

## VIDEO GUIDELINE

### 1. INTRO

- Animation created and delivered by Marketing (intro.mp4)
- Intro and outro logo must be DARK BLUE colour
- Example:



### 2. VIDEO TITLE

- Font: Source Sans Pro Light or Regular
- Sizing: adequate
- Colour: 90 % black colour
- Background colour: white 100 % opacity
- Example:

When and why I joined ERNI?



### 3. SUBTITLES

- Should be in each video
- Font:
  - o Source Sans Pro Light or Regular
  - o Sizing: adequate
  - o Colour: 90 % black colour
- Subtitle background colour: white 70 % opacity (or different value to assure readability)
- Centred at the bottom of video
- Subtitles should be changing by hard cut not by fading in and out (no text overlaying)
- Example:



### 4. OUTRO

- Better ask for general videos
- Better join for HR and recruiting videos
- Fade in – fade out animation

better ask ERNI



In case you are unsure about the design, follow the brand guideline or contact [tatiana.svecova@erni.sk](mailto:tatiana.svecova@erni.sk).