

Credits

Scripted commissions have different requirements, please see [Sky Studios Credit Guidelines](#) for further details.

Any titles for **Entertainment, Factual, Arts,** and **Kids** need to follow the below guidelines.

OPENING TITLES and **CREDITS** should all be checked and approved by the Commissioning Editor and Production Executive/Manager prior to delivery.

GENERAL LAYOUT

For Sky Kids Originals, please see separate section for general layout

From January 2024, unscripted commissions will need to 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 **added to the clock / slate**

				Between 25" and 30"					
Clock	Sky logo	25" Opening title	Seamless material	End credits	3" End of Programme Card	2" hold	10" black frame	Sky logo	
Please follow the instructions that are in the tech specs for delivery of content to Sky . First and Last Frame of Action for each part need to be clearly stated.	Added In house				May be animated or static e.g., Company Logo	"Holding frame" for the End of Programme Card			Added In house

CLOCK / SLATE

Please follow the instructions that are in the [tech specs for delivery of content to Sky](#). Please note the First and Last Frame of Action for each part need to be clearly stated.

OPENING TITLE SEQUENCE

- Opening title sequence (if required) should be no longer than 25".
- All title sequences should be approved at storyboard stage through both your Sky Commissioning Editor and Executive Producer – this must be done prior to any title shoot commencing
- Opening title should start with:
'a Sky original' animated bumper (**to be added in house by Sky**)
'Sky presents' presentation card (if required)
- Commissions that are being distributed by Sky Studios should open with:
Sky Presents
A [Production Company] production
in association with Sky Studios

ANY QUERIES SHOULD BE DIRECTED TO YOUR PRODUCTION CONTACT.

CREDITS

- Ideally, credits should employ a black background with white text in the Sky font. *
- Credits for the Commissioning Editor should take the form "Executive Producer for Sky", and credit for the Production Executive or Production Manager should take the form "Production Executive/Manager for Sky".

Credits latest update 17/04/2025

- Credits should be full frame cards and must be centred to the optimum width. Font style and size are: HD Template 1920 x 1080 Job description: Upper & lower case, Sky Text Regular. Cast/Crew Member: CAPS, Sky Text Bold. Text size: Avid Title Tool Size 20. After Effects Size 38.
- Any individual performing more than one role should receive either the most senior credit or one combined credit.
- There must be no narrative or continuing action through credits, dialogue or synch sound is not permitted.
- Music alone should be used.
- **The end credits must be presented as sequential cards and not crawls or rolling credits.**
- End credits duration should be a minimum of 25" and a maximum of 30", including the required 3" production company end board. The credits duration counts towards the Total Running Time of the programme. *
- The last card in the credits should include the © line and 'For more information go to Sky.com'. It should also include the albert logo, centred and at the bottom of the screen (albert certification must be completed, logo is supplied directly by Albert).
- Place the copyright line and website text after the final credit- please note the year should be in numbers, not Roman Numerals. The copyright year is the year of first TX. Example below:



* flexible for Sky Kids Content

POST CREDITS

The post credits will include:

- **Production Company Card:** This will come after the credits and before the Sky End Board and is to last 3". It should feature the production company logo on its own.
- **Sky Original Glassmark,** which will be inserted by Sky. For Sky Kids programme please see specific requirements at the end of this doc.

Following the 3" of the end board, there should be a 10" hold of the final frame (this is for presentation purposes and does not count towards the credit duration or the Total Running Time) (final frame of the programme, whether that be credits or end board).

OTHER USEFUL INFORMATION

The Sky Fonts are available via your Sky Production Contact. Please note that the end board does not need to adhere to the crop margins and will be a full frame. For unscripted commissions, 'next time' programme teases are not permitted unless agreed explicitly by Sky.

There can be no "with thanks to", names of bands, facility, and supplier or company credits unless agreed with your Sky Production Contact. As a general rule, if the company/person requiring the 'With thanks to' is mentioned either visually or verbally within the body of the show, they should not receive an additional credit. All instances must be signed off by Sky compliance.

Archive footage (factual programmes only) may only be credited once, either in the credits or on the clip, and only if contractually obliged as end credit placement is the preferred option.

All credits need to be authorised via your Sky Production contact, including weekly changes. This process may take a few days. Please, therefore, submit in advance, as leaving this to the last day of online could cause you delays. Once authorised, you are required to provide a copy to Press: to be emailed to your press contact 4-6 weeks before TX Master Delivery or before picture lock on fast turn-around commissions. Sky do not offer the option of Web credits.

Any international content needs to be discussed directly with the international team.

SKY KIDS CONTENT MASTER DELIVERABLES

Please be aware **Sky Kids** commissioned content must follow the below deliverable process:

GENERAL LAYOUT FOR SKY KIDS CONTENT

Clock	Opening title	Episode	end credits	3" production end board Including Sky Kids logo
Total duration				

No part breaks for Sky Kids content.

Please note the Sky Kids Ident no longer needs to be included at the end of the content but a sky kids logo needs to be added on the production end board.

Sky Kids Content

(All of the items below to be added by Producers)

At the end of the programme:

Producers End Board (2")

Sky Kids logo end board

Specifications for **OPENING TITLE SEQUENCE, CREDITS** and **POST CREDITS** are the same as for the non-kids show (at the exception of the Sky original glassmark that will not be added on Kids titles).



Please query any deviation on the above specifications with your Production Manager / Executive