

Video style guide

Version 1.1 – 18.09.2018

Intro/outro

Intro versions (logo only)



uvex_intro_black_transp.mov

uvex_intro_black.mov



uvex_intro_white_transp.mov

uvex_intro_white.mov

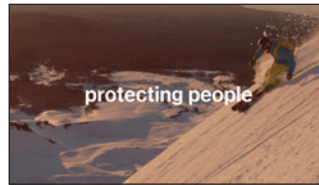
Duration: 3 sec 10f – Sound: no

Outro versions (claim and logo)



uvex_outro_black_transp.mov

uvex_outro_black.mov



uvex_outro_white_transp.mov

uvex_outro_white.mov

Duration: 6 sec 10f – Sound: yes

Download:

<http://cdportal.uvex-group.com/index.php?id=1365&L=0>

Login required, request from CBM if necessary

Generally, all videos must display one of the four possible intro variants within the first 10 seconds and conclude with the corresponding outro version. (Exception: see below)

For example, if the white version is used for the intro, the white version must also be selected for the outro. If the transparent variant is used, the uvex logo and claim “protecting people” must remain fully legible.

Social media videos intro & outro

On short videos uploaded to social media platforms such as Facebook, Instagram, Snapchat etc., the intro and outro does not need to be used. The logo must be shown on the product or in a similar location during the video so that the origin is clear to the viewer. Where possible, the product must be mentioned by name in the description accompanying the video or via a tag in the video itself (e.g. on Instagram Stories); a call-to-action, such as a link to the product, must be incorporated.

Typografie

Lower thirds



Only valid at 1920x1080

Animation

Duration: 6 sec – Sound: no

Line:

00:08: Opacity 0%
00:09: Opacity 100%; path start
01:06: Path end
05:08: Opacity 100%
05:24: Opacity 0%

Text – name and title:

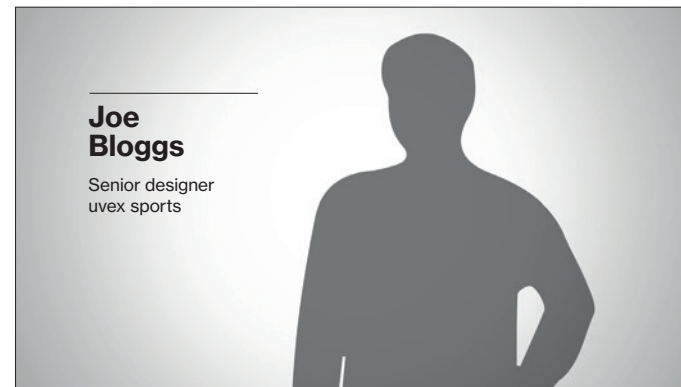
00:19: Opacity 0%
01:11: Opacity 100%
05:08: Opacity 100%
05:24: Opacity 0%

Letter spacing

Neue Haas Grotesk Bold

From size 70 px, the bold font is always used with a letter spacing of -10

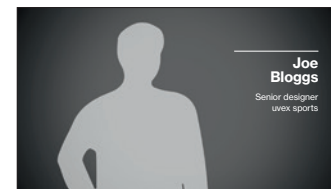
Examples



Black type, two lines, left-justified



Black type, single line, right-justified



White type, two lines, right-justified

The lower thirds shown here are used to indicate names and titles.

There are 8 variants for uvex lower thirds:

- black, two lines, left-justified
- white, two lines, left-justified
- black, two lines, right-justified
- white, two lines, right-justified
- black, single line, left-justified
- white, single line, left-justified
- black, single line, right-justified
- white, single line, right-justified

The legibility of the text must not be compromised. The face of the person in frame must not be obscured by the text.

The text must always be positioned in the safe area.

Templates can be found in the following AE file:
uvex_bb_vorlage.aep

Templates available from CBM on request

Subtitles



Typography

All of the information provided here is based on a video resolution of 1920x1080 px.

Font colour

Subtitles are always white with a black outline. This ensures that the text is always clearly legible, regardless of the background (see example on the left).

Font: Neue Haas Grotesk

Text Pro 55 Roman

Font size: 55 px

Line spacing: 75 px

Outline: 3 px

Letter spacing: Letter spacing = 0

Alignment: Centre

> All of the information provided refers to the final cut.

Spacing

Subtitles are positioned within the title safe area. The bottom edge of the text ends within the title safe area.

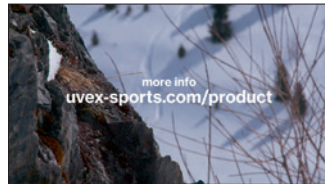
Templates available from CBM on request

URLs

URL versions



URL, black, transparent



URL, white, transparent



URL, black



URL, white

Animation

Duration: 5 sec – Sound: no

URL text:

00:00: Opacity 0 %
01:00: Opacity 100 %
04:00: Opacity 100 %
05:00: Opacity 0 %

Font size

more info

Neue Haas Grotesk Text Pro 65 Bold
Font size: 70 px for full HD
Line spacing: 100 px for full HD
Letter spacing: -10

URL

Neue Haas Grotesk Text Pro 65 Bold
Font size: 100 px for full HD
Line spacing: 100 px for full HD
Letter spacing: -10

URL format

uvex sports

General link: DE/EN: uvex-sports.com
Deep link: DE: uvex-sports.de/performance
EN: uvex-sports.com/performance

uvex safety

DE: uvex-safety.de – EN: uvex-safety.com

uvex group

DE: uvex-group.de – EN: uvex-group.com

Do not include “http://” or “www”.

In videos on products/events which have their own URL, the URL is provided before the outro.

The legibility of the text must not be compromised.

The text must always be positioned in the safe area.

Templates available from CBM on request

Miscellaneous

Voice-overs

If you wish to use a voice-over in your video, use a male voice. If you need an English speaker, please contact CBM.

Christopher Kent is used as an English speaker for uvex sports.

Employees

If employees are shown in the video, they should be wearing presentable branded clothing (branding evident from badge, for example).

Ties do not need to be worn (including for uvex safety).

The clothing may be any colour. However, all clothing must be of a single uniform colour and should not feature any patterns, which can distract the viewer. This ensures that the final video has a neutral look.