

Brand Standards

Video Production Best Practices

Videos are vital for telling Lewis & Clark's story. Like all official communications, videos produced by any individual or group at Lewis & Clark should properly represent the institution and its identity. These guidelines set minimum production standards to ensure we provide our audiences with a high-quality experience.

Lewis & Clark



Make a Creative Brief and Storyboard

Before embarking on a video, always start with the Lewis & Clark [Video Brief template](#). Once that's completed, spend some time storyboarding, or mapping out the ideal visuals for each scene. This will ensure that your video shoot is more efficient and productive.

Ensure Copyright

Videos must be free of any copyrighted material such as music and photographs unless legal permission is granted and documented. All video interview subjects must complete a [Model Release Form](#) to authorize the use of their image prior to the video shoot.

Do Quality Testing

Always check video quality before distributing it online to the public. Try showing it to someone who wasn't involved in the video production who can offer a fresh perspective. Is the text on the screen readable? Are the interviewees easy to hear? Does it look good when uploaded to YouTube? Does it look good on a mobile device? Once a video is posted on YouTube, the number of views, user ratings, user comments and other community data cannot be transferred to a revised version.

Video Branding Best Practices

Sharing a consistent Lewis & Clark aesthetic is an important step towards letting our audiences get to know and trust us. By following these guidelines, you will help create and sustain that consistency and enhance our reputation as stable and forward-thinking.

All videos should

- follow Lewis & Clark's brand standards and visual identity guidelines,
- be consistent in style, tone, and message;
- represent equity and inclusion values;
- meet ADA digital accessibility standards;
- uphold current best practices in videography;
- use the appropriate Lewis & Clark logos.

Using Lewis & Clark's Logo

Our logos represent Lewis & Clark the institution, as well as our schools, faculty, staff, and student body. Please respect them and use our logos properly and consistently. That consistency breeds awareness, recognition, and trust.

Brand Standards

Video Name/Title treatment

Lewis & Clark



EXAMPLE



Norma Velazquez-Ulloa
Associate Professor of Biology

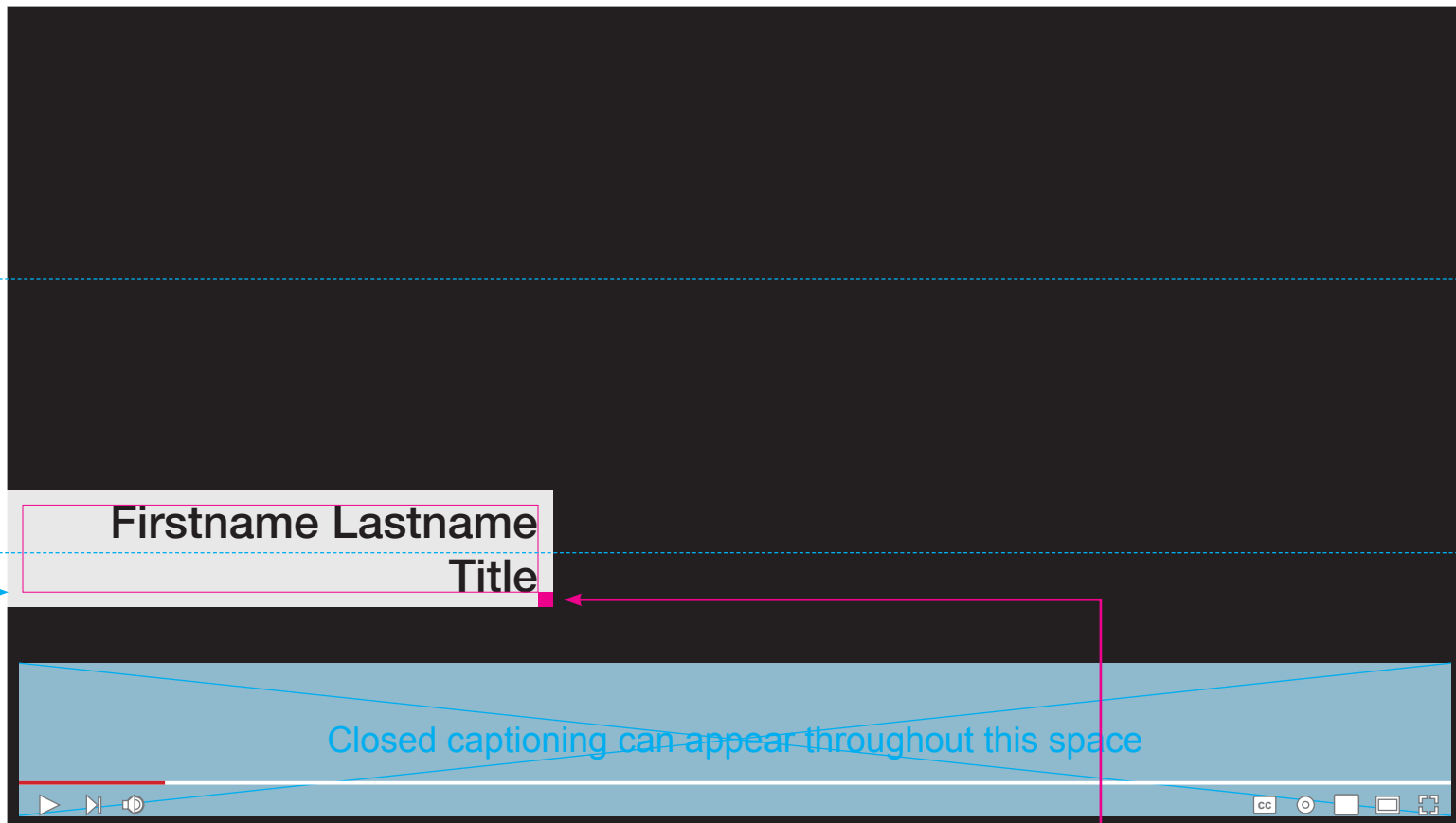
TYPOGRAPHY SPECS

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)

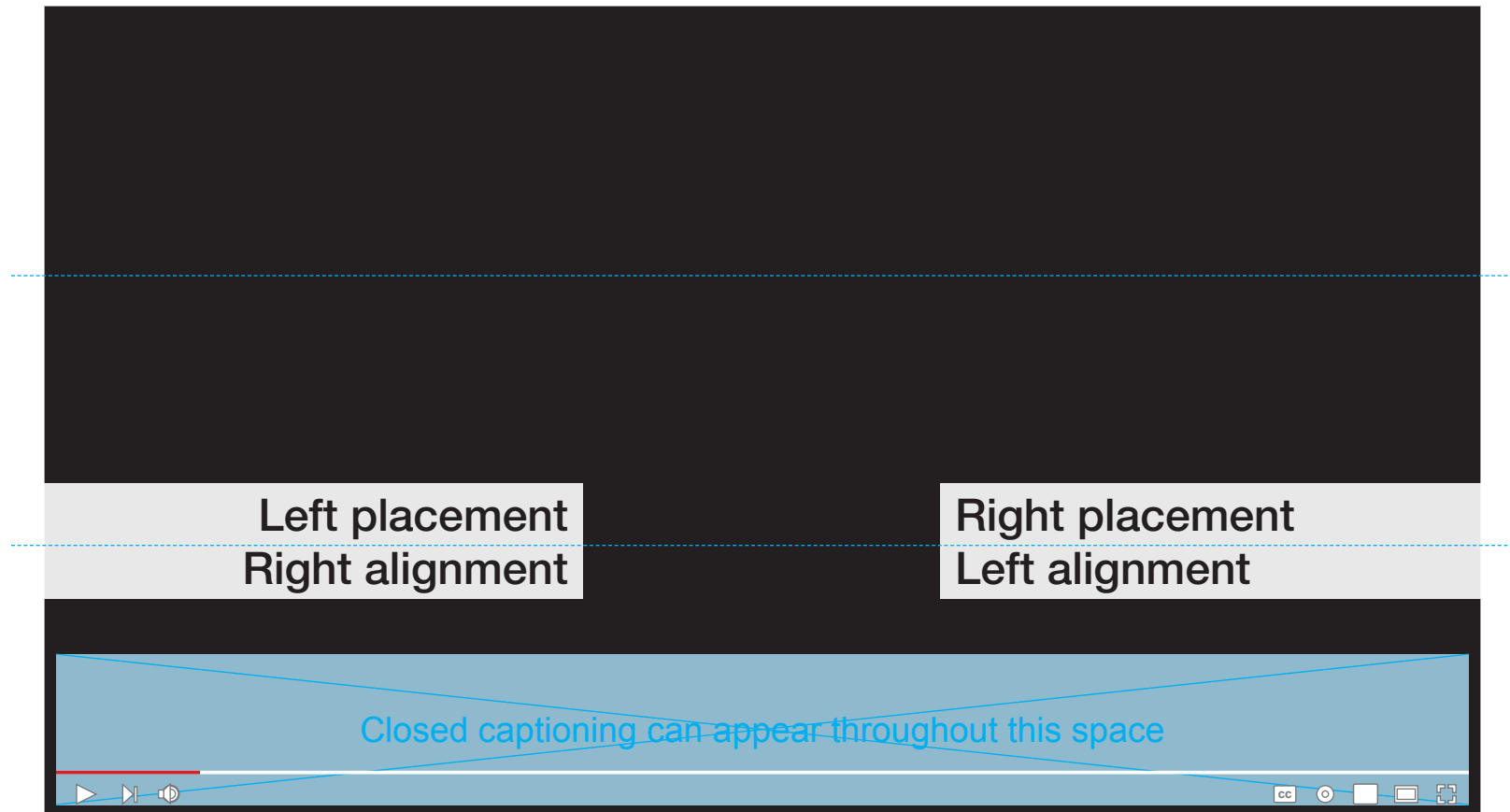
Color: Black



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

