

INDIA CINE HUB: LOGO USAGE GUIDELINES

Introduction: The guidelines detailed in the document describe the requirements in relation to the use of the logos and the appropriate credit that must be used in all materials pertaining to audio visual productions that have availed facilitation from the India Cine Hub and have availed of assistance under the Scheme of Incentives for Foreign Film Production in India and for Official Audio Visual Coproductions including in press release and posters.

As recipients of the Incentives from the Ministry of Information and Broadcasting, Govt of India, projects are required to ***prominently acknowledge*** and credit Ministry of Information and Broadcasting, National film development Corporation and India Cine Hub both on and off screen.



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When to use the logo:

- 1) All trailers, promotional materials, press releases, Cinema advertising, online advertising, and opening and closing credits of the film that have availed of financial assistance under the incentives scheme must carry all logos as mentioned below
- 2) For films that have availed of financial assistance under the incentives scheme
 - The logo is to appear during the opening credits, before the start of the film as the only logo in frame as per the specific size mentioned.
 - The logo is to appear and stay on screen for a total duration no less than 6 seconds.
 - The logo is to appear against an all-black/ White background to ensure visibility.
- 3) In the case of projects facilitated by the ICH, the logo is to be included in the closing credits as well with the following text – Created in India/ Filmed in India
- 4) When referencing MoIB's India Filming Incentives during filmed interviews, producers are to use the following wording- 'Filmed in India with financial assistance from the India Cine Hub Ministry of Information and Broadcasting cash rebate scheme'
- 5) If other fund logos are included in Merchandise created for the film and non-cinema advertising, due credit must be included for MoIB, NFDC, India Cine Hub and Invest India

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Wordings to be used for credit line

1) On screen in opening credits along with the logo for projects availing incentives:

- a. For foreign film projects availing incentives: Filmed in India with financial assistance from India Cine Hub, National Film Development Corporation, Ministry of Information and Broadcasting Visit us at indiacinehub.gov.in
- b. Documentaries availing incentives: Filmed in India with the support of Ministry of External Affairs and financial assistance from the from India Cine Hub, National Film Development Corporation, Ministry of Information and Broadcasting. Visit us at indiacinehub.gov.in
- c. Post Production and Animation Projects: Created in India with financial assistance from the from India Cine Hub, National Film Development Corporation, Ministry of Information and Broadcasting Visit us at indiacinehub.gov.in
- d. Official co-productions: The opening credits must mention that the film is an 'Official Coproduction India- <Insert Country>' coproduction. Along with the following text and logo- Filmed in India with financial assistance from the Ministry of Information and Broadcasting, NFDC India Cine Hub and Invest India

2) On Screen in closing credits for projects facilitated by India Cine Hub and not availing any incentives along with the logo:

- a. For foreign filming projects : Filmed in India with facilitation from India Cine Hub, National Film Development Corporation, Ministry of Information and Broadcasting Visit us at indiacinehub.gov.in
- b. For Official Coproductions: Official Coproduction India- <Insert Country1> - <Insert Country2>

- **All press releases are to be shared with India Cine Hub for approval prior to release.**
- **Video file of the opening credits are to be shared with India Cine Hub for approval.**

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Use on Social Media:

- 1) ICH is keen to support Indian filmmakers, and keeping this in mind, it is important we spread to allow young filmmakers benefit from the incentive policy.
- 2) Throughout the marketing of the film, filmmakers are to use the following hashtag #Indiaifilmingincentives.
- 3) The following handles are also to be tagged in all posts - @mib_india @NFDCindia @investIndia
- 4) National Film Development Corporation and invest India would be happy to support the promotion of your film on our handles. Please reach out to team ICH for further information.

Contacts and approvals:

- All materials are to be sent to India Cine Hub at ICH@nfdcindia.com
- Please allow 48 hours approvals.
- For further information please visit- www.Indiacinehub.gov.in



FILM IN INDIA



इंडिया सिने हब INDIA CINE HUB



FILM IN INDIA



535 px min.

इंडिया सिने हब INDIA CINE HUB

1080px min.

centered

centered



FILM IN INDIA



इंडिया सिने हब INDIA CINE HUB



सूचना एवं
प्रसारण मंत्रालय
MINISTRY OF
INFORMATION AND
BROADCASTING

सत्यमेव जयते

FILM IN INDIA



INVEST INDIA



NFDC
cinemas of india

535 px min.

इंडिया सिने हब INDIA CINE HUB

1080px min.

centered

centered