

VIDEO STYLE GUIDE

The purpose of this guide is to create a universal standard for all video production for and representing Old Dominion University. This applies to internal employee production, as well as external vendor video production.

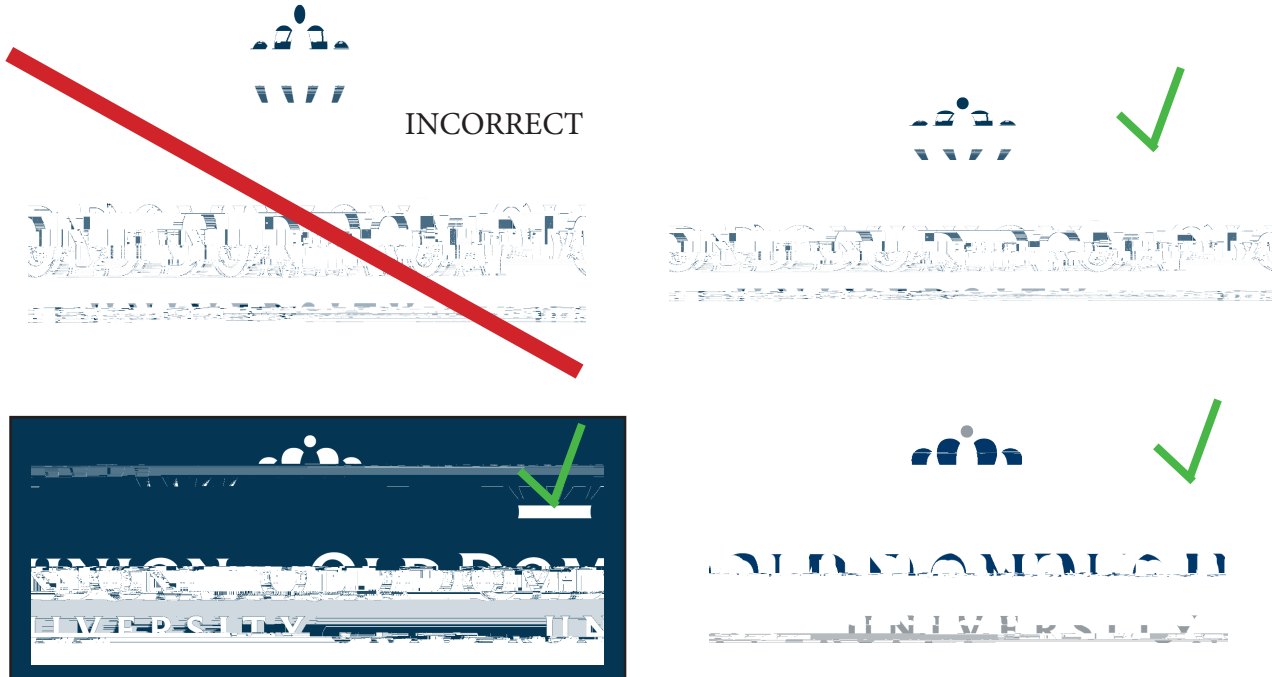
ODU Brand Book - _____

- FONTS/TYPOGRAPHY

- COLORS

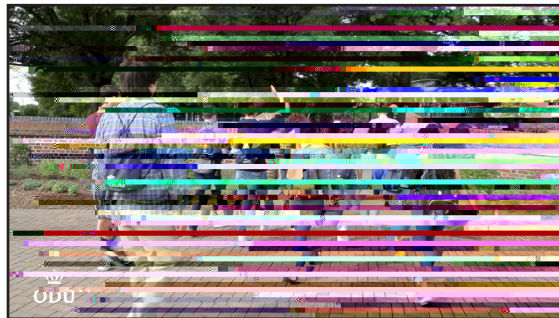
- LOGO

Using the proper ODU logos is important to maintain brand consistency. Please never add a drop shadow or distort/stretch the logos in any way. If the logo needs to pop more, add an additional layer behind the logo to help it stand out. Three correct examples are shown here:



- BUG

A bug is a small logo that may be used in the bottom left or right corner to brand Old Dominion University throughout the video. Please use the white secondary logo. This may be dissolved in and out at the beginning and end of the video, respectively.



- **BRAND EXTENSION LOGOS**

Major high profile divisions of the core brand that are integral components of the ODU brand and directly support its mission are encompassed in the brand extensions. Please see below for a few examples.

- College of Sciences
- Strome College of Business
- Institute for Innovation and Entrepreneurship
- Children’s Learning and Research Center

Primary Logo



Secondary Logo



- **SUB BRAND**

Having distinctive personalities and missions, sub brands are prominently linked to the core brand while requiring differentiation because they provide significantly distinctive services. These include:

- Alumni Association
- Athletics
- ODU Foundations

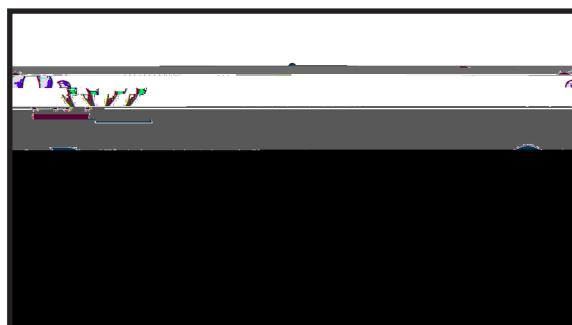


- OPENING SLIDE

If desired, use an opening slide with the an approved ODU logo at the start of your video. You may place the logo over a white background, or over a blurred scene, but DO NOT change the logo's opacity or add any effects. Please keep the logo as the main subject of the slide. Please see below examples.



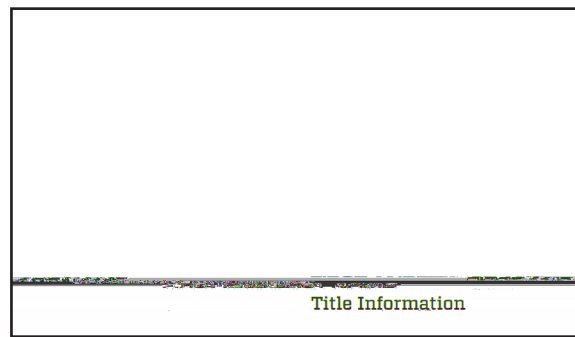
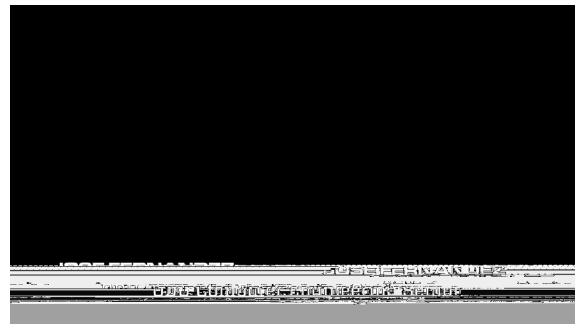
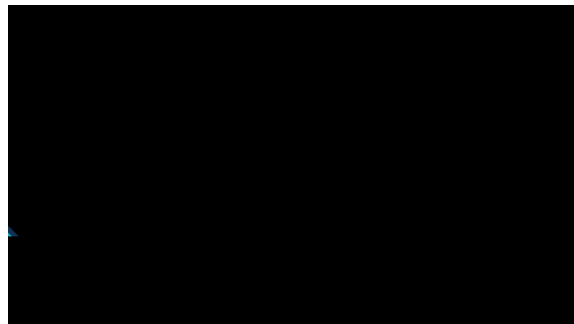
If the video includes a title or subtitle, please include it under the Old Dominion University logo. Use the Microgramma Bold font for your title. Ensure that the title remains smaller than the ODU logo.



- LOWER THIRDS

Lower thirds should be used for subject identification and include:

- First and Last Name
- Title
- Major, Department or Unit



- END BOARD

An endboard is used to brand various Old Dominion University elements at the end of the video. This should include:

- Old Dominion University logo
- (Optional) Social media logos (Facebook, Instagram, Twitter, Snapchat,

• MUSIC USE & CREDIT

All music used in any Old Dominion University branded video MUST be licensed with rights, or copyright free AND royalty free. Please do not use music directly off of YouTube.

Various options exist for music selections. Here are a few credible websites/resources with music to purchase from:

- Audio Jungle - <https://audiojungle.net/>
- Music Vine - <https://musicvine.com/>
- Premium Beat - <https://www.premiumbeat.com/>

If using music from an alternative source, please check the usage rules and abide by them. Some sources ask that you credit the author and song title in the description or the video itself.

• VIDEO PERMISSIONS

The Old Dominion University Strategic Communication & Marketing Department is happy to assist with your project. If you are in need of a video clip or photograph, please contact us at 767-683-3114.

• MODEL RELEASES

Old Dominion University requires subjects to fill out a model release prior to being filmed. This protects ODU, and ensures that we can use these individuals in promotional media.

Release forms are not required if shots feature a group of 10 or more people.

If you are unsure, it is best to use caution and have subjects fill out a release form. The form is found on the next page.

e undersigned enters into this Agreement with Old Dominion University (“the University”). I have been

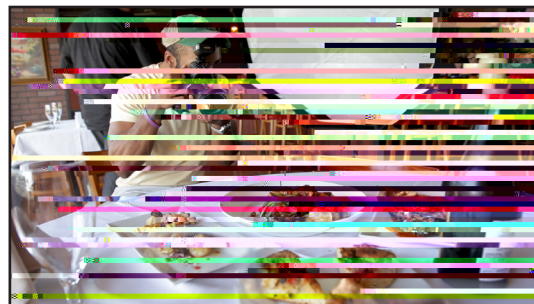
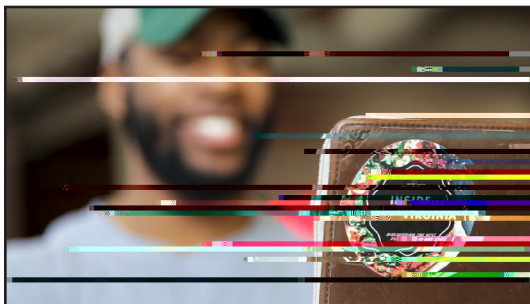
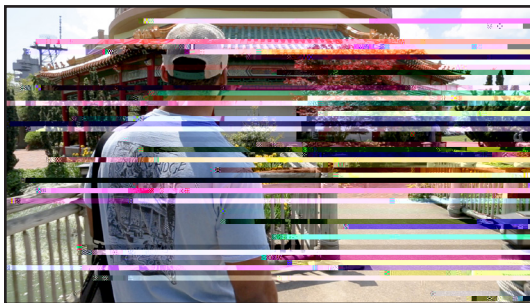
- FILMING INTERVIEWS

- **FILMING B-ROLL**

B-Roll is supplemental footage used to illustrate your story, or cover up cuts within your interview video. Be creative with your shots! Don't be afraid to have fun.

Having a variety of B-roll really makes your video pop. Try filming various people, filming at different times of day and at different locations. Vary your angles and focal lengths.

Avoid messy backgrounds, and don't be afraid to move/adjust background objects in order to get a cleaner shot.



AUDIO - Recording natural sound can become extremely beneficial to your end product. Use a boom/shotgun microphone to capture better quality audio - your internal camera microphone is usually not great. Make sure your audio levels are not peaking, or too quiet. Use a dead cat windscreen if filming outside.

OTHER CONSIDERATIONS

VIDEO -

Have your subject say his/her name on camera and spell it out. You can also have he/she write it down on paper or in your phone. This will help you with your lower third ID graphic.

When filming groups of people, try and include a diverse group (race, sex, heritage, culture, departments, ages, etc).

Avoid filming other brand logos if possible (pepsi, aquafina, etc).

Avoid filming trashcans in the background of your video.

In winter, avoid filming dead trees and grass. Choose your angle wisely to make campus look as beautiful as it can.

If you notice the subject fidgeting on camera early on, ask him/her to remain still.

AUDIO -

Remove as many “Ums” and “Ahs” as you can in your edit. Cover up shots with B-roll if it is an on camera interview.

Do not apply various filters and vocal changers to your audio.

Be careful when editing your noise and hiss - you don't want to hear distortion in the subject's voice.

Always record 30 seconds of room tone after the interview. Simply have the subject sit and rest as you keep your audio rolling. This can help when editing audio.

If your subject slaps the lav mic or rustles it noticeably on camera, have he/she repeat themselves and advise the reduction of hand gestures.

Cut out and do not use any audio that does not accurately represent ODU.