



DOCUMENT

Corporate Visual Identity rules for ESA videos

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Table of contents:

1	INTRODUCTION.....	4
2	LONG OPENING SEQUENCE.....	4
3	SHORT OPENING (STING).....	5
4	PROGRAMME TITLES.....	6
5	SCREEN BUG.....	7
6	CAPTIONS.....	8
7	END SEQUENCE.....	8
8	B-ROLL.....	10
9	CLOCK/START TIME.....	11
10	FORMAT REQUIREMENTS FOR THE WEB.....	12
11	RESOURCE FILES.....	13
	ANNEX 1 – FILE USAGE BY TYPE.....	14



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.

The document describes the various versions of the opening sequence and the related usage.

2 LONG OPENING SEQUENCE

The standard 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).

The ESA opening sequences to be used are as follows:

2.1 Standard version “European Space Agency”

This opening sequence features the text “European Space Agency” and the ESA logo.



File name: **ESA_opening_long_seq_A.mov**



2.2 Alternative version “Space for Europe”

The alternative version of the opening sequence features the ESA slogan “Space for Europe” and the ESA logo.



File name: **ESA_opening_long_seq_B.mov**

3 SHORT OPENING (STING)

A short 4” ESA logo sting is available. It shall be used for:

- ESA video programmes by ESA TV
- documentaries
- youtube
- short videos (less than 1 minute)
- music clips
- and all the other cases not described in paragraph 2.1 of this document

It is also use for intro slate or as a programme breaker.



File name: **ESA_sting.mov**

4 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]

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**

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

	1920x1080	1280x720	640x480	640x360
Font size	75 pt	50 pt	33 pt	25 pt

5 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 an ESA logo (solid version) embedded in top left of screen as a screen bug as follows:



File name: **ESA_screen_bug_logo.tif**

It has to be used for the following products:

- corporate videos
- youtube
- short videos
- music clips
- replay of ESA live events



6 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.

7 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:

7.1 Produced by ESA Communications



File name: **ESA_comms_end_sequence_copyright_2012.mov**



7.2 Produced by other Directorates

Example of production made by Science:



File name: **ESA_any_end_sequence_copyright_2012.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.

7.3 Clean end sequence

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

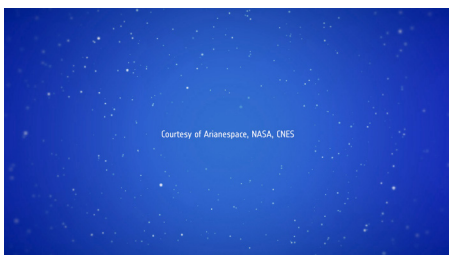


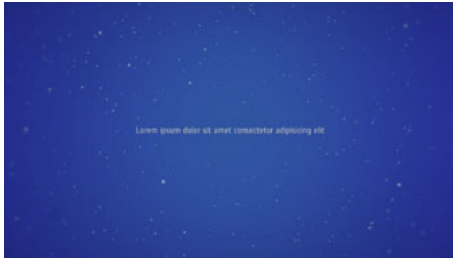
File name: **ESA_end_sequence_clean_2012.mov**

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

7.4 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, for example “Courtesy of...”:





File name: **ESA_end_sequence_plain.mov**

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

8 B-ROLL

8.1 B-roll videos

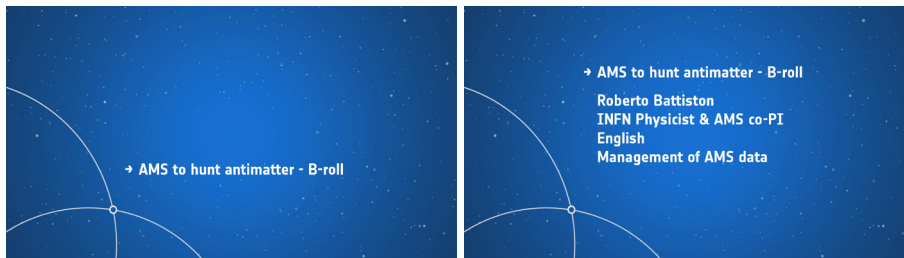
B-roll videos are targeting professional media and are used to build production elaborated by the media itself. Within this context, experience demonstrates that media are not using material with logo embedded inside the screen and therefore B-roll videos do not contain any logo, as shown in the following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



8.2 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**

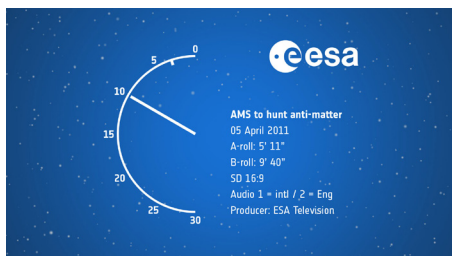
Font: use NotesEsa bold for programme title and NotesEsa regular for subtitle; the fonts are supplied in the “Font” folder.

9 CLOCK/START TIME

9.1 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.



File name: **ESA_TV_clock.mov**

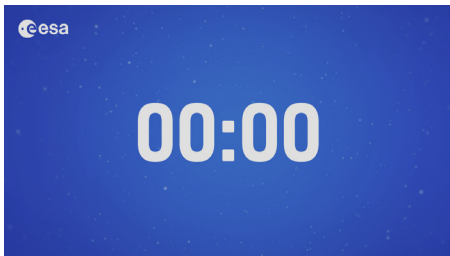
Please include the following information in the right-hand open area:

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



9.2 ESA web clock

The ESA web clock features a digital clock (5 minutes) and the ESA “solid” logo, both in white, on a blue star background.



File name: **ESA_web_clock.mp4**

10 FORMAT REQUIREMENTS FOR THE WEB

All the videos that are meant to be published on the ESA online video archive/DAM (<http://multimedia.esa.int/>), must follow these requirements in terms of final files to be delivered to the archive manager:

CONTAINER	FILE EXTENSION	VIDEO CODEC	AUDIO CODEC	SIZE	BITRATE
MP4 (NOT M4V)	.mp4	H.264 (AVC)	AAC	1280 x 720 max.	4Mbps max. (video)



11 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.

Files mentioned in this document are available at:

www.esa.int/video-opening

(The user has to register to obtain password).

Additional information about ESA Corporate Visual Identity is available at:

www.esa.int/identity

(The user has to register to obtain password).



ANNEX 1 – File usage by type

PRODUCTION	OPENING SEQ.		CLOSING SEQ.	ESA LOGO AS SCREEN BUG
	LONG	SHORT		
ESA TV DOCUMENTARIES	N	Y	Y	N
CORPORATE VIDEOS	Y ^(a)	N	Y	Y
ALL OTHER VIDEOS (including: youtube, short videos, music clips)	N	Y	Y	Y
REPLAY OF ESA LIVE EVENTS	N	N	N	Y
B-ROLLS/BROADCAST	N	N	N	N
ANIMATIONS/GRAPHICS (no audio) ^(b)	N	N	N	N

(a) The long opening sequence to be used is the standard version featuring “European Space Agency ” text. The alternative opening sequence “ Space for Europe” can be used in specific cases indicated by DGC-C.

(b) Animations are generally short and are used to accompany articles as a kind of “infographic in motion”. Animations can on top of this be of interest to professional media for either illustrating their own article or for inclusion in elaborated productions such as per the use of B- rolls and therefore they should be treated as the standard image asset.