7. Video

Typography

Our font families should be used for all external communications including video and animations. This ensures the consistent look and feel of all literature off and online. To ensure a consistent look, make sure fonts are used in a logical manner and the weights of the font have been considered, using heavier weights for headers and highlighting key messages.

Museo Sans Rounded

Aa	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **1234567890(,.;:?!$&*)**	USED FOR Titles and call to action	Museo Sans Rounded **900** (Black)
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;:?!$&*)	USED FOR Call to action	Museo Sans Rounded **700** (Bold)
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;:?!$&*)	USED FOR Captions and titles	Museo Sans Rounded **500** (Medium)

Captions

Caption all of videos to make them more engaging on social media and accessible for people with disability. Captions are to be designed to be as legible as possible.

Caption

Text setting
Font: Museo Sans Rounded 500
Align: Middle alignment
Fill: Pure white
Shadow: 75% at 135 degrees

Style
- Always single line of captioning.
- Full stop at the end of every sentence.

Size
Will change depending on camera settings used. Will just need to use your best judgement.
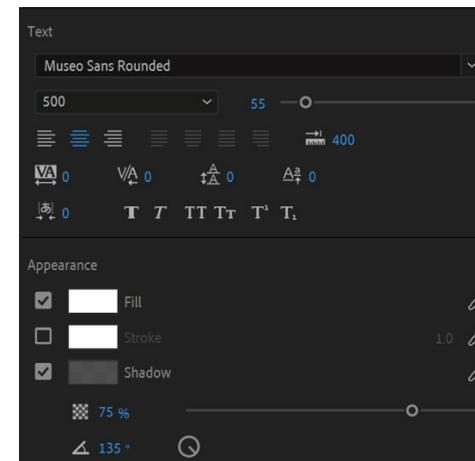

Like with myself, I have autism and I learnt to live on my own,

Watermark
Transparent

Gradient
Black gradient feather to taper off and to be positioned behind caption.

Text settings
Premier Pro

Music

Music is an important tool to convey emotion in videos. It should enhance the video without overpowering or taking away from the content. We have a subscription to the Motion Array music library to use when creating content for Endeavour Foundation.

Titles
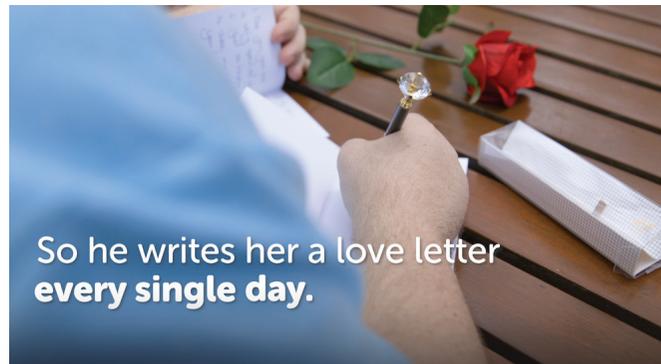
Text on screen
Museo Sans Rounded
(500 and 900)
slight drop shadow

Full page graphic
Combination of brand
colours and elements

Closing title

with Call to Action

Note: Do not include www in the URL

Endeavour Foundation

endeavour.com.au

Museo Sans rounded 700
RGB 77 77 79

Endeavour Foundation

endeavour.com.au
1800 112 112

Museo Sans rounded 700
RGB 77 77 79

Endeavour Foundation

We're hiring people with disability.
Apply now!
endeavour.com.au

Museo Sans rounded 900
(main call to action)
Museo Sans rounded 700
RGB 77 77 79

Animation

Any animations included are generally quite subtle.

Colour grading style

We generally incorporate the following in our style:

• Slightly overexposed

• Rich, but not overdone colour and saturation

• Often ever so slightly blue toned

Available branded assets

Contact **corpcom@endeavour.com.au** to access the following assets:

• Static logo

• Animated logo

• Watermark logo

• Caption gradient

• Access to our music library (if needed)

• Any other assets needed on a case-by-case basis