

# Video Branding & Style Guidelines

Washington University School of Medicine and Washington University Physicians

## I. Overview

Videos can be powerful tools to help communicate key messages to audiences.

The following resources offer recent statistics on web-based video consumption and sharing:

- [Pew Research Center's 5 facts about online video, for YouTube's 10th birthday](#)
- [Online video 2013 Pew Research Center survey](#)
- [Video statistics and market research - ReelSEO](#)

## A. Campus Contacts

The Office of Medical Public Affairs and the Office of Communications and Marketing for the Faculty Practice Plan work together to ensure that communications bearing the Washington University name and brand marks are consistent with the overall style and branding guidelines for the school and university.

Please contact either office for assistance on branding or other matters related to the creation of videos, presentations or other interactive assets for the School of Medicine.

Medical Public Affairs:	314-286-0114
FPP Communications and Marketing:	314-747-6542

## B. Vendor Recommendations

Medical Public Affairs has established relationships with several vendors and digital agencies that provide video services and are available to assist you with your video needs.

In addition to filming and editing video, applying graphic standards and preparing your final files, nearly all 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)
- Makeup artists
- Custom animations
- Background music or soundtracks

If you are interested in receiving a list of video vendors that are familiar with the School of Medicine and/or have done work on its behalf, or for further information on producing video representative of the School of Medicine, please contact the Office of Medicine Public Affairs at [mpa@wusm.wustl.edu](mailto:mpa@wusm.wustl.edu) or 314-286-0114.

## II. Before You Begin Your Project

### **A. Permission and Release Forms for Photo/Video Subjects**

In order to ensure compliance with federal guidelines concerning patient privacy, Washington University faculty and staff are asked to contact the Office of Medical Public Affairs in advance of making any arrangements to capture video footage related to clinical care. 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.

It is generally not the practice of the university to obtain permission from 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. This includes members of the community who are depicted and identifiable during outreach events. Please contact Medical Public Affairs for a standard media release form for activities or events unrelated to patient care.

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.

On-campus spaces such as the lobbies of buildings, Hope Plaza and other areas or locales at the medical center are considered private property and require the necessary consents from subjects appearing in film or photographs.

When in doubt — if any individual who is not a member of the faculty or staff is identifiable — obtain consent.

### **B. Proper Permissions and Credentialing for Film Crews and Vendors**

Please contact the Office of Medical Public Affairs prior to scheduling any media, film crews or video vendors to perform services on the premises of Washington University Medical Center or any related university properties.

Crews must receive temporary credentials and IDs and have an official School of Medicine escort prior to any work in campus buildings.

**Additional 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, Shriners' Hospital for Children, The Rehabilitation Institute of St. Louis and St. Louis Children's Hospital, as well as the Center for Advanced Medicine.

Medical Public Affairs can also provide the necessary coordination with the appropriate hospital partner contacts for those many instances during which crews or vendors wish to film in hospital spaces.

For specific questions regarding this matter, please contact Judy Martin Finch at [martinju@wustl.edu](mailto:martinju@wustl.edu) or 314-286-0105.

### **III. Representing the Washington University Clinical and Academic Brands in Your Video Project**

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

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

#### **A. Visual Identity / Branding**

##### **Opening Slide**

Videos should contain an opening slide with the name of the clinical practice or program or title of the feature accompanied by the appropriate (School of Medicine or Physicians) logo. A template with either a white background featuring the full color positive logo or a black/dark grey background featuring the full color 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? Or would you like them to follow you on Twitter?

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.

##### **\* School of Medicine Templates Available**

Medical Public Affairs has created introductory and closing “slides” that are correctly branded with the School of Medicine or Washington University Physicians mark for you to use with videos that you or your team create in-house.

## **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 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.

## **B. Referencing or Identifying Faculty, Staff or Students**

### **Visual References**

The Office of Communications and Marketing and the Office of Medical Public Affairs have 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.

### **Spoken Mentions**

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

Dr. \_\_\_\_\_, Washington University \_\_\_\_\_

Example: Dr. John Doe  
Washington University oncologist

### **C. Chyrons, Lower Thirds for Identification of Individuals and Places**

To ensure maximum legibility of text as well as maintain a consistent look among video assets representing the School of Medicine, some graphic standards have been established for the development and use of chyrons, or graphic identifications, in all School of Medicine videos.

\* Georgia and Open Sans are the recommended fonts for use throughout video segments. Georgia is a system font, available on most PC and Mac operating systems and Opens Sans is available as a free download from <https://www.google.com/fonts>

#### **Special Considerations for Filming Clinical Segments**

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.

## **IV. Best Practices and Recommendations**

### **A. Length**

The maximum recommended length for video features is between one and three minutes.

Educational videos may be longer, however, but special consideration should be given to developing a structure and format that encourages users to continue on through the video segment.

### **B. B-Roll footage**

The Office of Medical Public Affairs can assist you with supplemental footage of many common WUSM elements such as the exterior of buildings, an aerial view of campus and generic footage of activities related to the research, patient care and education missions of the School of Medicine.

### **C. Music**

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

### **D. 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. Your video and/or web team should serve as the experts on determining the specific settings for the video for your website.

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.

#### **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.

### **E. Hosting**

If you work with a vendor, ask them for the original file, not a link to it on their platform. Having the original file will allow the School of Medicine to add the file to its channels.

Centralizing WUSM video content makes it easier for people to learn about the wide variety of research, patient care, outreach and educational activities in which WUSM faculty and staff are involved.

Medical Public Affairs is pleased to host videos related to the following areas on the [School of Medicine's YouTube Channel](#):

- Research
- Education (student, resident, postdoc, continuing ed, professional development)
- Events
- Community outreach
- Overviews

Medical Public Affairs has chosen YouTube over other video-hosting sites such as Vimeo. Google shows videos hosted on YouTube in its search results, which increases organic reach, or the number of people who see your content.

Departments, programs and other business units of the school can then embed the YouTube code for each video into the content area of their sites.

**Please send all non-clinical videos to [mpa@wusm.wustl.edu](mailto:mpa@wusm.wustl.edu).**

Clinical videos, which are defined as those related to the clinical practice — including but not limited to patient and physician education videos as well as patient profiles and testimonials — should be sent to Erin Eveker in the Faculty Practice Program office at [evekere@wustl.edu](mailto:evekere@wustl.edu).

## **F. 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 clinical faculty and staff. The following specifications for chyrons are included for those who wish to produce video using a similar look:

#### **Clinical service line videos**

Name of faculty/staff person in the FONT: Univers 67 Bold Condensed @ 42px

Appointment/title – in the FONT: Univers 57 Condensed Oblique @ 35px

#### **News videos**

Name of faculty/staff person in the FONT: Univers 67 Bold Condensed Oblique @ 48px

Appointment/title in the FONT: Univers 57 Condensed Oblique @ 38px