

Austin College Video Guidelines

Preface - Visual Identity

The elements listed below are all essential foundations of Austin College's video branding. The combination of these elements serves as a visual representation for the standard of excellence that Austin College strives for, both academically and in presentation of itself. Videos that are approved by the institution are to be held to the same standard as any other body of work published by Austin College.

Video Distribution

There are several outlets available to **promote and distribute** Austin College video and media projects. These platforms include the official Austin College website, Youtube page, and Facebook page. Each of these platforms as well as many others are described in this listing on the [media kit webpage](#). **Before producing your film**, please contact the [Office of Public Affairs](#) or [Office of Alumni Engagement](#) to review the distribution guidelines and approval process for these media outlets. It is paramount that the final product is consistent with the quality necessary to expand the institution's reputation.

Video Audio

The quality of sound, or **audio**, plays an integral role in the overall production of a high-quality video. The camera quality, action shots, segmented interviews, and overall tone will immediately become irrelevant if the video's audio is flawed or subpar. Make sure to film in a quiet setting with little to no outside noise. Using an external audio recorder is advisable to achieve the highest audio quality. Further information about audio can be found in the [Video Intern User Manual](#).

Video Intros

Every Austin College video should open with the official logo against a white background for a duration of **two seconds**.



Video Outros

Every video should conclude with the website tagline superimposed over a black background also for a duration of **two seconds**.



Please [click here](#) to download the intro and outro videos.

Lower Thirds

Any individual that is being interviewed for a video should have identifying information in a text block in the lower third of the screen. The style of these text blocks can vary depending on the video's intent. However, the information below should be included. If you are unsure, contact the [Office of Public Affairs](#) for guidance on text block color, opacity, and placement.

Current Student Lower Third:

First Name, Last Name, Graduation Year 'XX
Major
Minor

Krista Rodriguez '21
Marketing Major
Spanish Minor

GRAD YEAR
APOSTROPHE:

Windows: Ctrl + Fn +
Apostrophe Twice

Mac: Shift + Opt +]

Alumni Lower Third:

First Name, Last Name, Graduation Year 'XX
Position Title, Organization

Nate Essin '18
Founder, UNDAUNTED Agency

Austin College Faculty:

[Dr.] First Name, Last Name (Check [Directory](#) to confirm)
Faculty, Subject Area
[Other Positions] * **Do not use Assistant/Associate/Professor as these titles are not meaningful to the general public.**

Dr. David Baker
Faculty, Physics
Adams Observatory Director

Community Member/Other:

First Name, Last Name
Position Title, Organization

Steven Spielberg
Founder, Amblin Entertainment

Font Usage for Lower Thirds

Font selection is at your discretion. It is recommended that you select a font that is **contemporary** and **easy to read**.

Tones & Format

The **tone** of a video is the mood conveyed through the medium's setting, background music, and choice of words. For Austin College, our tone should be consistent throughout each video, showcasing the different **key messages** within our **Messaging Identity** (see next page for further explanation).

Different kinds of **formats** for a video depend on the type of video you are filming. **Context** is also key to communicating the desired format: are you conducting an interview, presenting a narrative, or perhaps highlighting an event? It is also important to keep the **shelf life** of a video in mind; how long will this video and its content be relevant? How long will we be able to use this video before we'll need to replace it? Below is a list of the types of film Austin College frequently creates:

- 1. Promotional Video:** used to tell people what is unique about Austin College. This type of video can also be used to highlight a specific event and should be short and concise.
- 2. Educational Video:** goal is to teach the audience something. At Austin College, we try to connect subject matter with the overall rigorous education and reputation of the college.
- 3. Event Highlights Video:** often includes individual interviews and other content (pictures, b-roll) to help explain what the event is. This type of film is short in length and the unscripted content is one of the best ways to tell a story.

Messaging Identity

These key messages are offered to help communicate with target audiences. Austin College is a premier learning institution that provides transformative experiences to students. The college offers extraordinary opportunities to learn and is committed to an intellectually rigorous, value-oriented education. Students learn to think creatively about self, community, and the world. Austin College educates students in the liberal arts and sciences in preparation for rewarding careers and full, engaged, and meaningful lives.

The characteristics most associated with Austin College, indeed our “brand personality,” are adventurous, challenging, open-minded, supportive, and curious.

Adventurous – Austin College is a place where exploration and courage are accepted and encouraged. From **immersion learning experiences** to **hands-on research**, our students find a sense of adventure in learning.

Challenging – Few would question that Austin College is academically challenging. Beyond academics, we provide **challenging experiences** to push students to think beyond the obvious.

Open-Minded – The culture at Austin College is as diverse as our constituents. We foster an environment that encourages students to consider opinions and lifestyles that are **different than their own**.

Supportive – Despite the demands and rigors of the academic program, we often are praised for a strong sense of **community** and the **exceptional mentoring** and **support** provided by our faculty.

Curious – We invite smart people with **big ideas and big questions** to explore those areas. We offer an environment for the intellectually curious to flourish.

Video Contact Resources

- For questions about this video guidelines, contact **Lynn Womble** at lwomble@austincollege.edu or **903.813.2891**.
- For technical questions about filming and editing, contact **Ayaz Ali** at aali@austincollege.edu.