

4: Video Brand Guidelines

You've worked hard for your brand: to build its story, its values, its image, and its tone. A consistent brand tells a story to your prospects, and consistency builds trust.

By planning and documenting video brand guidelines ahead of time, you can stay consistent across a series of videos produced over time, as this could be 6-12+ months of work. You'll also have a handy resource to provide your marketing managers across to help guide them and stay on brand.

Action

Go through each brand component in the chart below and determine how your brand will be represented through video. Each component is described in detail and there's ample space for notes! Some components may change from video to video, so make sure to mark these with a check under "Review for Each Project".

Video Branding Guidelines ^{1/2}

Guideline to Consider for Video	How the Guideline Applies for Your Brand	Review for Each Project?
<p>Voice & Tone - Voice is the representation of your brand's personality, and tone is a subset of that voice with a little more wiggle room, depending on your audience, the subject matter, etc. Will you be silly, humorous, approachable, professional?</p>		
<p>Language & Dialogue - Will you be casual or professional? And how will your company be referred to in this video: first- or third-person?</p>		
<p>Colors - You probably already have these set in a current branding doc. You may want to highlight what colors can be used for what, like main text versus shadows, for example.</p>		
<p>Typography - You likely have this one laid out, too. Be sure to include if there are any restrictions for usage or guidelines on size. For example, you may want name plates in a certain font while transition screen text is in a different font.</p>		
<p>Logo Usage - What are the general guidelines around your logo: coloring, spacing, and when it should be used in a video? For example, you may want it at the end of every single video or as a watermark in a bottom corner.</p>		

Video Branding Guidelines ^{2/2}

Guideline to Consider for Video	How the Guideline Applies for Your Brand	Review for Each Project?
<p>Music & Audio - This includes voice-overs, music tracks, and sound effects. Your brand extends to include the “look and feel” of a video and the complete experience of your company, which includes music. Will you choose cheesy, spoof soundtracks? Or inspirational ones?</p>		
<p>Imagery - Whether it be motion graphic or liveaction, the style of imagery used should align with the tone of your brand. This applies to the type of illustration used for a motion-graphic video, as well as the type of setting and props you shoot for a live-action video.</p>		
<p>Setting - The location of your shoot is just as important as your brand colors and placement of your logo. What vibe should a shoot location give off? Also consider all the elements within it: filing cabinets, wall art, stores in the background, etc.</p>		
<p>Actors - what types of actors should you use? You can provide guidelines on looks, wardrobe, personality, or demographics.</p>		

We'd all love to believe that you can plan every content piece, campaign, customer story, or video in advance, but you just can't. If you want relevant content that's in sync with product launches, changes and trending moments in the industry, or the arrival of a great customer story, you have to be nimble. That's why it's crucial to have a few video campaign rules. This way, your whole team will be on the same page when it comes to knowing what types of campaigns will include video and what video content will use in-video CTAs and email gates. Laying this out ahead of time means that fewer decisions need to be made on the fly, and there will be more consistency across the board.

Task:

Go through the marketing campaign and program options listed in the PDF and select whether you will use video every time, sometimes, or never. If it's sometimes, explain when you'll use it and/or when you won't! Lastly, make note of whether you'll use video Events, interactivity, or personalisation for specific campaigns.

Campaigns With Video Worksheet ^{1/2}

Campaign Type	Everytime	Sometimes	Never	If Sometimes, when? When not?	Events & Video Elements (select all that may apply)
Blog					CTA <input type="checkbox"/> Email Gate <input type="checkbox"/> Full Form <input type="checkbox"/> Interactivity <input type="checkbox"/> Personalization <input type="checkbox"/>
Content Campaigns					CTA <input type="checkbox"/> Email Gate <input type="checkbox"/> Full Form <input type="checkbox"/> Interactivity <input type="checkbox"/> Personalization <input type="checkbox"/>
Live Webinars					CTA <input type="checkbox"/> Email Gate <input type="checkbox"/> Full Form <input type="checkbox"/> Interactivity <input type="checkbox"/> Personalization <input type="checkbox"/>
Email Marketing					CTA <input type="checkbox"/> Email Gate <input type="checkbox"/> Full Form <input type="checkbox"/> Interactivity <input type="checkbox"/> Personalization <input type="checkbox"/>
Product Launches					CTA <input type="checkbox"/> Email Gate <input type="checkbox"/> Full Form <input type="checkbox"/> Interactivity <input type="checkbox"/> Personalization <input type="checkbox"/>

Campaigns With Video Worksheet 2/2

Campaign Type	Everytime	Sometimes	Never	If Sometimes, when? When not?	Events & Video Elements (select all that may apply)
Event Marketing					CTA <input type="checkbox"/> Email Gate <input type="checkbox"/> Full Form <input type="checkbox"/> Interactivity <input type="checkbox"/> Personalization <input type="checkbox"/>
Customer Stories					CTA <input type="checkbox"/> Email Gate <input type="checkbox"/> Full Form <input type="checkbox"/> Interactivity <input type="checkbox"/> Personalization <input type="checkbox"/>
Other:					CTA <input type="checkbox"/> Email Gate <input type="checkbox"/> Full Form <input type="checkbox"/> Interactivity <input type="checkbox"/> Personalization <input type="checkbox"/>
Other:					CTA <input type="checkbox"/> Email Gate <input type="checkbox"/> Full Form <input type="checkbox"/> Interactivity <input type="checkbox"/> Personalization <input type="checkbox"/>
Other:					CTA <input type="checkbox"/> Email Gate <input type="checkbox"/> Full Form <input type="checkbox"/> Interactivity <input type="checkbox"/> Personalization <input type="checkbox"/>

Our [BOXmedia] vision is to be UK's goto video marketing agency,
to help businesses increase sales and communicate more
efficiently using video in this ever evolving digital space.



STRATEGY | PRODUCTION | MARKETING

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