



Education, Audiovisual and Culture Executive Agency

CREATIVE EUROPE - MEDIA

Use of the CREATIVE EUROPE MEDIA LOGO - SPECIFICATIONS

1. For the screening of the film in the cinema and online (VOD): the animated logo is obligatory.
2. For trailers (in cinema and online): choice of use of the animated or static logo.
 - It can be added to the distributor's clip in front of the trailer or after the trailer. The logo just being part of the credit block at the end is not sufficient.
3. For electronic posters (animated or static): choice of use of the animated or static logo.
4. If a distributor has had a notification of a potential fund under the automatic scheme, he is obliged to visibly put the static logo on his website: on the main page and then on all film-entries of the specifically supported films.
5. For the selective scheme:
 - If the notification letter is sent prior to the release date and prior to the completion of the materials, all obligations concerning the logo apply.
 - If the film already has received support under the automatic scheme module 2, all obligations concerning the logo apply.
 - If there is no module 2 support: there is no obligation to put the logo on materials as long as there is no notification letter of selective support received.
 - If the film already has been released by the time of notification: the distributor must put the logo wherever still possible, on its website and relevant film-entries.
 - If the film has not been released yet but materials have been completed before the reception of the notification letter, they do not need to be redone, but the distributor needs to put the logo wherever still possible, on its website and relevant film-entries.

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