



# 10 Watermark Guidelines

**Version 1.0** July 2025



# 10 Watermark

This watermark is used on all programming except News, Sport, and Live Events.

Opacity	50%
Position	Bottom-right
X-coord	1781.00px
Y-coord	998.00px
Size	90 x 62px





# 10 Watermark

**Special case use**

This watermark is used on programs when on-screen graphics appear in the lower section of the screen and there is a need to avoid overlapping information.

Opacity	50%
Position	Top-right
X-coord	1781.00px
Y-coord	90.50px
Size	90 x 62px





# Live 10 Watermark

This watermark is used during live broadcasts of unicast sporting events on 10, 10 Comedy and 10 Drama. It is also used for live broadcasts of non-sporting events.

Opacity	50%
Position	Top-right
X-coord	1781.00px
Y-coord	107.00px
Size	90 x 94px





# Live Sport Watermark

This watermark is used on all **Live Sports** programs that are simultaneously broadcast across:

- 10 and Paramount+
- 10 Drama and Paramount+
- 10 Comedy and Paramount+

The 10 logo in this lockup is smaller than the one in the individual 10 watermark.

Opacity	50%
Position	Top-right
X-coord	1706.00px
Y-coord	100.50px
Size	240 x 81px





# 10 Comedy Watermark

This watermark is used on all 10 Comedy programming except News, Sport, and Live Events.

Opacity	50%
Position	Bottom-right
X-coord	1701.00px
Y-coord	998.00px
Size	248 x 62px





# 10 Comedy Watermark

Special case use

This watermark is used on 10 Comedy programs when on-screen graphics appear in the lower section of the screen and there is a need to avoid overlapping information.

Opacity	50%
Position	Top-right
X-coord	1701.00px
Y-coord	90.50px
Size	248 x 62px





# 10 Drama Watermark

This watermark is used on all 10 Drama programming except News, Sport, and Live Events.

Opacity	50%
Position	Bottom-right
X-coord	1715.50px
Y-coord	998.00px
Size	217 x 62px





# 10 Drama Watermark

**Special case use**

This watermark is used on 10 Drama programs when on-screen graphics appear in the lower section of the screen and there is a need to avoid overlapping information.

Opacity	50%
Position	Top-right
X-coord	1715.50px
Y-coord	90.50px
Size	217 x 62px





# Special Watermark

Special watermarks are scheduled to promote upcoming events. Please use the guide provided to ensure text/essential elements do not clash with the area reserved for the special watermark.

[Download the guide here.](#)





# Contact

Claudio Amati

Head of Network Creative

[camati@networkten.com.au](mailto:camati@networkten.com.au)

Karen Song

Head of Network Design

[ksong@networkten.com.au](mailto:ksong@networkten.com.au)