



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE ■

Video Branding Guidelines

January 2019 – V2

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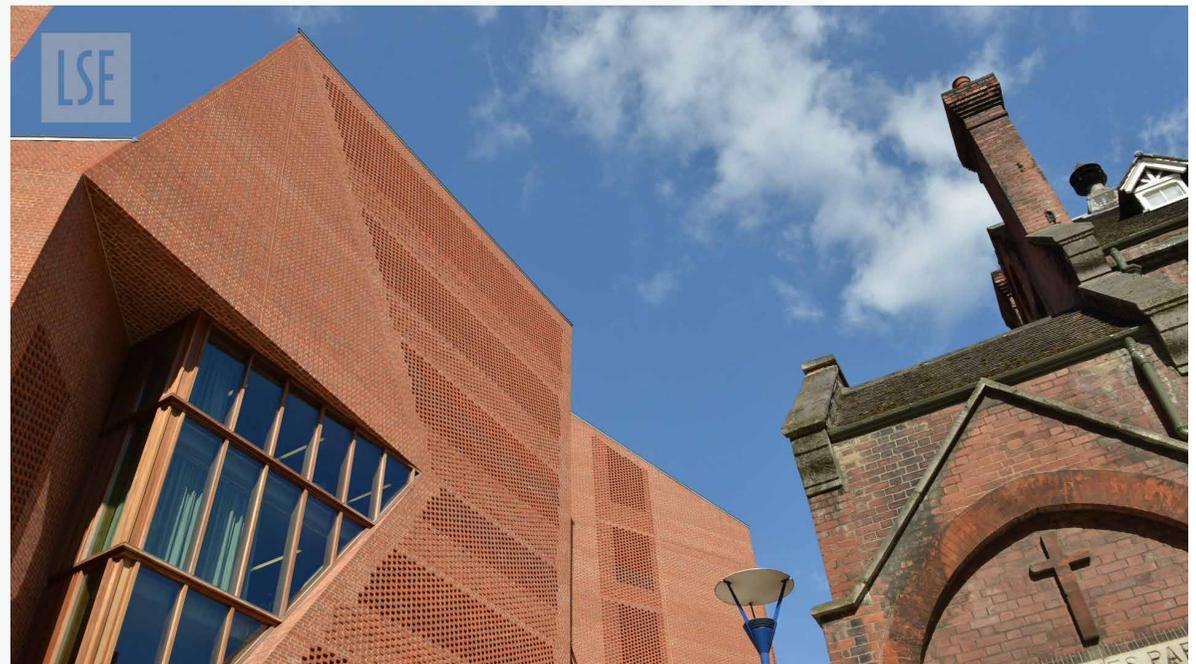
Introduction

This guide covers the use of logos, fonts and graphics in LSE branded videos, for online use and broadcast. Adherence to this guide is a requirement for video distribution via the school's online channels. If you wish to check if your video conforms to the guidelines please contact the Film and Audio team at:

comms.filmandaudio@lse.ac.uk

020 7849 4993

All assets mentioned in this document can be downloaded using the following Dropbox link: **<https://bit.ly/20ElekQ>**



Watermark

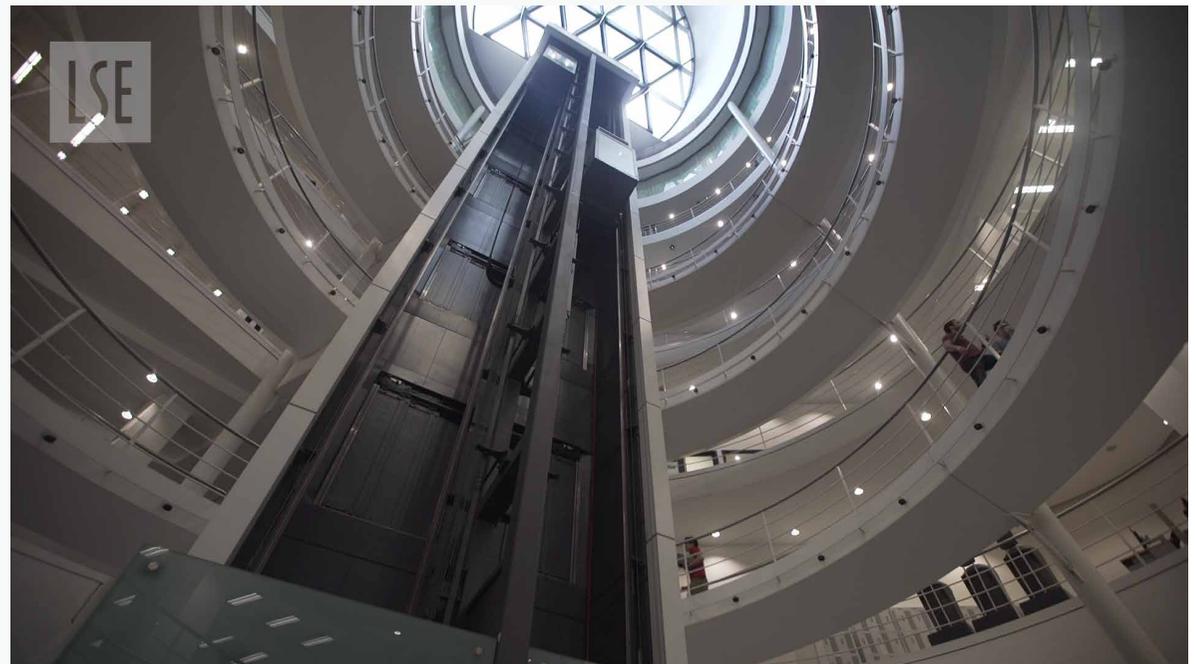
A watermark is a persistent logo, typically found in the corner of a video.

Each video should display the grey square LSE logo and not in conjunction with any other logo. The watermark should persist for the duration of the film. If you use a splash screen or whole screen title then the persistent logo should be removed for its duration.

The watermark should be positioned top left as shown here.

Position the watermark equidistant from the top and the left of the frame and in line with the lower third LSE logo (see section 2).

The watermark opacity should be 40%. There should be no significant information placed directly behind it.



Titles and Introductions

Contributors and their affiliations should be introduced using the title bar as shown in the example on this page. The preferred transition effects are fade in and fade out.

Size: The lower third title should be sized at 50% for 1920x1080 projects and 100% for 3840x2160. The title bar must be scaled proportionately, with no cropping.

Font: White Roboto Light must be used for the main heading and white Roboto Thin for sub-headings. A consistent font size should be maintained throughout. The PSD file found in the video branding assets folder allows you to edit text directly within Photoshop. For those without access to Photoshop a PNG file is available where text must be added separately.

Text in any other part of the film should also be Roboto.



Animated Splash Screens

An optional animated splash screen is available. This can be applied at the beginning of the film but not at the end. If it is used the clip must be played in its entirety.



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Captions and Subtitles

Captions and subtitles should be provided for accessibility and to encourage viewing on social media. Films should be produced with open captions (burned-in). A separate version should be produced without captions but with an accompanying closed captions text file in SRT format.

If your film uses open captions or subtitles (burned-in) please apply them in the style shown. The font is white Roboto regular. The font size used will be governed by your output format. Your text should be highly legible at all times. The preferred transition effects are cut in and cut out.

When the lower third title is displayed the captions should move to the top of the screen.



Credits

Music, graphics, stock footage and images should be credited in accordance with their licensing. This should be displayed at the end of the film. The font must be Roboto.

Compression

The amount of compression applied to your final output file should be kept an acceptable level. This is to ensure that the output image is without colour shifts or compression artefacts, and that audio is clear. Ideally there should be no visible degradation.

Minimum video resolution for 16:9 projects is 1280x720. Minimum bitrate 5 Mbps.

Recommended video resolution for 16:9 projects is 1920x1080. Minimum bitrate 10 Mbps.

Aspect Ratios

There are many different aspect ratios you can use but most videos are produced in a 16:9 ratio. The ratio used depends on the demands of the project and the platform/device it will be viewed on.

YouTube, Twitter and the LSE website is typically 16:9 ratio.

Films for IGTV need to be in a 9:16 ratio.

Facebook can be a variety of formats, from 1:1 to 2.35:1.

Licensed Materials

Ensure you have the relevant licensing. Videos uploaded to YouTube that contain copyright content, e.g., music and film clips, will be automatically flagged for copyright infringement and monetised via in-play advertising, over which the school has no control. A copy of the original licensing agreement is required to dispute the copyright infringement and remove the in-play advertising.

A small selection of free-to-use campus shots can be found here:

<http://bit.ly/lsecampus>

Stock video footage is available from a number of third party sources, at your own expense.

Examples include:

www.videoblocks.com

www.videvo.net and

www.shutterstock.com

Stock music is available from a number of third party sources, at your own expense. Examples include:

www.freemusicarchive.org,

www.audionetwork.com and

www.premiumbeat.com



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