VIDEO

Logo and Sound Signature

Any video produced for Vanderbilt University Medical Center or Vanderbilt Health should display the appropriate logo in the opening title card, along with the official audio signature. The opening title card should hold for four seconds before sequeing into video content. This gives the audio signature breathing room and time to set the tone of the content. The logo should be repeated as an end card to bookend the video content, without the accompanying audio signature. A Vanderbilt URL should be displayed on the lower third of the screen.

Distribution

Once your video is completed, please contact Vanderbilt University Medical Center Strategic Marketing if you would like your project to be considered for sharing on YouTube or other official social media channels. If approved—see Video Production Guidelines below—the opening title card and end card, including logo layer and sound signature layer will be provided.

Video Production Guidelines

ID BADGES

ID badges are optional and generally discouraged. When necessary, only ID badges with an official logo (Vanderbilt University Medical Center, Children’s, Heart, etc.) should be worn by faculty-staff in your video.

DRESS CODE

With some exceptions, business attire is required by participants in your video. Let your talent know to avoid busy clothing patterns and clothing items with logos (other than an official Vanderbilt logo).

If your participant normally wears a lab coat, make sure the coat is clean and in good repair with the correct logo, department and name.

SUPERS, CHYRONS AND CAPTIONS

Do not use any logos (Vanderbilt or third-party) on supers, chyrons and captions.

Consistent with the Logo Usage Guidelines (Page 4), do not use the Vanderbilt oakleaf V symbol as an icon on supers, chyrons and captions.

For consistency please use Trebuchet font for supering names and titles of participants on-screen.