Channel 4 Television
End Credits guide for programmes on the Channel 4 portfolio of channels
The following guidelines have been created to ensure End Credits are applied correctly and consistently across all of the Channel 4 portfolio of channels.
Opposite is an example of an Endboard. This frame appears in the final three seconds of programming and carries the production information and filming location of the programme.

The following pages provide an overview of how to apply and build this frame.

Please note:
Endboards shown in this document are for visual purposes only.
For the full suite of templates please refer to page 16.

**Endboard Kit of Parts**

To obtain the Endboard Kit of Parts, please go to: [www.channel4.com/info/commissioning/production-information/programme-management](http://www.channel4.com/info/commissioning/production-information/programme-management)

If you have any problems obtaining the kit, please contact your relevant Programme Manager or email: Programme_Management@Channel4.co.uk
Technical details

Credits
- Credits go on the left half of the screen as shown
- Credits must not overlap the centre line (shown here in yellow), the right half must be text free
- Credits can be static or a bottom-to-top credit roll, but must not crawl (across the screen)
- The background should be full screen and of non-critical programme material
- A full screen black background may be acceptable if programme material is unusable

Next time packages
- ‘Next time’ packages must be included within the programme running time, and must be complete before the end credits start
- If a ‘next time’ package has been included, please alert the Presentation Department for continuity reasons. 0207 306 8576 or presentation@channel4.co.uk
- Avoid saying ‘next week’ as schedule changes and repeat patterns may invalidate this statement
Technical details

Credit placement and safe areas
During transmission, the channel may use the right-hand half of the screen for Marketing or Viewer Support purposes. This will over-lay the right half of the End Credits during transmission play-out with a graphic panel and accompanying voice-over.

If a programme is not selected, these guidelines still apply. Non-compliant End Credits will result with the programme being rejected and will be returned for repair.

- A 16:9 Caption-Safe area is required (shown opposite in magenta)
- The right hand edge for credits is the screen centre-line (960px across)
- Credits must not overlap this centre-line
- Credits can use any clear and legible font
- All in-programme voiceovers and dialogue must be finished by the start of the credits
- Background audio may be dipped live on transmission, to add voice-overs
- All End Credits should be free of Production Company promotions, programme sync-sound, or footage that might interfere with a C4 panel

Duration guide
(inclusive of Endboard)

<table>
<thead>
<tr>
<th>PROGRAMME SLOT</th>
<th>MIN CREDITS (SECONDS)</th>
<th>MAX CREDITS (SECONDS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>30'</td>
<td>25'</td>
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<td>40'</td>
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<td>55'</td>
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<td>30'</td>
</tr>
<tr>
<td>60' (FACTUAL)</td>
<td>25'</td>
<td>30'</td>
</tr>
<tr>
<td>60' (NON-FACTUAL)</td>
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<td>70’</td>
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<tr>
<td>150’</td>
<td>25’</td>
<td>40’</td>
</tr>
</tbody>
</table>

Vision freeze
As per the Technical Specification for Delivery (DPP), a vision freeze or ‘living hold’ must be held for a further 5” after the end point of the programme. This hold is not included within the programme run time and as such should not be included when logging content for delivery.

Contact
If you have any questions regarding programme End Credits please refer to your Programme Manager or email: Programme_Management@Channel4.co.uk

Please note:
All the pixel values (px) quoted refer to a picture size of 1920x1080px (As per the C4 HD specification).
**Endboard Layout.**

The opposite shows the size and placement of elements on a Standard Endboard.

Please note:
All type should be set in the Channel 4 font: 4 Text
Endboard structure
The Endboard is split into four distinct areas.

1. Production company logo
This area holds production company logos and also dual production logos.

2. UK map
This area contains a map of the UK which indicates (with an animation) where a programme was filmed, this is also backed up with the location (written) and a channel credit.

3. Additional info
This area holds support advice lines and additional logos.

4. Copyright
This area holds copyright information.
Building your Endboard

Overview
Please refer to the flow chart opposite as an overview of how to build your Endboard.

1. Production company logos
What format is your production company logo? Is it a dual production?
Please refer to Section 1 – Production company logos (page 12)

2. UK map
Where was your programme filmed?
Please refer to Section 2 – UK map (page 16)
Standard Templates should be used where possible. If you are having problems with legibility due to your credits footage/background please refer to “Discretionary Use Endboards” (page 11)

3. Additional info
Do you need to add a support advice line/supporting logo/both?
Please refer to Section 3 – Additional info (page 33)

4. Copyright
What are your copyright details and when was your programme made?
Please refer to Section 4 – Copyright (page 35)
Building your Endboard

1. Production company logo
Add your logo and scale until it fits the logo area. Logo should always align to the left hand edge of the area – slim landscape logo should also align to the top of the area.

2. UK map
Select your filming location on the UK map, update the written location and credit. Positioning buffers (shown in cyan) must be respected.

3. Additional info
Place support advice lines and/or additional logos in the area provided. Positioning buffers (shown in cyan) must be respected.

4. Copyright
Add your copyright info in the area provided. Copyright must always be anchored in the same position (at the bottom of the frame).

As you build sections 1–3 please ensure that (if needed) each new section is moved vertically upwards to ‘lock in’ with the bottom of the previous section. The positioning buffers provided will ensure all elements are the correct distance apart.
Two styles of Endboards

1. Standard Endboard
The Standard Endboard Templates are to be used wherever possible on black backgrounds (1a) and full image backgrounds (1b).

If the background image is too light for legibility of the Standard Endboard information and is impossible to change, please refer to the Discretionary Endboard Templates (2).

2. Discretionary Use Endboard
The Discretionary Use Endboard exists solely for when the credits background is white (2a) or excessively light in colour (2b) – causing the UK map and information to become difficult to read/ illegible.

It should be used with discretion and whenever possible the Standard Endboard should be used.

Please note:
Discretionary Use Endboards must be agreed with your Commissioning Editor.
1. Production company logos
Production company logo area

- The duration of Endboards is 3 seconds.
- The production company logo or name should be keyed over the same background as the End Credits, NOT over a separate production ‘card’.
- The logo or name can be animated (3 seconds max).
- Your logo MUST be in the left half of the frame, just like the credits.
- Where you are the sole producer, the company name should be followed by ‘for Channel 4 Television’. Please use the numeral ‘4’ and not the word ‘Four’.

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1. **Landscape logos**
- Your logo should be placed in the top left hand corner of the logo area and scaled up until it hits the bottom of the logo area (max height 165px)
- Production logos must not exceed the maximum area specified

2. **Slim landscape logos**
- When scaled up, if a logo hits the max width of the logo area, before the max height, it is classed as a ‘slim landscape logo’
- Slim landscape logos follow the same basic principles as landscape logos (above)
- Logos should always be placed at the top of the logo area
- Map area (and additional info area if utilised) must be moved vertically upwards as one unit, in order to close the gap underneath the logo (please use the positioning buffers provided in the Kit of Parts to ensure correct placement)
- Copyright info should always remain at the bottom of the frame (as per the Kit of Parts)

3. **Portrait logos**
- Your logo should be placed in the top left corner of the logo area and scaled up until it hits the bottom of the logo area (max height 205px)
- Production logos must not exceed the maximum area specified
Dual logos

- Logos should retain an equal visual balance, please ensure they occupy the same surface area of pixels, regardless of their format (refer to examples 1–4 opposite)
- Logos must retain a 35px gap between them
- Production logos must not exceed the maximum areas specified

Please note:
If you require more than two production company logos they are to be fitted within the maximum area dedicated to the production company logos (535px width and 185px high. For any queries please contact your programme management team.
2. UK map
Please go through the flow chart (shown on the following three pages) for each individual episode you are delivering, this will enable you to work out which UK map template to use. If you are delivering a series please repeat this process for each episode.

To obtain the Endboard Kit of Parts, please go to: www.channel4.com/info/commissioning/production-information/programme-management

Should you have any queries then please contact your relevant contact in the Programme Management team at Channel 4.

Templates
Please agree the template and locations with the relevant Commissioning Editor. This should also be agreed with the Programme Lawyer for Factual, Factual Entertainment, Current Affairs and Features programmes ahead of time.

Editorial decisions
Channel 4 News is exempt from showing filming locations due to editorial reasons and should use Template 7.

Legal considerations
If your programme features vulnerable contributors, sensitive subject matter or undercover filming or for any other reason it may not be appropriate for the programme to be labelled with the filming location, there should be a discussion between the Production Company, Commissioning Editor and Programme Lawyer and a decision made as to whether to include the UK map.

Resupply
If a programme is delivered to Channel 4 with an incorrect Endboard, the production company will be required to re-deliver an amended version of the programme within 24hrs of being notified of the error.

Depending upon the urgency of transmission, it will be at Channel 4’s discretion whether the programme with the incorrect Endboard will be broadcast/published.
Did you film your programme predominantly in one location/county in the UK? 

- **Yes**: Use **Template 1** (Page 22)
  Example: Filmed in Manchester
  Example: Filmed in Dorset

- **No**: 

Did you film your programme predominantly in two locations/counties in the UK? 

- **Yes**: Use **Template 2** (Page 23)
  Example: Filmed in Manchester & Norwich
  Example: Filmed in Dorset & Somerset

- **No**: 


Flow chart
Page 2 of 4

Did you film your programme across multiple locations in England only, Scotland only, Wales only or Northern Ireland only?

- **Yes**
  - Use Template 3 (Page 24)
  - Example: Filmed across Scotland

- **No**

Did you film your programme in multiple locations across the UK?

- **Yes**
  - Use Template 4 (Page 25)
  - Example: Filmed across the UK

- **No**
Did you film your programme in the UK and internationally?

Yes

Use Template 5 (Page 26)
For your UK filming use one of templates 1–4 identified above but also specify the international filming location in text
Example: Filmed across the UK & Thailand

No

Did you film your programme predominantly outside of the UK?

Yes

Use Template 6 (Page 27)
Detail where the programme was filmed internationally but do not feature the UK map
Example: Filmed in Istanbul
Example: Filmed in Istanbul & Paris
Example: Filmed Internationally

No
Does your programme not fit into any of the above templates?

Use Template 7 (Page 28)
This template has no UK map or filming location
Some instances of when Template 7 may be used:
Your programme has legal considerations (refer to page 17)
or has a TX critical delivery.

Please always contact your relevant programme manager before using this template.
Template 1
For programmes filmed predominantly in one location or county in the UK.

How to use template
– Select one location (city, town, village) only or one county only – never both
– Select your filming location/county on the UK map
– One location/county should be selected only
– If highlighting a county please locate the magenta marker into the most central point of the county
– Text should be either location (city, town, village) or a county – never both
– Location/county is highlighted in magenta on the UK map
– Location/county (written) must be updated
– Text should not sit outside of the max width area (shown opposite, aligned with the keyline)
– Channel 4 logo should always be present
– Lock-up of UK map, Channel 4 logo, location/county and credit should not be modified
**Template 2**

For programmes filmed predominantly in two locations or two counties in the UK.

**How to use template**

- Select two locations (cities, towns, villages) only or two counties only – never both
- Select your filming locations/counties on the UK map
- Two locations/counties should be selected only
- If highlighting counties please locate the magenta marker into the most central point of the county
- Locations/counties are highlighted in magenta on the UK map
- Locations/counties (written) must be updated
- Text should be either two locations (cities, towns or villages) or two counties – never both
- Text should not sit outside of the max width area (shown opposite, aligned with the keyline)
- Channel 4 logo should always be present
- Lock-up of UK map, Channel 4 logo, locations/counties and credit should not be modified

Please note:

If you have two filming locations that fall under one location marker ‘centre point’ (centre points are the solid circles at the centre of the location marker) please only use one location marker – both locations/counties should still be written.
Template 3
For programmes filmed across multiple locations in England only, Scotland only, Wales only or Northern Ireland only.

How to use template
- Select your Nation
- One Nation should be selected only
- Nation is highlighted in magenta on the UK map
- Location (written) must be updated
- Text should not sit outside of the max width area (shown opposite, aligned with the keyline)
- Channel 4 logo should always be present
- Lock-up of UK map, Channel 4 logo, location and credit should not be modified
Template 4
For programmes filmed across multiple locations in the UK.

How to use template
– Select the UK map
– The whole of the UK is highlighted in magenta on the map
– Location (written) must be updated
– Text should not sit outside of the max width area (shown opposite, aligned with the keyline)
– Channel 4 logo should always be present
– Lock-up of UK map, Channel 4 logo, location and credit should not be modified

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Template 5
For programmes filmed in the UK and internationally.

How to use template
- For your UK filming use one of templates 1–4 (identified on the previous pages) but also add a specific international filming location
- Location is highlighted in magenta on the map
- Location (written) must be updated
- Text should not sit outside of the max width area (shown opposite, aligned with the keyline)
- Channel 4 logo should always be present
- Lock-up of UK map, Channel 4 logo, location and credit should not be modified

Based on template 1

Based on template 2

Based on template 3

Based on template 4
**Template 6**

For programmes filmed predominantly outside of the UK.

**How to use template**
- Location (written) must be updated.
- If you filmed in two locations (cities or Countries) please write in text, e.g. Filmed in Istanbul and Paris.
- If you filmed in multiple locations please write ‘Filmed Internationally’
- Text should not sit outside of the max width area (shown opposite, aligned with the keyline).
- Channel 4 logo should always be present.
- Lock-up of Channel 4 logo, location and credit should not be modified.

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Template 7
For programmes that don’t fit into templates 1–6 (please discuss with your relevant Programme Manager before using).

How to use template
- Text should not sit outside of the max width area (shown opposite, aligned with the keyline)
- Channel 4 logo should always be present
- Lock-up of Channel 4 logo and credit should not be modified
UK map in detail
- The base map should be used when you have one or two filming locations/counties
- The location grid is used as an aid to help pinpoint your location or county. Please refer to the following page (30) for more information
- To mark the specific location or county use the location markers provided in the Kit of Parts
- For one location/county use ‘Location Marker 1’
- For two locations/counties please use ‘Location Marker 1’ along with ‘Location Marker 2’ (do not use ‘Location Marker 1’ twice)
- When pinpointing two locations/counties, ideally location markers should be at least one ‘centre point’ apart (centre points are the solid circles at the centre of the location marker)
- If you have two filming locations/counties that fall under one location marker ‘centre point’, only one location marker should be used – but both locations/counties should still be written
- If you are highlighting an individual nation please select the relevant asset
- In order to highlight the whole of the UK please select the UK asset

Please note:
All assets are provided in the Kit of Parts.
**UK map location grid**

- Use the geographic map opposite as a reference to pinpoint your location or county
- Zoom in to establish the position of your filming location
- Reference against the grid in the Kit of Parts
- The grid is used as an aid to more accurately position your location marker/s
- Always try and be as accurate as possible when marking your location or county

Please note:
The grid is used for positional guidance only and should never appear on a final Endboard.
What not to do
When using the map, the following rules should be adhered to at all times:

1. The map should never contain more than two location markers
2. The map should never contain a nation and location markers together
3. More than one nation should never be highlighted on the map UNLESS you are highlighting the whole of the UK
4. Additional labels and text should never be applied to the map
5. The map should never be altered, scaled or distorted
6. The location markers should never be altered, redrawn, scaled or distorted
7. The map should never be recoloured
8. Additional graphics and effects should never be applied to the map
## Language guide

Opposite shows the correct use of language for Endboards.

### Credit

<table>
<thead>
<tr>
<th>Correct</th>
<th>Incorrect</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ For Channel 4 Television</td>
<td>✗ For Channel Four Television</td>
</tr>
<tr>
<td>✔ For Channel 4</td>
<td>✗ For Channel Four</td>
</tr>
<tr>
<td>✔ For 4</td>
<td>✗ For Four</td>
</tr>
</tbody>
</table>

### UK map – One location/county

<table>
<thead>
<tr>
<th>Correct</th>
<th>Incorrect</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Filmed in Manchester</td>
<td>✗ Filmed across Manchester</td>
</tr>
<tr>
<td>✔ Filmed in Dorset</td>
<td>✗ Filmed around Dorset</td>
</tr>
<tr>
<td>✗ Filmed in Manchester</td>
<td>✔ Filmed across Manchester</td>
</tr>
<tr>
<td>✔ Filmed around Manchester</td>
<td>✗ Filmed in Dorset</td>
</tr>
<tr>
<td>✗ Filmed in Dorset</td>
<td>✔ Filmed around Dorset</td>
</tr>
</tbody>
</table>

### UK map – Two locations/counties

<table>
<thead>
<tr>
<th>Correct</th>
<th>Incorrect</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Filmed in Manchester &amp; Norwich</td>
<td>✗ Filmed in Manchester and Norwich</td>
</tr>
<tr>
<td>✔ Filmed in Dorset &amp; Somerset</td>
<td>✗ Filmed in Dorset &amp; Norwich</td>
</tr>
<tr>
<td>✗ Filmed in Manchester and Norwich</td>
<td>✔ Filmed across Manchester and Norwich</td>
</tr>
<tr>
<td>✔ Filmed across Manchester &amp; Norwich</td>
<td>✗ Filmed around Manchester &amp; Norwich</td>
</tr>
<tr>
<td>✗ Filmed across Manchester and Norwich</td>
<td>✔ Filmed in Dorset &amp; Norwich</td>
</tr>
<tr>
<td>✔ Filmed in Dorset &amp; Norwich</td>
<td>✗ Filmed in Dorset and Norwich</td>
</tr>
</tbody>
</table>

### UK map – One nation

<table>
<thead>
<tr>
<th>Correct</th>
<th>Incorrect</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Filmed across Scotland</td>
<td>✗ Filmed all across Scotland</td>
</tr>
<tr>
<td>✔ Filmed around Scotland</td>
<td>✗ Filmed in Scotland</td>
</tr>
<tr>
<td>✗ Filmed across Scotland</td>
<td>✔ Filmed all across Scotland</td>
</tr>
<tr>
<td>✔ Filmed around Scotland</td>
<td>✗ Filmed in Scotland</td>
</tr>
</tbody>
</table>

### UK map – UK

<table>
<thead>
<tr>
<th>Correct</th>
<th>Incorrect</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Filmed across the UK</td>
<td>✗ Filmed all across the UK</td>
</tr>
<tr>
<td>✔ Filmed around the UK</td>
<td>✗ Filmed in the UK</td>
</tr>
<tr>
<td>✗ Filmed across the UK</td>
<td>✔ Filmed all across the UK</td>
</tr>
<tr>
<td>✔ Filmed around the UK</td>
<td>✗ Filmed in the UK</td>
</tr>
<tr>
<td>✗ Filmed in the UK</td>
<td>✔ Filmed in the UK</td>
</tr>
</tbody>
</table>

### UK map – UK & International

<table>
<thead>
<tr>
<th>Correct</th>
<th>Incorrect</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Filmed across the UK &amp; Thailand</td>
<td>✗ Filmed across the UK and Thailand</td>
</tr>
<tr>
<td>✔ Filmed all across the UK &amp; Thailand</td>
<td>✗ Filmed around the UK &amp; Thailand</td>
</tr>
<tr>
<td>✗ Filmed across the UK &amp; Thailand</td>
<td>✔ Filmed all across the UK and Thailand</td>
</tr>
<tr>
<td>✔ Filmed around the UK &amp; Thailand</td>
<td>✗ Filmed in the UK &amp; Thailand</td>
</tr>
<tr>
<td>✗ Filmed around the UK &amp; Thailand</td>
<td>✔ Filmed in the UK &amp; Thailand</td>
</tr>
<tr>
<td>✗ Filmed in the UK &amp; Thailand</td>
<td>✔ Filmed in the UK and Thailand</td>
</tr>
</tbody>
</table>
3. Additional info
1. **Support advice line**
   - Support advice lines must not exceed max width (shown opposite, aligned with the keyline)
   - An additional keyline is used to separate this information from the map area
   - The additional info area should always lock-up with the map area (please use the positioning buffers provided to ensure correct placement)

2. **Supporting logo**
   - Supporting logos follow the same basic principles as support advice lines
   - Please ensure you leave an adequate gap between the additional info area and the copyright (please use the positioning buffers provided to ensure correct placement)

3. **Support advice lines & Supporting logo**
   - If both a support advice line and supporting logo are required the additional info area can be split into two columns
   - Please ensure there is a minimum 35px gap between the support advice line and supporting logo
4. Copyright
1. Copyright
   - If you own copyright, please ensure you use: © Your Company Name MMXVIII (with relevant year)
   - If Channel Four owns copyright, please ensure you use: © Channel Four Television Corporation MXVIII (with relevant year)
   - Copyright must not exceed max width (shown opposite, aligned with the keyline)
   - Copyright must always be anchored in the same position (at the bottom of the frame)

2. Copyright on two lines
   - If the copyright is longer than the max width, please use the 2 line version
   - Copyright on two lines must always be anchored in the same position (at the bottom of the frame)
Examples
1. **Standard Endboard**  
   Full screen footage

2. **Standard Endboard**  
   Black

3. **Discretionary Use Endboard**  
   Light full screen footage

4. **Discretionary Use Endboard**  
   White

Please note: Discretionary Use Endboards must be agreed with your Commissioning Editor.
What not to do
When building your Endboard the following rules should be adhered to at all times:

1. Elements should always be on the left of the screen and should never overlap the centre line
2. Elements should never be increased or reduced in size
3. Elements should never be reordered or rearranged
4. Type should always be set in the 4 Text font. Alternative fonts should never be used
5. Written locations should always adhere to the safe areas provided
6. Elements should never be distorted, skewed, stretched or warped
Editorial queries
Please contact your relevant Programme Co-ordinator.

Technical queries
Please contact your relevant Programme Manager.

TX critical and out of hours queries
Please contact the Duty Desk
dutyeditor@channel4.co.uk