OLD DOMINION
UNIVERSITY

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 - https://www.odu.edu/content/dam/odu/offices/university-marketing-communications/docs/odu-brand-book-2018.pdf

Various elements can be downloaded from Color Palette, Fonts & Visual Elements Page. - https://www.odu.edu/facultystaff/communication/toolkit/identity-standards/palette-fonts

• FONTS/TYPOGRAPHY

These fonts are a part of ODU's brand elements. Please do not distort any text.

MICROGRAMMA   Vitesse   Open Sans

• COLORS

Anchored against the three primary University colors, a cool coastal spectrum has been added to compliment and enhance all creative materials. These colors are rooted in the heritageof the region but are flexible enough to create distinct messaging, no matter the project. Specific swatches have been chosen for CMYK and RGB applications, so make sure you are using the right selections for your specific project.

Monarch Blue	Silver Reign	Sky Blue	
cmyk 100 77 38 36	cmyk 52 40 37 3	cmyk 38 11 0 0	
rgb 0 48 87 | #003057	rgb 130 130 143 #828A8F	rgb 152 197 234 #98C5EA	
PMS 540	PMS 430	PMS 283	
Carrier Metal	**Royal Blue**	**Big Blue**	**Midnight**
cmyk 76 64 45 30	cmyk 100 88 0 0	cmyk 100 98 1 0	cmyk 92 80 52 66
rgb 63 73 90 | #404A5A	rgb 43 30 217 | #2B1ED9	rgb 32 40 152 | #202898	rgb 8 25 45 | #0A192D
PMS 7545	PMS 286	PMS 2736	PMS 303
Coastal Storm	**Azure**	**Denim**	**High Tide**
cmyk 32 29 22 0	cmyk 85 57 0 0	cmyk 54 88 72 0	cmyk 95 68 36 20
rgb 172 170 180 | #ACAAB4	rgb 67 72 221 | #4348DD	rgb 54 88 173 | #3658AD	rgb 23 76 109 | #164C6D
PMS 5295	PMS 285	PMS 2728	PMS 308
Aluminum	**Barry Blue**	**Hampton Blue**	**Waterside**
cmyk 5 2 1 3	cmyk 53 32 0 0	cmyk 71 38 4 0	cmyk 82 33 28 2
rgb 214 213 218 | #E1EAF0	rgb 114 155 230 #729BE6	rgb 77 137 193 | #4D89C1	rgb 152 197 234 | #2188A2
PMS 649	PMS 284	PMS 2925	PMS 3145
Vanilla Ice Cream & Cake	**USS Wisconsin Grey**	**Evening Breeze**	**Seafoam**
cmyk 0 0 0 0	cmyk 15 12 9 0	cmyk 57 9 10 0	cmyk 73 10 20 0
rgb 255 255 255 | #FFFFFF	rgb 225 235 241 | #D6D5DA	rgb 99 185 214 | #63B9D6	rgb 32 174 197 | #20AEC5
	PMS 5315	PMS 310	PMS 326

• 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 nehind the logo to help it stand out. Three correct examples are shown here:

INCORRECT

• 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

👑
OLD DOMINION UNIVERSITY
Frank Batten College of Engineering and Technology

Secondary Logo

👑
ODU
Frank Batten College of
Engineering and Technology

• SUB BRAND

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

- Alumni Association
- Athletics
- ODU Foundations

Primary

• 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.
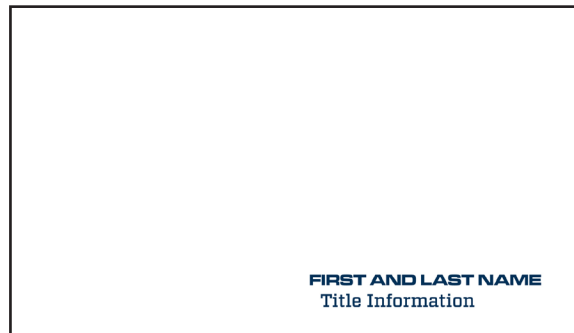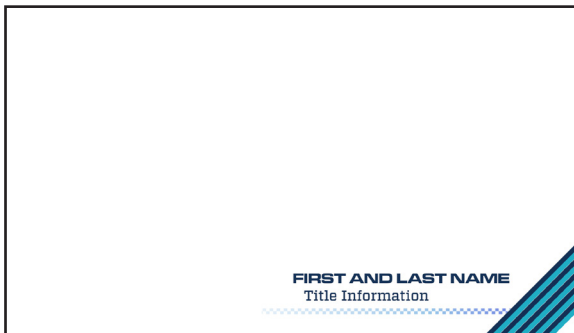

• LOWER THIRDS

Lower thirds should be used for subject identification and include:
- First and Last Name
- Title
- Major, Department or Unit

If someone has multiple titles, use the one that is most relevant to the topic being presented. Lower thirds should be used on the subject's first speaking appearance, and can be placed on the left or right side of the screen. The text should remain on the screen long enough to be read, but no longer than 6 seconds (a good rule of thumb is that the editor can read them twice). Use Microgramma for the person's name and Vitesse for his/her title. Please see the below examples:

GIOVANNA GENARD
AVP, Strategic Communication & Marketing

JOSE FERNANDEZ
ODU Computer Engineering Senior

FIRST AND LAST NAME
Title Information

FIRST AND LAST NAME
Title Information

• 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, & YouTube)
- "On campus and online – Norfolk, VA" - (all caps, Vitesse font, em dash)
- "odu.edu" - (lower case, Vitesse font)

OLD DOMINION
UNIVERSITY

odu.edu
ON CAMPUS & ONLINE — NORFOLK, VA

OLD DOMINION
UNIVERSITY

odu.edu
ON CAMPUS AND ONLINE — NORFOLK, VA

• MUSIC USE & CREDIT

All music used in any Old Dominion Unviersity 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.

OLD DOMINION UNIVERSITY

Standard Model Release Form

The undersigned enters into this Agreement with Old Dominion University ("the University"). I have been informed and understand that my name, likeness, image, voice, appearance and/or performance is being photographed or otherwise recorded for use by the University.

1. I grant the University and its designees the right to use my name, likeness, image, voice, appearance and/or performance whether used in printed media, electronic media such as the University website or social media platforms, advertising (all formats), recorded on or transferred to videotape, film, slides, audio tapes or other media, now known or later developed. This grant includes without limitation the right to edit, mix or duplicate and to use or re-use these photographs or recordings ("Products") in whole or part as the University may elect. The University or its designee shall have complete ownership of any media in which I appear, including copyright interests, and I acknowledge that I have no interest or ownership in the media or its copyright.

2. I also grant the University and its designees the right to broadcast, exhibit, market, sell and otherwise distribute these Products, either in whole or in parts, and either alone or with other products, for commercial or non-commercial print, advertising, television or theater, closed-circuit exhibition, home video distribution, website usage or any other purpose that the University or its designees in their sole discretion may determine. This grant includes the right to use the Products for promoting or publicizing any of the uses.

3. I confirm that I have the right to enter into this Agreement, that I am not restricted by any commitments to their parties, and that the University has no financial commitment or obligations to me as a result of this Agreement. I hereby give all clearances, copyright and otherwise, for use of my name likeness, image, voice, appearance and/or performance embodied in the Products. I expressly release and indemnify the University and its officers, employees, agents and designees from any and all claims known and unknown arising out of or in any way connected with the above granted uses and representations.

4. In consideration of all the above, I hereby acknowledge receipt of reasonable and fair consideration from the University.

I have read the foregoing and understand its terms and stipulations and agree to all of them:

Model's Name (Please Print) _____

Signature of Model _____ Date_____

Phone number: _____ Email address: _____

(if the person signing is under age 18, a parent or legal guardian must sign below.) I hereby certify that I am the parent or legal guardian of the model named above and I give my consent without reservation to the foregoing on behalf of him or her.

Signature of Parent or Guardian _____ Date_____

• FILMING INTERVIEWS

Before filming an interview, please inform the subject of a few things.
- Tell he/she to wear professional clothing, without stripes, and not solid white or black.
- Tell he/she not to worry if they make a mistake. He/she can simply stop, take a breath and start the sentence over.

A good place to start when framing your shot is to consider the rule of thirds. Place the subject in the left or right third of the frame, and have he/she look slightly off camera when talking. Allow some headroom, but avoid excess.

AUDIO - Recording clean audio can be challenging, but with a few considerations it can be easy! For interviews, utilize a lavalier microphone by attaching it to the subject's shirt and hiding the cord in their clothing. This can be inside a shirt, behind a suit jacket, etc.

Another option is to use a boom/shotgun microphone. Attach the mic to a boom stand or pole, and place it as close to the subject as possible while still hiding it outside of the camera frame. If filming outside, use a dead cat windscreen to reduce wind noise.

Volume/Levels - It is better to record at a lower level than higher. You can recover some quieter audio, but audio that has peaked is lost and cannot be recovered. A good level for average voice is -12db.

- # 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 CONSIDERATONS

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. Simple 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.