MAKING VIDEOS AT ESSEX

CONTENTS

EXPECTATIONS

The ever-changing digital age and our target audience's voracious consumption of video content has increased demand to produce, curate and share top quality films.

To evolve our video production capabilities, we operate a tiered video production framework.

Tier One – Videography Team
Remit is to deliver projects that directly impact student recruitment, raise our external research profile, or directly contribute to key strategic priorities.

Tier Two – The Media Centre
A vodcast service for all departments, filming lectures, conferences and key on-campus seminars and events. This service carries a small fee.

Tier Three – Film Studies Students
Working to an "off-the-shelf" video structure, students can deliver talking head formats. This service carries a small fee.

Tier Four – Communications
A journalistic approach, ideal for creating dynamic content quickly and cheaply, to help support our news articles.

### Tier Five – User Generated Content, aka Essex Raw
Relevant for peer to peer content, testimonial videos, and reactive, real-time footage that is more important to go live instantly and roughly, than it is to go live perfectly but three weeks too late.

### Tier X – Externally Produced Content
On occasion departments/sections may need to work with external video providers. They should follow the guidance in this document and have the video checked and approved by Marketing and Student Recruitment (MaSR).

Each video project should start with completing a video brief and sending it to MaSR for review and feedback (**digitalmarketing@essex.ac.uk**). MaSR will then decide which tier is most appropriate for delivering the brief.

To help us manage the framework, we have designed this brand toolkit for video. If followed, these guidelines will mean that videos can quickly be approved and uploaded to the University's Vimeo and YouTube accounts without the need to make branding and style requests/amends. All elements in this document are an extension and not a replacement for the overarching Brand Toolkit, that we encourage users to read in addition to this document.

TITLES

EVENT TITLE

Speaker's name or subheading
Date

DEPARTMENT/SECTION

University of Essex
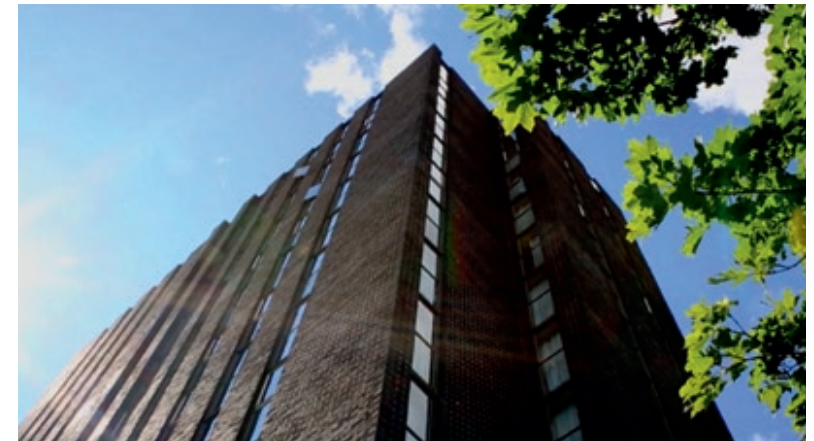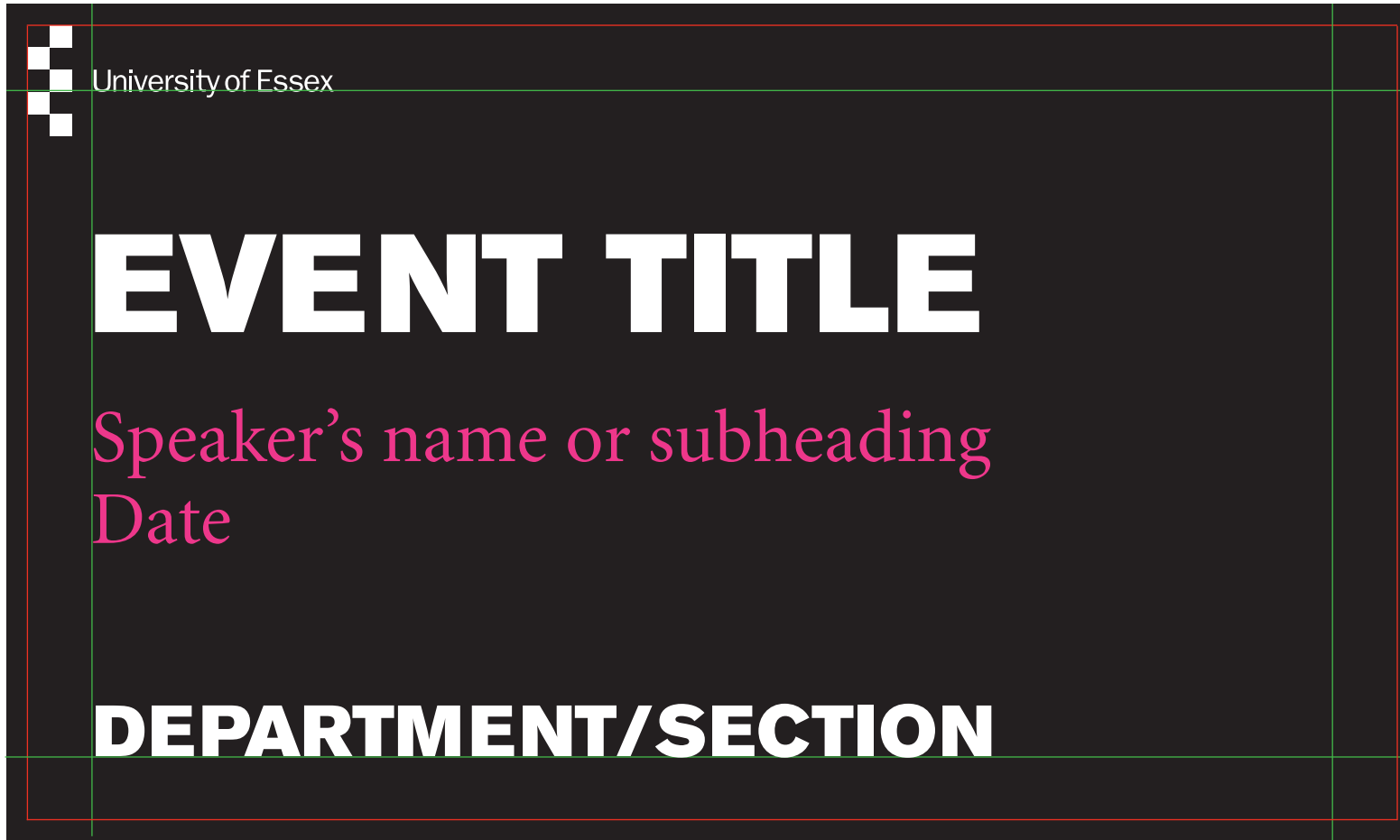
Title slides are generally not needed, unless the video is of a lecture, seminar, conference or presentation. This makes sure our viewers are not left waiting for the video to start. The video title and description should be carefully worded to give the viewer an idea of what they are about to watch.

For videos that do require a title slide, please follow the guidelines below which are underpinned by information in the Brand Toolkit.

BACKGROUND
- All black with white titles and one accent colour, from our colour palette, for the subheading text.
- Alternatively, one accent colour may be used, with white titles and black subheading text.

LOGO
- Use a white logo in the top left hand corner, with equal borders on the top and left hand side edges.

SPACING
- Spacing between lines should be generous, with equal space between the edge of the frame and any text on the left hand side.

FONTS
Ideally our design fonts of Akzidenz Grotesk Super or Minion should be used. Where this is not possible, they may be substituted with system fonts.
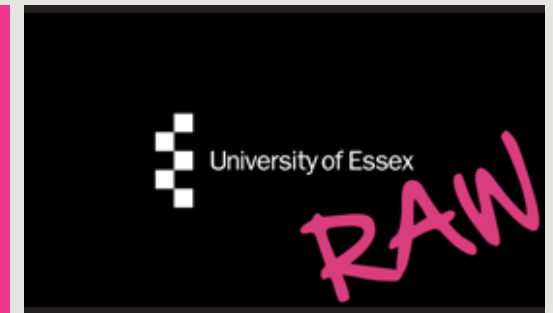- Use Arial Black font, all capitals in white for the title of the event.
- Use Times New Roman in a smaller font for the speaker's name, or another subheading, and for the date. This should be in an accent colour for black backgrounds or in black for coloured backgrounds.
- The department/section should be in Arial Black font, all capitals, in white.

CREDITS

Credit slides must be used for all videos. Most videos will require just one credit slide which simply features a background colour, white logo and the University's web address.

Some videos will require an additional credit slide, but only when requested during the production phase. For example you might choose to credit music, images or people, perhaps students/staff/guests who need thanking for their involvement.

User Generated Videos (UGV) will be using the Essex Raw credit slides, which will be added to the content at the approval stage by MaSR.

Insert Credit to people/organisations here.

University of Essex

www.essex.ac.uk

University of Essex RAW

COLOUR
- All credit slides should use one accent colour, from the University colour palette.

FONTS
- All credit text should be in white Minion (or Times New Roman), with central alignment.

LOGO
- Only white logos, centrally placed, with no text overlapping or within the area of the logo - as demonstrated on page 19 of the brand toolkit.

"ESSEX RAW"
- This will be applied, by MaSR or Communications staff, upon the approval of the content.

FONTS

Although the design fonts in our visual identity toolkit are Minion and Akzidenz Grotesk, these can easily be substituted with common fonts that are found on most programmes.

Aaa → Aaa

Minion should be swapped for Times New Roman and should be used for sub-headings and straplines.

Aaa → Aaa

Akzidenz Grotesk Light or Regular should be swapped for Arial and should be used for sub-headings, straplines and subtitles.

Aaa → Aaa

Akzidenz Grotesk Bold or Super should be swapped for **Arial Black** and used for titles and bold statements when needed.

Full details about what fonts to use and for what purpose can be found from page 26 onwards in the Brand Toolkit.

A new journey

Essex should be at the

WHICH WALLS WILL YOU KNOCK DOWN?

COLOUR

PANTONE 269 **DARK PURPLE**	PANTONE 2726 **BLUEBELL**	PANTONE 260 **VIOLET**
C82 M98 Y5 K26 | R75 G48 B106 | WEB 4B306A	C81 M76 Y0 K0 | R76 G92 B197 | WEB 4C5CC5	C60 M100 Y0 K34 | R98 G37 B103 | WEB 622567

PANTONE 208 **CRIMSON**	PANTONE 227 **DARK PINK**	PANTONE 7424 **BRIGHT PINK**	PANTONE 7419 **SOFT RED**
C16 M100 Y35 K46 | R136 G35 B69 | WEB 6E273D	C7 M100 Y7 K21 | R169 G0 B97 | WEB A90061	C0 M90 Y9 K0 | R218 G61 B126 | WEB DA3D7E	C9 M78 Y37 K26 | R168 G71 B90 | WEB A8475A

PANTONE 1795 **SCARLET**	PANTONE 1595 **DARK ORANGE**	PANTONE 144 **LIGHT ORANGE**	PANTONE 7407 **SAND**
C0 M94 Y100 K0 | R238 G52 B36 | WEB CD202C	C0 M73 Y100 K3 | R213 G92 B25 | WEB D55C19	C0 M45 Y100 K0 | R233 G131 B0 | WEB E98300	C6 M37 Y79 K13 | R202 G155 B74 | WEB CA9B4A

PANTONE 7408 **GOLD**	PANTONE 7404 **YELLOW**	PANTONE 7483 **FOREST**	PANTONE 348 **LEAF**
C0 M33 Y100 K0 | R242 G175 B0 | WEB F2AF00	C0 M9 Y86 K0 | R243 G211 B17 | WEB F3D311	C84 M16 Y83 K56 | R39 G94 B55 | WEB 275E37	C97 M2 Y98 K12 | R0 G133 B66 | WEB 008542

PANTONE 369 **APPLE**	PANTONE 7474 **SEAGRASS**	PANTONE 7545 **DARK GREY**	PANTONE 294 **ROYAL BLUE**
C73 M0 Y100 K0 | R88 G166 B24 | WEB 58A618	C96 M9 Y30 K29 | R0 G122 B135 | WEB 007A87	C56 M30 Y17 K52 | R81 G98 B111 | WEB 51626F	C100 M68 Y7 K30 | R0 G52 B120 | WEB 002F57

PANTONE 300 **CORN FLOWER**	PANTONE 382 **LIME GREEN**	PANTONE 5845 **OLIVE**	PANTONE 7493 **SAGE**
C99 M51 Y0 K0 | R0 G101 B189 | WEB 0065BD	C34 M0 Y100 K0* | R193 G216 B47 | WEB BED600	C18 M10 Y60 K23 | R174 G170 B108 | WEB AEAA6C	C25 M4 Y42 K3 | R206 G215 B181 | WEB BAC696

PANTONE 7465 **MINT**	PANTONE 638 **TURQUOISE**	PANTONE 7458 **AQUA**	PANTONE 543 **POWDER BLUE**
C57 M0 Y32 K0 | R53 G196 B181 | WEB 35C4B5	C89 M0 Y9 K0 | R0 G175 B216 | WEB 00AFD8	C53 M3 Y7 K9 | R114 G181 B204 | WEB 72B5CC	C40 M9 Y0 K1 | R200 G213 B240 | WEB 9EC3DE

PANTONE 413 **LIGHT GREY**	PANTONE 410 **MOCHA**	PANTONE 7536 **CAPPUCINO**	PANTONE 7502 **OATMEAL**
C9 M5 Y12 K14 | R198 G198 B188 | WEB C6C6BC	C17 M26 Y21 K53 | R118 G106 B101 | WEB 776F65	C11 M13 Y30 K32 | R170 G163 B142 | WEB AAA38E	C6 M14 Y35 K7 | R211 G191 B150 | WEB D3BF96

When using colours on title slides and credit slides, only one accent colour should be used with black and white text, as explained in previous pages.

It is possible to use multiple colours for other uses in the video, perhaps for simple text animations or coloured transition slides. However, we advise to only choose a maximum of four colours for any one video.

This allows a video to remain consistent from start to finish, as well as with other marketing materials and videos.

Full details of our colour palette and guidelines for use can be found in the Brand Toolkit, from page 34 onwards.

The colours shown on these pages and throughout this book should not be used for colour matching and do not match the PANTONE® Colour Standards. For accurate PANTONE® Colour Standards please refer to the current edition of the PANTONE® Colour Formula Guide. PANTONE® is a registered trademark of Pantone Inc.

STRAPLINES

Straplines should be used to introduce any new speakers into a video and can also be used to explain more about an event or places that feature in a video.

For example, a talking head video that switches between four people should have a strapline for the first scene in which each person is featured. The second or any other time that person is featured does not need a strapline.

Straplines should always appear on the bottom of the screen as black background strips with 50% opacity, which appear as the text appears.

Fonts should be in Minion (or Times New Roman), with subheading information in Akzidenz (or Arial).

Straplines can follow the recommended formats:

PEOPLE
Line 1: Name
Line 2: Job Title (and organisation if not University of Essex), course/subject area or department

LOCATIONS
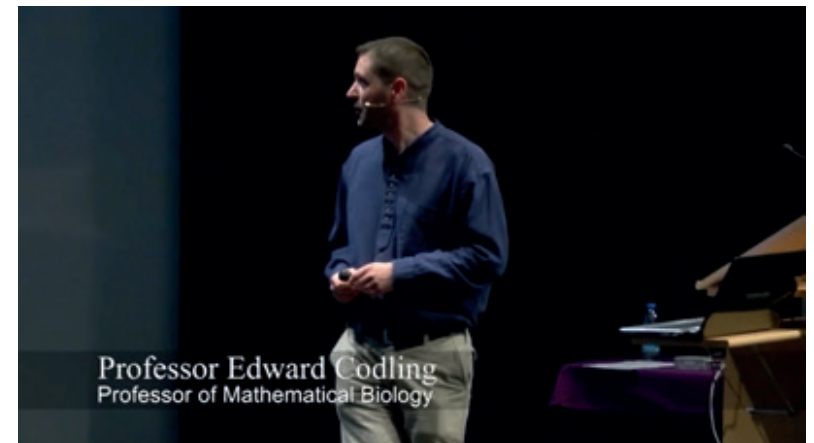**Line 1:** Location
Line 2: Campus or city/country

EVENT
Line 1: Event title
**Line 2:** Date and location

Name - Minion or Times New Roman
Subheading - Akzidenz or Arial

TRANSITIONS AND ANIMATIONS

Transitions are useful for making a video flow and all professional and home-use video software comes ready with transition templates and animation options.

With every software type offering different editing options it is impossible for us to recommend exact transitions and effects. Instead, we have some simple guidelines, which can be followed to achieve professional, clean, and on-brand finishes.
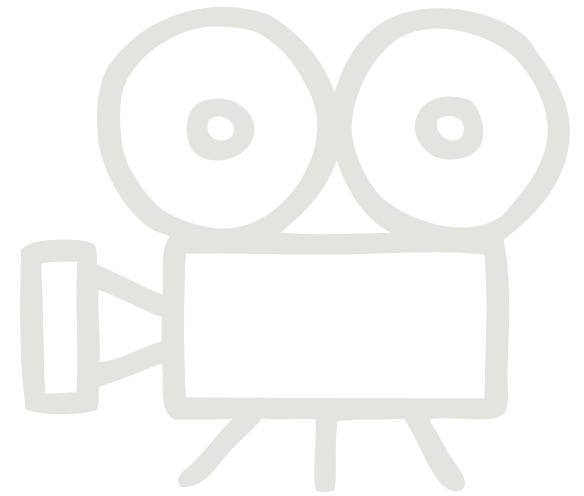
1

KEEP IT SIMPLE

As with the animation effects available in PowerPoint, less is more when it comes to transition and animation. Subtle dissolves and crossovers allows the viewer to focus on the story being told in the video and not be distracted by garish, bright and dazzling aftereffects.

2

AVOID BLOCK COLOURS

Using block colours to break up video can also be distracting and difficult to 'get right'. We recommend people use black backgrounds for text transitions or subtle fades straight into other clips.
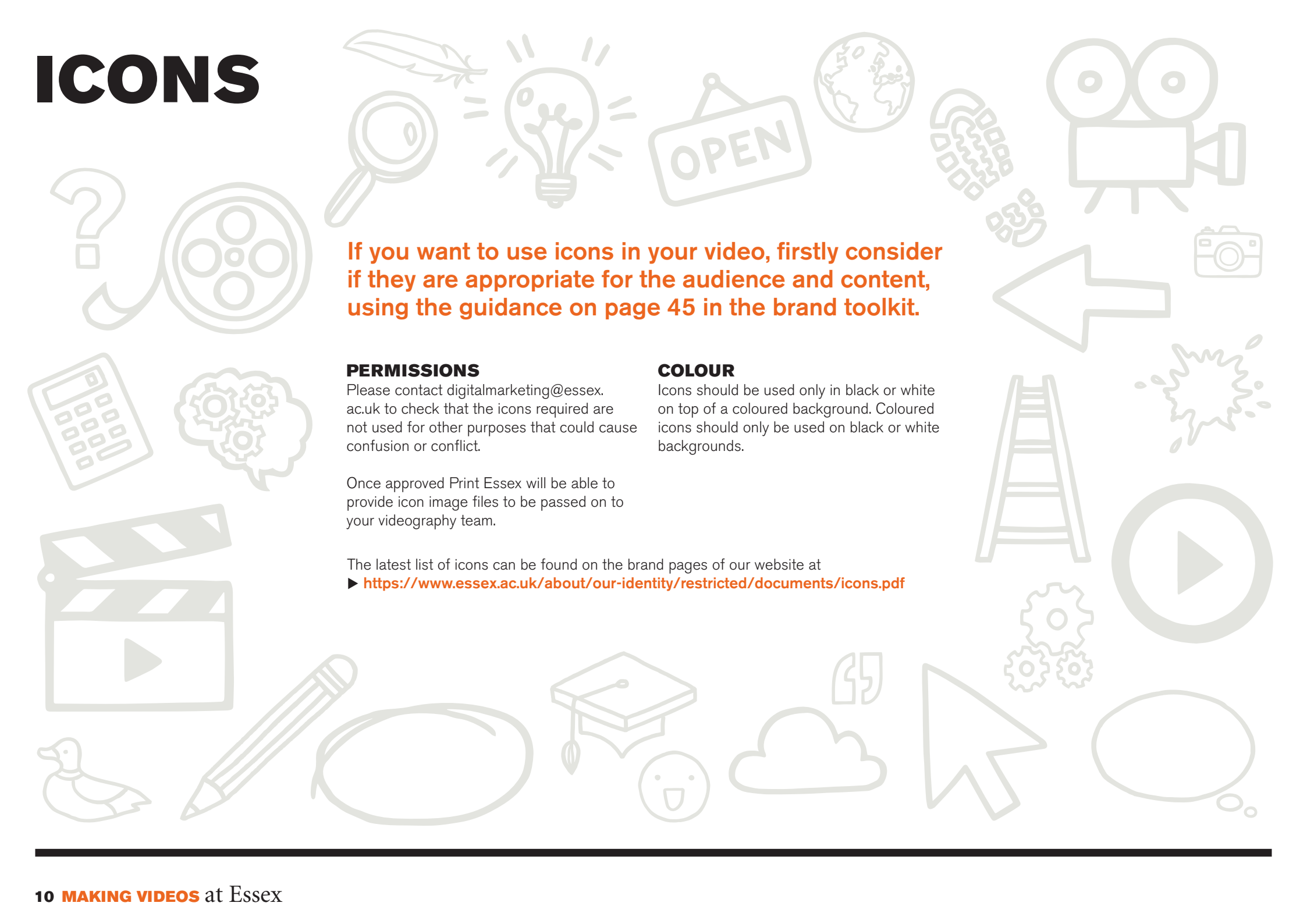
3

WHERE CAN I GET TEXT/ANIMATION VIDEOS?

Print Essex is based on campus and has recently worked with some departments to produce effective animated text based videos, for instance the "Doing Your Best at Exam Time" video: https://vimeo.com/119359790

Full details about which fonts to use and for what purpose can be found from page 26 onwards in the Brand Toolkit.

ICONS

If you want to use icons in your video, firstly consider if they are appropriate for the audience and content, using the guidance on page 45 in the brand toolkit.

PERMISSIONS

Please contact digitalmarketing@essex.ac.uk to check that the icons required are not used for other purposes that could cause confusion or conflict.

Once approved Print Essex will be able to provide icon image files to be passed on to your videography team.

The latest list of icons can be found on the brand pages of our website at
▶ https://www.essex.ac.uk/about/our-identity/restricted/documents/icons.pdf

COLOUR

Icons should be used only in black or white on top of a coloured background. Coloured icons should only be used on black or white backgrounds.
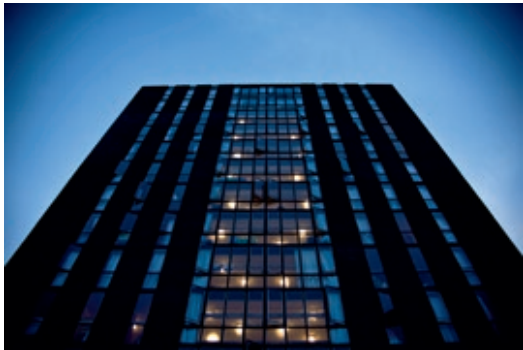
PHOTOGRAPHY

As outlined in the Brand Toolkit, from page 39, any use of photography in a video should be as warm, quirky and inviting as we are.

Images can be sourced from the University Flickr albums, you can find details on the photography tab on https://www.essex.ac.uk/about/our-identity/restricted/communicating/default.aspx, and by contacting Marketing and Student Recruitment, who can guide you on the latest, best quality images we have available for marketing purposes.

WHEN SOURCING IMAGES, PLEASE REMEMBER TO FOLLOW THESE DO'S AND DON'TS.

DO experiment with images that show off our campus and students from new, interesting perspectives.

DON'T use clichéd, generic stock photography of "students" - we have loads of fantastic student photos to use.

DO use photos that have energy and emotion.

DON'T use low resolution images that look pixelated.

DON'T use illustrations or Clip Art - other than approved use of our icons.

SUBTITLES

Subtitles are only necessary at editing stage if you need to translate some original footage or audio, that may be in a foreign language, back into English.

Subtitle text should be clear, on a black background (which has a 50% opacity) with white Akzidenz (or Arial) text and should not sit over strapline text.

If you wish to subtitle a whole video for accessibility needs or for an entire translation of a video, it is recommended that Vimeo and YouTube subtitling services are used. This will allow us to use just one video link and give viewers the option of turning subtitles on or off as they choose.

VIMEO SUBTITLE GUIDELINES
You can either upload caption/subtitle files, launch a program called Amara which will let you edit your own or buy caption/subtitle file services. Please find more information online.

YOUTUBE SUBTITLE GUIDELINES
You can also upload caption/subtitle files and the YouTube subtitle creator will use voice recognition to automatically compute English subtitles quickly and easily, allowing you to just edit the odd word that hasn't been picked up correctly. Please find more information online.
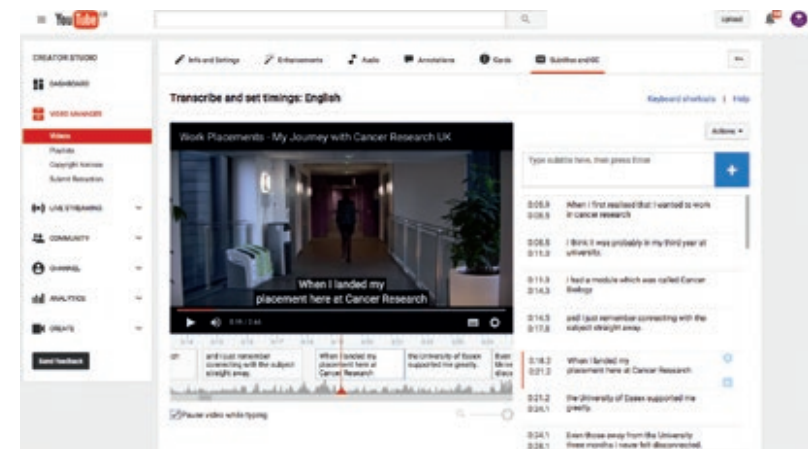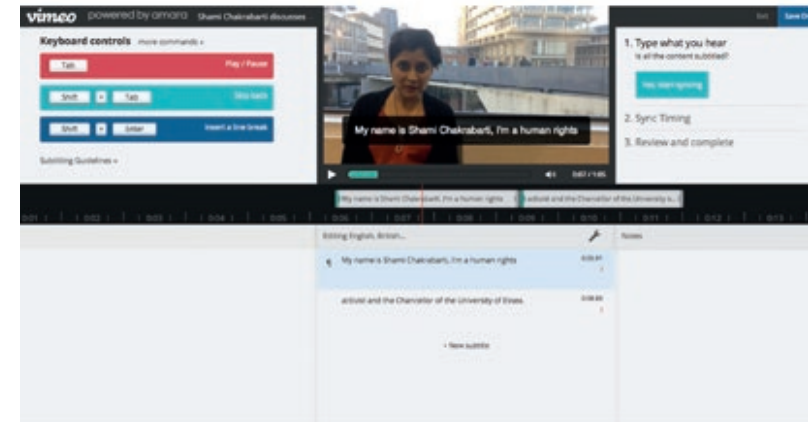
MUSIC

The music you choose can enhance or undermine the message of a video, so choose carefully.

Music choice is subjective but here are a few things to consider.

THINGS TO REMEMBER

What is the tone and emotion in your video?
■ Make sure music complements the message of the video and doesn't dumb down a serious message or suppress a happy, fun message.

Can you hear any white noise in the video?
■ Music can help to mask a slightly poor quality sound clip and can help a video to flow better.

Can you hear all the spoken sections clearly?
■ Whilst music can help a video flow and drown out any white noise, you need to make sure the volume is appropriate during sections that have speech or other audio that needs to be heard.

Does the music need to be credited? Will you have to pay royalties?
■ Unless you have found a track on a free music website, such as those listed on the right, it is likely you will have to pay royalties to the composer, publisher and record label - which can be very expensive. If you are set on a specific track, ensure you look into any usage terms, permissions and costs.

FREE MUSIC

YouTube Audio Library
▶ https://www.youtube.com/audiolibrary/music

Wikimedia
▶ https://commons.wikimedia.org/wiki/Category:Music

CONTACT US

If you ever have any questions, or would like to request a Video Brief Sheet, please get in touch:

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T 01206 872002