



bChannels™
the partner journey

VIDEO STYLE GUIDE

USING THE VIDEO STYLE GUIDE

WHO NEEDS TO USE THE VIDEO STYLE GUIDE?

Is the bChannels name going to be on the video? This style guide is for you.

WHAT CONTENT SHOULD I SHARE USING VIDEO?

Before creating your video please fill out and submit a video brief. A copy of the video brief template may be found on Jive or contact the marketing team.

Videos should be no longer than 3 minutes and should visually push one or more of our key messages, which are not limited to this list:

- Our channel experience makes us our client's trusted advisors.
- With offices around the globe we are better able to serve our global clients.
- We work with the top technology vendors.
- Our people are our assets; we work to build them up.

Video content should be relatively timeless. Our goal is to create a video library which requires little to no updates.

Include the marketing team in the video creation process. Our goal is to create multipurpose videos that may be used both internally and externally.

WHY DO WE HAVE A VIDEO STYLE GUIDE?

bChannels is the same company both internally and externally. A consistent video style will also allow us to create multipurpose videos, allowing us to share these videos both internally and externally.

WHERE CAN WE SHARE EXTERNAL VIDEO?

Videos to be shared with an external audience may be hosted on YouTube. These videos may be embedded into a Power Point presentation later on.

WHERE CAN WE SHARE INTERNAL VIDEOS?

Store videos that are only shared internally on Jive or SharePoint; these videos may be shared in team meetings or later on as a training tool.

HOW DO I USE THE STYLE GUIDE?

Think of this guide like a checklist. During content creation, shooting and editing make sure each of the following elements are accounted for in the final product.

VIDEO CONTENT

LEGAL

A release form must be signed and returned to the marketing team by the subject before filming.

THE SUBJECT

- Communicate efficiently
- Keep sentences short and to the point. Sound bites average 7 seconds.
- Audible pauses, such as “like,” “um,” and “you know,” should be edited out of the video in order to present a more credible message.
- Eye contact should be consistent throughout the video. Decide ahead of time if the subject is going to look at the camera or directly off camera.
- Subject should maintain good posture during the video.
- Watch for body language which should be used to provide emphasize on discussion points but should not distract from the message.

COMMUNICATION ENHANCEMENTS

- Key message of the video should be identifiable and minimal. These videos are short and need to remain focused on one main idea.
- Added visual like photographs, artwork and graphics should enhance the visual effect of the video if used. bChannels must own the rights to it, in other words, no google image searches.

THE SUBJECT'S ATTIRE

Ensure that the subject's attire is appropriate for the video and bChannels. If the message is strictly business then dress in business casual based on the region in which you are filming. If the employee is comparing a hobby to channel marketing, dress accordingly.

Solid colors are best. Avoid small stripes, check patterns, plaids, wild patterns and distracting jewelry.

Hats should not be worn unless they are important to the message or activity. If they are worn, make sure the brim doesn't block the subject's eyes.

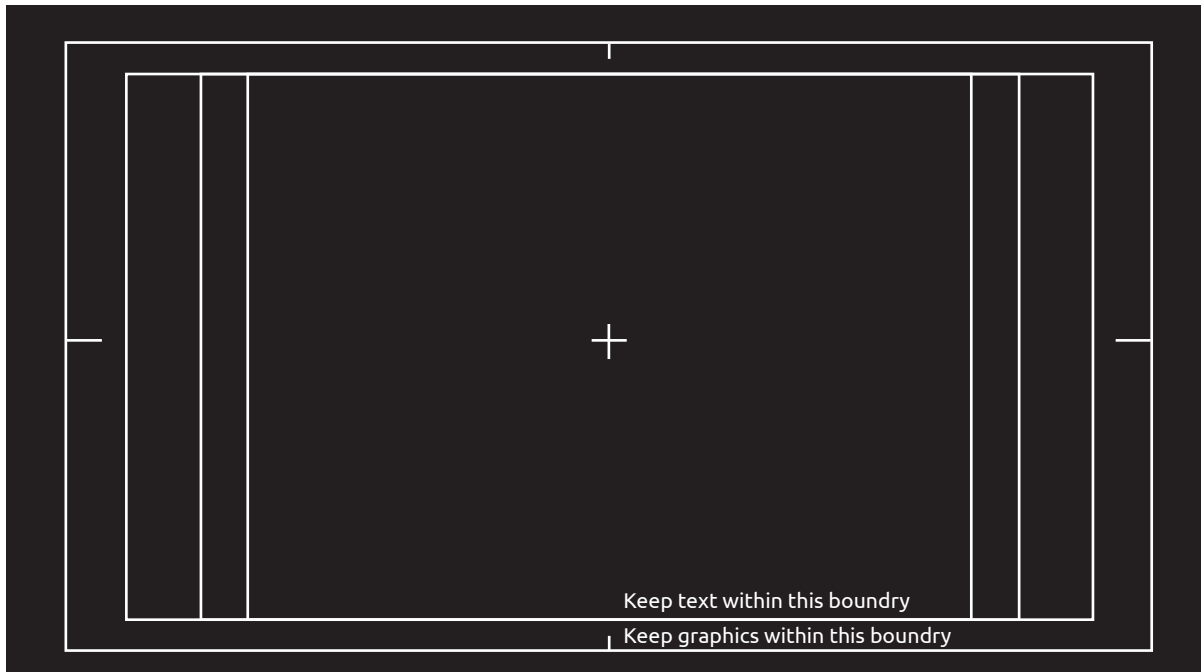
If the subject normally wears glasses, then they should wear them for the video.

Be authentic.

ACTION SHOTS

If employee is using a hobby as a way to visually enhance the video's content, include action shots, such as someone running by the camera.

ROLL CAMERA



ASPECT RATIO

16x9 or 16x10 remember to keep margins all the way around when framing both your shot and adding text during editing.

Absolutely no vertical video.

ACCEPTIBLE FORMATS

Videos should be saved using a H.264 (QuickTime Codec) and as a mpeg4 format to ensure the best picture quality and the smallest file size.

The marketing team has the technology to convert your video files.

FINISHED VIDEO

Video should be no shorter than 30 seconds but no longer than 3 minutes.

FRAMING YOUR SHOT

While shooting, keep in mind these two elements you will add during editing:

- Lower third (see on page 5)
- Bug (see page 6)

Both elements will also affect how you enter screen shots of power point and other visual aids.

“LOWER THIRDS”

WHAT IS A “LOWER THIRD?”

It is the animated text graphic that comes up at the beginning of a video that is used to identify a person, place or thing on screen. The banner is called a lower third because it usually is found in the lower third of the screen. The banner may be used in the higher third as well.

The banner may be either our primary or secondary colors unless the video supports a specific step of the partner journey (see page 7). You may apply a gradient to the banner.

The text boundaries introduced on page 4 should be followed when placing the lower third.



The speaker’s name full name should be in all capital letters and the Century Gothic Bold Italic font.

The speaker’s job title, will be written in Ubuntu Italic and only capitalize the first letter of each word.

A lower third should be active for 6 seconds.

FIRST AND LAST NAME: CENTURY GOTHIC BOLD ITALIC
Job Title: Ubuntu

BUG

WHAT IS A VIDEO "BUG?"

The bug identifies that a given video is created by bChannels. The graphic is placed in the lower-right corner of the image-safe area of the video window and should remain on the screen during the entire video, unless a lower third is active.

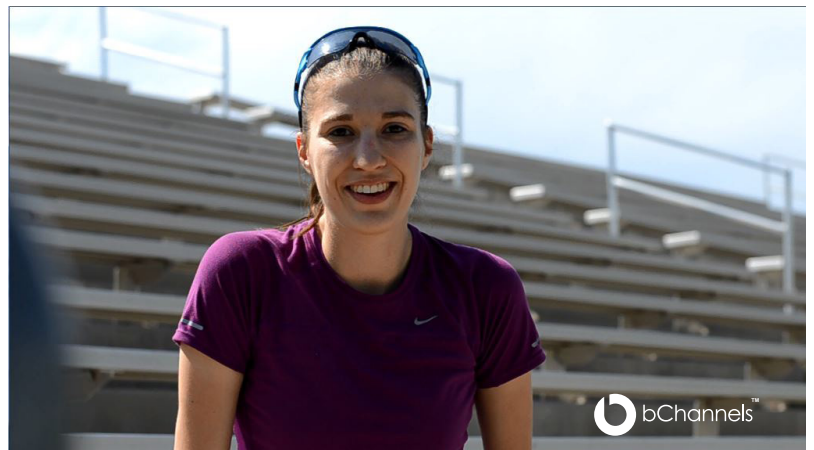


BUG AREA

The bug should be used in the designated area shown here. The bug should not be displayed when the lower third is in use.

SAMPLE

Notice the bug is simply a white version of the bChannels logo.



COLOR Primary & Secondary

Blue		C	83
PMS	298	M	2
		Y	0
#	5AA8D7	K	0

Purple		C	71
PMS	2623	M	100
		Y	30
#	470453	K	33

Black		C	98
PMS	BLACK	M	98
		Y	98
#	000000	K	100

Please see bChannels brand book for specific product colors if creating a video relevant to a specific step in the Partner Journey.

TYPOGRAPHY

TITLES, HEADINGS

Century Gothic Bold Italic (All Caps & Tracking: -50)

Mediums | Print, web

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Subtitles, Subheadings

Ubuntu Italic

Mediums | Print, web

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

*1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()*

TYPOGRAPHY

Body

Ubuntu Regular

Mediums | *Print, web*

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Fall-back

Arial Regular

Mediums | *Email, presentations, user-edited collateral*

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()