

EXAMPLE: SECONDARY BRANDING. YOUR LOGO SHOULD BE FEATURED AT THE FRONT OF YOUR VIDEO BEFORE YOUR VIDEO TITLE.



THE UNIVERSITY OF VERMONT
EDUCATION AND
SOCIAL SERVICES

EXAMPLE: MAIN TITLE. MAIN TITLES SHOULD UTILIZE GOBOLD FONT. IN MOST CASES, THERE SHOULD ONLY BE ONE MAIN TITLE PER VIDEO, WHICH SHOULD APPEAR AT THE BEGINNING OF YOUR VIDEO.

GOBOLD HOLLOW HEAD

EXAMPLE: MAIN TITLE. MAIN TITLES SHOULD UTILIZE GOBOLD FONT. IN MOST CASES, THERE SHOULD ONLY BE ONE MAIN TITLE PER VIDEO, WHICH SHOULD APPEAR AT THE BEGINNING OF YOUR VIDEO.

GOBOLD HEADLINE



EXAMPLE: TEXT-HEAVY VIDEO TREATMENT. BLOCKS OF TEXT SHOULD UTILIZE UVM-APPROVED FONTS, SUCH AS TIEMPOS.



Text that go for longer than 8 words or two line lengths should use Playfair or Tiempos bold, upper and lower case.

EXAMPLE: TEXT-HEAVY VIDEO TREATMENT. START YOUR TEXT AT THE SAME HORIZONTAL AND VERTICAL LINES THROUGHOUT THE VIDEO.



**If you start with centered type,
continue with centered type
throughout.**

EXAMPLE: INCORPORATING BRANDED ELEMENTS. A THICK COLORED BAR MAY BE USED TO ANCHOR TEXT.

1 MULTIPLE SLIDES



EXAMPLE: INCORPORATING BRANDED ELEMENTS. A THICK COLORED BAR MAY BE USED TO ANCHOR TEXT.

2 SAME PLACEMENT



EXAMPLE: LOWER THIRDS. INFORMATION FEATURED IN THE LOWER PART OF THE SCREEN SHOULD BE USED TO INTRODUCE THE MAIN PEOPLE FEATURED IN YOUR VIDEO. DO NOT USE MORE THAN TWO COLORS AND STICK TO APPROVED FONTS.

ROBOTO BOLD NAME New Haven CT, Biology Major

*EXAMPLE: ALT. LOWER THIRDS. INTRODUCTORY TEXT MAY BE MORE LEGIBLE
CENTERED ON SCREEN.*

ROBOTO BOLD NAME

University of Vermont
Professor of Chemistry



EXAMPLE: ALT. MAIN TITLE.

WE ASKED THE CLASS OF 2024

**Question or statement that could use
a little subhed above to
introduce it?**