

# Sky Studios Credit Guidelines

*These guidelines apply to scripted commissions across Sky Original Drama and Comedy series. Non-scripted commissions have different guidelines, please see [Sky Credits and Closed Captioning for Entertainment, Factual, Arts and Kids](#).*

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## 1 Approvals

Opening titles and credits must be approved by your Sky Studios Production Executive **prior** to your online.

Any credit changes after approval will be subject to sign off again and may incur charges if the show has already delivered.

If you require or request any deviation from the format and style, order or duration of the opening titles or end credits please speak to your Sky Studios Production Executive/Post Production Executive before submitting your credits for approval.

Approvals are on a per series basis, therefore not automatically applicable to returning series.

The below guidelines are to be adhered to in conjunction with the [Sky Technical Specification for the Delivery of Content to Sky UK](#).

**From January 2024, UK scripted commissions will be delivered seamlessly.**

The following changes will need to be applied:

- Breaks or bumpers will not be included in the material
- Suggested part breaks will be set by the Producers, aligned with existing guidance, and timecodes added to the slate

## 2 Lengths & Layouts

### 2.1 General Layout

				Between 25" and 30"						
Bars & Tone	Clock/Slate	3" black, silent	Seamless material	End credits	2" Prod company card	2" Sky Studios end board	2" hold final frame (silent)	10" black, silent	Textless elements	2" black, silent
				Prod company logo on its own						

For guidance on the programme layout, as well as slate/clock information, please consult 3.4.8 to 3.4.10 of the [Technical Specifications](#). Please note that the First and Last Frame of Action for each part needs to be clearly slated.

### 2.2 Title Sequences

All title sequences should be approved at storyboard stage through both your Commissioning Editor and Exec Producer – this must be done prior to any work commencing.

While there is no fixed requirement regarding the length of the title sequence, this should also be discussed with your Commissioning Editor/Executive Producer.

### 2.3 Opening Credit Presentation Cards

All title sequences must include the below credits as standard:

1. 'Sky presents' presentation card
2. 'A [Production Company] Production' presentation card
3. 'in association with Sky Studios' presentation card

### 2.4 End Credit Presentation Cards

Sky Studios requires an end credit on all versions of the programme – both within Sky territories and outside of Sky territories. As standard for Sky territories, this will be the Sky Studios static logo presented in the order outlined below. However, by exception, Sky Studios may agree to an end credit in the appropriate style (e.g. title font) in the closing credits of a programme, provided this is in line with other producers.

1. Producer bumper / logo (2 seconds each)
2. Sky Studios end board (*static logo, 2 seconds*)
3. *For NBCU version, if applicable:* NBCU Global Distribution animated bumper

### 2.5 End Credit Layout

End credits must be between 25" and 30" long inclusive of a 2" production company end board. The Sky Studios end board as linked below should fall outside of the 30" credits.

The credits duration counts towards the total running time of the programme.

Should the speed of the credits be deemed too fast you may be asked to remove certain credits.

Credits should be full frame cards and must be centred to the optimum width as indicated by the template below:



**Font style and size** are as follows:

- UHD template resolution: 3840 x 2160
- Job Title: Upper and lower case, Sky Text Regular
- Cast/Crew Member: CAPS, Sky Text Bold
- Text size: After Effects: Size 76. Flame: Size 74

Any stylistic or different credits fonts will need to be signed off in advance per the credit approval process listed at the start of this document.

**Cards** should have a black background with white text.

The **copyright and website line** should be at the end of the credit roller, before the Production Company end board.

The **copyright text** should be placed after the final credit – please note the year should be in numbers and not Roman numerals, e.g. © Sky Studios Limited 2025. The copyright year is the year of first TX.

The **Production Company end board** does not need to adhere to the crop margins and will be full frame and 2" in duration.

Importantly there must be no narrative or continuing action through credits, dialogue and synch sound is not permitted. Music alone should be used. Crawls or page turns are not permitted.

When programmes air, navigation and promotional details may be added to the closing credits.

## 2.6 Other Versions

Where other distribution partners of specific network versioning is required, credit guidelines will be agreed on a per production basis. Contact your Production Executive/Commissioning Editor for guidance.

## 3 Credit FAQs

**Albert Certification:** Productions which have been awarded Albert Certification for sustainability should include the Albert sustainable production certification on the credits, alongside the Sky Copyright information. This will be supplied to you by your Albert representative.

**Archive footage/third party materials:** This is not allowed without prior approval of your Sky representative and only if contractually obliged.

**Casting director:** Casting director only. Casting Associate or Assistants can only be credited with prior approval of your Sky representative.

**Created by:** This is not allowed without prior approval of your Sky legal representative.

**Developed by:** This is not allowed without prior approval of your Sky legal representative.

**Music:** Credits for specially composed music should take the form of 'Music by'.

Third party music (e.g. commercial music) is not normally credited, but an exception can be made for title music. Any reference in the credits must be non-promotional and must be limited to the title of the piece and either the composer or the performer, not both.

**No harm to animals:** If a production includes animals, the following wording should be included in the credits:

'The producers would like to give an assurance that no animals were harmed during the making of this programme.'

**One person with multiple roles:** Any individual performing more than one role should receive either the most senior credit or one combined credit, e.g. 'Written and Produced by'. In any other circumstances proposals to credit someone more than once must be referred to your Sky Production Executive before a commitment is made.

**Opening titles and credits:** Key talent, writers and directors can be credited in the opening sequence instead of the end credits – this should be agreed by your Commissioning Editor. Opening credits should not be repeated in closing credit sequences except credits for performers with prior approval of your Commissioning Editor.

**Order of credits:** The aim should be to run them in a logical sequence starting, with the names of performers and ending with the names of the persons responsible for the production.

**Production Company Credits:** Credits should only be given to anyone who has made a significant creative contribution to the show. Do not include overarching managerial roles in companies or departments e.g. creative heads, head of development, head of department, head of legal and Business Affairs, company director, etc.

**Post-credit sequences:** Post-credit sequences (i.e. live action sequences which appear after the credits have been run) are not permitted without approval from your Commissioning Editor and Sky commissioning channel (e.g. Sky Max, Sky Atlantic) all requests should go via your Production Executive.

**Publicity:** If using an external publicity company/agency for unit publicity, the company/agency can be credited as 'Unit Publicity'. Individuals cannot be credited, unless the unit publicity was carried out by an individual who works as a freelancer.

**Running Total:** The credits duration counts towards the overall show running time.

**Sky Studios credits:** Approved Sky Studios employees' credits:

- Executive Producer
- Commissioning Editor
- Head of Production
- Production Executive

No other Sky Studios employees should be credited; this is across all of Sky Group (Sky IT & DE).

**Suppliers:** Do not include suppliers who have provided a resource/service for which we have paid a fee and for which there was no creative value added by the company. This is a commercial transaction rather than a creative one. Any exceptions to this require previous agreement with your Sky Production Executive e.g. caterers, facilities.

**Tribute credits:** Credits such as 'This programme is in memory of X' are not allowed without referral in advance to your Sky Commissioning Editor and Compliance. There may be cases where we ask for delivery of two versions of the show, but this will be discussed at the time of approval.

**With thanks:** There can be no 'with thanks to' credits unless agreed with your Sky Commissioning Editor. All instances must be run past the Compliance team for sign off.