose of accreditation for recipients of the Game Development Sector Rebate (GDSR) and provide step-by-step instructions on how to use NZ On Air’s GDSR brand assets to acknowledge the support provided through the scheme.

WHY ACCREDITATION MATTERS

Accreditation serves two essential purposes:

1. Promoting New Zealand’s game development industry

Accreditation positions New Zealand as a vibrant, well-supported hub for game development on the global stage. By showcasing government backing, it sends a strong message of confidence in NZ studios, enhancing their appeal to platforms, publishers and investors worldwide.

2. Recognising taxpayer support

Accreditation ensures that New Zealanders can see where their taxpayer dollars are being invested and understand the impact of their contributions through the GDSR scheme. By consistently applying accreditation, we provide transparency and reinforce the value of the rebate, demonstrating the tangible benefits it delivers to the country’s game development sector.

ACCREDITATION REQUIREMENTS

This document outlines where and how NZ On Air’s GDSR brand assets should appear on your business website, game website and within your game, if applicable. These accreditation requirements are part of the contract for all GDSR recipients, and only approved NZ On Air GDSR logos or images may be used.

We understand that implementing these requirements may be more complex in client-based work. If this is the case, or if you have any questions, we encourage you to contact the NZ On Air GDSR team at gamesrebate@nzonair.govt.nz to discuss and find a suitable approach.

Contents

Options for applying accreditation

- Use of our NZ On Air GDSR logo.....4

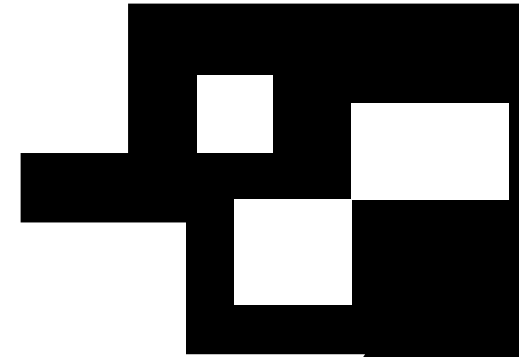
Explaining the assets

- Our static logo.....6
- Our animated logo7

Applying the assets

- Business website9
- Game website10
- In-game11
- Other ways to highlight your GDSR support.....12

Options for applying accreditation



Use of the NZ On Air GDSR logo

Once approved, all successful GDSR applicants are required to acknowledge the support provided by the GDSR scheme through NZ On Air.

WHERE TO APPLY ACCREDITATION

We expect accreditation to appear:

- On your **business website** and **game website**, where applicable
- Within your **released game(s)**

Our preference is for you to include accreditation in both your business website and game website unless there is a reason you are unable to do so or there is no dedicated website for your game. The goal of consistent and prominent accreditation is to widely promote the GDSR's existence and highlight the value of the rebate to Aotearoa New Zealand.

IN-GAME ACCREDITATION

We understand that implementing in-game accreditation, especially for live games across multiple platforms, can be complex and time-consuming. To minimise disruption, this work may be aligned with a scheduled update, provided it occurs within six months of receiving the GDSR. If no updates are scheduled, accreditation will still need to be applied within six months.

For as yet unreleased games, accreditation may initially be limited to your business website and, if applicable, game website until such time as the game is launched.

APPLYING THE ASSETS

Instructions for applying the GDSR logos are provided on the following pages. This includes the use of the NZ On Air GDSR logo in both static and animated versions. You can download the 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: gamesrebate@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

While there are established brand guidelines for using the NZ On Air GDSR logo, we are open to hearing any creative ideas you may have about how to use the logo in a way that better fits the style of your game. If you have alternative ideas, please reach out to us to discuss and agree on an approach.

CONTACT US

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

POSITIVE LOGO



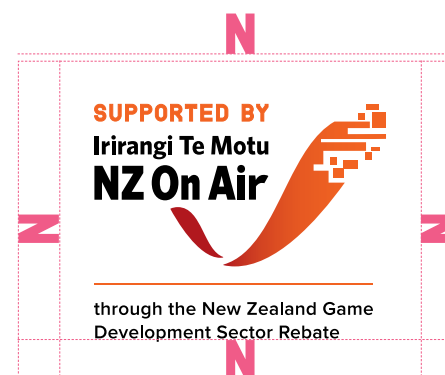
through the New Zealand Game Development Sector Rebate

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

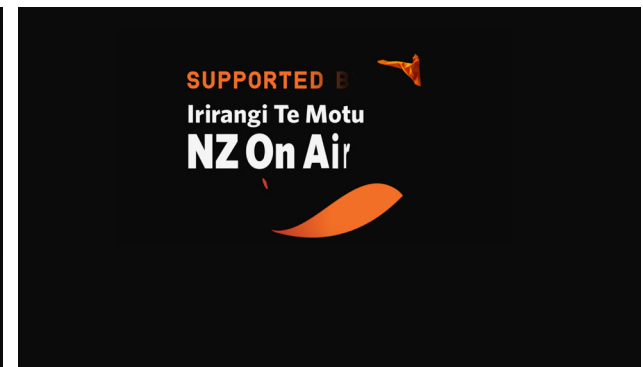
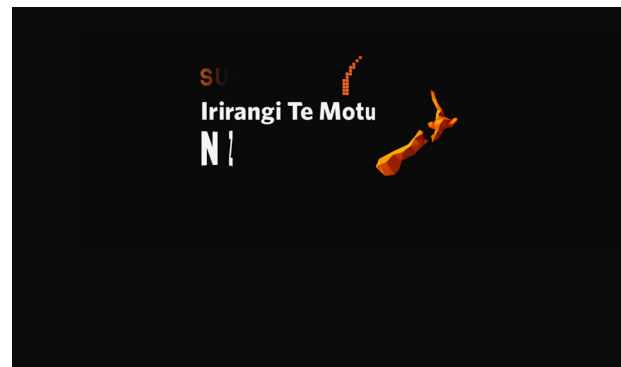
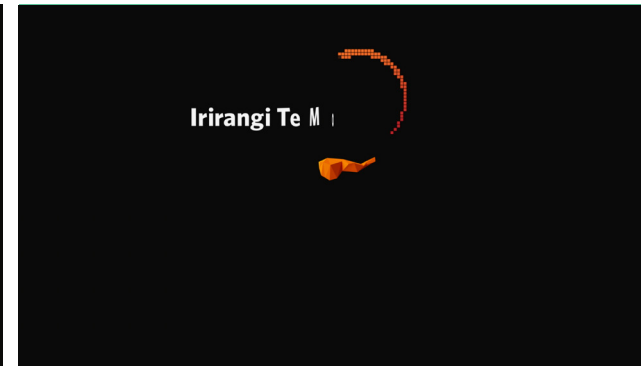
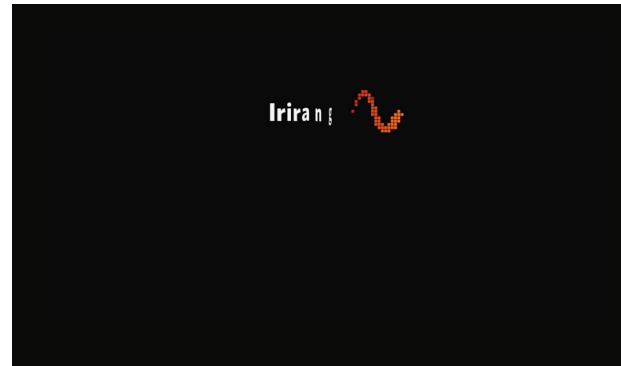
The animated logo is available in full colour (orange), black or white text, and in HD, 4k and social media formats.

You may incorporate the animated NZ On Air GDSR logo into your game website, business website and in-game(s).

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

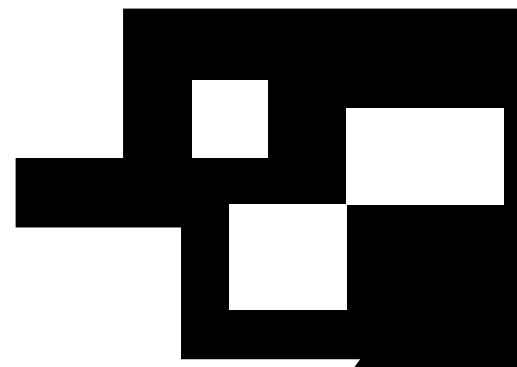
Correct positioning and appropriate clearance for the title safe requirements of each format is included in each file. Please do not alter the NZ On Air GDSR logo in any way, including:

- 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

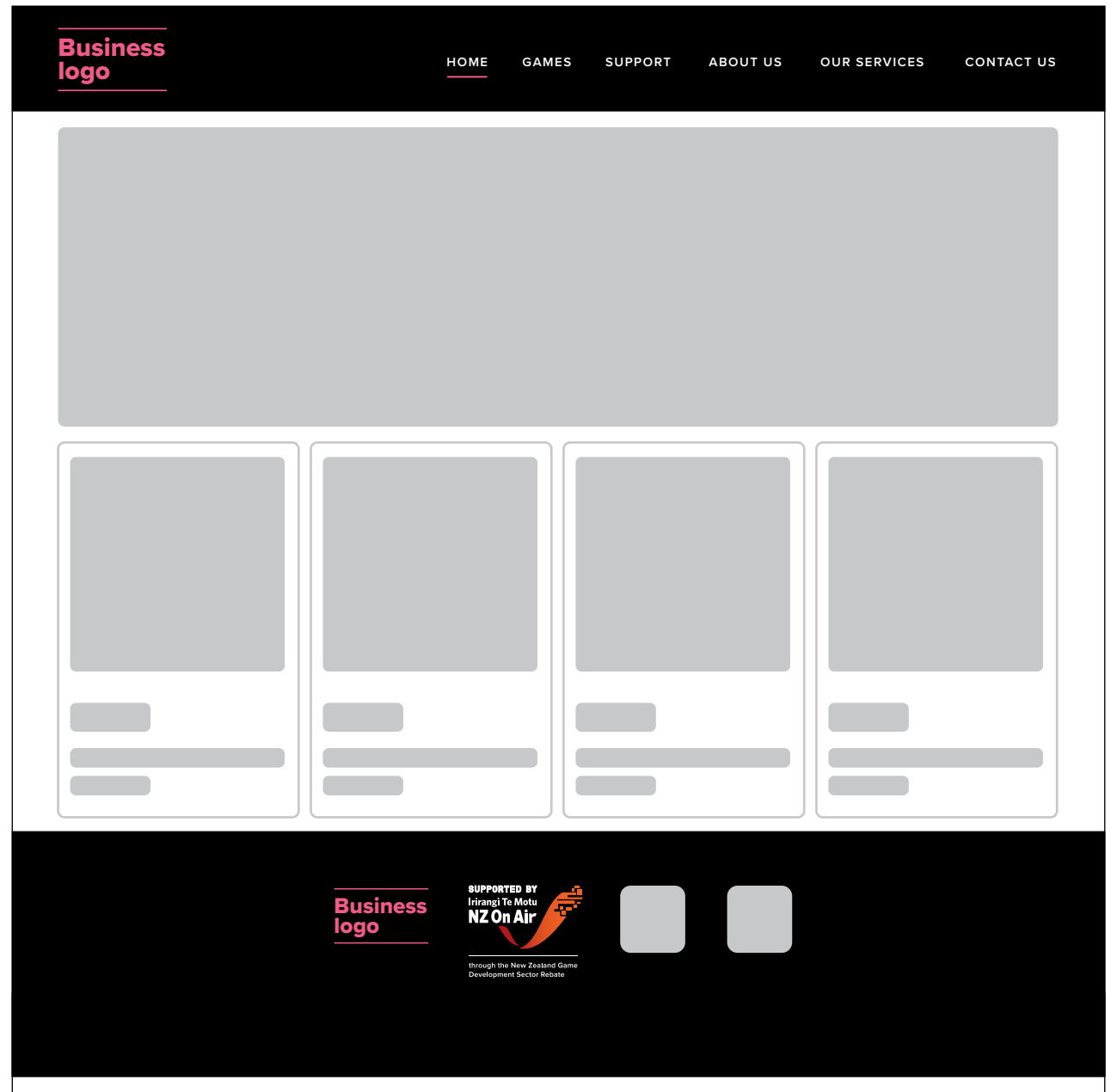
Businesses that receive the GDSR may use the static or animated NZ On Air GDSR logo on their business website.

The placement of the logo on your website should be clear and prominently visible to ensure transparency around the support of the GDSR. A common and practical spot for logos is the footer, as it ensures consistent visibility across all pages and is easy to implement. We also recommend where possible including the logo on the About Us, Press, and/or Partnership pages. Please ensure the logo is appropriately sized and visually consistent with any other logos on the page.

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

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

WEBPAGE EXAMPLE



Game website

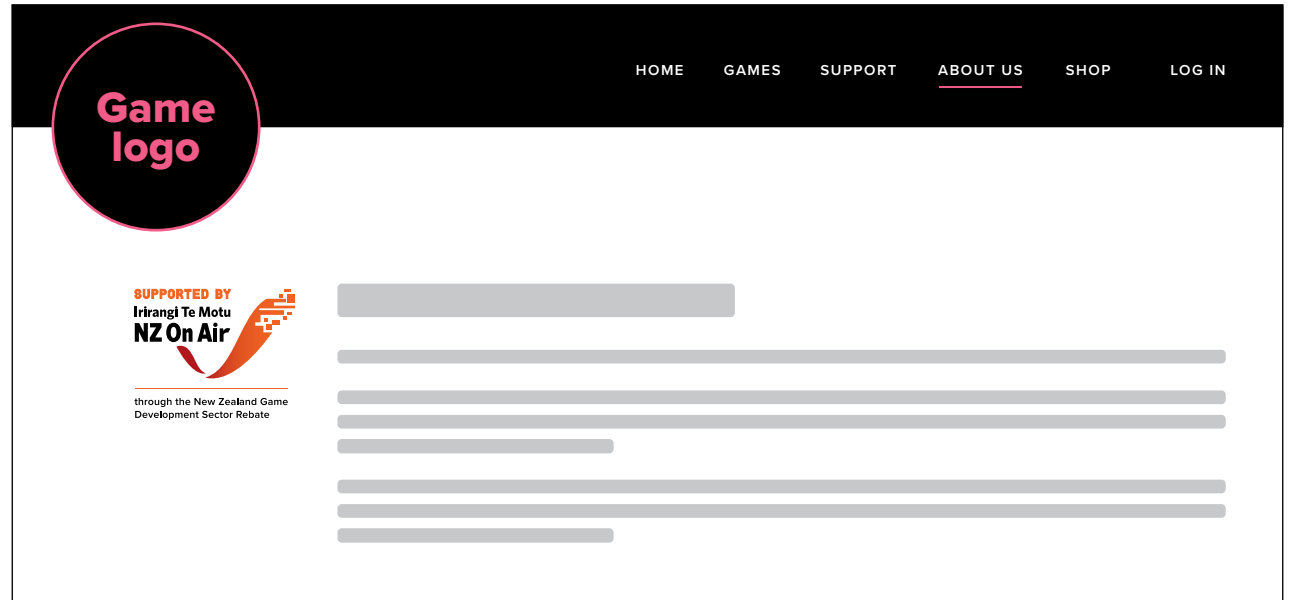
Businesses that receive the GDSR may use the static or animated NZ On Air GDSR logo on their game website.

The placement of the logo on your website should be clear and prominent to ensure transparency around the support of the GDSR. A common and practical spot for logos is the footer, as it ensures consistent visibility across all pages and is easy to implement. We also recommend where possible including the logo on the About Us, Press, and/or Partnership pages. Please ensure the logo is appropriately sized and visually consistent with any other logos on the page.

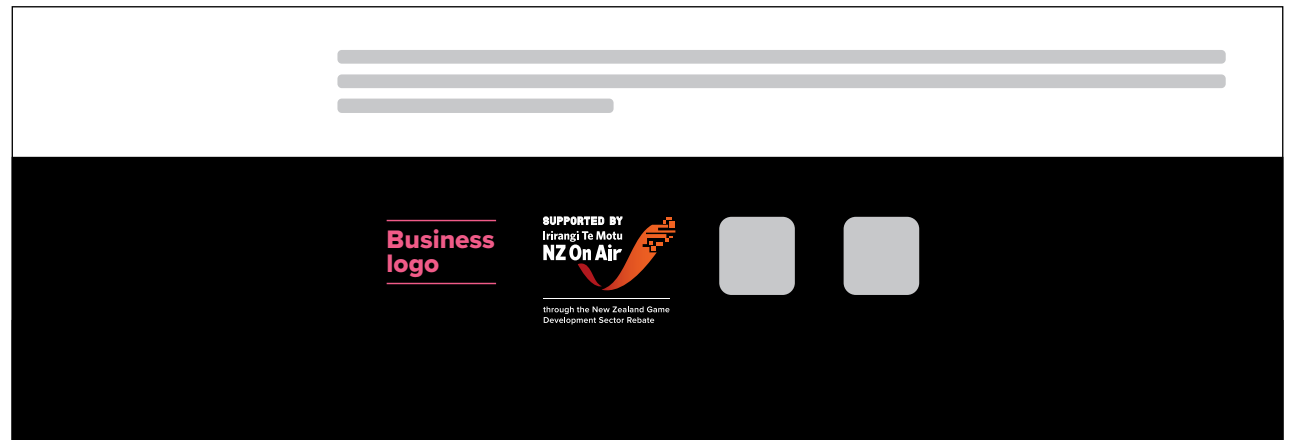
If also referring to the GDSR separate to the logo, please use the following wording:

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

ABOUT US WEBPAGE EXAMPLE



WEBPAGE FOOTER EXAMPLE



In-game

Businesses receiving the GDSR may use either the static or animated NZ On Air GDSR logo in their game(s).

Since every game is unique, we recommend selecting the most suitable placement for the NZ On Air GDSR logo to fit seamlessly with your game's design and user experience. Below are some suggested options:

- In your main menu, either as a dedicated logo or subtly integrated into the menu design
- In the splash screen sequence upon launching the game — using the animated logo here can be particularly effective
- In the loading screen
- Within an “About” or “Info” section, if your game includes one
- In any introductory or “Powered By” sequences that showcase other partner or technology logos
- In the game's credits, typically at the beginning or end

The key is to choose a placement that ensures the logo is visible while blending naturally into your game's overall design and functionality.

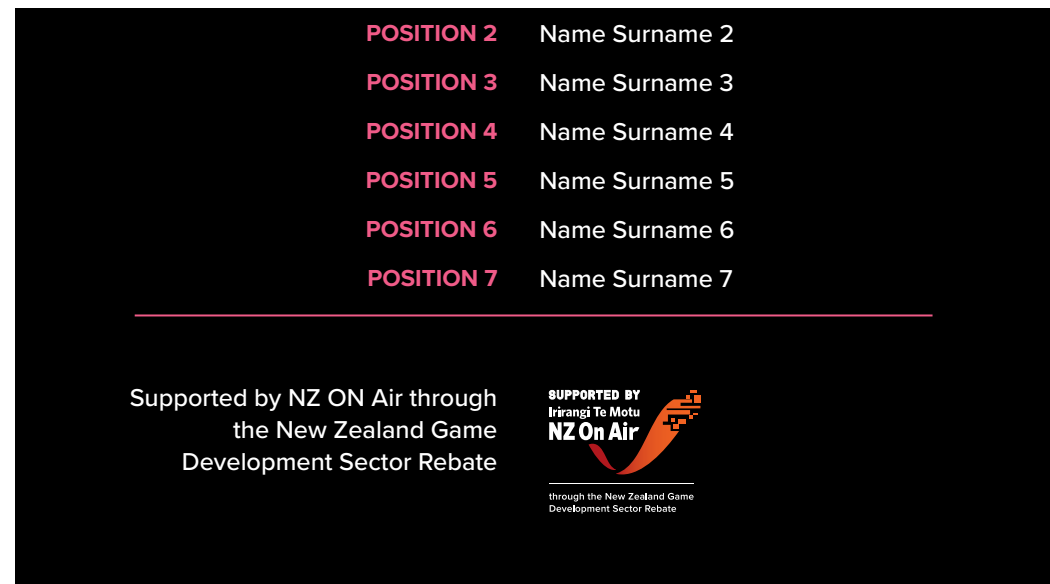
If also referring to the GDSR separate to the logo, please use the following wording:

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

SPLASH SCREEN EXAMPLE



CREDIT SEQUENCE EXAMPLE



Other ways to highlight your GDSR support

If you wish to promote the support of the GDSR in other business or game-related content, we encourage you to do so! To ensure consistency and proper acknowledgment, please follow these guidelines:

- **Logo Usage:** You may include the NZ On Air GDSR static or animated logo in your materials. The static logo is suitable for social media posts, newsletters and press kits, while the animated logo works well in trailers, videos, or livestream content.
- **Acknowledgment Phrase:** When referencing the GDSR in writing, please use the phrase: “*Supported by the New Zealand Game Development Sector Rebate through NZ On Air*”, where relevant and appropriate.
- **Written Mentions:** When referring to NZ On Air in text, always use “*NZ On Air*” or “*Irirangi Te Motu*”. Please avoid abbreviating to NZOA.

SOCIAL MEDIA AND ONLINE POSTS

NZ On Air maintains an active presence on most major social media platforms. When promoting a GDSR-funded game, we encourage you to acknowledge the support of the GDSR where appropriate and practical—such as in a launch announcement post. This could include:

- Tagging NZ On Air’s social media accounts.
- Including the phrase: “*Supported by the New Zealand Game Development Sector Rebate through NZ On Air.*”
- Using the static NZ On Air GDSR logo, predesigned with the correct aspect ratios for various social media platforms.

For games aimed at younger audiences, you may also consider sharing posts on NZ On Air Tamariki social accounts.

TRAILERS, VIDEO CONTENT, AND LIVESTREAMS

- You may include the animated NZ On Air GDSR logo in the opening or closing sequence of trailers, videos or livestreams.

STUDIO NEWSLETTERS

- GDSR-funded games featured in newsletters can include the phrase: “*Supported by the New Zealand Game Development Sector Rebate through NZ On Air.*” The newsletter may also include the NZ On Air GDSR logo.

MEDIA RELEASES

For any media releases that reference the GDSR and NZ On Air, we kindly request that you notify our team in advance. This helps ensure proper alignment and acknowledgment of support, while maintaining consistency across all media communications.

Please submit these materials to NZ On Air at least one week prior to the intended release date for review and approval. Our team will respond as quickly as possible.

Send materials to gamesrebate@nzonair.govt.nz with the subject line: “GDSR Media Release for Approval.”