Yeshiva University

VIDEO BRANDING GUIDELINES

Contents

Introduction

The video guidelines are to help Yeshiva University staff, students and outside vendors in the production of video. These guidelines will help you create footage that is of standard and reflects the University's institutional marketing identity and communications.

The information included is for videos used to promote the University and are hosted on www.yu.edu, our social media channels or third party sites.

Technical Video Specifications

1.1
Aspect Ratio

16:9 Ratio

Aspect ratio is important for the viewing experience because the more a video fills the screen, the more immersive an experience it provides. Most modern screens are set in a 16 by 9 ratio—therefore, video should be produced in a 16:9 ratio.

Exception

• If archival footage, which was often shot in a 4:3 ration, can be scaled to fill a 16:9 frame, this should be done.

• Exceptions to the 16:9 rule can be made on a case by case basis.

1.2
Video Quality

Resolution

• Video produced for YU should be recorded at a minimum of and exported at 1080p HD quality.

• Only when necessary (for slow-motion shots, cropping, etc.) should video be 720p.

• No footage below 720p should be used unless it is archival footage.

Framerate

• Framerate's effect on a video is more subtle. Historically, 24fps became the "movie" standard, while home video used 30 fps and up. Today, with the advent of YouTube, Vimeo and similar internet video sites, 24 fps has become the more visually pleasing option in the United States.

• Different framerates can be used for different purposes, especially in the creation of "slow-motion" video. Therefore, skilled cinematographers should use their professional discretion in deciding what framerate to record in.

• Except for extenuating circumstances (news reels, archival footage, broadcast-legal, etc.), all final videos should be output at 24 fps (true 23.98 fps).

Bitrate

When possible, all footage should be recorded in the highest possible bitrate available. This will allow for better color, detail and video quality in the final product.

1.3
Color Correction/Grading

- Color correction and grading should only be attempted by a professional with experience.

- **IF VIDEO IS NOT** going to receive professional color treatment, it should be filmed in "standard" color mode, allowing for the most natural in-camera color and saturation.

- **IF VIDEO IS** going to receive color correction/grading, it should be filmed in a "flat" color profile or LUT. Some cameras have this setting built in and comes in different names (S-Log, C-Log, Cine, etc.)—videographers should discuss with the editors and project managers which setting makes the most sense per project.

- Final videos should be graded to natural colors—not over/under saturated or too heavily influenced in one color direction.

1.4
Audio

Background Noise

• Avoid locations with background noise whenever possible.

• Wireless lavalier mics should be set to frequencies that avoid frequency noise.

Microphone Placement

• Shotgun microphones should not be visible.

• Lavalier mics may be visible but cords/cables should be hidden.

Sound Effects

• If sound effects are used, the sound should be clean and professional.

• Sound effects should only be used for subtle effect. (e.g. A dim whoosh, low bass for emphasis, etc.)

• No funny noises or laugh tracks.

Quality

• Avoid distortion/clipping.

• If audio includes incidental background noise, remove noise whenever possible, without introducing noise-reduction artifacts.

• Speech should be limited to a maximum of -3dB.

• Compression may be used to normalize audio levels, without artifacts or distortion.

Technical Specs for Final Export

• Container: MP4 or MOV

• Audio Codec: AAC-LC

• Sample rate: 48khz

• Video Codec: H.264

• Frame rate: 24fps

1.5
File Naming and Delivery

File Naming
All files should be named in an intelligent manner with dates and no spaces.

Raw Files
• Use the following format for naming raw files: YYYYMMDD-word-word-word-###

• Use hyphens instead of spaces.

• Limit file names to 2-3 words when possible.

• File names should be descriptive of the content. If an interview, include interviewee's name as part of the title.
  (e.g. 20151028-interview-richard-joel-023)

• Do not include titles. (e.g. Rabbi, Dr., Etc.)

• Date should correspond to the FILMING date, not deadline/release date.

Completed/Edited Videos
• Use the following format for naming completed/edited videos: YYYYMMDD-Title-of-Video-version-###

• Use hyphens instead of spaces.

• Limit file names to 2-3 words when possible.

• If a video is not final, DRAFT should be included as part of the file name. (e.g. 20151105-video-name-DRAFT-001)

• Do not include titles. (e.g. Rabbi, Dr., Etc.)

• Date should correspond to the expected DEADLINE/RELEASE date, not filming date.

Delivery
All raw footage and final edited video must be delivered to the Office of Communications and Public Affairs
on a Mac/Windows friendly medium.

• USB formatted to exFAT

• CD/DVD Master Formatted

• FTP

• Dropbox

Video Branding Guidelines

2.1
Logo Usage

- Only use the latest high-res logos provided by the University's Office of Communications and Public Affairs.

- The logo should not be included in the lower thirds.

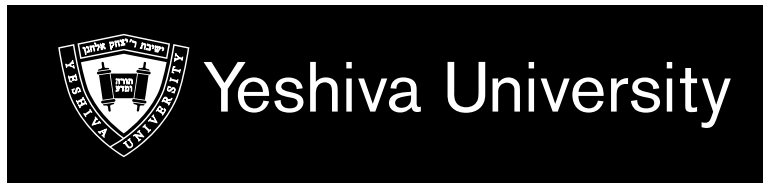**Acceptable Logos for Video**

Primary 2 and 4 color

One color black

White on Yeshiva Blue background

White on Gray background

White on Black background

2.2
Fonts

Yeshiva University's primary typeface **for video use only** is Arial as shown below. Only the weights shown in this manual may be used.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Yeshiva University's secondary typeface is Times New Roman as shown below.

Times New Roman Regular

ABCDEFGHIJKL
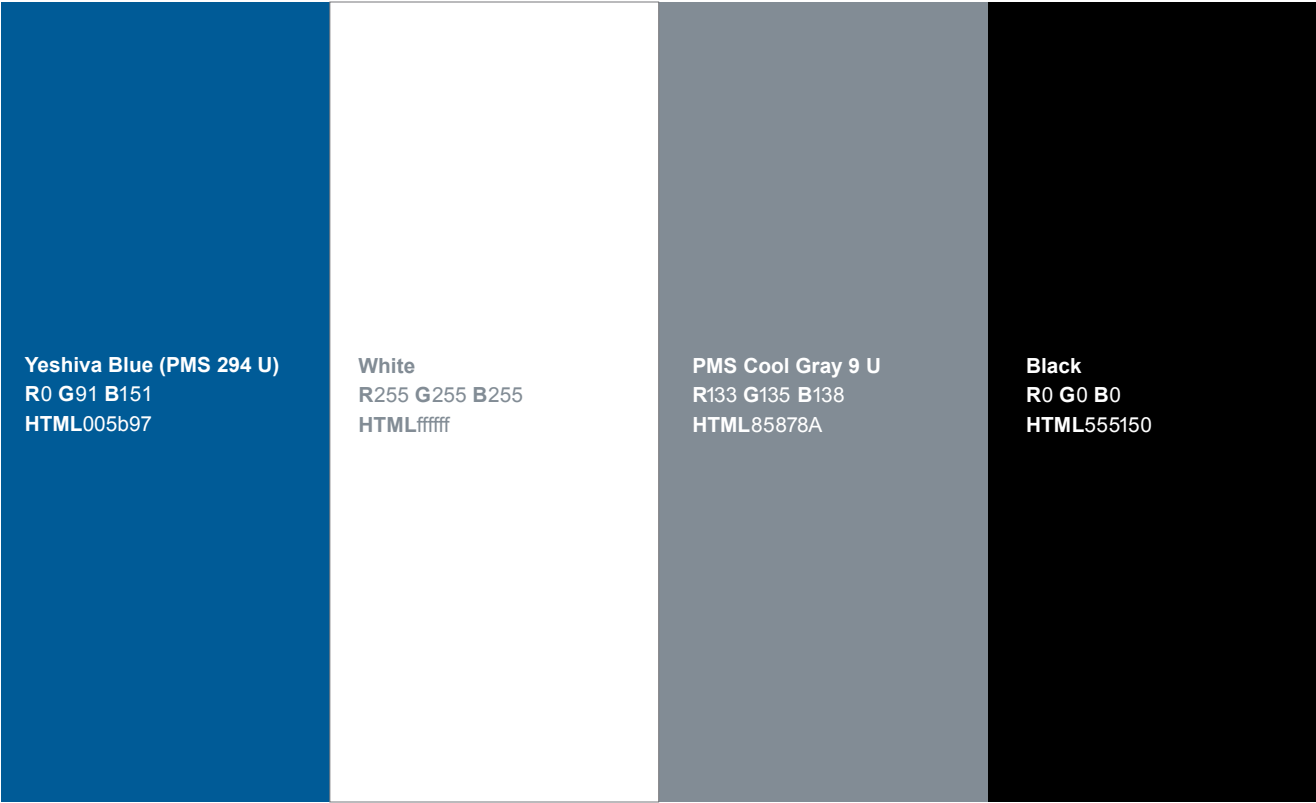MNOPQRSTU
VWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

Times New Roman Bold

**ABCDEFGHIJKL
MNOPQRSTU
VWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890**

2.3
Colors

Yeshiva Blue (PMS 294 U)
R0 **G**91 **B**151
HTML005b97

White
R255 **G**255 **B**255
HTMLffffff

PMS Cool Gray 9 U
R133 **G**135 **B**138
HTML85878A

Black
R0 **G**0 **B**0
**HTML**555150

Only use Yeshiva University approved colors

2.4
Introductory and Closing Screens

- Informative videos, such as lectures and info-sessions, should include an introduction title page at some point in the first 10 seconds.

- Promotional videos, event highlights and videos for social media should not include an introductory screen.

- All videos should end with the standard YU logo title and website.

- If it is unclear whether a video requires introductory screens or not, please reach out to the Digital Media department.

Standard YU Logo Intro Screen
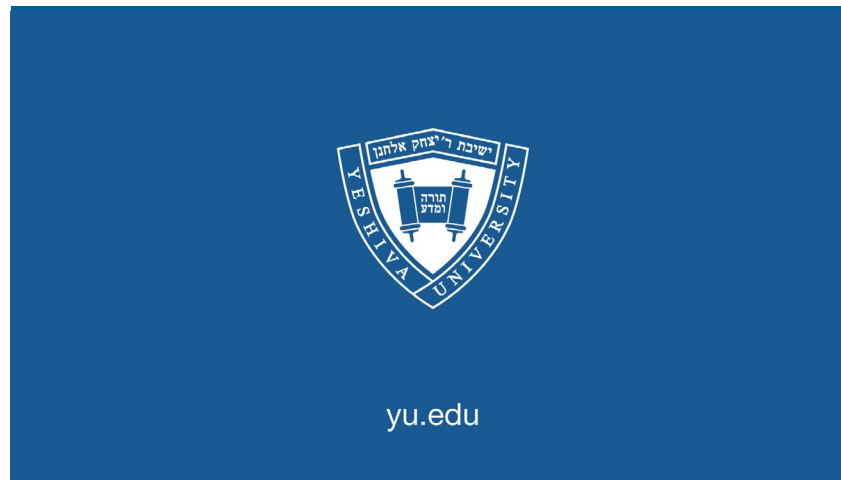
Standard YU Logo Closing Screen

2.5

**Titles/Slates
Logo Usage**

- When incorporating titles in a video, include a YU logo as shown.

- The YU logo should be centered, clearly separated from the text as a subheader and kept small but still legible.

Esther Farbstein Lecture
How Did the Hungarian Rabbinate Confront the Challenges Generated by the Holocaust?

Yeshiva University

2.6
Watermark

Videos should NOT include watermarks

2.7
Transitions/Effects

Transitions and effects in video can be used to add emphasis, pass time and create mood. In general, Yeshiva University videos should have a (admittedly subjective) natural feel to them. Heavy or strange effects should be avoided. Below are generic guidelines and samples.

Acceptable Transitions

- **Dissolve**
  Should be used only for a transition of time or between still images and video.

- **Clean Cut**
  Primary cut. No effect. Can be used for transition to images. Otherwise, should be used for any cut between b-roll and a-roll.

- **Fade to White/Black**
  Used for transitions between video and titles, credits and slates, and should be used at the beginning and ending of each video.

Unacceptable Transitions

- 3D Transitions

- Swirl

- Wipes/Peels

- Zooms

- Checkerboard

Acceptable Effects

- Vignettes

- Blur

- Sharpen (within reason)

- Stabilize Footage (where applicable)

Unacceptable Effects

- Distort

- Tile

- Pixelate

- Picture in Picture

2.8
Music

Distraction
• Music should be around 20dB lower than speaking volume during speech.

Volume
• When there is nobody speaking, music should be limited to -2dB.

Genre
• No metal, rap or dubstep.

• Genre of background music should fit the video mood, content, and style.

Licensing
• All outside vendors are responsible for purchasing music licenses on their own on behalf of Yeshiva University.

Instrumental vs Voice
• Background music should always be instrumental.

• Songs with lyrics should only be used when the video does not contain spoken words or if the video is discussing/analyzing said genre/piece of music.

• Exceptions to this can be made on a case-by-case basis.

2.9
Dress Code

- All Yeshiva University undergraduate videos should follow YU's conduct and dress code.

- Graduate schools can discern their own dress codes.

Undergraduate Women
Elbows, knees, and collarbones must be covered

Undergraduate Men
Must wear yarmulke/kippah

No tanktops (except for athletes)

Lower Thirds

3.1
Shapes

No rounded corners

No circles

No slants

The shape of the lower third should be rectangular

3.2
Fonts

Lower Thirds Title Fonts

- Use Arial Bold for names and titles.

- Font size for names is larger than the font size for titles.

Arial Bold White

Arial Regular White

FOR EXAMPLE

Title font size: 7.5pt

Name font size: 10pt

3.3
Colors

Lower Thirds Title Colors

• White text on YU blue background.

• White text on grey background.

• Use only solid colors.

Jane Smith '00SB
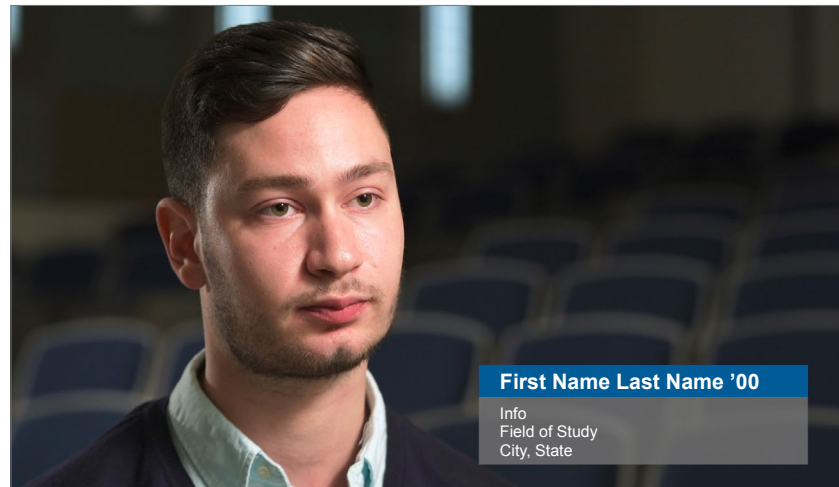
Info
Field of Study
City, State

Blue: 100% Opacity

Grey: 50% Opacity
and above depending
on video

3.4
Positioning

- Positioning of the lower thirds depends on the side the subject is facing.

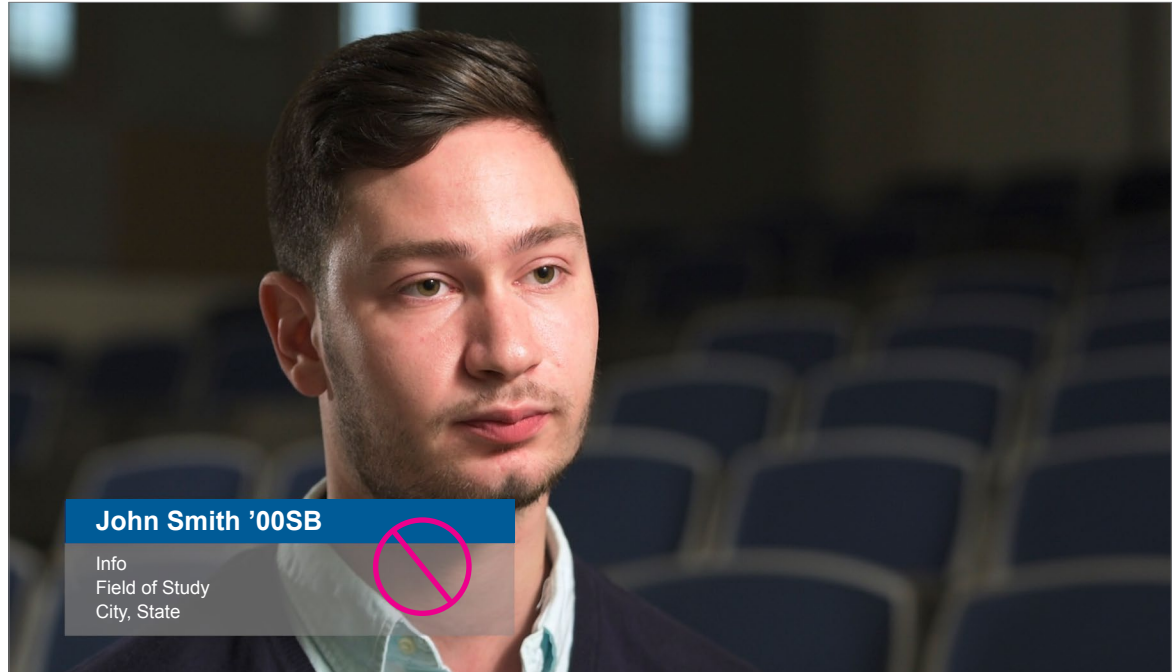- Lower thirds should be placed on opposite sides of subject.

First Name Last Name '00
Info
Field of Study
City, State

First Name Last Name '00
Info
Field of Study
City, State

3.4
Positioning (cont'd)

- Do not position lower thirds directly on top of subject.

- Do not attach images, logos or watermarks to the lower thirds.

John Smith '00SB

Info
Field of Study
City, State

3.5
Titling

School Titles

- Schools should be listed using full titles. Do not use acronyms.

  FOR EXAMPLE

  USE: Yeshiva University
  DO NOT USE: YU

  USE: Wurzweiler School of Social Work
  DO NOT USE: WSSW

Department Titles

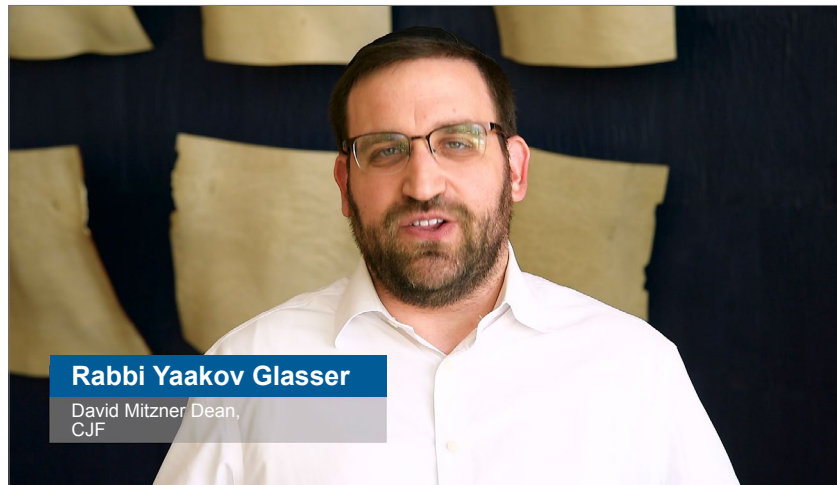- The use of acronyms is preferred for longer department titles when necessary.

  FOR EXAMPLE

  Center for the Jewish Future
  or CJF

  YU Women's Organization
  or YUWO

For Premiere Users

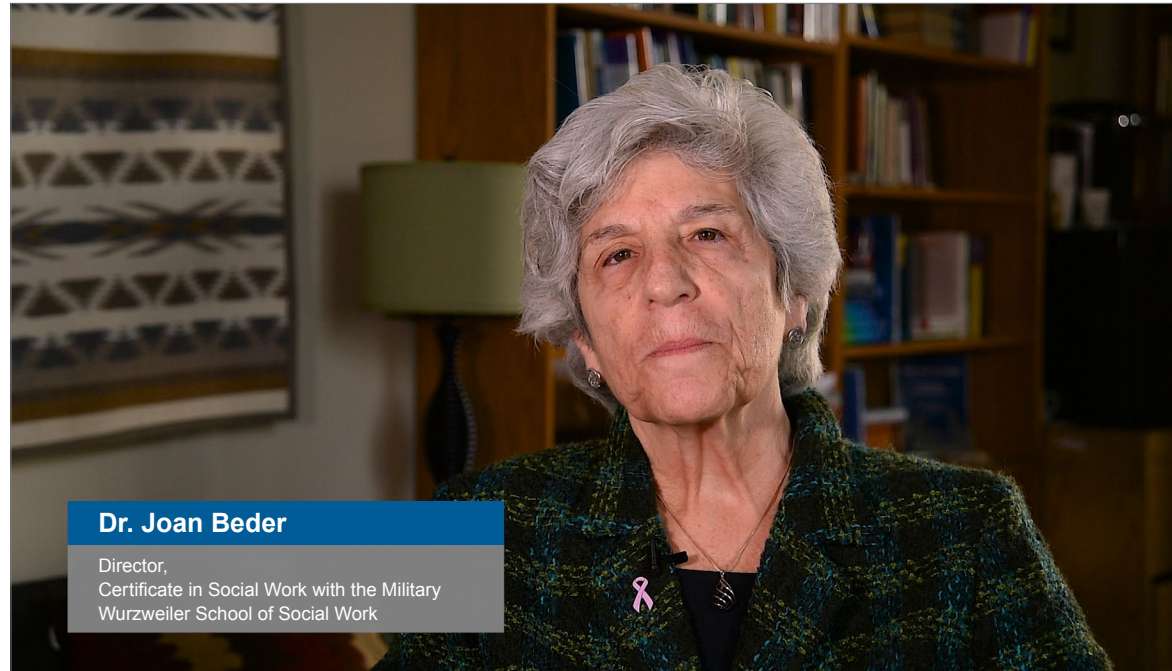- The Digital Media department can provide an After Effects file for creating dynamic lower thirds.

Jane Smith
Stern College for Women

Rabbi Yaakov Glasser
David Mitzner Dean,
CJF

3.5
Titling (cont'd)

Individual Names and Title

- The individual's name and title should be full length whenever possible.

Dr. Joan Beder
Director,
Certificate in Social Work with the Military
Wurzweiler School of Social Work

3.5
Titling (cont'd)

Students and Alumni

- Students and alumni should be listed with their full names, the year (or expected year) of graduation, followed by the acronym for the school.

John Smith '00YC

Field of Study
City, State

- If an alumni graduated from multiple YU schools, they should be separated by commas, in chronological order.

John Smith '00YC, '01BR

Field of Study
City, State

John Smith, Senior

Marketing
Chicago, Illinois

Students and alumni **should not** be listed as a "senior", "junior" or other title

Social Media

Social Media Guidelines   4.1

4.1
Social Media Guidelines

The following are our social media accounts where Yeshiva University publishes videos:

Yeshiva University
- www.youtube.com/yeshivauniversity

- www.instagram.com/yeshiva_university

- www.twitter.com/yunews

Athletics
- www.youtube.com/yuathletics

- www.instagram.com/yuathletics

- www.twitter.com/yuathletics

NOTE: Student-made videos do not need to conform to the branding.
Contact the Office of Communications and Public Affairs for any questions or inquires.