



# VIDEO STYLE GUIDE



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# INTRODUCTION

Video is one of the most powerful ways to share CHOC stories and make an emotional connection with our audience. Like other components of our visual identity, our videos need to represent and differentiate the CHOC brand.

The aim of these guidelines is to serve as a roadmap for CHOC videos, detailing how our videos should look, sound, and feel. Anyone who reads these guidelines should walk away with a firm understanding of how video plays into our overall branding.



# STORY

## \*PRE-PRODUCTION

Story. Story. Story. It is the most important and fundamental aspect of every CHOC video. What we say and how we say it are key to maintaining a consistent voice and brand identity. There are a wealth of incredible stories at CHOC and they deserve to be told in an engaging manner with care and compassion.

Story is the vital first step in every production process. It flows from [StoryBrand](#) principles and is anchored by CHOC's distinct brand identity. The visuals and creative elements are drawn from story and are always in service of the narrative. Without story, a video is simply a series of pictures in rapid succession devoid of meaning.

Video tells stories in ways that are unique to its form and it is utilized by the marketing department to enhance emotional connection. Story and emotional connection should always be the determining factors when deciding whether video is the best medium to convey the desired meaning. Our [video creative brief](#) helps in this determination and guides every aspect of a CHOC video.

At CHOC, our videos place the spotlight on the story of our heroes – mostly our patients and families, but sometimes our providers, staff and donors.



# SIGHT & SOUND

## \*PRODUCTION

The aesthetic of CHOC video is one that complements and heightens the story being told. Our videos are emotionally centered and engage the hearts and minds of the audience. The look and sound of our videos evoke feelings of childhood – imagination, wonder, safety, adventure, warmth, creativity and light. The scenes and moments we depict should feel real, spontaneous and “unrehearsed.”

The goal of all CHOC video is to portray our heroes in emotional, relatable moments that capture the magic of childhood. Whatever the situation, we always focus on the positive. Our videos embody innocence, fortitude, joy and ultimately hope.

CHOC serves all children and their families. Our visual language is inclusive of all ethnicities, ages, genders and physical abilities. We give equal attention to sick and healthy kids.

# LOOK BOOK

Examples that highlight the look and feel of CHOC video in color, composition, exposure and focus.





























# EQUIPMENT SPECIFICATIONS & SETTINGS

To create a unified CHOC video aesthetic and maintain the highest standards, all equipment should be calibrated to the same specifications before every shoot.

View equipment specifications and settings [here](#).



# CONNECT

## **\*POST-PRODUCTION**

The final step in the production process. This is where the promises of pre-production and production are fulfilled and brought to life. All the puzzle pieces – story, shots, music, titles, etc. – are connected editorially into a compelling and emotionally driven video and delivered to our audience.

As part of CHOC's commitment to providing the highest quality in all it does, technical and creative specifications must be maintained through post-production.

# COLOR & FONT

# COLOR PALETTE

To maintain consistency in all CHOC videos, our color palette is deliberately limited.

## PRIMARY COLORS

The combination of blue and gray provides a sense of credibility, professionalism and calm. Design with a strong use of white space for a sophisticated, modern impression.

## ACCENT COLORS

These colors help imbue our brand with a child's energy and joy. They should be used sparingly and never overpower the primary colors.



# WHITE

CMYK 0 0 0 0  
RGB 255 255 255  
HEX FFFFFFFF

## CHOC BLUE

PMS 7685  
CMYK 93 73 11 1  
RGB 0 100 164  
HEX 0064A4

## CHOC GRAY

PMS COOL GRAY 9  
CMYK 53 44 42 16  
RGB 118 118 121  
HEX 767679

CHOC LAVENDAR  
PMS 252  
CMYK 27 56 0 0  
RGB 185 129 185  
HEX B981B9

CHOC GREEN  
PMS 802  
CMYK 51 0 85 0  
RGB 136 198 91  
HEX 88C65B

CHOC YELLOW  
PMS 122  
CMYK 0 18 90 0  
RGB 255 207 49  
HEX FFCF31

CHOC BLACK  
PMS BLACK  
CMYK 0 0 0 100  
RGB 35 31 32  
HEX 231F20



# TYPOGRAPHY

Gotham is the primary font collection for all CHOC videos. It was chosen for its legibility, clean design and its compatibility with the CHOC logo and brand.

When Gotham is unavailable, Arial is an appropriate substitution.

Click [here](#) to download the Gotham font family.

# GOTHAM

## Light

### PRIMARY BODY TEXT

Use Gotham Light as your primary body text whenever possible. It can also be used for headlines.

AaBbCc

0123456

?!#\$%&”

## Book

### SECONDARY BODY TEXT

Only use Gotham Book when Gotham Light becomes too hard to read as your body text.

AaBbCc

0123456

?!#\$%&”

## Bold

### PRIMARY HEADLINE

Use Gotham Bold for short headlines and to highlight key words.

AaBbCc

0123456

?!#\$%&”

## Medium

### SECONDARY HEADLINE

Use Gotham Medium to add a subtle emphasis to your body text and key words.

AaBbCc

0123456

?!#\$%&”

# OPENING TITLE CARDS

The opening title card firmly establishes CHOC's brand identity and a sense of familiarity before the video begins. These should be used at the beginning of all external and long-form videos.



<sup>a</sup>  
**CHOC**  
original

<sup>a</sup>  
**CHOC**  
doc

<sup>a</sup>  
**CHOC**  
original

<sup>a</sup>  
**CHOC**  
doc

# LOWER THIRD & LOGO

The lower third title displays a video subject's name and title if applicable. All titles must follow AP style guidelines to maintain a consistent brand voice.

The circular Choco logo should be present in the bottom right corner, within the title safe zone, to distinguish all CHOC video.





First name Middle name Last name  
Title (if applicable)



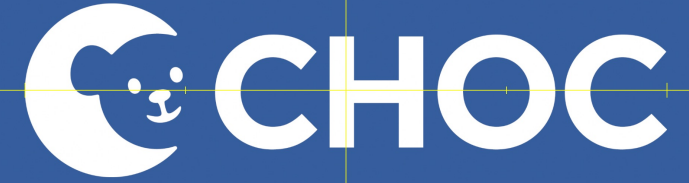
**Kimberly Chavalas Cripe**  
President & CEO

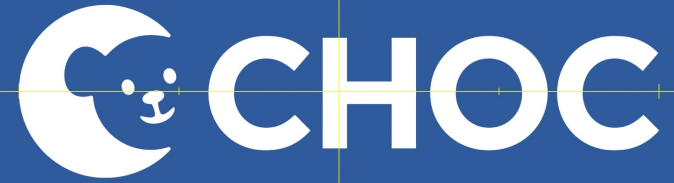


# CLOSING TITLE CARDS & CTA

The closing title card and call to action (cta) ends every video on a strong note with the CHOC logo and the intended action the audience should take.







[www.choc.org](http://www.choc.org)



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# STOCK MUSIC & VIDEO

The combination of music and video has the power to evoke strong emotions in the audience. As such, great care must be taken in choosing stock music and video that elicits the proper emotional response and aligns with the CHOC brand identity.

Stock music and video should create the same feelings of imagination, wonder, safety, adventure, warmth, creativity and light that are evoked by our natively captured audio and video.

Click [here](#) to listen to and view samples of stock music and video that capture the spirit of CHOC.

Click [here](#) to visit our stock music and video resource.



# ASPECT RATIOS



16x9



Use this aspect ratio for broadcast, presentations, social media (Facebook, Instagram, LinkedIn, Twitter, TikTok and YouTube) and web .

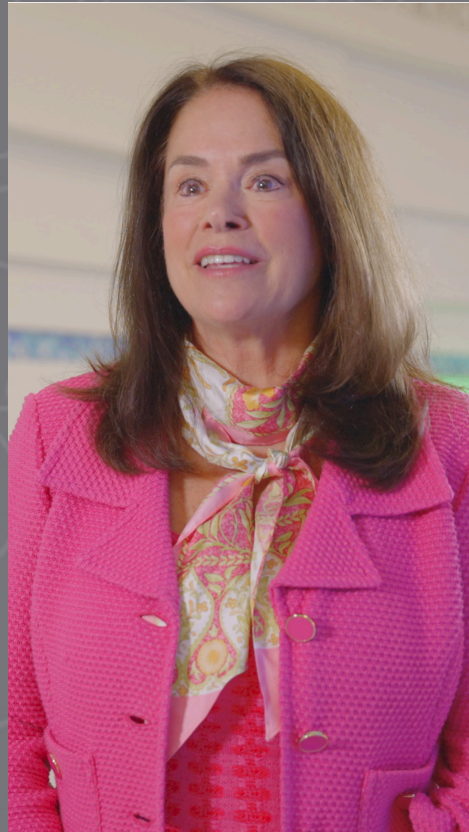


1x1



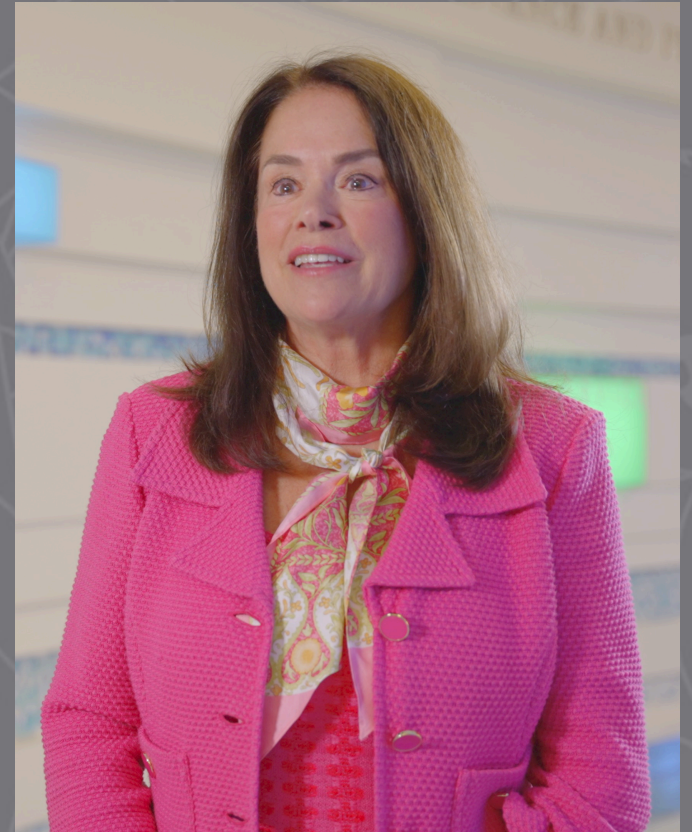
Instagram posts

9x16



Facebook stories  
Instagram stories and reels  
TikTok posts

4x5



Facebook posts  
Instagram posts



**LONG LIVE CHILDHOOD**

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