BRAND GUIDELINES
VIDEO

CHARLES DARWIN UNIVERSITY AUSTRALIA

NOVEMBER 2022

VIDEO STYLE GUIDE - CHARLES DARWIN UNIVERSITY

OUR BRAND THROUGH VIDEO

You make CDU

This video style guide represents how Charles Darwin University and its contractors should represent the university's brand elements through video.

This guide aims to form a consistent and clear direction that allows video content to be created by different entities.

Human faces, imagery and stories should always be at the heart of any videos about Charles Darwin University (whether that's about courses, research outcomes, achievements or news).

This is because at Charles Darwin University, we're all about people. We believe we're only as good as the unique minds we foster including our students and staff.

We believe that people and knowledge will shape the future, which is why we bring them together to create transformative learning.

CDU VIDEO STYLEGUIDE VERSION - v2 - 28/09/2022

OUTPUT FORMATS

CDU distributes video content across a range of platforms. Any content creator needs to consider the multiple export options when producing, filming or editing videos. It is important the integrety of the story can be carried across platforms with easy, especially when it comes to hero interview shots.

16x9
The most common format for YouTube, TV, BVOD or digital displays. A final video delivery should have a 1920x1080 pixel aspect ratio and be supplied with and without burned in captions as separate files.

1x1
This square format will be mostly applied on Facebook and Instagram. A final video delivery should have a 1080x1080 pixel aspect ratio and be supplied with and without burned in captions as separate files.

9x16
Video might also be used for stories across platforms. A final delivery should have a 1080x1920 pixel aspect ratio and be supplied with and without burned in captions as separate files.

TV + CINEMA Ad formats
If any formats different to the above is required it will be in accordance to a larger cinema / tv campaign and a specific brief will be given to suppliers. TV and cinema do not need captions on the video export and CDU's logo does not need feature in the first three seconds.

INTERVIEWS

Framing and style
CDU distributes videos across a range of platforms. In order to format interview shots for multiple platforms a wider shot needs to be framed for usage in horizontal, square and vertical videos.

Our aim is to show the interview subject as warm and inspirational. Interview locations and backgrounds should be chosen accordingly. The subject should only be looking slightly to the left or right of the camera as if looking at another person.

Lighting
Warm earthy tones are a big part of our brand and need to be considered when filming a person. The interview shot should avoid making the talent's face a cooler colour temperature or desaturate skin tones. No part of an interview subject should be over or under exposed in camera or post production.

Background
The background should be clean and open, and most importantly reflect or bring context to the interview subject. The audience should feel that the location chosen has relevance to the story that is presented in the video. Place the interview subject with ample space behind them to give an open feel to the image. Make sure the background is neat and tidy.

Wardrobe
Talent should be asked to wear plain, block colours and clothes they are comfortable in. If creating different scenes, talent should be asked to bring a few wardrobe changes. No logos should be visible on clothing. Avoid clothing with patterns or stripes. Talent should arrive in clean, ironed clothes with clean, groomed hair and nails. If worn, jewellery should be simple and plain. Glasses should be clean.

USE OF CUTAWAYS

Composition

A video might have myriad of cutaways / b-roll footage that represents different aspects of the story it is telling. The cutaways should always represent the person in a positive and inspirational way. As much as possible, the images should represent the narrative of the story of the video. Subjects faces should be completely in frame in any shot during the video and never cropped out of frame. Any hero cutaways needs to be framed for usage in horizontal, square and vertical videos.

Frame Rates

CDU distributes any video in a 25fps format across their channels. Every video delivery needs to have this frame rate. If choosing to film slow motion cutaways make sure these are filmed with a camera native base of 25fps or slowed down accordingly in post production to avoid a fast motion interpolation.

When filming slow motion aim to use flicker free frame rates i.e. 33fps. 50fps and 100fps to avoid any flicker from fluorscent light tubes or screens.
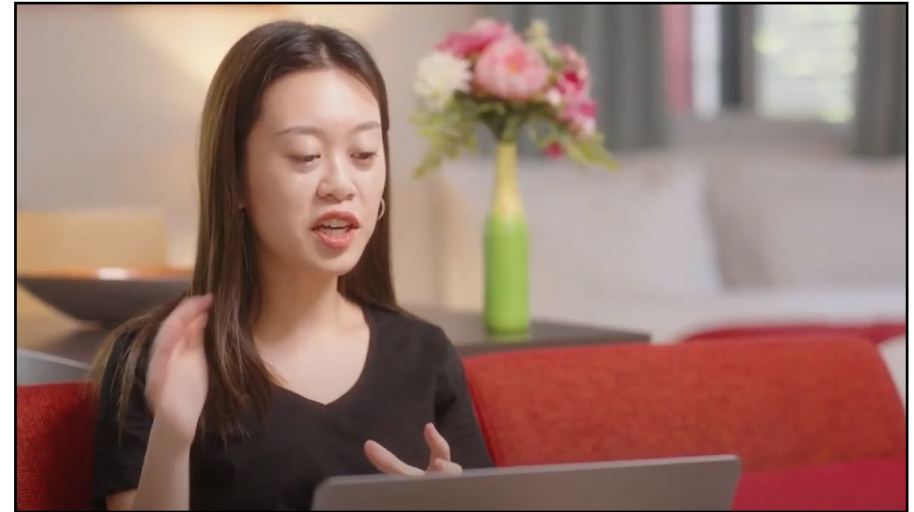
LOGO

Insignia Logo Watermark

CDU use our insignia logo in reverse colours with 30 – 40 % opacity. It should be positioned in the top left corner adhering to minimum space guidelines.

Clear Space

Proper use of clear space will give the CDU primary logo room to stand out and ensure visual clarity within any layout.

Our logo should have no less than one half of the CDU Coat of Arms clear space as shown. No other logo, branding or text can appear in this area. For logo sponsorship, partnership, partner insitutes and entities please follow the rules from page 14 onwards.

For small digital sizes, for example mobile banner sizes, the logo can have a flexible clear space of no less than one "C" of the height from the "Charles Darwin Universitry" text featured in the logo.

Insignia clear space

Insignia minimum clear space DIGITAL ONLY

Logo clear space
Clear space unit is 1 x half CDU Coat of Arms

ACKNOWLEDGEMENT OF COUNTRY

Our Acknowledgement of Country

If the video is speaking on Aboriginal matters, contains Aboriginal talent or is targeted to Aboriginal students, it should also carry an Acknowledgement of Country. If the video has an Aboriginal or Torres Strait Island person in it, it should also carry an advisory message. Template slides should never be altered or scaled differently than the provided formats. The slides should always sit at the head of any video where they are required.

Charles Darwin University acknowledges all First Nations people across the lands on which we live and work, and we pay our respects to Elders both past and present.

CHARLES DARWIN UNIVERSITY AUSTRALIA

We advise this resource may contain images, voices or names of deceased persons in photographs, film, audio recordings or historical content.

CHARLES DARWIN UNIVERSITY AUSTRALIA

To access assets, please contact **marketing@cdu.edu.au**

SEQUENCES 1/2

Disclaimer

Should the video require a disclaimer it should be written on our blue brand colour (filling the frame) and white text centered aligned on screen.

Intro

CDU does not use an animated intro for their video content unless specifically a part of a motion design or animated video. Any live action content should start straight away and cut to the person or people featured in the story. Where possible, avoid opening the video with the interview subject introducing themselves. Open with a strong positioning statement instead to hook the viewer and use lower thirds to attribute the speaker.

SEQUENCES 2/2

Outro (Graphic)

The end frame graphic outro should be used to close all videos. It is available with and without You make CDU. It is vital that CDU's CRICOS and RTO numbers are never cropped out of any frame.

When in doubt about which outro to use, opt for the white graphic outro with the text You make CDU, as shown above.

LOWER THIRDS

The brand petal are part of forming the outline of the lower third. The title and name of the person on screen should sit just above the petal as per the examples.

Font and size

Font to be used on any persons lower third is **Raleway - Semibold**. All copy should be in upper case as per the example.

Size should be:
12pt for 16x9
11pt for 1x1 and 9x16 formats.

Colours and background
The text should only be white or black depending on the brightness of the background.

GRAPHIC DEVICES - INFO

Not all videos require graphic devices. If they do they need to be simple and clean. All main title cards need to have the text centered in frame to keep it safe for a variety of formats. CDU only use graphic devices in full screen, half screen and boxed text.

Font and size

Font should be: **Raleway - SemiBold**

Colours

Use our brand blue colour with 100% opacity on the background
The main text will sit as a pure white with no drop shadow.

Layout and alignment

To aim for a consistent output between formats leave any graphics overlayed on a shot in the top left hand corner with the petal sitting no more than 15% into the frame. The petals are only used on the full screen graphic device.
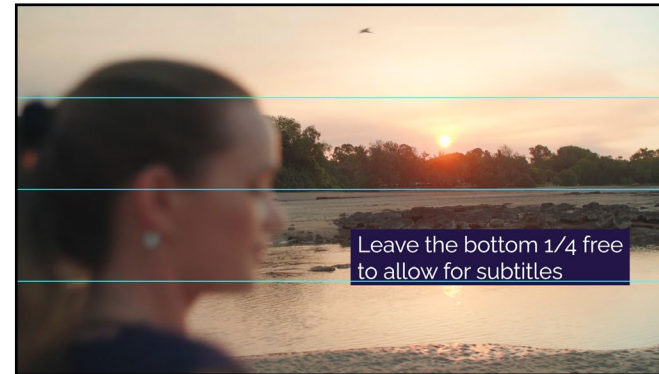
To access assets, please contact **marketing@cdu.edu.au**
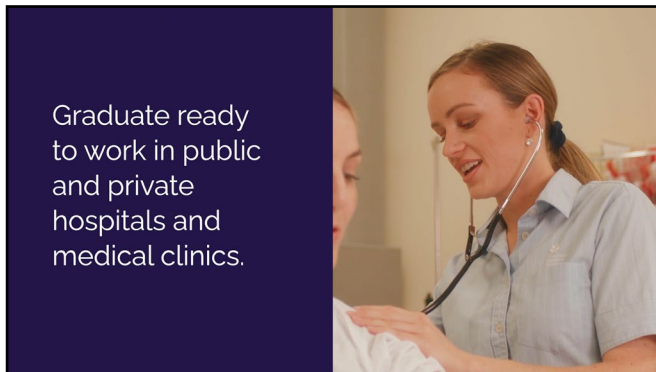
GRAPHIC DEVICES - EXAMPLES

Full screen

Graduate ready to work in
public and private hospitals
and medical clinics.

Boxed text

Leave the bottom 1/4 free
to allow for subtitles

Half screen

Graduate ready
to work in public
and private
hospitals and
medical clinics.

TRANSITIONS

As CDU aims to present real people front and centre in any story, transitions should be avoided for general video content.

For any motion design or animated videos transitions can be applied that suit the overall design and brief of the specific story.

CDU does not use stock or templated transitions.

CAPTIONS

Font
Readability is the most important thing when captions are applied to any video. Some fonts work better for online video legibility than others and for any CDU videos only **Open Sans** should be used on any captions.

Size
Sizing for all four formats are as per the examples on this page. The size varies according to what format the videos need and exact spec sheets can be found in the marketing material supplied. To access assets, please contact **marketing@cdu.edu.au**

Colours and background
The background should be black with 75-100% opacity depending on what works best with video footage underneath.
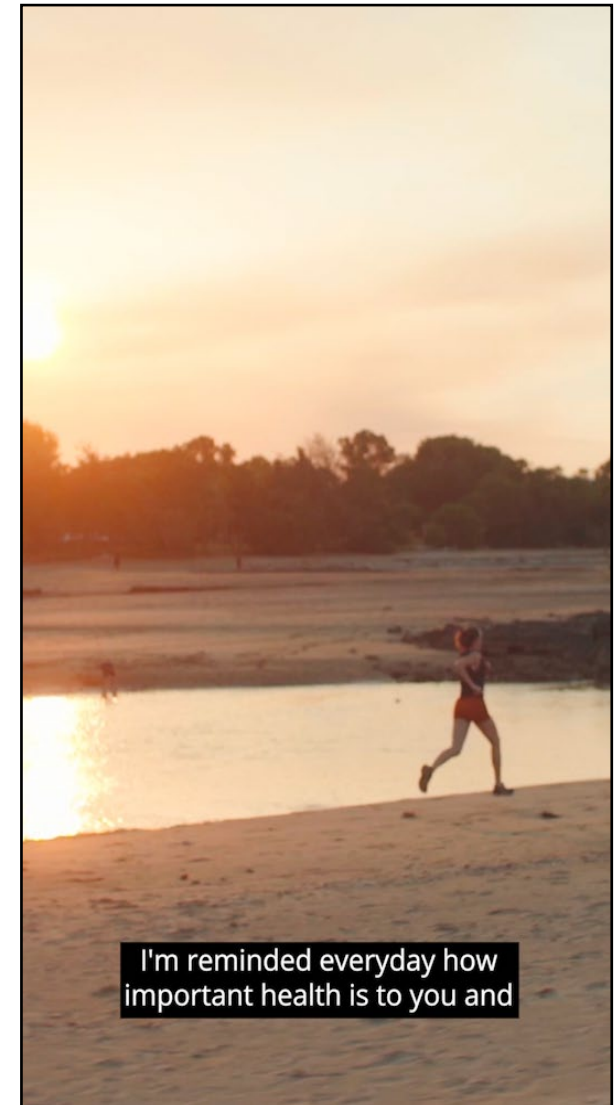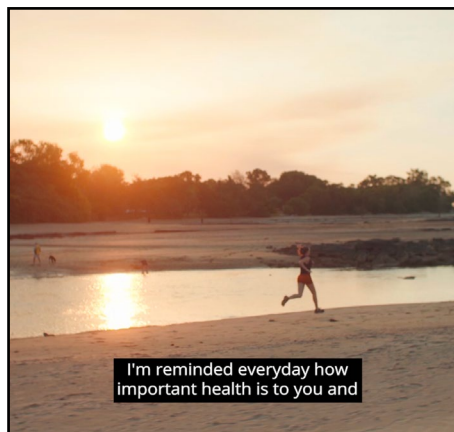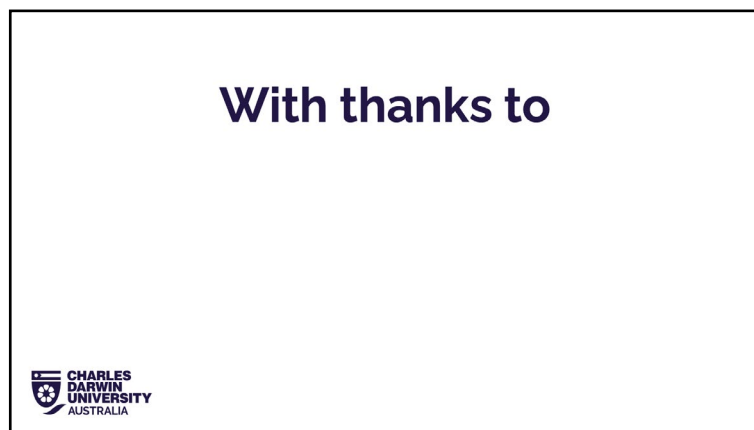
PARTNER ACKNOWLEDGMENT

Our Partners
Should it be required for supplied footage, the partner acknowledgment should be clean and simple and come after the main video has been concluded. The partner logo should be centered as per the example below. Please request that partner logos are provided in png format, in colour, mono and reverse.

EXAMPLE

With thanks to

CHARLES
DARWIN
UNIVERSITY
AUSTRALIA

With thanks to

CHARLES
DARWIN
UNIVERSITY
AUSTRALIA

All entities of CDU should work within these guidelines and not have a separate, distinct corporate identity. Individual university units who wish to present a special case for a unique logo or branding style should approach the Director of Marketing at **marketing@cdu.edu.au**. The Director of Marketing will review and, if necessary, provide advice to the Deputy Vice-Chancellor and Vice-President Operations or the Vice-Chancellor and President for a final decision.

UniPrint will refer any materials that do not meet the guidelines to the Director of Marketing for review.
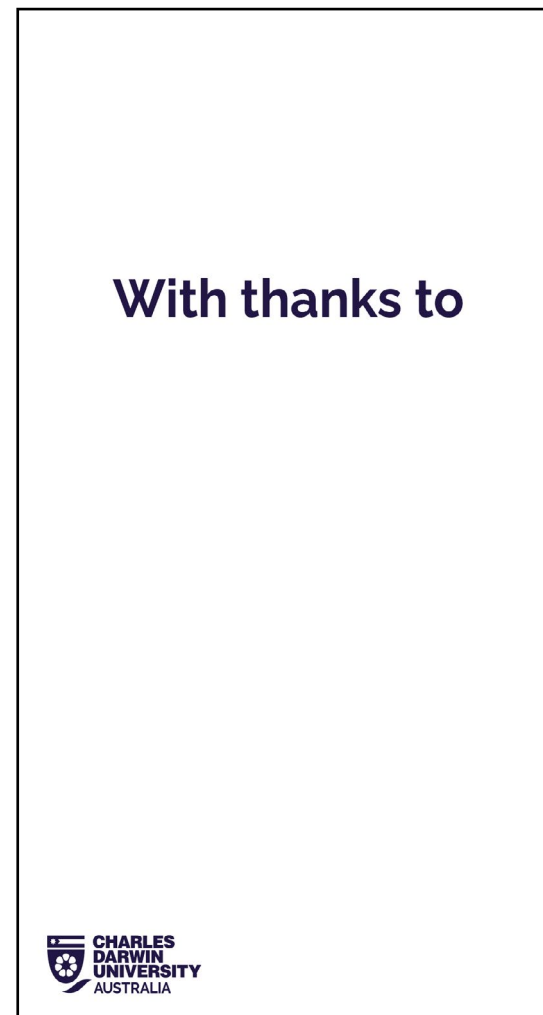
VOICE OVER AND MUSIC LIBRARY

Voice Over

If the video carries a voice over, talent can be either male or female with a warm, inclusive and mature voice. Talent should have a clean Australian accent with clear annunciation and pronunciation that can be easily understood by the viewer. Voice overs should be supplied to CDU with unrestricted licensing for use in all channels and all markets indefinitely.

Music

When selecting a music track, opt for hopeful, inspiring and uplifting music with a preference for percussion and string instruments. Avoid electronica, retro, hip hop, R&B, rock or spoken word tracks. Tracks should be supplied to CDU with unrestricted licensing for use in all channels and all markets indefinitely.

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VIDEO THUMBNAILS

Thumbnails

Different platforms have different thumbnail requirements and with any video produced, the hero subject or character should have a thumbnail exported from one of the hero shots. It should be exported in either JPEG or PNG format in Full HD resolution. The thumbnail should reflect the person in the best possible light and make it appealing for audiences to click on and watch the video. The thumbnails image chosen should be without any graphics or text on it.

EXAMPLE