

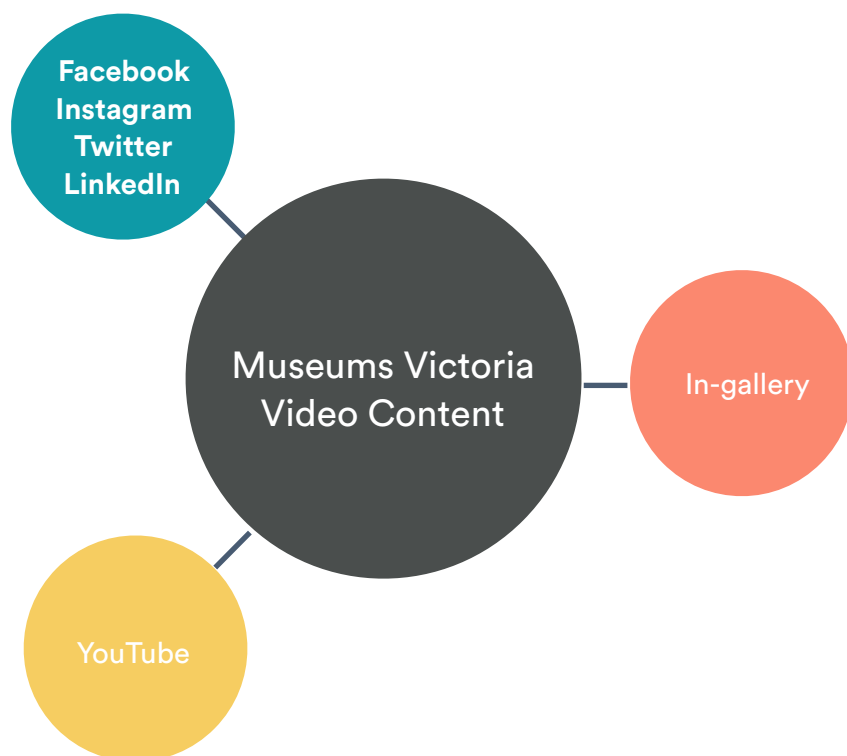
Museums Victoria Video Style Guide

This document is a guide for Museums Victoria video creators. Please do your best to follow the style guide but keep in mind that every output is unique and amendment is permitted. For more information on amendments please contact the Marketing and Communication teams.

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Channel Types



Content Pillars

All content should be created with specific venue branding and align with one of the below content pillars below. If it is not clear or if it is about a research project you must use Museums Victoria branding.

	Museums Victoria	Melbourne Museum	Scienceworks	Immigration Museum	Bunjilaka
Pillars	First Peoples	The Environment	Space & Astronomy	Self-expression and identity	Understanding and acknowledging the past
	Stories of the Universe, Life and Humans	First Peoples	The Future – Engineering and Technology	Social history	Living cultures
	Research	Pacific/South East Asia region and the world	Sci-fi pop culture and design	Diverse community	The Environment

Brand Colours

Each site has a specific brand colour. Each video output should have a correlated site detailed in the brief. If it is video output is not site specific then the Museums Victoria green is to be used.

Museums Victoria
R76 G164 B47
#4CA42F



Melbourne Museum
R0 G153 B250
#0099FA



Scienceworks
R255 G178 B25
#FFB219



Immigration Museum
R203 G23 B51
#CB1733



Bunjilaka
R100 G193 B190
#64C1BE



REB
R85 G81 B123
#55517B

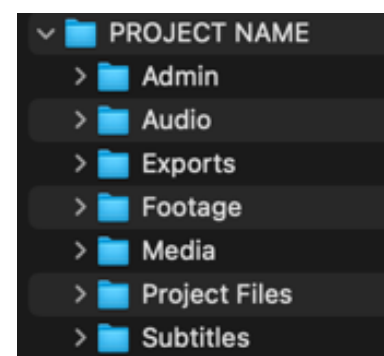


Planetarium
R22 G48 B77
#16304D



Video Template File

This zipped file found on the brand hub. It contains all the relevant media and helpful templated files to ensure the output is aligned with the Museums Victoria brand and style guide.



Official Fonts



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. In credits and lists.

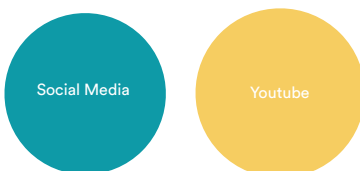
Ancient Sea Monsters!

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.

Lead Typeface - CIRCULAR STD

Supporting Typeface - SOURCE SANS PRO

Watermark



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 left 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.



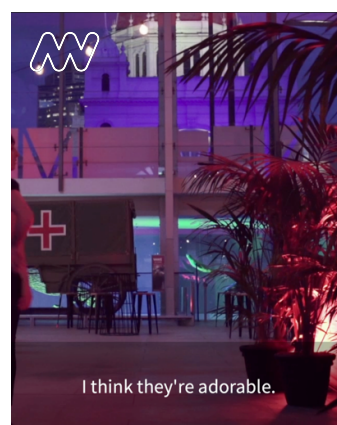
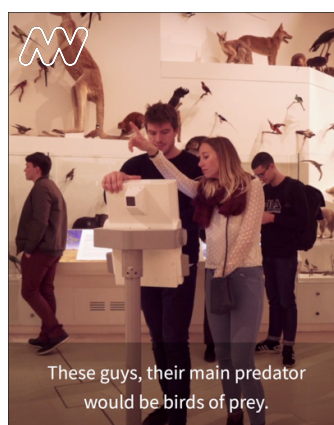
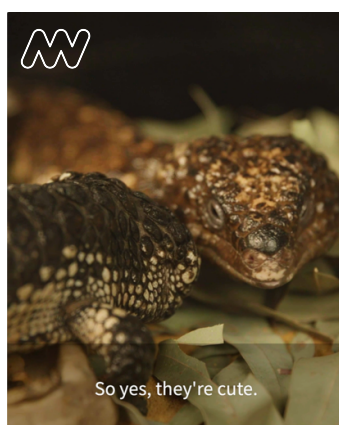
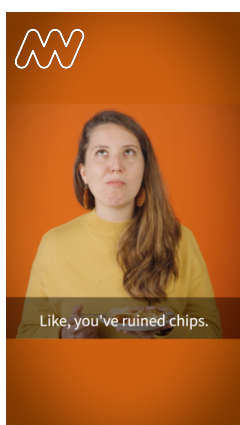
Ratios / Subtitles



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

End Logo Lockup:
Required

Subtitles: **Required**

**Inside centred 4:5
for IG preview**

Instagram Post

Ratio: 1080:1350

FPS: 25FPS

Duration: Less 60 secs

End Logo Lockup: Required

Subtitles: **Required**

Twitter Video

Ratio: 1080:1350

FPS: 25FPS

Duration: No Requirement

End Logo Lockup: Required

Subtitles: **Required**

Facebook

Ratio: 1080:1350

FPS: 25FPS

Duration: No Requirement

End Logo Lockup:
Required

Subtitles: **Required**



In-gallery Content

Ratio: 1920:1080

FPS: 25FPS (or playback spec)

Duration: No Requirement

End Logo Lockup: Required

Subtitles: **Required**



YouTube

Ratio: 1920:1080

FPS: 25FPS

Duration: 5-10 Minutes (recommended)

End Logo Lockup: Required

Subtitles: **Required (uploaded not burnt in)**

Lower Thirds



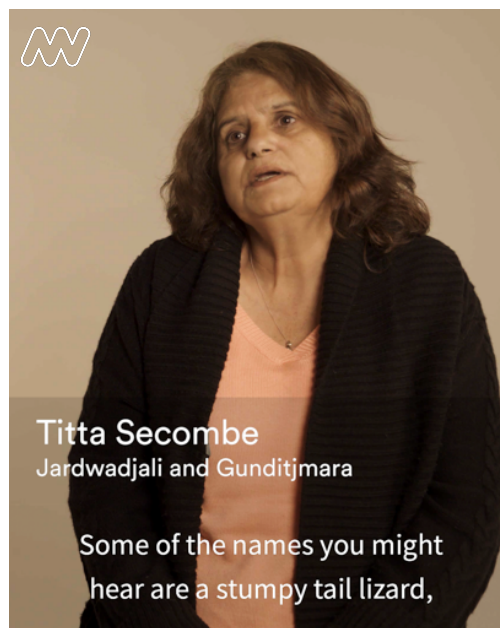
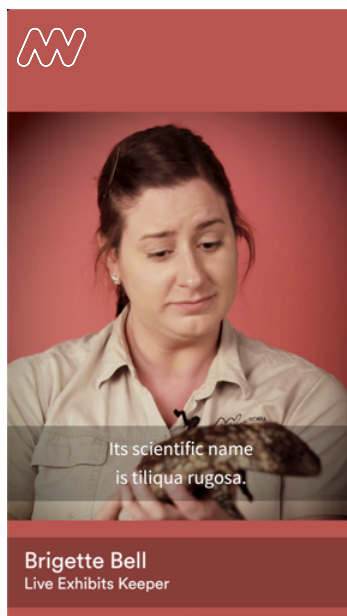
Official titles must be used if applicable for example 'Dr, Professor, Right Honourable, Ph.D'

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%.

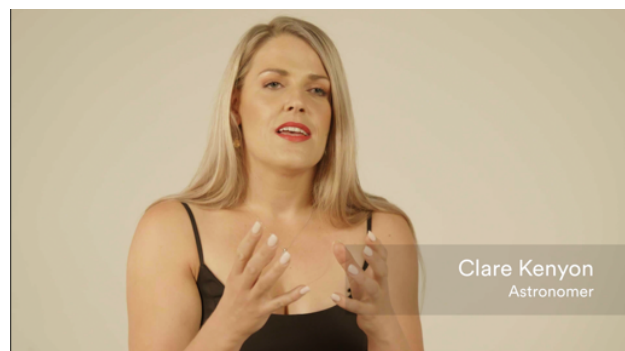
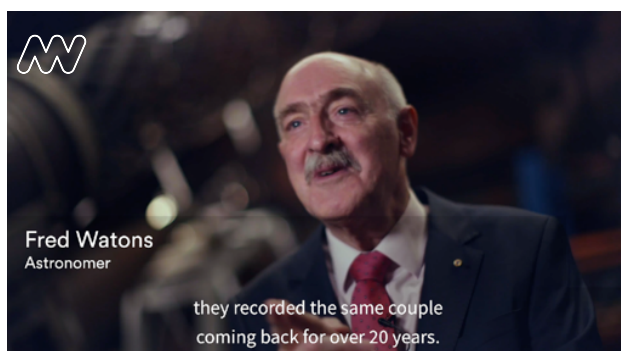


IGTV / Stories

Lower Thirds: Bottom of frame
Subtitle. Rectangle end to end.

Instagram / Twitter / Facebook

Lower Thirds: Aligned Above
Subtitle.



Youtube Explainers

Lower Thirds: Aligned in bottom third
Rectangle has dead space aligned to eye line

In-gallery Content

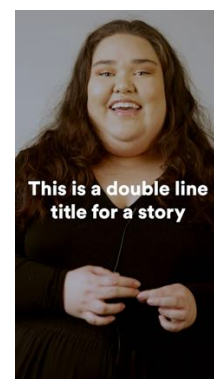
Lower Thirds: Aligned Above Subtitle.
Rectangle has dead space aligned to eye line

Intro Titles



Main Titles - PHOTOSHOP

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



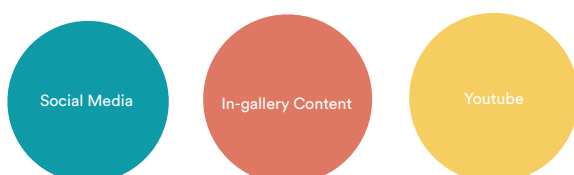
Intro Title - PHOTOSHOP

Ratio: 1920:1080

Branded to site colour or black.

Media can be found in the Video Template File. PROJECT NAME / Admin /

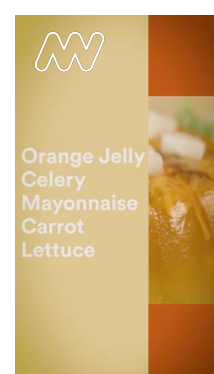
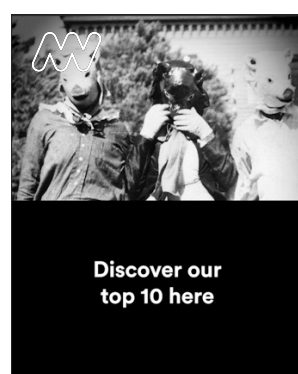
Explainer Titles



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%.

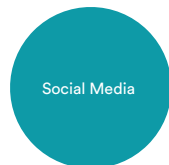


End Logo Lockups

Site Specific Logos

Each video output must be assigned a site specific logo. Refer to the content pillars (Page 2) to assign a site if it is not clear in the production brief. If the output is not still not site specific then Museums Victoria is to be used.

SCIENCEWORKS	MELBOURNE PLANETARIUM	MUSEUMS VICTORIA	IMMIGRATION MUSEUM	BUNJILAKA ABORIGINAL CULTURAL CENTRE	ROYAL EXHIBITION BUILDING
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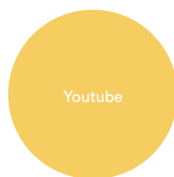
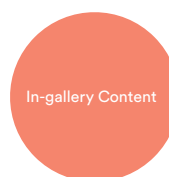
IGTV / Stories

Just Logos, landscape, on black or colour at discretion



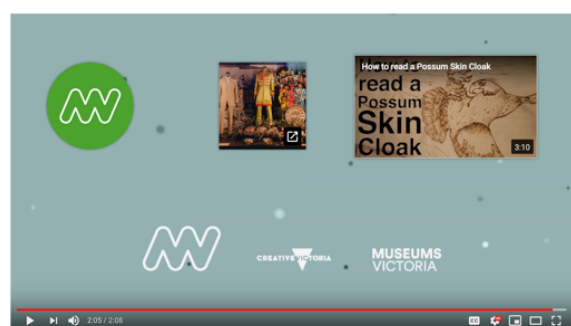
Instagram / Twitter / Facebook

Just Logos, landscape, on black or colour at discretion



In-gallery Content

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

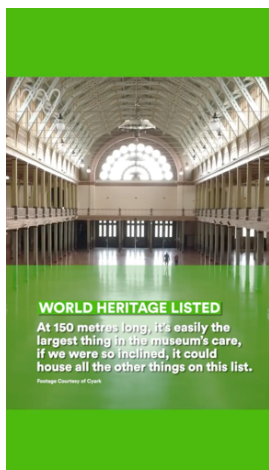
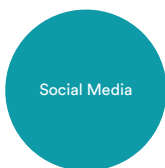


Youtube Explainers

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

Credits and Acknowledgements

For text formatting of credits and acknowledgements please refer to the Museums Victoria style guide. For crediting images and footage use 'Images/Footage courtesy of' added in order of appearance.



On Screen Credit

Font: Circular Std Book Size 50.0

Background: Rectangle, Opacity 50%.

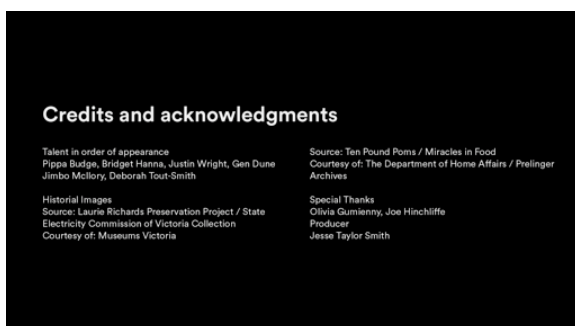
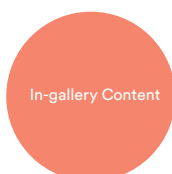


End Card

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 50 characters including punctuation.



Credit Card - PHOTOSHOP

Ratio: 1920:1080

Branded to site colour or black.

Media can be found in the Video Template File. PROJECT NAME / Admin / End-Card.psd

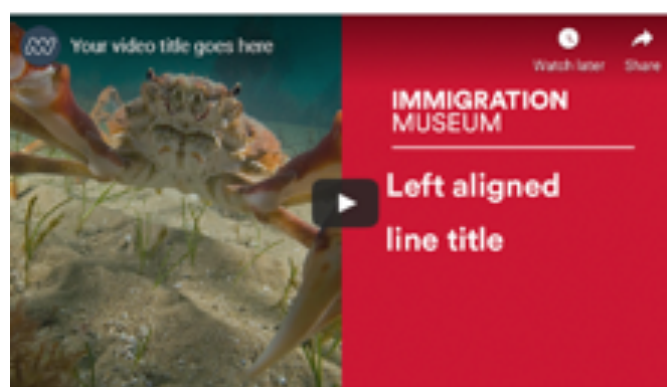
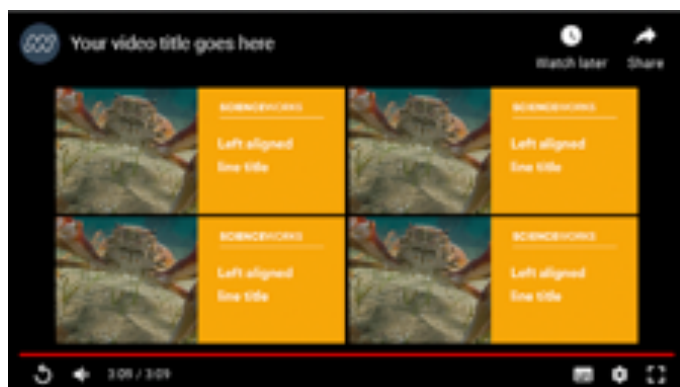
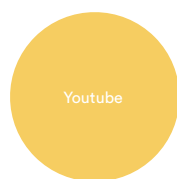
Font: Circular Std, Medium Size 50 pt, Leading 12pt, Tracking -5

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.

YouTube Thumbnails



Top Margin: 25px from line

Font: Circular Std Black, Size: 60px,
Line height 102px

Bottom Margin: 100px minimum

Youtube Title - PHOTOSHOP

Ratio: 1270:720

Branded to site colour or black.

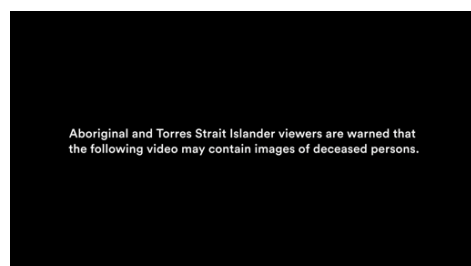
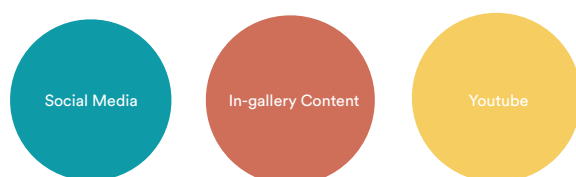
Media can be found in the Video Template File. PROJECT NAME / Admin / YouTube Thumbnail Guide.pdf



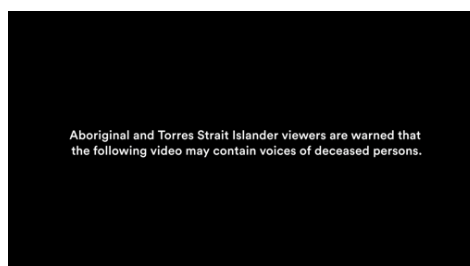
Indigenous Cultural Protocol

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.

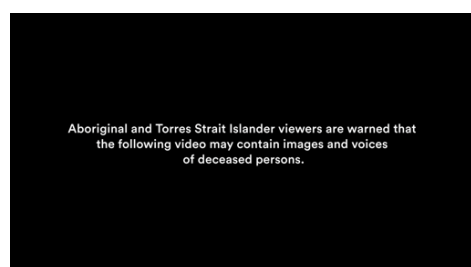
Technical



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

These cultural guidelines are endorsed by the First Peoples Department, this country is home to many different First Peoples groups and there are varying cultural protocols and opinions. 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>