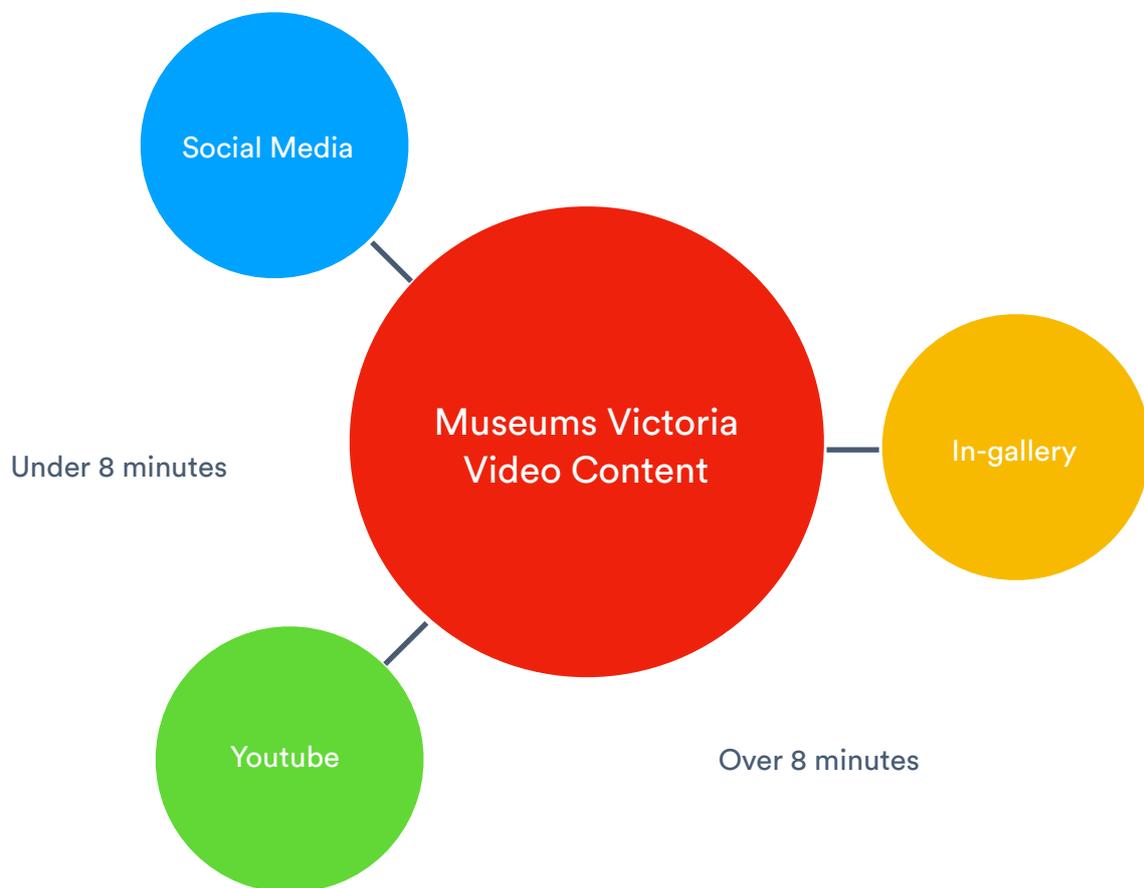


Museum Victoria Video Content Style Guide

This document is a guide for makers of Museums Victoria video content. The style has been designed to evoke trust and engagement with our brand and content. Please do your best to follow the style guide but keep in mind that every output is unique and amendment is encouraged if required.

Content Segments



Official Fonts



Social Media



In-gallery Content



Youtube

Lead Typeface - CIRCULAR STD
Use this for headings and lower thirds

Supporting Typeface - SOURCE SANS PRO
Use this for body text and where Circular Std is unavailable.

Ancient Sea Monsters!

Ride in a restored Luna Park Big Dipper carriage, step into workers' houses from the 1890s and hear the sounds of Melbourne's music scene. See how where you live evolved from traditional Kulin lands to the suburbs of today. Over 1200 irreplaceable objects from Victoria's state collections show that Melbourne is truly a city of stories.

Watermark



Social Media



Youtube

The iconic MV mark is a key brand identifier. This symbol must be watermarked on all video content distributed by Museums Victoria unless it formatted to be presented in-gallery (Melbourne Museum, Immigration Museum, Science Works).

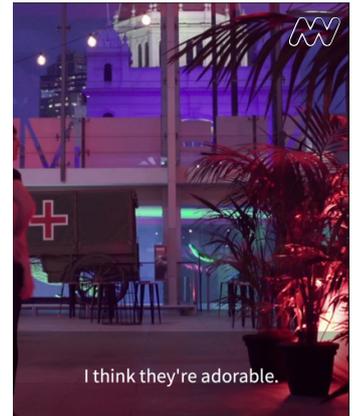
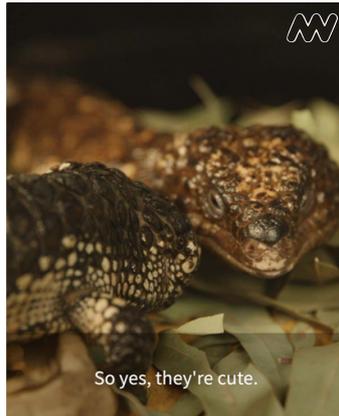
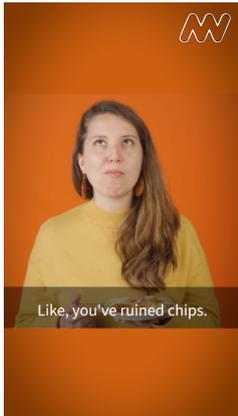
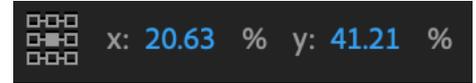
Placed in top hand right corner in solid white or black. Fade out before final logos.
Only 1 MV logo to appear on screen at any time including watermark.
NO watermark during credits or cultural protocol screens



Ratios / Subtitles



Subtitles - PREMIERE PRO CAPTIONS
 Font: Source Sans Pro Regular. Size: 60
 Black colour matte behind at 50% Opacity, hard edge no feathering



IGTV / Stories
 Ratio: **1080:1920**
 FPS: 25FPS
 Duration: No limit for IGTV, 30 secs for Stories
 Logos: Required
 Subtitles: **Required**
 Inside centred 4:5 for IG preview

Instagram Post
 Ratio: **1024:1280**
 FPS: 25FPS
 Duration: Less 60 secs
 Logos: Not Required
 Subtitles: **Required**

Twitter Video
 Ratio: **1024:1280**
 FPS: 25FPS
 Duration: No Requirement
 Logos: Required
 Subtitles: **Required**

Facebook
 Ratio: **1024:1280** Pixels
 FPS: 25FPS
 Duration: No Requirement
 Logos: Required
 Subtitles: **Required**



In-gallery Content
 Ratio: **1920:1080**
 FPS: 25FPS (or playback spec)
 Duration: No Requirement
 Logos: Required
 Subtitles: **Required**

Youtube
 Ratio: **1920:1080**
 FPS: 25FPS
 Duration: 5-10 Minutes (recommended)
 Logos: Required
 Subtitles: **Required (uploaded not burnt in)**

Lower Thirds



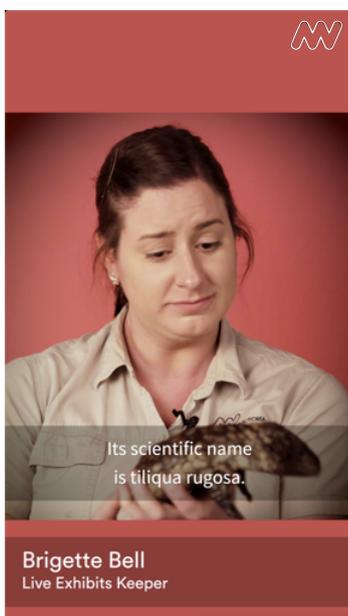
Official titles must be used if applicable for example 'Dr, Professor, Right Honourable, Ph.D'

Lower Thirds - PREMIERE PRO TITLE

Upper Name: Circular Std Book, Size 70.0

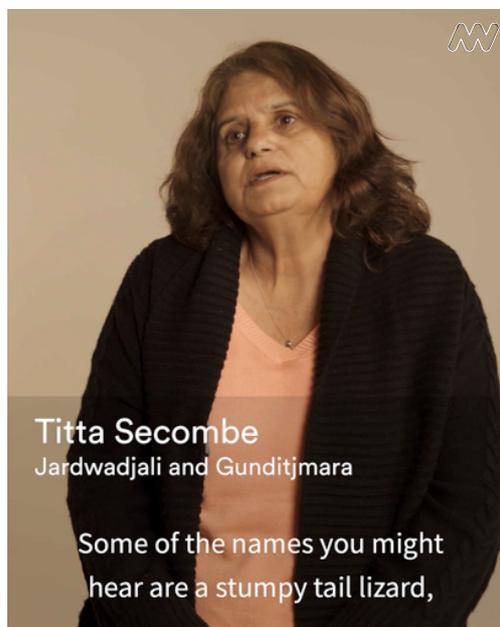
Lower Title: Circular Std Book Size 50.0

Background: Rectangle, Aligned to left or right depending on speaking space, Opacity 50%



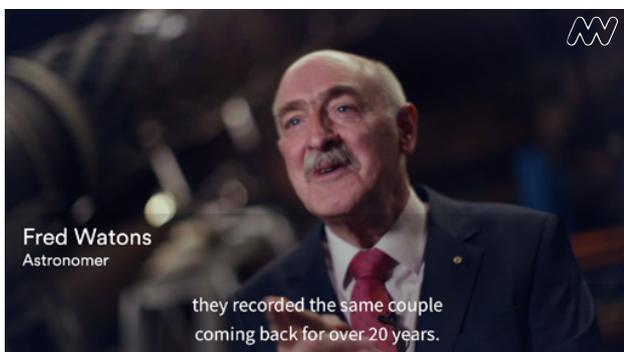
IGTV / Stories

Lower Thirds: Bottom of frame



Instagram / Twitter / Facebook

Lower Thirds: Aligned Above



Youtube Explainers

Lower Thirds: Aligned in bottom third

Rectangle has dead space aligned to eye line



In-gallery Content

Lower Thirds: Aligned Above Subtitle.

Rectangle has dead space aligned to eye line

Intro Titles



Main Titles - PHOTOSHOP
Font: Circular Std Black, Size 110 pt, Leading 122pt, Tracking -5
Centred



Explainer Titles



Explainer Titles - PREMIERE PRO TITLE
Font: Circular Std Bold, Size 136.0, Left aligned
Background colour solid: Aligned to centre (or discretion), Colour black (or discretion), Opacity 100%



Credits & Acknowledgements



IGTV / Stories

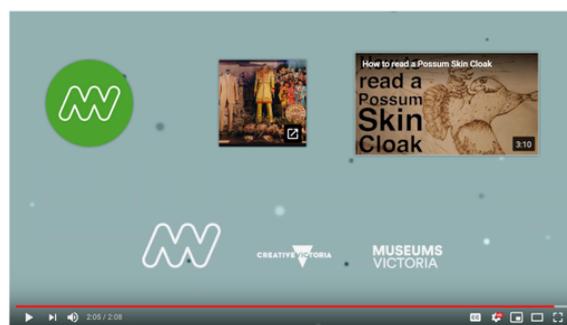
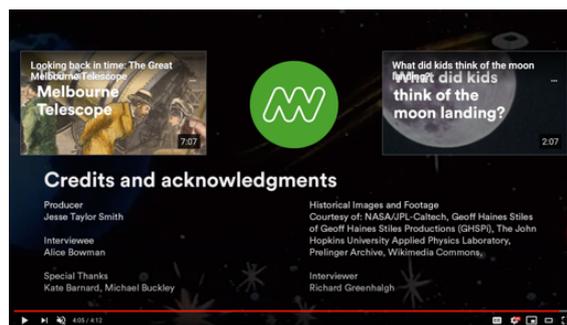
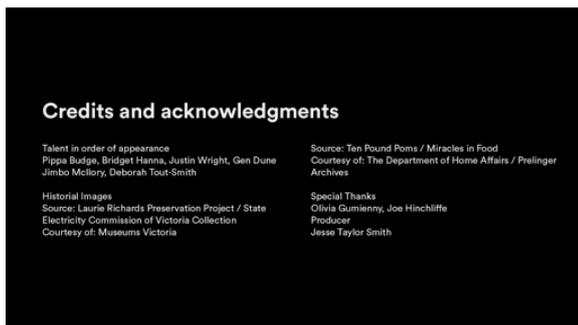
Just Logos, landscape, on black or

Instagram / Twitter / Facebook

Just Logos, landscape, on black or colour at discretion



For text formatting of credits and acknowledgements please refer to the Museums Victoria style guide.



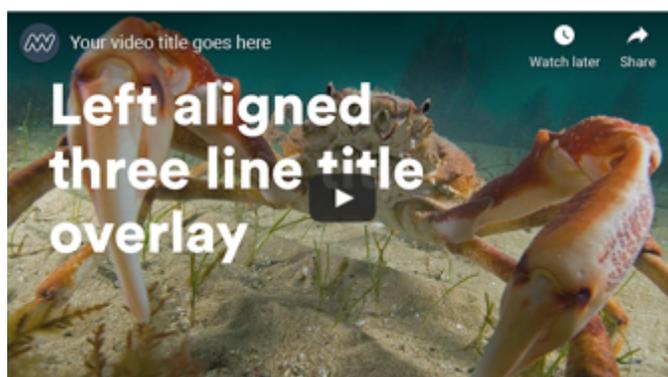
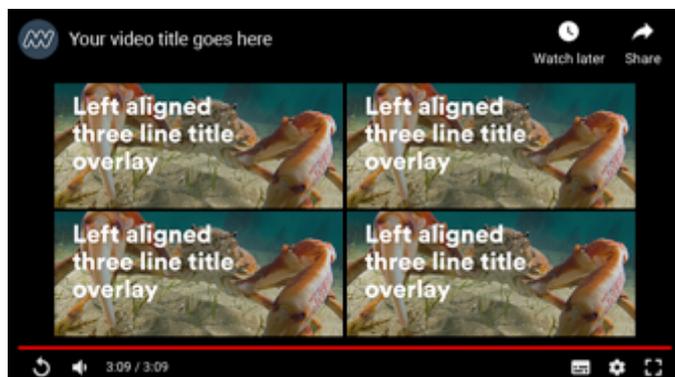
In-gallery Content

Credits and logos centred for screen playback. On black or colour at discretion.

Youtube Explainers

Credits and logos aligned to give space for youtube annotative links. On black or colour at discretion.

Cover Images



Youtube Titile - PHOTOSHOP

Ratio: 1270:720

Font: Circular Std Black, Size 110 pt, Leading 122pt, Tracking -5

Left aligned three line title different from the video name.

Usually a question.

Indigenous Cultural Protocol



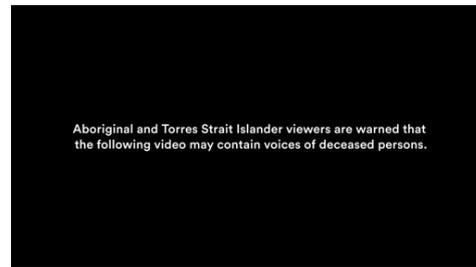
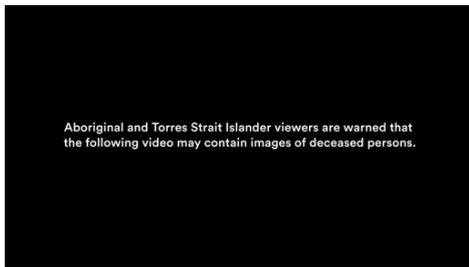
Museums Victoria content creators should be aware that images and voices of long-deceased persons — for example, in archival footage and photographs — may cause distress to First Peoples.

Technical

Font: Circular Std, Medium Size 50 pt, Leading 12pt, Tracking -5 Centred.

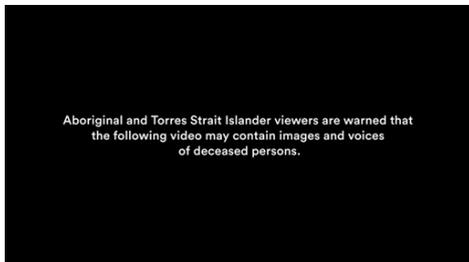
White text on black colour matte. Fade in and out. Length: 6 seconds

Note: 8 words per line length or 75 characters including punctuation.



Images of deceased persons: Aboriginal and Torres Strait Islander viewers are warned that the following video may contain images of deceased persons.

Voices of deceased persons: Aboriginal and Torres Strait Islander viewers are warned that the following video may contain voices of deceased persons.



Images and voices of deceased persons: Aboriginal and Torres Strait Islander viewers are warned that the following video may contain images and voices of deceased persons.

Responsibility

Museums Victoria adheres to the MEAA Code of Ethics and the Television Industry Code of Practice 2019

3.2.1 a) not include material which, in the reasonable opinion of the Licensee, is likely to seriously distress or seriously offend a substantial number of viewers, having regard to the likely audience of the Program, unless there is a public interest.

3.2.1 d) exercise sensitivity in broadcasting images of or interviews with bereaved relatives or people who have witnessed or survived a traumatic incident

3.2.1 e) have regard to the feelings of relatives and viewers when including images of dead bodies or people who are seriously wounded, taking into account the relevant public interest.

Further

Even though our cultural guidelines are endorsed by the First Peoples Department, Melbourne Museum this country is home to many different First Peoples groups and there are varying cultural protocols and opinions. Even though we have cultural protocol guidelines we must also remember that every community has their own set of cultural protocols that need to be respected and the best approach is to liaise directly with the First Peoples Department and First Peoples communities. More reading here -<https://aiatsis.gov.au/sites/default/files/docs/asp/ethical-publishing-guidelines.pdf>