

Parks Victoria video style guide

Intro

The Parks Victoria video style guide help PV staff and suppliers produce high quality branded content.

The guide details the 'look, sound and feel' of videos produced by or for Parks Victoria and ensures that our videos:

- Are consistent and professional in style;
- Are highly engaging and hold the viewer's attention;
- Meet the public's expectations of Parks Victoria;
- Follow Parks Victoria's visual style and brand guidelines.

Parks Victoria's main video distribution platform is YouTube. Unless otherwise specified videos should be produced in line with YouTube requirements.

Parks Victoria YouTube Channel

- You can see examples of our recent videos on Parks Victoria's YouTube channel - <https://www.youtube.com/user/ParksVictoria>

Parks Victoria visual style and brand guidelines

- Forms the basis of this guide and available for download here

Tech specifications - video

Aspect ratio

- 16:9 native unless specified for specific platform i.e. 9:16 for Instagram stories / TV, 1:1 for Facebook.
- Archival footage of stills to scaled to fill 16:9 where possible.

Video quality

- Resolution – Videos to recorded and exported at a minimum of 1080p FHD. If necessary slow-motion and other cropped shots can be at 720p.
- Framerate – 25 fps.

Final export

- MP4 container and H.264 Codec
- Follow export specs for YouTube FHD at 1080p
- Other platforms requirements will be considered according to need

Colour correction and grading

- Colour correction and grading should only be attempted by a professional.
- If your video is not going to receive a professional colour grade – it should be filmed in standard colour mode, allowing for the most ‘natural’ in camera colour and saturation. This is appropriate for most of the content Parks Victoria produces.
- If your video is going to receive a professional colour grade – it should be filmed in a flat colour profile or “log”. This can be appropriate for hero brand films. Videographers / DOPs can discuss with the project manager which colour makes the most sense depending on the project.
- Final videos should be graded to natural colours – not over or under saturation or too heavily influenced on one colour direction.

Tech specifications - audio

Background noise

- Where possible avoid locations with significant background noise – i.e. roads with passing traffic, construction sites etc.
- Use an appropriate microphone (and windsock) to separate target audio from background audio – lapel (lavalier) mics work well for this purpose.

Microphone placement

- Shotgun or boom mics should not be in the frame.
- Lapel mics may be visible, but cords, cables and transceivers should be hidden.

Audio quality

- Avoid distortion or clipping.
- Remove incidental background noise where possible, but do not introduce noise reduction artifacts.
- Compression may be used to normalize audio levels, without artifacts or distortion.

Sound effects

- Subtle supporting sound effects may be used if they add to video but avoid anything gimmicky or distracting.
- Ensure that they are appropriate to the area – don't use the call of an animal that is not endemic to that specific location.

Closed captions

- For accessibility purposes closed captions need to be provided as additional file in .srt format. Please do not 'burn them' into the exported video file.



Make sure you include a captions file .srt format.

Brand requirements – what makes a PV video?

PV shooting styles

- PV Videos hero the landscapes we manage. Drone shots are a great way to achieve this, but don't overdo it – they need to be breath taking and relevant to the story.
- We also highlight the in-park experience where we can. Try to show people engaging in appropriate activities where possible and try to capture their journey getting there as well.
- Use an engaging B-Roll shooting style – smooth camera movement, occasional POV, moderate slow-motion, subject-background separation – the viewer should feel like they're part of the action.
- Avoid locked off shots and static frames, overly shaky footage or other styles that distract or could draw away the viewers attention.
- Interps, tours or instructional videos where the presenter is addressing the audience should should a 'straight down the lens' approach.
- In stories or features that do not directly addressing the audience, interviewees should look slightly off camera orientated towards the centre of the frame.

Audience and editing considerations

- Make sure the purpose of the video is matched with the requirements of the audience - i.e. addressing both children and parents in a fun and engaging way for Junior Rangers, versus a direct and straight stakeholder or government comms piece.
- Video length depends on the video's purpose and audience. However you should be as direct and concise as possible - avoid going into unnecessary detail and keep it short and simple.
- The video tempo should be neutral and natural – videos should flow freely from shot to shot, avoiding long / drawn-out shots that lag or hyperlapses. Some occasional and moderate slow-motion (i.e. 50fps -> 25 fps) is okay but don't over do or use overly exaggerated slow-motion.
- Avoid jump cuts by covering them B-Roll or punching-in to a tighter frame during a piece-to-camera or interview.

Brand requirements cont.

PV masterbrand

- Follows PV corporate green colours (ignore the blue alternatives).
- Designed to be clean and corporate brand.
- Full details contained in the PV visual style and branding guidelines

PV experience brands

- Style variation based on the visitor **experience of the park environment** and landscapes or marinescapes.
- Designed with specific colours that reflect the park experience.
- Gradient flow from primary colour to secondary.

Visual style guidelines

- PV visual style and branding guide forms the basis of this guide - [you can download it here](#)

PV logo placement

- Avoid additional shots of the PV logo. Our landscapes and the in-park experiences are the heroes. The PV logo should only appear on the endslide or as part of the experience brand opening title.
- In some instances it might be appropriate to include shot with a glimpse of the badge on a ranger's uniform or a logo on an in-park sign, but remember the logo is not the point.

Font

- PV's house font is Frutiger – it is available in Lt (45) and Bold (65) weights. Your project manager will be able to supply you with font.

Experience brands



BEACHES
& COASTS

Primary

HEX: 006054

Secondary

HEX: 4b8476



RUGGED
BUSHLANDS

HEX: 6e542e

HEX: b59259



TALL
FORESTS

HEX: 445436

HEX: 427641



BAYS, LAKES
& RIVERS

Primary

HEX: 395e66

Secondary

HEX: 4ba9ba



MOUNTAIN
PEAKS

HEX: 635545

HEX: 8d7f6b



URBAN
PARKS

HEX: 3c6233

HEX: 8a9851

Parks Victoria's experience brands are a variation of the masterbrand that reflects the **experience of the park environment** and landscapes or marinescapes.

They are used when the video focuses on the visitor experience in a park or region – i.e. if the video theme is *Guided tour in the Alpine National Park* use the Mountain Peaks experience brand.

They are not used when the theme of the broad across the organization (i.e. safety, volunteering, conservation) or the video would include multiple experience brands (i.e. mountain peaks & rugged bushlands).

In video experience brand assets include opening title slide, lower thirds and map of Victoria.

Your project manager in conjunction with Parks Victoria Marketing can advise which endorsed brand animated final slide is appropriate for your project.

Experience brand identities are not be reversed.

Endorsed brands

Parks Victoria's **Endorsed Brands** are six categories of 'what we do' outside of core park management activities that demonstrate how we are *Into Nature*.

In video projects endorsed brand lock-ups **only feature in the animated final video slide** which appears before the VicGov authorization right at the end of the slide.

The endorsed brand lock-ups do not appear anywhere else in the video.

Not all videos will need to include an endorsed brand – Videos that represent a whole of PV approach will follow the Masterbrand only.

Your project manager in conjunction with Parks Victoria Marketing can advise which endorsed brand animated final slide is appropriate for your project.



In video the endorsed brand lockups are reversed and feature animation.

Supers

Motion graphic templates

Specific instructions on how to use each template are included separate to this style guide. All templates available in masterbrand and experience brand styles.

- Opening Titles
- 2x Lower Thirds formats – three lines of text and one line of text
- Map of Victoria with location pin

Masterbrand vs experience brand

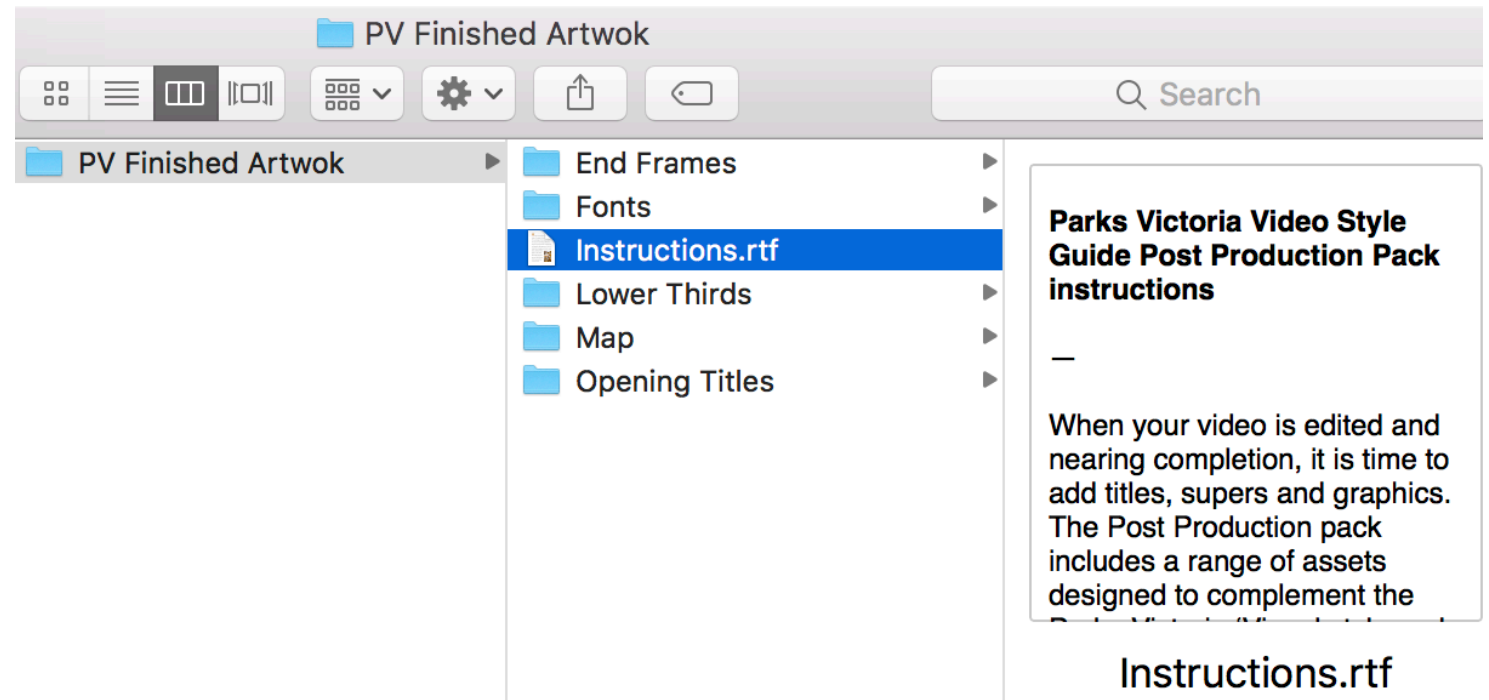
- Follow either masterbrand or experience brand styles according to video

Other formats

Other formats may be developed in conjunction with PV Marketing – seek marketing approval first.

Fonts

You will need to install Frutiger Fonts in order to use these templates. Contact PV marketing should you not have them.



Instructions on how to use PV finished artwork / Supers are included in the downloadable package.

Supers – opening titles

Opening titles

- Showcases video title – up to three lines of centre aligned text
- 6 second duration
- Opening shot needs to be held during the title slide animation (i.e. not cut)
- Comprised of two individual motion graphic templates applied on top of each other

Masterbrand styles

- Used when following PV masterbrand style
- Neutral opening that references the chevron in the Parks Victoria Logo
- Overlay opacity to set at 40% (both grey and black layers)

Experience brand styles

- Used when following experience brand style
- Features experience brand colour overlay and graphic identity



Opening titles - Experience brand rugged bushlands

Supers – lower thirds

Animated lower thirds

- Masterbrand (green and blue) and experience brand styles
- Three lines of text – first line is bold.
- For titles use Names (bold) Job Title, Organisation or Park/Region if PV staff
- RHS and LHS – RHS needs adjusting – LHS has fixed padding
- Frutiger fonts need to be installed.

Alternate uses

- Used a label for species names. Animal or plant common name is line one (bold) and scientific name is line two. Line three can be left empty.
- Used to define or explain a key term or jargon. The word / phrase is line one (bold) and definition explanation over the following two lines



PV Masterbrand lower-third

Supers – map of Victoria

Map of Victoria

- Used to denote park or place location in the state.
- Park name and place pin can be moved by x y coordinates.
- Should only be used sparingly in each video – i.e. once at the start and then again if location has changed significantly.
- Follows Masterbrand or experience brand styles and should match the title-slide and lower thirds.
- Hide the ‘Melbourne placemaker’ when park location is close to Melbourne i.e. Albert Park etc. by reducing the opacity of the Melbourne dot and text in the template.



Map of Victoria – Experience brand Tall Forests

Soundbeds and backing tracks

Sound beds

- Use natural sounds related to the environment – bird calls where appropriate (ensure that they are endemic to the area), wind rustling leaves in trees, crashing waves etc.
- Avoid windows of complete negative space in the VO track. Fill with relevant background SFX.

Music backing track

- For videos longer greater than 3-5 mins – the sound track does not need be present the whole way through and may be used only for intro / outro.
- Instrumental only.
- Help sets the tone and pace of the video and should follow the strategic purpose of the video.
- Go for neutral tracks. Avoid solo acoustic / jangly guitars, overly aggressive techno / EDM.
- Feel free to remix, loop and edit the track as required.
- Parks Victoria has an account with [audiio.com](https://www.audiio.com) and can provide licensed tracks – contact marketing@parks.vic.gov.au

Final slide and calls to action

Final slides

- Animated masterbrand or endorsed brand lock-up logo assets already developed.
- Use the endorsed brand lock-up if relevant to the main focus of the video. Otherwise use the master brand.
- Default call to action "discover more at parks.vic.gov.au" – burnt into existing assets.

Unique calls to action

- Specific end slides and unique CTA can be developed can be developed in conjunction Parks Victoria's Marketing Team – marketing@parks.vic.gov.au
- Unique calls to action should appear with the PV animated final slide.

Funding acknowledgements

- Acknowledgement of funding (or other relevant final messages that are not calls-to-action) are to appear as white text on black with Frutiger Lt font before the final slide.



PV masterbrand final slide with default CTA.

Co-branding and VicGov authorisation



GLaWAC and PV cobranded final slide.



VicGov authorized slide - note this is mandatory and is supplied.

Funding acknowledgements

- Acknowledgement of funding (or other relevant final messages that are not calls-to-action) are to appear as white text on black with Frutiger Lt font before the final slide.

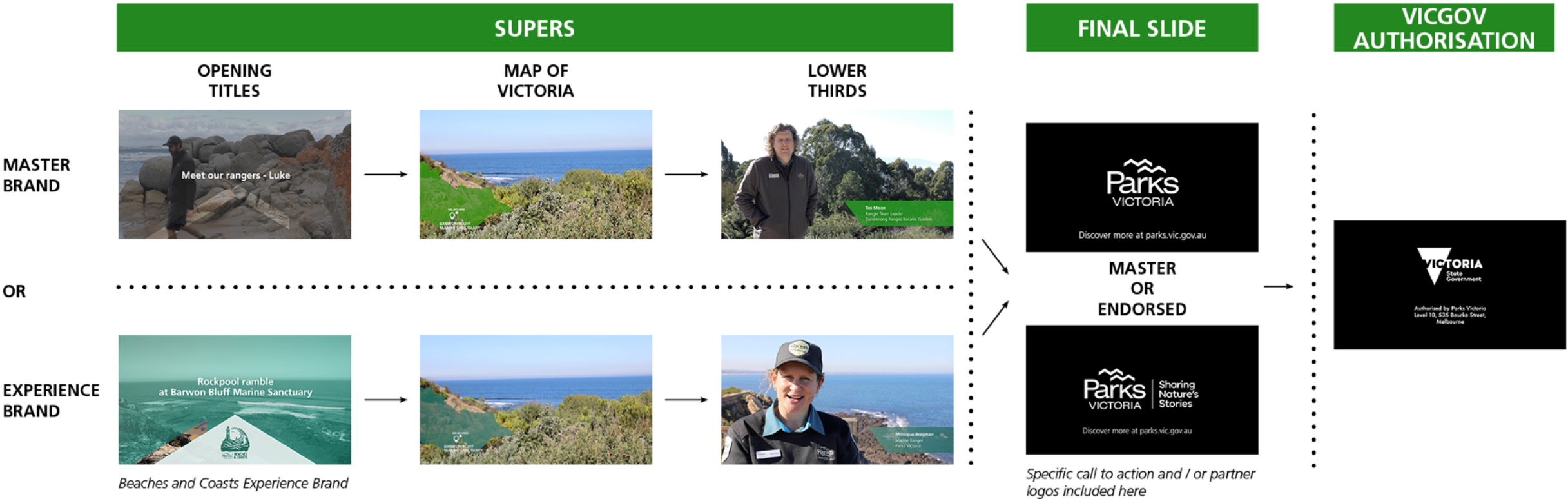
Co-branding / partners

- Any partner logos (reversed) are to appear on a black background next to static version of the PV logo. Position logos so they are centre-aligned and there is adequate space around them. This is a branding requirement in all Parks joint-managed with Traditional Owners.
- Logos are to bottom aligned and balance in size.
- Slide fades in and out over 4 seconds.

VicGov authorization

- Final VicGov authorisation slide required and included in the existing assets.

Brand finished artwork decision flow



Further info

For more information please contact:

- Parks Victoria's Marketing Team – marketing@parks.vic.gov.au

PV YouTube & other social channels

- YouTube - youtube.com/user/ParksVictoria
- Website - parks.vic.gov.au/
- Facebook – facebook.com/ParksVictoria/
- Instagram instagram.com/parksvic/
- Twitter – twitter.com/ParksVictoria

Brand checklist

Ask your project manager or PV Marketing these questions to ensure you have the right brand requirements:

- Does your video follow the Master Brand or Experience Brand Styles?
- Does your video need an endorsed brand final slide?
- Are there any partner logos, funding acknowledgements or cobranding requirements?
- Do I need to include closed captions as a separate .srt?