FutureLearn
Partners

FutureLearn video graphics

Welcome to your FutureLearn partner production video toolkit.

We have developed a video graphics package that will enable you to brand your videos consistently with both the FutureLearn and your own visual identity.

Using the Adobe Premiere project file provided, simply input the required copy and logos, and generate all of your branded assets easily and quickly.

Alternately, if you are using a different software package for editing your production, you can use the Quicktime files with alpha's provided, and set your copy and logos according to our guidelines.

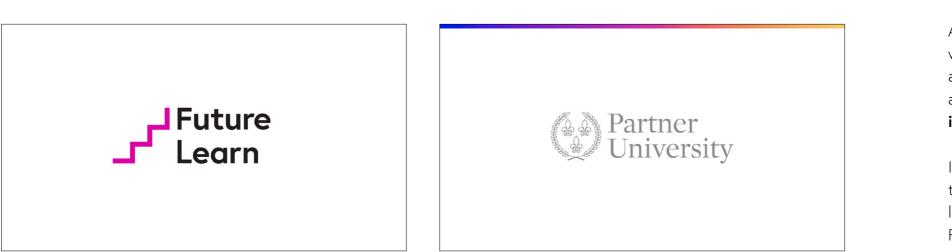## Contents

1.0 General guidelines

It's important that all content on the FutureLearn platform is branded to maintain the integrity of both the FutureLearn brand as well as the brand of the partner creating course content.

All annotations of pixel dimensions are based upon a 16:9 aspect ratio with an HD screen size of 1920 x 1080. The red lines in this document are used purely as a guide and should never be used in the final visuals.

This section contains guidelines on the following areas:

1.1 Branding on trailers
1.2 'Title safe' area
1.3 Typography
1.4 Digital on-screen graphics
1.5 Video provided by other organisations

1.1 Branding on trailers

All trailers should be shareable on third party websites (eg. YouTube), therefore they should all start with the FutureLearn logo animation and the partner logo – see **2.0 Video introduction & start boards**.
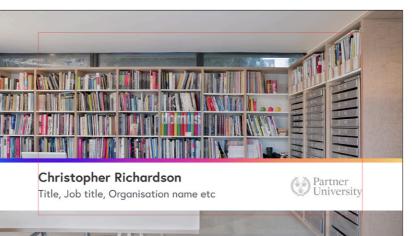
If for any reason the you cannot incorporate the animated version of the FutureLearn logo, you should use a single slate of the FutureLearn logo, as shown here, and show this on screen for a duration of 3 seconds.

1.2 'Title safe' area

The red box box indicates the 'title safe' area

It is important that in all cases, neither text nor logos should exceed the screen safe area defined, to avoid key information being clipped if the video were shown on a TV.

The exact pixel dimensions that define the screen safe area vary depending upon the size and aspect ratio you are creating your video in.

A good rule of thumb is to keep text or logos within 90% of the screen area.

Most video editing software allows you to view your project with the screen safe area visible (also known as the 'title safe' area).

1.3 Typography

Use	Font	Size	Leading	Colour
Titles & headings	Europa Bold	85pt	95pt	RGB: 58/52/58
Straps first line	Europa Bold	60pt	65pt	RGB: 58/52/58
Straps second line	Europa Regular	50pt	55pt	RGB: 74/77/85
Body copy	Europa Regular	60pt	72pt	RGB: 58/52/58
Quote copy	Europa Light	85pt	100pt	RGB: 58/52/58

Font
The FutureLearn font family is Europa and should be used for all titles and copy on your trailers, videos and slides.

The Europa font is included with the video graphics package.

The fonts are sized correctly in all the templates provided in the video graphics package but they are also outlined in the table opposite for your reference, along with the colours that should be used in each for each type style.

1.4 Digital on-screen graphics

DOG logo placed top left – preferred position

DOG placed top right – alternative position if partner brand guidelines require it

All video content with the exception of start boards and full screen cards should feature the partner's logo as a DOG (digital on-screen graphic).

Due the wide variety in shapes and sizes of partner logos FutureLearn will supply all partners with their respective DOG, tailored to the appropriate size upon request.

The DOG will appear semiopaque to provide maximum legibility across the widest range of colours within the video.

It is preferable that the DOG always appears in the top left corner of the screen just within the title safe area.

However, in the rare instance that this breaks the partners own brand guidelines the logo can then be aligned to the top right corner of the screen as shown here.

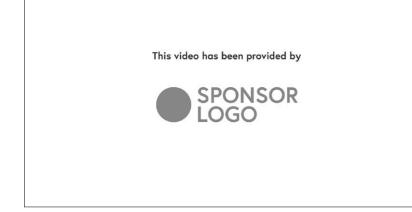# 1.5 Video provided by other organisations

Course video content may be provided by a different organisation or an external partner e.g. NASA. It is important to explain this to the learner by adding a start screen at the beginning of the video with the logo or name of the organisation that created the video.

This screen should have a white background with the full colour version of the logo of the organisation in the centre, and the FutureLearn gradient ribbon at the top.
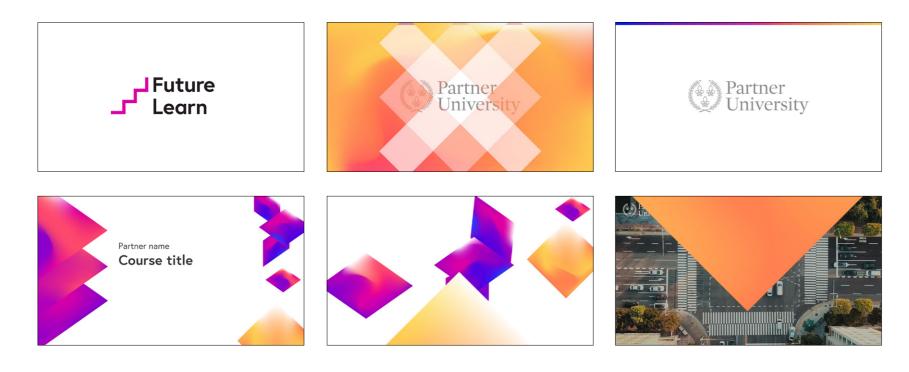
The copy: 'This video has been provided by' should be centred and sit above the logo leaving at least a safe area of 90 px between the copy and the logo.

An example of this screen can be found in both the Adobe Premiere project and the static graphics assets.

2.0 Video introduction & start boards

The 'video introduction & start boards' sequence should be used at the start of course trailers. All the elements are arranged on the Adobe Premiere timeline with cross dissolves where required. You should replace placeholder assets with your own content. The sequence consists of:

- **FutureLearn logo animation**
  All trailers should be shareable on third party websites (eg. YouTube), therefore the trailers should start with the FutureLearn logo animation.

- **Partner logo start board**
  A transition moves from the FutureLearn logo start board to the partner logo start board. You can swap this transition for a different one in the graphics package if you prefer. The placholder partner logo should be replaced with your own. It is preferable that the partner logo always appears in the centre of screen, however in the rare instance that this breaks brand guidelines then the logo can then be aligned to the left
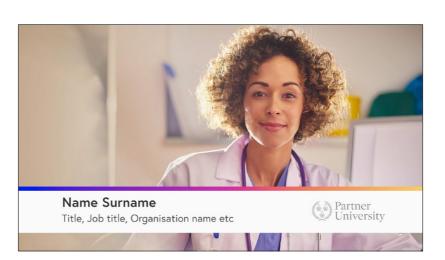
- **Animated course title card**
  Animated shapes then transition into a course title card – the placeholder copy should be changed for the partner name and course title. An alpha transparency at the end of this video provides a smooth transition into your opening scene.

3.0 Lower third straps

The 'chevron' style lower third animates on from left to right.

The 'square burst' style lower third animates on from the centre outwards.
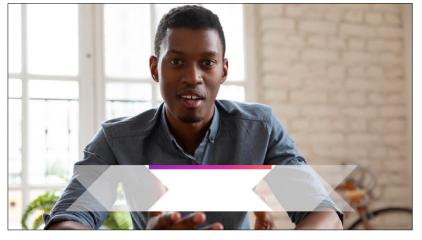

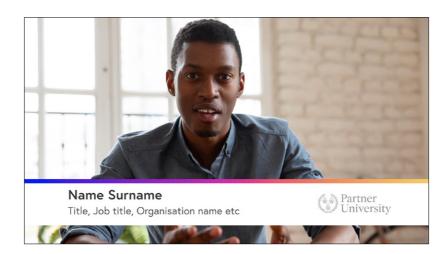There are two lower third strap animation styles – chevron and square burst.

These are provided with alpha transparencies so you can layer them over your footage.

The Adobe Premiere template includes cross dissolves on the text and logo, so all you are required to do is replace the placeholder copy and logo with your own content.

Your logo size should not exceed either 120px in height or 360px in width.

4.0 Transitions

The 'chevron' style transition in blue.

The 'diamonds' style transition in pink.

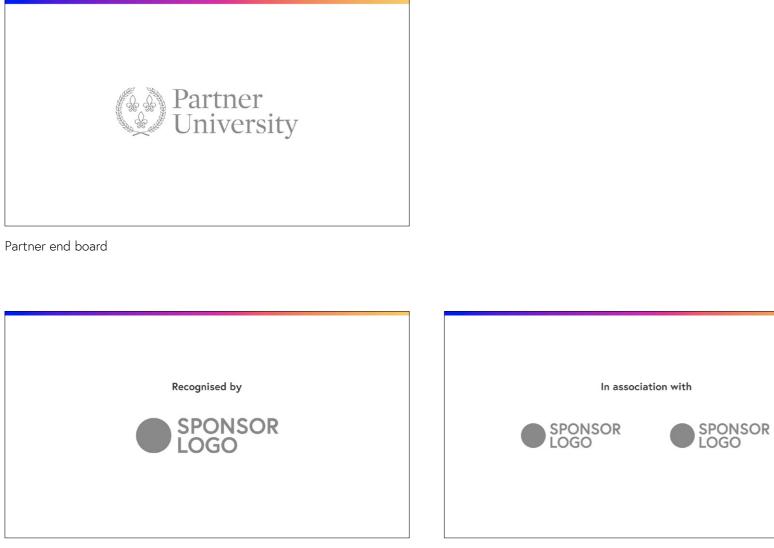The 'expanding square' style transition in yellow.

The 'square burst' style transition in white.

There are four styles of transitions – chevron, diamonds, expanding square and square burst.

Each style comes in four colour variations. Three of these use the FutureLearn colour palette of blue, pink and yellow, and there is an additional one in white. You are free to use these in whichever way best suits your content.

The transitions are included in the Adobe Premiere project. To use them you can replace the placeholder images with your footage or simply copy and past them into your own timeline.

If you are not using Adobe Premiere then the Quicktime (.mov) files include alpha transparencies which should be compatible with most video editing software.

5.0 End boards

Partner end board

Partnershop end board – one logo

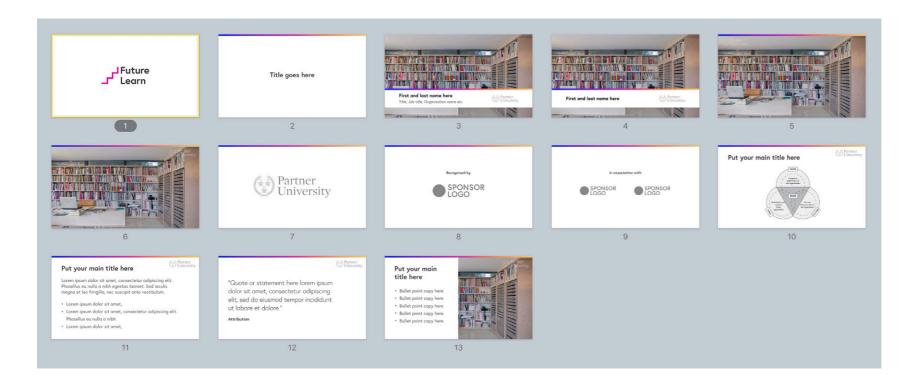Partnershop end board – two logos

Course trailers should finish with a 'chevron' transition into the partner end board. This sequence is included in the Adobe Premiere project.

Also included are two examples of 'partnership boards' for use if your video needs to reference the brand identities of associated collaborators. These examples are for layouts using one or two logos.

6.0 Static graphics

Static interstitials and titles are available to download as editable Keynote, Powerpoint or Adobe Illustrator files.