NYU | WAGNER

VIDEO STYLE GUIDE

The instructions below will help you create video footage that reflects NYU Wagner's visual style guidelines. All PSD files can be downloaded at **bit.ly/WagnerVideoCreative.**

ASPECT RATIO:
Videos should be shot in **16:9 widescreen** and in **720p/1080p High Definition (Progressive)**.

FORMAT:
Videos should be saved using **H.264 codec** and in **mpeg4 format**.

INTRO & OUTRO:
Our standard video intro is minimalist in style: a solid background color and the NYU Wagner logo centered. The outro features the centered logo, but adds the URL.

> **LOGO:** NYU Wagner logo white (Download: wagner.nyu.edu/contact/logos)
> **BACKGROUND COLOR OPTIONS:** #000000 or #210338
> **URL:** Gotham Book, 48pt, #FFFFFF

TITLE SLIDE:

If instructed to use a title slide, it should appear immediately following the intro. All titles and punctuation should be listed exactly as directed. We will advise on copy and information hierarchy.

FONT: H1: Gotham Ultra, uppercase, 72pt, #FFFFFF
H2: Gotham Book, title case, 48pt, #FFFFFF
BACKGROUND COLOR: #000000

WAGTalk

IMPROVING CARE FOR HIGH COST/HIGH RISK PATIENTS
An Attempt at Evidence-Based Management and Policy Making

John Billings

LOWER THIRDS:

The lower third segment should be used to identify main speakers along with their appropriate titles. The segment should appear when the shot is close-up of the speaker, and immediately after (not before) the speaker begins. All names, titles, and punctuation should be listed exactly as directed.

TYPOGRAPHY:
Name: Gotham Medium, uppercase, 90pt, #FFFFFF
Title: Gotham Book, title case, 48pt, #FFFFFF

FIRST NAME LAST NAME
Title line 1
Title line 2

BUG:

If instructed to use the NYU bug, it should be placed in the upper-right corner of the video and remain on the screen during the entire video.

LOGO: White stacked NYU logo (Download: bit.ly/1thKpiu)
TRANSPARENCY: 35%
SIZE: 2.375in H
CLEAR SPACE: Use one-half the size of the torch box as a measuring tool to maintain proper clearance.

1/2 X

1/2 X

1/2 X

1/2 X

x

NYU

1/2 X