

Label Specification Guide for Consumer Advice on Edited Version (Video Titles)

This guide takes effect from 15 August 2008 in accordance with the “Classify All-Content” initiative by the Board of Film Censors (BFC). The label specifications are designed to allow you to create materials that reflect clearly that a video title is an edited version whilst at the same time ensuring all visual packaging are consistently labelled to assist consumers in making informed choices. All labels produced by video companies should aim to be clear, visible and rational.

Please ensure that the detailed information in this guide is followed when preparing packaging/ inlays for all video titles. For further clarification, please submit your query via the ‘Feedback’ link on IMDA’s website.

(Below) A visual example of how consumer advice could be reflected on a video packaging/ inlay.

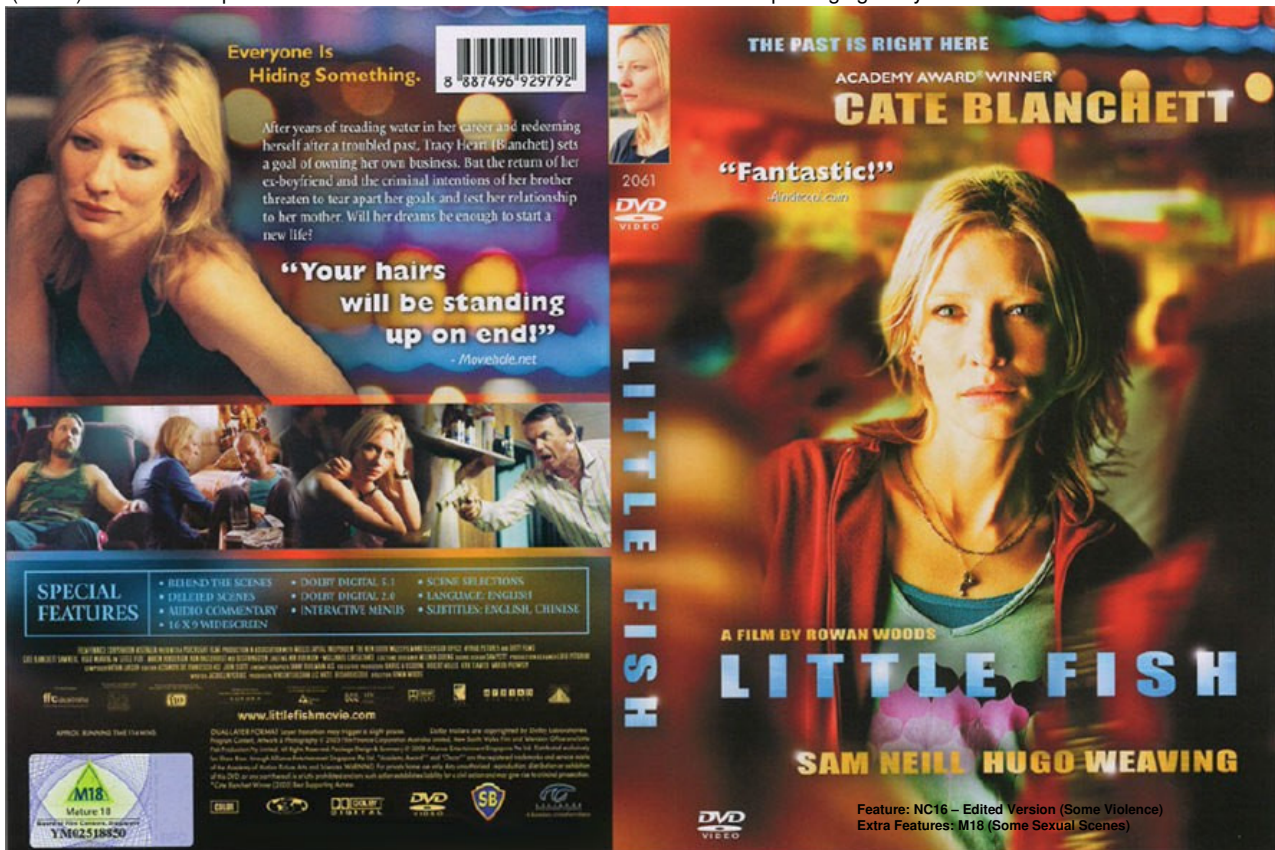


Image credit: Alliance Entertainment Singapore Pte Ltd

Edited Version

Edited Version

Minimum size:

To ensure definition and legibility, the minimum font size is 10.

Font Typeface:

For consistency, use the **non-italic** Arial Bold typeface.

- This is the preferred term for use when referring to versions with edits. No other variations to be used unless otherwise stipulated by BFC.
- Upper case E, upper case V, lower case 'dited', lower case 'ersion'
- The minimum font size applies to both stick-on (sticker) labels and advisory that is incorporated at design stage.
- "Edited Version" to be either black text against white/ lighter-coloured background OR white text against a black/ darker-coloured background (as illustrated above).
- Chinese text is to be accompanied as and when stipulated by the BFC.

Print Publicity Materials

- (i) Video distributors should observe the guidelines when displaying print publicity materials ([check IMDA website for guidelines](#));
- (ii) When in doubt, the print publicity material in question should be submitted to the BFC; and
- (iii) All print publicity materials should reflect the rating and consumer advice, where available.

Examples where Feature is an Edited Version

This applies where the submission contains only the Feature OR when Extra Features are of the same rating but does not warrant a consumer advice.

Feature: PG – Edited Version

Feature: PG – Edited Version, 删剪版本

Examples where rating of Feature differs from Extra Features

This only applies where rating of Extra Features is higher than that of the Feature.

Feature: NC16 – Edited Version (Some Violence)
Extra Features: M18 (Some Sexual Scenes)

Feature: NC16 – Edited Version, 删剪版本 (Some Violence, 些许暴力画面)
Extra Features: M18 (Some Sexual Scenes, 些许性相关画面)