

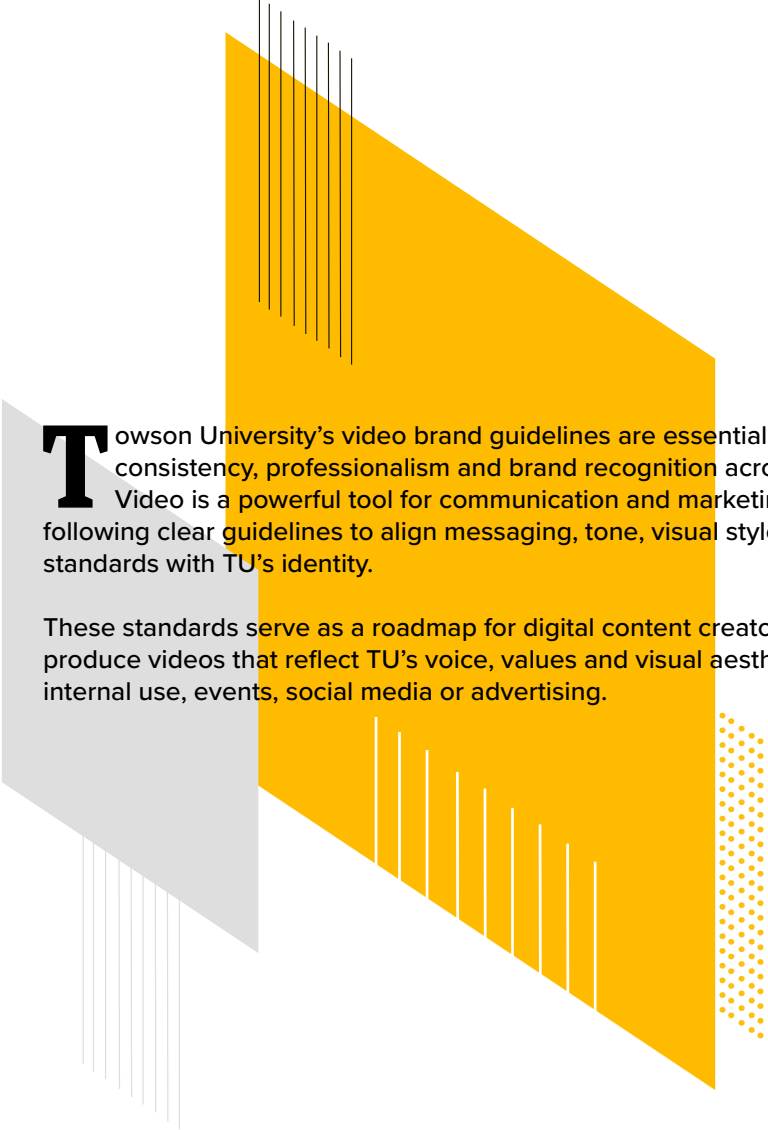


# VIDEO BRAND GUIDELINES

TU

# VIDEO BRAND GUIDELINES

# PURPOSE



**T**owson University's video brand guidelines are essentials you need to ensure consistency, professionalism and brand recognition across all visual content. Video is a powerful tool for communication and marketing that requires following clear guidelines to align messaging, tone, visual style and production standards with TU's identity.

These standards serve as a roadmap for digital content creators, enabling you to produce videos that reflect TU's voice, values and visual aesthetic—whether it's for internal use, events, social media or advertising.

# VIDEO BRAND GUIDELINES

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# VIDEO BRAND GUIDELINES

# TYPOGRAPHY

## Primary Font: Proxima Nova

Proxima Nova is used in most cases on lower-thirds, and when lines of text are needed on-screen.

PROXIMA NOVA  
THIN

PROXIMA NOVA  
LIGHT

*PROXIMA NOVA*  
LIGHT ITALIC

PROXIMA NOVA  
REGULAR

*PROXIMA NOVA*  
ITALIC

PROXIMA NOVA  
MEDIUM

*PROXIMA NOVA*  
MEDIUM ITALIC

PROXIMA NOVA  
SEMI-BOLD

***PROXIMA NOVA***  
SEMI-BOLD ITALIC

**PROXIMA NOVA**  
BOLD

***PROXIMA NOVA***  
BOLD ITALIC

**PROXIMA NOVA**  
EXTRABOLD

***PROXIMA NOVA***  
EXTRABOLD ITALIC

**PROXIMA NOVA**  
BLACK

## Secondary Font: Kandal

Kandal is used when a large amount of text is needed on screen. Examples of this can be seen in the text/quote boxes (page 12).

KANDAL  
BOOK

*KANDAL*  
BOOK ITALIC

KANDAL  
MEDIUM

*KANDAL*  
MEDIUM ITALIC

KANDAL  
BOLD

***KANDAL***  
BOLD ITALIC

**KANDAL**  
BLACK

***KANDAL***  
BLACK ITALIC

# VIDEO BRAND GUIDELINES

# COLORS

## PRIMARY COLORS



### **GOLD**

RGB: 255 / 187 / 0

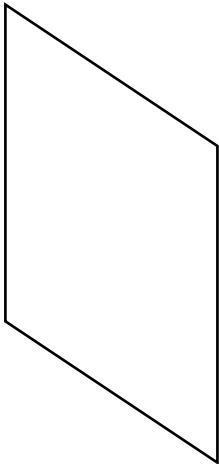
HEX: FFBB00



### **GRAPHITE**

RGB: 60 / 60 / 60

HEX: 3C3C3C



### **WHITE**

RGB: 255 / 255 / 255

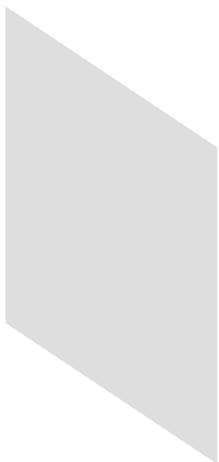
HEX: FFFFFFFF



### **BLACK**

RGB: 33 / 33 / 0

HEX: 151500



### **GLEN MIST**

RGB: 210 / 210 / 210

HEX: DDDDDD

# VIDEO BRAND GUIDELINES

# LOOK & FEEL

## Interviews

In general, interview locations should be selected to communicate an established theme, a central message or overarching story. Where you shoot is critical to reinforcing your content consciously and subconsciously. Use shot set ups that provide space for physical depth to create a shallow depth of field, allowing viewers to remain focused on the subject while showcasing beautiful TU environments as backdrops.



# VIDEO BRAND GUIDELINES

# LOOK & FEEL

## B-Roll/General Footage

Capture any general footage from a variety of angles to best showcase both indoor and outdoor environments. Highlighting a variety of physical spaces provides context and scope to TU's campus and to your storytelling. Shooting and featuring a combination of wide, medium, and tight shots is recommended to tell a complete "visual story" that expands the audience's understanding and deepen engagement with your video. TU's University Marketing and Communications Department routinely captures a variety of b-roll throughout the year which is also available for use and can be found here: [https://www.dropbox.com/scl/fo/yfs5e7oufcqtvh5mom6qq/ADm\\_HuV\\_XBW7eGtPkwE9eGg?rlkey=m7hjt63sql4gtrcdb5qhlprny&st=gxt1jwqh&dl=0](https://www.dropbox.com/scl/fo/yfs5e7oufcqtvh5mom6qq/ADm_HuV_XBW7eGtPkwE9eGg?rlkey=m7hjt63sql4gtrcdb5qhlprny&st=gxt1jwqh&dl=0).



# VIDEO BRAND GUIDELINES

# LOOK & FEEL

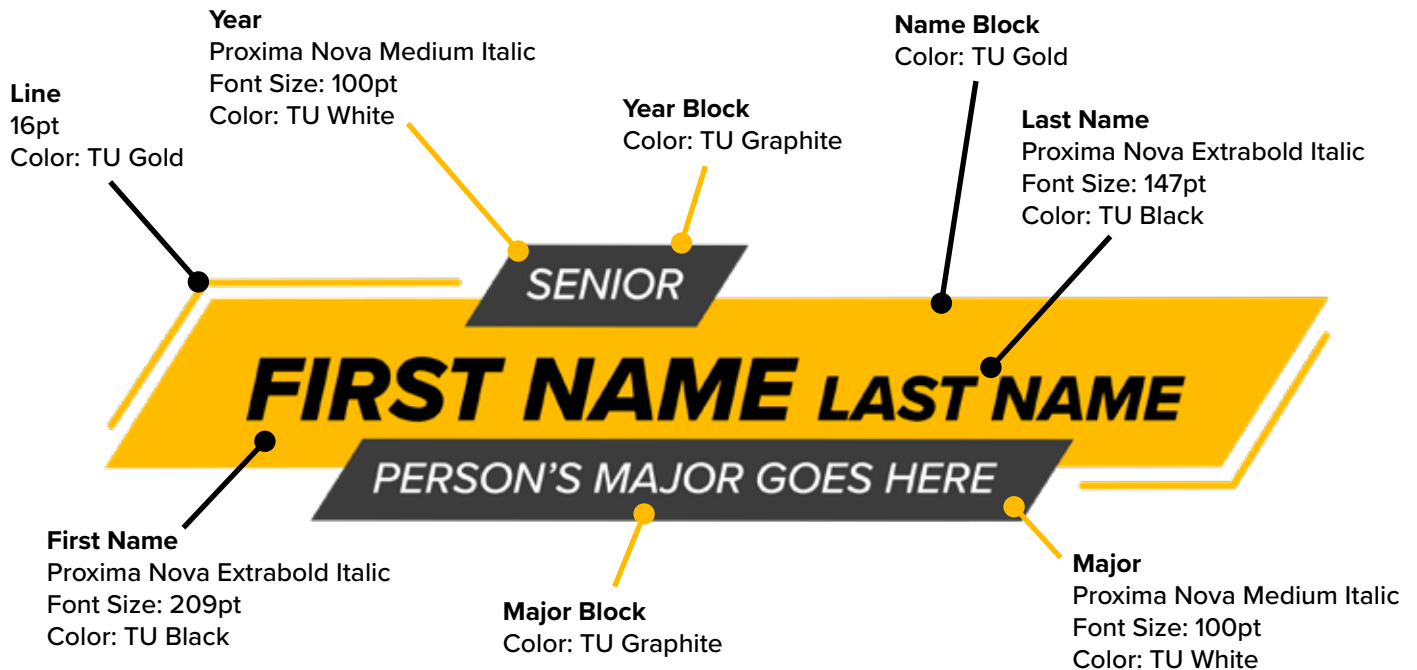
## Social Media

For social content creators at Towson University, maintaining consistency with the university's visual identity is essential in both still photography and video. Visual guidelines serve as a framework to ensure that every piece of content—whether it's a quick Instagram story, or a simple photo post—aligns with the university's brand standards. Photo and video content should reflect the fun, vibrant nature and environment at TU while showcasing the campus experience.



# VIDEO BRAND GUIDELINES

# LOWER-THIRDS



Faculty/Staff  
version



TU Alum  
version



Alternative  
version



# VIDEO BRAND GUIDELINES

# LOWER-THIRDS

## Exporting

TU's lower-thirds are created in Adobe After Effects. Once created, the lower-third should be reduced in size to 25%.

## Placement

The subject's name within the lower-third should be placed within the title-safe area.

TU's lower-thirds are also ambidextrous so they can be used on either the left or right side of the composition.

## Appearance

All text (e.g. name, title, etc.) should be centered within their respective spaces. The top and bottom bars should be constrained to the size of the name bar. Meaning, that the title/info bars should not hang over the main name bar on either edge.

## Timing

The lower-thirds must stay on screen for at least 7 seconds in order to give the viewer enough time to notice and read the information contained within.



## LOWER-THIRD ANIMATION



# VIDEO BRAND GUIDELINES

# TEXT ON SCREEN

**Text Block**  
Color: TU Gold

**Text**  
Proxima Nova Bold  
Font Size: 40pt  
Color: TU Black



**Text Block**  
Color: TU Graphite

**Text**  
Proxima Nova Bold  
Font Size: 40pt  
Color: TU Gold



Alternative Text Example



3 Line Example



4 Line Example

# VIDEO BRAND GUIDELINES

# TEXT ON SCREEN

## Exporting

TU's on-screen text blocks are created and modified in Adobe After Effects.

## Placement

The last line of text should be placed within the "title safe" area of the composition. This means if there is only one line, the left edge of that line should be placed within the "title safe" area. If there are two lines of text, then the text area should be offset so the left edge of the second line is placed within the "title safe" area of the composition.

Text/text blocks should always be placed on the left edge of the composition.

## Appearance

All text should be centered within each text block.

Text blocks should not cover more than 60% of the composition (when placed at the top or bottom) so footage is not overly obscured or blocked.

Text blocks should not exceed 4 lines of copy and should follow TU's writing style which can be found here:

<https://www.towson.edu/brand/writing-style/editorial-guide.html>

## Timing

On-screen text should remain visible for at least 3 seconds per line. If there are multiple lines of on-screen text, then it should remain visible for a minimum of 6 seconds.



## TEXT ANIMATION



# VIDEO BRAND GUIDELINES

## TEXT/QUOTE BOX

### Quote Box

Color: TU Gold  
Line Weight: 4px

### Text

Kandal Bold  
Font Size: 50pt  
Color: TU White



Text box example



### Name

Proxima Nova Bold  
Font Size: 40pt  
Color: TU White

### Title

Proxima Nova Regular  
Font Size: 30pt  
Color: TU White

Quote box example

# VIDEO BRAND GUIDELINES

## TEXT/QUOTE BOX

### Exporting

TU's on-screen text blocks are created and modified in Adobe After Effects.

### Placement

The text box should be placed in the center of the composition.

### Appearance

All text should be centered within the text block.

The text is staggered to follow the angle of the text box.

As the text box and text animate on screen, the footage behind will begin to blur in order to make the text more legible."

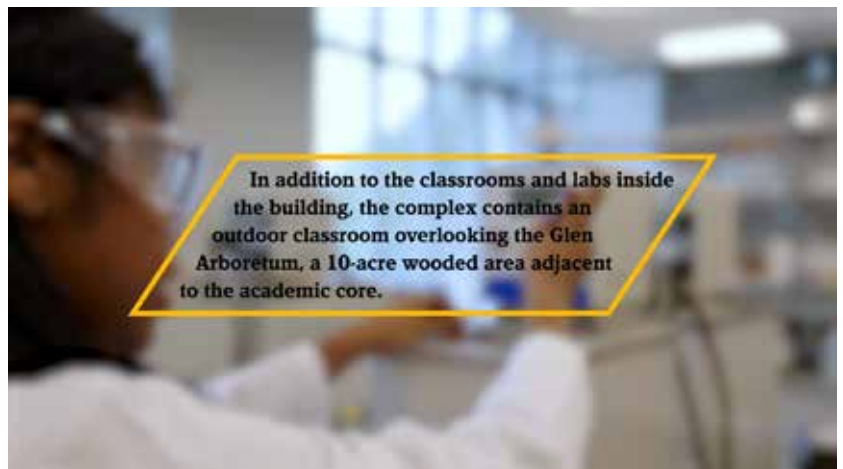
Text blocks should not exceed 6 lines of copy and should follow TU's writing style which can be found here:

<https://www.towson.edu/brand/writing-style/editorial-guide.html>.

The text within the text block can be changed to TU Black if it helps make the text more legible on your background.

### Timing

On-screen text should remain visible for at least 3 seconds per line. If there are multiple lines of on-screen text, then it should remain visible for a minimum of 6 seconds.



## TEXT ANIMATION



# VIDEO BRAND GUIDELINES

# TRANSITIONS

## Exporting

TU's on-screen text blocks are created and modified in Adobe After Effects.

## Placement

The transition should cover the entire frame of the composition and can travel from left to right, or right to left.

## Timing

This transition should last about 2 seconds.



3-Color  
version



2-Color  
version



## ANIMATION



# VIDEO BRAND GUIDELINES

# TU LOGO STING

## Animation/Appearance

TU's logo sting should be used at the end of every TU-branded video regardless of content (unless for a specific TU program). Always center the logo sting over b-roll footage and be sure to allow the full animation to resolve screen (as shown below). As the logo sting is animating, the footage underneath should begin to be blurred (using a gaussian blur) from 0–20% in order to allow the viewer to focus on the logo at the end of the video. Ensure the logo sting is clearly visible and legible.

Logo Sting Scale: 65%

Placement on screen (in X/Y coordinates) 960/554

## Timing

Once the logo sting has resolved, the logo and footage should remain on-screen for an additional 5 seconds at a minimum.



# VIDEO BRAND GUIDELINES

# TU LOCKUPS

## Animation/Appearance

Video content that is being created for a specific college or program, a corresponding lockup should be used and placed at the end of the video. Always center the lockup over b-roll footage and be sure to allow the full animation to resolve screen (as shown below). As the logo sting is animating, the footage underneath should begin to be blurred (using a gaussian blur) from 0–20% in order to allow the viewer to focus on the logo at the end of the video. Ensure the logo sting is clearly visible and legible.

## Appearance

Logo Sting Scale: 40%

Placement on screen (in X/Y coordinates):  
960/540

## Timing

Once the logo sting has resolved, the logo and footage should remain on-screen for an additional 5 seconds at a minimum.



# VIDEO BRAND GUIDELINES

# TU LOCKUPS

## Animation/Appearance

In general, we do not use/place video titles at the beginning or ending of any video content. In the event that one is required, a title and subtitle can be used.

## Exporting

TU's lockups are created and modified in Adobe After Effects.

## Placement

The lockup should be placed in the center of the composition.

## Appearance

All text should be centered within their respective text boxes, and should not exceed the limits of the title and subtitle areas.

As the text box and text animates on screen, the footage behind will begin to blur in order to make the text more legible.

The text within the text block can be changed to TU Black if it helps make the text more legible on your background.

## Timing

On-screen text should remain visible for at least 3 seconds per line. If there are multiple lines of on-screen text, then it should remain visible for a minimum of 6 seconds and then animate out.



### Title Text Block

Color: TU Gold

### Title

Kandal Bold  
Font Size: 40pt  
Color: TU Black

### Subtitle

Proxima Nova Regular  
Font Size: 30pt  
Color: TU White

### Subtitle Text Block

Color: TU Graphite

## TEXT ANIMATION



# ACCESSIBILITY

## Appearance

To ensure all video content is accessible to as many viewers as possible, an .srt file must be created for each video regardless of content. In addition, if the video is going to be shown on a screen for a public audience (i.e. at a TU-sponsored event), burned-in captions must also be displayed on screen. Captions can be created natively in Adobe Premiere, and can either be TU Black text contained within a TU Gold bar, or TU Gold text within a TU Black bar. Captions should be kept to a maximum of two lines appearing on-screen at any time.

Font: Arial bold

Size: 50pt

Background Color: TU Gold

Background Size: 20

Corner Radius: 30

## Placement

Regardless of content, captions should appear in the same place in the composition for the duration of the video. If there are lower-thirds used in the video, the captions must be raised enough so they do not collide or overlap with the lower-third.

If lower-thirds are not needed for a video, captions should be centered and placed at the bottom of the composition within the “title-safe” area.



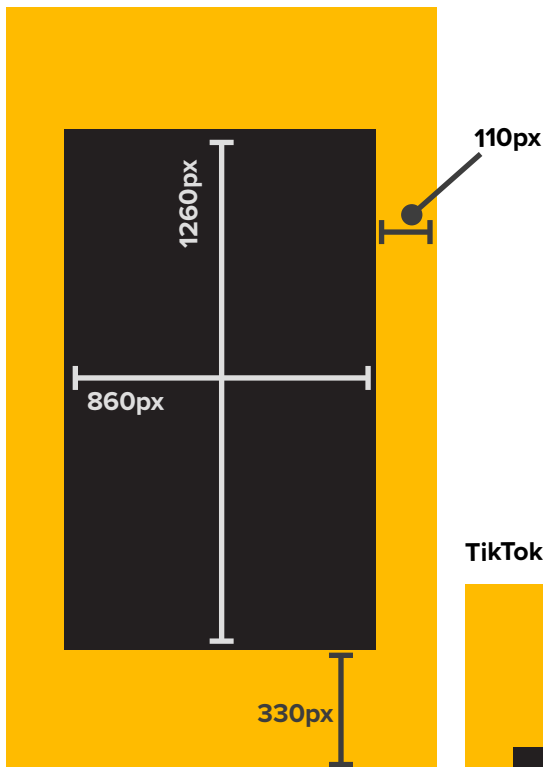
# VIDEO BRAND GUIDELINES

# SOCIAL MEDIA

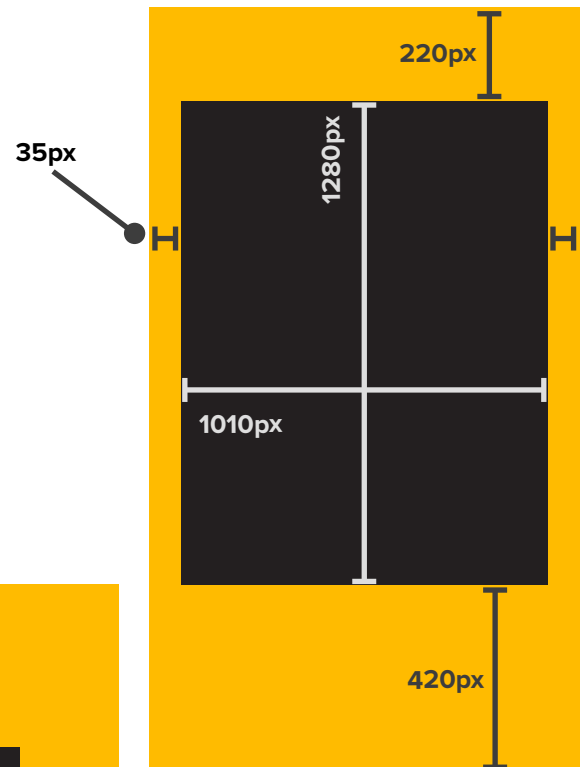
## Appearance

The optimal size for social video assets is 9:16 aspect ratio, but social media platforms have different layouts and user interface elements (like buttons, captions, or navigation bars) that overlap video content and should be considered. Using safe zones will create a better viewing experience for the audience and viewers will be more likely to engage. When creating content for social media platforms, it is paramount that content is kept within the various safe zones which is outlined below:

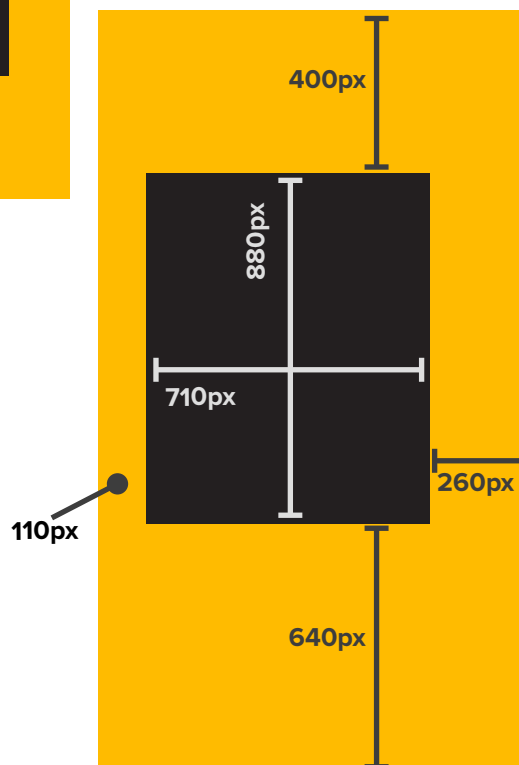
IG Story Safe Zone



IG Reels Safe Zone



TikTok Safe Zone



# VIDEO BRAND GUIDELINES

# SOCIAL TEXT

## Appearance

Data has proven that social videos perform better when captions are incorporated. It is also an important creative element to include for accessibility purposes. Knowing that social video defaults to auto-playing video content without sound, burned-in captions may be used. Captions can be created natively in Adobe Premiere, and can either be TU Black text contained within a TU Gold bar, or TU Gold text within a TU Black bar.

Font: Arial bold

Size: 50pt

Background Color: TU Gold

Background Size: 20

Corner Radius: 30

## Placement

Captions should be kept to a maximum of three lines appearing on-screen at any time and must be kept within the designated safe zone for that particular social media platform.

## OTHER TEXT EXAMPLES



## Social TU Logo Sting

The TU logo sting must be applied to all TU-branded social media content and should be included at the end of every video. As seen on the right, the standard white/gold TU should be placed in the center of the composition on a black screen in order to help reinforce TU branding on any social media platform. This version of the TU logo does not animate on-screen.

