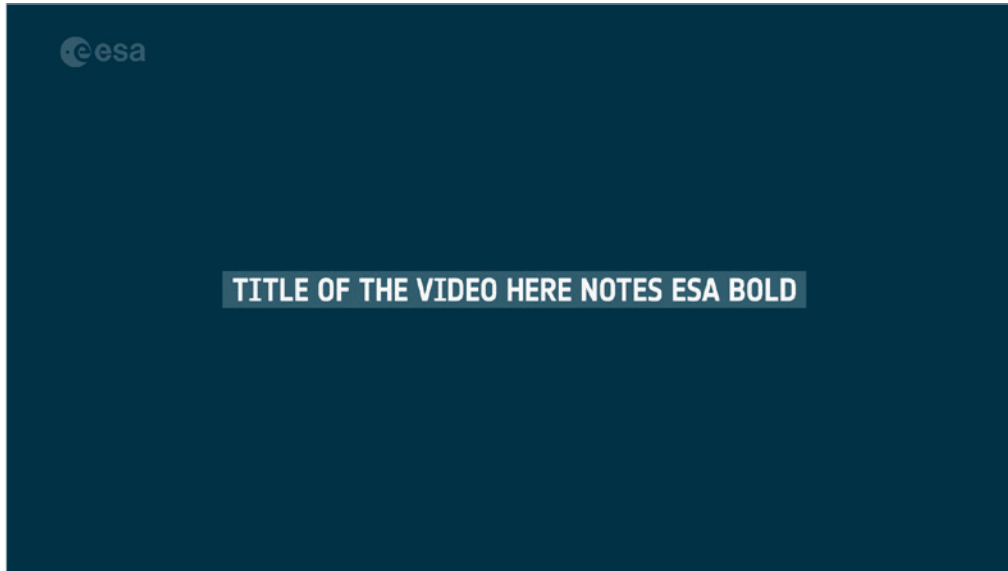


BRAND MANUAL_VIDEO

GENERAL REQUIREMENT

All ESA videos must be branded ESA.



LINK TO
VIDEO



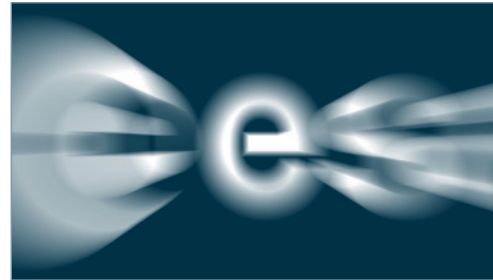
SHORT OPENING

This is the standard short opening sequence (intro sting) featuring the ESA logo.

It shall be used for:

- YouTube videos
- ESA video programmes by ESA TV
- documentaries
- short videos (less than 1 minute)
- music clips

It can also be used for intro slate or as a programme breaker.

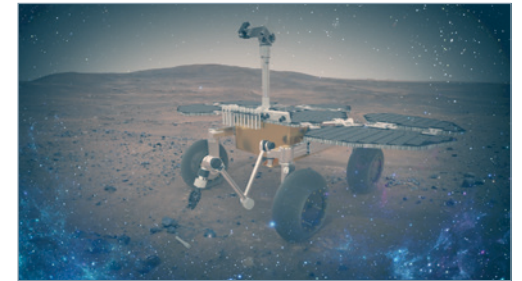


[LINK TO VIDEO](#)



LONG OPENING SEQUENCE

A long opening sequence, featuring evocative images about ESA's activities, is also available:

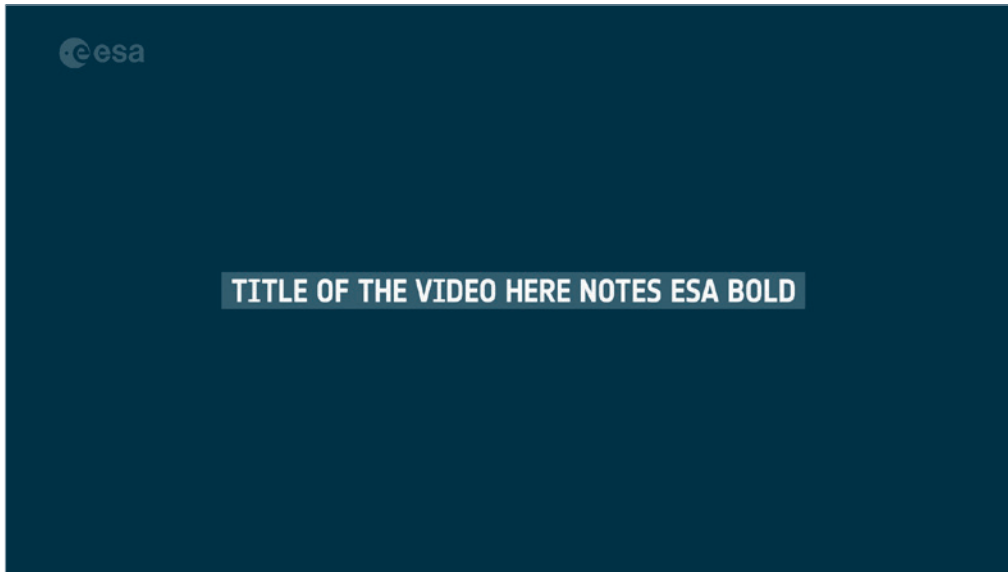


[LINK TO VIDEO](#)



PROGRAMME TITLES

After the opening sequence, the programme can be identified with its own title.



Font:

Use Notes ESA bold capital letters for programme titles.

Font colour and size:

White RGB ref = R255/G255/B255

120 px aligned center.

Second line:

(if needed) leading 170 px.

The text of the title always appears with the coloured highlight.
The standard colour of the highlight is Deep Space -1 = R51/G94/B111.
Other ESA colours of the ESA primary palette can be used.

The highlight always appears with fade-in animation;
Fade out at the end of the title slate.

DOWNLOAD
TEMPLATE.AEP



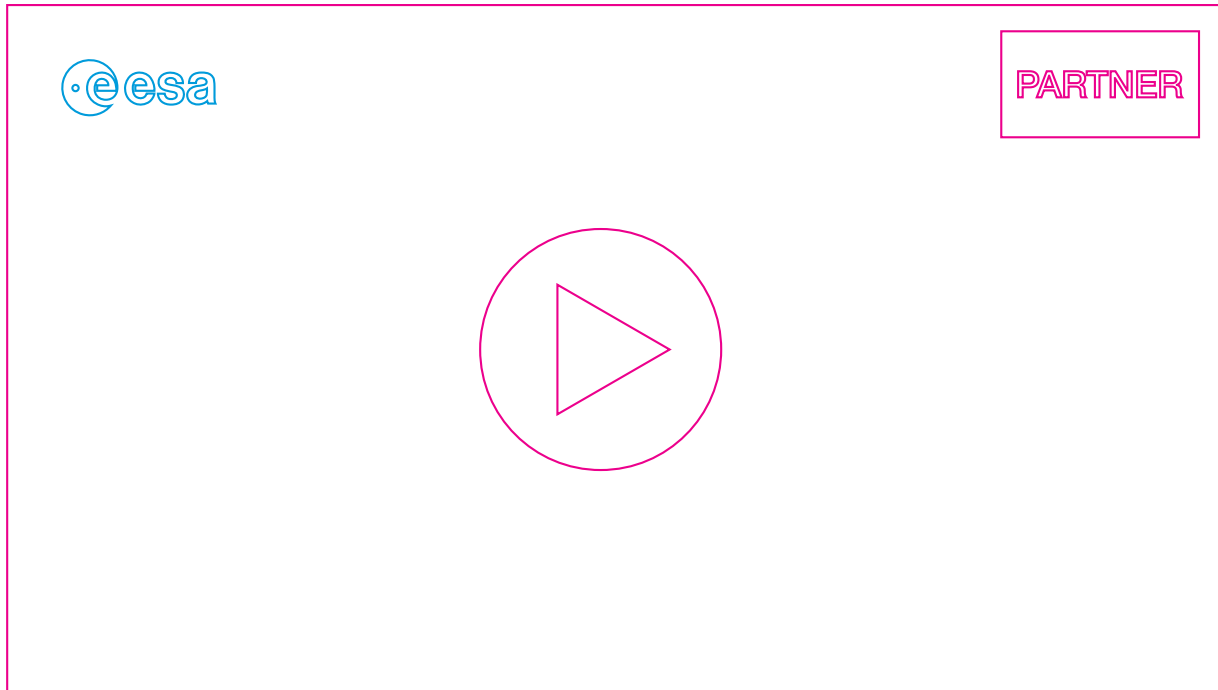
DOWNLOAD
NOTES ESA FONT



SCREEN BUG

A digital screen bug is a watermark-like station logo overlaid over a portion of the screen area to identify the channel.

ESA video material must carry a white ESA logo (solid version) at 20% of opacity embedded in top left of screen as a screen bug as follows:



Screenbug on video: top left alignment avoiding overlaps with other screenbugs.

It has to be used for the following products:

- YouTube videos
- corporate videos
- short videos
- music clips
- replay of ESA live events
- animations

DOWNLOAD
IMAGE FILE



SCREEN BUG

ESA videos should feature the ESA screenbug on top left. In case the video is cobranded with one or more partners, the related screenbugs can appear across the top, aligned with the ESA logo.



Screenshot of ESA_screen_bug_logo_new



Example when in presence of another screen bug

No other graphical element aside from the ESA logo and potential partner logo shall be used as a screenbug.

LOWER THIRDS

Whenever arises the need to include a lower third inside the video (eg. for an interview, the name of the person interviewed) this is the style to be used:



[LINK TO VIDEO](#)



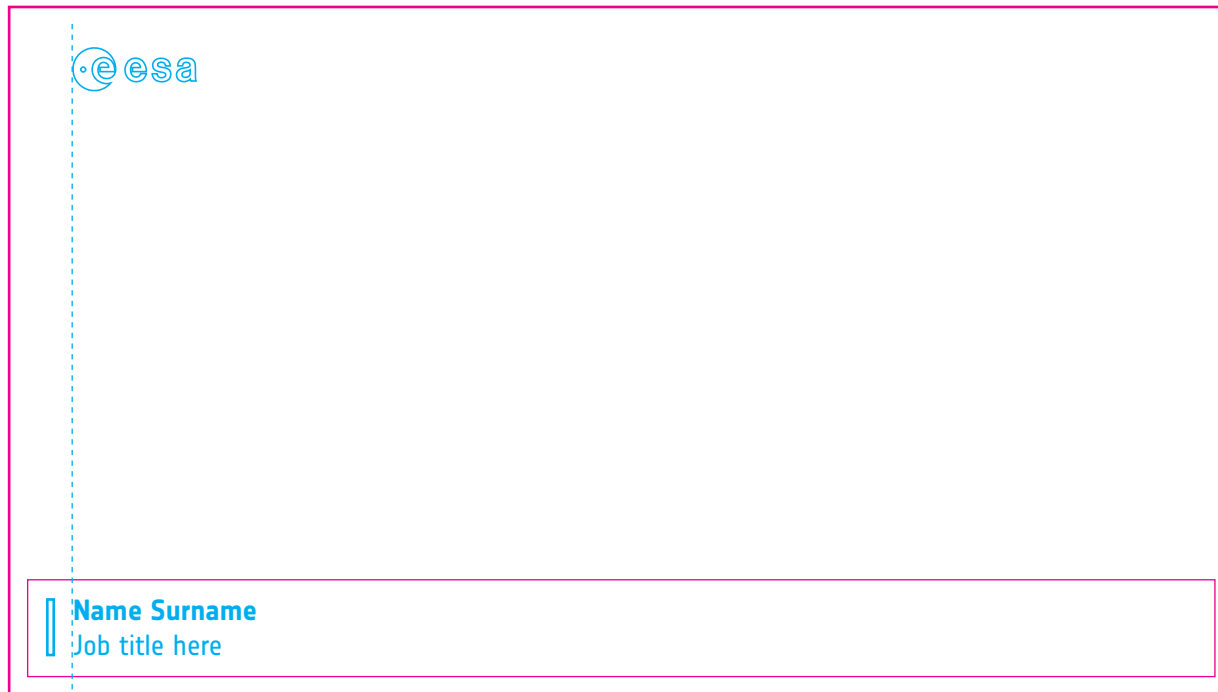
[DOWNLOAD TEMPLATE.AEP](#)



[DOWNLOAD NOTES ESA FONT](#)



LOWER THIRDS DESCRIPTION



Font:

Name/Surname = Notes ESA bold;

Job title = Notes ESA regular.

Font colour and size:

White RGB ref = R255/G255/B255

90 px aligned left.

Background bar:

Black 40% opacity;

Animation: Fade-in from 0% to 40% opacity;

Size: 1860x150 px;

30 px margins from bottom, left and right.

Vertical bar:

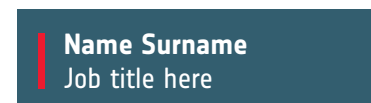
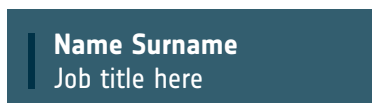
Size: 10x90 px, margin 30 px from the black rectangle;

The bar always appears in fade-in moving from right to left with a motion blur effect.

The colour of the bar should be applied according to the ESA Brand Architecture, as specified in the ESA Brand Manual, Colour chapter.

Download lower thirds files with alpha channel here:

Note: These files are recommended for people who do not use Adobe After Effects.



ESA AND FLAGS ANIMATED PATCH

The animation featuring the ESA logo surrounded by the flags of ESA Member States, Associated Members and Coordinated States can be used as 'footage' when visually describing ESA and its intergovernmental nature in ESA videos. It can also be used by external TV and video producers and broadcasters without the ESA screen bug.



No background

[LINK TO VIDEO](#)



Transparent background, alpha channel

[LINK TO VIDEO](#)



Version with background

[LINK TO VIDEO](#)



END SEQUENCE

This is the standard end sequence (outro) featuring the ESA logo.

As a matter of responsible communications practice, it is ESA policy to show the ESA copyright, the year and the ESA Portal URL (www.esa.int).



[LINK TO VIDEO](#)



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END SEQUENCE WITH THE ESA SLOGAN

In case there is the need to display the ESA slogan, this is the layout to be used.



[LINK TO VIDEO](#)



ADDITIONAL PARTNERS

Videos produced with other partners can present the logo of the partners in the closing sequence.

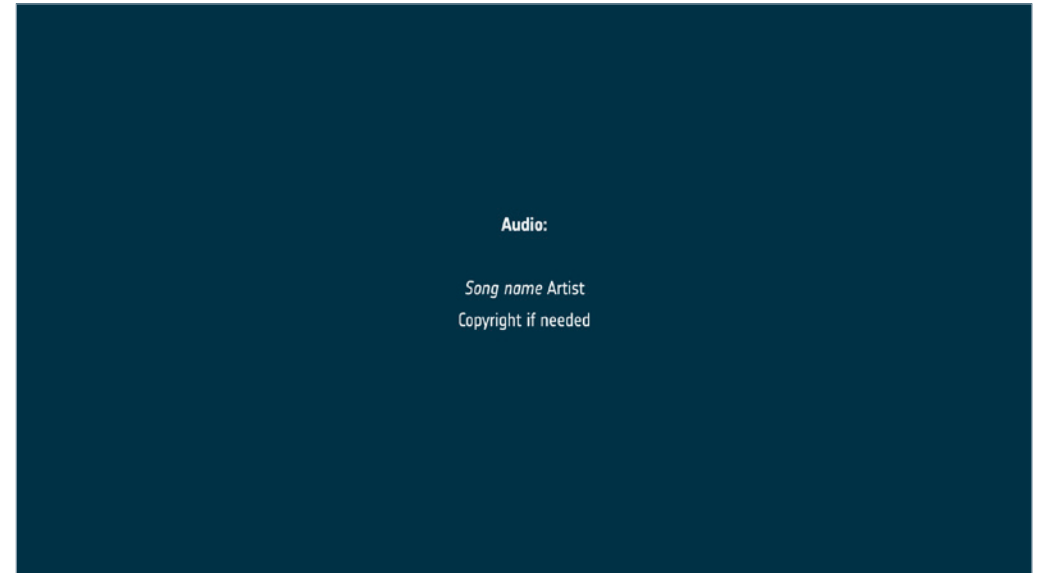
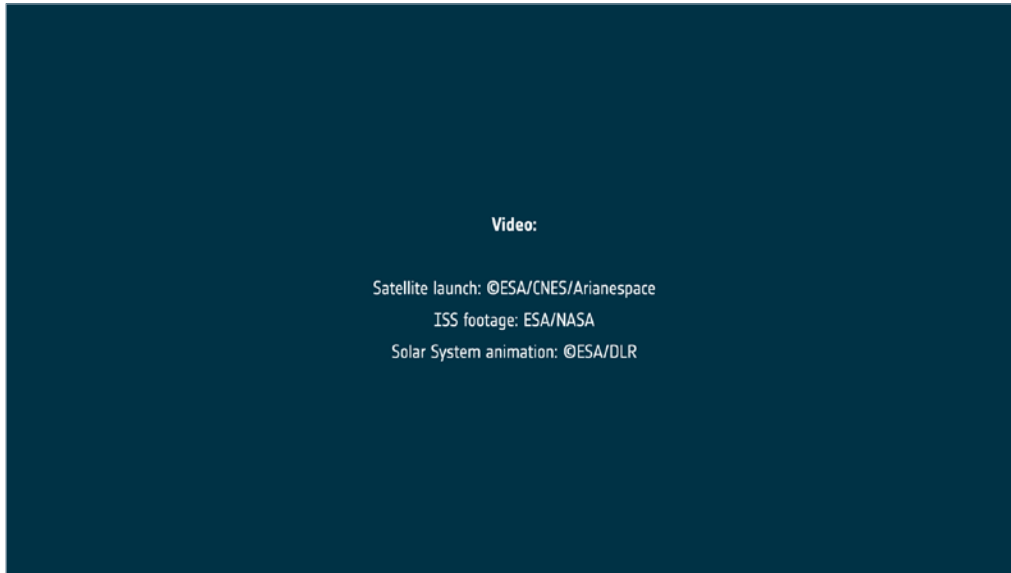


[LINK TO VIDEO](#)



ADDITIONAL CREDITS

In case additional credit text is needed for video productions that make use of footage belonging to external partners, it will appear after the ESA end sequence in the centre of the screen.



Font:

Title “Video” (or “image”) = Notes ESA Bold;

Songs names = Notes ESA Regular Italic;

Other information = Notes ESA Regular.

Font colour and size:

White RGB ref = R255/G255/B255;

70 px center aligned – 120 px leading.

[LINK TO
VIDEO](#)



[DOWNLOAD
IMAGE FILE](#)

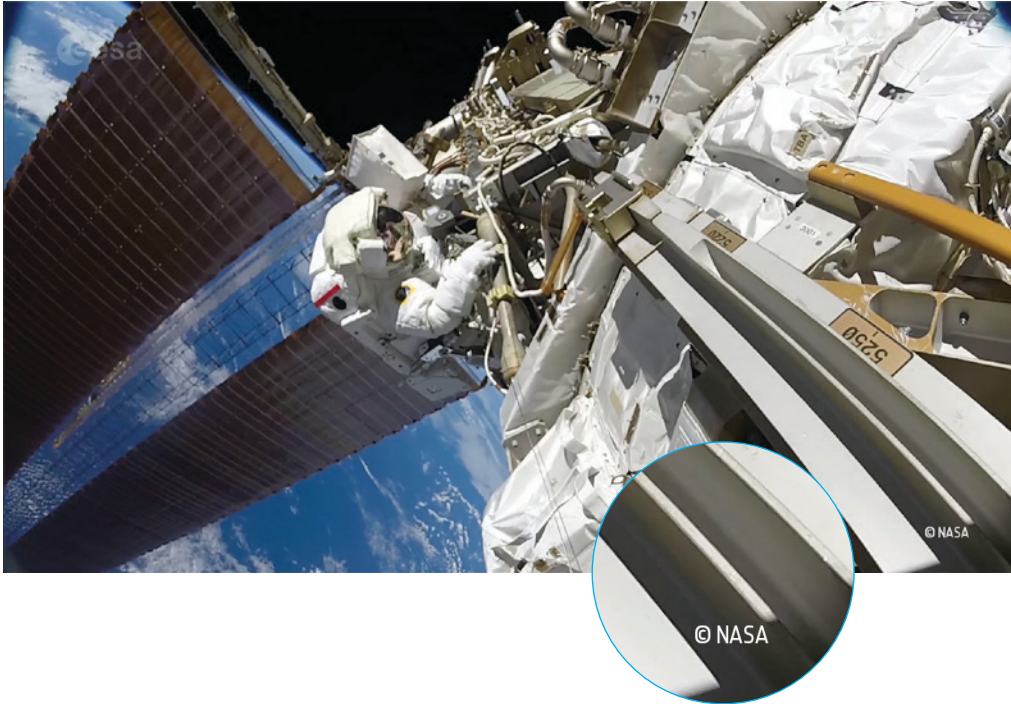


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NOTES ESA FONT](#)



IMAGE CREDITS IN THE FOOTAGE

In shorter videos, in particular social media videos, credits can be placed directly on the related footage.



Font:
Notes ESA regular.

Font colour and size:
White RGB ref = R255/G255/B255
60 px aligned bottom right.

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NOTES ESA FONT



SLATE TEMPLATE

For all the live events, 3 or 4 slates are used (Stay tuned, We are experiencing technical difficulties, Programme resumes at..., Thanks for watching) with an image related to the event as background and colour overlay always reflecting the pillar of the event. Elements you need to insert in the .psd template: image, title of the event in the highlight and hashtags if needed.



[DOWNLOAD
IMAGE FILE](#)



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B-ROLL

B-roll videos are targeting professional media and are used to build production elaborated by the media itself. Within this context, experience demonstrates that media are not using material with logo embedded inside the screen and therefore B-roll videos do not contain any logo, as shown in the following example:



B-roll title slates use the ESA deep space blue background.

Title:

The text should feature a coloured highlight, the standard colour of the highlight is Deep Space -1 = R51/G94/B111.

Font:

Title = Notes ESA bold, capital letters.

Subtitle and other information = Notes ESA regular.

Font colour and size:

White RGB ref = R255/G255/B255

100 px center aligned – 150 px leading.

[LINK TO
VIDEO](#)



[DOWNLOAD
TEMPLATE.AEP](#)



[DOWNLOAD
NOTES ESA FONT](#)



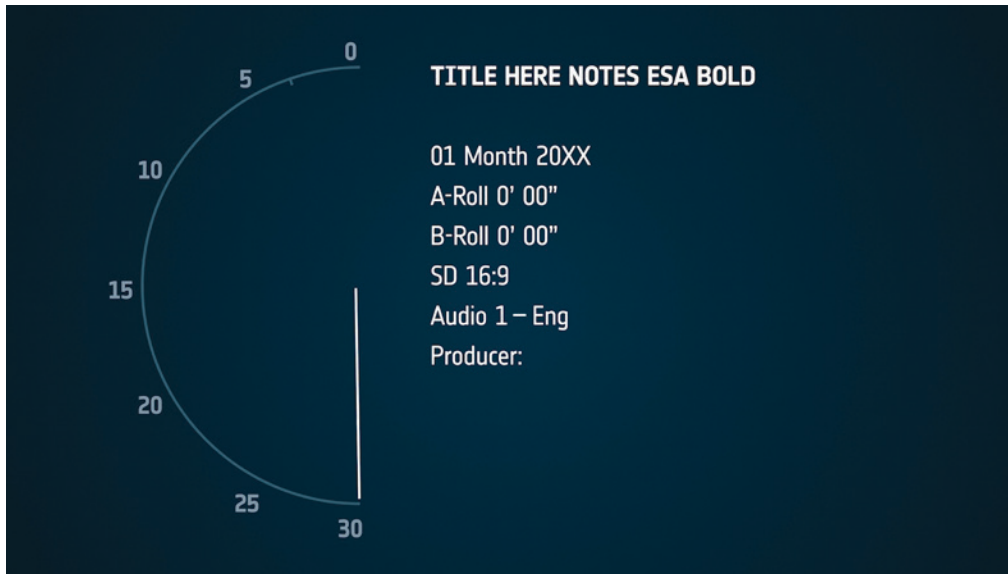
CLOCK/START TIME – ESA TV CLOCK

Normal start timecode for ESA video programmes is 10:00:00:00

Whenever a programme is to be broadcast or used at a live event (i.e. where an operator would need to “cue” the start); please include the ESA clock before the start point.

Please include the following information in the right-hand open area:

- Programme title
- Date/Run time/format/audio configuration/producer



Font:

Title = Notes ESA bold, capital letters.

Subtitle and other information = Notes ESA regular.

Font colour and size:

White RGB ref = R255/G255/B255

100 px left aligned – 150 px leading.

[LINK TO
VIDEO](#)



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NOTES ESA FONT](#)



VIDEO FORMATS

4K (recommended when possible)

Video

Stage size: 3840x2160

Frame-rate: 25 fps

Bitrate: 50 Mbps

Codec: H264

Format: MP4

Audio

Codec: AAC

Sample rate: 48 kHz

Stereo

Bitrate: 320 Kbps

FULL HD (minimum file size)

Video

Stage size: 1920x1080

Frame-rate: 25 fps

Bitrate: 30 Mbps

Codec: H264

Format: MP4

Audio

Codec: AAC

Sample rate: 48 kHz

Stereo

Bitrate: 320 Kbps

NOTES

Mission branding:

The logo of any ESA mission, if compliant with the ESA Brand Manual (cfr. Brand Architecture chapter), can be animated and inserted either at the beginning of the video, after the title, or at the end, just before the ESA outro.

Resource files:

This document accompanies a set of resource files to be used for the opening sequence. Files have been included at two standards:

- Best quality QuickTime movies using the Apple SfE ProRes codec – higher file size with improved image quality [preferred use].
- High quality QuickTime movies using the H264 codec – higher compression, smaller file size [better for web/social media delivery].

Both sets of files have been produced as 16:9 aspect ratio.

Templates:

All templates have been made in 4K format. However, lower format versions (e.g. full HD) can be created on the basis of the same templates, while keeping the same proportions of all the branded elements.

Fonts:

The font files Notes ESA bold and Notes ESA regular are included in the resource files. All font sizes specified in this chapter are intended for the maximum quality format (4K). Proportional scale reduction adaptations can be made for full HD format.

Software:

All templates have been created in Adobe After Effect. This document includes links to download Adobe After Effects templates so editors may modify elements where necessary (programme title, lower thirds, b-roll title and credits slides).

Alpha channel:

The lower-thirds files exported with alpha channel can be seen only with professional video-editing software as they are exported in 32 bit. Other softwares such as Quicktime or VLC do not support transparency during preview.

Files mentioned in this document are also available at:

www.esa.int/video-branding

(The user has to register to obtain password)

FILE USAGE BY TYPE

PRODUCTION	OPENING SEQUENCE		CLOSING SEQUENCE	ESA LOGO AS SCREEN BUG
	Long	Short		
ESA TV documentaries	N	Y	Y	N
Corporate videos	Y	Y	Y	Y
All other videos (including: Youtube, short videos, music clips)	N	N	N	Y
Replays of ESA live events	N	N	N	Y
B-rolls / broadcast	N	N	N	N
Animations / graphics (no audio)	N	Y	N	Y

Produced by

ESA Communications