OPENING AND CLOSING SLIDES
FOR WASHINGTON UNIVERSITY SCHOOL OF MEDICINE VIDEOS

BEFORE YOU BEGIN

1. Ensure that your video follows the School of Medicine’s [link to branding guidelines] and is in accordance with the School’s [link to video style guide].

2. Check to see if your computer has the font families listed below. You can check in any program that allows typing, such as Microsoft Word.

   - Open Sans
   - Open Sans Condensed

If you do not have these font families installed, you will need to download them at [link to Google Fonts].

Search Open Sans, and both fonts listed above should show in the results. Click ‘Add to Collection’ for both font families. Then, in the top right portion of the screen, click the download button and select the .zip file option.

>> For visual step-by-step instructions, go to the end of this document.

Once you have downloaded the fonts, upload them to your computer system.

>> [link to how to download a font on your Mac or PC]

You may need to restart your computer for the new fonts to work.

CREATING THE SLIDES

Use the PowerPoint templates provided to create an opening and closing slide.

Opening slide example

![EMERGENCY MANAGEMENT](image)

This is the title of the video

Washington University School of Medicine in St. Louis
The template accounts for a group name that fits on one line and does not extend beyond the edges of the line underneath it.

If your group name starts to go onto 2 lines, decrease the font size so that it fits as closely as possible to the edges of the line.

The font size of the group’s name on the closing slide should be 30 pixels less than the font size used on the opening slide.

For example, in the slides shown above, the opening slide uses a font size of 275 pixels for the group name, and the closing slide uses a font size of 245 pixels for the group name.

Font size for the text below the line is the same for both the opening and closing slides. Refer to the Video Style Guide for what may be included below the line on the closing slide.

NOTE: Please consult with Medical Public Affairs before adding any additional logos or graphical elements.

When finished, save each slide as a JPEG.

**CREATING THE FINAL VIDEO**

Using the video editing software of your choice, create a video with the following sequence:

- Opening slide 8 seconds
- Crossfade transition 2 seconds
- Your video recording variable
- Crossfade transition 3 seconds
Closing slide 7 seconds

You can save your finished video in any file format, upload it to WUSTL Box, then share the link with Medical Public Affairs at mpa@wusm.wustl.edu.

If you have any questions during the process, please call Medical Public Affairs at 314-286-0100.

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**Downloading fonts from google.com/fonts**

A visual step-by-step guide

1. Search for “open sans.” Both the standard and condensed font families will appear.

2. Click the blue “Add to collection” button for each font family.

3. Click the download icon in the top-right corner of the screen
4. Click on the option that lets you download the font families as a .zip file.