

TELUS originals

Producer Handbook

Table of Contents



Table of Contents

04	Introduction and Contacts	11	Section 2 – Brand Standards	38	Section 3 – Producer Resources
06	Section 1 – Technical Specifications for Video and Audio Assets	12	TELUS Credits and Logo Placement on Main Video Asset(s) and Bonus Content	39	Producer Experience
07	Technical Specifications: Main Asset(s)	16	Required Marketing Deliverables		
10	Technical Specifications: Bonus Content Video Assets	17	Overview		
		18	Text Assets		
		19	Box Art		
		23	Thumbnail		
		25	Key Art		
		27	Promotional and Behind-the-Scenes Photos		
		28	Trailers		
		29	Film Success Reporting		
		30	Optional Marketing Assets		
		31	Full Credit List		
		32	Ad Avail Guidelines and Specifications		
		33	TELUS originals Naming Conventions and Usage Guide		
		34	Social Media Guidelines		
		35	Film / Filmmaker Websites		
		36	Press Releases		
		37	Additional Digital and Printed Assets		

Introduction and Contacts



Introduction and Contacts

Welcome to the TELUS originals Producer Handbook.

This guide provides comprehensive production and marketing standards for your documentary project including brand specifications, marketing requirements and program policies.

Please review thoroughly during both production and post-production phases. Throughout this document there are hyperlinks in blue. Logos can be downloaded on our website.

Our team is here to help if you have questions.

Production & Marketing

For any additional questions, please contact the TELUS originals Production Executive supporting your project.

Content Delivery

localcontent@telus.com

NOTE: This document was last updated May 2025.

1

Technical Specifications for Video and Audio Assets

Technical specifications for trailers and ad avails are located in the Marketing Deliverables section



Technical Specifications: Main Asset(s)



Technical Specifications: Main Asset(s)

In this section, you will find audio and video technical specifications for your documentary/series project. These specifications are subject to final approval by TELUS.

Video Asset(s)

- **Resolution:** 3840 x 2160 (UHD)
- **Format:** MP4 / H.265 (HEVC)
- **Bitrate:** 190 Mbps VBR
- **Aspect Ratio:** 16:9 (square pixels)
- **Max File Size:** 600 GB
- **Frame Rate:** 23.976, 29.97, or 59.94 progressive
- **Start/End:** 15 frames of black only — no colour bars, tones, or countdowns
- **Colour Grading:** Video range between 0–700mv
- **Audio Format:** 320kbps E-AC3, AAC, AAC-HEv1 or Uncompressed codec
- **Audio Specs:**
 - Stereo, 48kHz, 16-bit
 - Peak: Max -10dBsf
 - Avg loudness: -24 LKFS
 - No dialogue below -30dBsf for 3+ seconds
- **Graphics:** Must be 16:9 title safe
- **Naming:** Follow the Local Content delivery instructions for proper file naming

**Technical
Specifications:
Bonus Content
Video Asset(s)**



Technical Specifications: Bonus Content Video Asset(s) ---

Technical specifications for bonus content are the same as main assets, except for the following differences:

- **Resolution:**

HD (1920x1080) or UHD (3840x2160)

- **Bitrate:**

>30Mbps VBR for HD or 190Mbps VBR for UHD

- **Colour/Audio:**

Offline mixes are acceptable; online polish is welcome but not required

2 Brand Standards



**TELUS Credits and
Logo Placement on
Main Video Asset(s)
and Bonus Content**



Credit and Logos for Documentary or Docuseries

Before delivery, you are required to send the final main and bonus content assets, including all credits and logos, to your TELUS originals Production Executive for approval.

The following TELUS originals credits and logos are required in all versions of your program:

Opening Animated Logo/Bumper

The TELUS originals animated logo (4 seconds) must appear at the commencement of the program, before any other opening credits. The card can run with or without program audio.

Closing credits

Integrate the following TELUS credits into your rolling credits, as follows:

After 'Below the Line Crew' credit(s) and before 'Special Thanks', insert the following credits:

Produced with the support of [TELUS originals logo]

Vice President in charge of Production: Mark Holloway

Executive in charge of Production: Cameron Zinger

Managing Production Executive: Leah Camenzind

Senior Production Executive for TELUS originals:
Christina Willings

Senior Production Executive for TELUS originals:
Ken Tsui

Production Executive for TELUS originals:
Selina Crammond

**Select one
of the PEs**

Please note

- TELUS will apply a rating card to your video assets prior to the TELUS originals opening animated logo/bumper.
- Content warnings, if used, are the responsibility of the Producer and must go at some point after the TELUS originals opening animated logo/bumper.
- TELUS retains the right to brand the program as 'a TELUS original', or 'Produced with the support of TELUS', or another brand or designation.

Credit and Logos for Documentary or Docuseries

Opening Credits Visual Example



Please note: This file is animated with a TELUS logo appearing before the 'a TELUS original' text.

Closing Credits Visual Example



Credit and Logo Placement for Bonus Content ---

Opening Credits

The “Produced with the support of TELUS” logo must appear at the commencement of the Bonus Content (for 2 seconds), before any other opening credits. The card can run with or without program audio.

Closing Credits

Crew credits are optional and may be included at the producer’s discretion. TELUS team credits should not be included.



Required Marketing Deliverables



Overview

All marketing assets created by filmmakers for all platforms, including and beyond TELUS platforms, must adhere to TELUS originals Brand Standards and receive approval from the TELUS originals Marketing lead.

While social media posts created by filmmakers do not need to be approved by TELUS, they do need to adhere to the Brand Standards outlined later in this document.

Your film's box art, thumbnail, and key art should be eye-catching and convey the essence of your film and be easily viewable on a variety of screens.

File Naming Conventions for Delivery

- Please reference the [Local Content Delivery Instructions](#) for the latest file naming conventions for your marketing assets.

Text Assets

Loglines and synopses serve as essential text assets that will be used across all TELUS release platforms and promotional materials. While they differ in length, both must effectively communicate your film's content while compelling audiences to watch.

Logline

- One sentence summary
- Max characters 142 (including spaces)

Synopsis

- Max 500 characters (including spaces)

Documentary Series:

For documentary series submissions, you are required to submit a logline and synopsis for the series as well as providing a **unique logline and synopsis for each episode** that represents that specific episode's content.

Title Conventions

Documentary:

- Max 80 characters (including spaces)
Example: Precious Leader Woman

Documentary Series:

- The **series title** is max 50 characters (including spaces)
Example: The Conversation
- The **full title** for a series is max 80 characters (including spaces) and contains the series title, the season and episode information and a short name for the episode
Example: The Conversation S1 Ep 01: Jay

Bonus Content:

- The title for each bonus asset is max 80 characters (including spaces) and contains the film/series title, a colon and the bonus content name.
Example: Curl Power: Extended Interviews

Please note:

- For a better customer experience, TELUS may modify your title to meet our system requirements.
- If you deliver more than one bonus asset, they will be arranged on TELUS Optik TV in alphabetical order.

Box Art

Box Art Requirements:

Must Include:

- 'a TELUS original' logo | Logo colour and placement standards on **page 21**.
- Film title
- The image can be a still, a screenshot from the film, or a graphic.

Must Not Include:

- Additional logos
- Laurels
- Credits
- Additional text

Documentary Series:

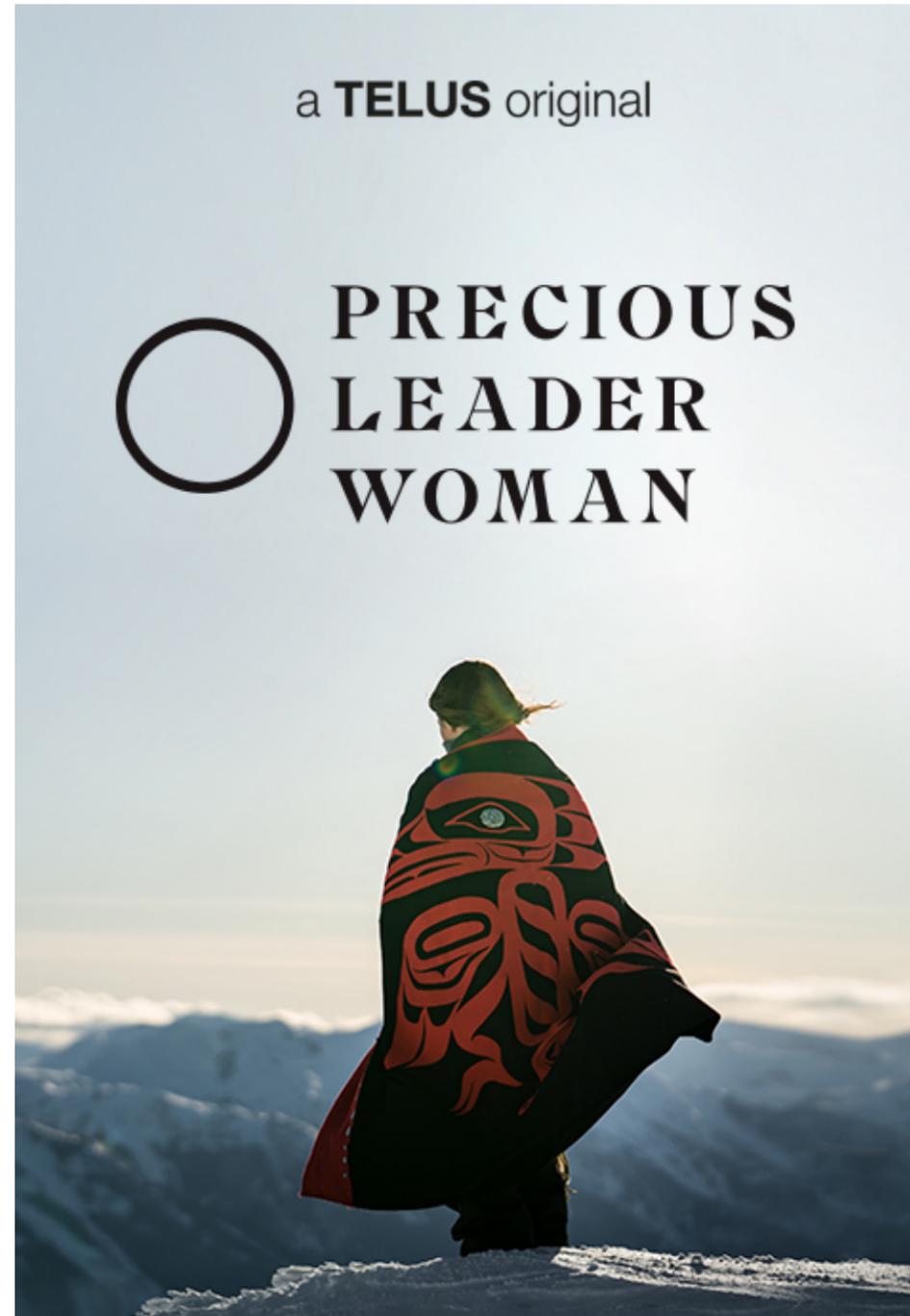
For documentary series and episode box art, please submit the same design for all assets following all standards above. We cannot accept different box art for episodes.

Bonus Content:

Create distinct box art for each bonus content asset (it can be the same image as your bonus content key art / thumbnail). The text must include the main film/series title followed by the bonus content title. Follow all other key art design standards.

Example: Precious Leader Woman:
Extended Interviews

Example of Box Art:



Technical Specifications:

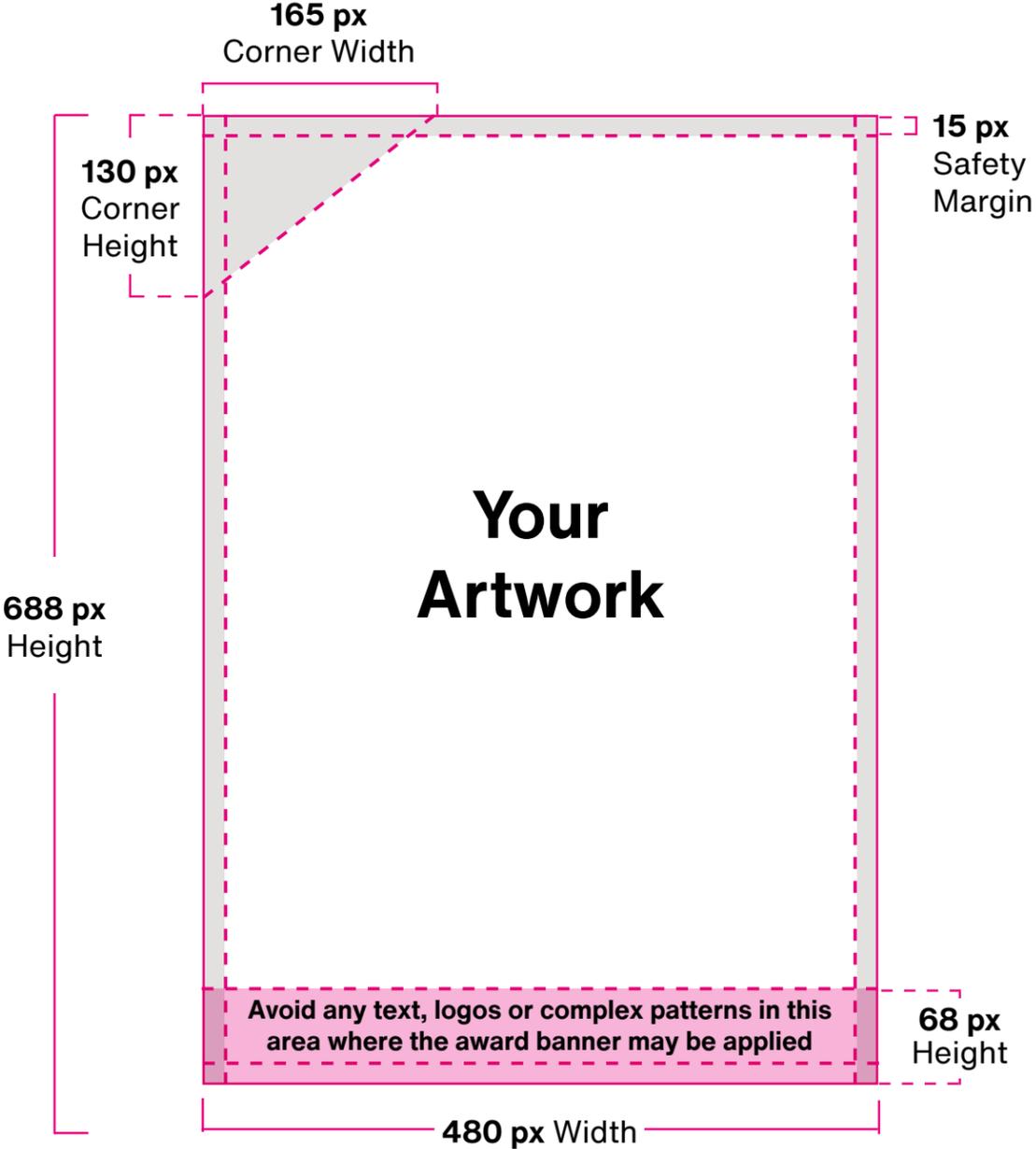
Type: JPG, JPEG, PNG

Size: 480x688

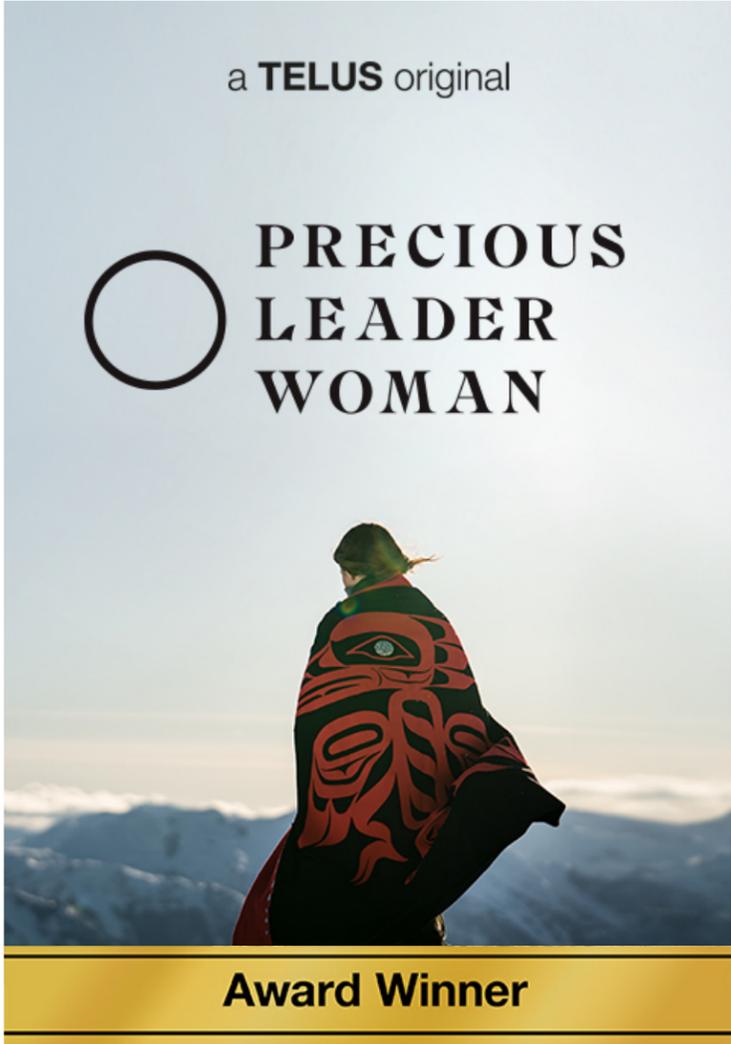
Quality: 72-300 DPI

File Size: 2 MB

Safe Area within Box Art



Banner placement area



Logo Usage for Box Art and Thumbnail

Colour

The logo must be represented in either black or white.

Placement

Box Art:

The logo will be placed top center of the graphic, specifically **40 px** from the top of the graphic - no more, no less and center aligned

Thumbnail:

The logo will be placed top center of the graphic, specifically **100 px** from the top of the graphic - no more, no less and center aligned

Size

Box Art:

The logo will be precisely **185 px** width x **25 px** height

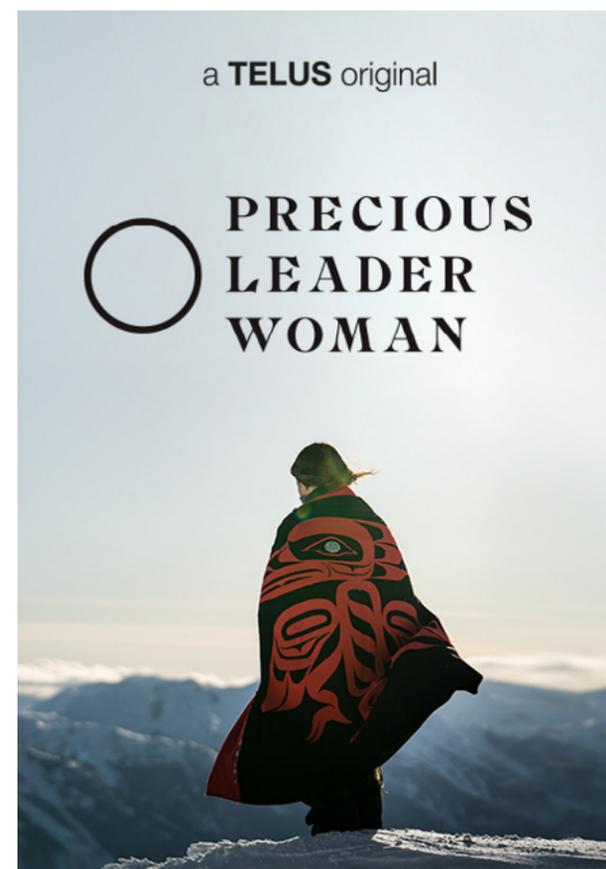
Thumbnail:

The logo will be precisely **400 px** width x **53 px** height

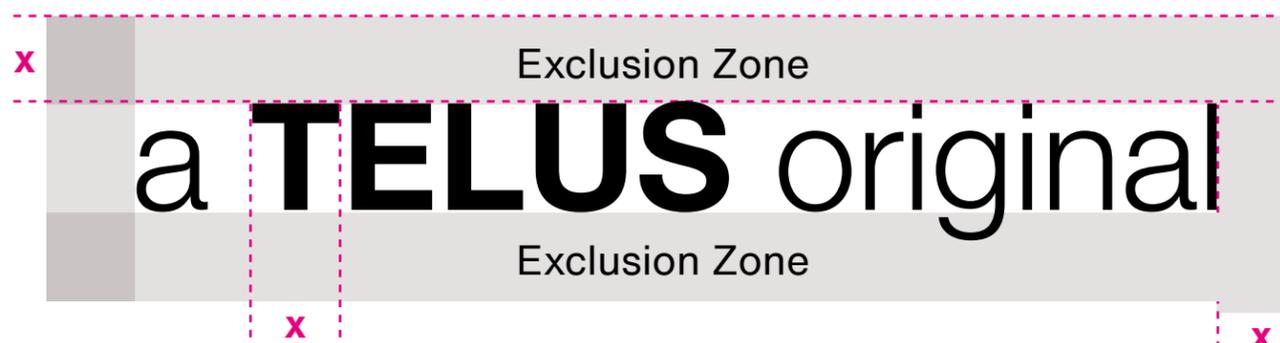
Exclusion Zones

The exclusion zone is equal to the TELUS 'T'

Example of Logo Placement for Box Art:



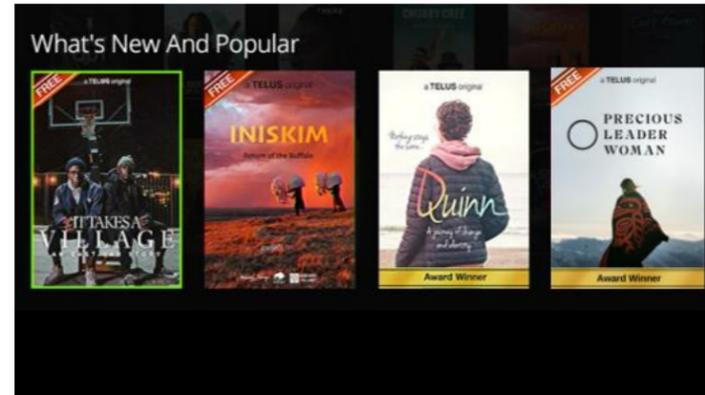
Example of Logo Placement for Thumbnail:



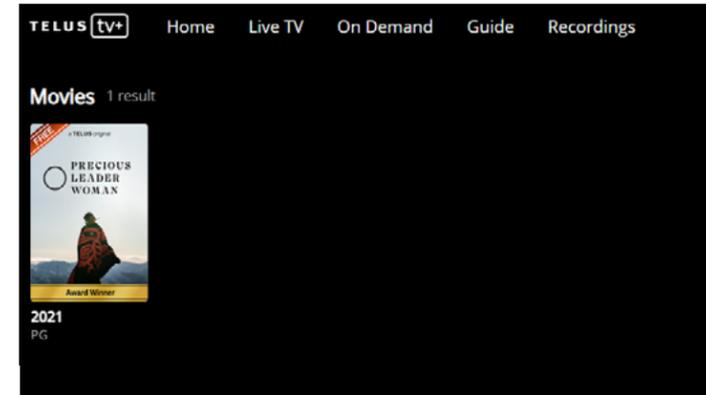
Box Art — Potential Uses

TELUS' TV Video on Demand Platforms

TELUS Optik TV

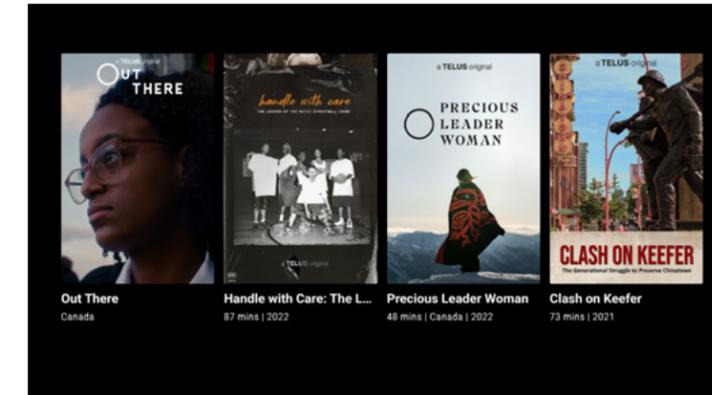


TELUS TV+ app*

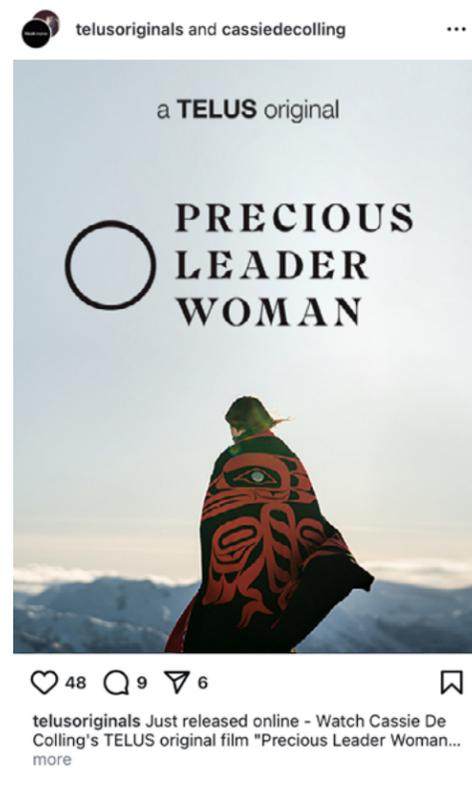


Online

watch.telusoriginals.com



Social media and other communications



*NOTE: TELUS TV+ app is available to Optik TV and Stream+ customers.

Thumbnail

Thumbnail Requirements:

Must Include:

- 'a TELUS original' logo | Logo colour and placement standards on **page 21**.
- Film title
- The image can be a still, a screenshot from the film, or a graphic. We encourage you to use the same image for your box art and thumbnail.

Must Not Include:

- Additional logos
- Laurels
- Credits
- Additional text

Documentary Series:

Develop a series thumbnail as well as distinct thumbnails for each episode using artwork that represents that episode (ie. different artwork for the series and each episode). You can add the episode title without the series or episode number after the series title.

Example: The Conversation: Jay

Bonus Content:

Create a distinct thumbnail for each bonus content asset (it can be the same image as your bonus content key art/box art). The text must include the main film/series title followed by the bonus content title (can be positioned below main title). Follow all other key art design standards.

Example: Precious Leader Woman: Extended Interviews

Example of Thumbnail:



Technical Specifications:

Type: JPG, JPEG, PNG

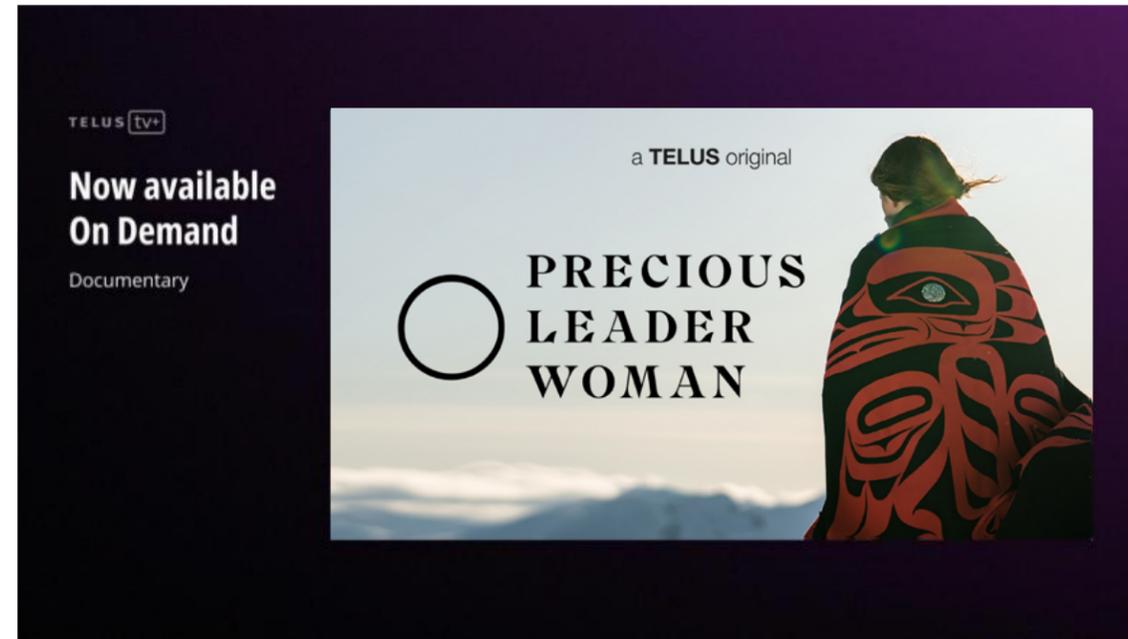
Size: 1920x1080

Quality: 72-300 DPI

File Size: 2 MB

Thumbnail – Potential Uses

TELUS TV+ app*



TELUS originals YouTube channel



*NOTE: TELUS TV+ app is available to Optik TV and Stream+ customers.

Key Art

Key Art Requirements:

Must Include:

- The image can be a still or frame grab, but not a graphic.

Must Not Include:

- Text
- Logos
- Laurels
- Credits

Documentary Series:

For documentary series submissions, follow all standard instructions while providing **unique key art for each individual episode** that represents that specific episode's content.

Bonus Content:

For bonus content submissions, follow all standard instructions while providing unique key art for each individual bonus asset that represents that specific asset.

Example of Key Art:



Technical Specifications:

Type: JPG, JPEG, PNG

Size: 1600x900

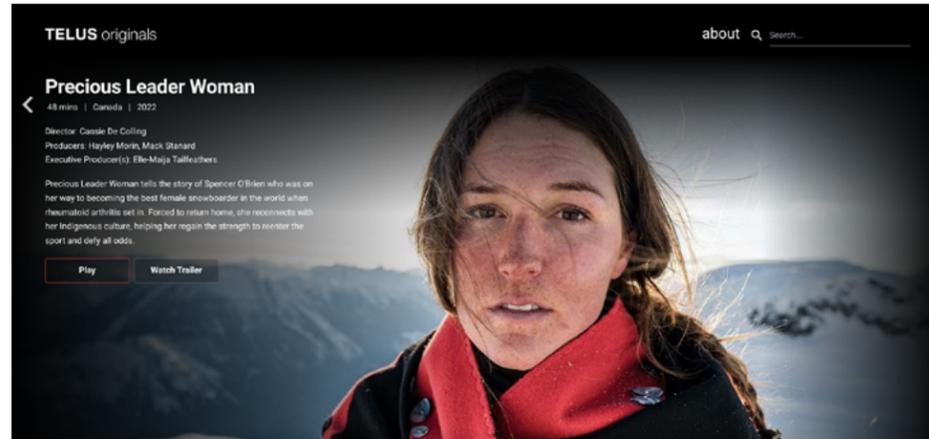
Quality: 72-300 DPI

File Size: 2 MB

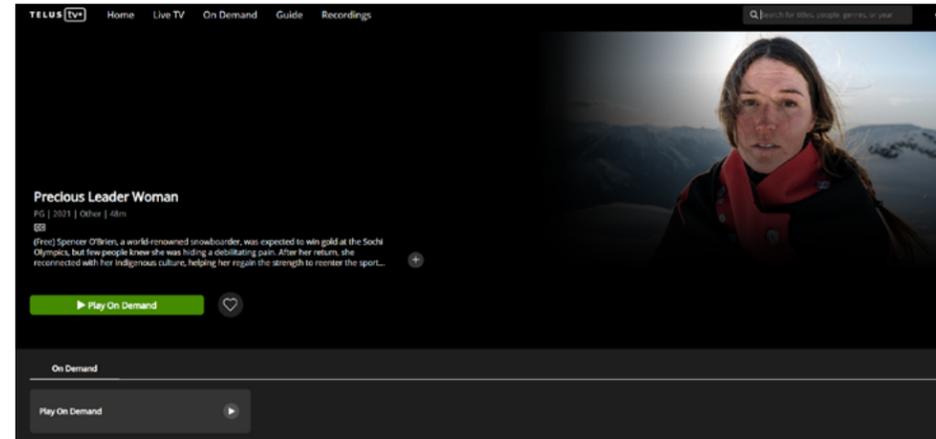
Key Art — Potential Uses

TELUS' TV Video on Demand Platforms

watch.telusoriginals.com



TELUS TV+ app*



Social media and other communications



*NOTE: TELUS TV+ app is available to Optik TV and Stream+ customers.

Promotional and Behind-the-Scenes Photos

Promotional photos / frame grabs and behind-the-scenes (BTS) photos will be used in the presentation and promotion of your film.

Promotional Photos or Frame Grabs:

- 300 DPI
- 3-5 photos/grabs with descriptions
- Photo credits required
- Images of main subjects, locations, events
- Photos must be different than the Key Art

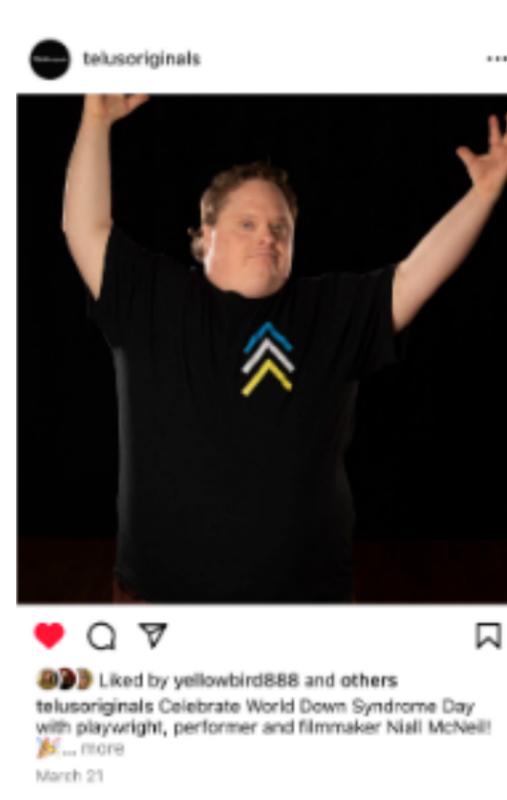
Behind-the-Scenes Photos:

- 300 DPI
- Images must be different than the key art
- 3-5 photos with descriptions
- Photo credits required
- Images of director and other key crew in action

Documentary Series:

- We require 3-5 promotional photos and 3-5 BTS photos per series, not per episode.

Examples:



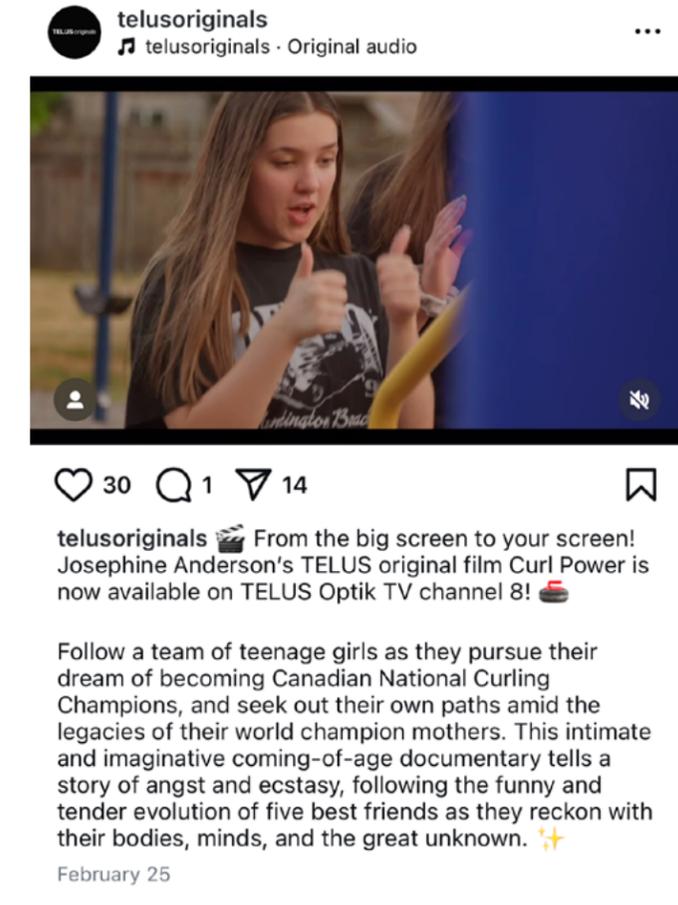
Trailers

Filmmakers may create trailers of any length, but must provide TELUS originals with a 60-second version for promotional use. This trailer will also be edited into a 30-second commercial (also known as an “ad avail”) to promote the film across TELUS’ video-on-demand platforms.

Please Note:

- All trailers created for TELUS original films must include the ‘a TELUS original’ animated head logo (2 seconds).
- 60 seconds in length
- Include audio stems (per Schedule E)
- Series trailer requirement: please create a trailer that represents the entire series, not just a single episode
- Please ensure all trailer submissions meet the same technical specifications as your main film delivery requirements
- Trailers are only contractually required for projects funded in the 2025/2026 Broadcast Year and onwards. For projects funded in previous Broadcast Years, we would happily accept any trailers that are produced for the film/series.

Examples:



Film Success Reporting

Reporting Requirements:

Producers are required to report on all exhibition, acquisition/distribution, and exposure activities of the Program including:

- Festival selections
- Award nominations and wins
- Community and educational screenings
- Online events
- Media coverage
- Distribution deals
- Broadcast deals (second window)

Reports must be submitted to the TELUS originals Marketing Lead every quarter during the first year after Program Delivery and Technical Acceptance or upon request.

To maximize promotional opportunities, producers are strongly encouraged to communicate this information as promptly as possible rather than waiting for the quarterly deadline.

Optional Marketing Assets



Full Credit List

Please provide a comprehensive credit list for your production including all crew members, their roles, and any additional contributors. This information will be used for official documentation and acknowledgment purposes.

Document Example

First and Last Name

Credit

First and Last Name	Credit

Ad Avail Guidelines and Specifications

Ad avails are short trailers of your film/series that will run on TELUS Optik TV, upon your project's premiere on our TV platform, to drive viewership to your film/series.

Since ad avails are not contractually required for projects funded in the 2025/2026 Broadcast Year or earlier, you can choose to have your editor create it using the below technical specifications or have TELUS cutdown your 60-90 trailer.

Content Requirements:

Total Length: 30 seconds, consisting of:

1. Opening (2 seconds)

- Animated TELUS originals head credit
- Music overlay permitted

2. Content (24 seconds)

- Main video content

3. End Card (4 seconds)

- Black screen for TELUS to add the call to action text
- Music overlay permitted

Technical Specifications:

Technical specifications for ad avails are the same as main assets, except for the following differences:

- **Resolution:** 3840 x 2160 (UHD)
- **Format:** MP4 / H.265 (HEVC)
- **Bitrate:** 190 Mbps VBR

TELUS originals Naming Conventions and Usage Guide ---

When creating any written content about your TELUS original film/series — including press releases, social media posts, web pages, marketing materials, or any other format — please adhere to these naming conventions and usage rules.

Naming Conventions:

- TELUS: Always in all uppercase
- original(s): Always in all lowercase

Usage Rules:

- When referring to a specific film or series:
Use “a TELUS original”
 - Example: “[Film title], a TELUS original documentary, will premiere at ...”
- When referring to the program as a whole:
Use “TELUS originals”
 - Example: “TELUS originals supports local filmmakers.”

Attribution:

- **Correct:** “[Film title] is/was funded and supported by TELUS originals”
- **Incorrect:** “[Film title] is/was produced/presented by TELUS originals”

Social Media Guidelines

TELUS originals social channel:

TELUS originals promotes our films, program and industry news on our Instagram channel, @telusoriginals.

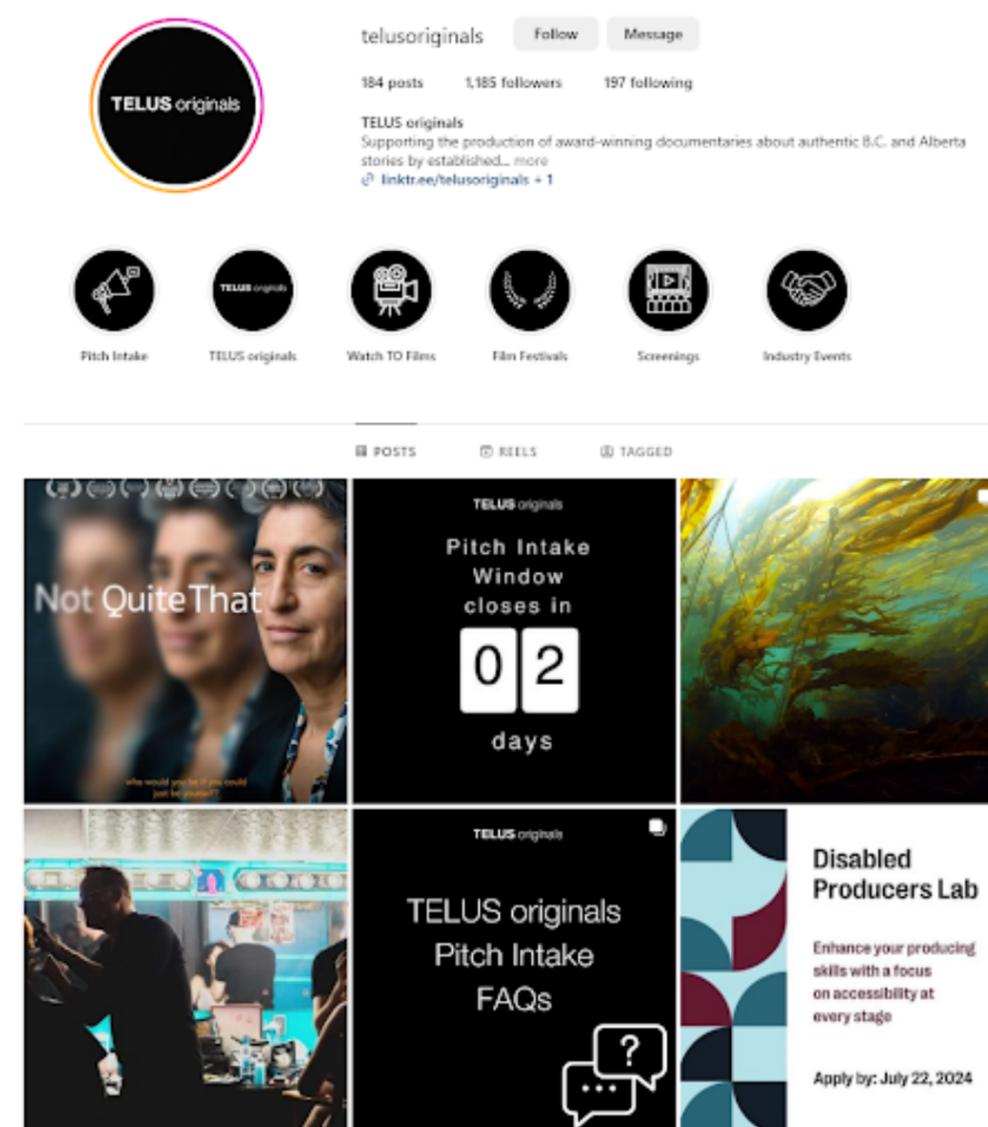
During the delivery phase, you will be prompted to enter the Instagram handles into the delivery portal for key crew, subjects and any applicable organizations that you would like us to tag in our posts.

Your social channels:

When creating your own social media posts for your TELUS original film/series, please include the following:

- **Tag:** @telusoriginals on Instagram
- **Mention:** “a TELUS original” when referring to your film/series
- **Viewing Information (when appropriate):** Watch [film/series title] on Optik TV channel 8, Stream+ and on watch.telusoriginals.com

Example:



Film / Filmmaker Websites

When creating a webpage for your film, either on your personal/company website or as a separate site, please adhere to the following brand standards:

Display TELUS originals branding prominently, at minimum on the main landing page.

- Add the “a TELUS original” logo prominently at the top of the web page
- Credit the film as ‘a TELUS original’ in the text (e.g., “[FILM TITLE], a TELUS original film ...”)
- If film graphics (ie. box art, etc.) appear on the web page, ensure they follow the respective brand guidelines by including the ‘a TELUS original’ logo in the correct position.

Include this message prominently on the main landing page:

- “[FILM TITLE] is available for free on demand on TELUS Optik TV channel 8, TELUS Stream+, and on watch.telusoriginals.com.”
 - Exception: If the film is not yet available, please edit to reflect current status.

Press Releases

Please send your draft press release to the Marketing lead two weeks in advance of your intended release date to allow time for review, any necessary revisions, and final approval.

Press releases must include:

- Adherence to ‘TELUS originals Naming Conventions and Usage Guide’
- Quote from a TELUS representative which will be shared by the Marketing lead (if applicable)
- Film release information on TELUS platforms (if applicable, see below)
- TELUS original boilerplate (see below)

Press releases **cannot** include:

TELUS originals funding amount

Film Release Information on TELUS Platforms

“[FILM/SERIES TITLE], a TELUS original [film/series], is available to watch free on demand on TELUS Optik TV channel 8, TELUS Stream+, and on watch.telusoriginals.com.”

TELUS originals Boilerplate

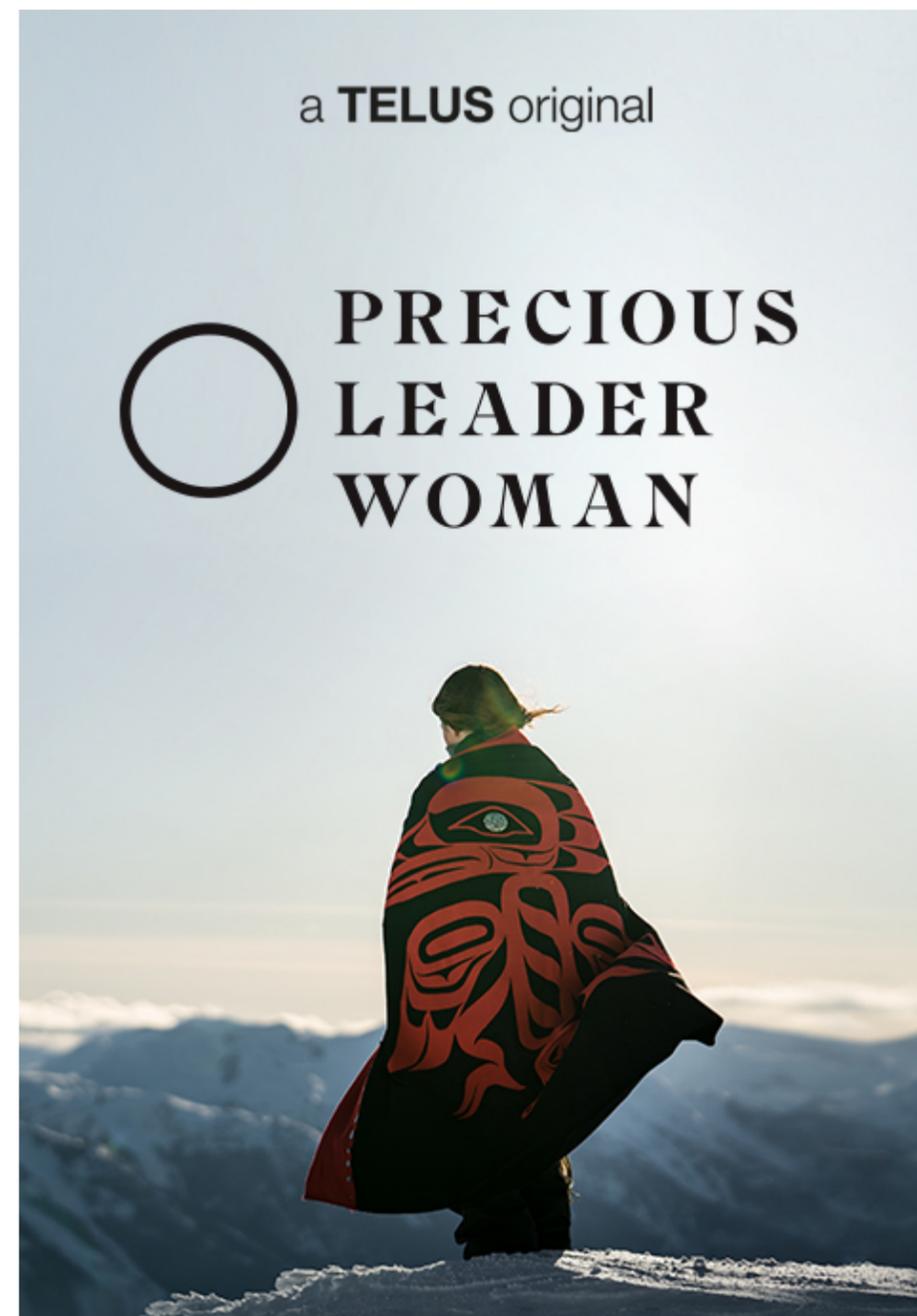
TELUS originals supports the production of compelling, locally-reflective, social-purpose documentaries and docuseries that connect mid-career and established filmmakers in B.C. and Alberta from diverse identities and communities to local and global audiences. TELUS original films are available free on TELUS Optik TV channel 8, Stream+, online at watch.telusoriginals.com and in film festivals globally.

Additional Digital and Printed Assets

While film assets such as posters, postcards and other promotional items are not mandatory for delivery, they must adhere to TELUS originals brand standards. Please send a copy of these assets to the TELUS originals Marketing lead.

- ‘ a TELUS original’ logo:
 - **Colour:** must be represented in either black or white
 - **Placement:** The logo will be placed top center of the graphic. Because asset sizes vary, logo should be in proportion to **40 px** from the top
 - **Size:** Logo should be in proportion to **185 px** width x **25 px** height
- When using a credit block, the TELUS originals [Sr.] Production Executive must be credited after the Producer and Director credits. For Example: Executive Producer [name], Producer [name], Director [name], [Sr.] Production Executive for TELUS originals [name]
- Other TELUS credits are not required in the credit block

Example:



3 Producer Resources

Resources from
TELUS Local Content that can aid
you in your filmmaking process



Producer Experience

TELUS originals Code of Conduct	The TELUS originals Code of Conduct outlines the standards TELUS originals upholds and expects from its production partners to foster high-quality, inspiring content. It emphasizes creating inclusive, safe spaces free from discrimination, ensuring everyone feels empowered to share their stories.
TELUS MyCare Partnership	TELUS Local Content and TELUS Health MyCare™ have partnered to provide current TELUS originals funded directors and producers with five free counselling sessions. This initiative underscores TELUS' commitment to supporting the mental well-being of filmmakers, ensuring creativity and mental health go hand in hand.
TELUS Local Content Digital Code of Conduct	<p>The TELUS Local Content Digital Code of Conduct sets guidelines for maintaining a respectful and safe online environment across its social media platforms.</p> <p>When Producers or other project team members engage with a TELUS original film or related content online they are expected to follow this Digital Code of Conduct.</p>
Local Content Delivery Instructions	The Local Content Delivery Instructions document has all the latest information required to deliver assets to TELUS.

TELUS originals