

UAB Medicine

Video Brand Standards

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Intro & Outro

Use the following steps to assemble your program material:

1. Two seconds of black
2. UAB Knowledge Intro*
3. Fade in
4. Program material **
5. Fade out or hard cut
6. UAB Knowledge Outro*

*Approved **UAB Medicine Knowledge Intro and Outro** video files are distributed by the Marketing Representative with whom you are working. These files are in mp4 format; the *intro* features the earth spinning in space and the UAB Medicine logo fading, whereas the *outro* simply features the earth spinning and no text at all.

** Recommended resolution: 1920 x 1080 (16:9 HD) and 720 x 480 (4:3 SD) between 24 and 30 fps. As bitrate depends upon the codec, there is no recommendation for a minimum. We will check all video content before uploading to our respective accounts with YouTube and Wistia.

Standard Font and Approved Colors

Approved font: ***Helvetica Neue Lt Std.**

- Use *only* Helvetica Neue Lt Std
- No drop shadow on type
- No skewing, stretching, or compressing type
- No underline or italic treatments to the font
- White or lighter type (approved Helvetica) may be used over darker scenes or screen area (use your best judgment)

Underline example:

UAB Health System

Italic example:

UAB Health System

* The approved **Helvetica Neue Lt Std** font files are available from the Marketing Representative and will be distributed at the beginning of a project.

Approved Color UAB Green: PMS 3425C and in RGB Hex: #006544



PMS 3425C

UAB GREEN

UAB MEDICINE

Knowledge that will change your world

Title Cards and Intertitles

Use title cards directly following the INTRO to title your video.
Refer to Standard Font (in the previous section of this document)
Center the logo horizontally.

Title Card Examples:



This title screen example shows the service line logo.



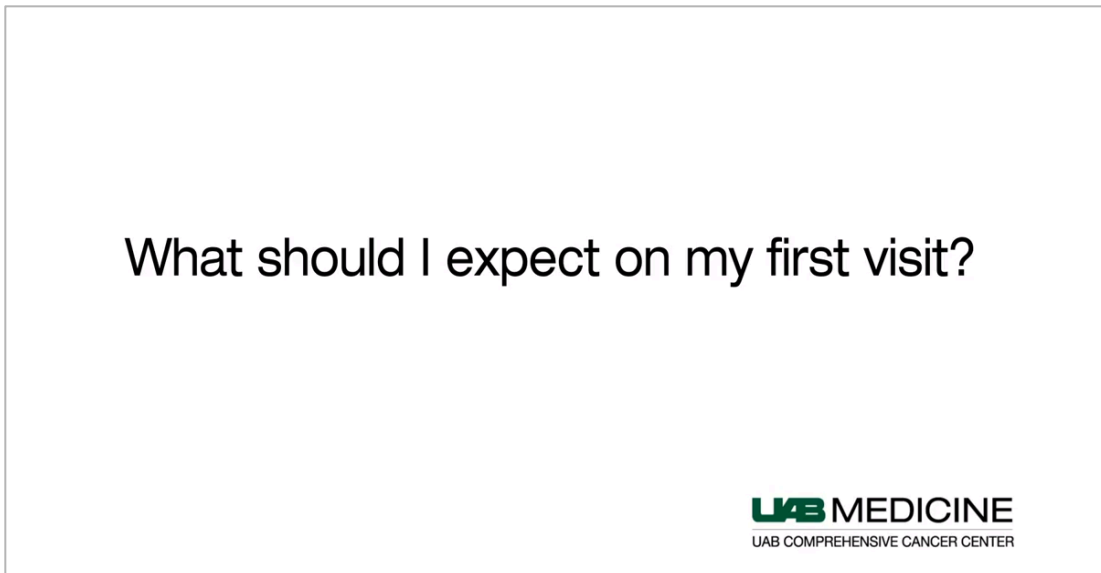
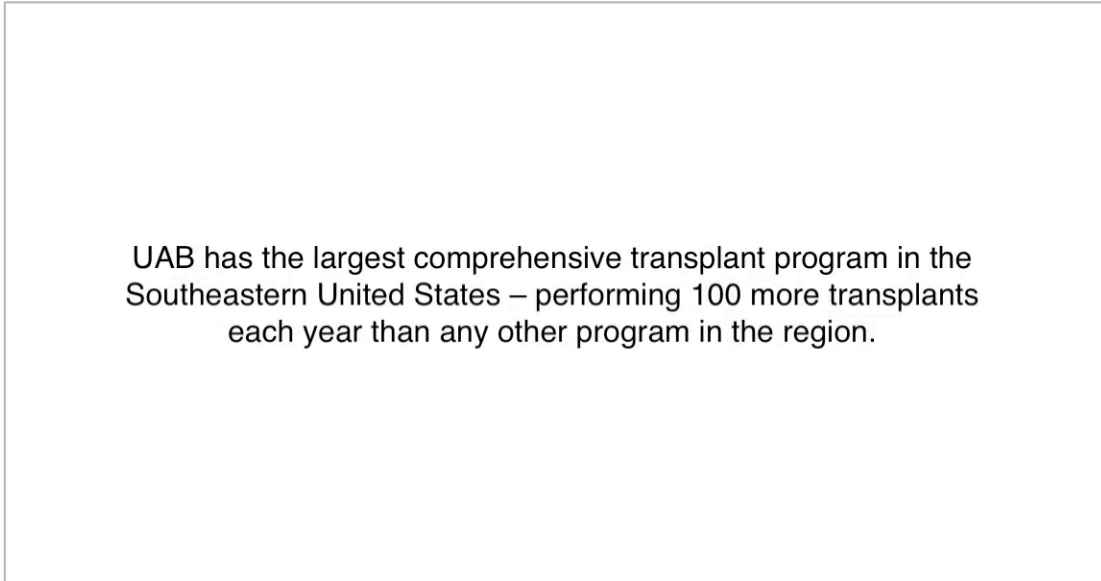
This title screen example shows a video title and the UAB Medicine logo.



Title Cards and Intertitles *(continued)*

An **Intertitle** may be referred to as a **chapter screen** and is inserted between two scenes to display a fact, or a quote, to explain a previous segment or introduce an upcoming segment.

Intertitle or Chapter Screen examples:



In this example the logo and service line are displayed, which is acceptable.

Lower Third Design & Duration:

- Use lower thirds only for name identifications.
- In all other cases (location, description, or a factoid), use single line ID or the Fact Bar.
- Keep the subheading as simple as possible. Never use more than one line for a subheading in the lower third. Avoid lengthy subheadings.
- Keep text within Action Safe area. Never let text go beyond the right margin.
- Use the lower third on the first appearance of the interviewee that runs at least 1 second.
- If possible, edit to allow for the first appearance of the interviewee to run at least 1 second.
- The term “first appearance” applies to the first appearance in which interviewee is speaking on camera.
- Start lower third on the cut.
- Do not use this lower third across multiple shots.
- Minimum duration: 1 second
- Average duration: 2 seconds
- Maximum duration: 3 seconds

Lower Thirds Example



Title Bar Line 1

Robb L. Romp, MD

UAB MEDICINE

Title Bar Line 2

Fetal Cardiologist

UAB MEDICINE

Knowledge that will change your world

TITLE BAR LINE ONE:

Use full first and last name. In the case of a physician, use first and last name followed by a comma and initialed letters of professional position:

Name: Robb L. Romp, MD
Font: HELVETICA NEUE LT STD
Color: UAB Green 38pt LEFT ALIGNED.

TITLE BAR LINE TWO:

Specialty: Fetal Cardiologist
Font: HELVETICA NEUE LT STD
Color: White 20pt LEFT ALIGNED.

Examples of approved lower thirds



Use full name with middle name or initial upon request of the interviewee. Place the person’s title in the subheading.



ID Heading w/Subheading

Duration: 2 seconds
Minimum/Maximum Duration: 1 and 3 seconds
Dissolve Out: 2 frames (hard cut where applicable)

Single Line ID

Duration: 3 seconds
Minimum/Maximum Duration: 2.5 and 4 seconds
Dissolve Out: 2 frames (hard cut where applicable)

This lower third file may be distributed as a template, or you may use the existing graphic (above) as an example. If necessary, ask your Marketing Representative.

Subtitles

Duration: Subtitles correspond to the audio, not the video.

Obviously, try to clean up the timing if the audio lingers over a shot by a few frames.

Otherwise, cut in and out with the person's dialogue, not with the video edits.

Separate phrases using your best discretion.

Subtitle Example:



Glossary of Terms

Aspect ratio

The aspect ratio of an image or video describes the proportional relationship between its width and its height. Two common video aspect ratios are 4:3 (standard) and 16:9 (high definition - HD).

Bitrate

Bitrate, as the name implies, describes the rate at which bits are transferred from one location to another. In other words, it measures how much data is transmitted in a given amount of time. Bitrate can also describe the quality of an audio or video file. For example, an mp3 audio file that is compressed at 192 Kbps will have a greater dynamic range and may sound slightly clearer than the same audio file compressed at 128 Kbps.

(Kbps stands for kilobits per second and is a measurement of data speed transfer).

Codec

A codec encodes a data stream or signal for transmission, storage or encryption, or decodes it for playback or editing. Certain video formats such as wmv, mp4 or mov contain their own unique codec, which compresses that file.

FPS

Short for *frames per second* and typically written in lower case.

Lower thirds

Commonly used in video, this is a graphic placed in the “title-safe” lower portion of the screen to display a name, location or action happening on screen without any audio narrative. In its simplest form, a lower third can just be text overlying the video.