

How to create your brand video guidelines



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Video Branding Guide

Your brand video works in partnership with your website, social media channels, and print advertising. As such, your brand video should be true to your color palette, logo usage, fonts, and voice.

Consider including your requirements for:

- script approval
- title screens
- speaker and job title identification
- caption requirements
- music usage
- transitions
- thumbnails and screen cards
- final video approval process.

Script approval

Identify Key Players

Your script team will likely include several people, including executive members, technical reviewers, service providers, and end users. Be sure to review and document your script approval process prior to the start of video production.



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Title screens

Fonts, Logos, and Colors

Document which fonts, logo versions, and color palettes you will use in your brand videos title screens. Most commonly, these will be the same as your branding guide.

Speakers and Job Title Identification



Michelle Chevatewa, Storyteller

Develop a brand style for on screen presentation of identification:

- Font and color
- Full name or just first
- Job Title inclusion or not
- How long you want the information on screen
- Should the identifiers be animated



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Caption Requirements

Describe the caption requirements for videos:

- What languages need to be captioned?
- Who will review the translations for accuracy?
- What font should be used?
- Will you use auto-captioning technology?

Music usage

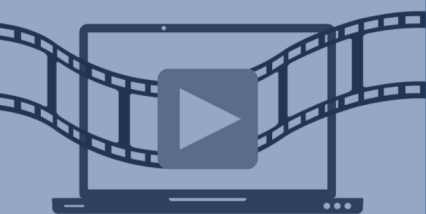
copyright matters

It is a copyright violation to use music you don't have rights to use.

Doing so will cause your video to be removed and subject you to fines.

There are sites that will allow you to license music for a project for a fee.

Document your process for getting usage rights and selecting the song for each project.



Video Transitions

Describe the brand's style for video transitions. Would your brand prefer a simple cut or a crossfade? Does it vary by project? If so, who will approve the editing style?





thumbnails and screencards

Fonts, Logos, Colors, and Images

Document use of consistent fonts, color schemes, and background images. This will help demonstrate your brand's style and ultimately help you maintain consistent viewership.



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Final approval

Identify Key Players

Your approval team may include the same script team or others. Many approval teams include executive members, technical reviewers, service providers, and end users. Be sure to review and document your final approval process prior to the start of video distribution.

SCHEDULE YOUR BRAND VIDEO
CONSULTATION AT
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