

Appendix C:

Format Guidelines for Providing End Credit to the State of Hawaii 20-25% Motion Picture, Digital Media, and Film Production Income Tax Credit

The formats described below are preferred but not required. However, a production must, at minimum, in some manner, identify Hawaii as a production location on an end credit or the equivalent, unless otherwise noted. (See [HAR §18-235-17-15](#)).

End Credit Not Required for:

- Commercial (an advertising message filmed within 6 consecutive weeks in Hawaii for dissemination via television broadcast or theatrical distribution)
 - >> However, whenever possible, Hawaii should be acknowledged in credits or other appropriate listings on the website of the commercial production company applying for the credit, in promotional examples of the commercial when credits are listed, and/or whenever possible on the website and/or in promotional materials of the product featured in the commercial.
- Music video
 - >> However, whenever possible, Hawaii should be acknowledged in credits or other appropriate listings on the featured musician's website, the website of the production company applying for the credit, in promotional samples of the music video when credits are listed, and/or in any credits listed in any copy of the music video distributed to the general public (e.g., DVD, Internet download, etc).

Interactive Game

Credit to Hawaii should be included in the same format as the overall end credits for the game. Additionally, whenever possible, Hawaii should be acknowledged on the website, if any, for the game.

Television Project

- Television movie (end credit format for film also acceptable)
- Television series pilot
- Single season (up to 22 episodes) of a television series regularly filmed in the State (if the number of episodes per single season exceeds 22, additional episodes for the same season shall constitute a separate "qualified production")
- Television special
- Single television episode that is not part of a TV series regularly filmed or based in the State
- National magazine show
- National talk show

PREFERRED FORMAT:

Sole End Card

'Filmed on Location on the island of MAUI in HAWAII
with the assistance of the Hawaii Production Tax Credit
administered by the Hawaii Film Office and the Department of Taxation.'

-OR-

Shared End Card

Panaflex® Camera and Lenses by PANAVISION® Color by TECHNICOLOR®	Filmed on Location on the island of MAUI in HAWAII with the assistance of the Hawaii Production Tax Credit administered by the Hawaii Film Office and the Department of Taxation *
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>> Additionally, whenever possible, Hawaii should be acknowledged on the website, if any, for the television project.

* **Note:** We prefer that you credit the specific island(s), as above, or you may also credit the state: "Filmed on Location in HAWAII with the assistance of Hawaii production tax credits." If the project was filmed entirely in the State or on a specific island, we suggest that the credit read: "Filmed Entirely on Location in HAWAII with the assistance of Hawaii production tax credits" (or on a specific island of Hawaii). We would also appreciate a thank you credit, if possible: "Mahalo to the State of Hawaii and the Hawaii Film Office."

Examples of Film Hawaii Logos that can be used:



Feature Film, Short Film, or Television Movie

- Feature film (narrative, documentary, experimental, student)
- Short film (narrative, documentary, experimental, student)
- Television movie (end credit format for TV project also acceptable)

Production with Internet-only Distribution (excluding advertising)

Credit to Hawaii should be included in the same format as part of the overall end credits.

Additionally, whenever possible, Hawaii should be acknowledged on the website for the production, if any.

PREFERRED FORMAT:

Rolling Credits

Special Thanks to:

JOHN DOE

JANE DOE

JOE Q. PUBLIC

STATE OF HAWAII

HAWAII FILM OFFICE

COUNTY OF KAUAI

KAUAI FILM COMMISSION**

ACME NOVELTIES, INC.

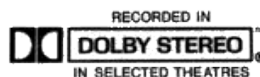
Panaflex® Camera and Lenses by

PANAVISION®

Color by

TECHNICOLOR®

'Filmed on Location on the island of KAUAI in HAWAII
with the assistance of the Hawaii Production Tax Credit
administered by the Hawaii Film Office and the Department of Taxation.'



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>> Additionally, whenever possible, Hawaii should be acknowledged on the website, if any, for the film.

* **Note:** We prefer that you credit the specific island(s), as above, or you may also credit the state: "Filmed on Location in HAWAII with the assistance of Hawaii production tax credits." If the project was filmed entirely in the State or on a specific island, we suggest that the credit read: "Filmed Entirely on Location in HAWAII with the assistance of Hawaii production tax credits" (or on a specific island of Hawaii).

****Note:** In the "thank you" section, we ask that you credit "State of Hawaii," "Hawaii Film Office," the county or counties in which filming took place (Oahu, Maui, Kauai, or Hawaii), and the corresponding county film office(s).