



# DOCUMENT

## ESA video title guidelines

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# APPROVAL

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## 1 INTRODUCTION

ESA Communications has developed a new corporate style for screen graphics that allows external users to identify ESA Corporate Visual Identity in a unique way. This document briefly describes the video titling methods to be used by all the entities (video editors, etc) producing video materials for ESA. It also gives references for all associated resources.

## 2 OPENING SEQUENCE

The ESA opening sequences to be used are as follows:

### 2.1 Default version “European Space Agency”



File name: **ESA\_opening\_long\_seq\_A.mov**

### 2.2 Alternative version “Space for Europe”

The alternative version of the opening sequence features the text “Space for Europe”. It can be used on a case-by-case basis (e.g. on corporate videos for establishments, for Ministerial Conferences, etc).



File name: **ESA\_opening\_long\_seq\_B.mov**

#### Notes

Both default and alternative versions are 18” sequences. They both end on hold on the ESA logo and they are not editable in their parts (animation sequence, text, etc).

In case the opening sequence is too long (e.g. for web/ftp products, etc), a ‘sting’ featuring the ESA logo animation only can be used instead (please see chapter 4. *Sting*).

### 3 PROGRAMME TITLES

After the opening sequence, the programme can be identified with its own title. Depending on production capabilities, time-frame, product collection, etc., one of these two types of titles can be used:

- Static title [default]
- Animated title [alternative]

Font: use NotesEsa bold for programme titles. This font is supplied in the “Font” folder.

*Example 1 - static programme title “example ESA\_prog\_title\_ref1.mov”:*



Using ESA blue background – supplied.

File name: **ESA\_background.tif**

*Example 2 - animated programme title on picture “example ESA\_prog\_title\_ref2.mov”:*



Using background from programme and white orbit rings alpha-channel file.

File name: **ESA\_title\_anim\_orbits.mov**



## 4 STING

A short 4” ESA logo sting is available. It can be used as a programme breaker or animation intro slate - or instead of the long 18” opening sequence (please see section 2: *Opening sequence*).



File name: **ESA\_sting.mov**

## 5 CAPTIONS

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



File name: **ESA\_caption\_ref.mov**

### Notes

Font: use NotesEsa bold for programme title, the font is supplied in the “Font” folder.

Font colour: White RGB ref = R255/G255/B255

Framing: positioning of caption text is ‘4:3 safe’ and when frame is cropped to 4:3 it is expected that caption bar will bleed off screen left and right.

Bar Colour reference: Blue RGB ref = R24/G112/B210, layer mode: screen. If azure with reversed white text does not work because of underlying image being too pale, the preferred alternative is to use the bar in layer mode: normal.

## 6 END SEQUENCE

As a matter of responsible communications practice, it is ESA policy to show the originating department of a programme. The sequence options to be used at the end of programmes are as follows:

### 6.1 Prog produced by ESA Communications



File name: **ESA\_comms\_end\_sequence\_copyright\_2011.mov**

### 6.2 Prog produced by other Directorates

Example of production made by Science:



File name: **ESA\_any\_end\_sequence\_copyright\_2011.mov**

Action: add originating department attribution above copyright line.

Font: use NotesEsa regular for copyright notice text, the font is supplied in the “Font” folder.

### 6.3 Clean end sequence

A clean version of the end sequence can be used in case there is no attribution.



File name: **ESA\_end\_sequence\_clean.mov**

Font: use NotesEsa regular for copyright notice text, the font is supplied in the “Font” folder.

### 6.4 Additional credits

In case additional credit text is needed for specific video productions (eg. to credit entities that are different from ESA Communications department) it will appear after the ESA end sequence in the centre of the screen.



File name: **ESA\_end\_sequence\_plain.mov**

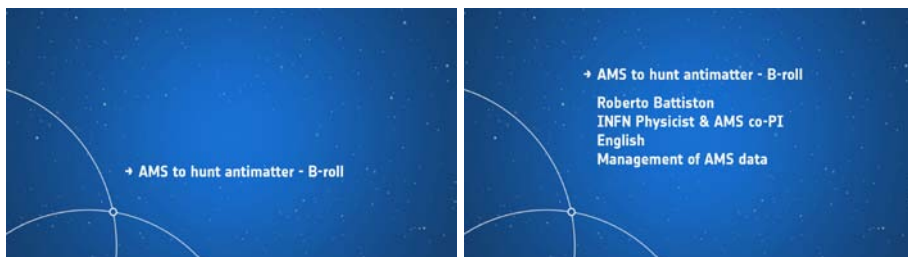
Font: use NotesEsa regular, the font is supplied in the “Font” folder.



## 7 B-ROLL SLATES

B-roll slates use the ESA blue star background with the white orbit rings. The bottom line position is as indicated below and the text should fill upwards in the frame as quantity increases.

*ESA slate layout:*



File name: **ESA\_B-roll\_slate.mov**

Font: use NotesEsa bold for programme title and NotesEsa regular for subtitle; the fonts are supplied in the “Font” folder.

## 8 SCREEN BUG

All ESA video programme output destined for web streaming and social networks must carry an ESA logo (solid version) embedded in top left of screen as a screen bug as follows:



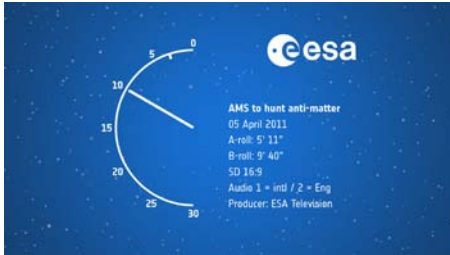
File name: **ESA\_screen\_bug\_logo.tif**



## 9 CLOCK/START TIME

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.



File name: **ESA\_TV\_clock.mov**

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

- Programme title (Font: NotesEsa bold)
- Date/Run time/format/audio configuration/producer (Font: all NotesEsa regular)

## 10 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 but are frame-safe/title-safe for cropping to 4:3 if required.

The font files NotesEsa bold and NotesEsa regular are also included in the resource files.

Additional information about ESA Corporate Visual Identity is available at:

[www.esa.int/identity](http://www.esa.int/identity)

(The user has to register to obtain password).