

UCSF University Relations Video Standards

Updated on August 15, 2012

Title Screen – If you use a title screen, it should be native to Final Cut Pro, preferably the translucent screen which includes the background video. A simple black background is also acceptable. The font must be Helvetica Neue.



Lower Thirds (L3)/Chyrons (Captions That Identify Interview Subjects)

Final Cut Pro 7

Style: Plain

Top Line: Helvetica Neue (Plain) 26 points

Bottom Line: Helvetica Neue (Plain) 16 points

Background: Solid

Opacity: 99

Solid Colour: Black

Solid V Position: 68

Solid Height: 16

Gradient Centre: 0

Gradient Width: 29



Final Cut Pro 10

Style: Gradient-Edge

Top Line: Helvetica Neue 74 points

Bottom Line: Helvetica Neue 44 points



iMovie (on a Mac)
Style: Gradient-Black
Top and Bottom Lines: Helvetica Neue – 7



iMovie (on an iPad)

Style: Title Style – Medium (No option for different fonts)

One Line Only (No Two Line Option)



UCSF Logo

The UCSF logo must be placed in the lower right hand corner. It has to be centered so that it is flush with the lower third (name and title), i.e. the top of the UCSF logo should be flush with the top of the name and the bottom of the UCSF logo should be flush with the bottom of the person's title. The UCSF logo should not be a tiny logo in the lower right hand of the screen. Also, the UCSF logo should appear throughout the video regardless if you use black title screens throughout the video or not. See example below.



The industry standard in broadcast (e.g. CNN, 60 Minutes, etc.) is to place the company logo in the lower right hand corner. Here are some examples.



UCSF End Screen

The UCSF end screen should be the dark blue (not teal) “Produced by UCSF University Relations” graphic. It should not include any extraneous information, such as editor, producer, etc. That information can go in the description section of the YouTube video. You can also tag yourselves in the video you shot and/or produced.

