Use of the CREATIVE EUROPE MEDIA LOGO – SPECIFICATIONS

The automatic scheme (call 18/2016 - call 05/2018 – call 27/2018):

1. For the screening of the film in the cinema: the animated logo is obligatory and must appear before the film.

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. The beneficiary is obliged to visibly put the static logo on its website as well as on all communication and publication about the action, including the printed posters.

The selective scheme (call 12/2017):

1. 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.

2. If the film already has received support under the automatic scheme module 2, all obligations concerning the logo apply.

3. 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.

4. 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.

5. 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 as well as on all communication and publication about the action.
The selective scheme (call 28/2018 – 21/2019)

The beneficiary and all third parties are obliged to visibly put the static logo on their website as well as on all communication and publication about the action, including the printed posters.

For all third parties:

1. For the screening of the film in the cinema: the animated logo is obligatory and must appear before the film.

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.

The sales agent scheme (call 01/2018 – call 29/2018):

1. The beneficiary is obliged to visibly put the static logo on its website and promotion materials.

2. For trailers: choice of use of the animated or static logo.

3. For electronic posters (animated or static): choice of use of the animated or static logo.