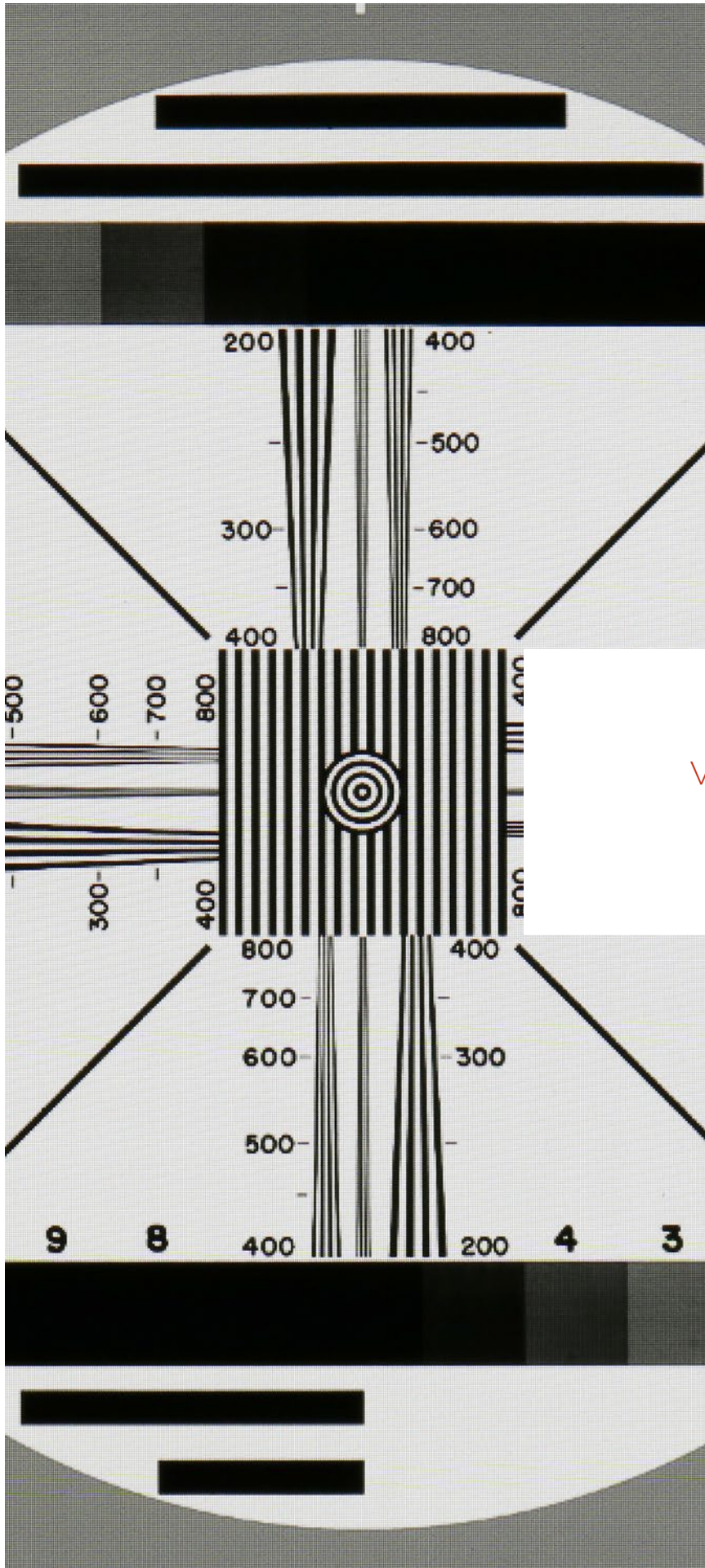




Video Branding and Standards

RELEASE 1

Revised: June 29, 2022

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VALENCIA COLLEGE

BRAND IDENTITY SYSTEM IN VIDEO

Maintain brand identity standards, including logo, color palette, typefaces and photographic principles as outlined on the brand website: valenciacollege.edu/brand

Any use of Valencia College brand identity (logos) in video requires review and approval from Public Affairs and Marketing. Use of any Valencia College logo has legal implications that range from copyright law to FTC-regulated advertising regulations and more.

If you are unable to meet brand identity standards, do not use official logos of Valencia College in your video. You can typeset the words Valencia College to communicate a location, such as a campus or classroom, but do not attempt to create a “logo.” Examples that do not meet brand standards include:

- Use of cartoon animations/illustrations
- Any colors other than Valencia College Red, Valencia College Yellow, black, white or the range of grays
- Use of typefaces or fonts other than those outlined here:
<https://valenciacollege.edu/employees/public-affairs-and-marketing/brand/typefaces.php>
- Use of emojis

Photography stills or video should be clear, color-corrected and align with the principles of photography: <https://valenciacollege.edu/employees/public-affairs-and-marketing/brand/photography.php>

FADES/CUTS

Transitions such as simple fades or cross-dissolves are preferred. Avoid wipes, gradients and 3-D effects.

Always add 2 seconds of black at the head and tail of the edit.

Fade in/fade out: always fade in, hard cut out is permitted, if appropriate for edit; Length of fade in/out should be appropriate for pace/tone/treatment of edit.

Avoid effects that create unnatural or “artistic” modifications to video.

Video transitions and animations should not overshadow the message being communicated.

AUDIO

Audio should be clear, natural and communicate effectively—voices should be adjusted to proper levels to be heard over background music. Filters and effects applied to audio should be used sparingly and only to ensure a clean, natural sound.

Avoid sound effects (Any sounds added to a video that did not occur naturally during the capture of video).

Avoid sound filters that are unnatural, such as echo, pitch change and distortion.

Background music should be encouraging, aspirational, nurturing.

LICENSING/RELEASES

Obtain proper permissions and licensing for any and all music and video.

Any persons featured in video should have a signed Talent Release on file.

Some locations require a Location Release on file.

BRANDED ASSETS TO USE IN VIDEO PROJECTS

A library of assets, ready for use in Adobe Premiere, were developed to ease post-production and complement the visual language of the Valencia College brand.

Mogrt files were created in a number of variations and can be found on the following pages. Each offer customization within the Premiere workspace, yet animation, timing and other parameters are preset.

These assets are available in the following categories and can be requested from the Valencia College brand website:

- Titles
- Lower Thirds
- “Infographics”
- Social (captions)
- Logo in Motion
- Video Bug
- Video Intros
- Video Outros

TITLES

YOUR HEADLINE GOES HERE

Your subhead can be one line
or two lines

Default Title

MOGRT: valencia-title-01

Use: title slate or “chapters” within a video

Animation:

Each line of headline appears, rising from the baseline of the text, then the subhead drops from an imaginary ascender line, word by word.



1



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3

Typography Settings:

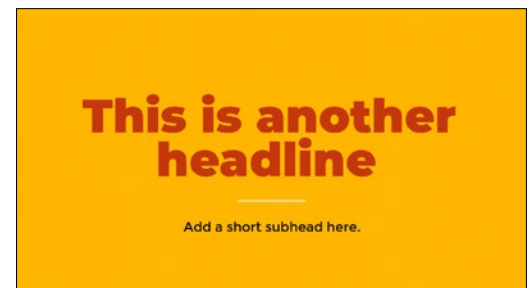
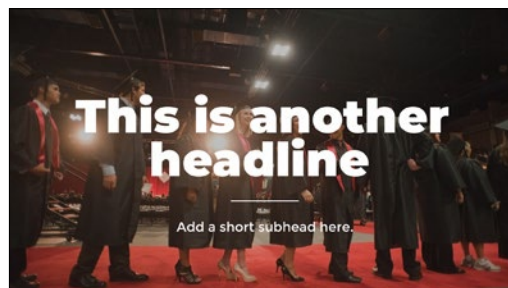
Headline: up to three lines with font size, color, and x,y position for each line independently

Subhead: up to two lines with font size and color for each line independently

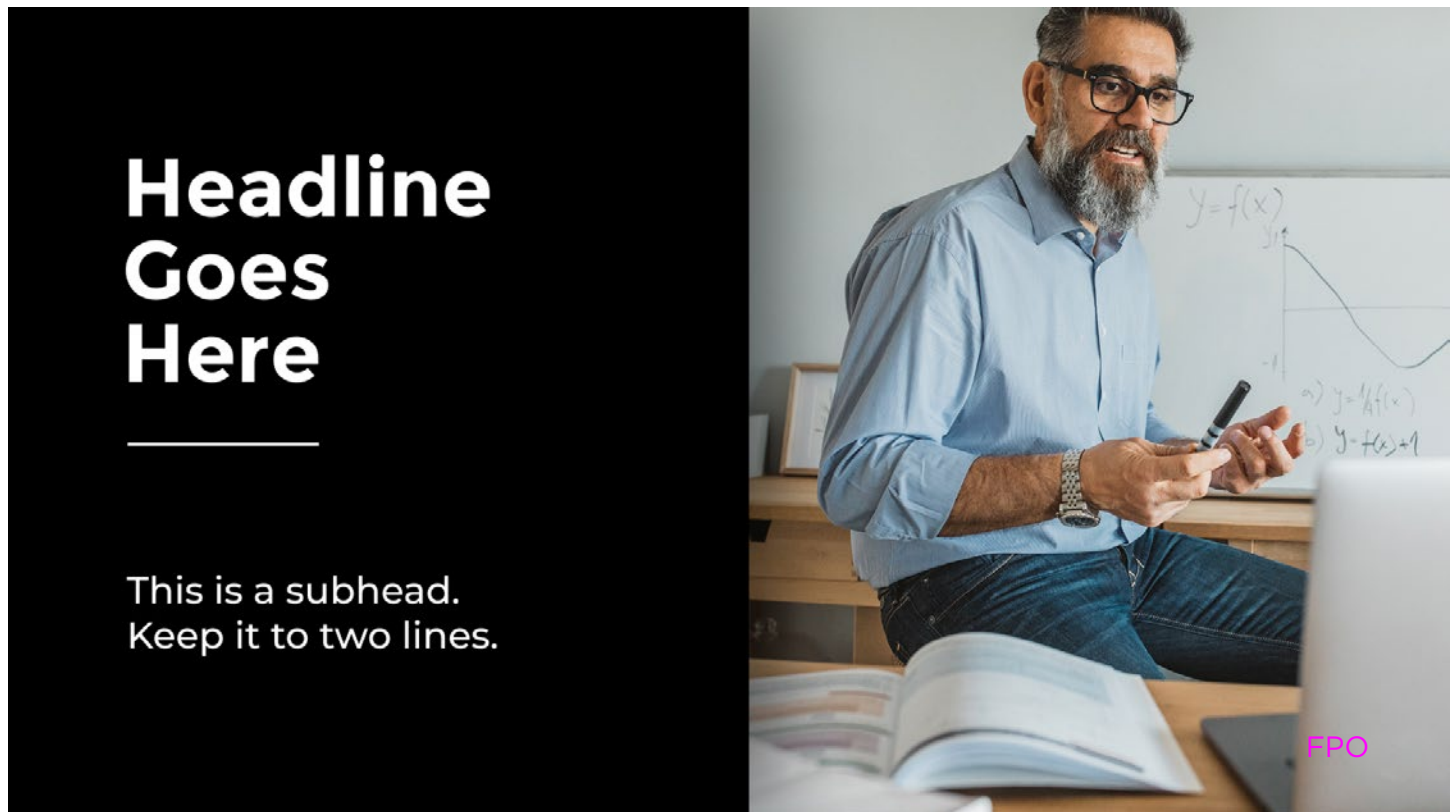
Background Settings:

Enable background color, color of background, opacity of background color

Other configurations of the same .mogrt file



TITLES



Default Title

MOGRT: valencia-title-02**Use:** title slate or “chapters” within a video**Animation:**

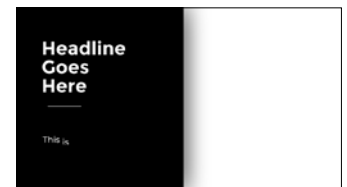
Headline text enters from left to right, easing to a stop; subhead text rises from imaginary baseline word by word



1



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Typography Settings:

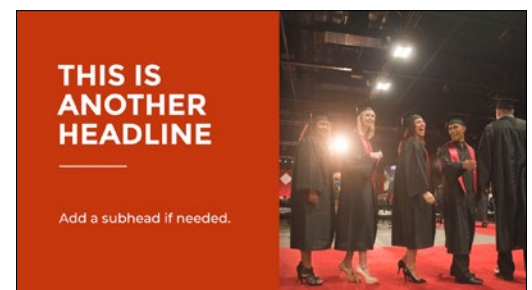
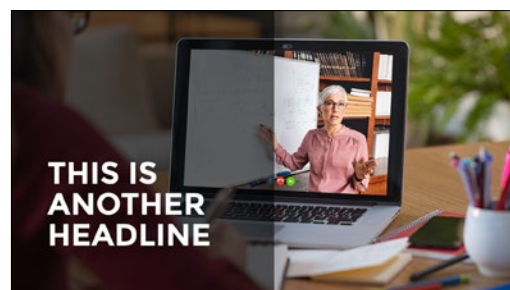
Headline: up to three lines with font size and x,y position for each line independently

Subhead: up to two lines with font size for each line independently

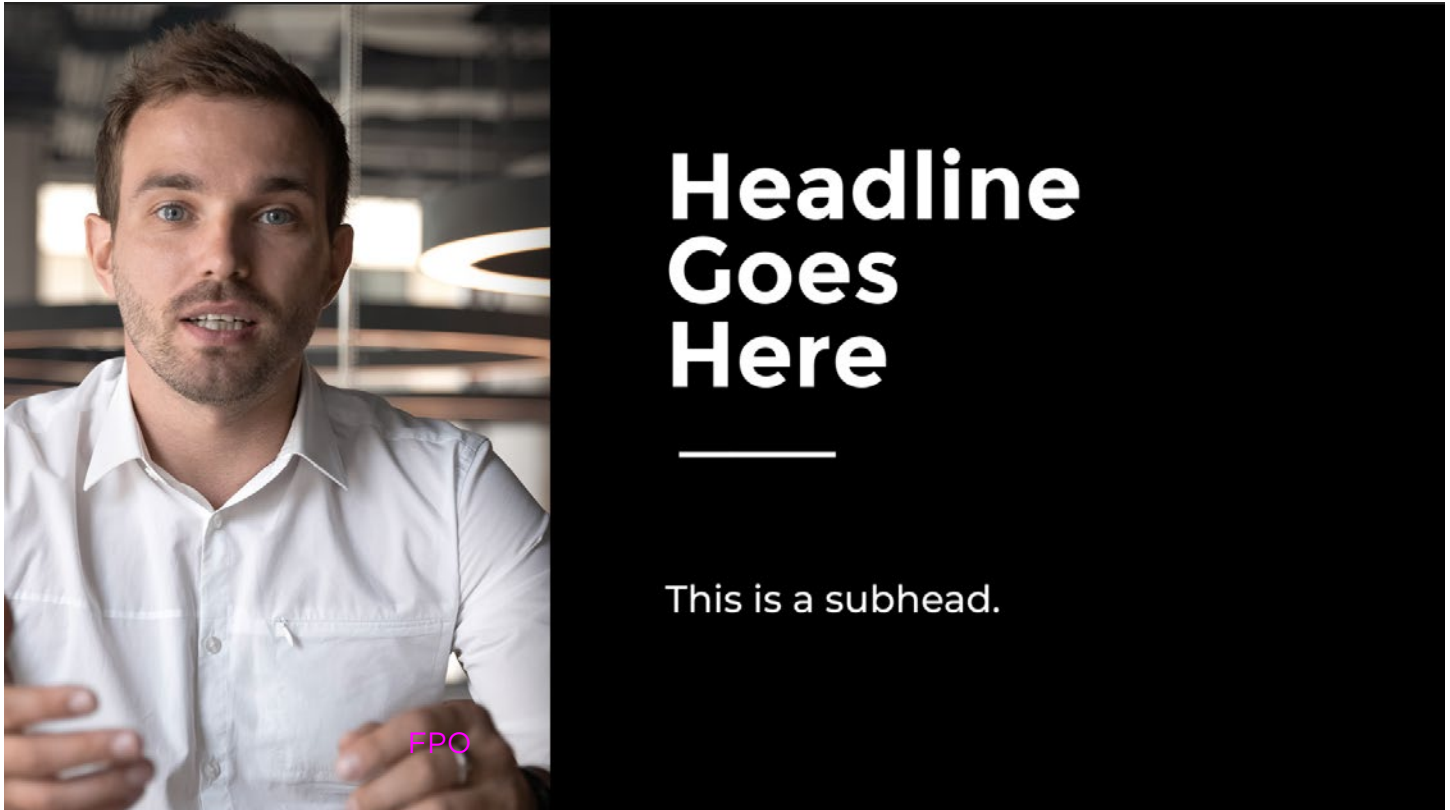
Background Settings:

Enable background color, color of background, opacity of background color

Other configurations of the same .mogrt file



TITLES



Default Title

MOGRT: valencia-title-03**Use:** title slate or “chapters” within a video**Animation:**

Headline text enters from right to left, easing to a stop; subhead text rises from imaginary baseline word by word

**Typography Settings:**

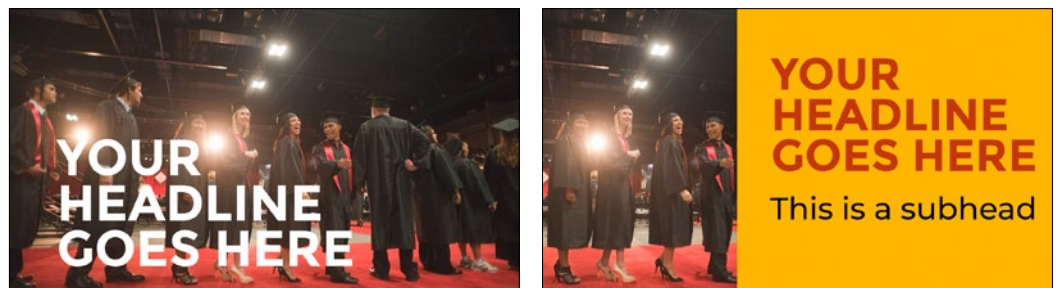
Headline: up to three lines with font size and x,y position for each line independently

Subhead: up to two lines with font size for each line independently

Background Settings:

Enable background color, color of background, opacity of background color

Other configurations of the same .mogrt file



TITLES



Default Title

MOGRT: valencia-title-04

Use: title slate or “chapters” within a video

Animation:

A thick line grows to become a box, text builds left to right, letter by letter



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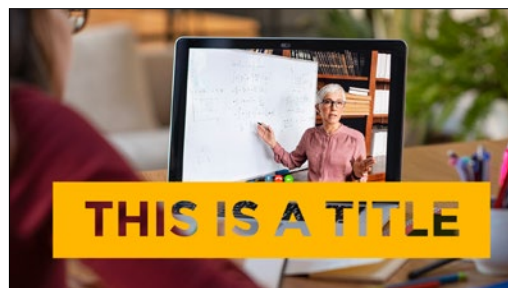
Typography Settings:

Title: One line with font size and x,y position for the text; the box is a fixed size and position

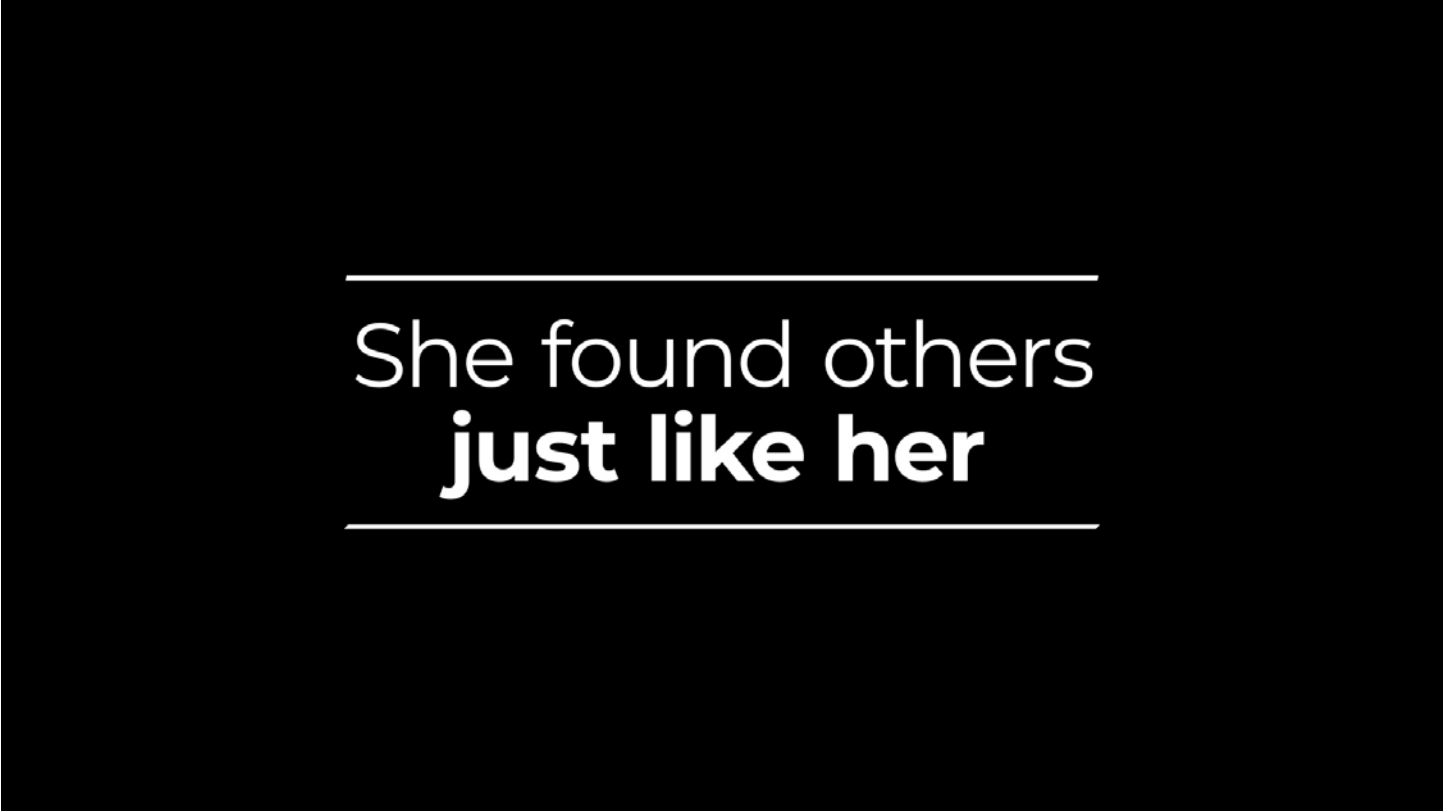
Background Settings:

Background color is for the color of the text box only

Other configurations of the same .mogrt file



TITLES

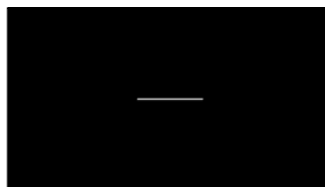


She found others
just like her

Default Title

MOGRT: valencia-title-05**Use:** title slate or “chapters” within a video**Animation:**

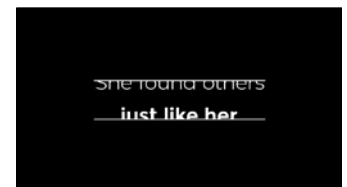
A line appears and splits vertically into two, as they move apart, the text enters originating near top and bottom lines



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Typography Settings:

Headline: up to two lines with font family/style, size and color

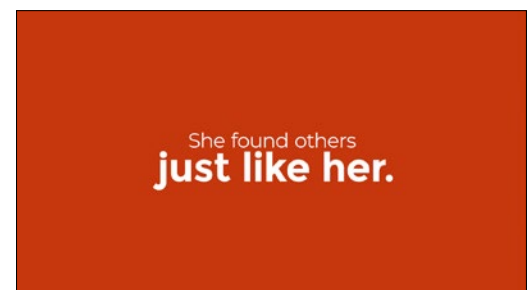
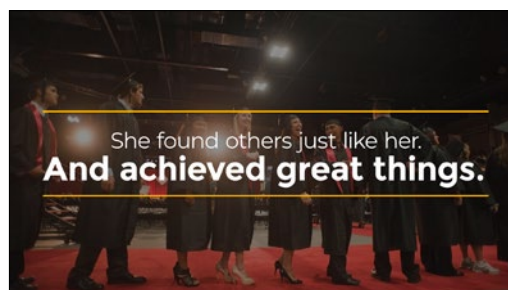
Background Settings:

Color of background, opacity of background color

Other:

Scale entire graphic

Other configurations of the same .mogrt file



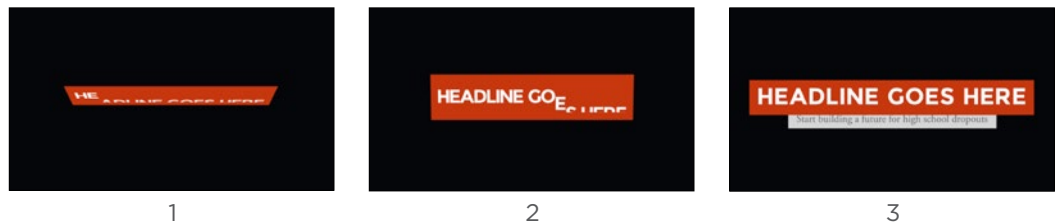
TITLES



Default Title

MOGRT: valencia-title-06**Use:** title slate or “chapters” within a video**Animation:**

Box rotates “open” and grows as text builds one letter at a time from the baseline. Subhead revealed by dropping from behind box.

**Typography Settings:**

Line 1: font size, color, scale of text/box as one unit

Line 2: font size, color, scale of text/box as one unit

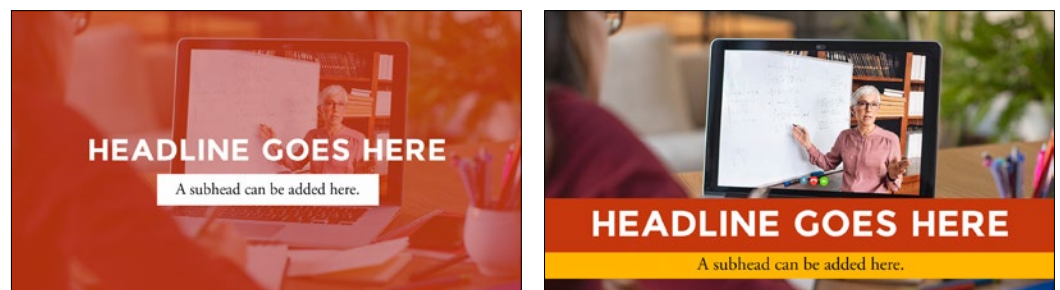
Background Settings:

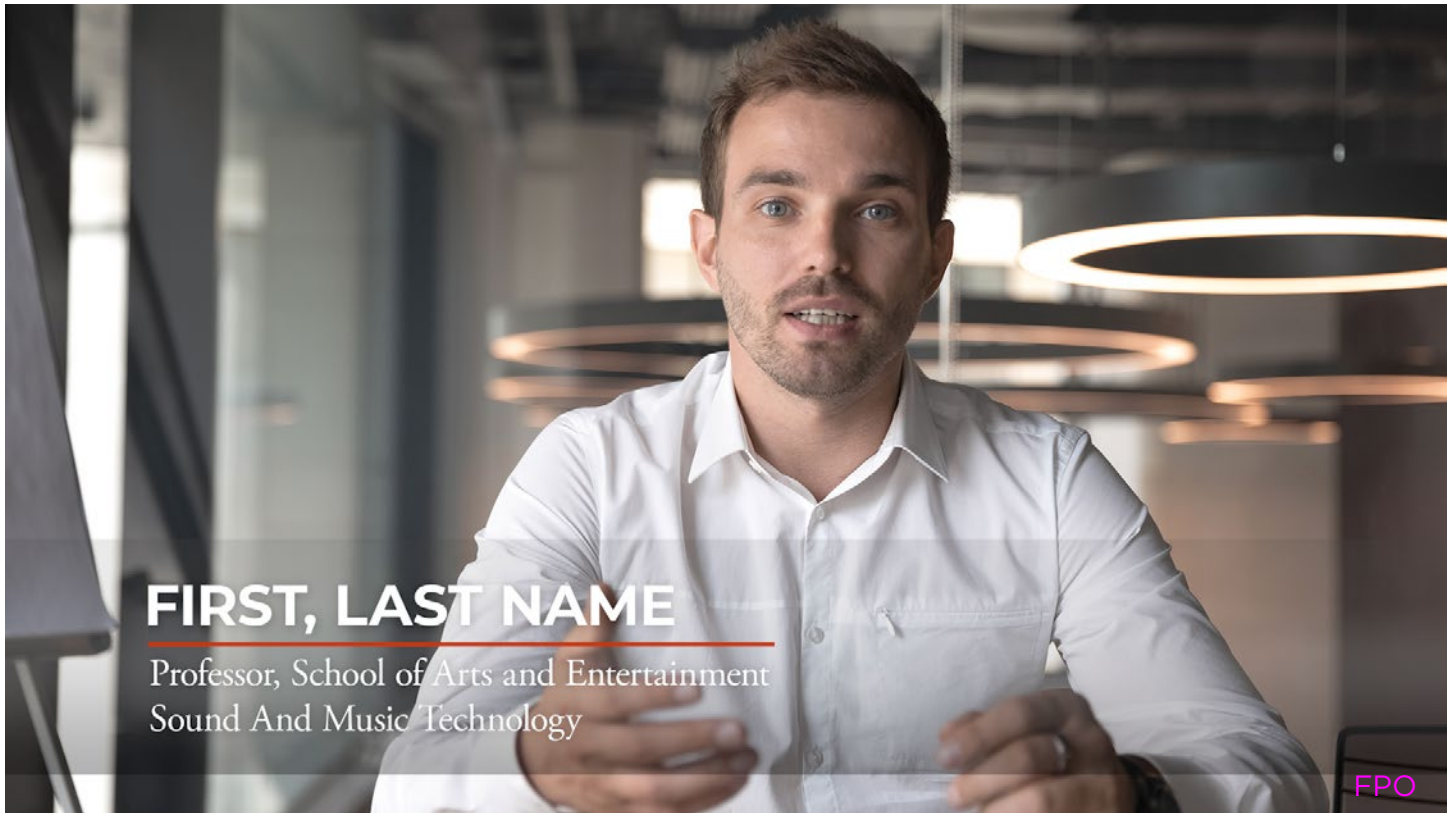
Enable background, color of background

Other Settings:

Scale of entire graphic, x,y position of entire graphic

Other configurations of the same .mogrt file





Default Lower Third

MOGRT: valencia-lower-third-01

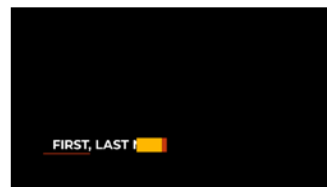
Use: display name, title, organization of subject

Animation:

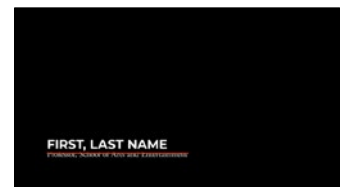
Two small rectangular shapes
wipe from left to right
revealing the name and title



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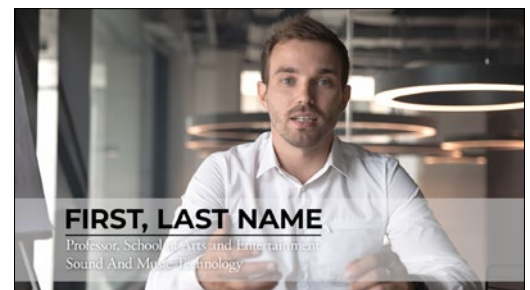
Typography Settings:

Name, name font and style,
title, font, font size

Color Settings:

Name color, "shape"
1+2 color (the shapes that
animate in), keyline color

Other configurations of the same .mogrt file





Default Lower Third

MOGRT: valencia-lower-third-02

Use: display name, title, organization of subject

Animation:

Two small rectangular shapes wipe from left to right revealing the name and title within individual white rectangle enclosures.



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2



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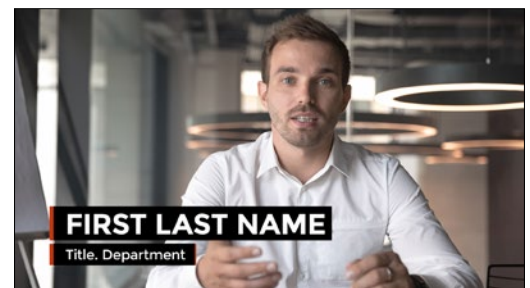
Typography Settings:

Name, name font and style, title, font, font size

Color Settings:

text color (applies to both name and title), "box" 1+2 color

Other configurations of the same .mogrt file





FPO

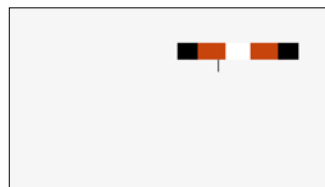
Default Lower Third

MOGRT: valencia-lower-third-03

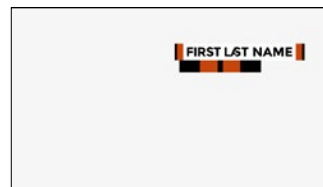
Use: display name, title, organization of subject

Animation:

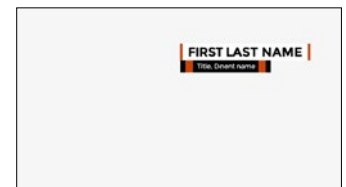
Color bars grow horizontally from center to reveal name, with the title bar timed slightly behind.



1



2



3

Typography Settings:

Name: color

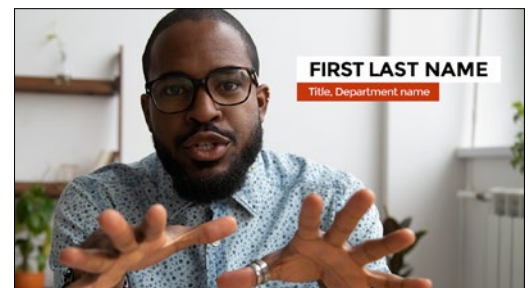
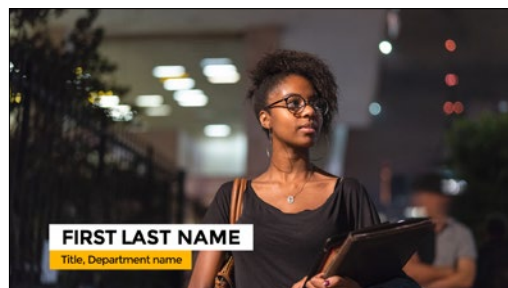
Title: color

Background Settings:

Name bar: color, width, height, x,y position

Title bar: color, width, height, x,y position

Other configurations of the same .mogrt file





FPO

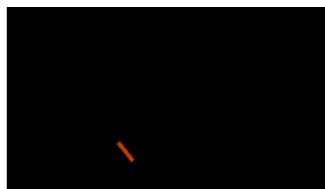
Default Lower Third

MOGRT: valencia-lower-third-04

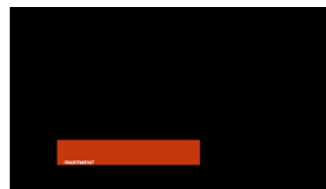
Use: display name, title, organization of subject

Animation:

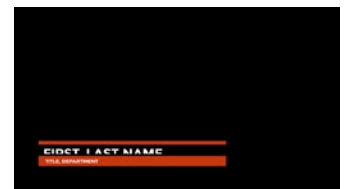
Bar flips and grows horizontally, then vertically to reveal title, then name from the baseline.



1



2



3

Typography Settings:

Name: First, Last
Title: Title, Department

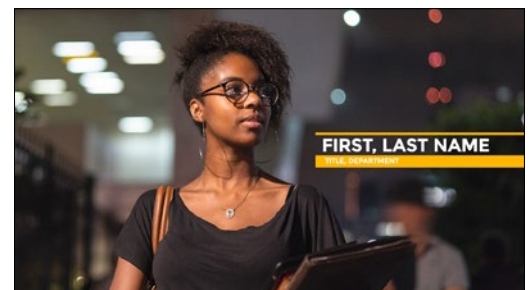
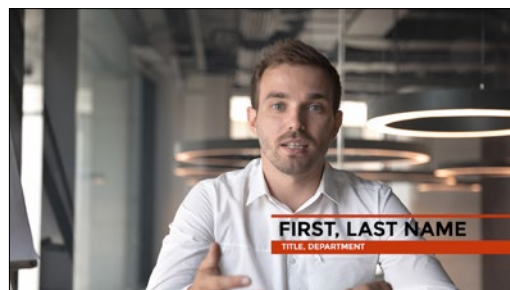
Color Settings:

Name, Title and Shape: color

Other Settings:

x,y position; scale

Other configurations of the same .mogrt file





Default Lower Third

MOGRT: valencia-lower-third-05

Use: display name, title, organization of subject

Animation:

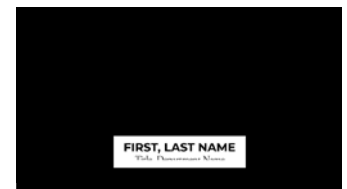
Bar grows horizontally, left to right, name and title are revealed via wipe from top to bottom.



1



2



3

Typography Settings:

Name: First, Last
Title: Title, Department

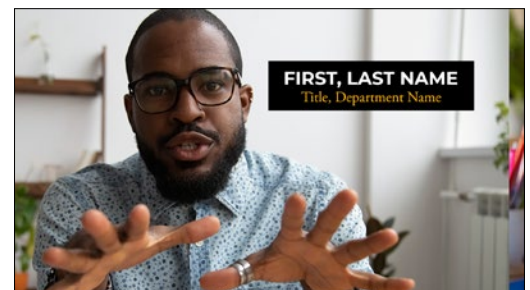
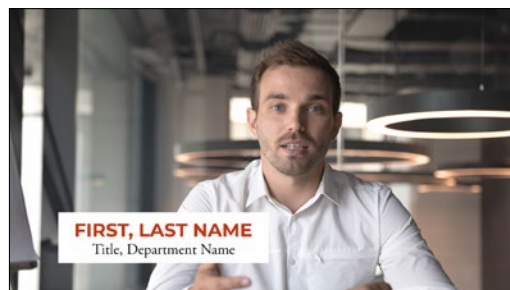
Color Settings:

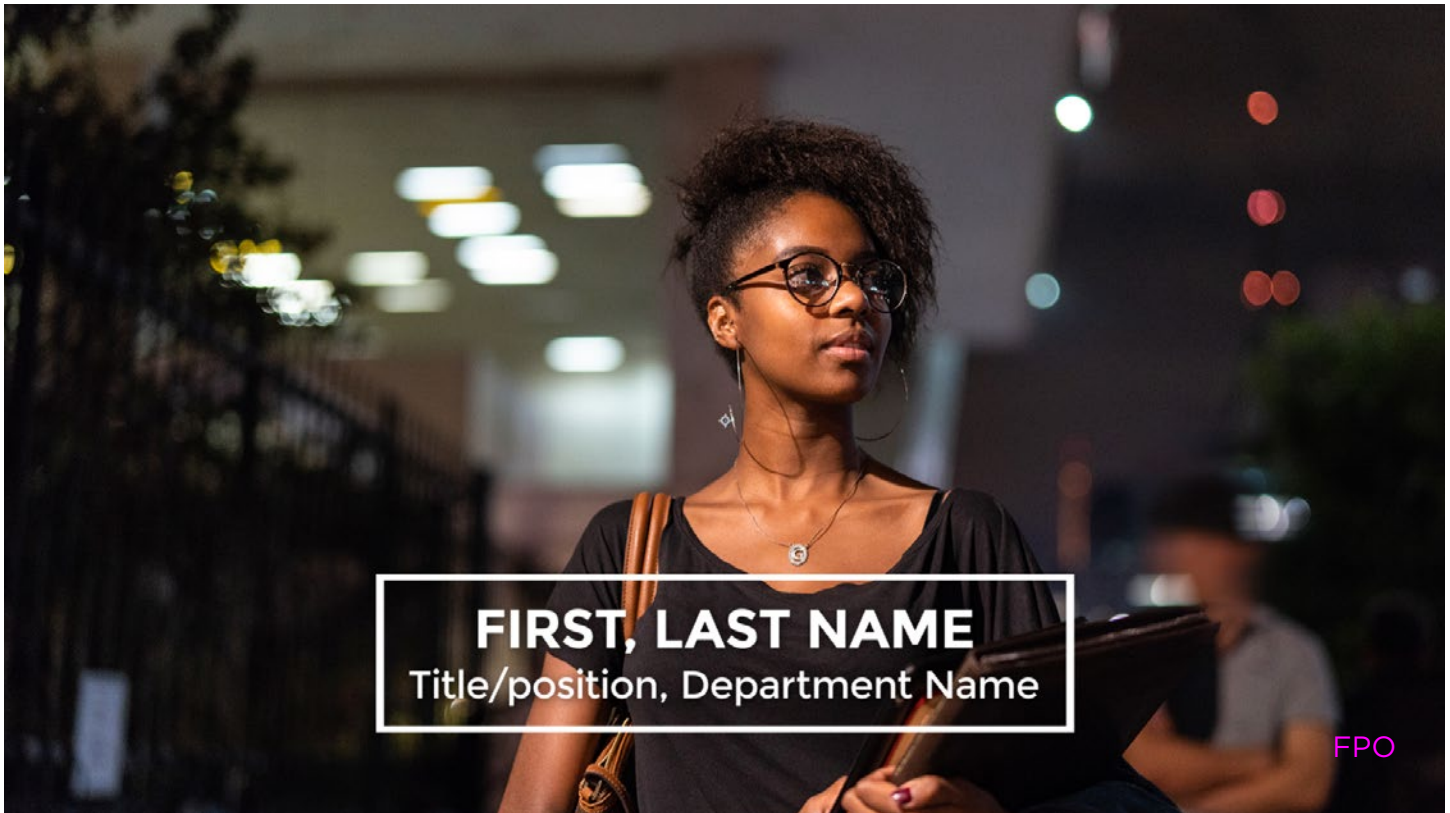
Name, Title and Shape: color

Other Settings:

x,y position; scale

Other configurations of the same .mogrt file





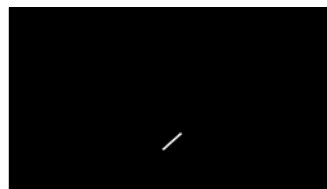
Default Lower Third

MOGRT: valencia-lower-third-06

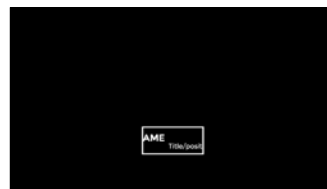
Use: display name, title, organization of subject

Animation:

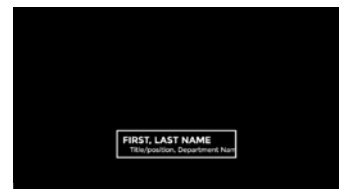
Bar flips then box outline grows horizontally from center out, revealing name and title. Name and tile move to center and entire graphic scales larger.



1



2



3

Typography Settings:

Name: First, Last
Title: Title, Department

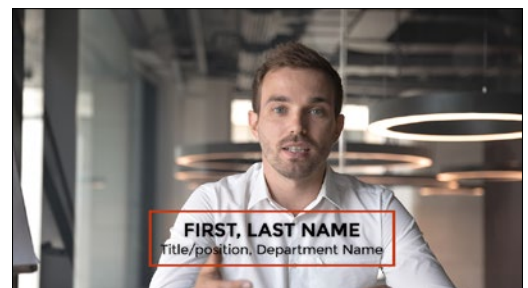
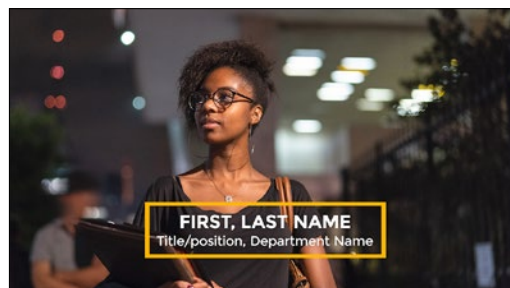
Color Settings:

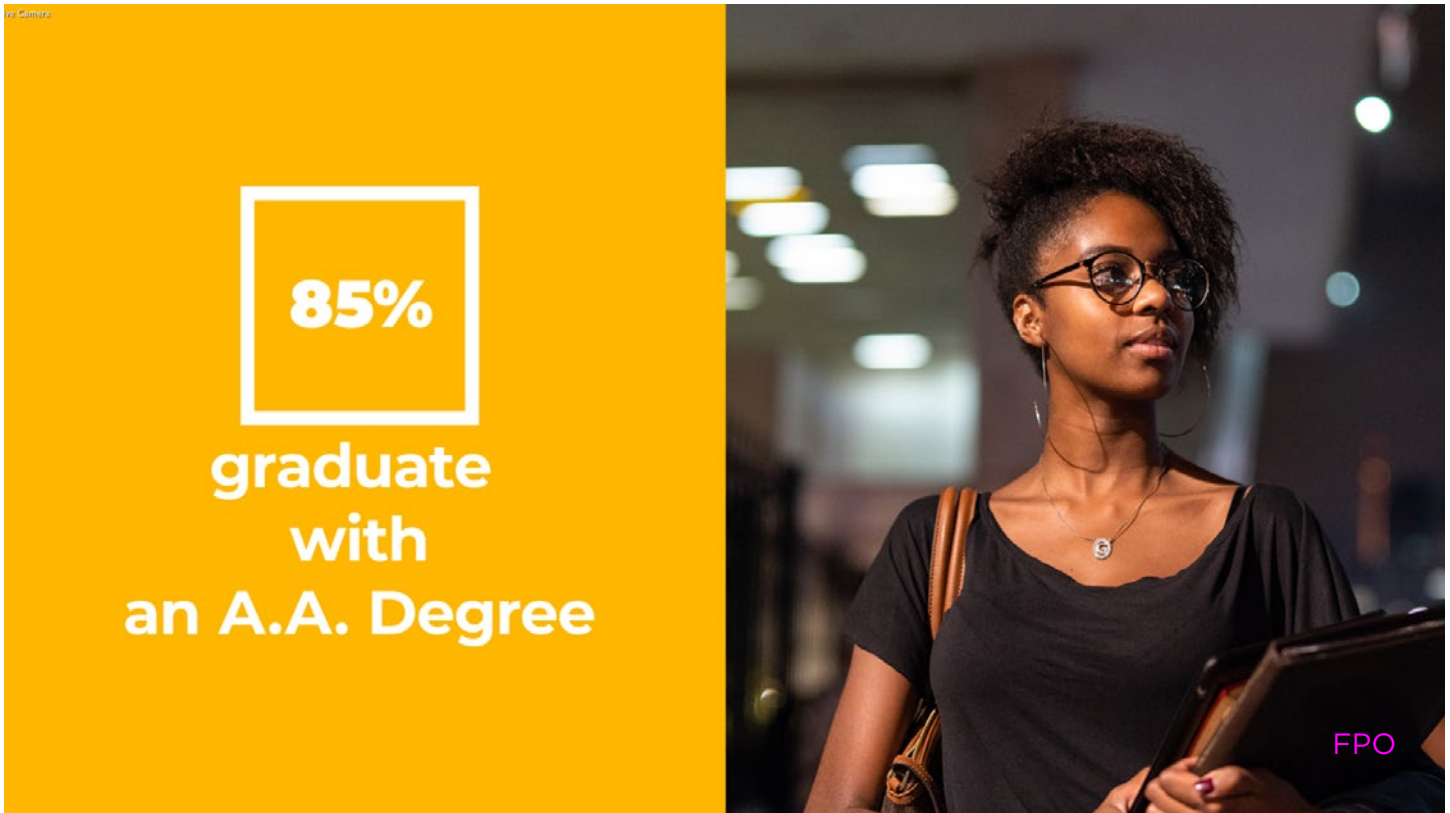
Name, Title and Shape: color

Other Settings:

Stroke Weight; Scale

Other configurations of the same .mogrt file





Default Infographic

MOGRT: valencia-infographic-01

Use: display a single point of data

Animation:

Outline is “drawn” in to form box; box flips to reveal number; text fades in with slight vertical movement together with number box.



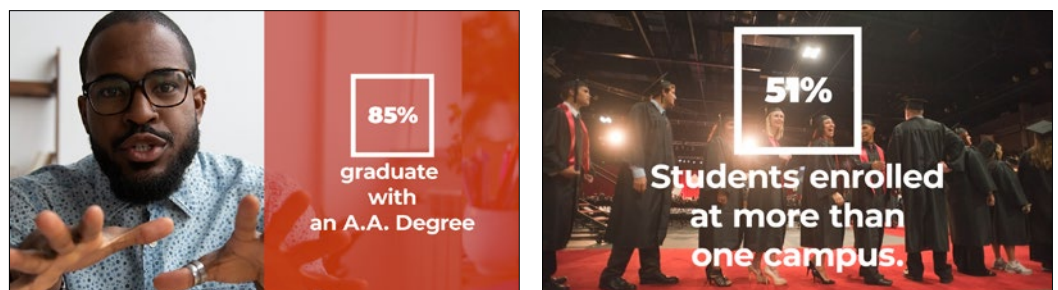
Typography Settings:

Up to four lines of text in combination with a large statistic/number; font size; color of statistic/number; color of text; scale of entire graphic

Background Settings:

Color of background, opacity of background color

Other configurations of the same .mogrt file



5,594
GRADUATE
WITH AN
A.A. DEGREE

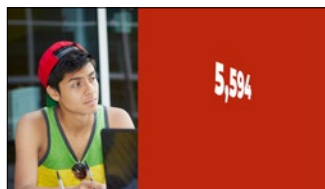
Default Infographic

MOGRT: valencia-infographic-02

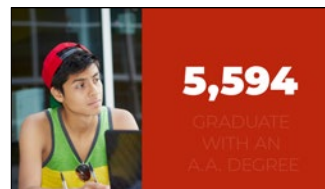
Use: display a single point of data

Animation:

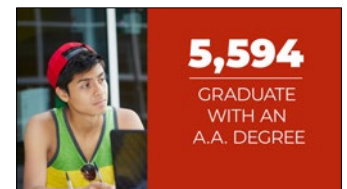
Number flips, text and keyline fades in with slight vertical movement together with number.



1



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3

Typography Settings:

Data: One line for large number, text color

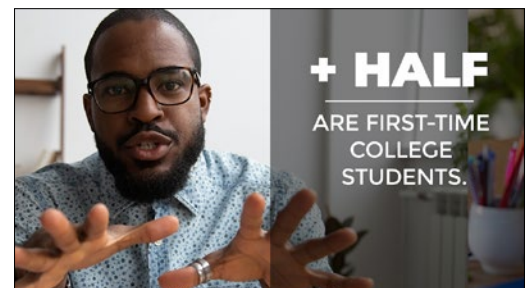
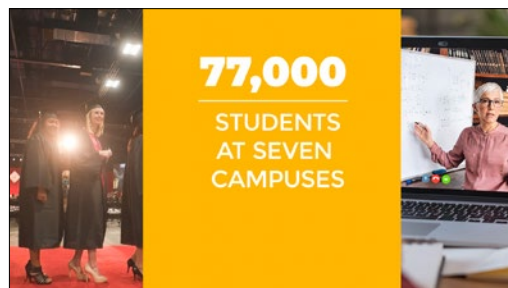
Text: Up to four lines with font size; text color

Background Settings:

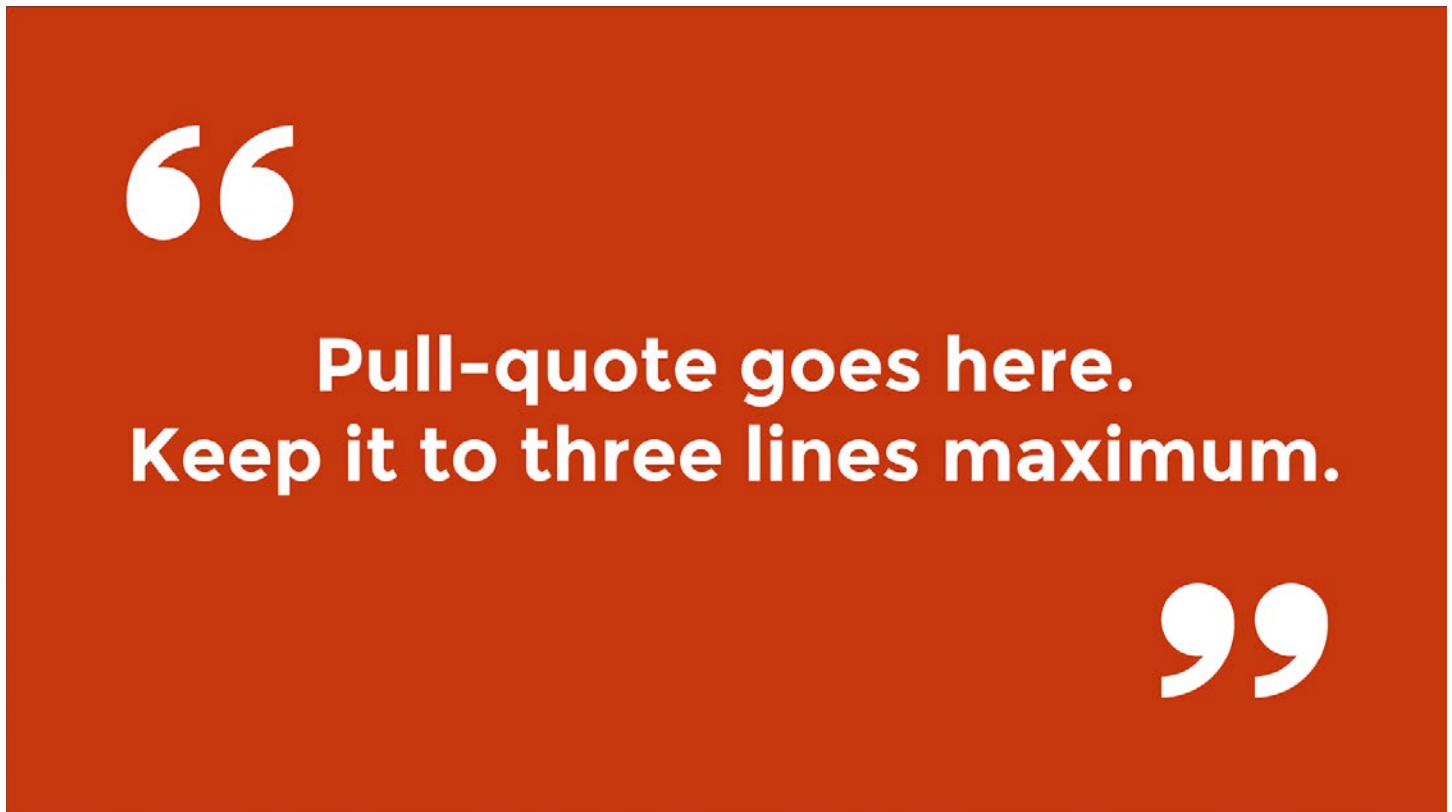
Color of background, opacity of background color

Other: Scale entire graphic

Other configurations of the same .mogrt file



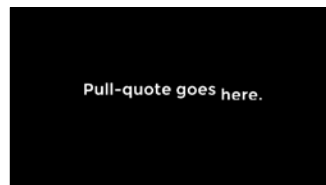
PULL QUOTE



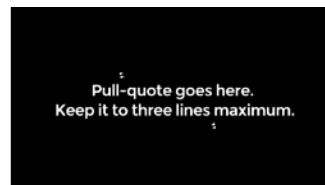
Default Pull Quote

MOGRT: valencia-pull-quote-01**Use:** display a quote as a cutaway with or without voice over**Animation:**

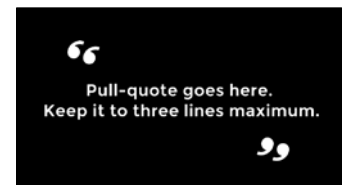
Text rises from baseline one word at a time; quote marks enter small and grow with slight rotation; entire graphic enlarges slightly.



1



2



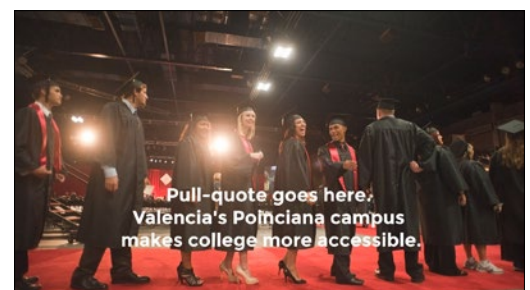
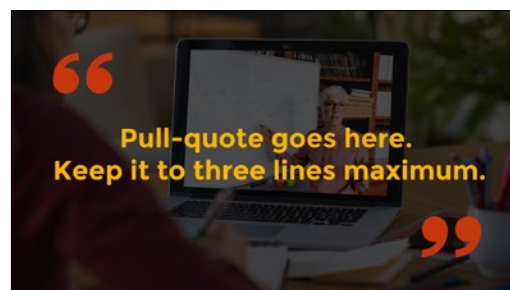
3

Typography Settings: Main text: font, x,y position, scale (text only, not quote marks)

Color Settings: Background, main text color, quotes color

Other Settings: Enable background color, show/hide quotation marks

Other configurations of the same .mogrt file



PULL QUOTE

**“Pull-quote goes here.
Students and employees
can ride the LYNX system
absolutely free.”**

First, Last Name

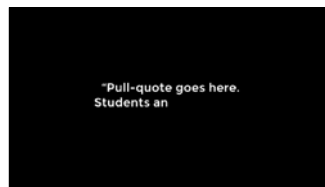
Default Pull Quote

MOGRT: valencia-pull-quote-02

Use: display a quote as a cutaway with or without voice over and citation

Animation:

Text appears by the letter, then by the word; quote text grows as keyline is revealed; keyline shrinks slightly to frame the text.



1



2



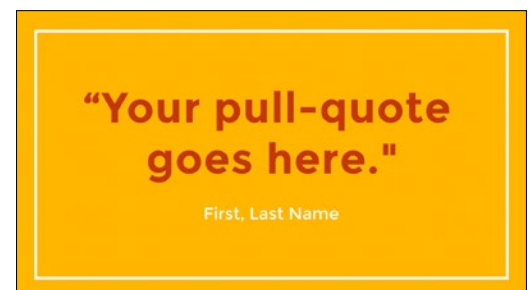
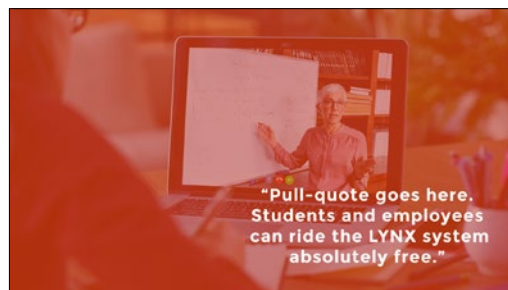
3

Typography Settings: Main text: font, x,y position, scale (text & quote marks independently); Source text: name, font, x,y position, scale

Color Settings: Enable BG, color, quote text color, source text color

Other Settings: Enable border, enable middle stroke (keyline), border width

Other configurations of the same .mogrt file



PULL QUOTE

A pull-quote goes
here. The school trains
over 350 recruits
each year.

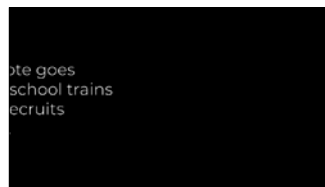
Default Pull Quote

MOGRT: valencia-pull-quote-03

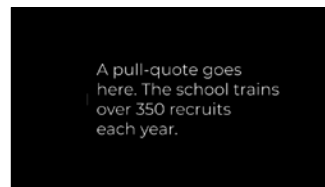
Use: use like a pull quote to reinforce a point of data or message, with or without voice over

Animation:

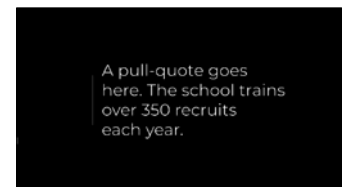
Text block enters from left of frame; keyline drawn vertically from center out.



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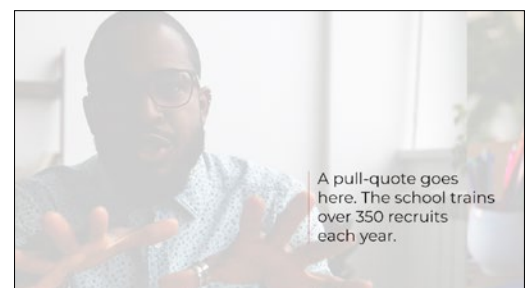


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Typography Settings: Font, font size, text color, line color

Background Settings: Color of background, opacity of background color

Other configurations of the same .mogrt file



PULL QUOTE



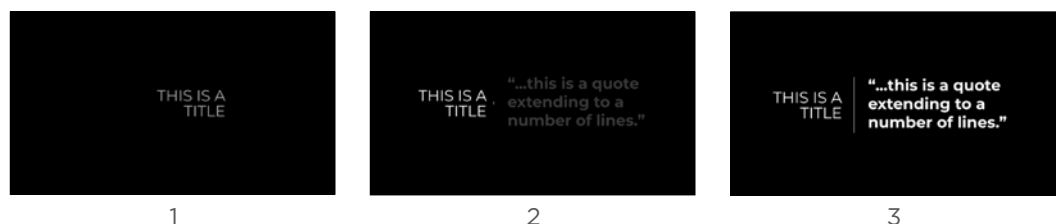
Default Pull Quote

MOGRT: valencia-pull-quote-04

Use: use to display a title, message or section combined with a quote

Animation:

Title appears, moves left and quote text is revealed; keyline is drawn vertically from center out.



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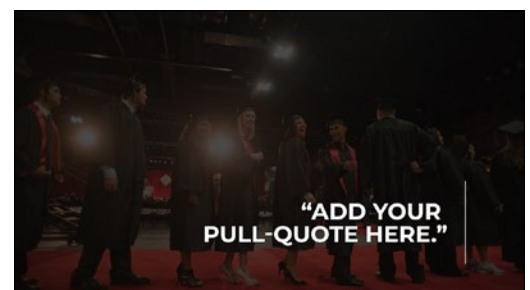
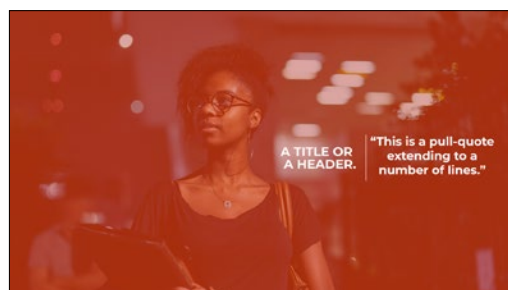
Typography Settings:

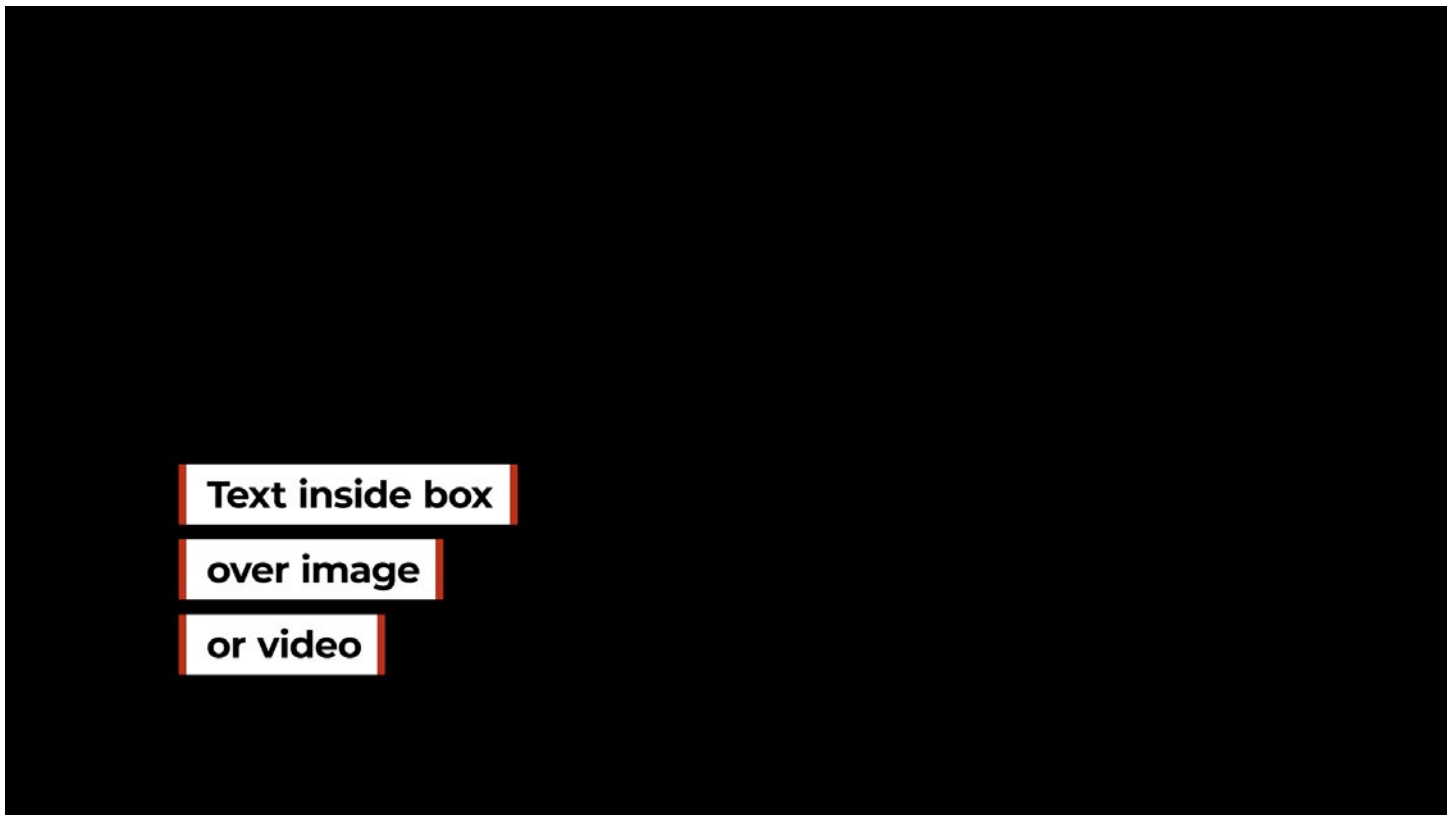
Title: Font, font size, text color, stroke color

Quote: Font, font size, text color

Background Settings: Color of background, opacity of background color

Other configurations of the same .mogrt file



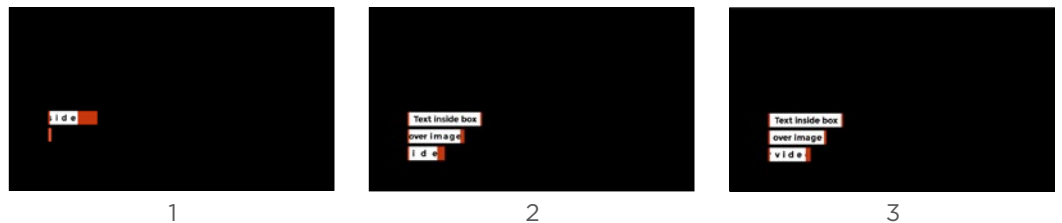


Default Caption

MOGRT: valencia-social-01

Use: captions for social media where audio might be disabled; not for closed-captioning

Animation: rectangular shapes wipe from L to R to reveal text to be used as a caption

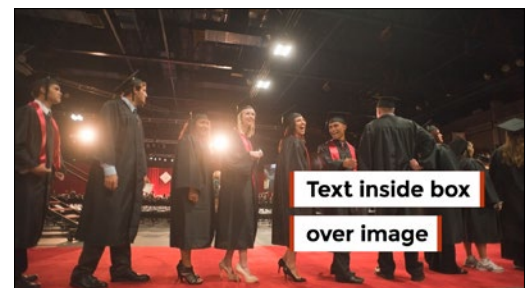
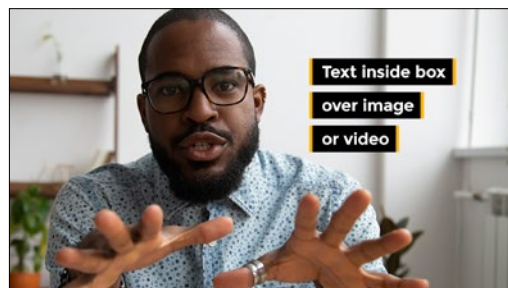


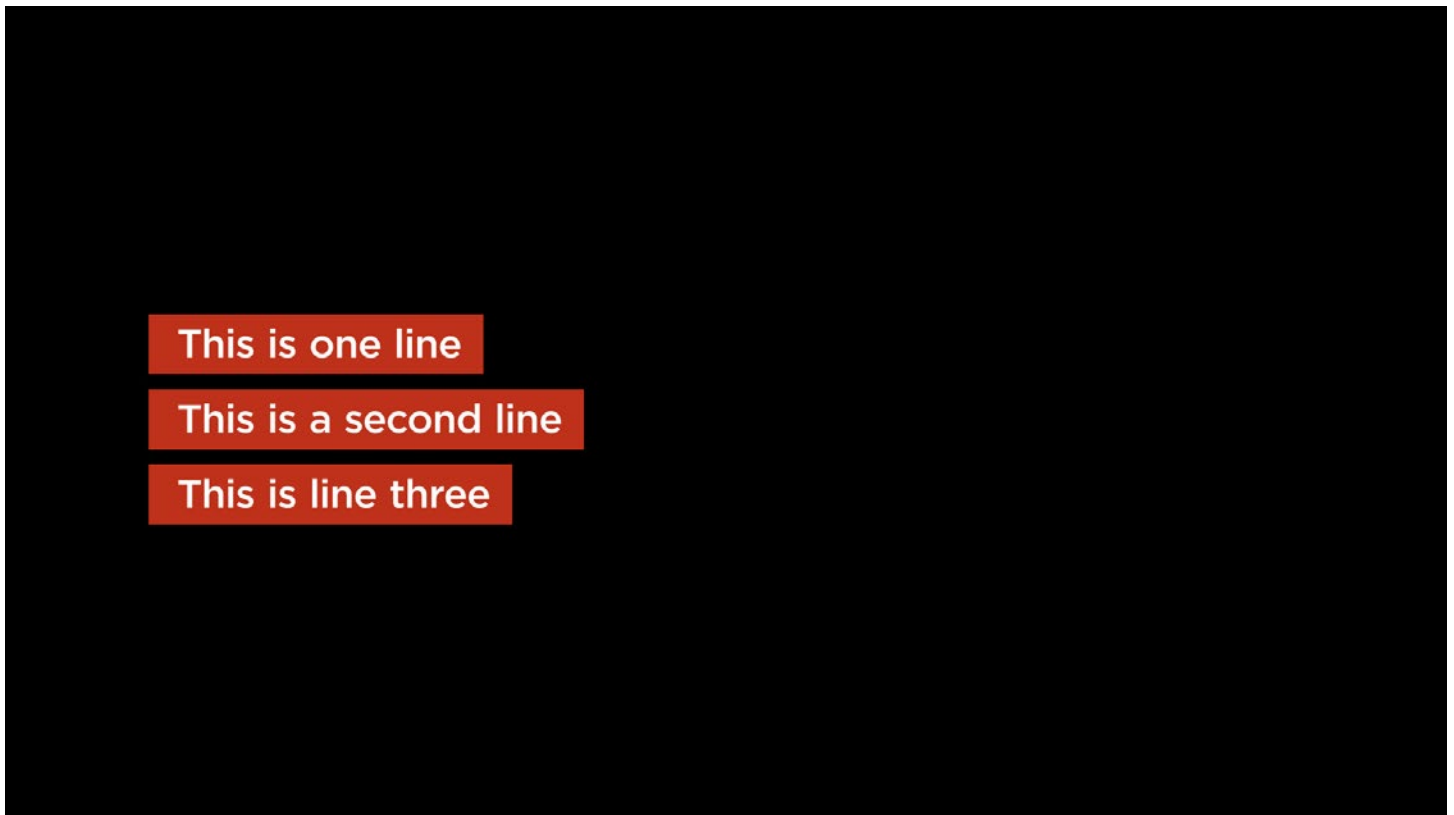
Typography Settings: Up to three lines of text

Color Settings: Text color, text box color 1 (background of the text box), text box color 2 (L&R border of box)

Other settings: Scale, x,y position

Other configurations of the same .mogrt file





Default Caption

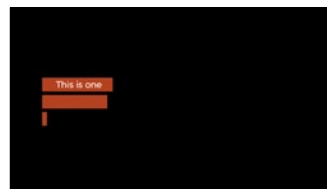
MOGRT: valencia-social-02

Use: title slate or “chapters” within a video

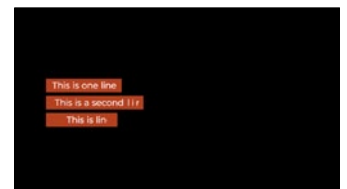
Animation: Bars grow from left to right, top to bottom; as bar is growing, it reveals text that moves from right to left.



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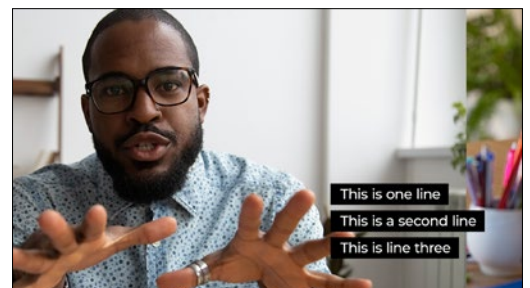
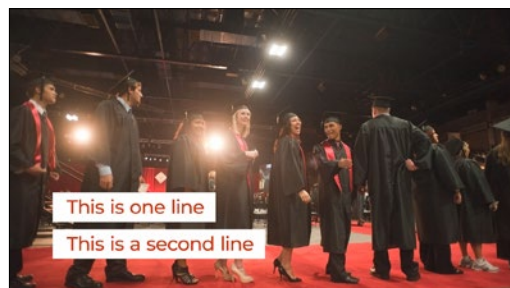
3

Typography Settings: Up to three lines of text; font can be set for each line individually

Color Settings: Text color, box color

Other settings: Scale; x,y position

Other configurations of the same .mogrt file



VIDEO BRAND GUIDELINES

LOGO IN MOTION

A large red rectangular area containing the Valencia College logo in motion. The logo consists of the word "VALENCIA" in white serif font and "COLLEGE" in yellow serif font. The animation sequence is shown in three stages: 1. "VALENCIA" is blurred and moving left. 2. "VALENCIA" is clear and "COLLEGE" is appearing. 3. The full "VALENCIA COLLEGE" logo is revealed.

VALENCIA COLLEGE

Use: The Valencia College logo in motion can be used at the end of the main video content. Begin with the story and end with the logo.

Animation: "Valencia" drops in quickly then subtly moves left so the emerging "College" is revealed.



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Duration: The approved logo in motion is 5 seconds long. Use as is without any edits to speed or animation.

Audio: Audio including but not limited to music bed must fade out over 30 frames (1 second) before the logo in motion is introduced.

Do not add any sound effects.

Transitions: Always fade in the logo in motion over the content.

Fade-in length must be 10 frames for fast/upbeat video (based on 30 fps).

20 frames can be used for slower-placed edits. Hard cut transition is also acceptable.

Do not add any transition or animation effect at the end of the logo in motion.

VIDEO BRAND GUIDELINES

MONOGRAM BUG



Use: Add the monogram bug at 5 seconds after the video content starts, not including the title.

If the title is used as an opener, bypass it and count 5 seconds from where the content starts.

Animation: The red square quickly builds from the center out while the “V” and “C” emerge to form the monogram.



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Duration and transition:

Once the monogram bug is added, it should overlay the video content for the full duration. It must fade out 1 second before the logo bumper appears.

Size:

- 150 x 150 px for 1080
- 300 x 300 px for 4K

Placement:

- The monogram bug is to be placed in the right upper corner. It should be within the title safe area and never bleed.
- Keep at 100% visibility—do not change the opacity.

VIDEO BRAND GUIDELINES

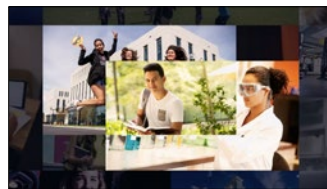
INTROS



Intro A: Intro-A.mp4

Use: Intro A can be used at the beginning of the main video content.

Animation: Large photos transition into grids of photography ending with an image mask reading “Better Tomorrows”.



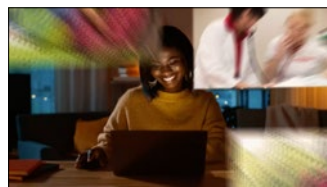
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VIDEO BRAND GUIDELINES

INTROS



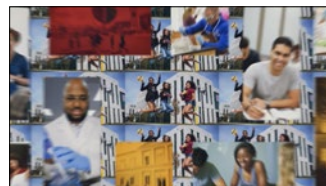
Intro B: Intro-B.mp4

Use: Intro B can be used at the beginning of the main video content and includes a title screen.

Animation: Large images are quickly replaced by a grid of images, with color overlays, ending in a title screen.



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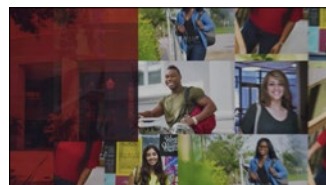
2



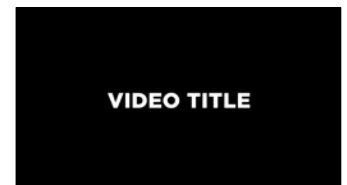
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VIDEO BRAND GUIDELINES

INTROS



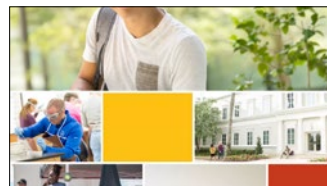
Intro C: Intro-C.mp4

Use: Intro C can be used at the beginning of the main video content and includes the Valencia College logo in motion.

Animation: Grids of photos consistently transition ending with the logo in motion.



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VIDEO BRAND GUIDELINES

INTROS



Intro D: Intro-D.mp4

Use: Intro D can be used at the beginning of the main video content and features a “better tomorrows” message and the logo in motion.

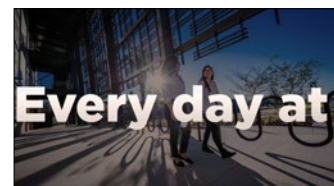
Animation: Animation alternates between large, full-screen images and grids of images while the message “Better Tomorrows Begin Every Day at VC”.



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VIDEO BRAND GUIDELINES

OUTROS

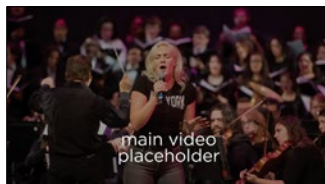


VALENCIA COLLEGE

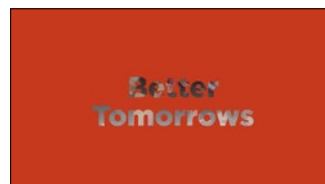
Outro A: Outro-A.mp4

Use: Outro A can be used at the end of the main video content for many types of projects where the message is appropriate.

Animation: Images are masked by type creating the message: “Better Tomorrows Begin Every Day at Valencia College”.



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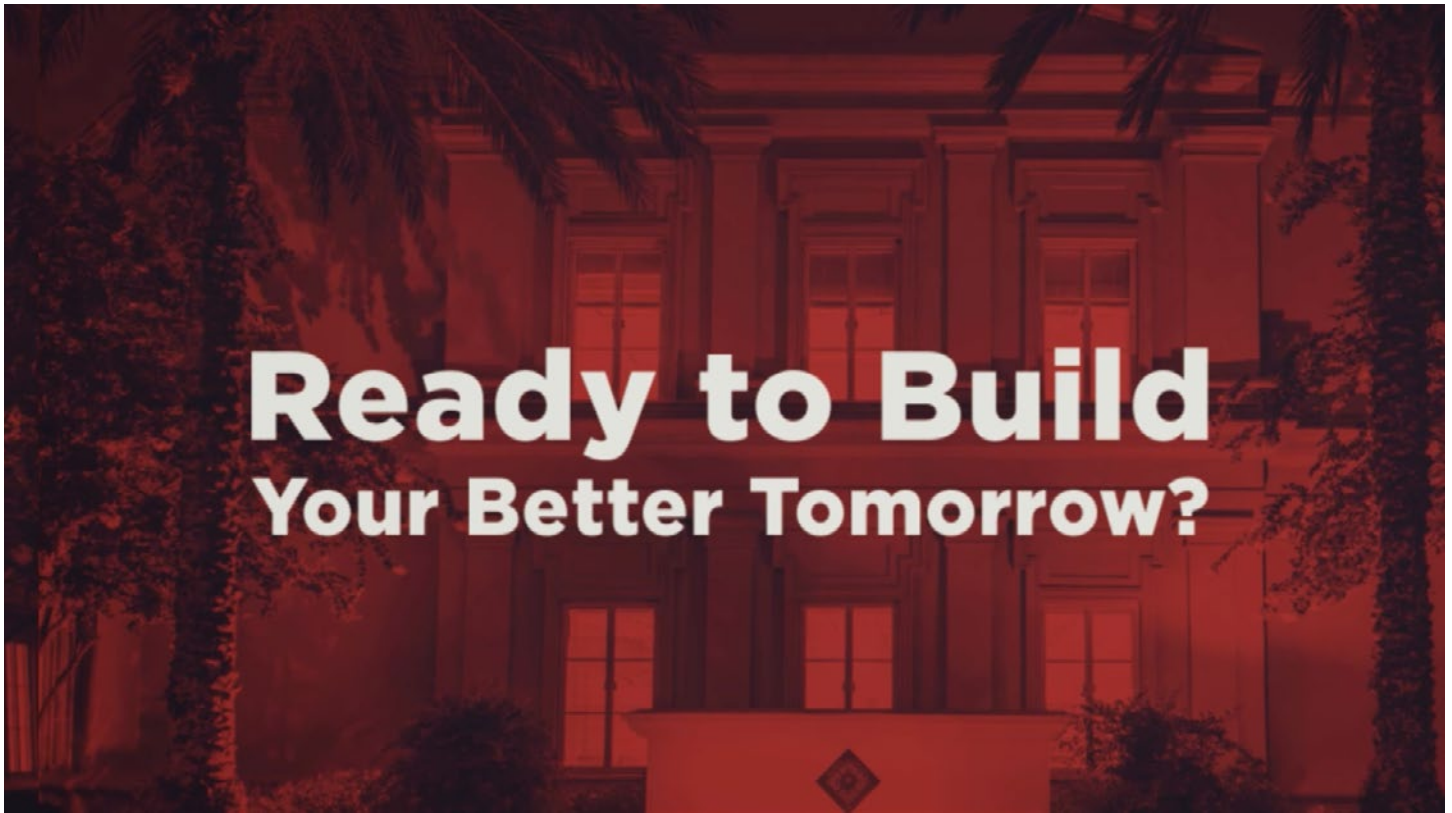
3



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VIDEO BRAND GUIDELINES

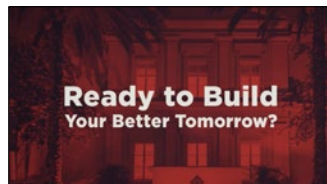
OUTROS



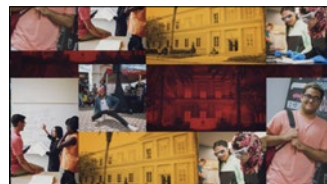
Outro B: Outro-B.mp4

Use: Outro B can be used at the end of the main video content and prompts a question and response call-to-action with the college URL.

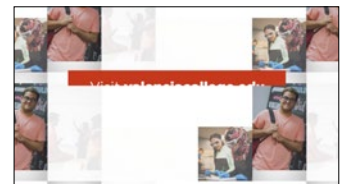
Animation: Text asks “Ready to Build Your Better Tomorrow?” as it transitions into a grid of images ultimately revealing the college URL and the Monogram.



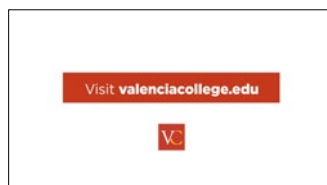
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VIDEO BRAND GUIDELINES

OUTROS



Outro C: Outro-C.mogrt

Use: Outro C can be used at the end of your project when a custom call to action and URL are needed.

Animation: The VC Monogram morphs into an arrow that reveals the call to action. There is a stationary URL.



VIDEO BRAND GUIDELINES

OUTROS



Call to Action
valenciacollege.edu

Outro D: Outro-D.mogrt

Use: Outro D can be used at the end of your project when a custom call to action and URL are needed.

Animation: The Primary Logo emerges soon, revealing a custom call to action and a URL.



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