



Instructions for using UG video templates

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Introduction

Much of the University of Groningen's communication with the outside world involves the use of film. Video templates are available in the University's house style to ensure the UG is recognizable as the source of this material. The templates consist of an intro and an outro with the UG logo, a title page, a logo page, a name bar and a standard font. Ensure that all your videos have a [watermark](#) of the Dutch or English UG logo in the top left corner.

Video templates are available in both extended and simple versions and can be forwarded to video creators on request (these could be either professional video creators or colleagues). Watch the extended [demo video](#) to get a good impression of how the UG video house style works.

If you want to create a video (or have one created), you can contact the Communication Office (huisstijl@rug.nl). We will send you the relevant templates.

Typography and colour

House style font: the Parry

The UG house style font (the Parry) can be used for videos. The Parry is available in a serif (Parry Normal) and sans-serif version (Parry Normal Grotesque). The Parry can be used for all manner of communication in the house style. The serif font has a classic character while the sans-serif font has a more modern look. If necessary, the two typefaces can be used side by side. Use of bold and italics should be avoided.

Rijksuniversiteit Groningen
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
YZ1234567890!@#\$%^&*()_+{}[]:;“”„

Parry Normal

Rijksuniversiteit Groningen
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
YZ1234567890!@#\$%^&*()_+{}[]:;“”„

Parry Normal Grotesque

The Open Sans font

If you do not have the house style font you can also use Open Sans to create videos. Open Sans may be used for all text in videos. Open Sans is a Google Webfont and available for free.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans regular 1

Primary colour

Use 'UG red' (PMS 186) if you want to add colour to a video. UG red is preferably used as a solid colour but may be used in a transparent halftone pattern or shade in combination with images.



UG red

PMS 186

c0 m100 y80 k0

(deviates from standard conversion!)

r204 g0 b0 > CC0000

RAL3020 Traffic red

3M film 220-263

You can also use the colours cyan, black and white, but UG red should play the most prominent role whenever the house style is used. You can read more information about supplementary [primary colours](#) on our website.

Step-by-step instructions for using the video templates

Step 1: Introduction



Begin all Dutch-language videos with the Dutch RUG logo (intro_RUG.mov). Make sure to put this at the very start of the video in combination with a background image (video or photo). *Preferably use the simple intro for short videos of approximately two minutes (e.g. for social media). See also the following page.*



Begin all English-language videos with the English UG logo (intro_UG.mov). Make sure to put this at the very start of the video in combination with a background image (video or photo). *It is best to use the simple intro for short videos of approximately two minutes (e.g. for social media). See also the following page.*

Simple intro and outro



There is also a simple intro and outro available in both English and Dutch (intro-outro_UG.mov and intro-outro_RUG.mov). This file can be inserted at both the beginning and end of the video without the need for a background image.

Step 2: Title screen (titlescreen.ai / .aet / .aecap)



The title screen follows the intro and displays the title of the video. Blur the background of the title screen with 'Gaussian Blur effect' (Blurriness 10, Repeat Edge Pixels on). You are not allowed to adjust the size of the titles. Select one of the available formats depending on the length of the title. There is a title screen of one line available for very short titles and title screens with two lines of text in small, medium or large for longer titles. Small is for titles of up to about 50 characters, medium is for up to 70 characters, and large is for maximum 90 characters. If the text runs off the title bar then select a larger format. There will preferably be a margin on each side of the title bar, so ensure there is no text in the corners of the bar.

If the title is too long for even the largest title bar option, you will need to shorten your title.



A template file (.aecap) is available for the new version of Adobe Premiere CC. This can be imported and modified directly in Premiere Pro. After inserting the template in the timeline, you can select the tab 'Master * HD 1080 animation/titlescreen(...).aecap' in the Effects panel and change the information in the two text fields.

There is an After Effects file (.aet) available for older versions of Adobe Premiere (Adobe CC 2015). This file can be changed in Adobe After Effects. The program will probably not be able to find the file 'slashes 48.ai / slashes 60.ai / slashes 72.ai' and so you will need to 'relink' it. You can find this file in the Assets folder. After you have made your

changes, you can save it as a .ae file, re-import it into Premiere Pro and insert it in the timeline.

Use the title screen in combination with a background image (video or photo). Temporarily blurring the background image while the title animation is playing provides a nice effect and makes the title more eye-catching. You can do this by applying a 'Gaussian Blur effect' (Blurriness 10, Repeat Edge Pixels on) to the background image.

If you do not have access to Adobe After Effects and/or Adobe Premiere pro but you do have Adobe Illustrator, you can use the titlescreen.ai file for the title bar.

Step 3: UG watermark



Ensure that all your videos have with a watermark of the Dutch or English UG logo (watermark_RUG.psd or watermark_UG.psd). Insert the .psd file in the top layer in the video editor (but not during the intro, title page or outro). If you use a standard Full HD format with a resolution of 1920 x 1080, the watermark will automatically be placed in the upper left corner after you insert it in the timeline. If this is not the case, make sure that the margins to the left and top of the watermark are equal to the width of the coat of arms (see <http://www.rug.nl/about-us/how-to-find-us/huisstijl/basiselementen/logo/logovrijemarge>).

N.B. If you insert the watermark (psd file) in an HD format video (1280 x 720), the logo will be too large. In this case you need to make the logo about 2.25 times smaller.

Step 4: Name and position (lower third)



A 'lower third' is a name bar used to introduce a person. The name bar has two lines of text; the top contains the first and last name and titles of the person, the bottom line is for the position and/or organization. If the person has several positions and the text does not fit in the field, we advise only listing the position that is most important for the purpose of the film.

A template file (.aecap) is available for the new version of Adobe Premiere CC. This can be imported and modified directly in Premiere Pro. After inserting the template in the timeline, you can select the tab 'Master * HD 1080 animation/lower_third-template.aecap' in the Effects panel and change the information in the two text fields.

There is an After Effects file (.aet) available for older versions of Adobe Premiere (Adobe CC 2015). This file can be changed in Adobe After Effects. The program will probably not be able to find the slash.ai file and so you will need to 'relink' it. You can find this file in the Assets folder. After you have made your changes, you can save it as a .ae file, re-import it into Premiere Pro and insert it in the timeline.

If you do not have access to Adobe After Effects and/or Adobe Premiere pro but you do have Adobe Illustrator, you can use the lower_third.ai file. The white bar must be exactly the right length to fit the text. Change the length if necessary, taking care to ensure that the sides of the bar keep the same angle. The grey bar must be long enough to fit the text with an extra margin on the right (as can be seen in the unmodified version of the file).

Step 5: Logo-screen.psd



You can also cite the names of partners or departments who cooperated in the video. Do not insert more than six logos in this screen. If you use 1-3 logos, each logo can be maximum 520 pixels wide and 120 pixels high. If you use 4-6 logos, each logo can be maximum 350 pixels wide and 100 pixels high. You can make the layer with the desired number of logos visible in the Layers screen in the template document. The grey blocks indicate the size and position of the logos; make sure the logos fit in these. The grey blocks should no longer be visible after you have inserted the logos, but do ensure that the white background is still visible. You can change the text 'in association with' as you see fit.

Use the logo screen in combination with a background image (video or photo).

You can use a 'Push effect' (Adobe Premiere Pro; select 'Reverse' in the Effects Panel) to create an attractive fly-in effect. Use a 'Push effect' without 'Reverse' for a fly-out.

N.B. If you use seven or more logos you can omit the background photo. Make sure the logos have the same proportions.

Step 6: Credits-screen.ai



In the 'credits screen' you could insert a call-to-action, recommend a website with more information, or include a list of project participants.

If you need to insert an extra-long URL in the URL bar you will need to make it wider (without changing the right corner). We recommend moving the two corners at the left of the bar further left to make the bar wide enough to fit the URL (use Illustrator). The URL bar and text will need to be re-centred afterwards. The .ai design file can then be imported into Premiere Pro and inserted in the timeline.

Step 7: UG outro



End each video with an outro with the Dutch or English UG logo (outro_RUG.mov or outro_UG.mov). Make sure to put this at the very end of the video in combination with a background image (video or photo).

Step 8: Export settings

You could match the source material, but there are also many good presets available, such as YouTube 1080p (for 1080p videos) or YouTube 720p (for 720p). This is a logical choice, as most videos will be published on YouTube.