

# IDENTITY: VIDEO

Easy-to-produce and easy-to-share video can be a powerful tool to connect with your audience. Not having production standards can result in amateurish, poorly edited, and poorly produced products that negatively impact the University.

## GUIDELINES

### Bumper

NYU videos use standard bumpers to identify the University. The bumper includes the NYU logo, shown in white on a solid black background. A closing bumper fades out at the end of the video.

### Opening Title and Closing Credits

Opening titles appear after the opening bumper and closing credits appear before the closing bumper. Titles, names, and dates appear in Gotham Medium all caps. All other descriptive information appears in Gotham Book mixed case.

### Video Bug

The video bug for video materials is a ghosted NYU insignia with a drop-shadow. Artwork for the video bug is available in the downloads section at [nyu.edu/styleguide](http://nyu.edu/styleguide).

### Lower Third (naming captions)

Names appear in Gotham Medium all caps. Other descriptive information is Gotham Book mixed case.

### Fonts

Gotham is the preferred NYU visual identity font. If this is not available, another equivalent sans serif font can be substituted.

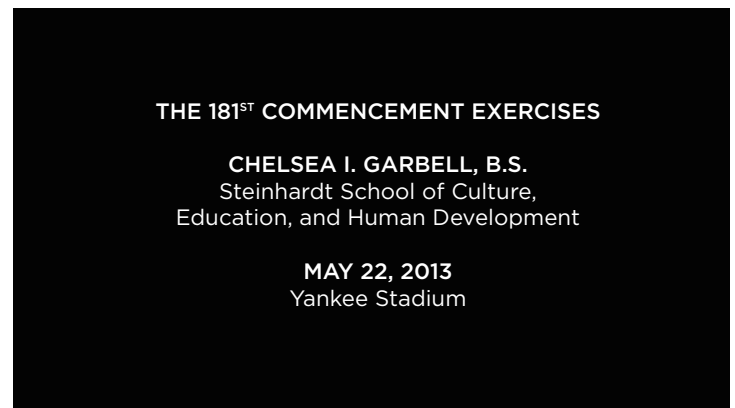
### Department of Media Productions

The Department of Media Production works closely with NYU and its schools to design and produce effective marketing tools. If you have a project in mind and would like to discuss cost and the production process, please call **212-998-6871** or go to [nyu.edu/media.production](http://nyu.edu/media.production).

For more information, please email [urpa.styleguide@nyu.edu](mailto:urpa.styleguide@nyu.edu).



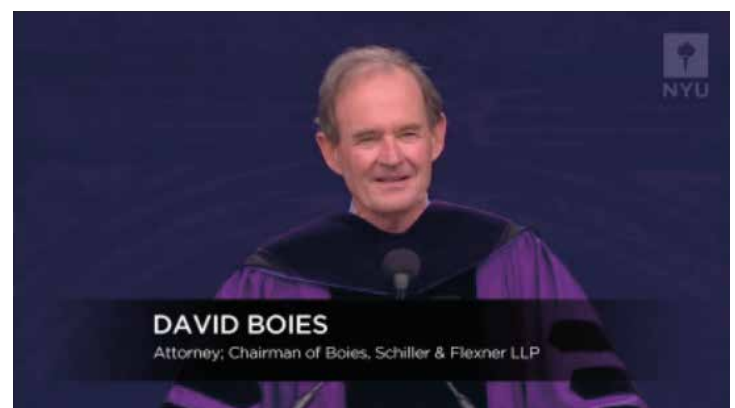
OPENING BUMPER



OPENING TITLE



VIDEO BUG



LOWER THIRD



CLOSING CREDITS



CLOSING BUMPER

