



The University of Salford:

Video brand guidelines and tips





The University's official font is Replica Pro. If you don't have access to our assets, please e-mail h.i.daniels@salford.ac.uk

Videos should feature the appropriate outro and name plates in accordance with our existing video template:



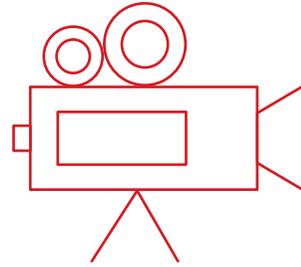
The name plate should display the name of the person on screen. Their job title/course name should sit below this:

John Smith
Lecturer in Civil Engineering

Joanna Bloggs
Studying BSc (Hons) Computer Science

BRANDING

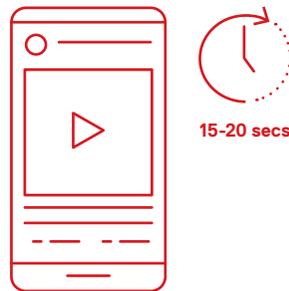
Please also refer to the [University's official brand guidelines](#) when creating content.



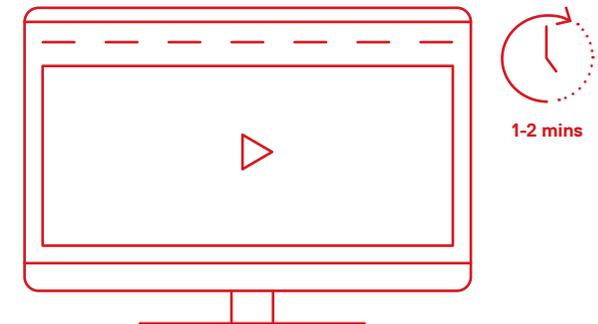
You should strive to make your video content as **engaging** as possible, with a **range of shots** where applicable, which may include interviews and cutaway footage



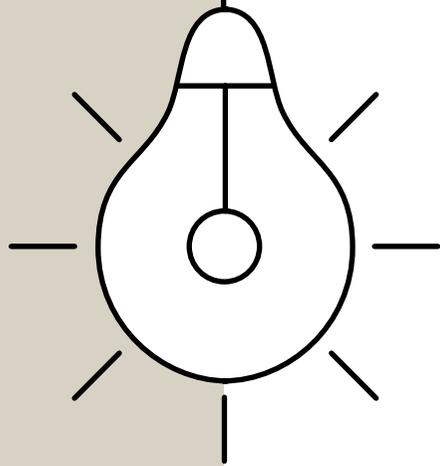
Don't use intro slides on your videos (we've seen that these reduce the number of people who watch our videos to the end), and aim to hook in your audience from the very first second with a **compelling opening statement**



If your video is for use on **social media**, make your piece short and to the point. **5 – 20 seconds** is ideal: anything longer than this and your audience will move on before reaching the key messages you want to convey



If your video is for use on the **University website**, e.g course finder, aim to keep your videos between **1-2 minutes** long to retain the audience



1

If you're going to film your own content, seek advice from the Digital Content Team in the first instance if you require support. If you're filming interviews, choose a background that relates to your subject, and where possible don't film against plain walls (situating your interview in a relevant setting will make it more visually interesting and add context). Also use somewhere with good lighting. Example: <https://vimeo.com/242038979>

2

If you're recording sound, choose a quiet area with no noise. Some exceptions to this rule may be if you're filming at an event and collecting vox pops, for example. <https://vimeo.com/250266524>
<https://vimeo.com/282489513>

3

Do your research. Speak to your subject before filming them, assess whether they'll make a good interviewee, find out more about the topic and use your findings to create interview questions. Draw out the best possible soundbites and encourage further discussion if your subject mentions something particularly interesting in the interview.

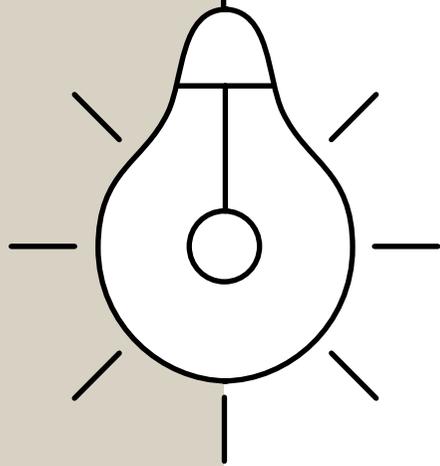
4

Pick an engaging subject/person to interview. Someone may be brilliant on paper but struggle to speak in front of the camera. Confidence, passion and enthusiasm will engage your audience and help make your message more compelling. This is one of the most **important factors** for a successful video. Example: <https://www.youtube.com/watch?v=BOufCUM43xc>

5

Capture multiple angles where possible and make your piece engaging by filming a range of inspiring cutaways that match what your subject is talking about. For example, if the video is about the anechoic chamber, capture shots of the chamber in use to overlay with your interview footage. <https://vimeo.com/272331226>

TIPS FOR FILMING AND EDITING



6

If you're filming an interview, frame your subject on the left or the right side of the screen, and ensure that their eye-line is in line with the camera. During the interview, ask them to respond to the interviewer and not directly into the camera. The interviewer should be positioned next to the camera and at the same height as the interviewee – this is to ensure that the interviewee is looking in the correct direction:



7

Only use approved fonts and the correct University colour palette. Please refer to the University brand guidelines document for more information.

8

You don't ALWAYS have to use interviews. Text can be a powerful tool:
<https://vimeo.com/28246345>

**TIPS FOR FILMING
AND EDITING**



If your video is for use on course finder or the University website, please put in a request with the Digital Content Team for a video to be created, or alternatively use an approved supplier for video work.

We strive to make all of our video content consistent, on brand and in line with the wider University aims and priorities.

If you have any further queries, please e-mail h.l.daniels@salford.ac.uk

