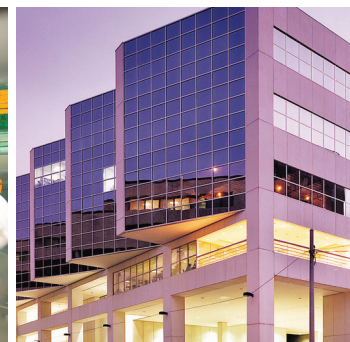
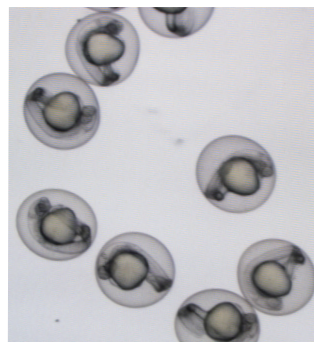


UAB MEDICINE

VIDEO BRAND STANDARDS





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 Medicine Logo Bumper Slide*
3. Fade in
4. Program material **
5. Fade out or hard cut
6. UAB Medicine Logo Bumper Slide

** Recommended resolution: 1920 x 1080 (16:9 HD) 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 Vimeo.

INTRO & OUTRO BUMPER EXAMPLE:

UAB Medicine videos use standard bumpers to identify the brand. A bumper is a short 5-10 seconds video or animation used as an “intro” or “outro” for the video. It acts as a branded mention, and includes the UAB Medicine logo, shown in color on a white background. A closing bumper fades out at the end of the video.

***Approved UAB Medicine Logo Bumper files are distributed by the Marketing Representative with whom you are working. These files are in .png format.**

The logo for UAB Medicine, featuring the letters "UAB" in a bold, green, sans-serif font, followed by the word "MEDICINE" in a bold, black, sans-serif font. A registered trademark symbol (®) is located at the end of the word "MEDICINE".

The University of Alabama at Birmingham

Standard Font and Approved Colors

APPROVED TITLE SLIDE FONT:

Proxima Nova Extra Condensed

APPROVED LOWER THIRDS TITLE FONT:

Proxima Nova - Bold, All Caps

APPROVED LOWER THIRDS SUBTITLE FONT:

Proxima Nova - Regular

APPROVED SUBTITLE FONT:

Proxima Nova - Semibold

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

* The approved font files are available from Adobe Fonts through Creative Cloud.

Proxima Nova is UAB Medicine's preferred visual identity font. If this is not available, another equivalent sans serif font can be substituted, such as Arial.

APPROVED COLORS:



323
91 / 47 / 53 / 25
5 / 94 / 99
#055e63



3272
80 / 15 / 44 / 0
0 / 161 / 156
#00a19c



White
0 / 0 / 0 / 0
100 / 0 / 0
#ffffff
***only used for
subtitle font color**

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)
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.

TITLE CARD EXAMPLE:



**Patient Returns to Thank
Doctor After Lifesaving
Procedure**

TITLE SLIDES

Titles appear after the opening bumper and closing credits appear before the closing bumper. Titles, names, and dates appear in Proxima Nova Extra Condensed, semibold. All other descriptive information appears in Proxima Nova regular.

Lower Third Design & Duration

- Use lower thirds only for name identifications.
- Keep the name/heading and subheadings as simple as possible. Never use more than one line each for a name/heading or subheading in the lower third.
- 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.
- Duration should be at least 1 second, with a maximum duration of 3 seconds.

NAME/HEADING 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/heading: TERRI POE

Font: Proxima Nova - Semibold, all caps

Color: Dark Teal, 38pt LEFT ALIGNED.

SUBTITLE BAR - LINE TWO:

Subtitle: Chief Nursing Officer and Sr. Vice President

Font: Proxima Nova - Regular, mixed case

Color: Black, 20pt LEFT ALIGNED.

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

LOWER THIRD EXAMPLE:



Video Bug

The video bug is a ghosted UAB Medicine stacked logo in the bottom right-hand corner. This should remain for the duration of the video edit.

VIDEO BUG EXAMPLE:

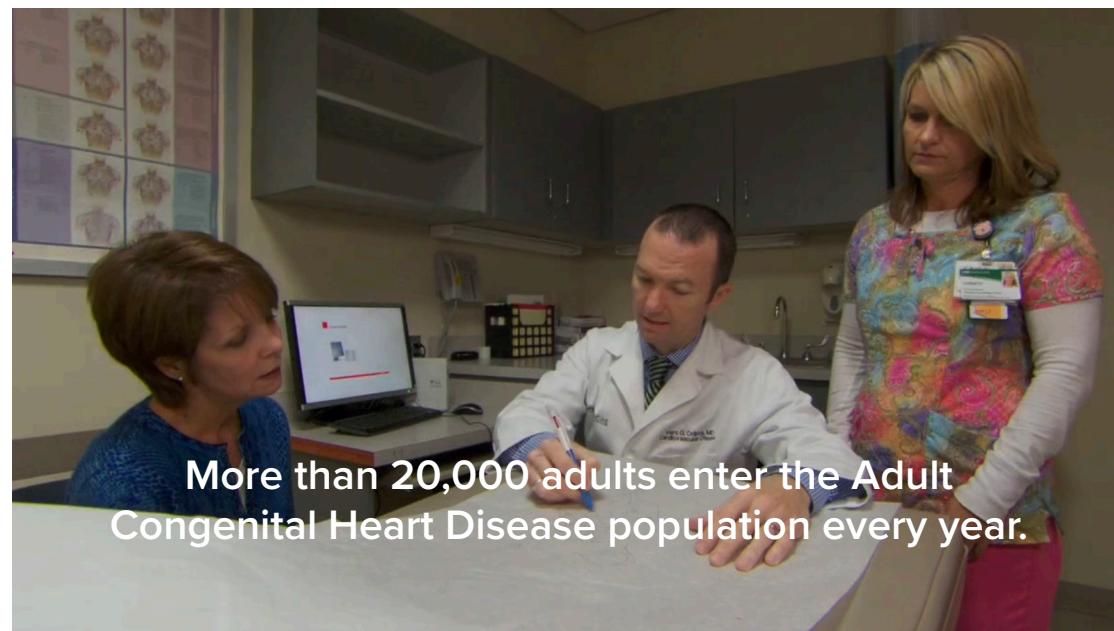


The video bug file may be distributed as a template, or you may use the existing graphic (above) as an example. If necessary, ask your Marketing Representative.

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 judgement.

SUBTITLE EXAMPLE:



SUBTITLES

Proxima Nova - Semibold should be used as the subtitle font. White type may be used over darker scenes or screen areas.

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.

UAB MEDICINE

www.uabmedicine.org/branding