



GUIDELINES “*Brand, Logos and Videos*”

THE CORRECT USE OF PUGLIAPROMOZIONE INSTITUTIONAL LOGOS AND THE #WEAREINPUGLIA HASHTAG

- The institutional logos and the #weareinpuglia hashtag cannot be altered, with regard to colors, proportion and/or size;
- The institutional logos, to be used across all online & offline communication means, must always be published together, as one comprehensive package and in four-color scale (a black & white scale version may be used only in particular and agreed cases);
- The used four institutional logos (four-color or black & white scale) must exclusively be the original files as delivered by ARET Pugliapromozione;
- The institutional logos and the hashtag must always be clearly visible and placed in a foreground position. Their position and sizing must fit the sizes of used materials and/or documents.
- The institutional logos must always be placed on all approved services, as a mandatory requirement for the correct execution thereof and the consequent issuing of relevant payments. To smaller promotional giveaways, the following rules **do not apply**:
 - The requirement to use the hashtag;
 - The requirement to refer to the Department for Tourism (Puglia Region logo)
- In case there are additional logotypes, the Institutional logos must at least have the same size, both in width and in height, as the largest logotype among the others;
- With reference to videos, the 4 institutional logos and the #weareinpuglia hashtag must not be used as a permanent feature throughout the video runtime, but only at the end as a bumper-out.

PRODUCED VIDEOS

FORMAT

H. 264 (mp4)

EXPORT

1920x1080 – HD

Frame rate: 23.9

30 FPS (frames)

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Black stripes > 16:9

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LONG RUNTIME

3 minutes

SHORT RUNTIME

30 seconds - 1 minute



GENERAL INFORMATION:

- Insert a frame relevant to the title and location of the event in the first part (first 7 seconds);
- Do not include visual artworks (for example: posters, brochures, etc.);
- Do not include logos and commercial references during video runtime;
- Do not film underage subjects, except in case of images taken from behind, and of those having a signed release statement from parents or legal custodians of underage subjects;
- Do not use third party images subject to Copyright;
- Do not use soundtrack music subject to Copyright.
- Insert the bumper-out at the end (final banner), including institutional logos and the #weareinpuglia hashtag, as furnished by Pugliapromozione;
- In case of interviews or speech segments, please **ALWAYS INCLUDE**:
 - Subtitles;
 - Captions (Name | Surname | Company, position);
- Fonts to be used for titles, captions and subtitles (**RECOMMENDED** as furnished by Pugliapromozione): Fedra Std Bold or Light;
- Delivery of all shot footage.