



ShowingTime Video Style Guide

Resources

Branding: Customer-facing resources: <https://www.showingtime.com/graphic-resources/>

Internal style guide: <http://branding.showingtime.com/>

ShowingTime Wiki: <http://stwiki.showingtime.net/wiki/doku.php?id=start>

YouTube: <https://www.youtube.com/user/ShowingTime>

Vimeo: <https://vimeo.com/showingtime>

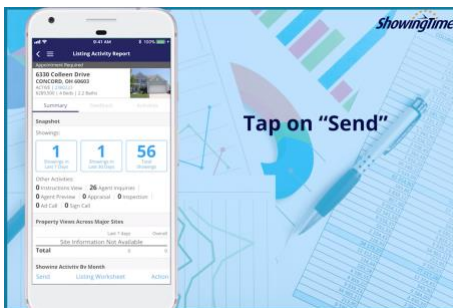
Training Videos

Intros:



- Use dark blue background with slight gradient (file can be found here: /corpnas00/prodmgmt/Team Modulo/video-images)
- Video effect: logo slides in left to right
- Logo is horizontally aligned at bottom of top half of screen
- Title of video is horizontally aligned at top of bottom half of screen
- Font is Open Sans Bold, size 228, and #FFFFFF
Ex.: <https://vimeo.com/310658205/2a246ce31f>

During training video:



- Use blank background or background that has image with opacity for contrast
- Text is Open Sans Bold, size 261, and either white #FFFFFF or blue #000640
- Instructional text is offset to the right of device
- ShowingTime Logo is either blue or white in the upper righthand corner
Ex: <https://vimeo.com/250346363/96d633f406>

Outros:



- Use a blank blue #000640 background
- White ShowingTime logo will be horizontally centered and located in the top half of the screen.
- "Connect with us" CTA text is Open Sans Italic, white #FFFFFF, size 85
- Social media icons in bottom half of screen
- Website text is Open Sans Regular, size 287, white #FFFFFF
Ex. <https://vimeo.com/250346363/96d633f406>

Visual Annotations for Gifs in Camtasia

Arrows:



- Color: orange #F6841D
- Thickness: 8.0
- Opacity: 10%

Callout boxes:



- Color: light blue #E4E6F2, 85% opacity
- Border: orange #F6841D, 5 pixels
- Font: Open Sans
- Text size: variable

Click Target:



- Color: Color: orange #F6841D
- Opacity - 100%
- Size = 10
- Rings = 3
- Duration 1.25

File Size Compression: Online Gif Optimizer - <https://ezgif.com/optimize>

- Online tool for optimizing animated GIF images to reduce the file size. Compress gifs by reducing colormaps, dropping duplicate frames or enable LZW compression.

Promotional Videos

Intros:



- Use dark blue background with slight gradient (file can be found here: /corpnas00/prodmgmt/Team Modulo/video-images)
- Video effect: logo slides in left to right
- Logo takes up a majority of space in middle of screen

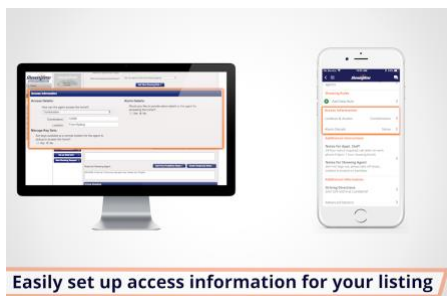
Ex: <https://vimeo.com/278542509>

Ex: <https://vimeo.com/268018405>

Ex: <https://vimeo.com/273716512>

Fonts Used for Textboxes:

Text underneath and to the side of images:



- Open Sans, Bold, size 228
 - Color: blue #000640
- Ex: <https://vimeo.com/291579982>

Content during videos:



- Shapes with text over them need to use an opacity of 64%, with color white #FFFFFF
 - Video effect: text slides in left to right
 - Text box outline is orange #F6841D, with a size 47 stroke
- Ex: <https://vimeo.com/291579982>

- For bulleted scenes, titles will be (Open Sans Bold, size 252, font color blue #000640
 - Single bullets will be Open Sans Regular, size 228, blue #000640
 - Checkmarks will be orange #F6841D
- Ex: <https://vimeo.com/281486706>

Outros:

- Outros will look like either of these 2 screens:

Use for promoting product:



Use for website videos:



Background image can be found here:
/corpnas00/prodmgmt/Team Modulo/
video-images

- Logo will be centered horizontally & located above first half of screen
- "Point. Tap. Show." Will be centered horizontally and located below the second half of the screen
- This text will be Open Sans Bold, size 228, blue #000640

- Logo will be centered horizontally & located above first half of screen horizontally and will be Open Sans Italic, font size 249, font color orange #F6841D
- Phone and email info is Open Sans Semibold, size 248 font, color white #FFFFFF
- Website info is Open Sans Semibold, size 178, color white #FFFFFF

Ex: <https://vimeo.com/281486706>

Ex: <https://vimeo.com/291579982>

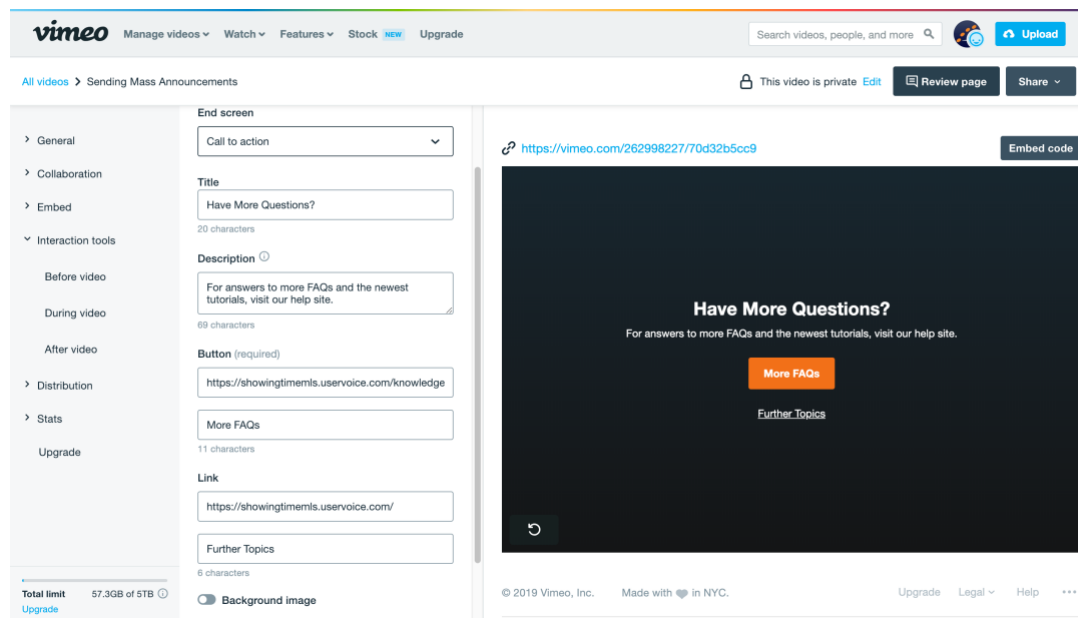
Publishing

Export options:

- Premiere Pro: export steps are File > Export > Media, Format: H.264, Preset: Match Source – High bitrate > Export
- Camtasia: Share > Local file > Export to Mp4

Uploading to Vimeo:

- Upload > Drag and drop or choose files
- Fill out the following fields:
 - Title: *Name of video*
 - Description: *Description of video*
 - Privacy: *Only people with a private link, unless this is a promotional video. Then set to privacy to “Anyone”*
 - Tags: *Software, realtor, realty, and/or any words describing theme or topic of video*
 - Language: *English (United States)*
 - Content rating: *All audiences*
 - Go to Save > and then Edit settings
 - General > Edit Thumbnail > Select from video > Play to select frame, then pause once complete intro transition appears > Select this frame > Save
 - For training videos: Interaction Tools > After Video – End screens > Call to action



- Title: *“Have More Questions?”*
- Description: *“For answers to more FAQs and the newest tutorials, visit our help site.”*
- Button URL: *Link to topic on Uservice page, ex:*
<https://showingtimemls.uservice.com/knowledgebase/articles/1847419-can-i-send-mass-notifications>
- Button text: *“More FAQs”*
- Link: *<https://showingtimemls.uservice.com/>, <https://showingtimefd.uservice.com/>, or <https://apptcenter.uservice.com/>, depending on which site the training video is on*
- Link text: *“Further topics”*

Audio in Premiere Pro

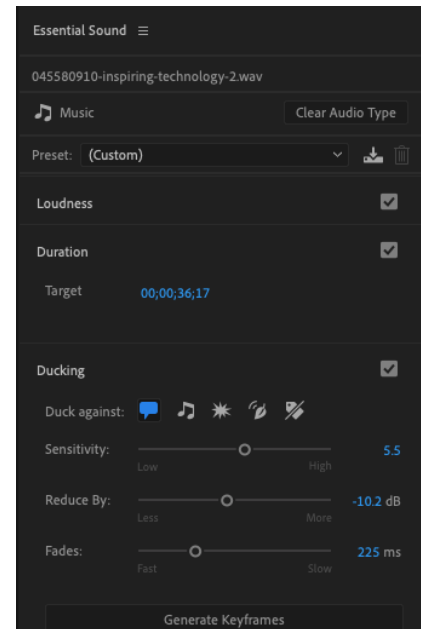
Soundtrack:

- Intro audio: Soundtrack comes in with a Constant Gain or Constant Power audio transition
- Volume level is at 6.8 dB
- Soundtrack is ducked against Dialogue Clips
 - Ducking settings:
 - Sensitivity: 5.5
 - Reduce by: -10.2 dB
 - Fades: 225 ms
- Outro audio: Soundtrack exits with an Exponential Fade audio transition

Soundtrack files location: corpnas00/Design/Stock Music

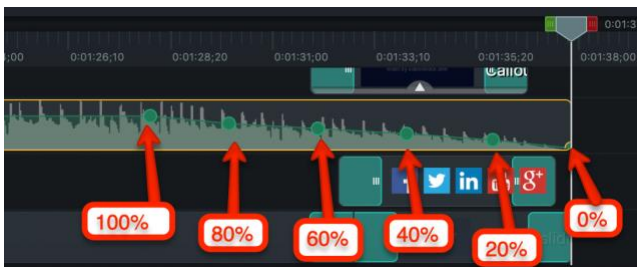
Voiceover:

- Clip volume level: 15 dB
- Location of soundtrack library
- Setting: Dialogue
- Preset: Vocal Presence



Audio in Camtasia

- Volume level 60%
- Set breakpoints to raise to lower volume naturally
- during the last 10 seconds, reduce volume by 10 percent every 2 seconds so that the music ends with video



- Voiceover:
 - Can be recorded within Camtasia
 - Can be recorded and imported using Audacity or any other sound recording software