Rules for Use of the BAFTA Albert ‘Certified’ and ‘Committed’ Marks

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Introduction

BAFTA ALBERT IS THE LEADING SCREEN INDUSTRY ORGANISATION FOR ENVIRONMENTAL SUSTAINABILITY.

Founded in 2011 and owned by BAFTA, we exist to support the global film and television community to reduce the environmental impacts of production and to inspire on screen storytelling that supports a sustainable future. Through our tools, training, standards, guidance and industry collaboration, BAFTA Albert enables screen professionals to take meaningful climate action both on and off screen.

As part of our continued evolution, the BAFTA mask now forms an integral part of the BAFTA Albert Brand (as defined in the paragraph below). This closer visual alignment with BAFTA reflects our shared mission and values. Any misuse of the BAFTA Albert mark has the potential to mislead audiences, overstate environmental achievements, or contribute to inaccurate or exaggerated sustainability claims. These risks undermine the purpose of our work and can damage trust in the wider screen sector.

To protect the integrity and reputation of BAFTA Albert, and to maintain accuracy in all environmental related communications, the BAFTA Albert brand, which includes the name “BAFTA Albert”, the BAFTA Albert logo, the BAFTA mask within that logo, and all related graphic assets, including the BAFTA Albert ‘Certified’ and ‘Committed’ marks (together the “BAFTA Albert Brand”), may only be used in accordance with these Rules or with BAFTA Albert’s express written permission.

These Rules set out:

- when and by whom the marks associated with the BAFTA Albert Brand may be used;
- the circumstances in which use is prohibited;
- the responsibilities of organisations and individuals who engage with our certifications, tools, and standards;
- who is responsible where a mark is used by a third party on a production’s behalf; and
- the circumstances in which a mark, or the status it represents, may be suspended or withdrawn.

If you wish to use the BAFTA Albert Brand in any way not covered by these Rules, or for any purpose that requires explicit approval, you must contact BAFTA Albert to request permission. BAFTA Albert may grant or refuse permission at its sole discretion.

These Rules apply to:

- the production company or other organisation which holds the BAFTA Albert Toolkit account for the relevant production and which has applied for BAFTA Albert Certified or BAFTA Albert Committed status (referred to herein as the “Production Company”); and
- any co-producer, broadcaster, distributor, post-production facility, agency, design firm or other third party which uses either mark in connection with that production.

The Production Company is responsible for all use of the marks by any third party acting on its behalf or otherwise in connection with the production, and must ensure that such third party is made aware of, and complies with, these Rules. The Production Company must obtain BAFTA Albert’s prior written consent before supplying either mark to any third party which is not engaged in the delivery of the relevant production.

Introduction: Legal Status

These Rules form part of, and supplement, the BAFTA Albert Toolkit Agreement Terms and Conditions between BAFTA Albert Limited (company number 13168781) ("BAFTA Albert") and the Production Company (the "Toolkit Terms") and are incorporated into the Toolkit Terms by reference. In the event of conflict between these Rules and the Toolkit Terms, these Rules and the Standard Terms should be read together, with the stricter provision prevailing or, if it is not reasonably possible to identify the stricter provisions, these Rules will prevail. Continued use of either the 'Certified' or 'Committed' marks constitutes ongoing acceptance of these Rules as amended from time to time in accordance with the "Amending these Rules" section below.

BAFTA Albert grants to the Production Company, with effect from the date on which BAFTA Albert confirms in writing that the production has achieved BAFTA Albert Certified or BAFTA Albert Committed status, a limited, revocable, non-transferable, non-sub-licensable, royalty-free and non-exclusive licence to use the relevant mark solely in accordance with these Rules (the "Mark Licence"). The Mark Licence terminates automatically and immediately on withdrawal of the relevant status, or on a breach of these Rules which is not rectified in accordance with the "Addressing Misuse" section below.

These Rules, and the obligations and restrictions contained in them insofar as they apply to a particular Production Company, continue in force for so long as either the mark is used in connection with the Production Company's production, and continue notwithstanding the expiry or termination of the Toolkit Terms or of the Production Company's Toolkit account.

BRAND ELEMENTS

Certified Mark

BAFTA Albert Certified Mark: Overview

‘BAFTA Albert Certified’ is the standard route within the BAFTA Albert Certification Programme and is available for productions to apply for close to, or after, wrap. Completion of the Certified route requires evidence of the sustainability actions implemented during production. Productions who meet the required standard, as determined by BAFTA Albert, are awarded the BAFTA Albert Certified Mark.

BAFTA Albert Certified status relates only to the production assessed. It reflects BAFTA Albert’s assessment of the evidence submitted by the Production Company against the certification requirements in force at the time of the specific assessment. It is not a verification, audit or warranty by BAFTA Albert of the production’s actual environmental performance, emissions or carbon footprint.

References in these Rules to the BAFTA Albert Certified Mark and BAFTA Albert Committed Mark include any translated, localised or territory-specific versions issued or approved by BAFTA Albert from time to time.

BAFTA **ALBERT**
CERTIFIED

Eligibility to use the BAFTA Albert Certified Mark: Permitted Uses

Only productions who have applied through the Certified route, been assessed, and received confirmation they have met the required standard may use the Certified mark which has been supplied via the Toolkit system.

The Certified mark can only be used for the specific production which has applied for certification, e.g. additional series of the same show need to independently apply for and be awarded certification to be approved to use the Certification mark.

Permitted Uses:
Approved Visual Assets

All eligible productions may use the approved Certified mark supplied via the Toolkit system. The mark is supplied for use on the production end board. Certified productions should not use a locally saved mark and only use the mark supplied to them via the system. This is to ensure that no outdated versions of the mark are used on end boards inadvertently as this can be an expensive issue to rectify.

Black – Positive Version

Orange – Positive Version

White – Negative Version

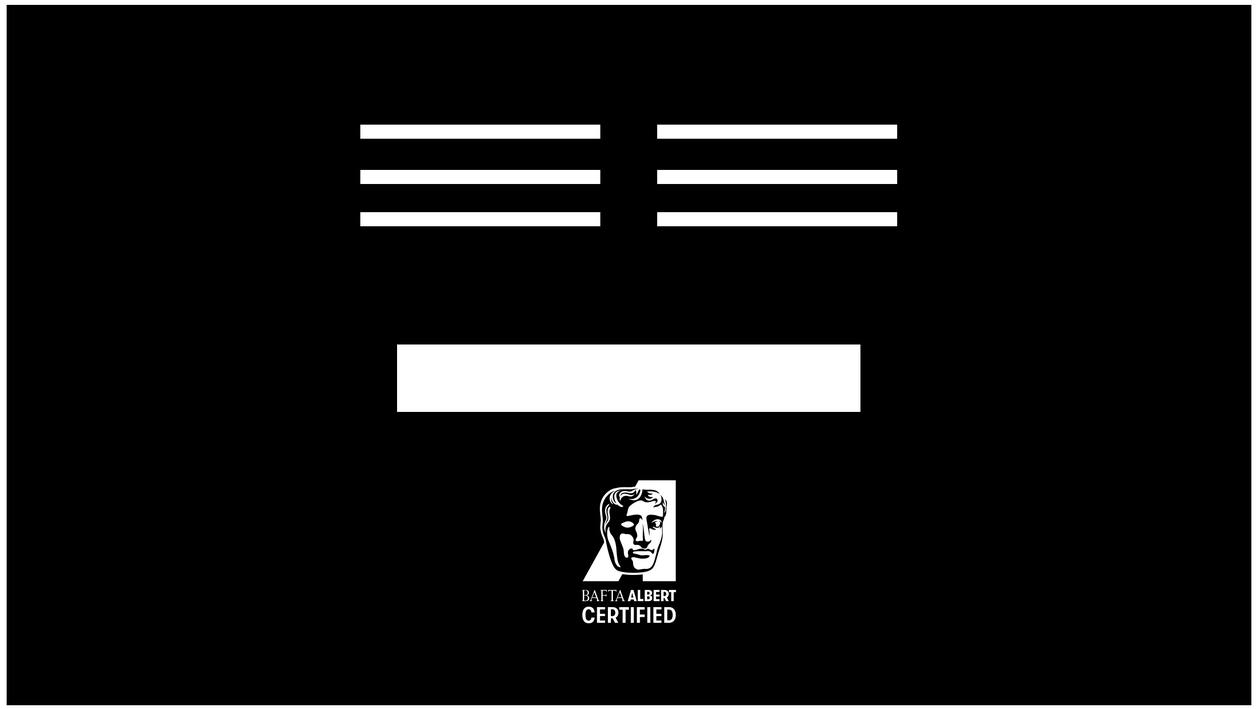
Orange – Negative Version

Permitted Uses: Permitted Contexts of Use

Productions can use the Certified mark on the end board of the production that has achieved certification.

Use of the mark in any other context, including on production documentation, websites, social media, press materials, trade advertising or company marketing material, is not permitted unless BAFTA Albert has given prior written consent. Where a Production Company has a legitimate need to refer to its status in production documentation, it should contact BAFTA Albert to request such consent.

Endboards



Permitted Uses:
Usage Requirements

Eligible productions must adhere to the following rules:

A. The Certified mark must always be used in full
The full lock-up must be retained, with clear space on all sides of at least half the height of the mark.

B. No alterations are permitted:
- change the colours
- adjust or distort the aspect ratio
- remove, replace or obscure any wording
- crop, edit or deconstruct the logo

C. The mark applies to the specific production, not its associated productions (e.g. future series or sequels)

D. Approval of use
Use is not approved until the production is provided with final confirmation that they have achieved BAFTA Albert Certification.

Productions must not:
Remove or modify any information

Productions must not:
Adjust or distort aspect ratio

Productions must not:
Rotate the logo

Productions must not:
Change or alter colours

Productions must not:
Reformat any of the design elements

Productions must not:
Place the logo over busy backgrounds

Permitted Uses:
Size Requirements

To ensure legibility, the mark must not be reproduced smaller than:

Digital: minimum width 128px.

For consistency across digital platforms, a width of 256pixels is recommended wherever possible.

Minimum Scale

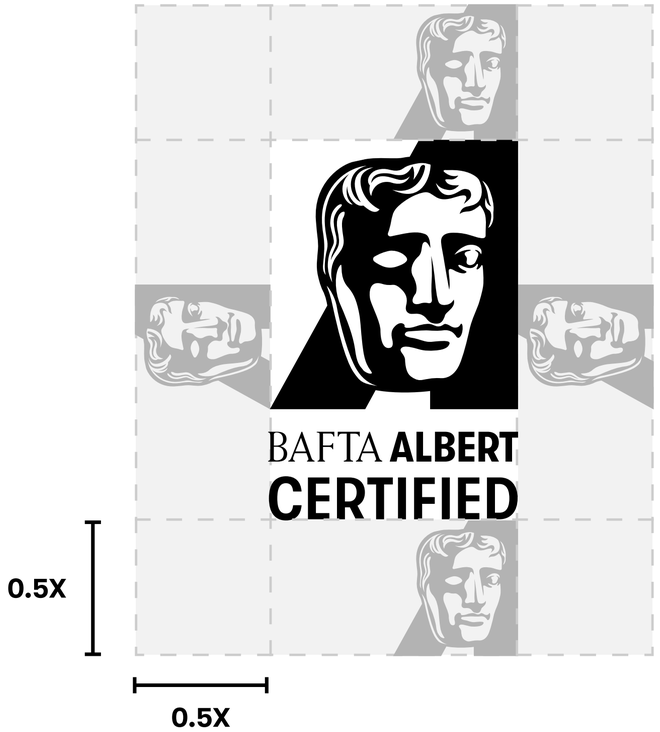
Recommended Scale

Permitted Uses:
Clear Space

To protect the impact and legibility of the stamp, a clear space must be maintained on all sides.

Always leave clear space around the logo, at least half the logos height on all sides.

No text, logos, graphics, images, or page edges may enter this area.



Permitted Uses:
Approved Language

Any reference to BAFTA Albert's relationship with the production must be factual and must not overstate the production's environmental performance or the implications of the BAFTA Albert relationship.

The Production Company is responsible for ensuring that any such reference complies with applicable consumer protection law, advertising codes and other applicable laws, regulations and codes (including, without limitation, the Digital Markets, Competition and Consumers Act 2024, and the UK Competition and Markets Authority's Green Claims Code). Examples (which are illustrative only and are non-exhaustive) of permitted and non-permitted wording are set out below.

NOT PERMITTED

"Our production was made in partnership with BAFTA Albert."

"Our production has been certified carbon neutral by BAFTA Albert."

"Our production has been certified net zero by BAFTA Albert."

"Our production is carbon neutral / net zero / zero carbon."

"Our production is sustainable / green / eco-friendly / climate friendly."

"Our production has been accredited, verified or approved by BAFTA or BAFTA Albert."

Any wording which states or implies that BAFTA Albert has audited, verified or endorsed the production's environmental performance, emissions or carbon data beyond the assessment outcome.

PERMITTED

"Our Production has achieved BAFTA Albert Certified status..."

"This is a BAFTA Albert Certified production."

Non–Permitted Uses:

The following uses of the BAFTA Albert Certified Mark are not permitted under any circumstances, in order to ensure that the mark is not misrepresented and that productions do not overstate their relationship with BAFTA Albert.

Misrepresentation

Productions must not:

- Use the mark anywhere except on the end board of the relevant production.
- Claim or imply that achieving BAFTA Albert Certified status represents organisational accreditation or endorsement by BAFTA Albert or BAFTA.

Using the BAFTA Albert mark without approval of meeting the required standard

The mark must not be used:

- before the production has received explicit notification of successful certification
- if a production has failed to achieve certification
- by any associated productions other than the specific production which applied for certification

Altering the BAFTA Albert Certified Mark

The mark must not be altered in any way including:

- changing colours or using unauthorised versions
- stretching, compressing or otherwise distorting the aspect ratio
- removing or modifying associated wording

Partial Use or Removal of Required Wording

Productions must not:

- Remove, replace, or obscure the “BAFTA Albert Certified” text
- Use any cropped, edited, or deconstructed version of the mark

This is essential to prevent the mark being misinterpreted.

Product-level Use

The mark must not be used in a way that suggests BAFTA Albert endorses:

- Specific products
- Services
- Individual items or equipment

Certification applies to the production only, not the production company, studio, or related productions.

Contexts that could mislead

Productions must not:

- Place the mark in proximity to claims that overstate environmental performance;
- Pair the mark with unverifiable sustainability statements;
- Use the mark in ways that imply partnership status, sponsorship, or BAFTA affiliation beyond achieving BAFTA Albert Certified for the relevant production;
- Use the mark in a way which implies the production has achieved the alternative BAFTA Albert Toolkit route of ‘BAFTA Albert Committed’;
- Present the mark alongside any emissions figure, carbon footprint, offsetting claim or comparative environmental claim or any similar content without making clear that BAFTA Albert has not verified that figure or claim.

BRAND ELEMENTS

Committed Mark

BAFTA Albert Committed Mark: Overview

BAFTA Albert Committed is an exceptional route, created for productions that have a legitimate need for recognition before their transmission or broadcast date. It can be applied for any time from pre production. Instead of evidencing completed actions, productions submit evidence of the processes, policies and frameworks they have already formally adopted to support sustainable practice throughout the production. Productions who meet the required standard are awarded the BAFTA Albert Committed Mark.

BAFTA ALBERT
COMMITTED

BAFTA Albert Committed Mark: Permitted Uses

BAFTA Albert Committed recognises the sustainability processes, policies and frameworks which a production has formally adopted at the point of assessment. It does not recognise and must not be presented as recognising, sustainability actions actually completed or environmental outcomes actually achieved during production. Any public reference to BAFTA Albert Committed status must make that distinction clear.

BAFTA ALBERT
COMMITTED

Permitted Uses:
Approved Visual Assets

Only productions who have applied along the Committed route, been assessed, and received confirmation they have met the required standard may use Committed mark which has been supplied via the Toolkit system. The Committed mark can only be used for the specific production which has applied via the Committed route, e.g. additional series of the same show need to independently apply for and be awarded the Committed mark to be approved to use the mark.

All eligible productions may use the approved Committed mark supplied via the Toolkit system. The mark is supplied for use on the production end board. Productions should not use a locally saved mark and only use the mark supplied to them via the system. This is to ensure that no outdated versions of the mark are used on end boards inadvertently as this can be an expensive issue to rectify.

Black – Positive Version

Orange – Positive Version

White – Negative Version

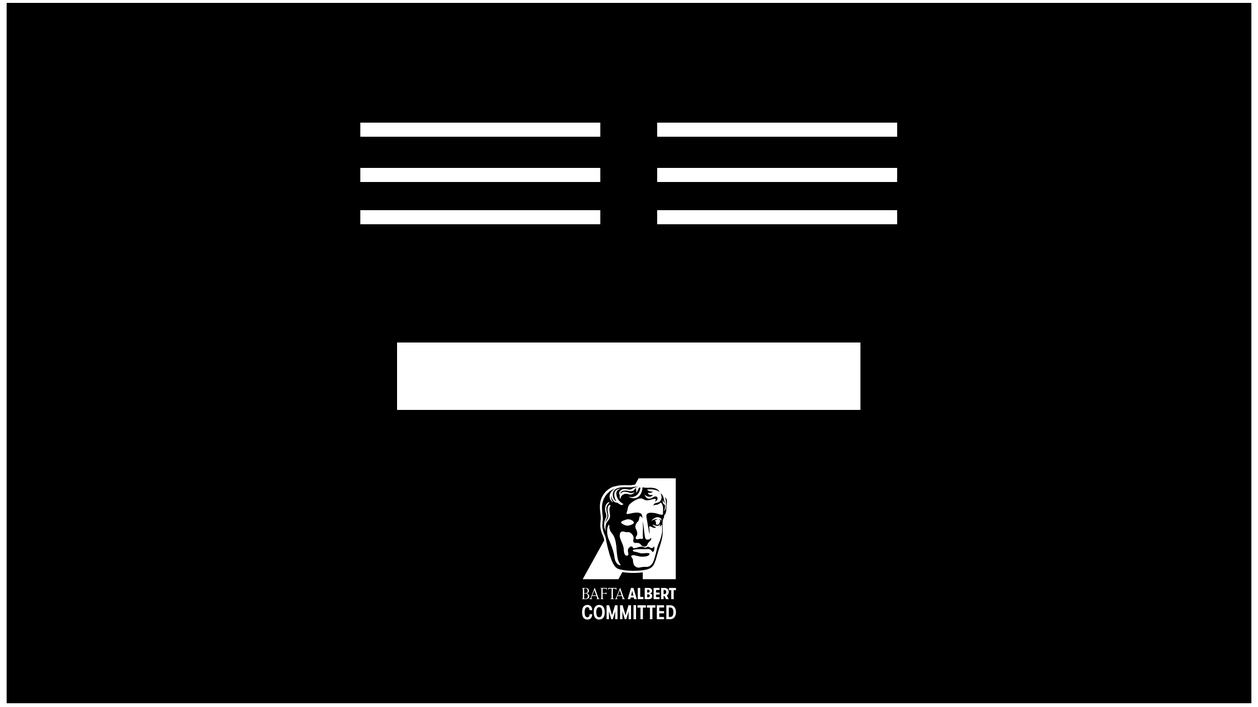
Orange – Negative Version

Permitted Uses:
Contexts of Use

Productions can use the Committed mark on the end board of the production that has achieved BAFTA Albert Committed status.

Use of the mark in any other context, including on production documentation, websites, social media, press materials, trade advertising or company marketing material, is not permitted unless BAFTA Albert has given prior written consent. Where a Production Company has a legitimate need to refer to its status in production documentation, it should contact BAFTA Albert to request such consent.

Endboards



Permitted Uses:
Usage Requirements

Eligible productions must adhere to the following rules:

A. The Committed mark must always be used in full
The full lock-up must be retained, with clear space on all sides of at least half the height of the mark.

B. No alterations are permitted
- Change the colours
- Adjust or distort the aspect ratio
- Remove, replace or obscure any wording
- Crop, edit or deconstruct the logo

C. The mark applies to the specific production, not its associated productions (e.g. future series)

D. Approval of use
Use is not approved until the production is provided with final confirmation that they have achieved BAFTA Albert Committed.

Productions must not:
Remove or modify any information

Productions must not:
Adjust or distort aspect ratio

Productions must not:
Rotate the logo

Productions must not:
Change or alter colours

Productions must not:
Reformat any of the design elements

Productions must not:
Place the logo over busy backgrounds

Permitted Uses:
Size Requirements

To ensure legibility, the mark must not be reproduced smaller than:

Digital: minimum width 128px.

For consistency across digital platforms, a width of 256pixels is recommended wherever possible.

Minimum Scale

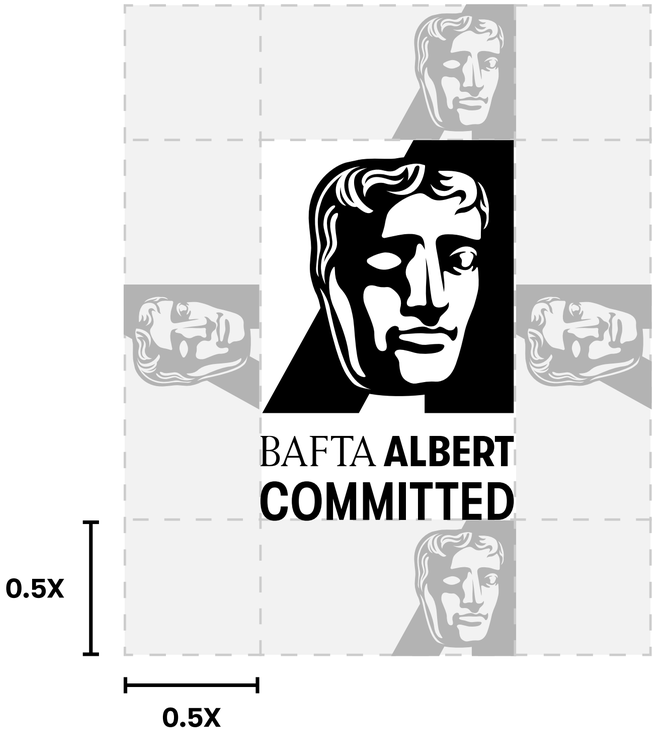
Recommended Scale

Permitted Uses:
Clear Space

To protect the impact and legibility of the mark, a clear space must be maintained on all sides.

The minimum clear space is equal to 2x the width of the registration mark (where x is the thickness of the framing element).

No text, logos, graphics, images, or page edges may enter this area.



Permitted Uses: Approved Language

Any reference to BAFTA Albert's relationship with the productions must be factual and must not overstate the production's environmental performance or the implications of the BAFTA Albert relationship. The Production Company is responsible for ensuring that any such reference complies with applicable consumer protection law, advertising codes and other applicable laws, regulations and codes (including, without limitation, the Digital Markets, Competition and Consumers Act 2024, and the UK Competition and Markets Authority's Green Claims Code). Examples of permitted and non-permitted wording (which are illustrative only and are non-exhaustive) are set out below.

NOT PERMITTED

"Our production was made in partnership with BAFTA Albert"

"Our production has been certified carbon neutral by BAFTA Albert."

"Our production has been certified net zero by BAFTA Albert"

"Our production is carbon neutral / net zero / zero carbon."

"Our production is sustainable / green / eco-friendly / climate friendly."

"Our production has been accredited, verified or approved by BAFTA or BAFTA Albert."

Any wording which states or implies that BAFTA Albert has audited, verified or endorsed the production's environmental performance, emissions or carbon data beyond the assessment outcome.

PERMITTED

"Our Production has achieved BAFTA Albert Committed status..."

"This is a BAFTA Albert Committed production."

Non–Permitted Uses:

The following uses of the BAFTA Albert Committed Mark are not permitted under any circumstances. These rules ensure that the mark is not misrepresented and that productions do not overstate their relationship with BAFTA Albert.

Misrepresentation

- Use the mark anywhere except on the end board of the relevant production.
- Claim or imply that achieving BAFTA Albert Committed status represents organisational accreditation or endorsement by BAFTA Albert or BAFTA.

Using the BAFTA Albert mark without approval of meeting the required standard

The mark must not be used:

- Before the production has received explicit notification of having achieved ‘BAFTA Albert Committed’
- If a production has failed to achieve the required standard
- By any associated productions other than the specific production which applied

Altering the BAFTA Albert Committed Mark

The mark must not be altered in any way including:

- Changing colours or using unauthorised versions
- Stretching, compressing or otherwise distorting the aspect ratio
- Removing or modifying associated wording

Partial Use or Removal of Required Wording

Productions must not:

- Remove, replace, or obscure the “BAFTA Albert Committed” text
- Use any cropped, edited, or deconstructed version of the mark

This is essential to prevent the mark being misinterpreted.

Product-level Use

The mark must not be used in a way that suggests BAFTA Albert endorses:

- Specific products
- Services
- Individual items or equipment

BAFTA Albert Committed status applies to the production only, not the production company or related productions.

Contexts that could mislead

Productions must not:

- Place the mark in proximity to claims that overstate environmental performance
- Pair the mark with unverifiable sustainability statements
- Use the mark in ways that imply partnership status, sponsorship, or BAFTA affiliation beyond achieving BAFTA Albert Committed for the relevant production.
- Use the mark in a way which implies the production has achieved ‘BAFTA Albert Certified.’
- Present the mark alongside any emissions figure, carbon footprint, offsetting claim or comparative environmental claim or any similar content without making clear that BAFTA Albert has not verified that figure or claim.

BREACH OF USE

Addressing Misuse:

Suspension and Withdrawal of Status

BAFTA Albert may suspend or withdraw BAFTA Albert Certified or BAFTA Albert Committed status, and any Mark Licence granted under these Rules, on written notice where:

The status was awarded on the basis of information which was materially inaccurate, incomplete or misleading;

The Production Company, or any third party acting on its behalf, uses the mark in breach of these Rules and does not rectify that breach within the period set out below; or

The Production Company makes, or permits to be made, environmental claims in connection with the production which BAFTA Albert reasonably considers to be misleading or incapable of substantiation.

On suspension or withdrawal, the Production Company must immediately cease all further use of the mark and must not apply it to any further copy, version, reversion or edit of the production. The Production Company must remove the mark from all materials within its control which are capable of amendment (noting that copies of the production already delivered or transmitted cannot practicably be amended).

Addressing Misuse

If we become aware of a breach of these Rules, we will let you know and you must rectify such breach within 5 consecutive days of such notification, for printed materials you must rectify such a breach within 30 consecutive days. If you fail to rectify the breach within that period, BAFTA Albert reserves the right to pursue all rights and remedies available to it, including suspension or withdrawal of the relevant status and Mark Licence in accordance with these Rules. Failure to rectify the breach may have consequences for your future involvement and association with BAFTA and/or BAFTA Albert.

BAFTA Albert may, at its discretion, require you to confirm in writing at renewal and or on request that your use of the marks complies with this Policy. BAFTA Albert also reserves the right, on reasonable notice, to carry out spot checks of your use of the marks, including review of digital and printed materials such as websites, email signatures and marketing collateral.

Rectifying any breach of these Rules shall be entirely at your own cost and expense. Neither BAFTA nor BAFTA Albert shall be responsible for, nor liable in respect of, any costs, losses or expenses arising from or connected with the rectification of such breach.

If you suspect or become aware of any unauthorised use of the BAFTA Albert Brand, or any infringement of BAFTA Albert's or BAFTA's intellectual property rights by a third party, please notify BAFTA Albert as soon as reasonably practicable and provide any relevant details available to you.

Amending these Rules

BAFTA Albert may amend these Rules on not less than 30 days' written notice to the Production Company, consistent with Clause 13.7 of the Toolkit Terms. The current version of these Rules is available at the BAFTA Albert website, and you should check the current version before using any BAFTA Albert designation. Where a mark has already been applied to the end board of a production which has been delivered, that use will continue to be governed by the version of these Rules in force on the date the relevant status was confirmed.

Intellectual Property and Governing Law

All intellectual property rights in the BAFTA Albert Brand, including (without limitation) the BAFTA Albert Certified and BAFTA Albert Committed marks, remain the property of BAFTA Albert and/or BAFTA. Nothing in these Rules transfers any such right to the Production Company or to any third party, and all goodwill arising from the use of the marks accrues to BAFTA Albert.

These Rules, and any dispute or claim arising out of or in connection with them or their subject matter (including non-contractual disputes or claims) are governed by the laws of England and Wales, and the courts of England and Wales have exclusive jurisdiction.

APPENDIX

Appendix 1:

BAFTA Albert may make available authorised translated or localised versions of the BAFTA Albert Certified Mark and the BAFTA Albert Committed Mark for use in specific territories, languages or markets.

Examples of such translated versions are shown in this Appendix.

For the purposes of these Rules:

- each authorised translated or localised version of a BAFTA Albert Certified Mark or BAFTA Albert Committed Mark forms part of the BAFTA Albert Brand;
- references in these Rules to the “BAFTA Albert Certified Mark” include any authorised translated or localised version of that mark;
- references in these Rules to the “BAFTA Albert Committed Mark” include any authorised translated or localised version of that mark; and
- all permissions, restrictions, requirements and prohibitions applicable to the relevant mark apply equally to any authorised translated or localised version.

Translated or localised marks

The use of a translated or localised mark does not create a separate certification, status, endorsement, accreditation or programme. It is simply an alternative language version of the relevant BAFTA Albert mark.

Only translated or localised marks supplied or approved by BAFTA Albert may be used.

BAFTA Albert may authorise the use of specific co-branded or territory-specific variants of the BAFTA Albert Certified Mark and BAFTA Albert Committed Mark for use in connection with established international partnerships.

Such marks form part of the BAFTA Albert Brand and are subject to these Rules unless expressly stated otherwise.

Examples of authorised partner and territory-specific marks are set out below.

Cymraeg
Ardystiedig / Certified

Cymraeg
Ymrwymedig / Committed

Gaelic
Teisteanaichte / Certified

Gaelic
Dealasach / Committed

Irish
Deimhnithe / Certified

Irish
Tiomnaithe / Committed

4.3

BAFTA Albert and Sustainable Screen Australia Partnership ‘Certified’ and ‘Committed’ Marks

The Sustainable Screen Australia (“SSA”) co-branded Certified and Committed marks are authorised for use only in connection with productions that:

- are based in Australia;
- have been assessed through the Sustainable Screen Australia partnership; and
- have been approved by Sustainable Screen Australia in accordance with its agreement with BAFTA Albert.

Productions that have been awarded BAFTA Albert Certified or BAFTA Albert Committed status directly through BAFTA Albert must not use the Sustainable Screen Australia co-branded marks unless specifically authorised by BAFTA Albert and Sustainable Screen Australia.

All permissions, restrictions, obligations and prohibitions contained in these Rules apply equally to the Sustainable Screen Australia co-branded marks.

Sustainable Screen Australia Certified

Sustainable Screen Australia Committed

THANK YOU

For further information please contact
alberttoolkit@bafta.org

Rules for Use of the BAFTA Albert ‘Certified’ and ‘Committed’ Marks