



CF Item Barcode Sign

Page 1
Date 14-Feb-2005
Time 12:15:39 PM

Login Name John Manfredi (Records Assistant II)



UN-CS-RAI-USAA-DB01-2005-00048

Expanded Number **UN-CS-RAI-USAA-DB01-2005-00048**

External ID

Title

Chapter 1: UNICEF Brand Tool Kit of Procedural Manual for UNICEF Division of Communication (DOC) Web With User Guidelines.

Date Created
14-Feb-2005 at 12:14 PM

Date Registered
14-Feb-2005 at 12:14 PM

Date Closed

Primary Contact
Owner Location
Home Location
Current Location/Assignee

Common Service Task Force
UN-CS-RAF-USAA-DB01-2005-0001 (In Container)
Common Service Task Force since 14-Feb-2005 at 12:14 PM

FI2: Status Certain? No
FI3: Record Copy? No

d01: In, Out, Internal Rec or Rec Copy

Contained Records
Container

Date Published Fd3: Doc Type - Format Da1:Date First Published Priority

Record Type **A02 UN-CS-RAI-COMMON SERVICE EG ARM ITEM WRITE**
Document Details **Record has no document attached.**

Print Name of Person Submit Image

Signature of Person Submit

Number of images
without cover

LAST UPDATED
19 MAY 2004

UNICEF BRAND TOOL KIT

15.01 VIDEO TOOL KIT
15.02 SAMPLE SCREENS
15.03 SAMPLE SCREENS

15.0 VIDEO

LAST UPDATED
18 MAY 2004

UNICEF BRAND TOOL KIT

15.0 VIDEO TOOLKIT

15.01

VIDEO TOOL KIT

The UNICEF Video Toolkit is the print and web guidelines "set in motion." It represents the signature look and packaging of all future video presentations, including animated end tags, lower-thirds for captioning, various slates, UNICEF logos, backgrounds and transitions.

For more detailed technical specifications on the Tool Kit, visit www.unicef.org/videotoolkit. Specific questions can also be asked by email of brand@unicef.org.

The Video Tool Kit is available in Arabic, Chinese, English, French, Russian and Spanish. It also provides the elements for creating work in other, non-official languages. It is produced for PAL and NTSC standards, on Beta SP and Digibeta; DVD versions will be made upon request.



LAST UPDATED
18 MAY 2004

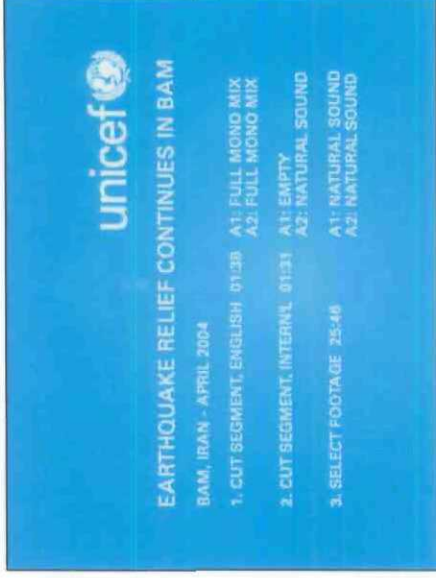
UNICEF BRAND TOOL KIT

15.0 VIDEO TOOLKIT

15.02 SAMPLE SCREENS



IDENTIFICATION SLATE: Provides broadcast engineers with production and technical information.



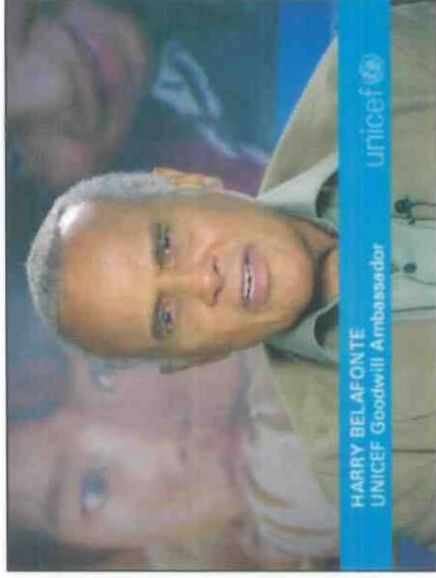
CHAPTER SLATE: Provides broadcast engineers with the video's subject, date & time, speaker and location.



COUNTDOWN: Marks the final ten seconds before the audience sees the first frame of the video.



TITLE SLATE: Captures quickly the attention of the audience with compelling words and images.



LOWER-THIRD: Provides a space (1, 2 or 3 lines long) to identify someone or something on the screen.



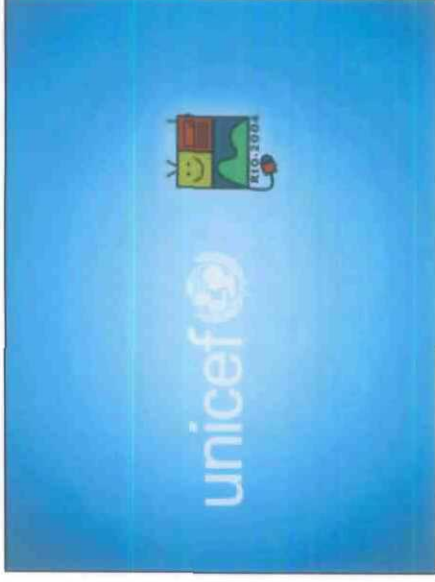
SMALL LIGHT: Adds interest and dimension to text on the screen.



BUG: Appears in upper left screen (or upper right, in Arabic) to brand certain footage or products.



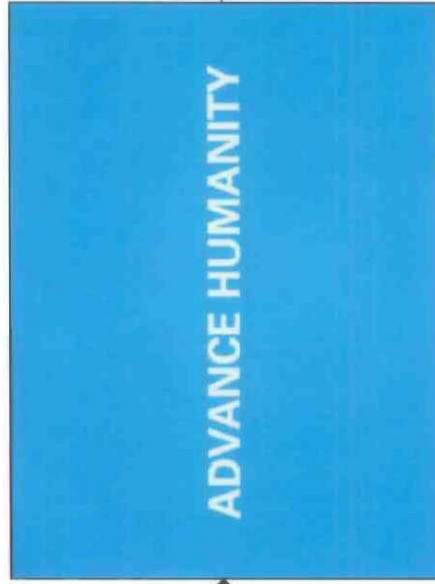
LOGO: Usable in videos or projected on a screen at meetings: a simple, identifying image.



PARTNER SLATE : Reflects the equal (visual) weight given to UNICEF and partners in video collaborations.



ENDTAG: Is an animated version of the complete tag line, and comes in :06 and :08 second versions.



The :08 second version has an optional :20 second "loopable" segment at the end.



Both versions comprise the three screens of animation shown in this row.