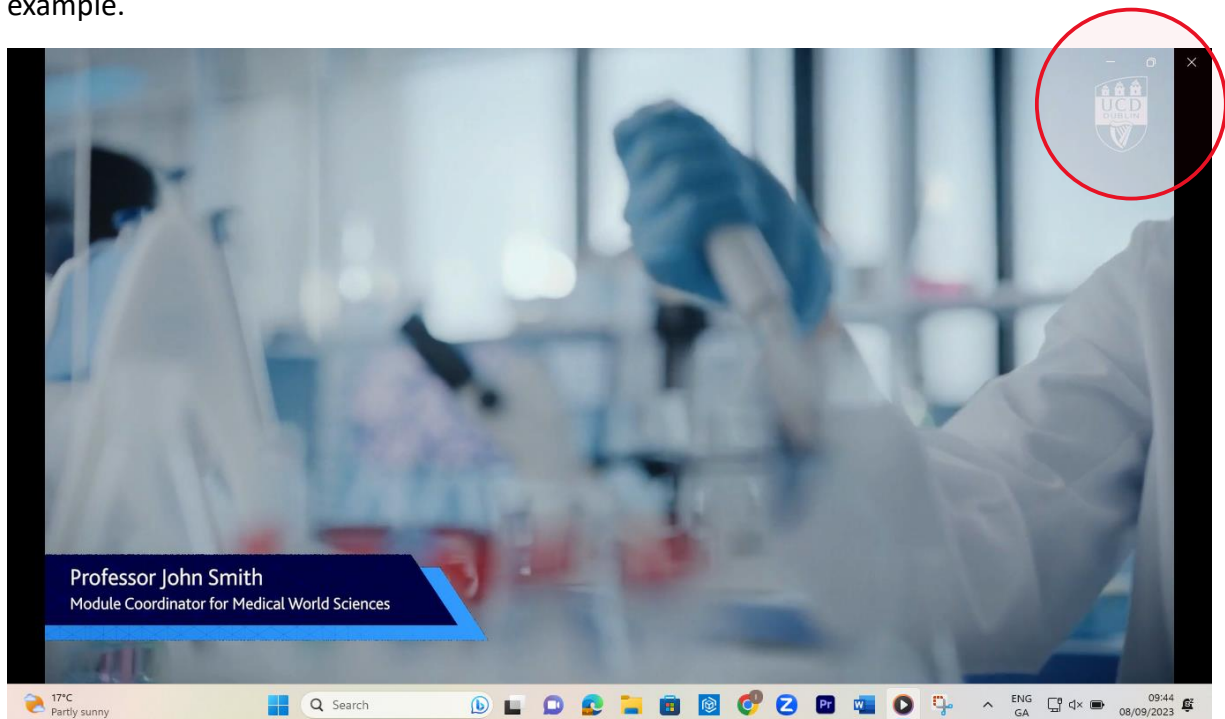**UCD School of Medicine Video Assets**

For all promotional and educational video production, there are brand assets available to use.

These include:

- UCD Crest Watermark
- Super (for introducing people and places)
- End frame (for the final frame of the video – several options are available as can be seen below)
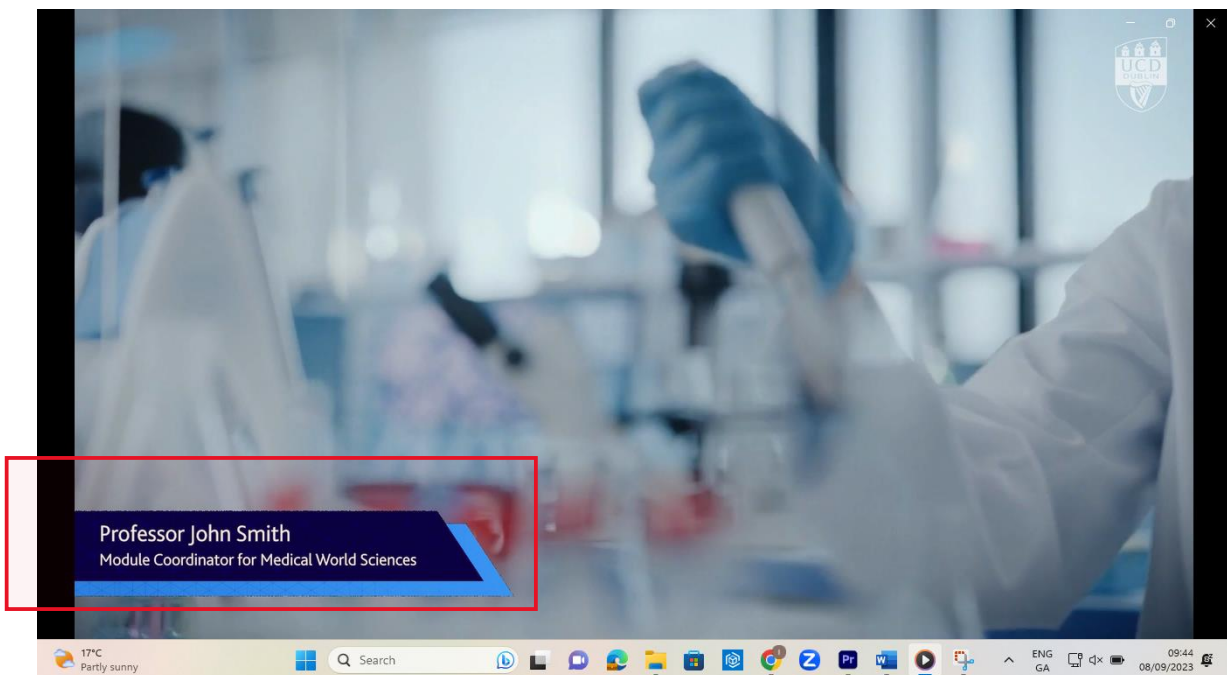
UCD Crest Watermark

This needs to be positioned in the top right corner of the frame as can be seen in the below example.

Super

- The super introduces the person or place on the screen. The person's name should be a slightly larger font size than the person's title. The font is the UCD brand font – Bliss. You can request this font from the SoM M&C Team.

- The positioning of the super is flexible. It can be positioned wherever is best on the screen to work with the framed image. As can be seen in the below example, the super usually looks best towards the bottom of the frame (either left of frame or right of frame).

- The super be faded in (to appear) and out (to disappear) or be animated to slide on (left to right or right to left depending on the positioning).
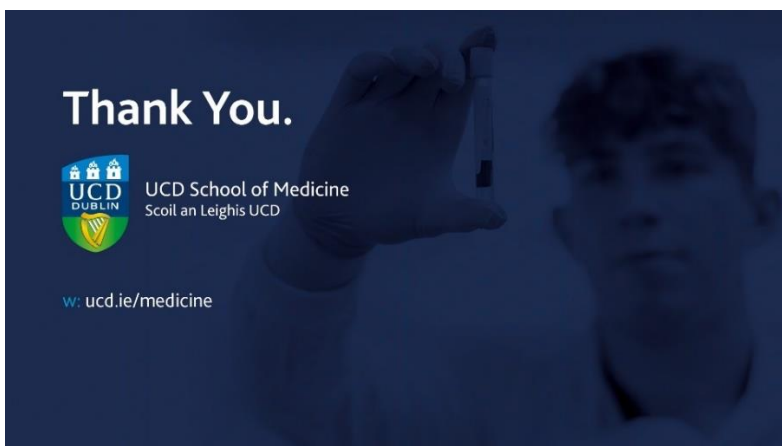
Editable End Frames

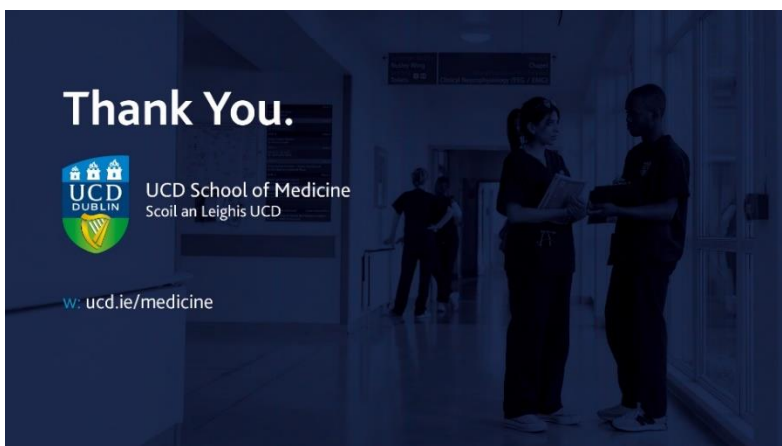The 'Thank You.' (call to action) and web address text fields are editable.
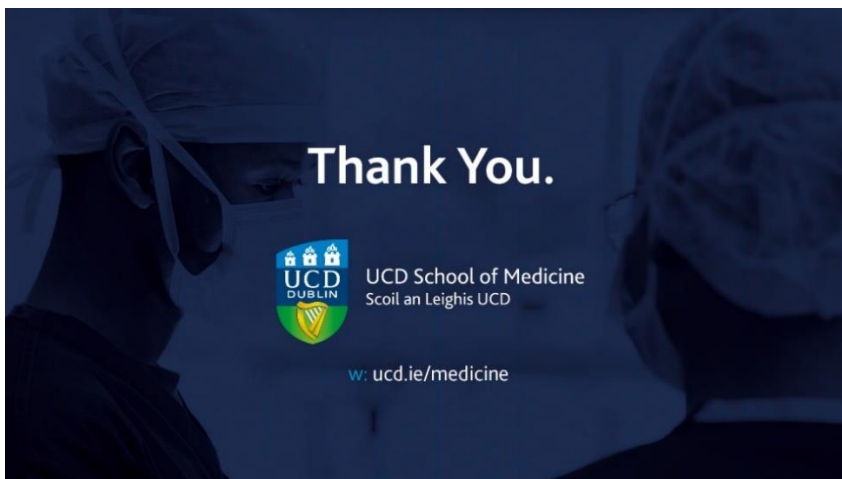
VERSION 1

VERSION 2

VERSION 3

VERSION 4

VERSION 5

VERSION 6

VERSION 7

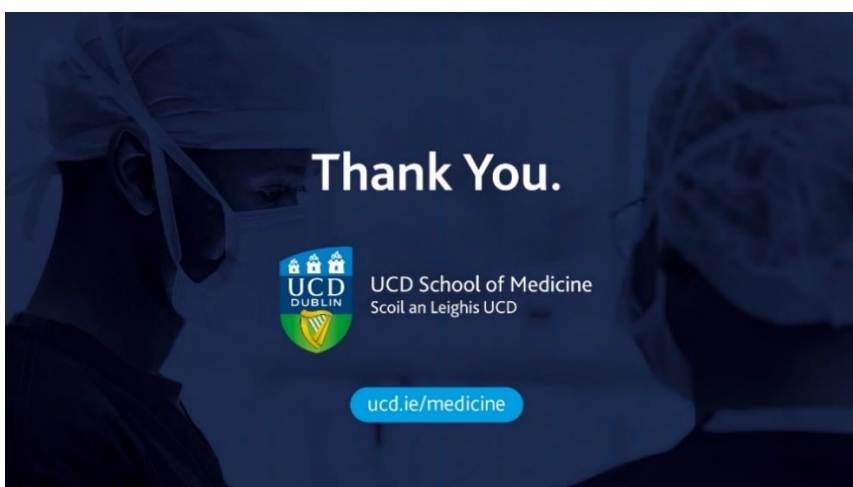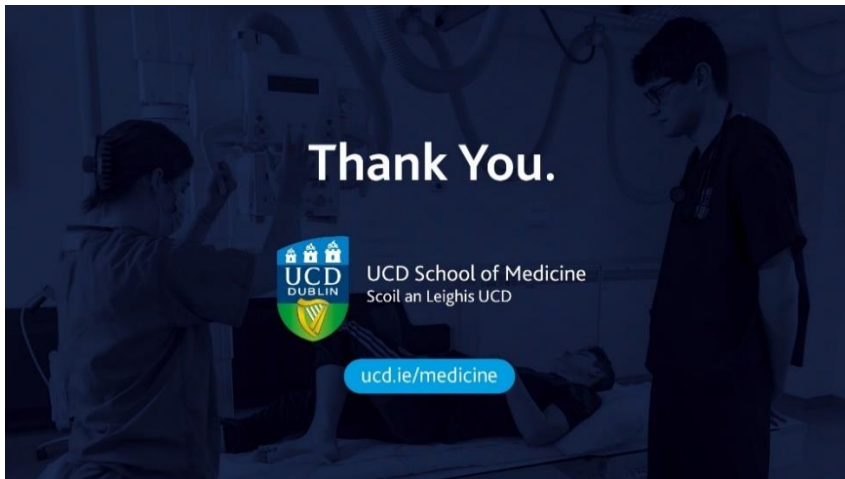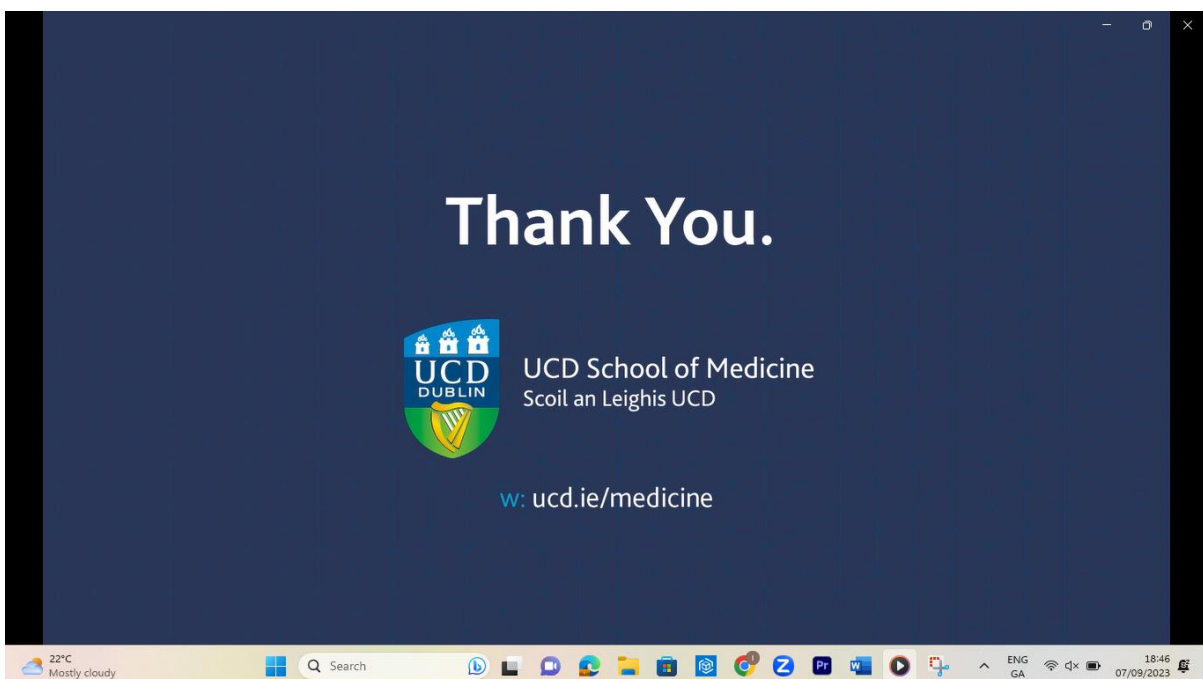**EXAMPLE IN-SITU**

Contact

To request the video assets and for any assistance, please contact the SoM M&C Team: comms.medicine@ucd.ie