Internet Society
Video Guidelines

Internet
Society

Internet Society

Introduction

These guidelines have been created to aid the production of clear and consistent video content. All the elements within this guide have been created with the current brand guidelines.

Please follow them carefully when creating branded video content.

Further Guidelines can be found at: https://assets.internetsociety.org/Styleguide/#chapter/D503B449-D84F-424D-B1894956F5CFE544

Contents

Typeface

Hind is our core font.

It is light and easy to read. We use it across all of our communications with openness and structure.

Hind Light is our primary weight for both body copy and headlines. Hind Medium is used sparingly for subheadings, below 18pt.

Hind supports Latin, Bengali, Devanagari and Gujarati. For other languages and character sets, we have recommended substitute fonts.

Ensure that the font is downloaded and installed before opening the After Effects project. It can be found here: https://assets.internetsociety.org/Styleguide/#page/ D4B58693-D74D-4547-B86C46A62F2F1904

HIND

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:,;'"" (!?) +-*/=

12   The quick brown fox jumps over the lazy dog. 1234567890

18   The quick brown fox jumps over the lazy dog. 1234567890

24   The quick brown fox jumps over the lazy dog. 1234567890

36   The quick brown fox jumps over the lazy dog. 1234567890

48   The quick brown fox jumps over the lazy dog. 1234567890

60   The quick brown fox jumps over the lazy dog. 1234567890

72   The quick brown fox jumps over the lazy dog. 1234567890

After Effects Project

The After Effects project contains two versions of the Assets:

• Horizontal - 1920 x 1080
• Vertical - 1080 x 1920

Both versions have the same Assets (Intro, Outro, Lower Thirds, Transition), however they have been optimised to each format to ensure that the information comes across clearly.
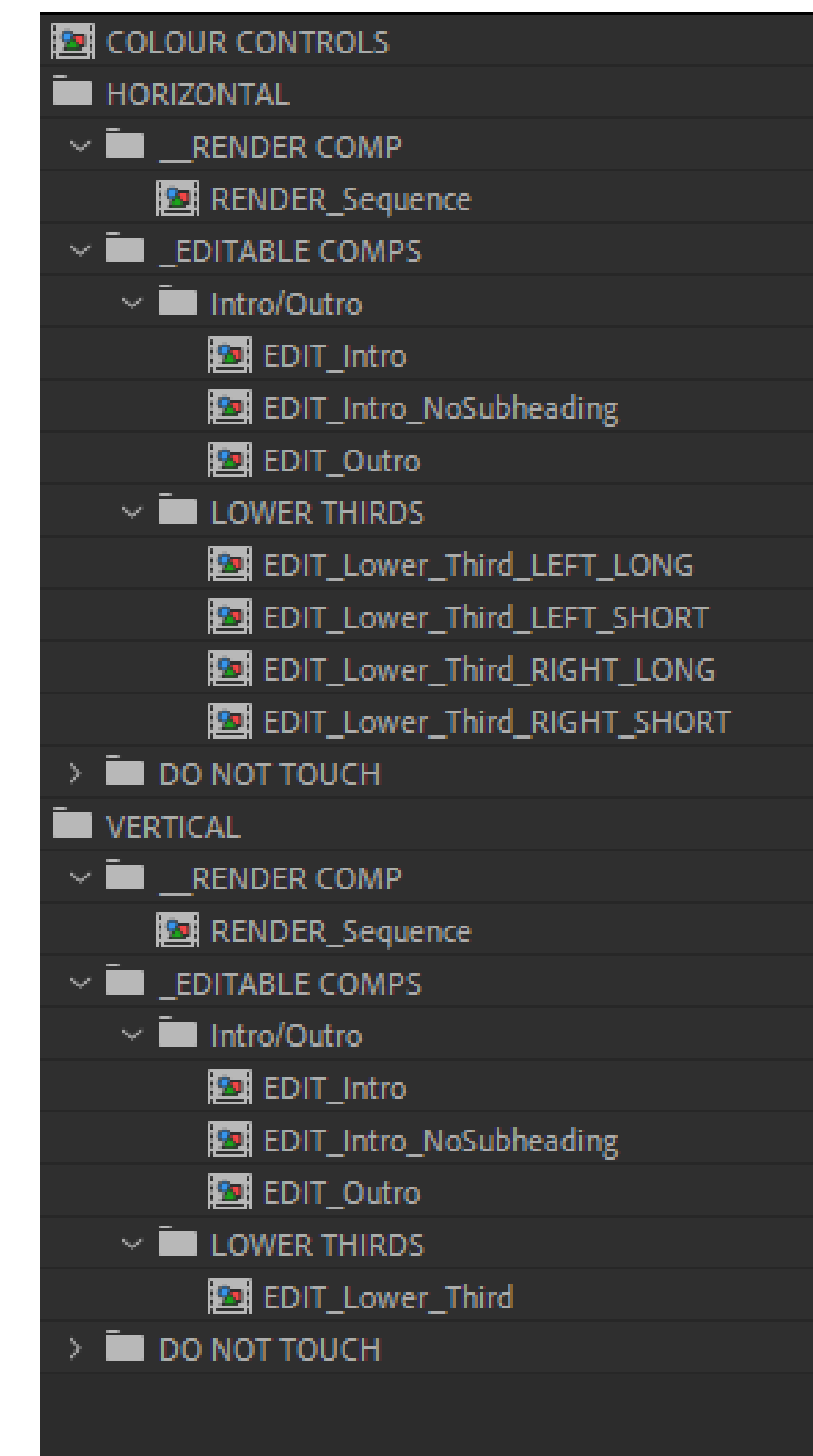
Horizontal Assets:

• Intro (2 Versions)
• Outro
• Transition
• Lower Thirds (4 Versions)

Vertical Assets:

• Intro (2 Versions)
• Outro
• Transition
• Lower Thirds (1 Version)

The frame rate is currently 25fps, adjust this to match the footage / final export settings before beginning the edits.

COLOUR CONTROLS
HORIZONTAL
__RENDER COMP
RENDER_Sequence
_EDITABLE COMPS
Intro/Outro
EDIT_Intro
EDIT_Intro_NoSubheading
EDIT_Outro
LOWER THIRDS
EDIT_Lower_Third_LEFT_LONG
EDIT_Lower_Third_LEFT_SHORT
EDIT_Lower_Third_RIGHT_LONG
EDIT_Lower_Third_RIGHT_SHORT
DO NOT TOUCH
VERTICAL
__RENDER COMP
RENDER_Sequence
_EDITABLE COMPS
Intro/Outro
EDIT_Intro
EDIT_Intro_NoSubheading
EDIT_Outro
LOWER THIRDS
EDIT_Lower_Third
DO NOT TOUCH
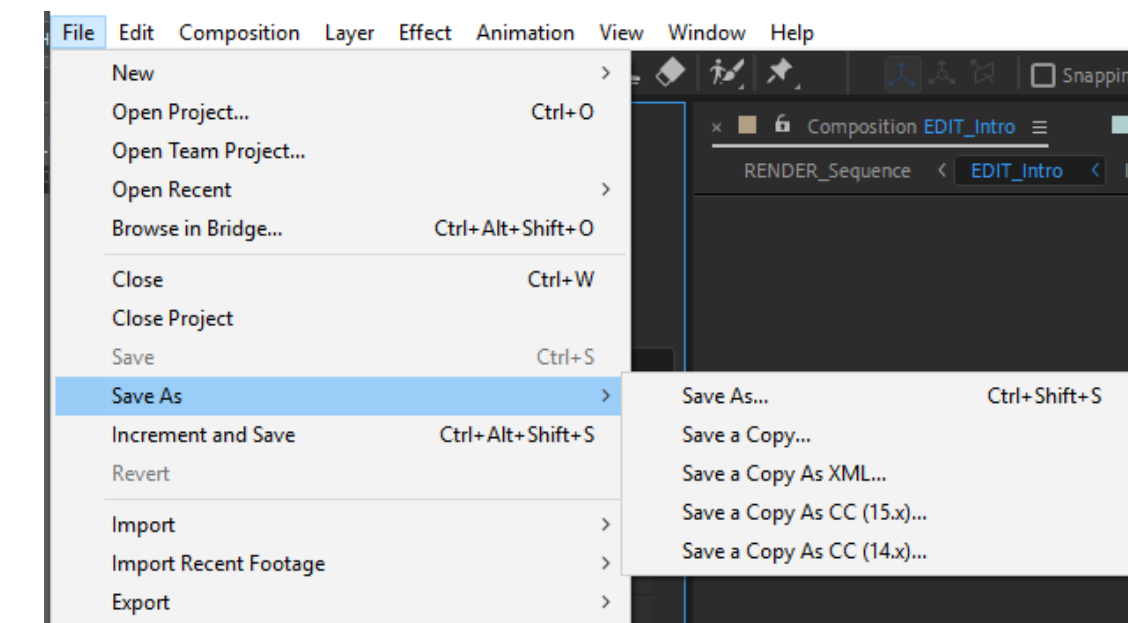
Project Window

After Effects Project

All of the Assets (Horizontal and Vertical) are in one After Effects project. To avoid any changes / inconsistencies, always start off by selecting 'File > Save As' and renaming the file.

Project Structure
In the Project Window, there is a 'COLOUR CONTROLS' comp.
For both Horizontal and Vertical versions there are 3 Folders: '__RENDER COMP', '_EDITABLE COMPS' and 'DO NOT TOUCH'.

- __RENDER COMP: Contains a Composition called 'RENDER Sequence', which is the composition that would be rendered containing all of the assets.

- _EDITABLE COMPS: Has an 'Intro/Outro' folder containing the relevant compositions and a 'Lower Thirds' folder with the various compositions.

- DO NOT TOUCH: Holds all the elements used to build the assets, avoid using anything from this folder as it will effect the rest of the assets.


File menu
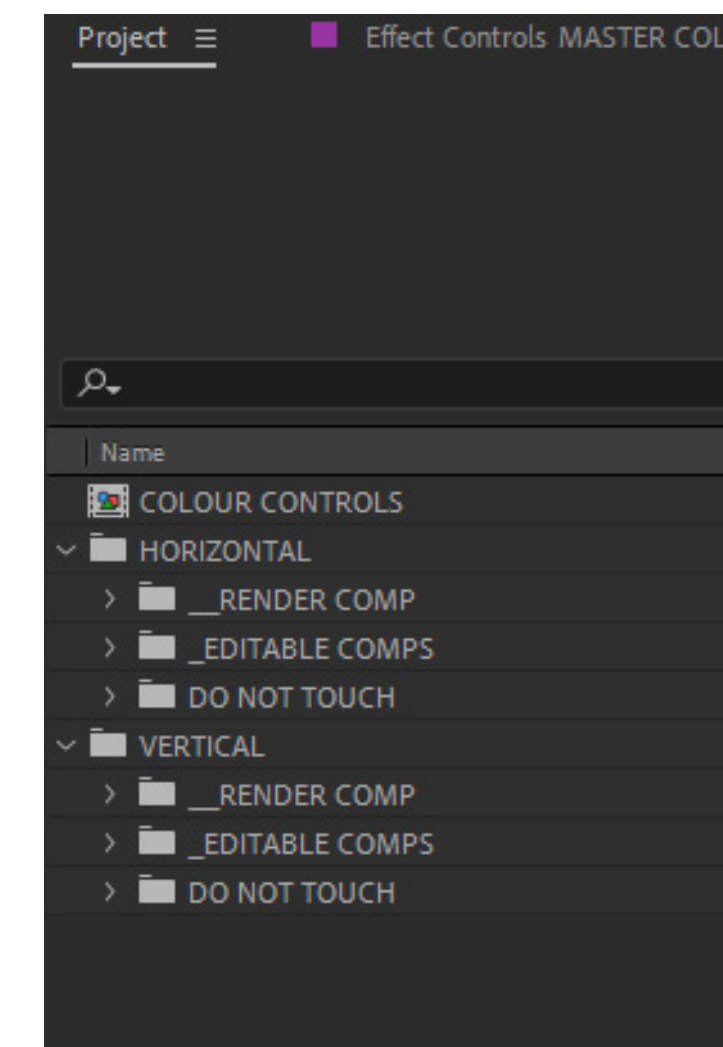
Project Window

RENDER Sequence

This composition contains all of the assets on the timeline, with footage below it. It is built so that all the footage can be cut in this Composition, and can be exported with all of the graphics.

The duration of the Composition can be changed by selecting 'Composition > Composition Settings...'. In the 'Composition Settings' window you can type in the required Duration.

Currently this Composition is set up with footage placeholders and the assets placed on the timeline accordingly. There are markers on the layers to show how the 'in' and 'out' points of the footage should be lined up with the layers.
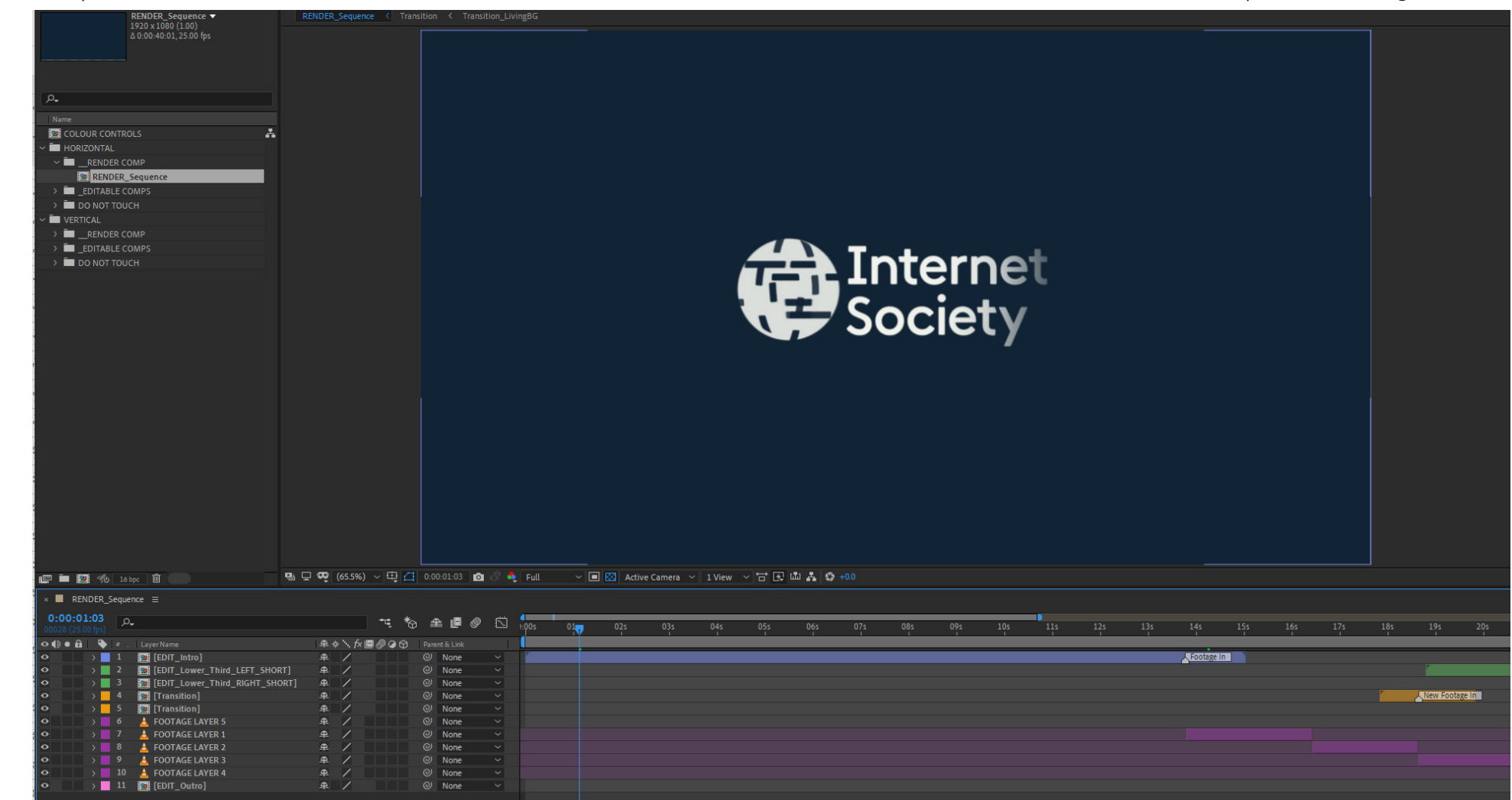
The layers can be moved along the timeline so that it matches with the footage. Ensure that the 'Intro' layer is at the beginning of the timeline and the end of the 'Outro' layer matches up with the end.
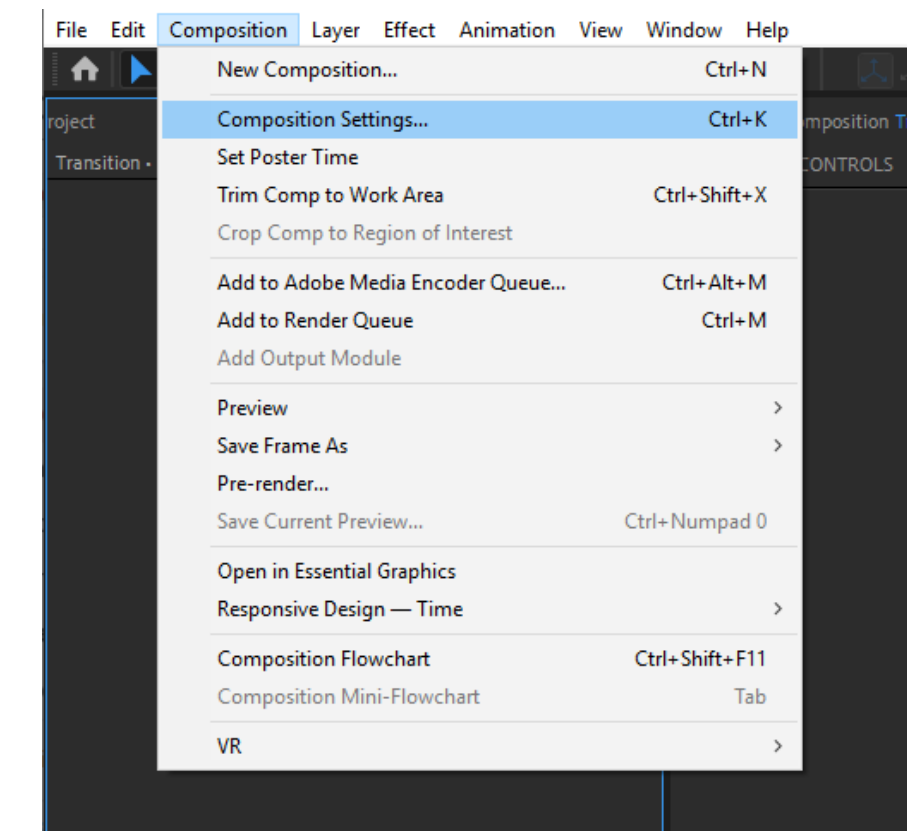
Composition menu
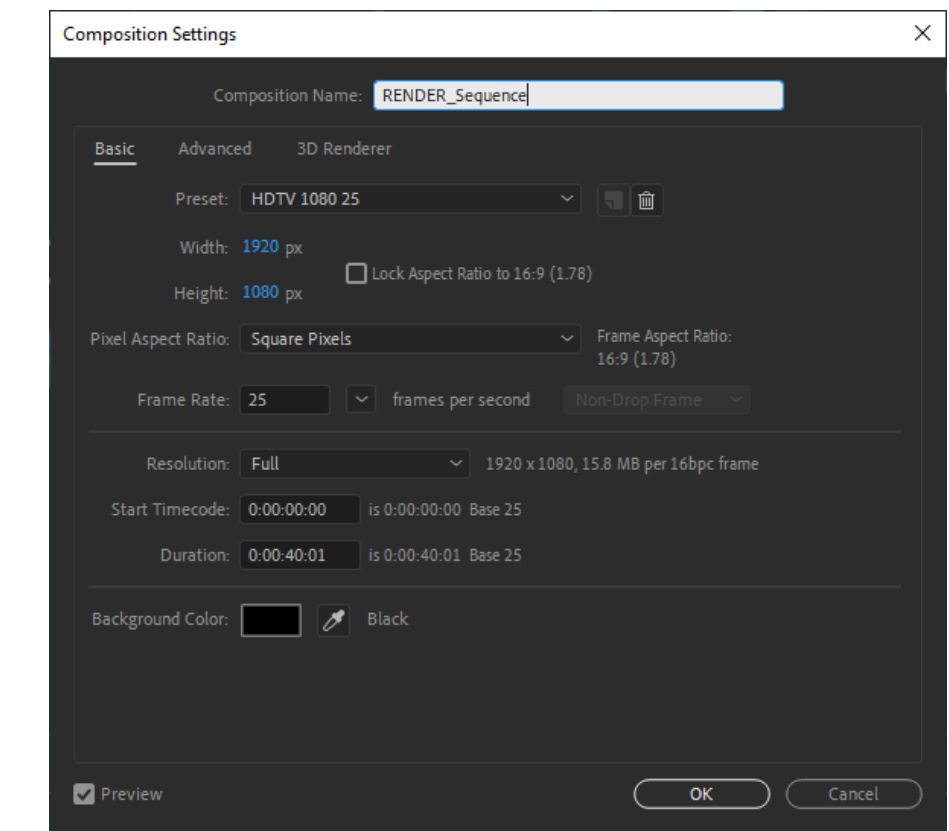
Composition Settings window

Horizontal 'RENDER Sequence' composition

Colour

Our colour palette is informed by the world that surrounds our community.
It builds on our heritage of blue, with an extended range of supporting colours.

Our core identifying colours are bright blue, green and navy; supported by neutral tones. For an extended range of colour, we have depth and accent palettes, to be used sparingly.

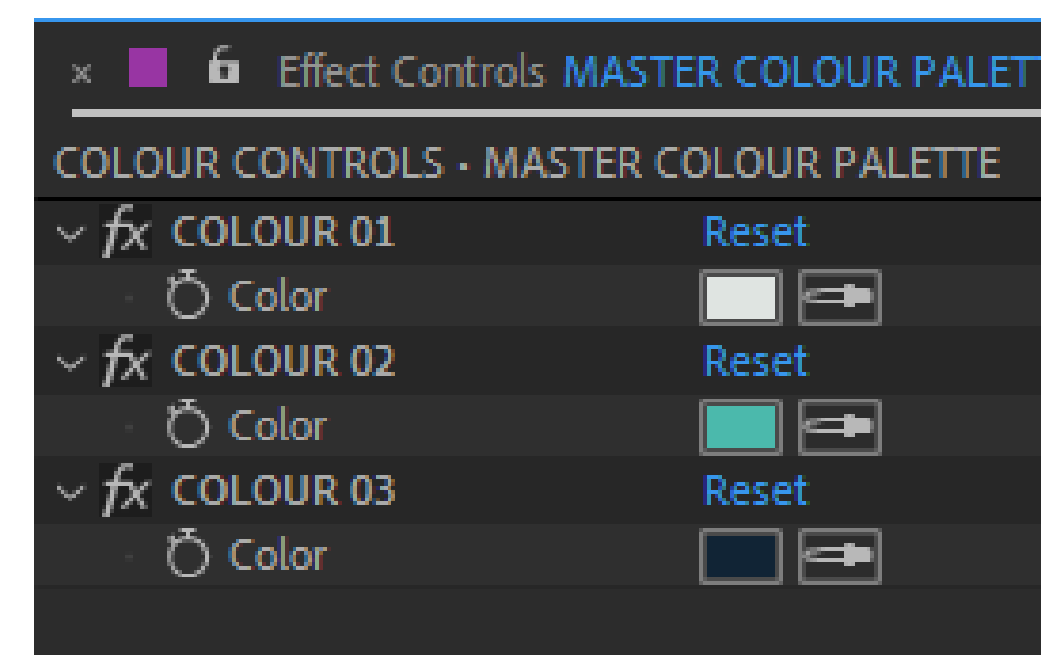Currently, the project is made up of 3 colours: 'Ground Navy', 'Ground Green' and 'Neutral White'.

How to change the colour within the project:

• In the Project Window, open the 'COLOUR CONTROLS' composition.
• Here you will see a 'MASTER COLOUR PALETTE' layer in the timeline window, select this layer.
• When you select this layer, the effects panel will show the current colour palette. Here you can click on the colour and change it. This will apply the colour change across all of the assets - you should see it update in the viewing window.
• These changes will automatically be applied to the 'RENDER Sequence' composition for both the Horizontal and Vertical versions.
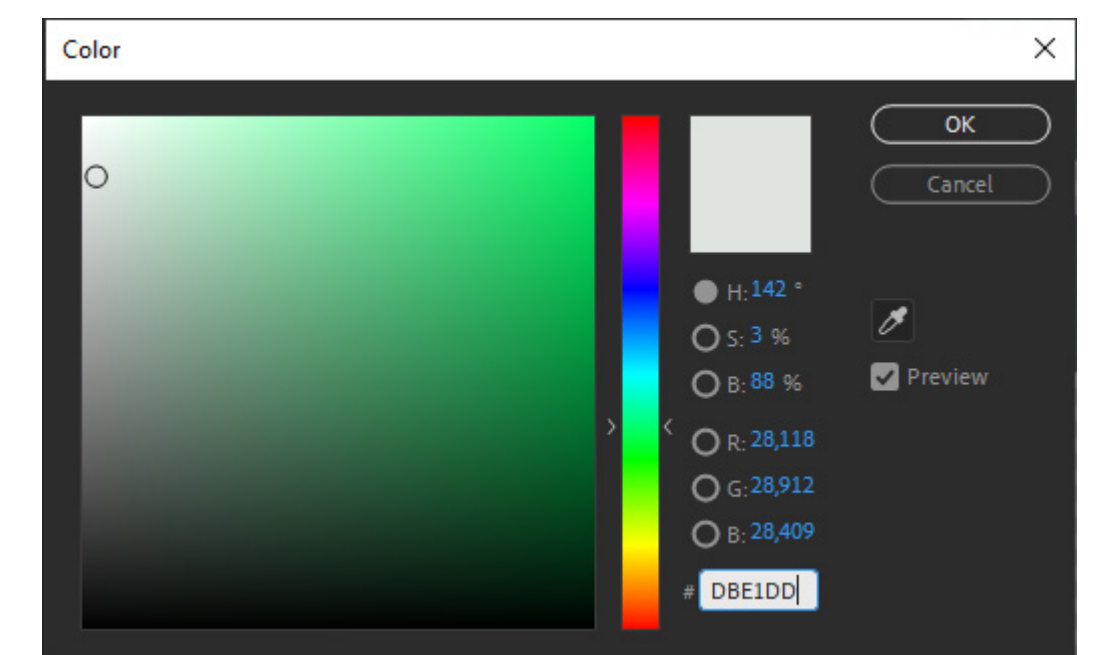
All of the colour information can be found here: https://assets.internetsociety.org/Styleguide/#page/D47A4C22-952D-456D-B2A8D4FBFD1862F2
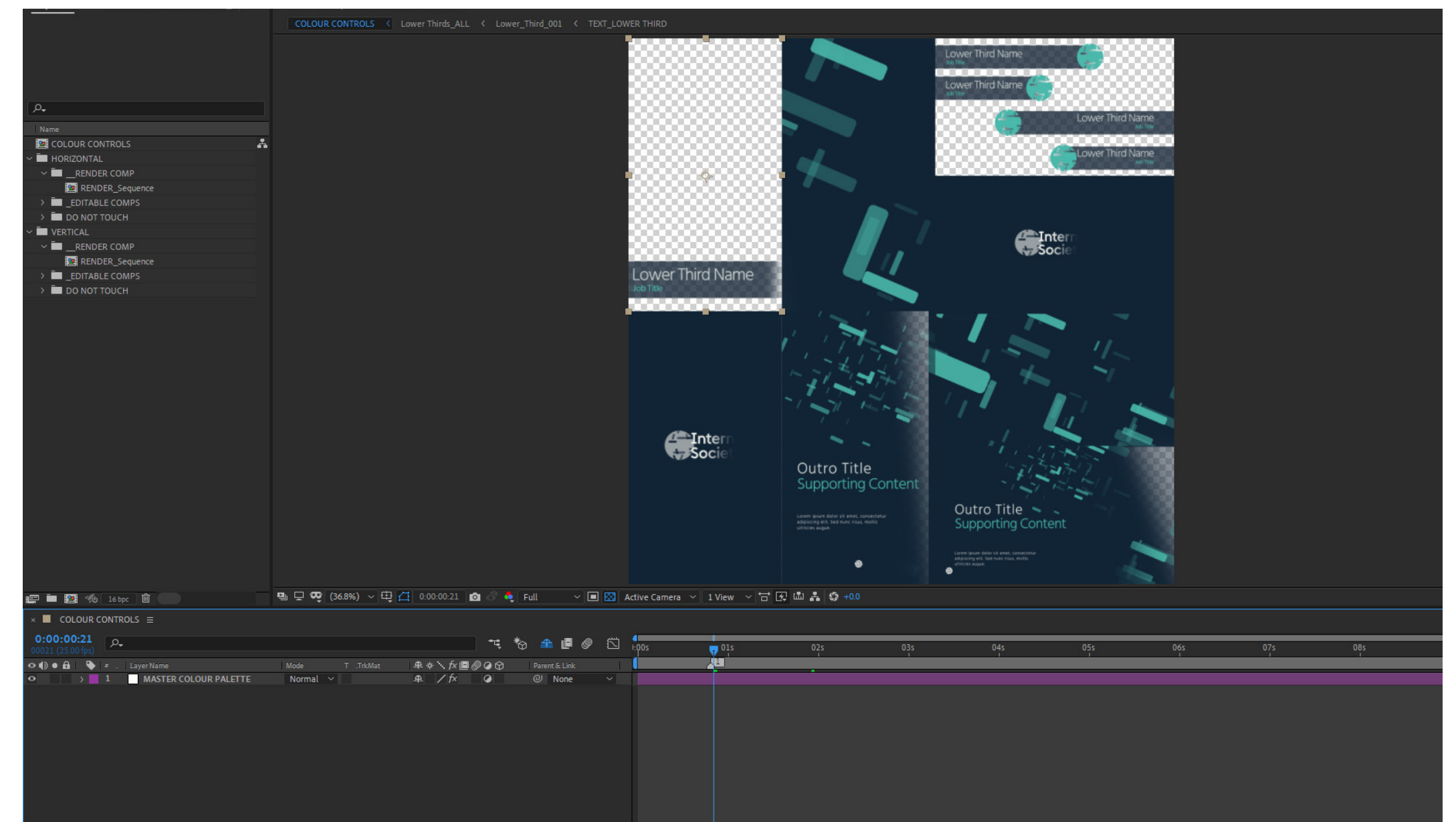
'COLOUR CONTROLS' Composition

'COLOUR CONTROLS' Effects Panel

Colour Selection Window

Internet Society

Lower Thirds

We have 2 variations of Lower Thirds - Short and Long - both of which are available on the Left and Right hand side of the screen, in the Horizontal folder, and 1 version that goes across the bottom of the screen in the Vertical Folder.
Choose the relevant option based on the positioning of the person on screen.

The Lower Thirds animate on and off screen with the logo resolve. However depending on the duration of the shot its on, the Lower Third can be cut off screen rather than transitioning off.

The following information is on the Lower Third:

• 'Lower Third Name'- Name of the person on camera
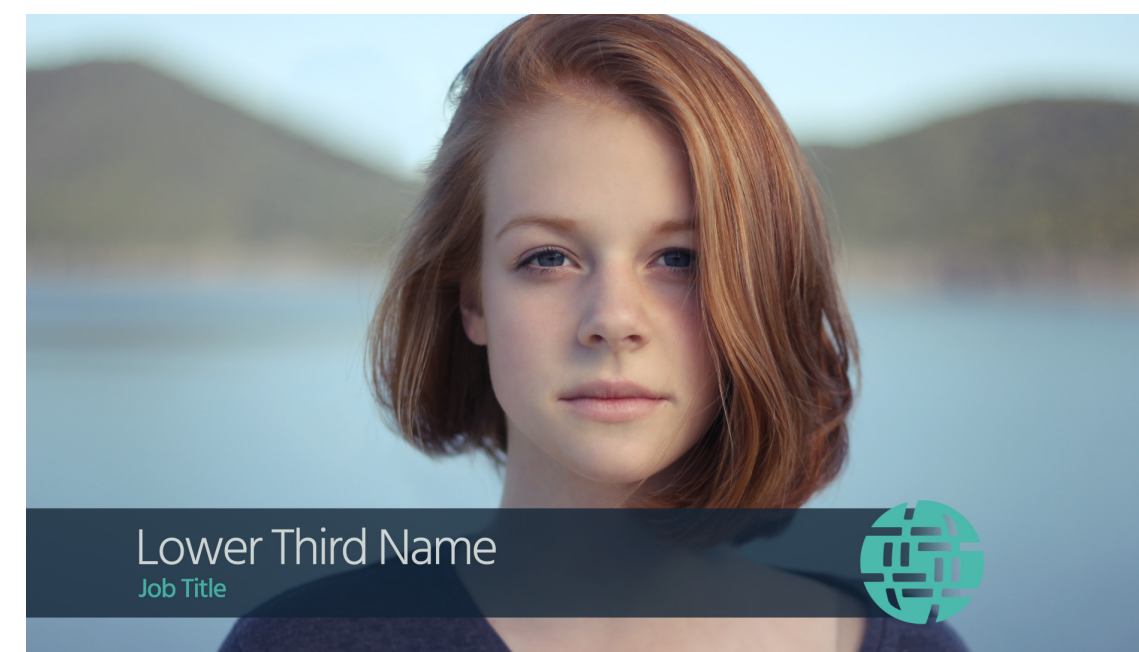• 'Job Title' -Their Job Title / Job Role

Do not move the Lower Thirds position on screen.
Carefully select the shot used so that the Lower Third isn't overlapping or distorting their face.
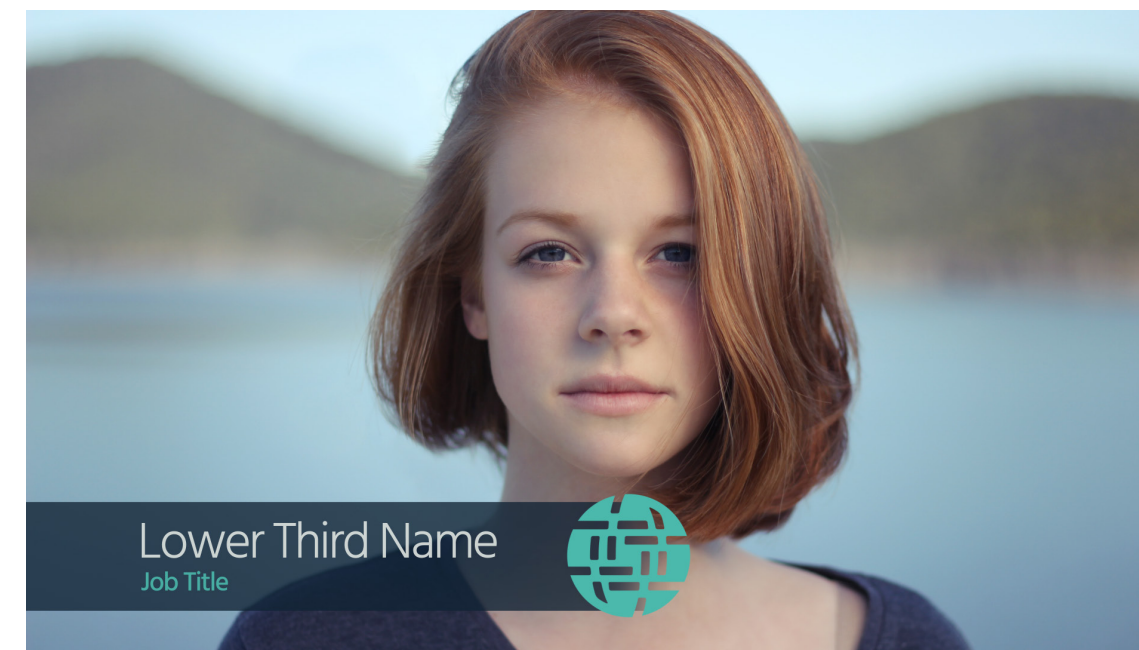
Horizontal Lower Third: Left, Short

Horizontal Lower Third: Right, Short

Horizontal Lower Third: Left, Long

Horizontal Lower Third: Right, Long

Vertical Lower Third

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Editing the Lower Thirds

There are 4 Lower Third compositions, found in the 'Horizontal > _EDITABLE COMPS' folder:

- EDIT_Lower_Third_LEFT_LONG
- EDIT_Lower_Third_LEFT_SHORT
- EDIT_Lower_Third_RIGHT_LONG
- EDIT_Lower_Third_RIGHT_SHORT

There is 1 Lower Third composition found in the 'Vertical > EDITABLE COMPS' folder:
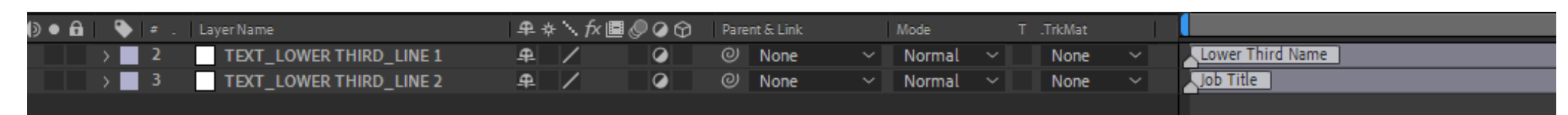
- EDIT_Lower_Third

All of these compositions are set up the same way; 2 layers which edit each line of text are visible in the timeline window.

To change the text of the Lower Thirds:

- On the Lower Thirds timeline, select the marker (little triangle) at the beginning of the timeline next to the current text. This will open the 'Layer Marker' box.
- In the 'Comments' box, type in what you'd like the Lower Third to read.
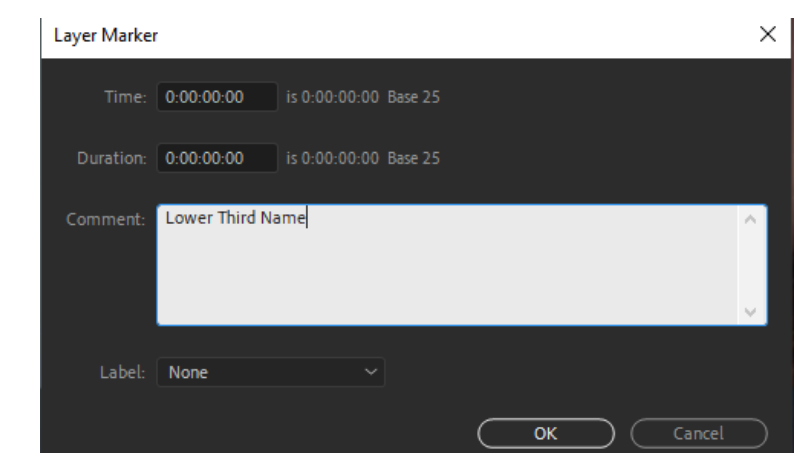- Select 'OK'. This should automatically update in the viewer window.
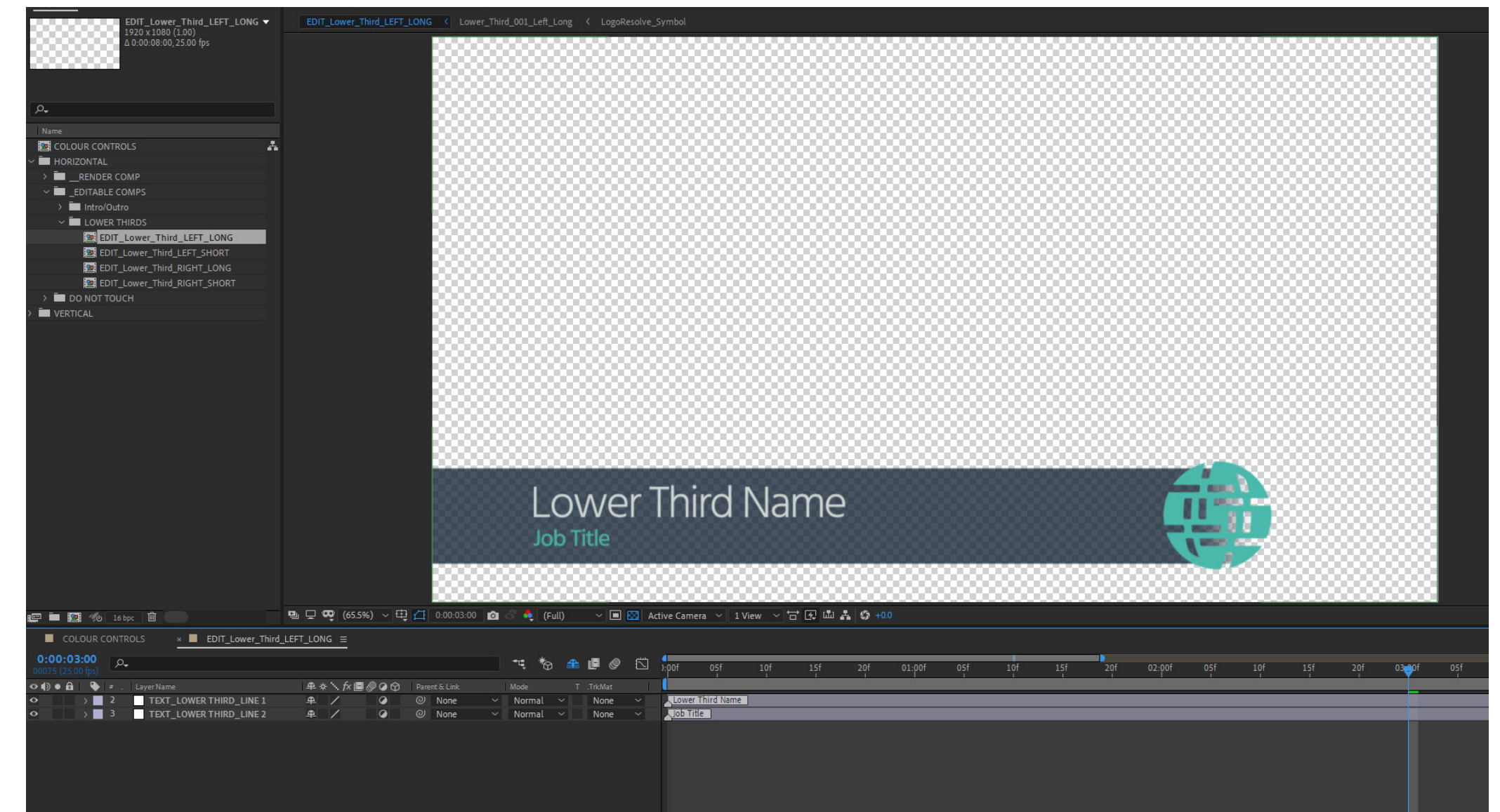
'EDIT_Lower_Third_LEFT_LONG' Composition

Lower Third Timeline
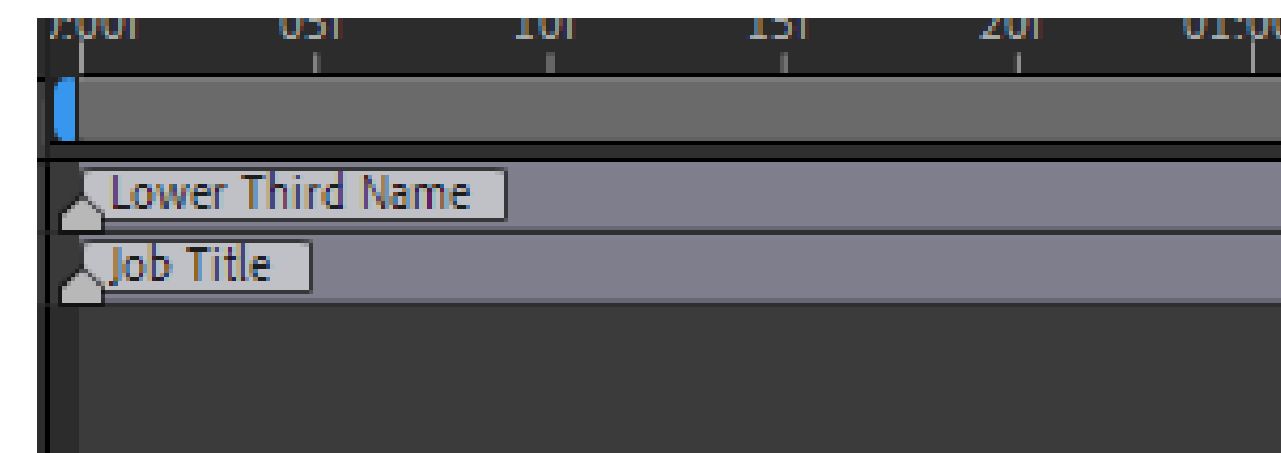
Lower Third Timeline Text Markers
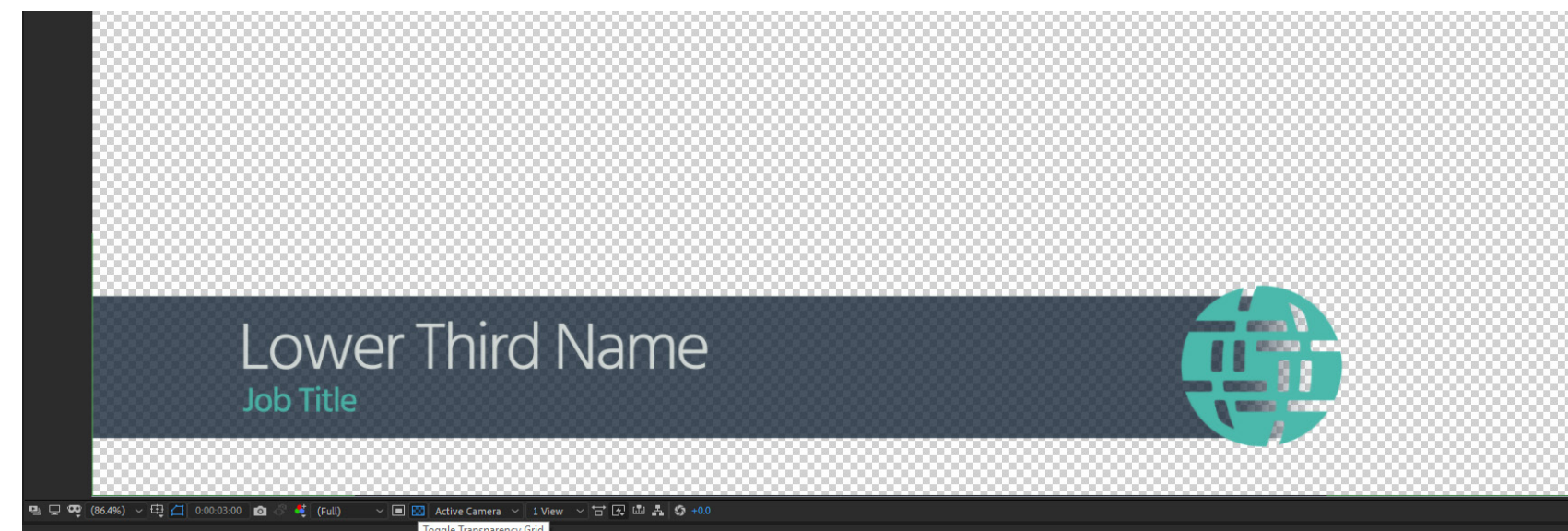

'Layer Marker' window

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Exporting Lower Thirds

Lower Thirds can be edited in After Effects and placed directly in the 'RENDER Sequence' timeline. Alternatively, if there are multiple Lower Thirds being used it will be more effficient to Edit and Export the 'EDIT_Lower_Third_' comps directly.
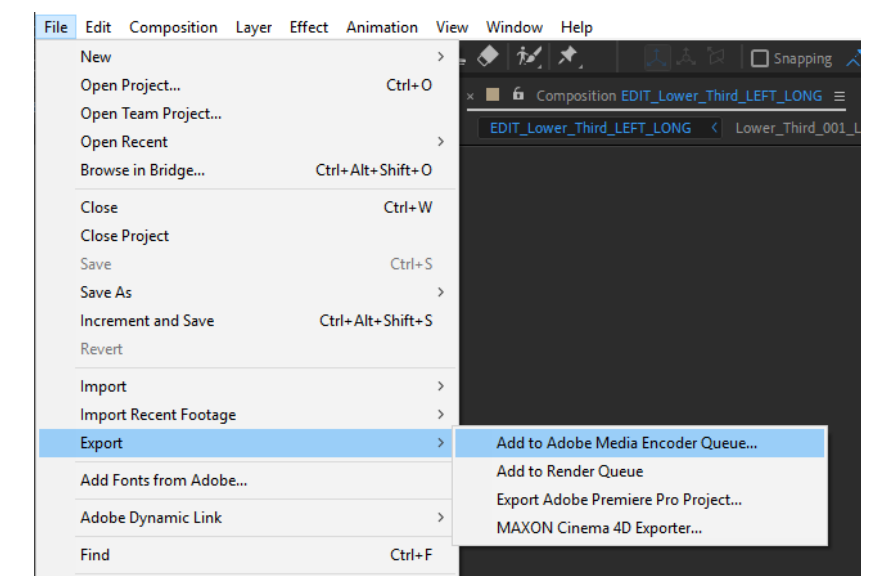
Ensure that the Transparency of the composition is enabled, by selecting the 'Toggle Transparency Grid' button at the bottom of the viewing window.

To export 'EDIT_Lower_Third_' comps:

- Once you've edited the Lower Third, go to 'File > Export > Add to Adobe Media Encoder Queue...'
- In the 'Adobe Media Encoder' window, select the composition in the render queue, this will open the 'Export Settings' window.
- Change the Export Settings to the following:
    - -Format: 'Quicktime'
    - -Preset: 'Apple ProRes 4444 with alpha'
- Set the Name and Output, and select 'OK' to Export.

Once exported, this movie file can be imported back into After Effects and placed on the timeline in the 'RENDER Sequence' composition, over the relevant footage.
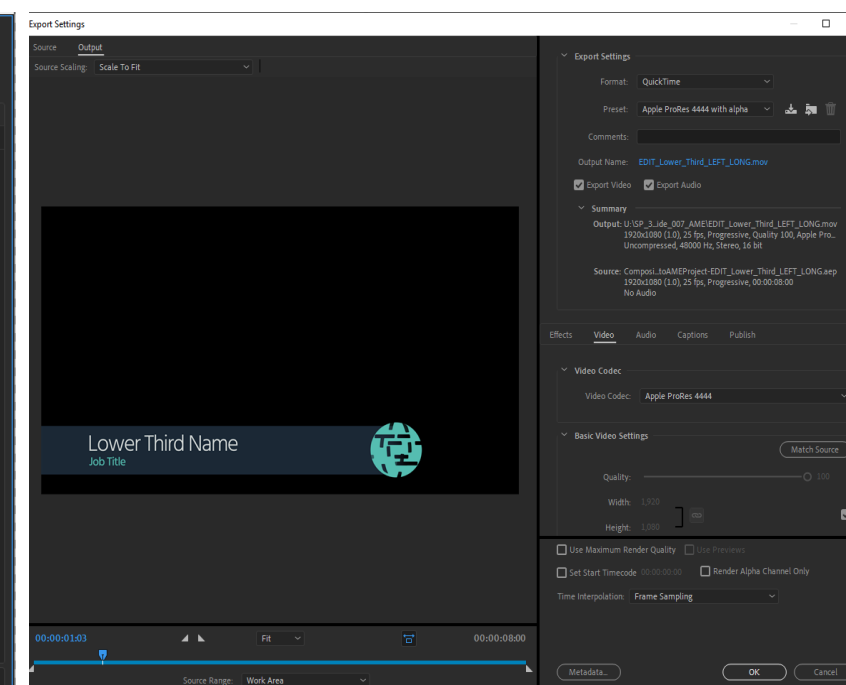

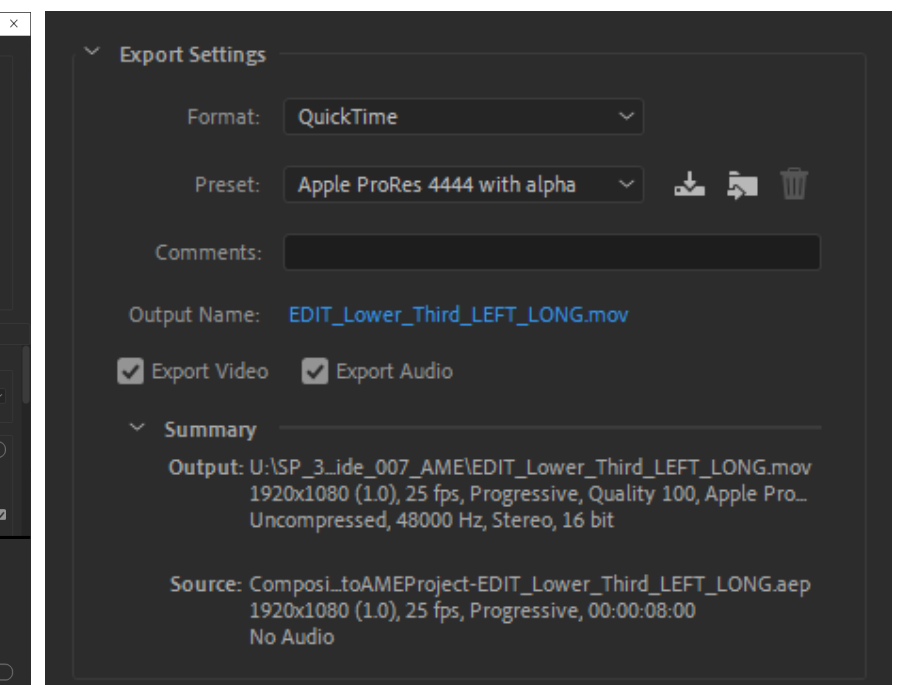'EDIT_Lower_Third_LEFT_LONG' Composition viewing window- 'Toggle Transparency Grid'

'File > Export' Menu
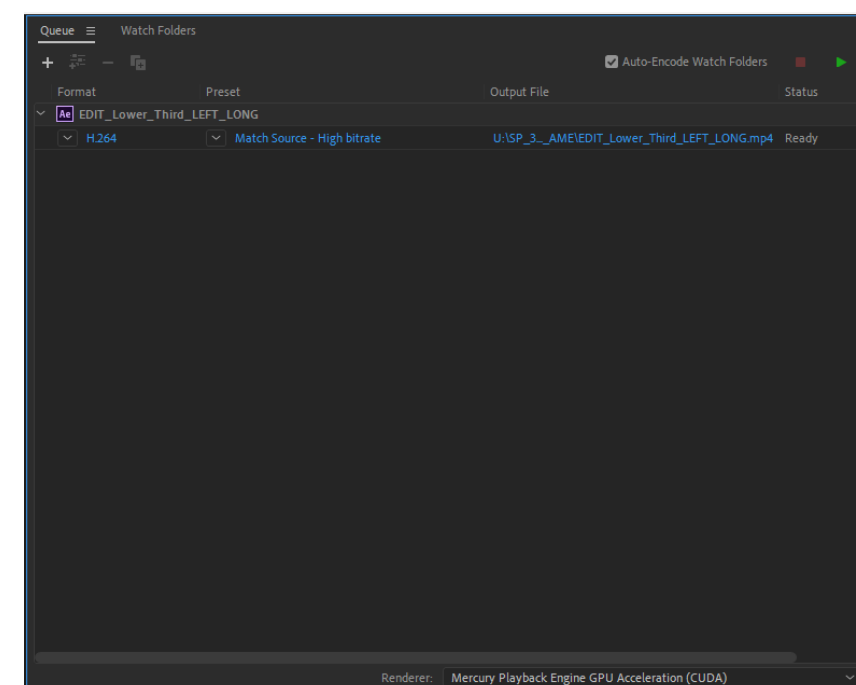
Adobe Media Encoder Queue

Adobe Media Encoder Export Settings window

Lower Third Export Settings

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![Internet Society logo]

Transitions

Transitions are to be used to move between footage. They are designed to be fast and efficient. Each transition is 2 seconds and moves from Left to Right.

The Nodes animate on, overlapping the footage, before the solid background follows. The transition ends with the solid wiping off screen with the Nodes trailing behind, over the new footage.

The transition has 1 frame where the solid background completely fills the screen, this is where the footage behind switches. A marker can be seen on the layer in the timeline window as 'New Footage In', below this you will have the footage layers 'in' and 'out' points match the position of the marker.
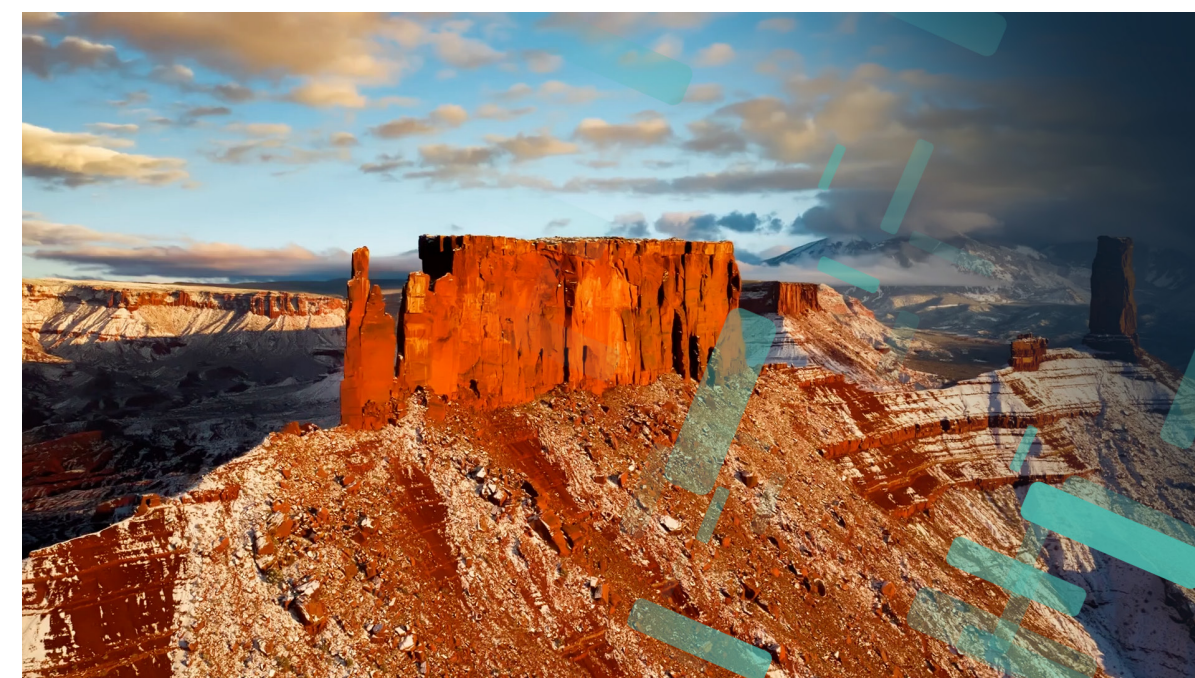
If more than 1 transition is needed, simply select the 'Transition' layer in the 'RENDER_Seqeunce' Comp and hit Ctrl (Or Cmd) + D to duplicate the layer, then drag and place where required on the timeline.
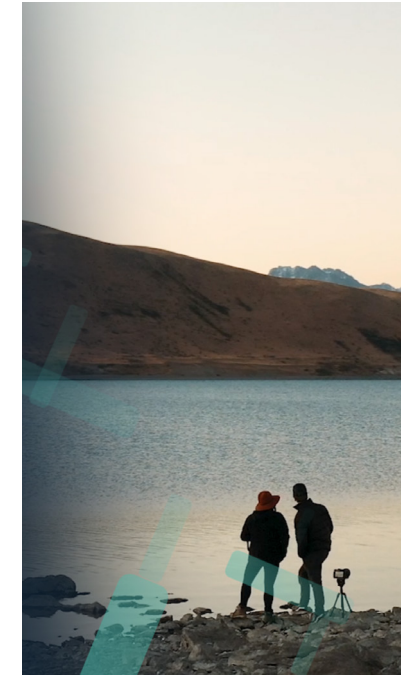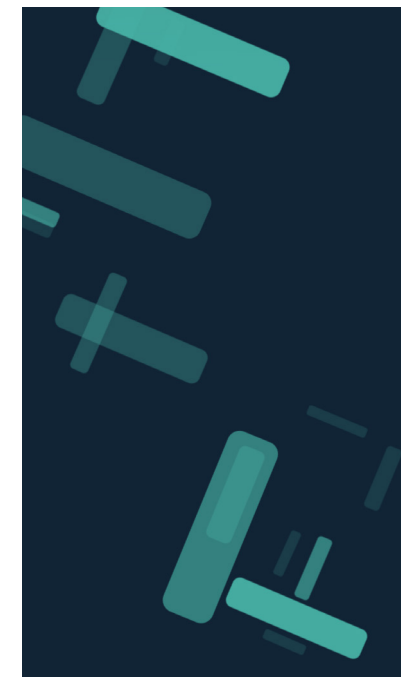

Horizontal Transition- Beginning

Horizontal Transition- Middle

Horizontal Transition- End

Vertical Transition- Beginning

Vertical Transition- Middle

Vertical Transition- End

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Exporting the Transition

The Transition should be exported in the 'RENDER Sequence' composition.

If you decide to export the Transition without any footage behind it ensure that the Transparency of the composition is enabled, by selecting the 'Toggle Transparency Grid' button at the bottom of the viewing window.

If you want to export the Transition with footage behind it, ensure that the footage layers 'in' and 'out' points match the position of the 'New Footage In Marker' on the 'Transition' layer.

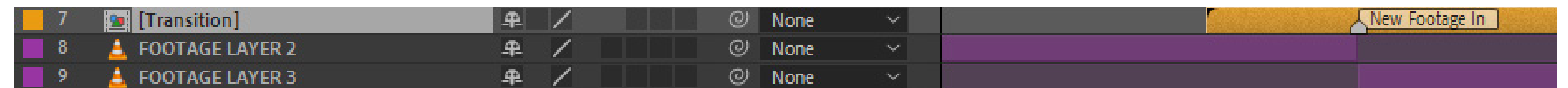To export the Transition in 'RENDER Sequence' composition:

- Adjust the duration of the composition to the required length
- Go to 'File > Export > Add to Adobe Media Encoder Queue…'
- In the 'Adobe Media Encoder' window, select the composition in the render queue, this will open the 'Export Settings' window.
- Change the Export Settings to the following:
    - -Format: 'Quicktime'
    - -Preset: 'Apple ProRes 4444 with alpha'
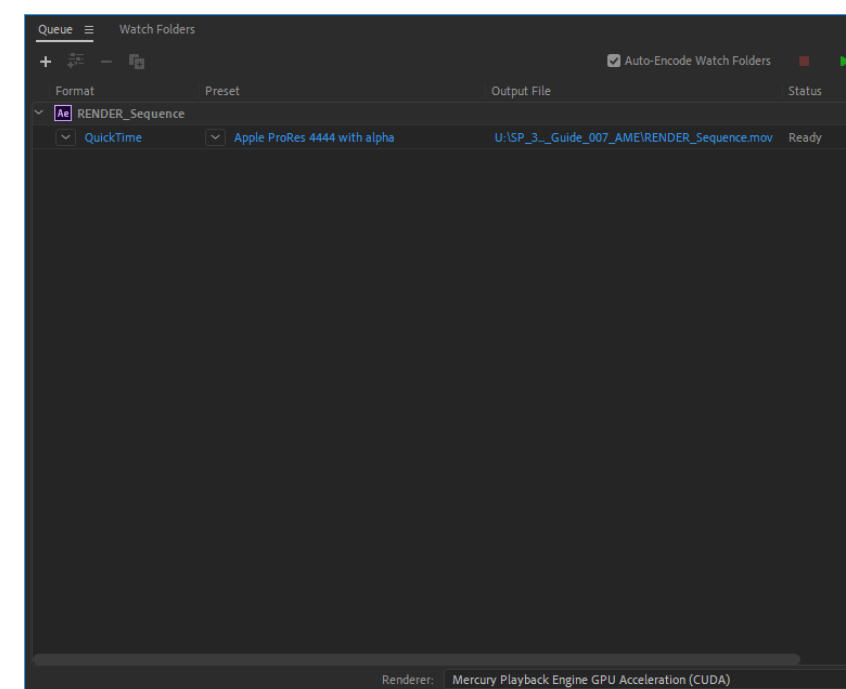- Set the Name and Output, and select 'OK' to Export.
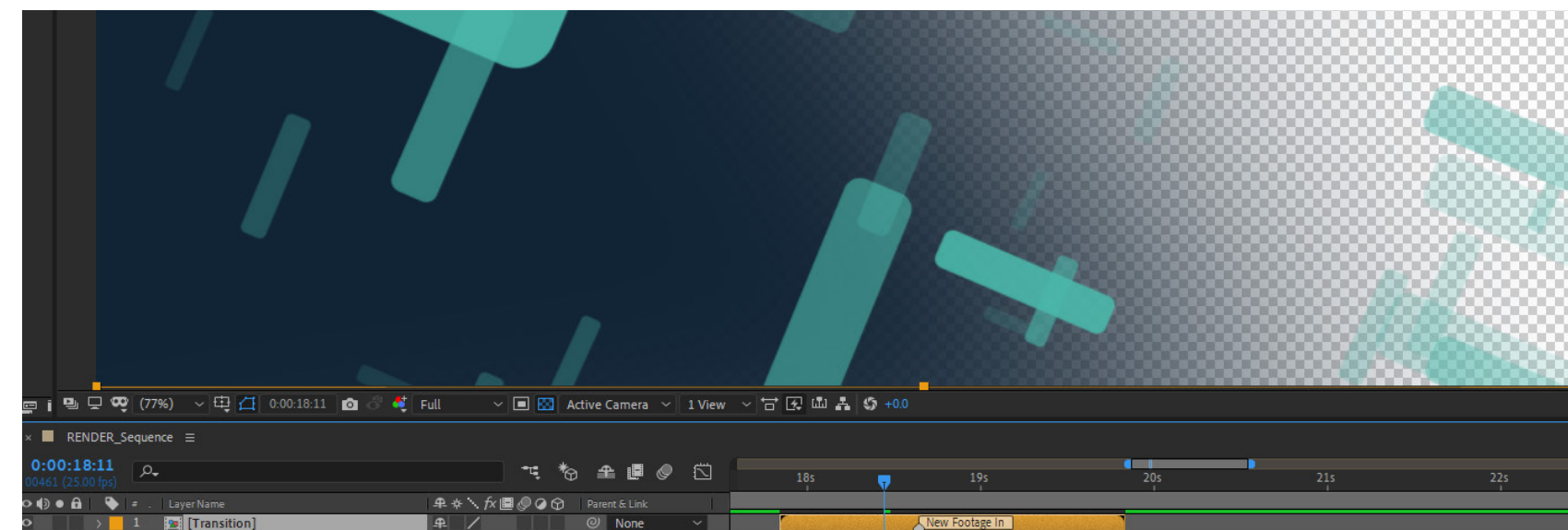
'RENDER Sequence' Composition viewing window- 'Toggle Transparency Grid'
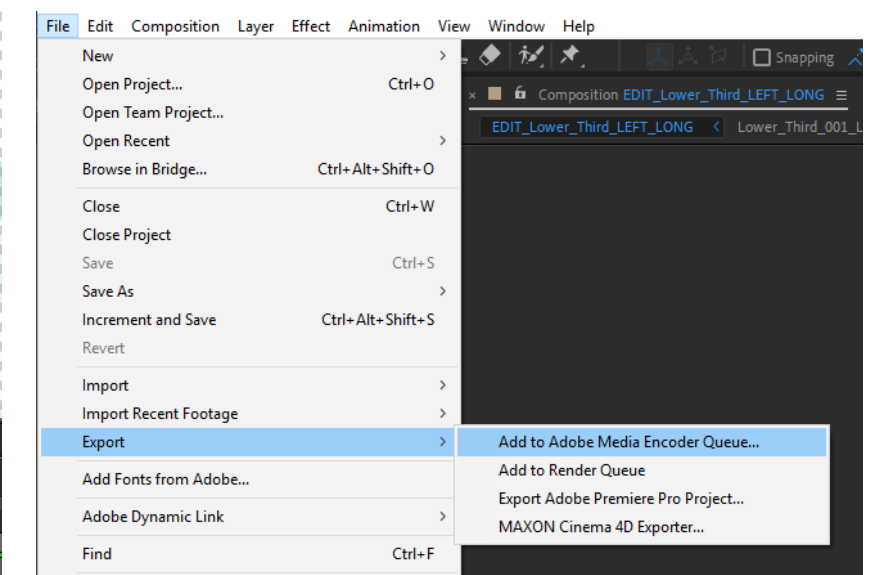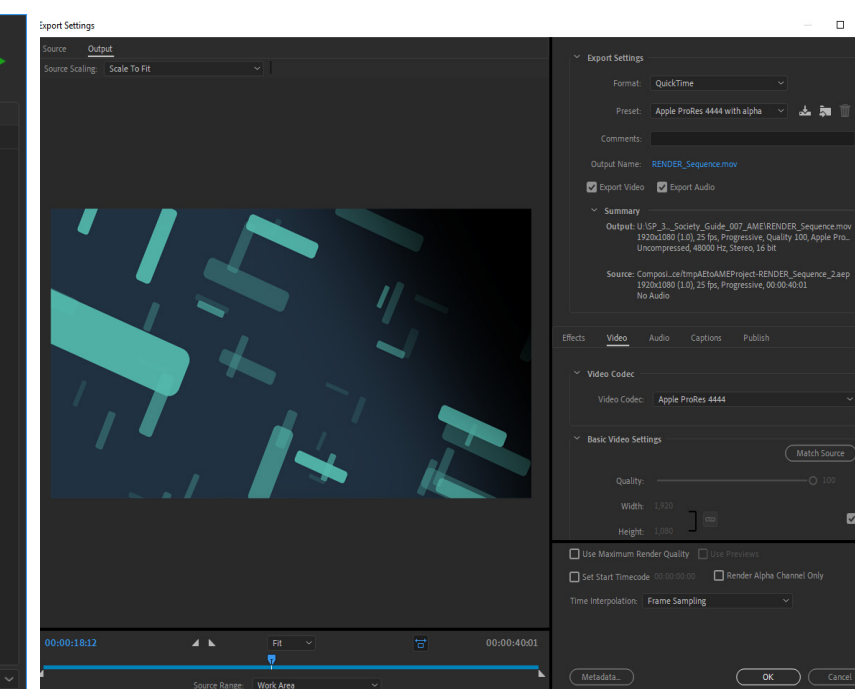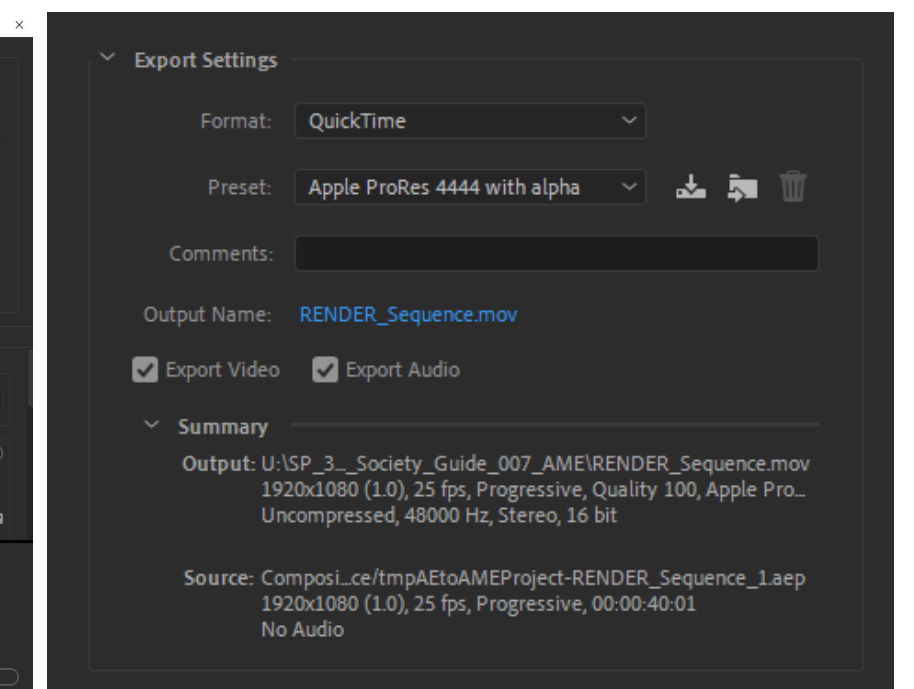

'File > Export' Menu

'Transition' layer- 'RENDER Sequence' composition timeline

Adobe Media Encoder Queue

Adobe Media Encoder Export Settings window

'RENDER Sequence' Export Settings

Intro

The Intro scene is mandatory for every video. There are 2 options available for the Intro:

- 'Intro'
- 'Intro_NoSubheading'

They both follow the same structure: Logo resolves on screen, Nodes wipe in from the Left, Camera zooms out to reveal the Title Card, Camera zooms back in to show the Sub Heading Card, Transition wipes from the left to reveal the footage behind.
The 'No Subheading' version simply cuts out the Sub Heading card.

The Title Card features the following information:

- Video Title
- Supporting Content
- Date

The Sub Heading Card features the following information:
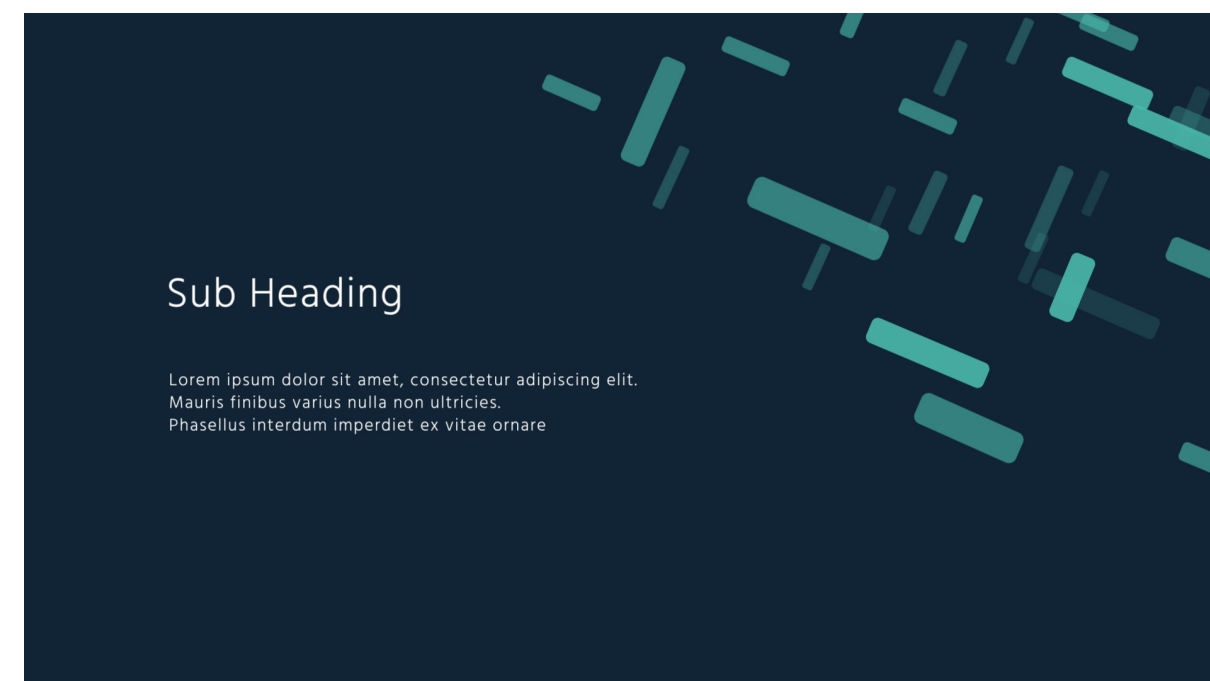
- Sub Heading Title
- Additional Information

Horizontal Intro- Beginning

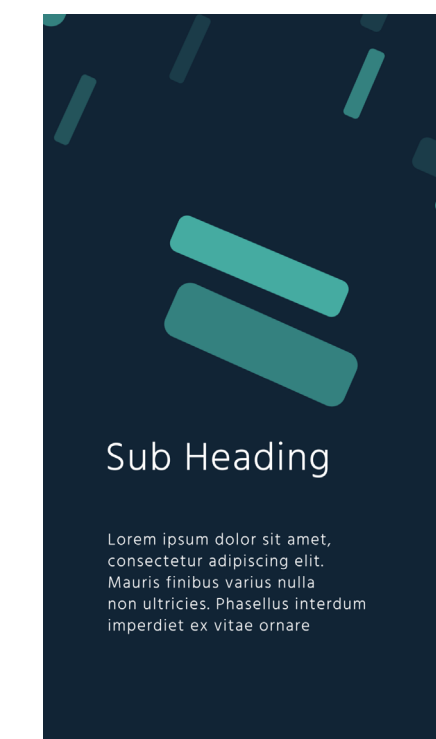Horizontal Intro- Title Card

Horizontal Intro- Sub Heading Card

Horizontal Intro- End Transition

Vertical Intro- Beginning

Vertical Intro-
Sub Heading Card

Vertical Intro- Title Card

Vertical Intro-
End Transition

Editing the Intro Text

There are 2 Intro compositions, found in the '_EDITABLE COMPS' folder in the Horizontal and Vertical folder:

- EDIT_Intro
- EDIT_Intro_NoSubheading

Both compositions are set up the same way, with individual layers for each line of text.

To change the text of the Intro Title Card and Sub Heading Card:

- In the 'EDIT_Intro' (or 'EDIT_Intro_NoSubheading) composition, select the marker (little triangle) at the beginning of the timeline next to the current text. This will open the 'Layer Marker' box.
- In the 'Comments' box, type in what you'd like the Lower Third to read.
- Select 'OK'. This should automatically update in the viewer window.
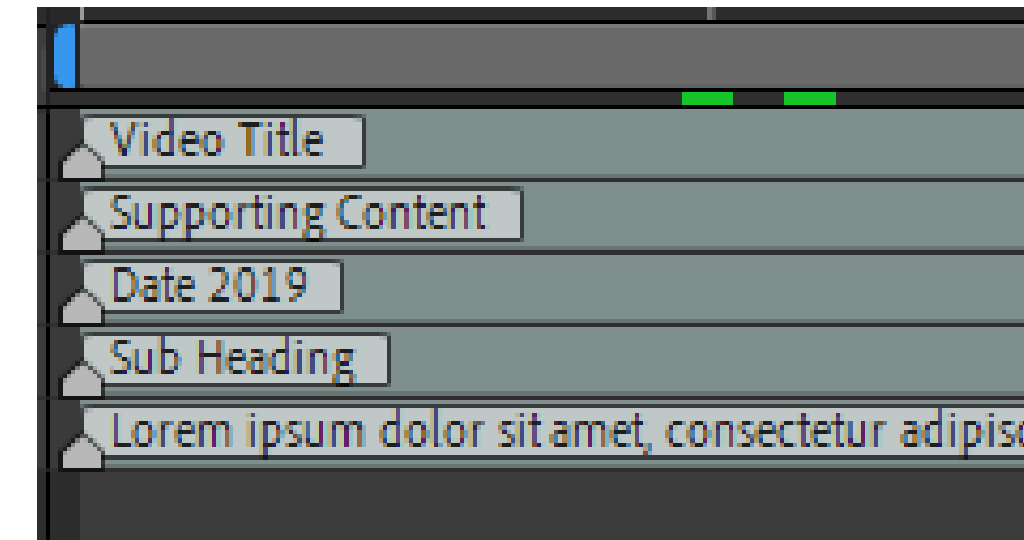
'EDIT_Intro' Timeline text markers
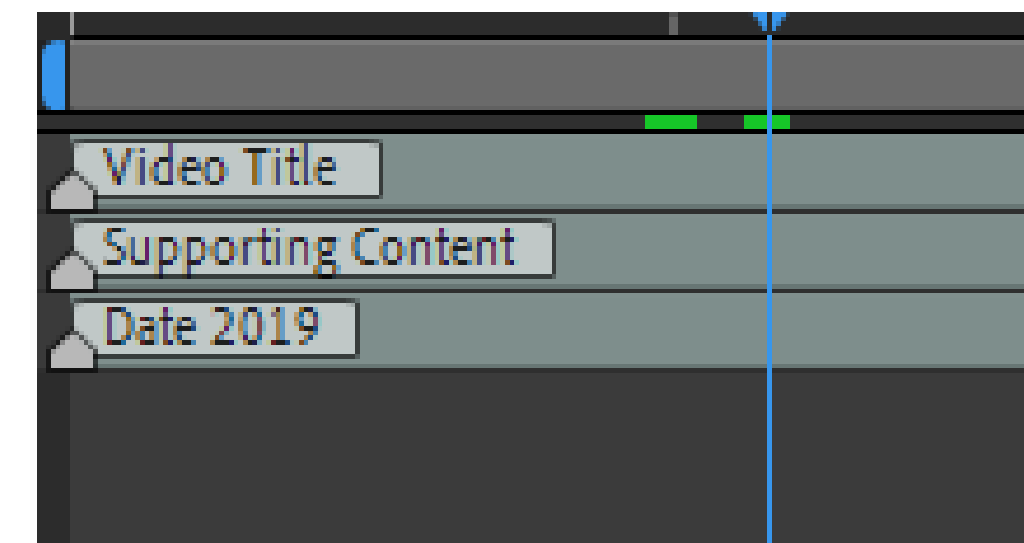
'EDIT_Intro_NoSubheading' Timeline text markers
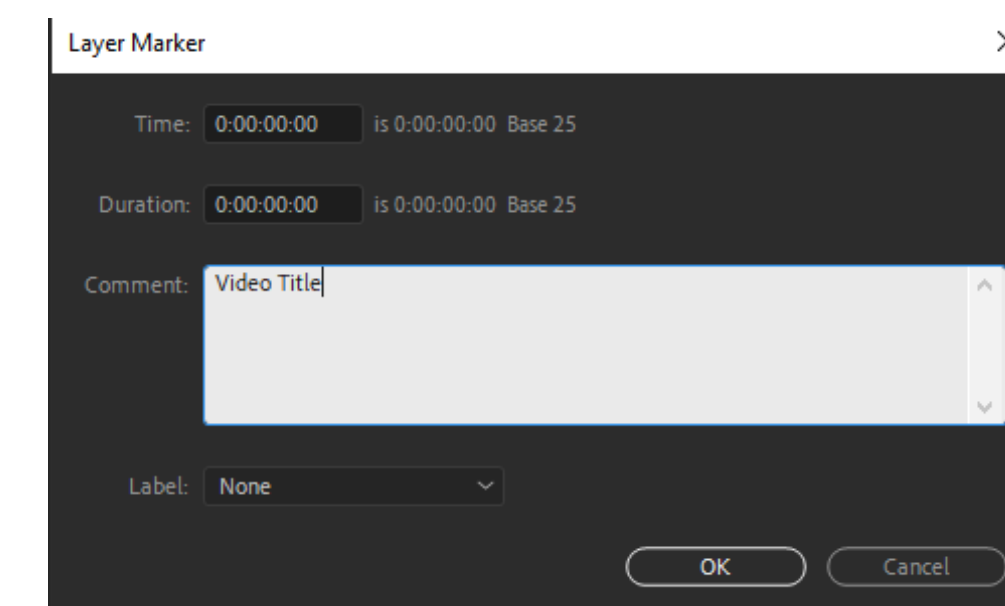
'Layer Marker' window

Exporting the Intro

The Intro should be exported in the 'RENDER Sequence' composition.

If you decide to export the Intro without any footage behind it, ensure that the Transparency of the composition is enabled, by selecting the 'Toggle Transparency Grid' button at the bottom of the viewing window. This will export the Intro transition with a transparent background, which can therefore be placed over footage in any editing software.

If you want to export the Intro with footage behind it, ensure that the beginning of the footage is in line with the 'Footage In' marker on the 'EDIT_ Intro' layer.

To export the Intro in 'RENDER Sequence' composition:

- Adjust the duration of the composition to the required length.
- Once you've edited the Intro, go to 'File > Export > Add to Adobe Media Encoder Queue…'
- In the 'Adobe Media Encoder' window, select the composition in the render queue, this will open the 'Export Settings' window.
- Change the Export Settings to the following:
    -Format: 'Quicktime'
    -Preset: 'Apple ProRes 4444 with alpha'
- Set the Name and Output, and select 'OK' to Export.

'RENDER Sequence' Composition viewing window- 'Toggle Transparency Grid'

'File > Export' Menu

'EDIT_Intro' layer- 'RENDER Sequence' composition timeline

Adobe Media Encoder Queue

Adobe Media Encoder Export Settings window

'RENDER Sequence' Export Settings
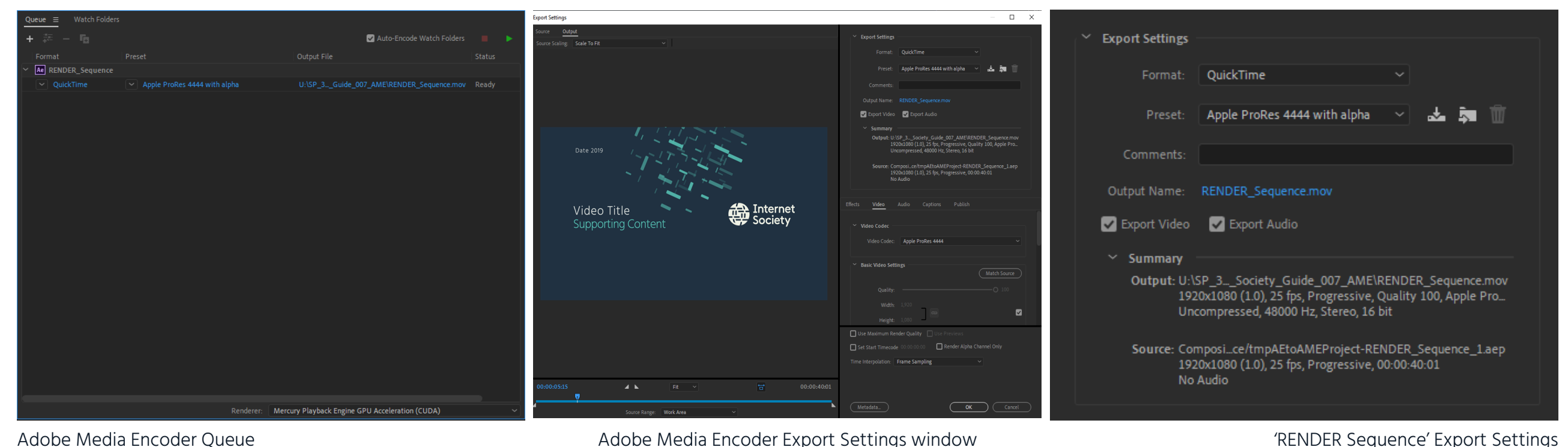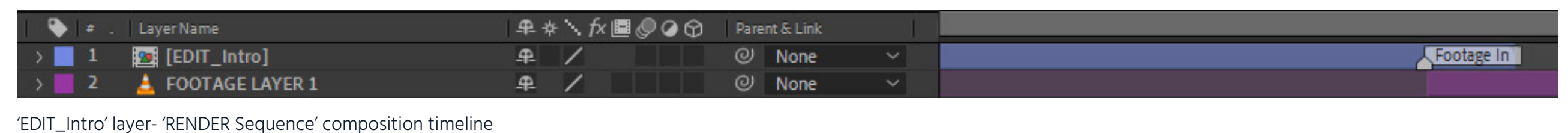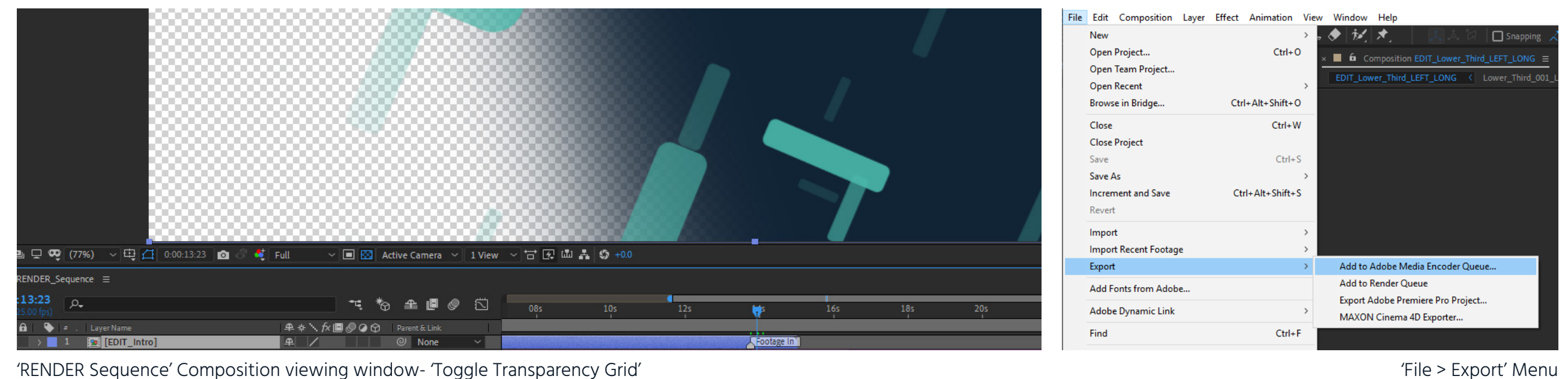
Outro

The Outro scene is mandatory for every video. There is only 1 option for the Outro:

- 'Outro'

It has the following structure: Transition wipe on screen from the left, over the footage, revealing the Title Card and text; Nodes wipe text off screen, Camera zooms out to show the Nodes transition into the logo reveal.

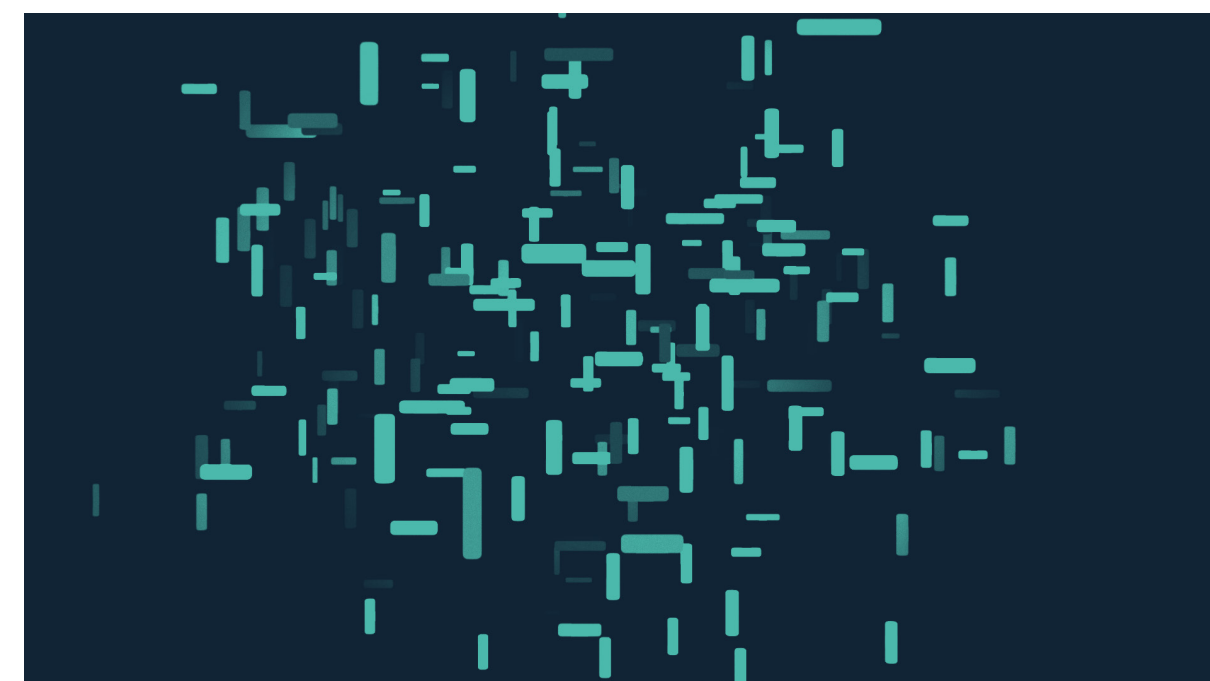The Outro Title Card features the following information:

- Video/ Outro Title
- Supporting Content
- Additional Information

Horizontal Outro- Beginning Transition

Horizontal Outro- Title Card

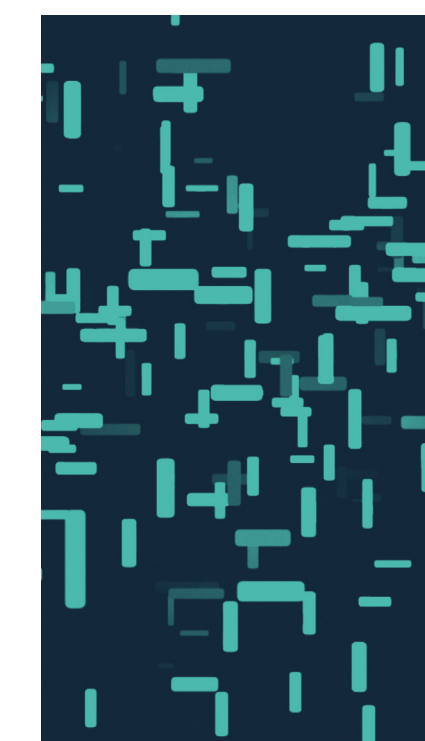Horizontal Outro- Animated Logo reveal

Horizontal Outro- End Logo Resolve

Vertical Outro- Beginning Transition

Vertical Outro- Title Card

Vertical Outro- Animated Logo reveal

Vertical Outro- End Logo Resolve

Editing the Outro Text

'EDIT_Outro' Timeline

There is 1 Outro composition, found in the '_EDITABLE COMPS' folder:

• EDIT_Outro

The composition contains individual layers for each editable line of text.

To change the text of the Outro:

• In the 'EDIT_Outro' composition, select the marker (little triangle) at the beginning of the timeline next to the current text. This will open the 'Layer Marker' box.
• In the 'Comments' box, type in what you'd like the Lower Third to read.
• Select 'OK'. This should automatically update in the viewer window.

Simply leave the 'Comment' box blank if you don't want there to be any text for a specific section.
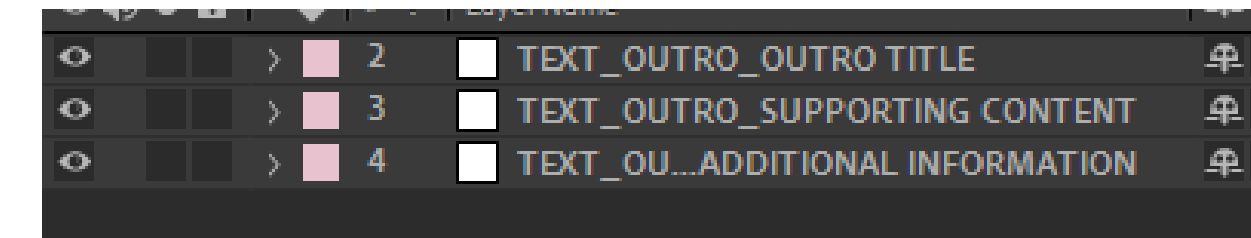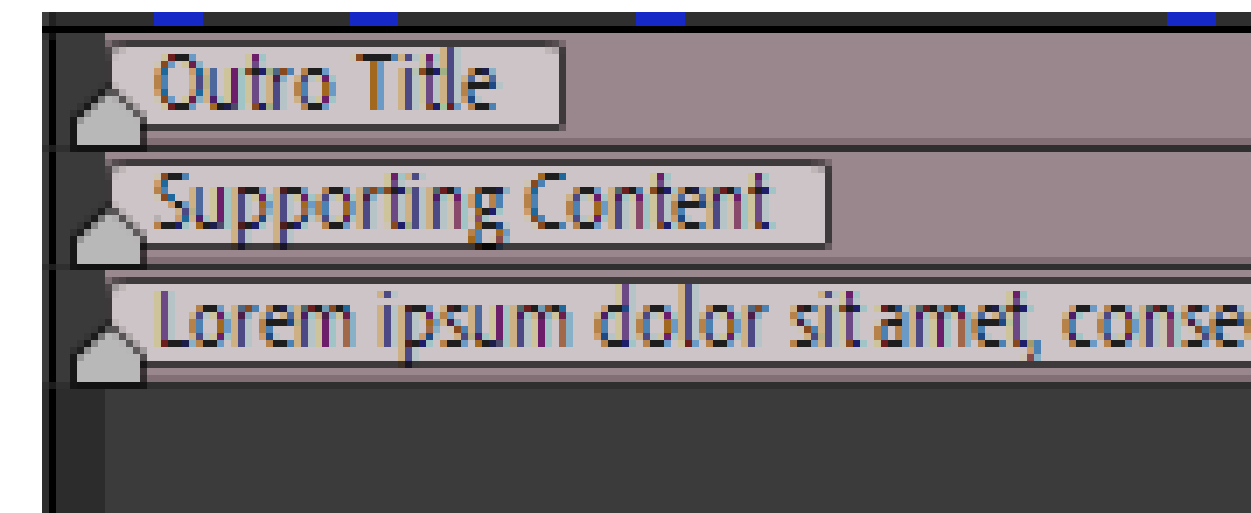
'EDIT_Outro' Timeline text markers

'Layer Marker' window

Exporting the Outro

The Outro should be exported in the 'RENDER Sequence' composition.

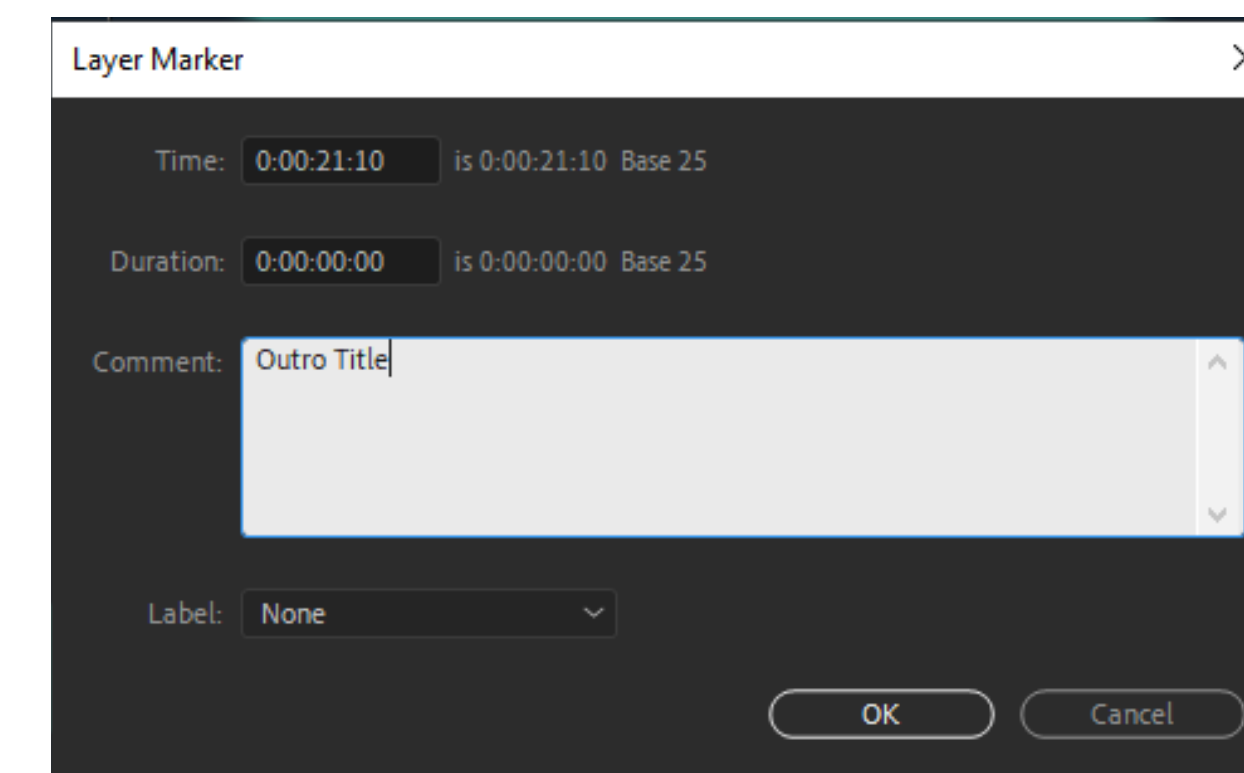If you decide to export the Outro without any footage behind it, ensure that the Transparency of the composition is enabled by selecting the 'Toggle Transparency Grid' button at the bottom of the viewing window. This will export the Outro transition with a transparent background, which can therefore be placed over footage in any editing software.

If you want to export the Outro with footage behind it, ensure that the end of the footage is in line with the 'Footage Out' marker on the 'EDIT_Outro' layer.

To export the Outro in 'RENDER Sequence' composition:

- Adjust the duration of the composition to the required length.
- Once you've edited the Outro, go to 'File > Export > Add to Adobe Media Encoder Queue...'
- In the 'Adobe Media Encoder' window, select the composition in the render queue, this will open the 'Export Settings' window.
- Change the Export Settings to the following:
        -Format: 'Quicktime'
        -Preset: 'Apple ProRes 4444 with alpha'
- Set the Name and Output, and select 'OK' to Export.
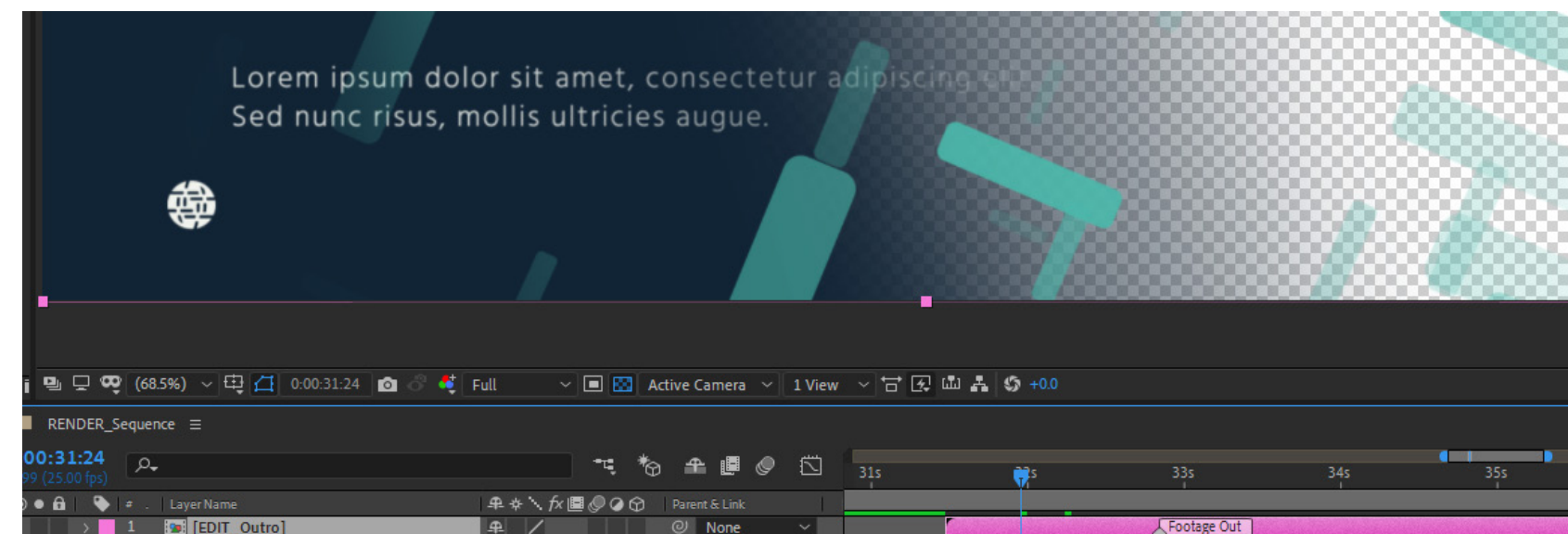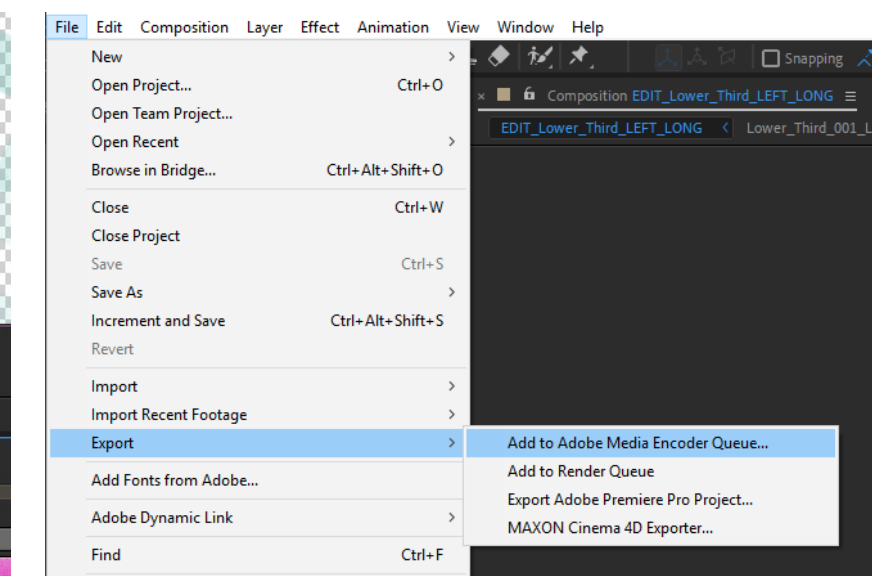
'RENDER Sequence' Composition viewing window- 'Toggle Transparency Grid'   'File > Export' Menu
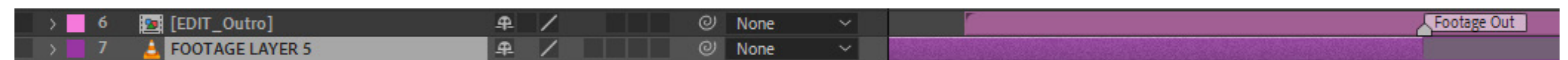
'EDIT_Outro' layer- 'RENDER Sequence' composition timeline

Adobe Media Encoder Queue   Adobe Media Encoder Export Settings window   'RENDER Sequence' Export Settings

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Translation

There are 2 ways to translate a video:

• Subtitles
• Re-recording Audio

Subtitles are the easiest way to translate your video into multiple languages without having to change the audio. How to create subtitles for your video:
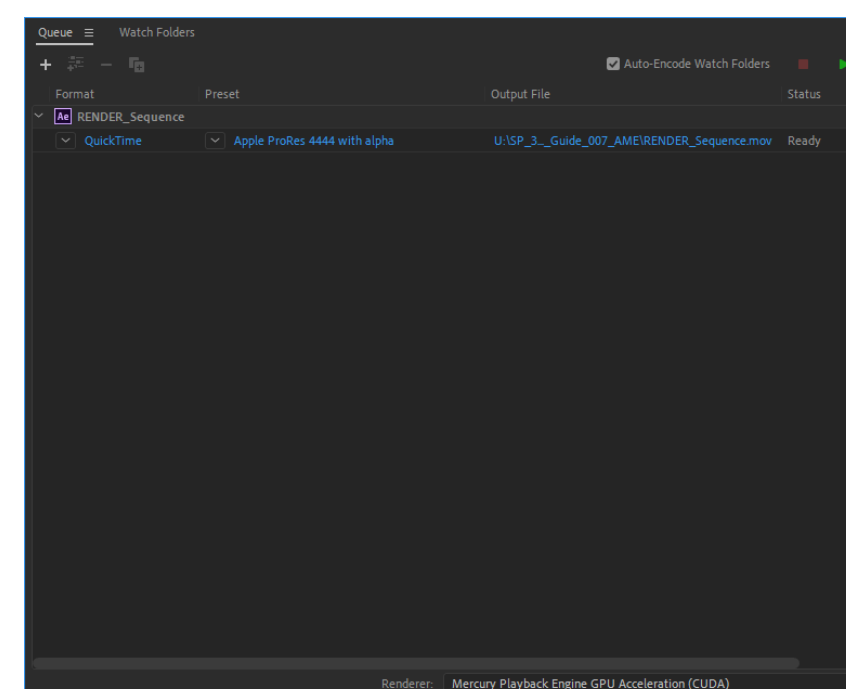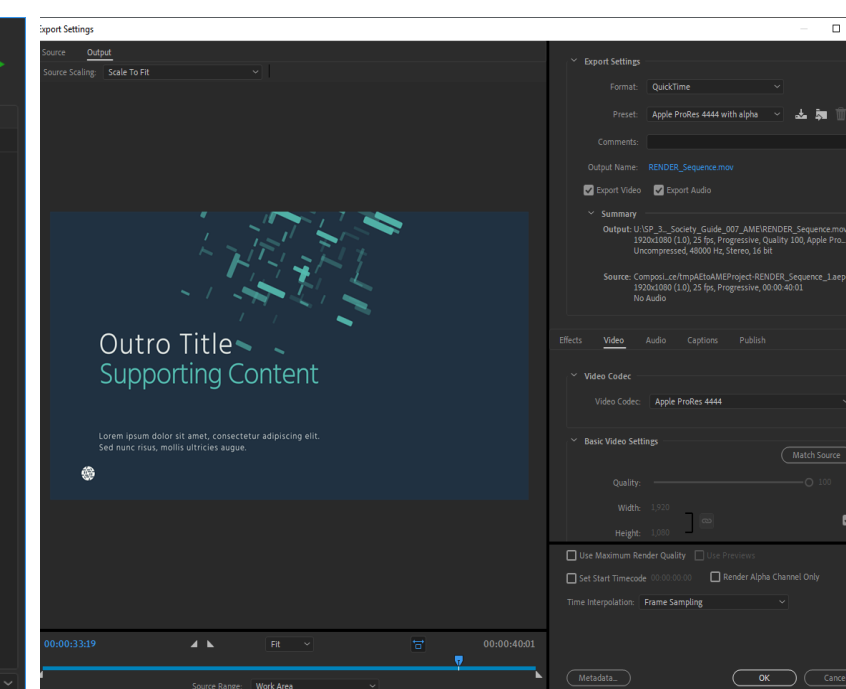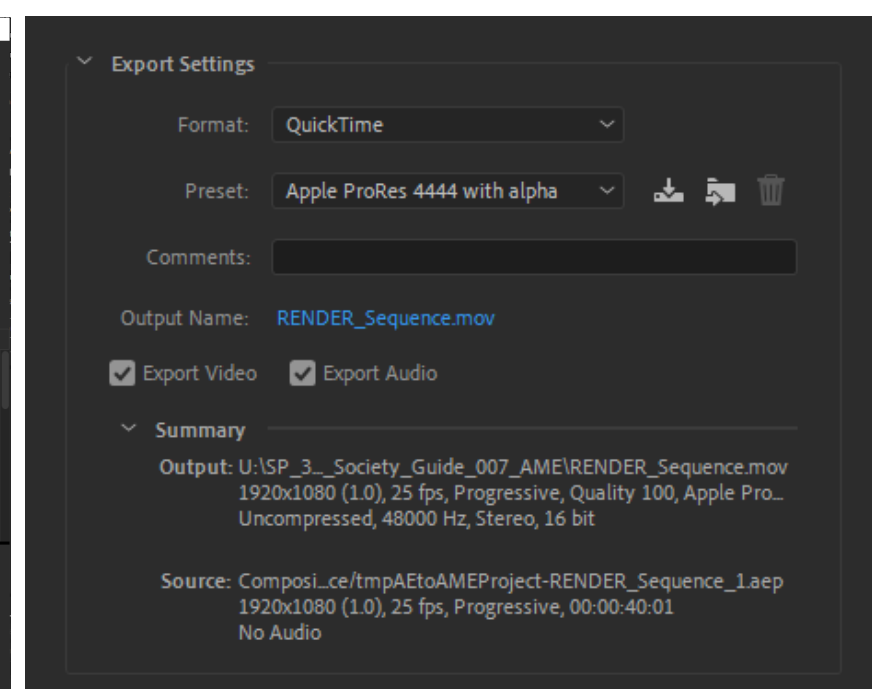
• Make sure you have a full transcript of your video in its primary language, to translate.
• Work closely with a translator so that they understand the voice and context of the video. This ensures your message doesn't get lost.
• Once you have your translated script, the next step is to begin adding subtitles. Some video hosting platforms provide an easy to use captioning feature.

When replacing your voice over with another language, it's best to get a native speaker as your voice actor. Also, it's important to communicate with your voice actor to make sure they know what your brand's voice is.

Information on our Tone of Voice can be found here: https://assets.internetsociety.org/Styleguide/#page/EDFE591B-E3A6-4617-BF93787F4A9118AF

Any on screen text will also need to be translated. This can be done by editing the text or adding subtitles.

The text on the Lower Thirds, Intro and Outro can all be edited (see relevant pages in this doc).

Subtitles can also be used to provide translations for any additional on screen text, ensure that they are timed correctly to match the visuals.

If you know that you want your video translated during pre-production, it's best to limit any on-screen text.

It's good practice to get someone fluent in the language from within the organization to look over the translation.

Audio / Subtitles

When recording audio:

• Do some tests to check the quality first.
• Avoid holding the microphone with your hands - place your device on a steady surface about 30 to 50 centimeters away from the speaking person.
• Aim to use external microphones - plugged into your camera / phone, where possible.
• Check the position of the microphone to get the best possible recording - keep it away from the mouth to avoid sound distortion.
• Choose a quiet place, to avoid interference so that you can hear your subject clearly.

When editing audio:

• Ensure that you don't have any peaks or valleys in the volume.
• Ensure there is no distortion in the audio.
• Your voiceover, sound effects and music should not clash.
• The voice should be the most dominant element of audio, sound effects should be in the middle and music should be the least imposing.

Adding subtitles to the video can allow viewers to enjoy the content with the sound turned off.

How to commission and edit Subtitles:

• Upload your video to rev.com .
• They will then send you an .srt file with the subtitles timed to the video - the subtitles in this file are editable, therefore you can make any spelling changes / tweaks if needed.
• Download the files.
• Place onto the timeline in editing software, over the original video.

Rev.com also has a transcription service and foreign subtitle service to help with any translations that may be required of the video. Please note however that rev.com does not do the actual translation.

Modes of Shooting Video

Filming for Social Media

All social media platforms recognise 16:9 or 9:16 videos. Therefore, decide which format is being used before beginning shooting in order to know how best to frame the shots. Avoid 1:1 (Square) footage.

It's good practice to keep up to date with current social media specifications, as these vary across platforms.

To Film high quality footage:

- Film at a minimum resolution of 1920 x 1080 (with 16:9 aspect ratio)
- Make use of natural or external light, to avoid using the camera light.
- Avoid shaky footage; to ensure stable footage use a tripod or a gimbal.
- Avoid zooming in as this will pixelate footage. Aim to move closer to the subject where possible.
- Use the exposure lock, for consistent focus and exposure, especially when filming an interview for example.
- Keep you backgrounds as simple as possible.

	Facebook Feed	Facebook Stories	Messenger Home	Instagram Feed	Instagram Stories	Snapchat Stories
16:9 (Horizontal) Ratio	✓	✓	✓	✓	✓	x
9:16 (Vertical) Ratio	✓	✓	x	x	✓	✓
Video Length	240 minutes max.	1-120 seconds	240 minutes max.	1-120 seconds	1-120 seconds	3-10 seconds
Captions	Yes	No	No	Yes	No	No
Sound Required	No	No	No	No	No	No

Social Media video specifications

Format Specifications

When uploading video to social media, aim to upload the highest resolution possible.
Final exports should all be done as MP4; most digital devices and platforms support MP4. MP4 can also store video files, audio files, text, and still images. Additionally, it retains high quality while maintaining relatively small file sizes, ideal for social media.

Exporting your final 'RENDER Sequence':

- Adjust the duration of the composition to the required length.
- Go to 'File > Export > Add to Adobe Media Encoder Queue…'
- In the 'Adobe Media Encoder' window, select the composition in the render queue, this will open the 'Export Settings' window.
- Change the Export Settings to the following:
  - Format: 'H.264'
- Set the Name and Output, and select 'OK' to Export.

Other settings for the Final Export of the video:

- Square pixels
- Fixed frame rate
- Progressive scan
- Stereo AAC audio compression at 128kbps+
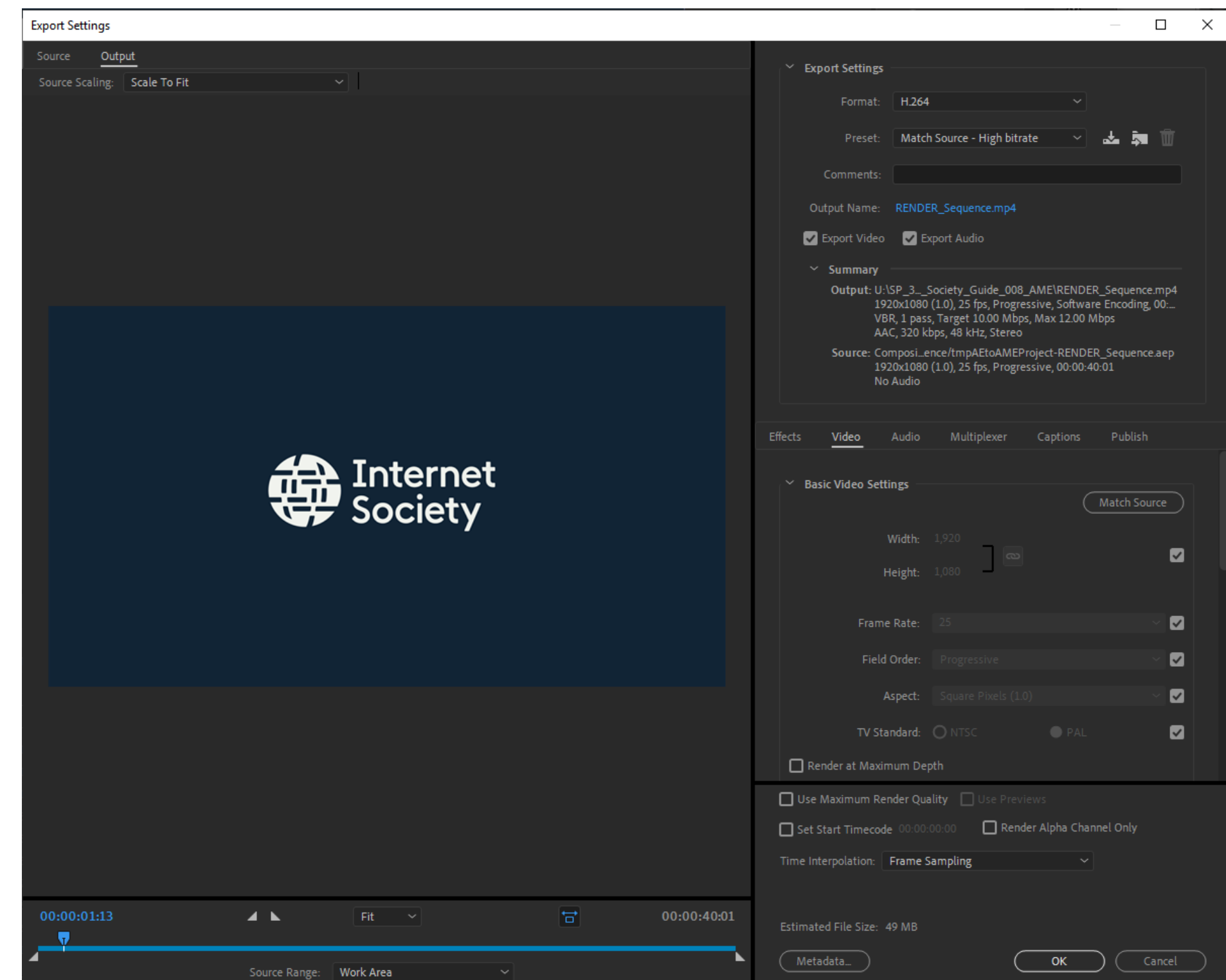
'RENDER Sequence' Media Encoder window