

Broadcast Design Spec — Lower Thirds & End Slate

City of Hallandale Beach · 05
Broadcast Video

Design Intent: This specification ensures visual consistency across City of Hallandale Beach broadcast and streaming content. It provides baseline design parameters for editors, motion designers, and contractors producing official city video assets. Questions: pio@hallandalebeachfl.gov (design authority).

1. Purpose & Format Specs

Purpose: Ensure all City video graphics meet accessibility, branding, and clarity standards for broadcast and web distribution.

- **Format:** 1920×1080 (HD); safe-area padding 10%.
- **Safe-area numeric guides (1080p):** Lower-third baseline sits ≥ 120 px above bottom; left/right margins ≥ 108 px.
- **Reframing note:** Safe-zone margins must be maintained when exporting to 9:16 (vertical) or 1:1 (square) ratios.
- **Contrast:** Font and color must meet ≥ 4.5:1 contrast against background.
- **Captions:** Reserve space; do not overlap lower-thirds with subtitles.

QR / URL Rules

- Display both QR + short URL.
- Minimum QR size: 120 × 120 px (HD).
- Place within lower-right quadrant of frame.
- Maintain at least 10 px margin from frame edge.
- For TV broadcast, QR remains on-screen ≥ 3 seconds.
- Max on-air duration: ≤ 12 seconds to avoid burn-in.
- QR spec: dark modules #111111 on white; quiet zone ≥ 4 modules; no brand colors in code area. Short URL sample: hbfla.gov/alerts.

Reframing recipes: 9:16 → move QR/URL to lower-center, QR 96 px, 8% margins; 1:1 → center-left lower-third, caption area ≥ 156 px.



2. Style Guide Details

Element	Font	Color	Animation
Lower-third: Name	Montserrat Bold	#FFFFFF	Slide-in from left, fade out
Lower-third: Title / Topic	Montserrat Regular	#0072CE	Same timing as name
End-slate text	Open Sans Regular	#FFFFFF	Fade-in over 1 s

Use plain-language topics (e.g., "Water Line Upgrades" vs. "Capital Infrastructure Works").

Typography locks:

- **Name:** 48–56 px Montserrat Bold; single line; max 28 chars (truncate with ellipsis).
- **Title/Topic:** 32–36 px Montserrat Regular; max 42 chars or 2 lines; tracking +10 to reduce interlace shimmer.
- **End-slate body:** 36 px Open Sans.

Legibility treatment (choose one standard):

- **Soft plate:** #000 at 28–36% opacity, 8 px radius, 12 px inset padding behind lower-third.

3. Motion Timing Table

Element	Animate In	Hold	Animate Out	Ease Type
Name	0 → 3 s	2 s	1 s	Ease Out
Title	0.3 s delay	2 s	1 s	Ease Out
QR	Fade-in	Full duration	Fade-out	Linear

Easing curves: Ease Out ≈ Bezier(0.16, 1, 0.3, 1); Linear ≈ Bezier(0, 0, 1, 1). Global motion floor: minimum in/out 0.6 s.

4. Accessibility & Language Notes

- Maintain caption-safe zones; lower-thirds must not overlap subtitles.



- Ensure contrast meets WCAG AA.
- Use plain-language topics; if bilingual captions required, reserve additional lower-third space above caption line.

5. Example Layout Diagrams

Name area (top line)
Title / Topic area (below)
QR + URL (lower-right corner)

Multiple speakers (\leq 3 min apart): reuse same lower-third position; swap content only. Panel: left-aligned single lower-third; do not float multiple tags simultaneously.

Logo + CTAs (end slate)
URL/QR placement
Credit line ("Spec creative:
Matthew J. Carbonell" at 24
px, 60% opacity, right
aligned, 0.5 s fade)



6. Optional Future Additions

- Template file paths: reference .mogrt or .ae project filenames.
- Motion timing table: 3 s in / 2 s hold / 1 s out (specify per element).
- Accessibility review: sign-off field for captions and color contrast verification.

 #003366  #0072CE  #FFFFFF  #E6F0FA  #222222

Usage: Navy (#003366) for header bands/plates; Blue (#0072CE) for subheads/accents; Sky (#E6F0FA) for callouts; Text (#222222) for dark copy.

DELIVERABLES

- Lower-third .MOGRT: HB_L3_v1_YYYYMMDD.mogrt
- End Slate .AE Project: HB_EndSlate_v1_YYYYMMDD.aep
- Export: 1920x1080, ProRes 422 HQ, 23.976/29.97, 2-ch stereo -24 LKFS
- Alpha plates (if used): 16-bit PNG sequence, premultiplied on black

Audio note: Duck music -6 dB during end-slate CTA; return to program level on out.

Bilingual path: If bilingual captions active, choose two-line title or reduce title font to 30 px to maintain safe areas. Example Spanish title: "Actualización de mejoras de capital".

Accessibility Review — Reviewed by	Date

QC Checklist

- Font sizes per spec
- Contrast ≥ 4.5:1
- Captions not overlapped
- Safe-area margins met
- QR ≥ 120 px (or 96 px vertical), black on white
- Lower-third within 1–3 lines, no widows/orphans

