



Video guidelines for lower thirds

Effectively communicating our Cal State LA brand requires consistent standards for video, as well as for web and print communications.

With video growing in importance as a tool to deliver key messages to external audiences, it is critical to maintain an experience that is recognized as part of our brand identity. This includes standardized use of content and typography in lower thirds.

Here are some general guidelines for the use of lower thirds:

- Use lower thirds only for subject identification.
Use lower-third IDs on the subject's first speaking appearance.
- If a subheading, such as a title or department name, is too long to fit on one line, reduce the point size and run it over two lines.
- Keep text within the action/text safe zone. Never let text go beyond the right or left margin.
- Lower third IDs can be positioned on the left or right side of the frame, depending on the subject's location.
- Lower third IDs should be visible for at least four seconds to allow the viewer to read the text.
- Identify each subject just once.
- DO NOT use the Cal State LA shield or badge in lower thirds IDs. The badge or shield are to be used only in outros, or the ending title card, and not in images or thumbnails.

Naming Conventions

- Use full first and last name.
- Use full name with middle name or initial upon request of the subject.
- Use full, formal title, but if it's lengthy, use your judgment (to shorten or abbreviate) to keep the title readable but accurate in a short timeframe.
- If a staff person has more than one title, choose the title that is most pertinent to the story.

- If the subject is an alumnus or alumna of a renamed college or school, use the most current name of the college or school.

Approved colors

- Use black as background with white or Cal State LA gold letters, HEX Cal state LA gold is FFCE00
- Use FUTURA font
- Do not combine two colors in one background

Below are some samples of how lower thirds should look:



If you have questions, please contact Cal State LA Photography/Videography Manager [Emilio Flores](#).