

Adventist Health Video Standards



Video Branding and Style Guidelines

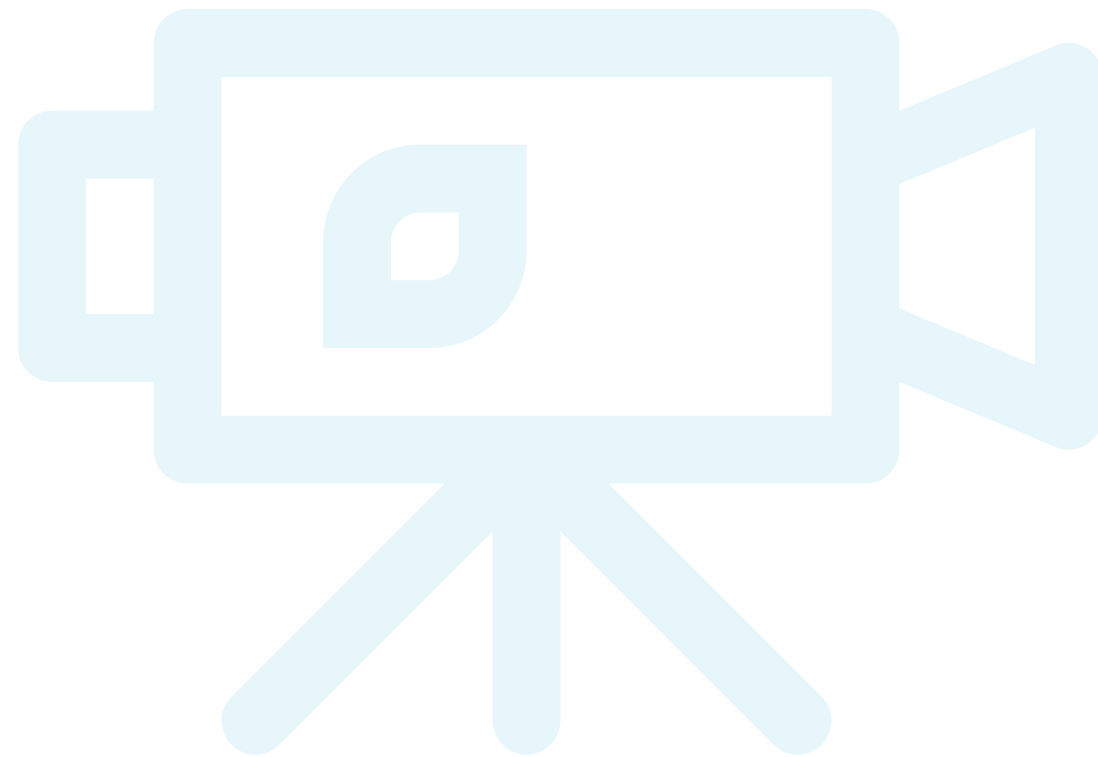
Updated May 2024



Overview

Creating effective video content is a time-consuming and rewarding process. It involves careful planning and execution of storyboards, shoot schedules, set planning, editing and more. This resource outlines best practices to produce compelling and informative videos that align with the Adventist Health brand.

All videos and multimedia created for marketing purposes, whether produced internally or by an outside vendor, must follow the Adventist Health brand standards. Visit [Brand.AdventistHealth.org](https://brand.adventisthealth.org) to find the standards. For questions, please contact the Marketing Department by emailing Brand@ah.org



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Resources & Reference

- Adventist Health Brand Website - Brand.AdventistHealth.org
- [Writing Style Guide](#)
- Talent Release Form - [English version](#) / [Spanish version](#)
- For access to a video asset kit, including logos, lower third templates and the Adventist Health logo spark animation, please email Brand@ah.org

Before You Make a Video

Before you get started, consider the following:

Is video the best medium?

Take a moment to consider how you will utilize the video, including the communication strategy and platforms you will implement to share the video with your audience once complete. Video is a tool, not a strategy. Without a sharing strategy in place, you can spend time and effort on a piece that won't reach its intended audience. Consider if the information would be more effective presented in a different format, such as a webpage, graphic or another visual medium.

Do you have time and budget for a video?

- It takes a lot of hours to plan, shoot and edit a quality video, many times spread over several weeks to months. Start thinking about your video project two or three months ahead.
- Video can be costly and take up much of a project's budget. Consider how the video will be used, the size of the audience it will reach and the desired impact. Is this the best way to reach your audience?
- Consider the video's shelf life. Is this a video that someone will want to watch a month from now? A year from now? Will the content still be relevant? If your content has a short shelf life, a highly produced video may not be the best use of your funds.

Impact and Expectations

77%

of viewers stopped a video due to poor quality

Source: Verizon Media

85%

of people expect TV-like quality for every video they see online

62%

of consumers develop a negative perception of your brand if you publish a poor quality video



Source: [Content Marketing Institute](#)

Branding and Visual Identity

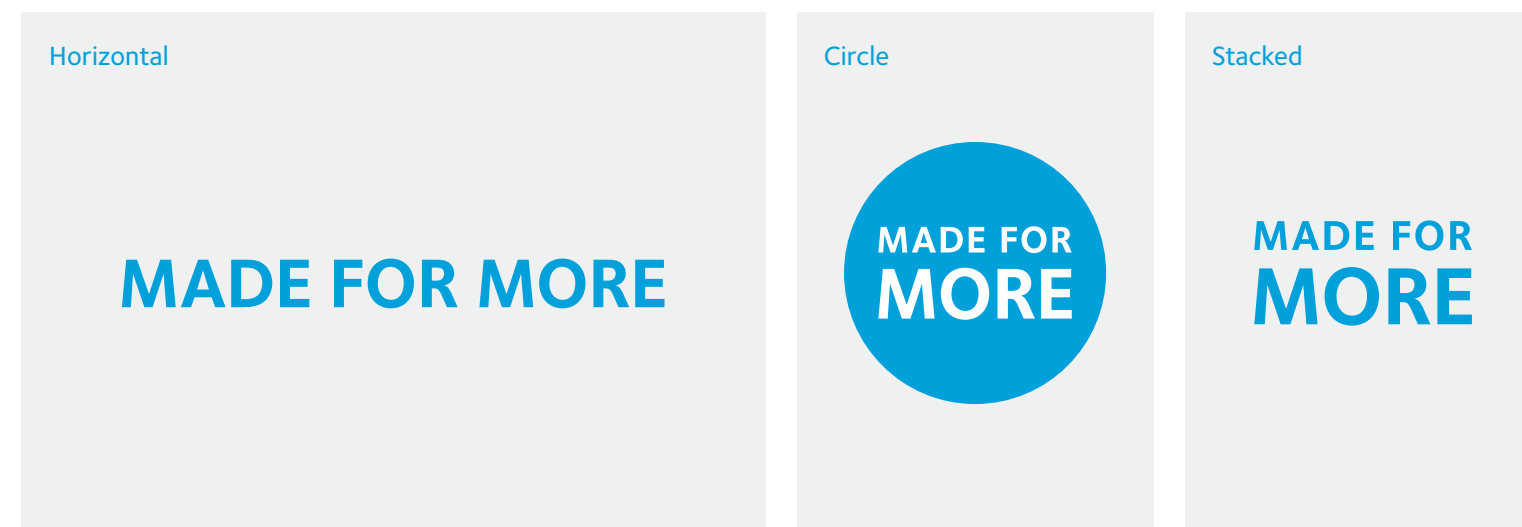
Branding and Visual Identity

Adventist Health Brand

Whether you're creating a video as an employee, business partner, collaborator, when working at or on behalf of Adventist Health, each decision can impact how the brand is perceived and received. Adventist Health has an innovative, faith-based identity that sets us apart and calls us to be more than a healthcare company. Together, our mission, vision, values and Made for More brand platform communicate this identity to our many audiences. Use this guide to understand how to represent the brand when creating videos.

Made for More Brand Platform

Where appropriate, bring the Made for More brand platform into the video especially if it is part of a larger communications and marketing effort. For questions, please contact the Marketing Department by emailing Brand@ah.org



A large graphic of the 'Made for More' brand platform logo. It features the text 'YOU'RE MADE FOR MORE' in a blue, sans-serif font. The word 'MORE' is significantly larger and bolder than the other words. A light blue circle is positioned behind the word 'MORE', partially overlapping it.

Logo

Use of the Adventist Health logo and market logos should be consistent with the Brand Standards and Guidelines. Visit the [Logos & Lockups](#) section of the [Brand.AdventistHealth.org](#) for global and market specific logos guidelines.

Quick Guidelines:

- All logos should be used at screen resolution.
- Include the appropriate Adventist Health logo(s) at either the beginning or the end of the video.
- The full color logo is the preferred version and should be used wherever possible.
- Allow a safe area around each side of the global or market logo. The clearspace should be equal to the size of the largest leaf in the logo's brand symbol.
- On the end card/screen, the logo should be no smaller than 1/4 of the resolution width and no larger than 1/3 of the resolution width (e.g. $480\text{px} \leq \text{LogoWidth} \leq 640\text{px}$ @ 1920x1080 HD).

Videos may not contain any external logos or watermarks, including commercial logos, without prior approval from the Marketing Department at Brand@ah.org

For brand-appropriate spark animation files, please reach out to Brand@ah.org

Spark Animation Guidelines:

All guidelines pertaining to the Adventist Health logo apply, with some additions:

- The spark animation is most successful with our full-color logo on a white background.
- Do not utilize the spark animation with single-color logo variations (black or white).
- Ensure there is a 1000x386px clearspace around the logo.

Acceptable Example



Unacceptable Examples

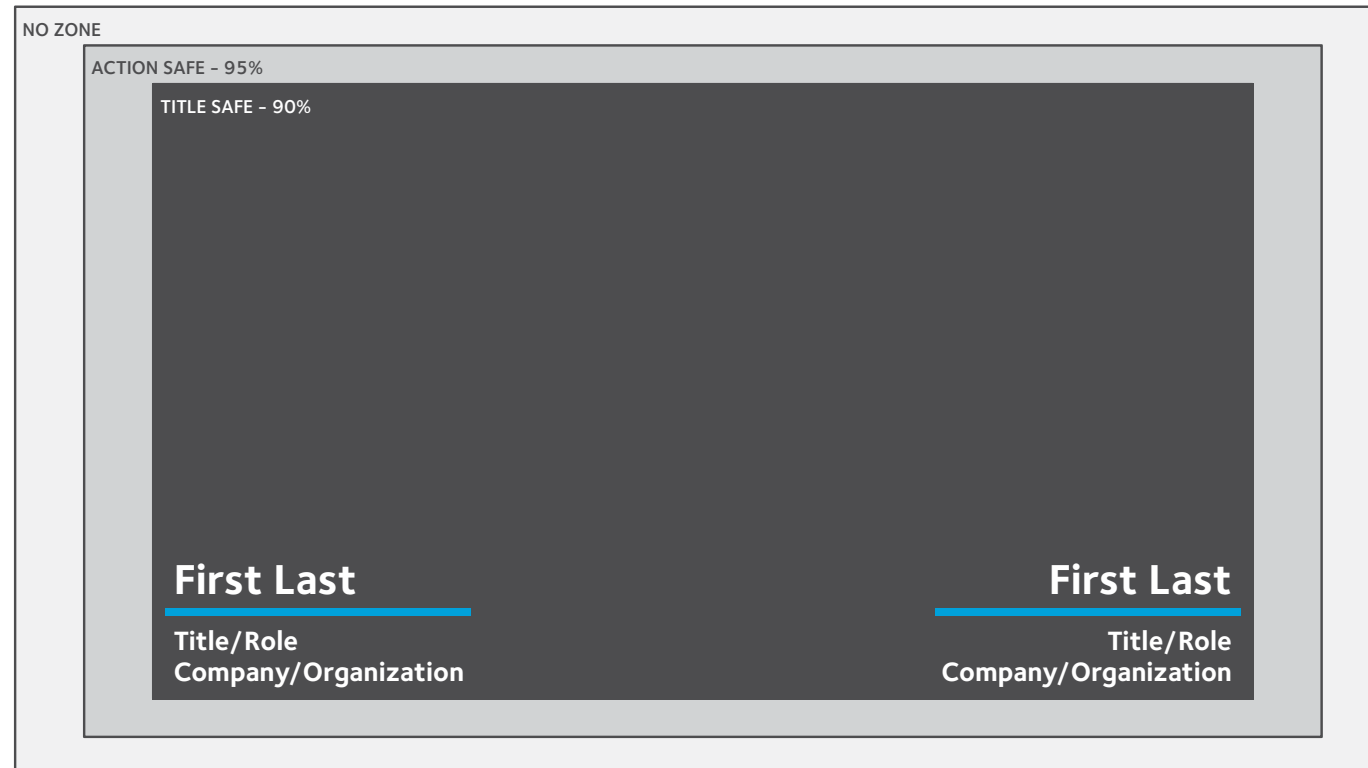


Typography, Title Graphics and Lower Thirds

For brand-appropriate lower-third graphic templates, please reach out to Brand@ah.org

Lower-thirds and Captions on Social:
If you're burning captions into your video, ensure they don't overlap when the video is reformatted for social. If you are using auto-captions where your video is hosted on social, be sure to consider the potential for overlap between captions and your lower thirds.

Lower-third graphics (also known as keys or fonts) identify people, places and things in your video and should also adhere to style guide standards. Despite the name “lower third,” these graphics rarely take up a third of the screen and should be positioned in a way that showcases both the subject and the relevant information. Lower-third graphics can be placed on the left or the right side within the **TITLE SAFE** zone.



Foundry Sterling is the primary brand font for lower-third graphics. Names and titles must be accurate and spelled correctly. Use full, formal titles, but if lengthy, use your judgment to shorten or abbreviate. Keep the title readable in a short time frame, and if the interview subject has more than one title, choose the one most pertinent to the story. Add credentials as necessary with no periods between them (example: MD, PhD, RN, etc.). See [Writing Style Guide](#) for further instruction.

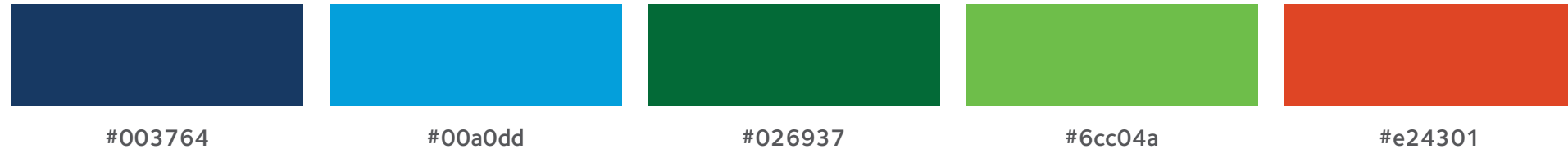
Please ensure adequate contrast between the text and the background for legibility. Do not use any filters on text such as drop shadows, outlines (strokes), glows, etc., as the text might not render well in video format.

Additional Styling

Colors

All colors used in video graphics should adhere to the [Adventist Health Brand Standards](#). Keep in mind that contrast is very important when it comes to graphics for video. Choose colors for maximum contrast and legibility.

Primary Palette



The Adventist Health primary colors are derived from the brand symbol colors. The accessibility color palette, an extension of our primary brand that considers accessibility in digital experiences, is also available for use in video projects. Please refer to the [Colors](#) section of the [Adventist Health Brand Website](#) for detailed information.

Writing

- Become familiar with our [Writing Style Guide](#). If you can't find what you are looking for on our Writing Style Guide site, default to the AP Style Guide. For access, please email Brand@ah.org
- All titles and text added to the video must be proofread for accuracy, proper spelling and grammar.

Imagery and Graphics

- Any images, graphic or graphical element must be crisp, clear and high resolution.
- If you are a Marketing or Communication employee and need a custom graphic, you can submit a Creative Project Request. For all other Adventist Health employees, please submit a [MarCom Request](#).

Talent and Styling

Download a talent release form in [English](#) or [Spanish](#). Contact Brand@ah.org for additional languages or questions.

Videos may not contain any external logos or watermarks, including commercial logos, without prior approval from the Marketing Department at Brand@ah.org

This includes, but is not limited to, any of the following cases:

- Logos on clothing
- Logos in the background of a shot
- Logos of the videographer or production company

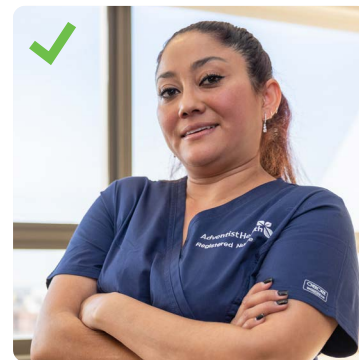
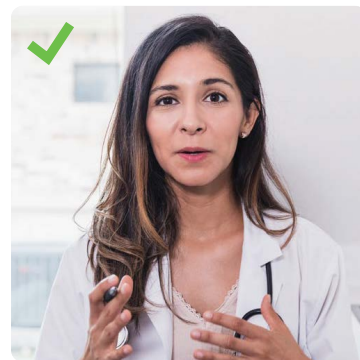
Talent

- Adventist Health employees may appear in videos without written permission.
- Non-employees must sign a release form prior to filming.
- Adventist Health was founded on Seventh-day Adventist heritage and values. Avoid filming or conducting business from sundown on Friday to sundown on Saturday in alignment with the Adventist Sabbath observance.

Styling

- Adventist Health’s dress standard is to maintain a neat and well-groomed appearance.
- Clothing and accessories should be appropriate for the work that is performed (e.g., masks, gloves, PPE).
- When possible, have talent wear solid colors as they work best for captioning.
- Employees in clinical settings should wear an Adventist Health badge, however, reduce clutter by removing badge buddies, keys, etc.
- Avoid other brand's logos, patterns and graphics that do not belong to our organization and/or partner organizations (e.g., polo shirts, hats, posters) to avoid copyright issues.

Attire



Props



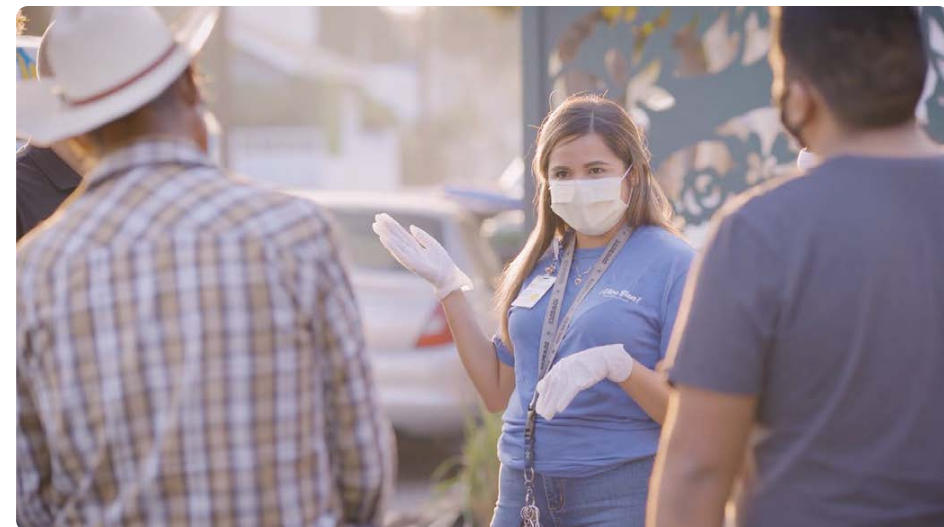
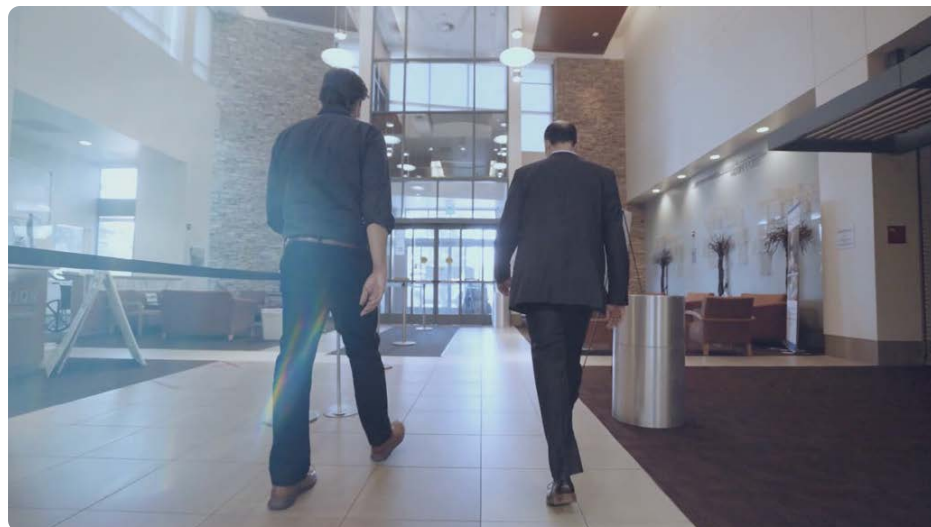
Look and Feel

Lighting

Videos should be light, bright and inspirational. Aim for an authentic, natural lighting. Employees and talent should be shown in the most flattering way possible.



L I G H T , B R I G H T A N D I N S P I R A T I O N A L



Accessibility

Accessibility

Consider accessibility during the creation of your video project. The System Marketing team reserves the right to remove or not embed videos that do not meet minimum quality standards, follow best practices, meet brand guidelines, or meet accessibility standards.

For Any Video

- No flashing or strobe effects.
- Graphics added in post-production must not overlap the area where closed captions appear.
- Typography must be legible.
- Any text overlays must meet **WCAG contrast standards**.
- Any text must be on the screen long enough to be read. A good rule of thumb is to read it out loud two times and leave it on the screen for that long.



For Video with Visuals and Audio

- Video must have closed captions.
- Video must have a proofread transcript.



For Video With Visuals and No Audio

Video must have a visual transcript that explains what is happening scene-by-scene.

Transcripts and Closed Captions

- Be sure to review and edit auto-generated transcripts and closed captions.
- When working with a video vendor, establish who is responsible for closed captioning or transcript services
- **WebAIM: Captions, Transcripts, and Audio Descriptions**

Copyright and Permissions

Copyright and Permissions

Rights & Permissions

- Ensure Adventist Health holds all rights to the video and to all of the content included in the video, such as talent, music, pictures, graphics and illustrations.
 - Some material used in a clinical setting may not be copyright-free in a marketing setting, so be sure you are adhering to all terms of the content's license.
 - Any permissions or licenses received need to be documented. Documentation is the responsibility of the market/department producing the video.
-

Music

- Please reach out to Brand@ah.org for approved copyright music, otherwise there are various sources to copyright-free music you may find online. You may also seek legal, documented permission from an individual artist.
 - Videos uploaded with copyrighted music may be blocked or removed.
-

Talent Release Forms

Obtain a Talent Release Form ([English version](#) / [Spanish version](#)) for everyone who appears in the video, including current employees. It's best to get these the day of shooting.

Technical Production and Quality Standards

Technical Production and Quality Standards

Standard Video Specifications

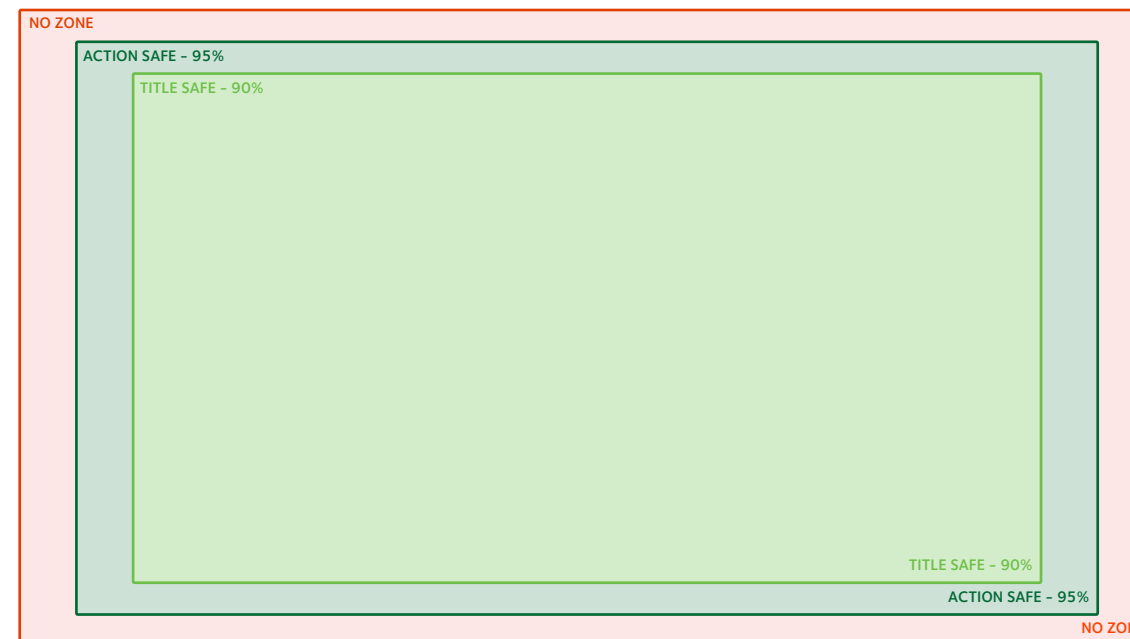
16:9 videos should be created with 1080p high-definition specifications (a screen ratio of 16:9):

- Resolution: 1920 pixels wide by 1080 pixels high
- Codec: H.264
- Frame rate: 24fps (23.976), 30fps (29.97) and 60fps (59.94). *24fps minimum.*
- Bitrate: Bitrate greatly affects file size and quality. Bitrates of 10–24Mbps are common for web or social videos. Bitrates of 35–68Mbps are common for videos intended for promotion or broadcast.

16:9 Safe Areas

The **SAFE ZONES** (indicated in dark and light green) are the areas where titles, graphics, lower thirds and action should be kept within to ensure the information is not lost to screen borders, closed captions, overlaid graphics and lower thirds. It takes into account distortion that can occur when videos are viewed on different platforms.

The **NO ZONE** should never have captions, titles, credits or relevant action. The **ACTION SAFE** area is 95% of the frame and it indicates where relevant action should stay. The **TITLE SAFE** area is 90% of the screen and all graphics and lower thirds should be kept within this space.



For a 1080p high-definition video:
The **ACTION SAFE** area is 1824 x 1026 pixels and the **TITLE SAFE** area is 1728 x 972 pixels.

Technical Production & Quality Standards

Cover photos will be cropped.
 Some basic aspect ratios to follow are:
 Reels and Cover: 9:16
 Reel View Safe Zone: 4:5
 Feed View Safe Zone/Profile Cover
 Photo: 1:1 Centered

Social Video Specifications

Social videos at 9:16 screen ratio should be created with the following specifications:

- Resolution: 1080 pixels wide by 1920 pixels high
- Codec: H.264
- Frame rate: 24fps (23.976), 30fps (29.97) and 60fps (59.94). *24fps minimum, 60fps preferred.*
- Bitrate: Bitrate greatly affects file size and quality. Bitrates of 10–24Mbps are common for web or social videos.

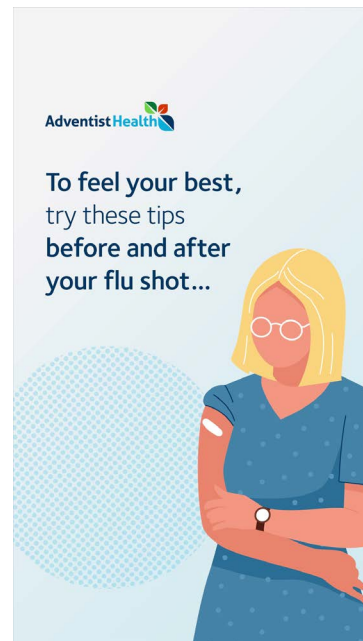
Instagram, Facebook, TikTok and YouTube Shorts will overlay additional elements on your video, therefore critical information, type and branding should not be placed in those areas.

Facebook, TikTok and YouTube Shorts will have similar restrictions to Instagram Reels and can follow the same guidelines — see this example of how 9:16 creative translates to Instagram Reels:

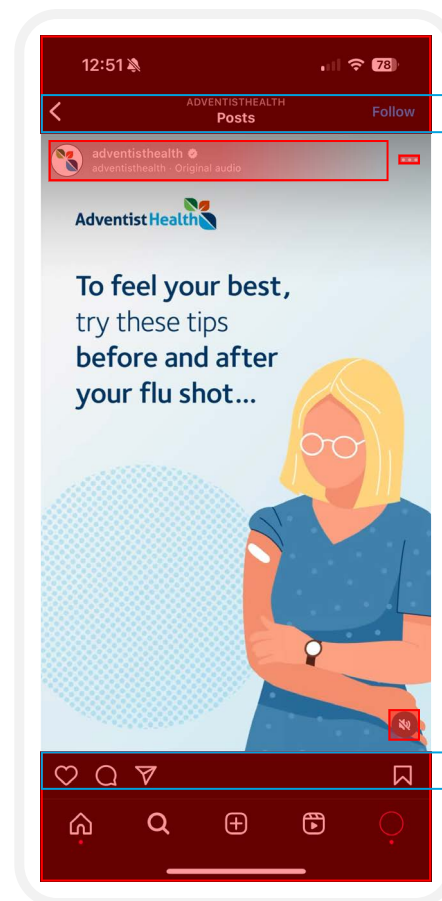
On Instagram, a portion of your video will be hidden depending on which "view" a video is being watched in (In-Feed view or Reels view). This happens in two ways:

- **In-Feed View:** Vertical loss – cropped to 90% of vertical height
- **Reels View:** Horizontal loss – scaled up 110%

9:16 CREATIVE



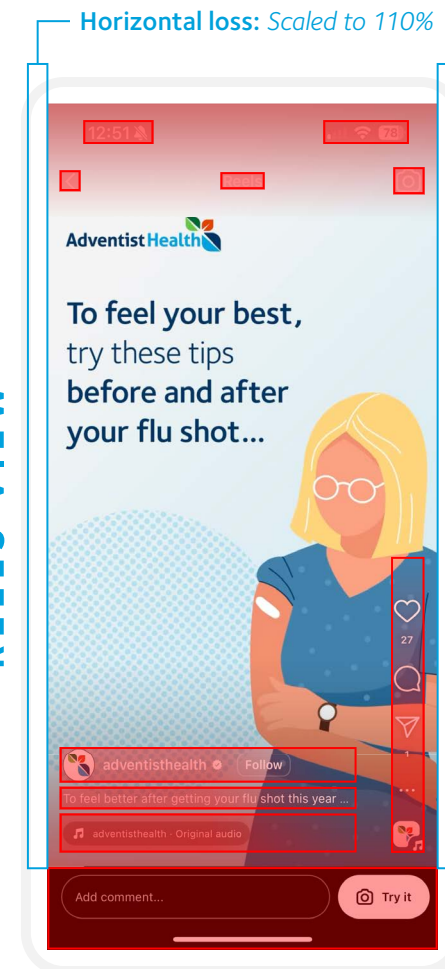
IN-FEED VIEW



Vertical loss:
Cropped to 90% of vertical height

Vertical loss:
Cropped to 90% of vertical height

REELS VIEW



Horizontal loss: Scaled to 110%

Best Practices: Three Stages of Video Production

Best Practices: The Three Stages of Video Production

For access to a video asset kit, including logos, lower third templates and the Adventist Health logo spark animation, please email Brand@ah.org

Planning

Follow the [Adventist Health Brand Standards](#) if you are creating a video for marketing purposes, whether you are producing the video internally or externally. Videos produced for marketing purposes are videos that are created to promote brand awareness, specific markets, service lines, providers, or programs to prospective and current consumers and/or employees.

Maximize System Resources

The Marketing Department may be able to connect you with other markets or departments who are working toward similar goals in order to maximize resources. Notify the Marketing Department by emailing Brand@ah.org before contracts are signed or equipment is purchased.

Instruction for Outside Videographer Vendors:

If you would like to work with an outside vendor, we highly recommend you ask the vendor for work samples ahead of time to ensure they will be able to achieve your desired results. They should be able to provide you with full-length video samples and a highlight reel, sometimes called a “sizzle reel,” upon request. Reach out to Brand@ah.org if you’d like help selecting a vendor. Remember you are hiring them for their skill at both capturing the video and editing it. We strongly suggest the same team capture and edit the video. Using one team to shoot and one team to edit, especially if they’ve never worked together before, can lead to less than desirable results.

Best Practices: Pre-production

Pre-production

The best way to ensure that the production and post-production stages go smoothly is with thorough pre-production.

Basic Checklist:

- Define the goal of your video:
 - Market a service-line, reach prospective employees, etc.
 - Provide information on specific service(s)?
 - Supplement an event or experience?
 - Instructional? Or for training?
- How will you measure the video's success?
- Define what story you're trying to tell:
 - What messaging or key points do you need to convey?
 - Will you need to shoot interviews, b-roll or use archive footage?
- Define your audience
- Determine where your video will be posted/viewed
 - Are you posting it online or to social media?
 - Are you planning on embedding it on a webpage or linking to it?
- Define a timeline for the project
- Draft a storyboard/script/shot list
 - This will ensure that your video stays true to the narrative and purpose
 - It will also act as your guide/shot list during production and post-production
 - Keep in mind that one to two minutes is typically the optimum length for online videos; if you must use a longer video, break it up into smaller, standalone chunks
- Write in as conversational and as friendly a tone as you can. Here are some tips:
 - Use short sentences
 - Write for the ear — not for the eye (most people will only hear the video narration so you can be informal, use contractions, etc.)
 - Read your script out loud and time yourself reading it (then you'll hear where you need to make changes and if you need to cut the script)

Pre-production Best Practice

Here are additional steps for the pre-production process:

- Define your interview subject(s) and possible location(s)
- Scout possible locations, ensure there is good lighting and minimal background noise
- Confirm date and time of event or interview(s)
- Ensure that your videographer is available with proper equipment
- Consider if additional equipment is needed: teleprompter, make-up, wardrobe options, mini hair/make-up kit (for flyaway hair and minor blemishes)

Best Practices: Production

For access to video template assets, please email Brand@ah.org

Production

Here are some tips on getting good video footage during the production process.

Tips:

- Gather test footage and audio for review while on set before capturing true production.
- Capture more footage than you think you need. If you have additional cameras, or extra time, take the time to capture different angles.
- Use a tripod to capture steady footage unless the handheld look is motivated — shaky footage can always be mimicked in post-production, but it's harder to stabilize shaky footage without visual evidence.
- Use the rule of thirds or other basic compositions — shoot slightly wider than you picture the final shot to allow room for scaling and adjustments in post-production.
- If you're recording separate audio and video sources, mark the beginning of the video with a slate or a clap to assist with syncing the two in post-production.
- Set up and record a backup audio source. iPhone voice memos are a great last-resort if you don't have anything else, and can come in handy if something goes wrong with your main audio source.
- Eliminate as much background noise as possible.
- Avoid full frontal lighting. Aim to keep the key or main light coming from a 45 degree angle onto the face.
- Take notes on set about successful or unsuccessful takes, interview highlights or key moments, audio issues, or anything that may prove useful or save time in the post-production process.

Production Best Practice

Here are steps for the production process:

- Ensure subject(s) sign a Talent Release Form
- Use script/storyboard as your guide and shot list to ensure everything is captured
- Meet with interviewee before filming to review script, wardrobe and coach on-screen presence
- If filming at an Adventist Health facility, coordinate with facility manager
- If filming at a non-Adventist Health facility, determine if unique permitting is needed
- Prep location to ensure ideal background, sound-level, lighting and to minimize interruptions
- Ensure you built in time to capture any required b-roll

Best Practices: Post-production

Post-production

Here are some general considerations when editing your video.

Tips:

- Put together a post-production timeline to keep you on track and set expectations for those reviewing and giving feedback.
- Organize your footage and folders for other assets you may use in the project.
- Build your project with edits, different aspect ratios and platforms in mind.
- Focus on finishing a rough cut and layout of the timeline before fine tuning any other aspect of the video. Follow the initial shotlist or storyboard and make changes from there.
- Sound mixing: Eliminate as much distracting audio and background noise as possible.
- Create a duplicate sequence or composition before making new edits so you can always revert and view changes without opening additional working files.
- Select music based on the mood and goal of the video, not the edit.
- Collect feedback and edits at specific timestamps.

Instructions for the Editor:

- Use the script/storyboard as the blueprint for your video.
- Avoid flashy transitions and effects; be creative, not kitschy.
- Avoid copyrighted music or video.
- Output the final video in MP4 format, which can be played by most media players and mobile media devices.
- Ensure all spoken verbiage is an exact match to any text that is displayed on screen.
- Change what is seen on screen every 10–15 seconds (example: switch between interview footage, b-roll and visuals).

Post-production Best Practice

Here are steps for the post-production process:

- Remember the story you are trying to tell and always stay true to the narrative
- Keep in mind that one to two minutes is typically the optimum length for online video; if you must use a longer video, break it up into smaller, standalone chunks
- Don't complicate your video with too much information — keep it simple

Best Practice Examples

Best Practice Examples

Patient Story



Edward | Total Shoulder Replacement with Dr. James Boyd

Patient Story



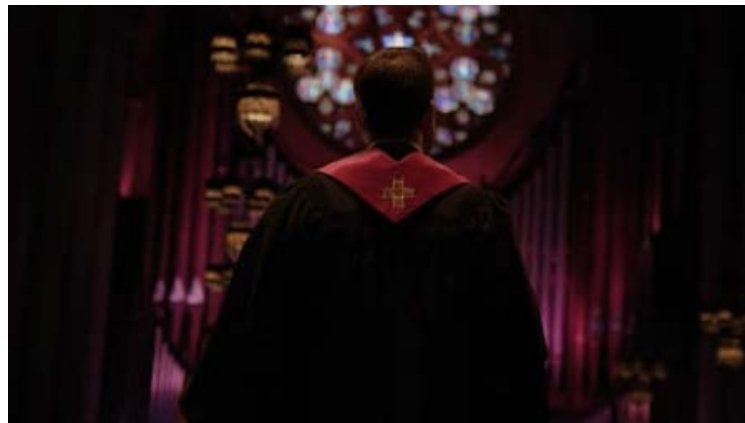
Pauline | Hip Replacement with Dr. Nuzzo

Patient Story



Barbara's Story | Adventist Health Glendale

Patient Story



Michael | Adventist Health Glendale

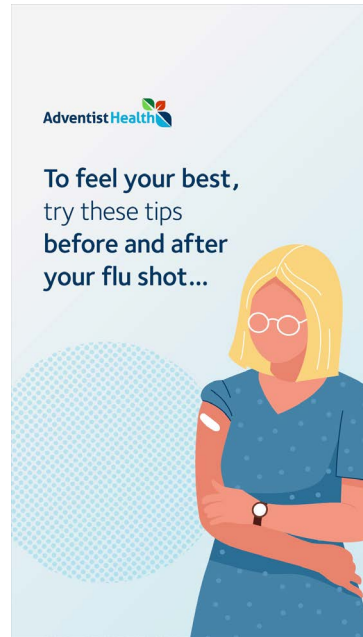
Webinar



Dr. Eisenberg | Adventist Health St. Helena

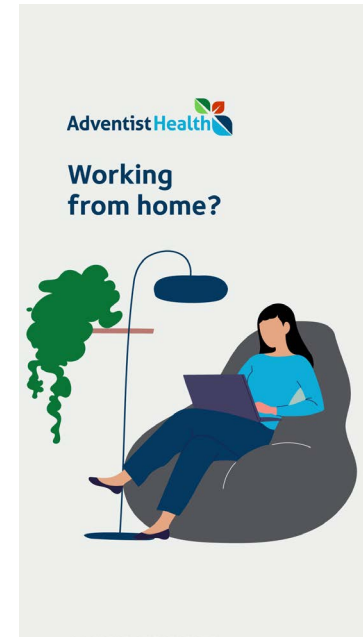
Best Practice Examples

Social Animated Reel



Flu Shot Tips

Social Animated Reel



Staying Active During the Work Day

Social Video Reel



American Heart Month

Social Video Reel



RSV Symptoms in Children

Thank you



For more information, contact Brand@ah.org

