



Video Branding Guide

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This guide covers the use of logos, fonts and graphics within LSE branded video for the web and for broadcast.

If you wish to check if your video conforms to the guidelines please contact the webeditors.enquiries@lse.ac.uk and send or make it available to us online at its final output size and quality.

Please refer any questions not covered within the guide to: webeditors.enquiries@lse.ac.uk, tel: 020 7955 7952.

Persistent logo

1

Each video should display an LSE logo which persists for the duration of the film. This should be positioned top left as shown here.

The logo to be used is attached to this PDF.
(filename: **LSE_persistent_logo.png**)

Size: At output size: 1/12th of the screen width or 30 pixels, whichever is the greater. At large output sizes the logo should not exceed 130 pixels. The logo must be scaled proportionately, with no cropping, to maintain its square shape.

Colour: White at 80% opacity, as in the .png file.

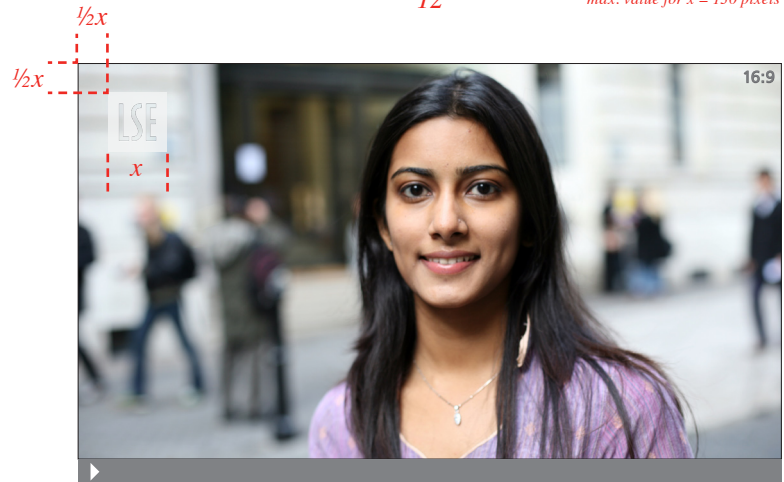
Position: Position the logo equi-distant from the top and left of the screen by a distance equal to half the width of the logo itself.

If you use a splash screen or whole screen title then the persistent logo should be removed or obscured for its duration.



$$x = \frac{\text{screen width}}{12}$$

*At output size:
min. value for $x = 30$ pixels
max. value for $x = 130$ pixels*



Titles and introductions

2

Introductions using a title bar

People and situations should be introduced using the title bar style shown. The title bar to be used is attached to this PDF. (filenames: **LSE_title_bar.psd**, **LSE_title_bar_no_text.png**). The preferred transition effects are fade in and fade out.

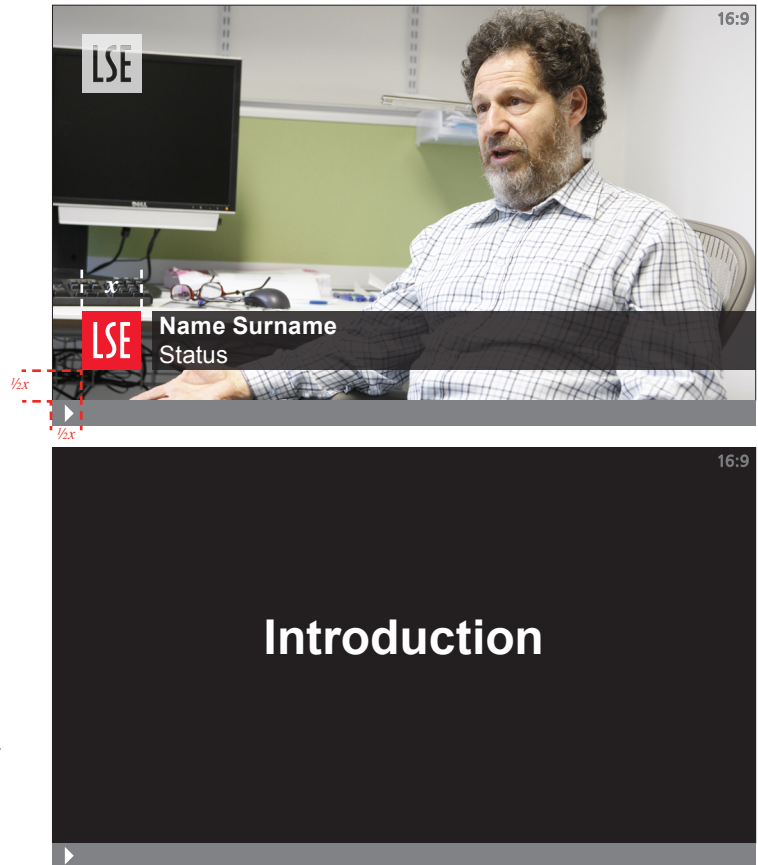
Size: The red LSE logo should be the same size as the persistent LSE logo in the top left. The title bar must be scaled proportionately, with no cropping, to maintain the logo's square shape.

Font: White Arial bold for the main heading, white Arial regular for sub-headings. Maintain a consistent font size throughout.

Position: Position the title bar equi-distant from the bottom and left of the screen by a distance equal to half the width of the logo itself.

Whole screen titles

These should be white Arial bold on a plain background as shown. Consistent positioning and font size should be used throughout your film. The preferred transition effects are fade in and fade out.



Animated splash screen

3

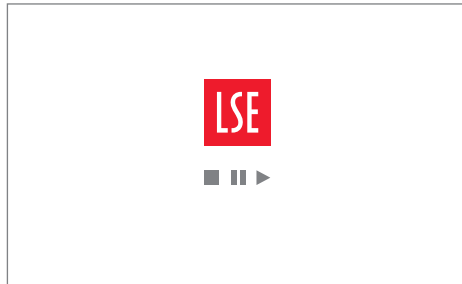
An animated splash screen is available, shown here

If you feel it would enhance your film please use the wmv file attached to this PDF

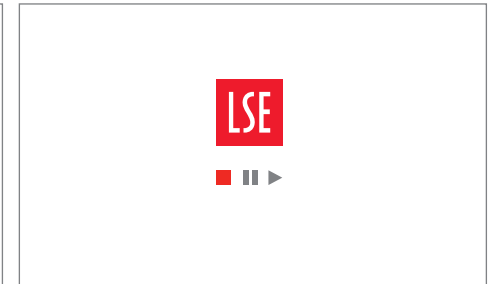
LSE_animated_splash_screen_16_9.wmv

The preferred transition effects are fade in and fade out.

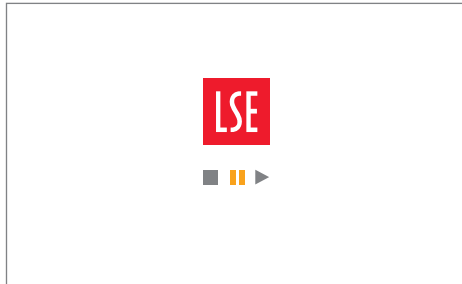
1



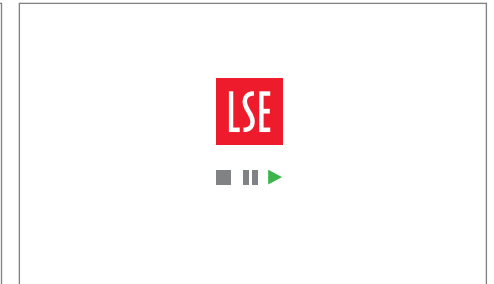
2



3



4



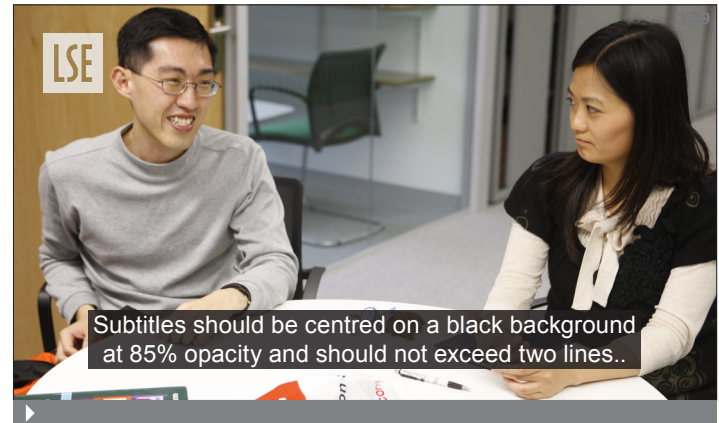
Subtitles and credits

4

Subtitles

If your film needs subtitles please apply them to your film in the style shown. The font is white Arial regular. The font size used will be governed by your output size. Your text should be highly legible at all times even with compression applied.

The preferred transition effects are a straight cut in and cut out.



Credits

If your film needs credits please apply them your film in the style shown. The block of text should be centre aligned. The font for names is white Arial bold, and for titles Arial regular. The font size used will be governed by legibility at your output size and should be consistent throughout.

A long list of credits may be scrolled up. For short lists the preferred transition effects are fade in and fade out.



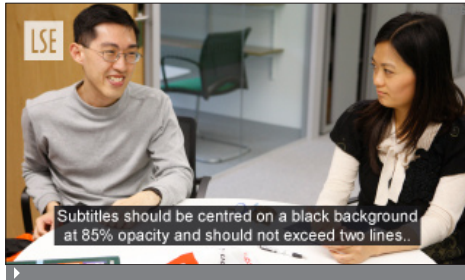
Compression

The amount of compression to apply to your final output file should be kept to an acceptable level.

This is to ensure text and graphics in particular come out crisply and without noticeable colour shifts or compression artifacts.

Ideally there should be little visible degradation through compression.

No compression



An acceptable level of compression



An unacceptable level of compression



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