EXAMPLE: SECONDARY BRANDING. YOUR LOGO SHOULD BE FEATURED AT THE FRONT OF YOUR VIDEO BEFORE YOUR VIDEO TITLE.
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.
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.
Text that go for longer than 8 words or two line lengths should use Playfair or Tiempos bold, upper and lower case.
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.

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