

**UMOJA**

# **Video Brand Guidelines**

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A reference for Umoja teams on how to use the Umoja Brand in Video Production.

v1 | 29 April 2016

# WELCOME TO THE VIDEO BRAND GUIDELINES FOR UMOJA

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Carefully follow these guidelines to ensure brand accuracy & consistency.

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# Brand Overview

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Video and motion graphics play a more important role in our communications than ever before. In order to best leverage this channel, we have created motion and video guidelines to ensure our brand strategy - including our brand story, brand pillars, and brand personality attributes - holds its value throughout our communications.

We recognize a brand through a combination of its color palette, logo, and typography. The face of our brand is the most powerful tool we have for supporting our departmental goals.

This section will guide you through any decision you may need to make when working with Umoja branded video.

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To maintain smooth and consistent messaging about Umoja, we kindly ask that all video using the Umoja name or logo, should follow the guidelines in this Video Brand Guideline document and be submitted to the Umoja Communications team in New York for review and approval.

Best Regards,





*Umoja Team*

02

# Getting Started

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## GOALS

-  Identify your target audience
  -  Define a clear, concise message for the video
  -  Keep the Umoja brand message in the background
  -  Concentrate on content that's useful and informative.
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## RECOMMENDED AVERAGE VIDEO LENGTH

-  30 seconds - 2 minutes

03

# Defining Elements

Watermark available for download at: <http://bit.ly/1t3ylJv>

## WATERMARK

No logos other than the master brand should appear in your video.  
If using a watermark, use the Umoja logo - placed in the lower right hand corner



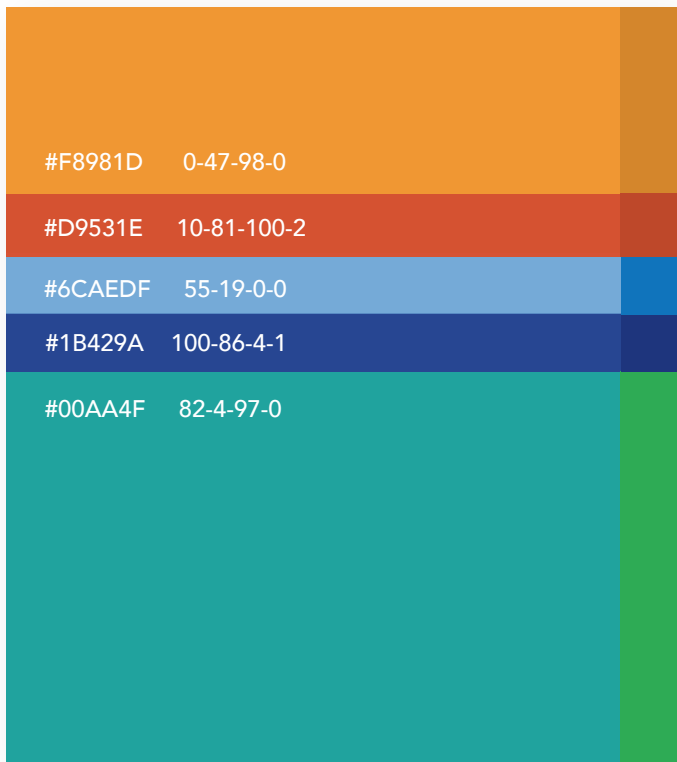
## INTRO SPLASH

All videos should begin with branded intro splash: <http://bit.ly/1EHPVeC>

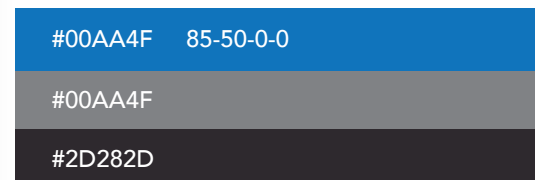
# Color

There are five key colors that complete the Umoja logo and form the Umoja color palette.

## Key colors



## Supporting colors



# Fonts

Helvetica Neue Bold and Nevis are the preferred Umoja display font chosen for their strong yet friendly tone. Both fonts, used interchangeably, are well-suited for headings and should be used in all professional Umoja communications.

Preferred

## Helvetica Neue Bold

Helvetica Neue Light

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmnopqrstuv**wxyz**  
 1234567890\$%&@\*(...;#!?)

**AaBbCc0123**

## NEVIS BOLD

NEVIS BOLD

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmnopqrstuv**wxyz**  
 1234567890\$%&@\*(...;#!?)

**AaBbCc0123**

Default

## Arial

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmnopqrstuv**wxyz**  
 1234567890\$%&@\*(...;#!?)

## Avenir

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmnopqrstuv**wxyz**  
 1234567890\$%&@\*(...;#!?)



# Imagery

Design assets available for download at:  
[bit.ly/umoja\\_design\\_assets](http://bit.ly/umoja_design_assets)

The imagery created to support Umoja communication is friendly, bold and energetic. It typically uses up to 3 colors from the color palette and has a flat, geometric look and feel.

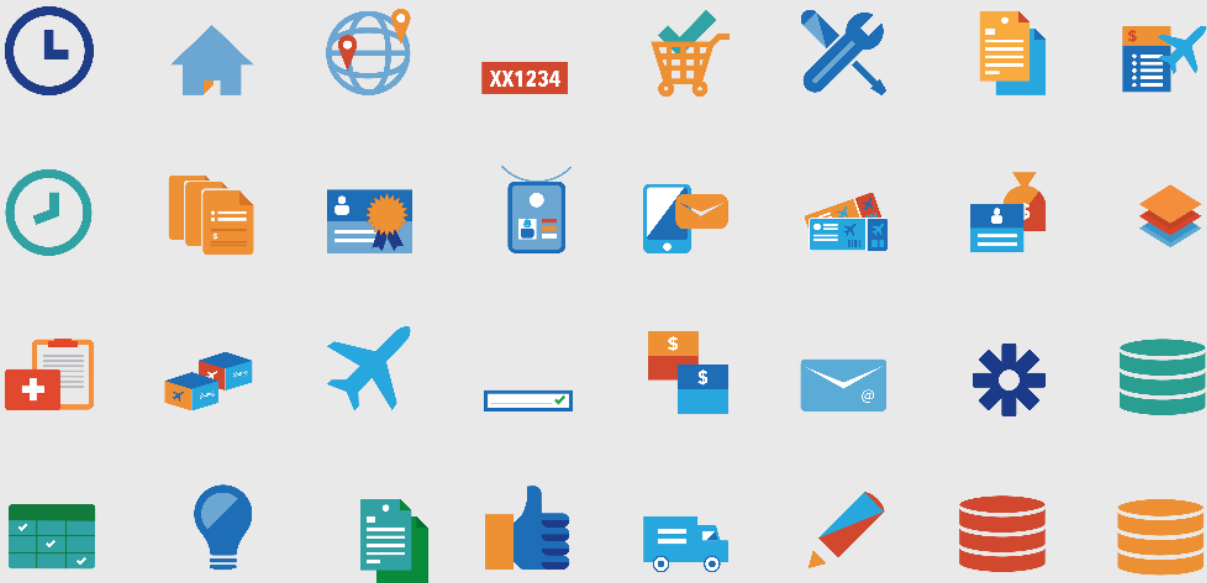


Umoja Avatars

# Imagery

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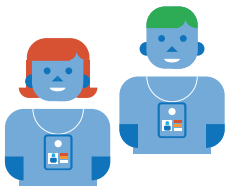


Umoja Icons

# Imagery

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Personnel



Staff member



Location



Approved



Document



Finance



Time



Computer System



Message / email

# Imagery

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The imagery created to support Umoja communication is friendly, bold and energetic. It typically uses up to 3 colors from the color palette and has a flat, geometric look and feel.



Personnel



Complete



Travel



Details



Shopping Cart



Supplies



Certified



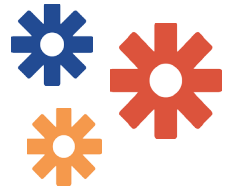
Input



Credentials

# Strategy

There are three key elements to a successful video brand strategy - Optimize, Integrate and Engage.



## OPTIMIZE

Since Search Engines don't crawl through actual video as part of its ranking process, it's up to you to ensure all relevant information is optimized. To rank as well as possible, search engines need to be able to determine what Umoja content is about.

Make the necessary information available to search engines by:



Including a full transcript of the video within the post (optional)

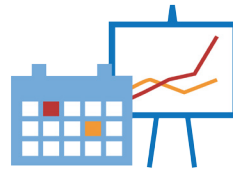


Including rich keywords in video title, description, tags and actual file name. As you would for any other piece of content, you'll want to perform some keyword research beforehand to establish which ones will generate the most traffic

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# Strategy

The most effective video creates a symbiotic relationship between YouTube channel, Social Media and a website.



## INTEGRATE

All video content should be uploaded to the Umoja Youtube Channel, Umoja Website, and Umoja Social Media.

## ENGAGE

42% of video shares happen in the first three days of launch. This means the first few days are vital for driving engagement and shares.

To Integrate your video and Engage your audience, contact us at [umoja@un.org](mailto:umoja@un.org)

# Web Links

01

**UMOJA WEBSITE**

<http://umoja.un.org>

02

**UMOJA ON ISEEK**

[http://bit.ly/umoja\\_iseek](http://bit.ly/umoja_iseek)

03

**DESIGN ASSETS**

[http://bit.ly/umoja\\_design\\_assets](http://bit.ly/umoja_design_assets)