

Brand Standards

Video Name/Title treatment

Lewis & Clark



EXAMPLE



Norma Velazquez-Ulloa
Associate Professor of Biology

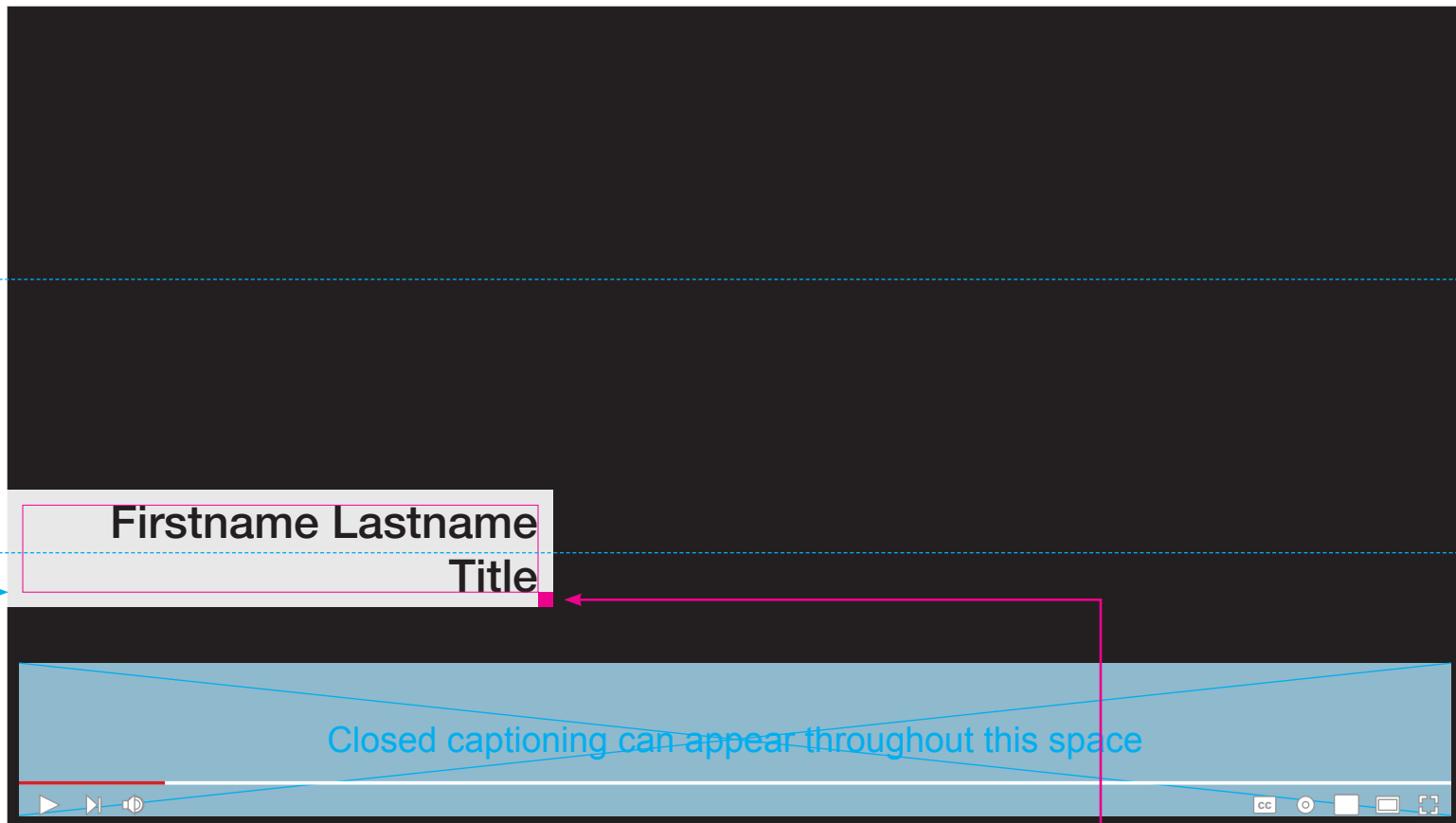
TYPOGRAPHY SPECS

Font: Helvetica Medium (or Arial Bold)

Size: Keep name and title the same size.

Leading (the space between lines of type): Standard 120% (e.g. 18 pt/21.6 pt)

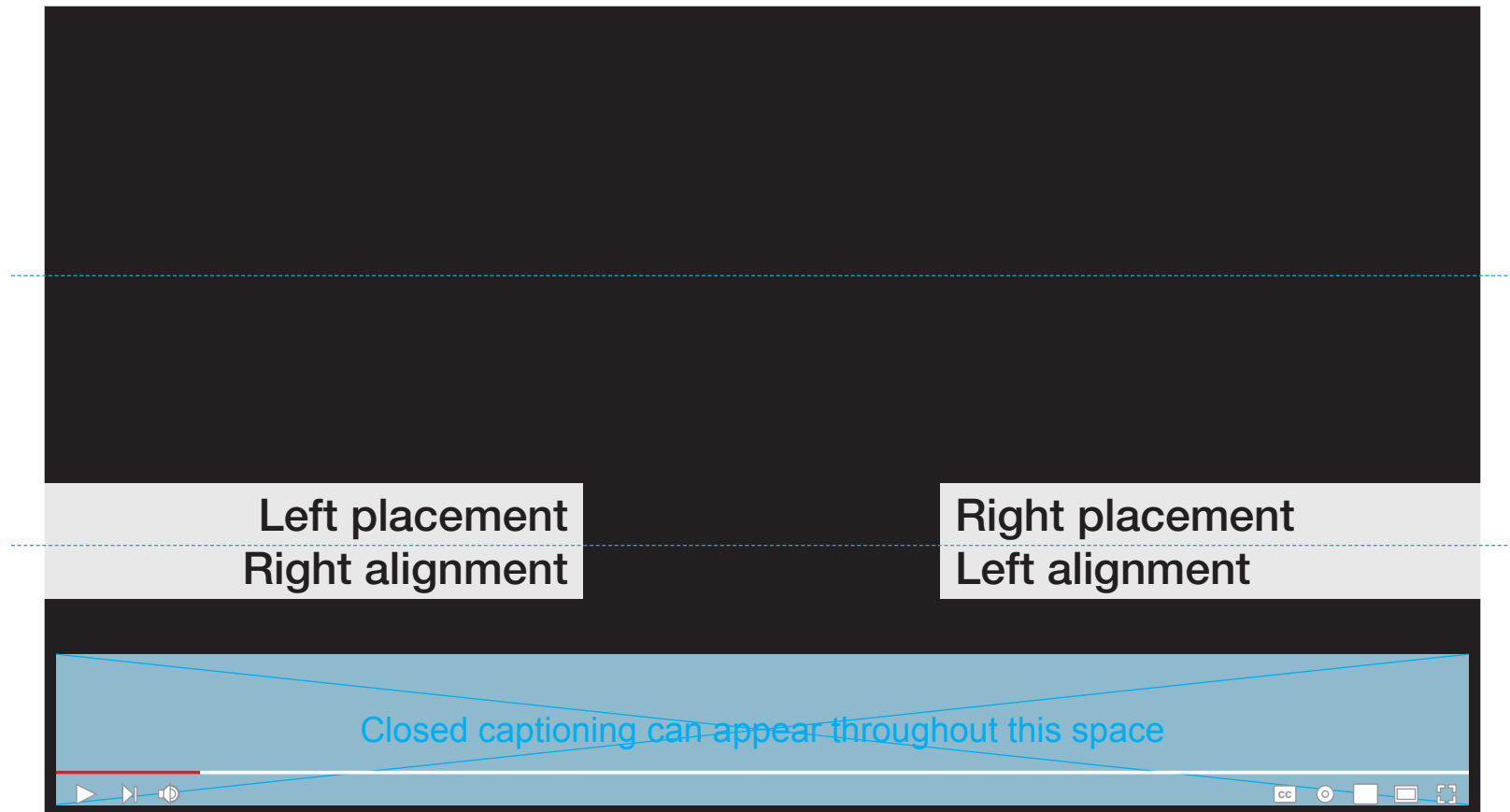
Color: Black



NAME/TITLE SURROUND

Use a white box with 90% opacity with 6 to 8 px of space around the text.

NAME/TITLE HORIZONTAL PLACEMENT



NAME/TITLE **VERTICAL PLACEMENT**

Using the lower third guideline, you may place the name block

- A above
- B centered
- C below

