P. ALLEN SMITH

SOCIAL MEDIA VIDEO
STYLE & EDIT GUIDE

INTRODUCTION

This guide is to ensure that the visual design elements of the P. Allen Smith social media video brand are applied correctly. The goal is to create consistency in the online video presence of the brand. This graphics package is for square (1080 x 1080) social media videos only. It is not to be used for any other P. Allen Smith broadcast or video content. This guide contains instructions for graphics package use as well as edit guidelines.

PERSONALITY

Embrace the square. The square is your friend.

But, as one square among many squares on social media, the goal is to stand out in the scrolling square sea. This is achieved by using bright color combinations, and bold, clear typography.

Keep it brief and keep it simple. Don't use six words when three will do, and never over-explain directions.

02

COLOR

Color use is bright, but minimal. There are three color palettes. These colors are not to be used as tints or shades and should only be used in the exact groupings as shown.
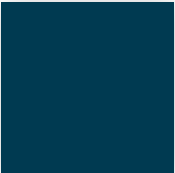
PALETTE 01

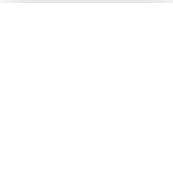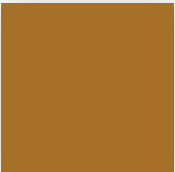| Primary	Secondary	Font	Font

PALETTE 02

Primary	Secondary	Font	Font

PALETTE 03

Primary	Secondary	Font	Font

03
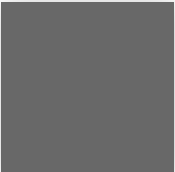
TYPOGRAPHY

Graphics are built around the font family Knockout. The bold clean lines of this typeface convey simplicity while maximizing readability in a scrolling social media feed. The 18 weights and widths allow for flexibility and creative type combinations while using only one font.

KNOCKOUT	KNOCKOUT
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KNOCKOUT	KNOCKOUT

The license for use of this font is held by Hortus Ltd. and it should not be used by editors and designers for other clients or companies.

TYPOGRAPHY

While this font allows to creative combinations, there are a few rules to follow.

01. Font should always be used with all caps.

02. Do not horizontally or vertically scale the font. All font size adjustments should be made via font size and leading.

03. Tracking should always be set to 25.

04. Text should always be left aligned or right aligned, corresponding to the graphic behind it. (See After Effects project documentation.)

05. Do not add a stroke to the font.

06. Do not apply Faux Bold, Faux Italic, Small Caps, Superscript, or Subscript to the font.

07. Font color should always be white with the corresponding drop shadow color of the selected color palette.

08. Don't compromise the overall look of the font by rotating, skewing, or distorting in any way
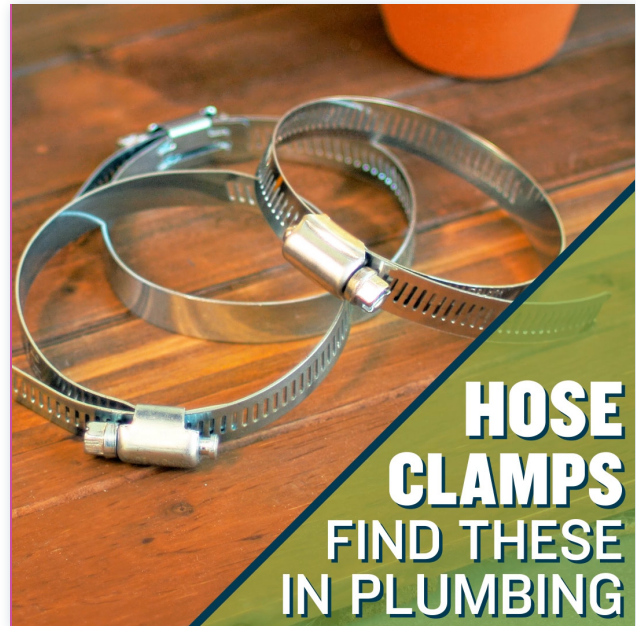
04

TYPOGRAPHY

04

DISPLAY

The core principle of this design is splitting the square video format on a diagonal, creating a series of triangle graphics anchored to one corner.

Title Graphic

Instructional Graphic

The title graphic is always the largest, occupying exactly half of the screen. The instructional graphics are always placed in the opposite corner of the title graphic and occupy one third of the screen. Text alignment is designated by which corner of the screen the graphic element is placed.

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DISPLAY

Instructional graphics are always placed in the opposite corner of the title graphic to create a more dynamic contrast. Exceptions can be made when the footage behind the graphic does not allow for this, but that decision will be made by the Broadcast Art Director or Social Media Producer.

Do not adjust transparency, color tones, or color combinations.
Never mix color palettes in a single video.

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BRAND GRAPHIC

All social media videos will end with the pre-rendered brand graphic. Do not add any additional text or effects to the brand graphic.

The After Effects project contains the brand graphic composition, but it should not be modified in anyway unless instructed to do so by the Broadcast Art Director or Social Media Producer.

VIDEO EDITING

The tone of the edited video is just as important as the graphic design. Keep things bright, upbeat and concise - pacing is key.

85% of social media videos are watched with sound off so always ask yourself "Does this make sense without audio?"

Social media videos fall into two categories:

1.)   **ALLEN PROJECTS**
2.)   **CLOSE UP STYLE PROJECTS**

Allen Projects are exactly that - projects or recipes where Allen is on camera demonstrating.

Close Up Style Projects (often referred to as CU Style) do not show Allen and are driven by music and anonymous hands demonstrating actions.

VIDEO EDITING

Both Allen Projects and Close Up Style Projects follow a core edit formula:

ALLEN PROJECTS:

Title Graphic
Beauty Shot/s
Materials/Ingredients
Allen Demonstrating Project
Beauty Shot/s
Brand Graphic

CLOSE UP STYLE PROJECTS:

Title Graphic
Beauty Shot/s
Materials/Ingredients
Demonstrating Project
Beauty Shot/s
Brand Graphic

The opening Title Graphic and Beauty Shot/s can follow a secondary edit formula on a case by case basis, if the project or music lends itself to that.

Secondary edit formula:

ALLEN PROJECTS:

Beauty Shot/s
Title Graphic
Materials/Ingredients
Allen Demonstrating Project
Beauty Shot/s
Brand Graphic

CLOSE UP STYLE PROJECTS:

Beauty Shot/s
Title Graphic
Materials/Ingredients
Demonstrating Project
Beauty Shot/s
Brand Graphic

VIDEO EDITING

ALLEN PROJECT

Title Graphic

Beauty Shot

Materials/Ingredients

Allen Demonstrating

Beauty Shot

Brand Graphic

On projects where Allen is giving instructions, instructional graphics will need to be placed in the upper right or upper left corners to ensure there is room for closed captioning at the bottom of the screen.

VIDEO EDITING

CLOSE UP STYLE PROJECT

Title Graphic

Beauty Shot

Materials/Ingredients

Demonstrating

Beauty Shot

Brand Graphic

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VIDEO EDITING

SPONSOR PROJECTS

Some social media pieces are for our sponsors. They are essentially the same type of video and follow the same edit formula, with the exception of the end graphic.

Sponsor videos will end with the sponsor logo over a white background.

VIDEO EDITING

When editing a project, plan to keep graphic use minimal.

Avoid creating graphics that state the obvious. For example, when showing the materials needed for a project, don't label a pair of scissors. Only create graphics to call attention to specialty materials, ingredients or amounts and measurements that aren't visibly obvious in the demonstration.

MUSIC

Music plays a large part in setting the tone of social media videos, especially close up style projects which are almost entirely driven by music.

Included with the graphics package asssets is a library of pre-approved music selections. Use them in projects, or for inspiration to find other options from the Warner Chappell Production Music library that have similar characteristics.

Avoid music with lyrics.

PROJECT DELIVERY

Congratulations! You ~~survived~~ embraced the square!

All projects should be exported as High Bitrate mp4. Make sure the file name matches the Premiere project file name.

PROJECT DELIVERY

Upload the exported mp4s to the frame.io account that has been provided and let the Social Media Producer know the project is ready to be viewed for edits and approval.

Multiple members of the production and marketing departments will likely view each project and mark their suggested edits. Editors should not to make any changes though until they are confirmed through the Social Media Producer.

Once an editor receives requested changes from the Social Media Producer and makes the edits, they should export a new mp4 file of the same name and upload it to frame.io as a second version. (See the frame.io online support information on version stacking)

PROJECT DELIVERY

When a project is approved as final, the Social Media Producer will contact the editor and request the final project files and associated media.

FINAL DELIVERABLES:

Final Premiere Project File*
Final After Effects Project File
Exported Graphic Elements
Audio Files (Music/Sound Effects)

It is not necessary to include the footage that was provided. It can be re-linked in-house.

The Final Premiere project file should include the 1080x1080 social media sequence, as well as a 1920x1080 version with no graphics.

CONTACT

If you have any questions or need additional information or elements, contact the Social Media Content Producer or Broadcast Art Director.

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