

# Video Production Guidelines

---

South East Technological  
University

April 2023  
Version 1.0

# Table of Contents

Table of Contents .....	2
1. Introduction .....	3
2. General Guidelines .....	3
3. Brand Guidelines .....	4
4. SETU Brand Personality and Tone of Voice .....	4

## 1. Introduction

If you are creating promotional video content, please get in touch with the relevant marketing and communications office on your campus for guidance before you commence working on your video project. The marketing and communications office may have resources that could be used in the project and will advise on how the SETU brand should be represented in the video.

## 2. General Guidelines

- a) Health and safety – if the footage involves working in a laboratory, workshop, building site or similar environment, please ensure you are following the health and safety guidelines both as they appear to the viewer of the video and in the action of capturing the footage with the videographer and crew.
- b) Ask participants to avoid wearing non university branded clothing, avoid large logos on hoodies, sweatshirts etc.
- c) Where possible, use natural lighting and settings.
- d) Clean and tidy the space where the shoot is taking place – other than props, the setting should not have empty bottles, coffee cups or other packaging.
- e) Make sure that everyone in the shot is aware that they are being filmed.
- f) When selecting video participants, consideration should be given to ensuring that a diverse and representative range of participants are included so as to reflect the diversity and values of SETU.
- g) Ask participants to sign release forms – please note release form details are available from the marketing and communications office.
- h) Please ensure that any sampled music or materials used in your video is not restricted under copyright or owned by another party. It is important to ensure you have permission to use same.
- i) Please forward a link to a member of the marketing and communications office to review the video before it is signed off and approved for use.

### 3. Brand Guidelines

- a) Include the branded name strap for interviewees and the branded sting at the end of the video. These will be supplied by the marketing and communications office.
- b) DM Sans bold font - DM Sans is our headline font and suitable for text on screen in video content. DM Sans Bold font tends to be used for short headings.

Download here: <https://fonts.google.com/specimen/DM+Sans>

- c) Graphic elements should reflect the colour palette of the SETU brand. See pages 22 – 24 of SETU Brand Guidelines for approved colour palette.

Download here: <https://www.setu.ie/about/brand-guidelines>.

- d) Make sure old or legacy brand logos or text do not appear in the footage or on any wearables, even in the background – e.g. sport wear, white lab coats, tools for use in laboratory and/or workshop.
- e) Do not say 'setu' and correct any contributors who say this and re-record the line – S.E.T.U – South East Technological University is the full name of the new university. South East in South East Technological University is two standalone words with no hyphenation. SETU is how you abbreviate it. There are no dots or full stops in the abbreviation. SETU is pronounced by saying the individual initials rather than an acronym: S <pause> E <pause> T <pause> U

### 4. SETU Brand Personality and Tone of Voice

It is important to reflect the personality of the SETU brand and to communicate this consistently. The marketing and communications office can provide additional guidance around tone of script for video.

Provided below is a short synopsis of both brand personality and tone of voice.

## 4.1 Brand Personality

Our brand personality is:

- a) Open: We are welcoming, approachable and accessible to all. We are inclusive in reaching out to the multiple communities that we serve.
- b) Empowering: We look to unlock the full potential in our students, our staff, our partners and our region.
- c) Principled: The student is at the heart of everything we do, and we never waiver from our goal of transforming lives and re-defining what excellence looks like.
- d) Proactive: We create new and better ways to challenge ourselves and our students in the pursuit of next generation knowledge creation.
- e) A leader: We are proactive catalysts for achievement and progress, and we adopt a strong leadership role in creating a local, national and international reputation for performance.

See pages 4 - 5 of [SETU Brand Guidelines](#) for a more detailed overview of SETU's brand positioning and personality.

## 4.2 Tone of Voice

Our voice is:

- a) Confident but not boastful
- b) Optimistic but aware
- c) Different, but not exclusive
- d) Transformative, but always listening
- e) Technical, but not unintelligible

See pages 6 – 13 of [SETU Brand Guidelines](#) for a more detailed overview of SETU's tone of voice.