

BRAND MANUAL_SOCIAL MEDIA SHORT VIDEOS

Version 2 – March 2020

GENERAL REQUIREMENTS

All ESA short videos for use on social media must follow the below requirements:

- Aspect ratio must always be 1:1;
- Recommended resolution is 1080 x 1080 pixels;
- Length must be of maximum 1:00 minute;
- Screen bug must always be placed in the top right corner;
- Optional hashtag must always be placed in the bottom left corner;
- Videos can include short captioning;
- In-video speech must always be accompanied by subtitles that have different treatment to captioning;
- Use background music (FlipYourLid.waw 60sec or 30sec version);
- Opening titles must always follow the provided templates;
- End sequence must always be the provided closing sting.

ESA logo position
(mandatory)



*Title at the centre
between the provided
animated lines,
use NotesEsa Bold font
(mandatory)*

*Hashtag position
(optional)*

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DEMO**



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ESA FONT**



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MUSIC**



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SCRIPT TEMPLATE**



SCREEN BUG

ESA screen bug is mandatory for all videos.

- Placing is in the top right corner;
- Size is 60px of height;
- Margins are 30px from right edge of frame and 30px from top edge;
- Colour is white.



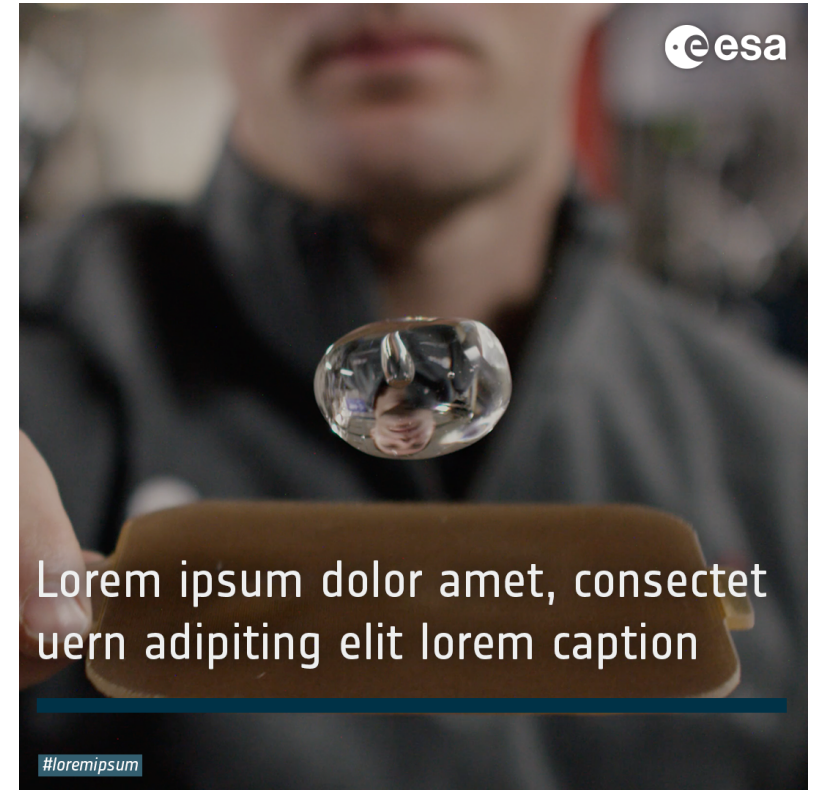
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DARKENING LAYER

All videos that feature captioning or quotes must include a darkening layer which provides better readability of text.

- Solid black layer set at 30% opacity;
- Layer must be the full size of the video.



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TITLE

Titles come in three different versions according to the length of the text. Titles must be the first visible frame in the video and they are an overlay on the beginning of the footage.

- Overlapping layer in ESA Colour;
- Font is Notes ESA bold;
- Text must be uppercased;
- Colour of text is white;
- Size of font is 100px;
- Line-height is 115px;
- Paragraph is centre aligned;
- Text is always vertically centred and within the two white lines.

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SUBTITLES

Subtitles must be added whenever there is an interview or a voice over. Subtitles have the double goal of helping the user understand the speech but also to provide a written story in case the user has the sound of its device off during playback.

Box appearance:

- Colour is black, set at 20% opacity;
- Height is 130px;
- Margin from the bottom is 70px;

Text appearance:

- Font is Arial regular;
- Size is 50px;
- Line-height is 60px;
- Colour is white;
- Text is centre aligned.



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CREDITS

If some images/videos needs specific credits the text must follow this rules:

- Bottom-right alignment;
- Font is Notes Esa Regular;
- Size is 25px;
- Use outer glow effect with black 40% opacity.



HASHTAG DURING THE VIDEO

Hashtags are not mandatory but optional.

- Font is Notes ESA Italic;
- Text size is 25px;
- Colour is white;
- Solid box with ESA Colours;
- Box height is 30px.

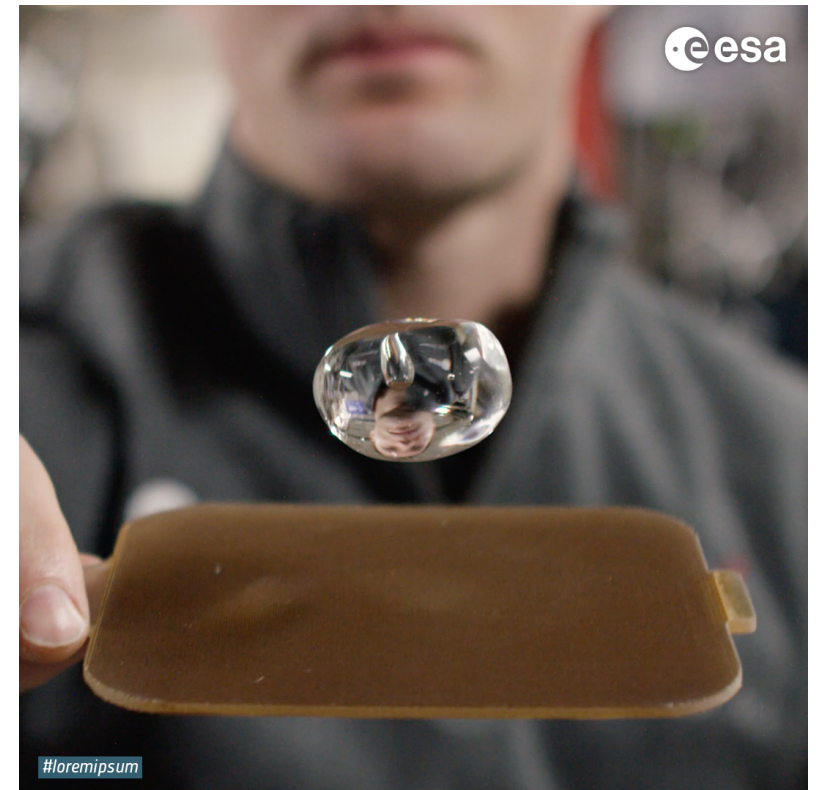
#hashtag Neutral

#hashtag Applications

#hashtag Science & Exploration

#hashtag Enabling & Supporting

#hashtag Space Safety & Security



HASHTAG AT THE END OF THE VIDEO

If you would like to have more visibility of the hashtag, use the following instructions:

- Font is Notes ESA Italic;
- Text size is 100px;
- Colour is white;
- Box height is 100px;
- Background (darker) and solid box (lighter) with ESA Colours:



#003247



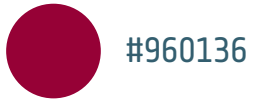
#335e6f



#006762



#00ae9d



#960136



#ed1b2f



#a75534



#fbab18



#1e3378



#009bdb



CAPTIONING

Captioning features plain text appearing above the progress bar. The progress bar is animated with a fixed duration of 00:05 seconds and shows the user how much time they still have to read the currently displayed caption.

Caption's appearance:

- Font is Notes ESA regular;
- Size is 80px;
- Line-height is 85px;
- Colour is white 100% opacity;
- Margin between baseline of last line of text and progress bar's is 45px;
- Text box width corresponds to the maximum length of the line;
- Maximum 3 lines of text;
- Use outer glow effect with black 50% opacity;
- Maximum 50 characters;
- Captions can't be animated.

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QUOTES

Quotes can be displayed by first using the opening animation, then leaving the static PNG and finally using the closing animation. If text is longer than the available space, the quote bars can stay on display while the text can be crossfaded until the quote ends.

The author of the quote should always appear at the end of the text.

Quote appearance:

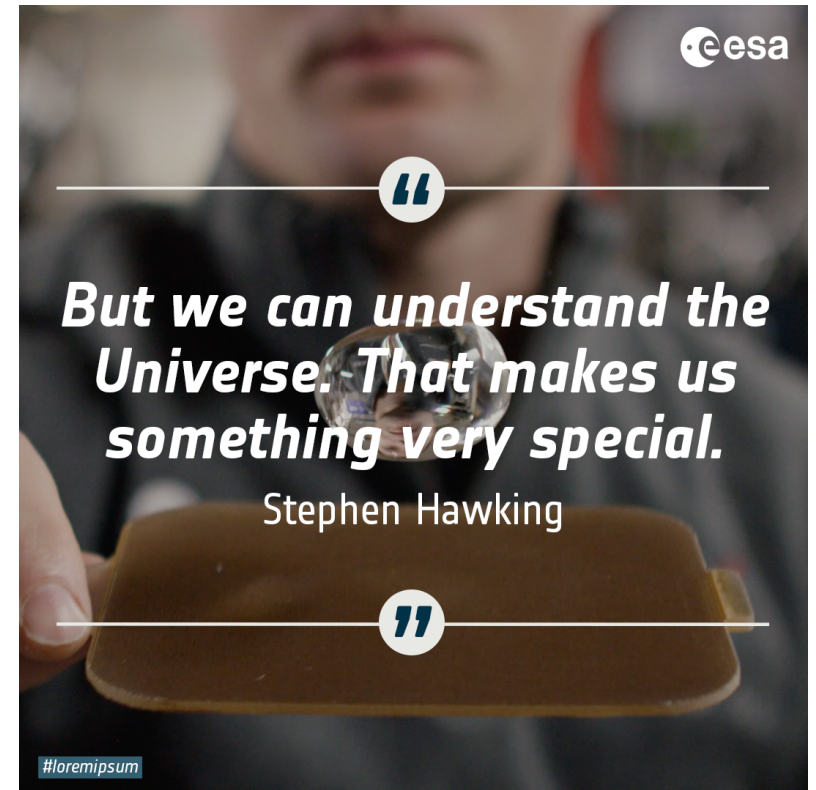
- Font is Notes ESA bold italic;
- Size is 86px;
- Line-height is 95px;
- Colour is white;
- Text alignment is centred.

Quote author appearance:

- Font is Notes ESA regular;
- Size is 65px;
- Colour is white;
- Text alignment is centred.

The vertical alignment of the quote or the quote-plus-author group must be centred to the video and therefore to the quote bars.

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INTERVIEW STARRING

When featuring an interview, the person's name and job title can be displayed at the end of the video, between the interview footage and the end sequence.

Image appearance:

- Black&White picture;
- Overlapping layer in ESA Colours set at 70% opacity;
- The image has a slow zoom-in transition applied to it.

Name appearance:

- Font is Notes ESA bold;
- Size is 85px;
- Line-height is 90px;
- Colour is white;
- Text alignment is centred.

Job title appearance:

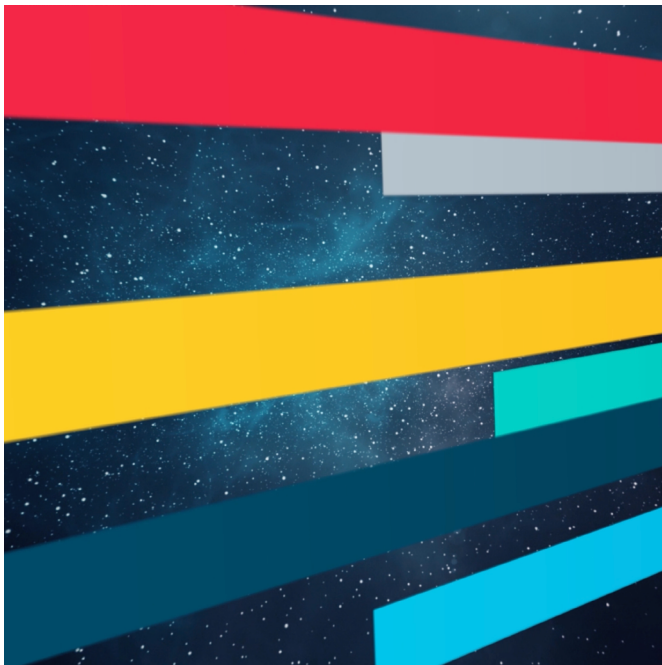
- Font is Notes ESA regular;
- Size is 60px;
- Line-height is 80px;
- Colour is white;
- Text alignment is centred.

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END SEQUENCE

All videos must end with the provided end sequence. The sequence is formed by the ribbon animation, the appearance of the ESA logo, the appearance of social media channels and final copyright. To be used with the embedded audio.



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For every requirement that differs, even slightly,
from the present guidelines, please refer to the
ESA Branding and Partnerships Office:

corporatebranding@esa.int

Produced by

ESA Communications