Metro Video Specs
& Style Guide
**Introduction**

The popularity, easy access and immediate gratification of digital media have created a great demand for online content, including the production and sharing of videos.

This document contains brand guidelines for any videos being produced by, or behalf of, Metro. The goal is to create a consistent style, voice and message that maintain the integrity of the agency brand, as well as use the medium’s power to inform and garner support for the agency’s many projects.

**Official Videos**

Official videos should be collaboratively produced between Metro Marketing, other departments and, when applicable, consultants. This is to ensure that messaging, identity and branding is consistent with other information on the same topic. Official videos will be posted on Metro’s official YouTube channel, and any other approved sources.

Official videos must adhere to specific standards of professional production quality that include:

> Font and logo usage consistent with Metro branding guidelines.
> Use of professional audio/visual equipment (no ambient or on-camera sound).
> Smooth camera operation (no shaky hand-held camerawork).
> Editing that maintains flow and continuity.
> Third-party elements (ex. music, photographs) are used with right-holder’s permission and according to right-holder’s guidelines.

**Unofficial Videos**

Unofficial videos are those created by any staff, consultants or outside resources without collaboration or review by Metro marketing. Whenever possible, these videos should aim to adhere to the technical specifications cited in his document, making them acceptable for unofficial use without compromising the overall brand. These videos would require approval from Metro marketing before posting on any Metro online sources.
**Metro Brand Guidelines**

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**VIDEO STYLING (12:9 Ratio / 1280x720)**

**Opening Screen: Logo**

Duration: 1 Second  
Transition: Fade Out ONLY into next segment

**Closing Screen: Logo + web address**

Duration: 3 Seconds  
Transition: Fade In from former segment AND Fade Out to Black
**Metro Brand Guidelines**

**VIDEO STYLING (4:3 Ratio / 640x480)**

**Opening Screen: Logo**

- Duration: 1 Second
- Transition: Fade Out ONLY into next segment

**Closing Screen: Logo + web address**

- Duration: 3 Seconds
- Transition: Fade In from former segment AND Fade Out to Black
VIDEO STYLING / WATERMARK LOGO (16:9 Ratio / 1280x720)

Watermark Logo: on video

Use provided PREF_REV logo with shadow

Logo is 83px x 174px with shadow, at 50% transparency

Place in bottom-left corner, with white portion of logo 30px up from bottom and in from left

DO NOT USE box around logo

Use throughout entire video, except DO NOT USE during Opening and Closing Screens

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Watermark Logo: on video

30px
VIDEO STYLING / WATERMARK LOGO (4:3 Ratio / 640x480)

**Watermark Logo: on video**

Use PREF_REV logo with shadow

Logo is 44px x 93px with shadow; at 50% transparency

Place watermark in bottom-left corner, with white portion of logo 30px up from bottom and in from left

DO NOT USE box around logo

Use throughout entire video, except DO NOT USE during Opening and Closing Screens
**VIDEO STYLING / BYLINE STYLE (16:9 Ratio / 1280x720)**

**By Line: on band**

Use Scala Sans Bold and Scala Sans italic in WHITE or BLACK as alternate.

Place a gradient band that starts at 25% of the screen width and blends to BLACK at 50%, behind WHITE text for busy frames.

DO NOT USE Scala Sans Black font style.

DO NOT USE centered type.

**By Line: floating**

*John Doe, Official Title*

(align to left of title safe area)
**Metro Brand Guidelines**

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**VIDEO STYLING / BYLINE STYLE (4:3 Ratio / 640x480)**

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**By Line: on band**

Use Scala Sans Bold and Scala Sans italic in WHITE or BLACK as alternate

Place a gradient band that starts at 25% of the screen width and blends to BLACK at 50%, behind WHITE text for busy frames

DO NOT USE Scala Sans Black font style

DO NOT USE centered type

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**By Line: floating**

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*65px*  
{align to left of title safe area}
**VIDEO STYLING / MOVIE TITLE STYLE (12:9 Ratio / 1280x720)**

- **The Source Rides**
- **The Gold Line**

**Use Scala Sans Bold**

Use Scala Sans, Scala Sans Italic, or Scala Sans Capitals Bold in lowercase for alternate typefaces.

**Always left justified**

Try to use same hang line and left margin as much as possible.

**DO NOT USE Scala Sans Black font style**

**DO NOT USE Scala Sans in all caps (other than the lowercase Capitals font style)**

**DO NOT USE centered type**

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**VIDEO STYLING / MOVIE TITLE STYLE (4:3 Ratio / 720x480)**

- **The Source Rides**
- **The Gold Line**

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Use Scala Sans Bold

Use Scala Sans, Scala Sans Italic, or Scala Sans Capitals Bold in lowercase for alternate typefaces.

Always left justified

Try to use same hang line and left margin as much as possible.

DO NOT USE Scala Sans Black font style.

DO NOT USE Scala Sans in all caps (other than the lowercase Capitals font style).

DO NOT USE centered type.
SPECIAL THANKS TO
Cherry Blossom Festival
City of Los Angeles
County of Los Angeles
East Los Angeles Farmer’s Market
Mariachi Festival
Santa Cecilia Festival

VIDEO STYLING / END CREDITS (12:9 Ratio / 1280x720)

200 px

500 px

Use Scala Sans Bold
Use Scala Sans, Scala Sans Italic, or Scala Sans Capitals Bold in lowercase for alternate typefaces
Always left justified
Try to use same hang line and left margin as much as possible
DO NOT USE Scala Sans Black font style
DO NOT USE Scala Sans in all caps (other than the lowercase Capitals font style)
DO NOT USE centered type

VIDEO STYLING / END CREDITS (4:3 Ratio / 720x480)

110 px

375 px

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