Videos can be powerful tools to help communicate key messages to audiences. View recent statistics on web-based video consumption and sharing.

**Campus Contacts**
The Office of Communications and Marketing for the Faculty Practice Plan and the Office of Medical Public Affairs work together to ensure that communications bearing the Washington University name and marks are consistent with the overall style guidelines concerning their use.

Please contact either office for assistance on video production related to the School of Medicine.

The Office of Communications and Marketing
Faculty Practice Plan: **314.747.6542**

Creative Services & Marketing Communications
The Office of Medical Public Affairs: **314.286.0114**

**Preferred Vendors**
The Office of Medical Public Affairs and the Office of Communications and Marketing for the Faculty Practice Plan at Washington University School of Medicine have established preferred vendor relationships with several consulting agencies. In addition to filming and editing video, applying graphic standards and preparing your final files, all selected vendors offer additional services, including:

- Assignment of a video producer (someone will walk you through your concept for a video and help you script the idea)
- On-air talent (narration or interviewing)
- Make up artists
- Custom animations
- Background music or soundtracks

The preferred vendors include:

**Spot Creative Media Group**
Contact: Rick Hensel
314.494.9394
6614 Clayton Road
Richmond Heights, MO 63117
rick@spotcreativemedia.com
http://spotcreativemedia.com
Avatar Studios
Contacts: Lori Dowd or Eric Stanley
314-533-2242
Suite G, 2675 Scott Ave
St. Louis, MO 63103
lwdowd@avatar-studios.com
estanley@avatar-studios.com
http://www.avatar-studios.com/

Touchwood Productions
Contact: Lisa Caplan
314.421.9878
3200 Locust
St Louis 63101
http://www.touchwood.net/

Woodland Media
Contact: Steve L. West
Office: 618-667-4672
Cell: 314-503-1112
612 Woodland Hills Road
Troy, IL 62294
Swest26@gmail.com

For further information on these vendors, please contact Creative Services & Marketing Communications in the Office of Medical Public Affairs or the Office of Communications and Marketing for the Faculty Practice Plan at Washington University School of Medicine.

BEFORE YOU START

I. PERMISSION AND RELEASE FORMS FOR SUBJECTS

In order to ensure compliance with federal guidelines concerning patient privacy, Washington University faculty and staff are asked to contact the Faculty Practice Plan’s Office of Communications and Marketing (for videos related to clinical communications) and the Office of Medical Public Affairs in advance of making any arrangements to capture video footage. Both offices can provide assistance with obtaining the necessary media release forms, as well as any consents needed to ensure compliance with federal HIPAA guidelines concerning patient privacy.
Advance permission is required to capture footage and images in many patient care areas, including both inpatient and outpatient settings. This is particularly important when filming in spaces administrated by our affiliates or partners such as all operating rooms and clinical service areas operated by Barnes-Jewish and Barnes-Jewish West County hospitals, Shriner’s Hospital for Children, The Rehabilitation Institute of St. Louis and St. Louis Children’s Hospital, as well as the Center for Advance Medicine.

It is currently not the practice of the university to obtain permission from university employees or students via an official media release form when creating print or digital communications, including video. Good public relations practices should be observed to ensure that the wishes of any individual who does not want his/her image used are honored.

Media releases are needed from individuals who are not students, faculty or staff of the university.

When capturing images or footage of individuals or small groups of people in public places, it is a best practice to politely inform any potential subjects who may appear in the images that resulting images could be used for promotional purposes.

A multi-entity release is currently under development; please note that at this time, however, it is necessary to secure separate HIPAA/media release forms on behalf of the university and any hospital partners.

** Please contact Medical Public Affairs or the Faculty Practice Plan’s Office of Communications and Marketing to assist you with obtaining the necessary permissions.

II. IDENTITY CONSIDERATIONS

Expressing the Washington University Brand

Washington University School of Medicine (WUSM) and Washington University Physicians (WU Physicians) have trusted brands with many positive attributes. Throughout the world, we are recognized as leaders in patient care, education and biomedical research.

As we plan communications to our various audiences – including patients, referring physicians, students, the media, alumni and friends, it is important that elements composing the visual identity for WUSM and WU Physicians are consistent.

Visual Identity / Branding

Opening Slide
Videos should contain an opening slide with the name of the clinical practice, department or program and/or title of the feature accompanied by the appropriate logo.

A white background featuring the full color logo or a black background featuring the reverse logo is recommended.

**Closing Slide**
The closing slide is your opportunity to have your audience take action. Would you like them to call to make an appointment or to receive more information?

The style of the closing slide should mirror that of the opening slide and contain the following elements:

- Clinical Service, Program, Department or Division
- Contact telephone number or appointment line
- Location(s) in text (if applicable)
- The appropriate Washington University logo

Services with multiple locations are asked to reference the locations in text above the logo. Please reference the [logo guidelines](#) for information concerning correct placement of text next to the logo.

In general, when using any approved version of the logotype, it is important that the area surrounding the logo remain free of type or imagery, so that nothing competes with the logotype for the viewer’s attention. To ensure this, each approved version of the logotype must never appear closer than the height of the lowercase letter “n” in “Washington” to the edge of the paper or to any other typography or artwork.

A standardized list of locations for our clinical practitioners is available from the Office of Communications and Marketing to assist you with the development of your closing slides.

When referencing clinical activities at various facilities at Washington University Medical Center please use the following names both in print and verbal mentions:

- Center for Advanced Medicine
- Alvin J. Siteman Cancer Center
- Barnes-Jewish Hospital
- St. Louis Children’s Hospital

**Inserting a web address as a call to action**
Recommended placement of a web URL is reserved for the second to last slide of the video.

**Apparel**
In support of the branding and communication efforts of the School of Medicine, clinical faculty are asked to wear their branded Washington University Physicians lab coats during all video segments representing their work done as part of their roles at the School of Medicine. This guideline is applicable to participation in video segments produced by our affiliated hospital partners.

Other Washington University medical professionals are asked to wear professional, clinical attire, including branded service-specific polo shirts, lab coats, uniforms and scrubs.

**Referencing Faculty, Staff or Students**

**Visual References**

The Office of Communications and Marketing and the Office of Medical Public Affairs has established a consistent style of visual reference for all visual / text references to employees and students in university-related video production.

Academic titles should only be used in instances where the employee appearing in the video serves as a chair, chief or director of an academic department, division or program.

**First name   Last name, degree**

**Washington University _____________**

**Example:**  
Jane Doe, MD, PhD  
Washington University transplant surgeon

John Doe, PhD  
Washington University biochemist  
Or  
Washington University genomics expert

The university utilizes AP style for all communications. Please note that no periods are used after degree listings.

*Visually call out in a graphic that AP style is used, no periods are used in the degree listings*

**Spoken Mentions**

For patient-focused videos, and as appropriate, clinical faculty should be referenced according to the following convention:

**Dr. ____________, a Washington University ______________**

**Example:**  
Dr. John Doe, a Washington University oncologist
Graphics Package and Visual Identification of Individuals in Videos
To ensure maximum legibility of text as well as maintain a consistent look among video assets representing the School of Medicine, a standard format and graphics package has been established for the development of chyrons, or graphic identifications, in all School of Medicine videos. The graphics package includes:

- Standard format for identifying individuals in video
- Standard basic introductory slide format
- Any assets currently under development, including a School of Medicine watermark

Preferred vendors may access the standard graphics package and will apply these for you.

- Technical standards and specifications include:
  - Font for chyron/identification graphics
  - Size of font for chyrons

(*Web-friendly fonts such as Garamond, Verdana, Georgia and Times New Roman are suggested for use throughout video segments.)

Special considerations for filming
For clinical videos in which Washington University specialists will appear in white lab coats with appropriate branding, special consideration should be given to the color choice of the background. For example, it is often difficult to visually differentiate between individuals in white lab coats filmed against white walls.

When light backgrounds are selected, text for chyrons should appear in black type.

When dark backgrounds are selected, text for chyrons should appear in white, or reverse, type.

Preferred vendors for video production have access to specifications needed to fulfill both scenarios.

III. SPECIFICATIONS

Length
The recommended length for video features is no longer than three minutes.

Patient education videos may be longer, but be mindful not to exceed the current YouTube length limits. (currently 15 minutes)
**B-Roll footage**
The Office of Medical Public Affairs has supplemental footage of many common WUSM elements such as the exterior of buildings, an aerial view of campus and generic footage of the School of Medicine’s activities. If you are interested in more information about this b-roll, please contact (314) 286-0100.

**Music**
With the assistance of your selected video consultant, you can use music to enhance your work and create a story that is engaging, inspiring or energetic.

**IV. TECHNICAL REQUIREMENTS AND SPECIFICATIONS**

There are many configuration settings available to you when producing video for the web. Most settings depend on where and how you will use the video.

We recommend that you do not embed video on your homepage because it will 1) take up too much space and compete with other important content or 2) be reduced to a size too small to effectively communicate your message. Instead we encourage you to place a smaller, but visible link or call-to-action within your homepage and launch your video in a separate page or interstitial window.

As a general rule of thumb, we recommend that you limit your video to a maximum of 10MB per minute and ensure that you encode your video for Internet Streaming (“Fast Start”) so your video will begin playing almost immediately.

Your video and/or web staff will be the experts on determining the specific settings for the video for your website. Please contact the Office of Medical Public Affairs if you require more specific information on configuration settings.

**Title and Frame Safe**
Titles should be kept in “title safe” and “frame safe” areas to allow for easy adaptation for television.

**Resolution**
All video elements including text should be legible at a minimum 400 x 300 resolution. This is to ensure readability on mobile devices.

Landscape (16:9 aspect ratio) is recommended for all video.
Information on Video Specifications for Partner Institutions
Videos produced on behalf of Barnes-Jewish Hospital are shot in HD 720p-24 frames per second.

Chyrons for Barnes-Jewish Hospital Video Segments:

Barnes-Jewish Hospital produces video segments, which include interviews and footage of our faculty and staff. The following specifications for chyrons is included for those who wish to produce video using a similar look:

Clinical service line videos:
Name - FONT: Univers 67 Bold Condensed @ 42px
Title - FONT: Univers 57 Condensed Oblique @ 35px

News videos:
Name - FONT: Univers 67 Bold Condensed Oblique @ 48px
Title - FONT: Univers 57 Condensed Oblique @ 38px

Fonts
See above