



# Video Guidelines

# Video production

**Resolution:** 6K, 5952x3968 (4K, 4096x2160 or 3840x2160 acceptable)

**Ratio:** 16:9 (center-frame if shooting for social content only)

**Frame Rate:** 24 fps | 60 fps (slow motion, only shoot with intent)

**Field:** Progressive scan

**Codec:** H.265 or H.264

**Format:** LOG (C-LOG, S-LOG, D-LOG, etc.), not RAW

**LUT:** Provide LOG to Rec.709 from camera manufacturer

**File/Clipname:** Name to project / date (ask Project Manager)

**Audio:** Interview audio can be into-camera or as separate files with a recorder, whichever is best for the production. Please note which tracks are lav/boom.

**Color Checker:** Record 1-second of a color checker card at the beginning of every new scene, lighting change, and indoor interview. If shooting interviews outdoors or with an exterior light source, shoot color checkers no less than at the beginning and end of each interview.

**Multi-Camera Shoot:** If shooting with two or more cameras, use the same cameras with the same settings. Cameras should have a timecode or time of day sync. A clapboard should be used when an audio sync is needed.

**Interview:** Record all interviewees by first asking them to say and spell their name, company, job title, and any credential letters (such as Ph.D., M.B.A. etc.)

# Video post-production, software

## Required Software:

- Adobe Creative Suite
- Adobe After Effects
- Adobe Premiere Pro

## Sequence Settings:

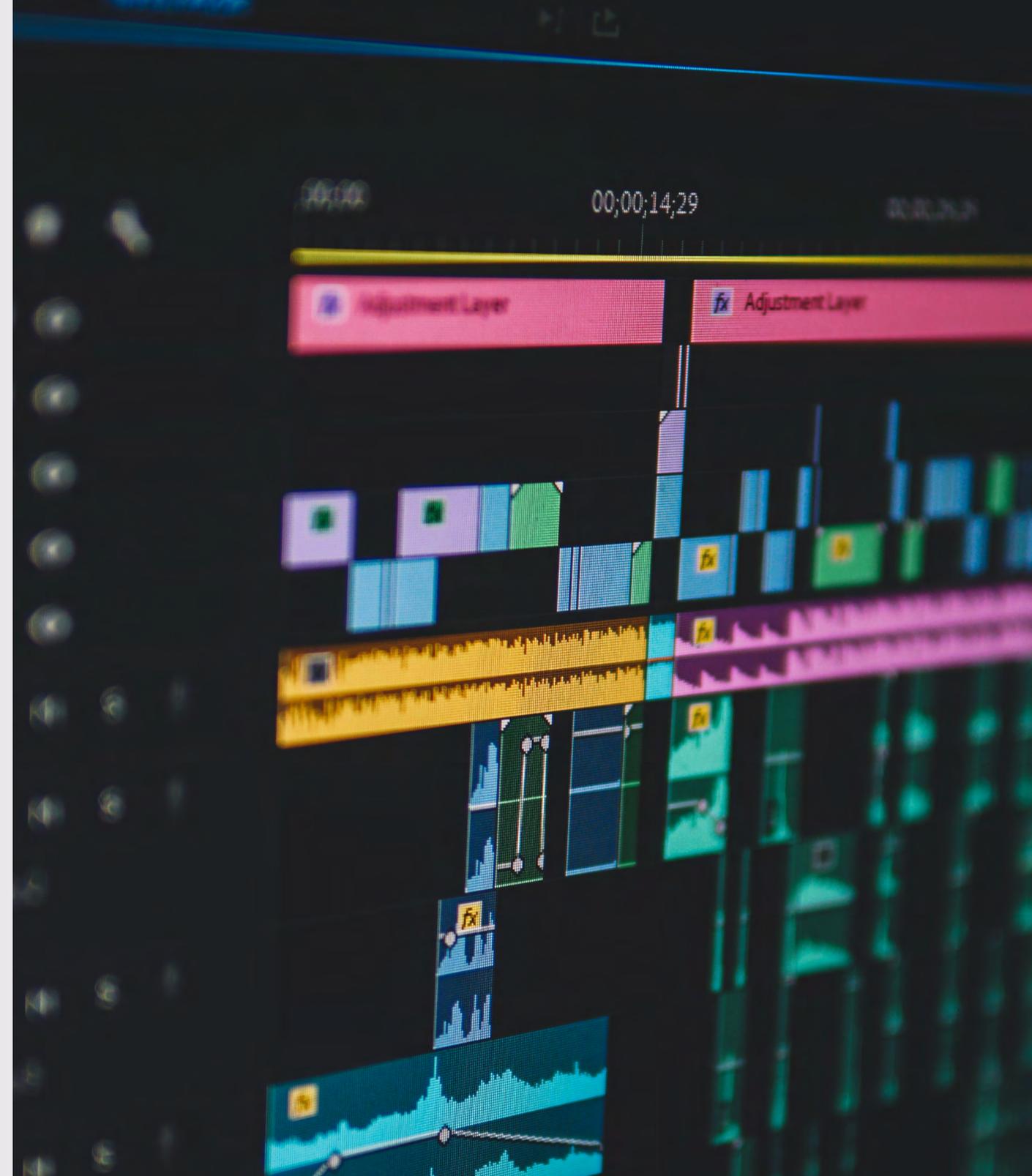
- Timebase: 24 fps
- Editing Frame Size: 3840x2160 UHD
- Delivery Frame Size: 1920x1080 (16:9), 1080x1080 (1:1), 1080x1920 (9:16), 1080x1350 (4:5)
- Pixel Aspect Ratio: Square Pixels (1.0)
- Fields: No Field (Progressive Scan)
- Display Format: Match Timebase
- Working Color Space: Rec. 709
- Audio 48kHz
- Preview File Format: QuickTime
- Codec: Apple ProRes 422
- Composite in Linear Color: No

## Proxy:

¼ resolution, H.264 codec

## Project Templates:

[Aspire Templates](#) | [FieldRoutes Templates](#)



# Video post-production, assets



Project templates  
Footage and proxies  
Stills  
Product  
Lower thirds  
Intro/Outro

[Download Asset Library](#)



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# Video post-production, footage and stills



[Aspire Footage Library](#)



[FieldRoutes Footage Library](#)

## Stock footage

Stock footage should only be used when the required footage cannot be found in the company's footage library and approved by the Project Manager.

Approved stock footage sites include [Adobe Stock](#) and [Motion Array](#).

# Using our wordmark with the icon

We're a confident brand. We never crowd our logos and always give them room to breathe and stand out.

This space is determined by 50% height of the logomark on each side. Measure the clear space for the primary logomark by the height of the letter "a".

The subhead "A ServiceTitan Company" can be omitted in instances where it cannot be viewed legibly, for example in embroidery.

[Link to logo files](#)



## Working with background colors

When placing a logo on a background or image, aim for a contrast ratio of 2.25:1 or higher to ensure readability. If the contrast is too low, adjust the background or choose a different one.



## Using our wordmark with the icon

We're a confident brand. We never crowd our logos and always give them room to breathe and stand out.

The clear space should be based on the logotype's lowercase character height. The logo should never be smaller than 0.25 inches (height) in print and 25 pixels in digital.

The subhead "A ServiceTitan Company" can be omitted in instances where it cannot be viewed legibly, for example in embroidery.

[Link to logo files](#)



## Working with background colors

When placing a logo on a background or image, aim for a contrast ratio of 2.25:1 or higher to ensure readability. If the contrast is too low, adjust the background or choose a different one.



# Logo usage, bug (1920x1080)

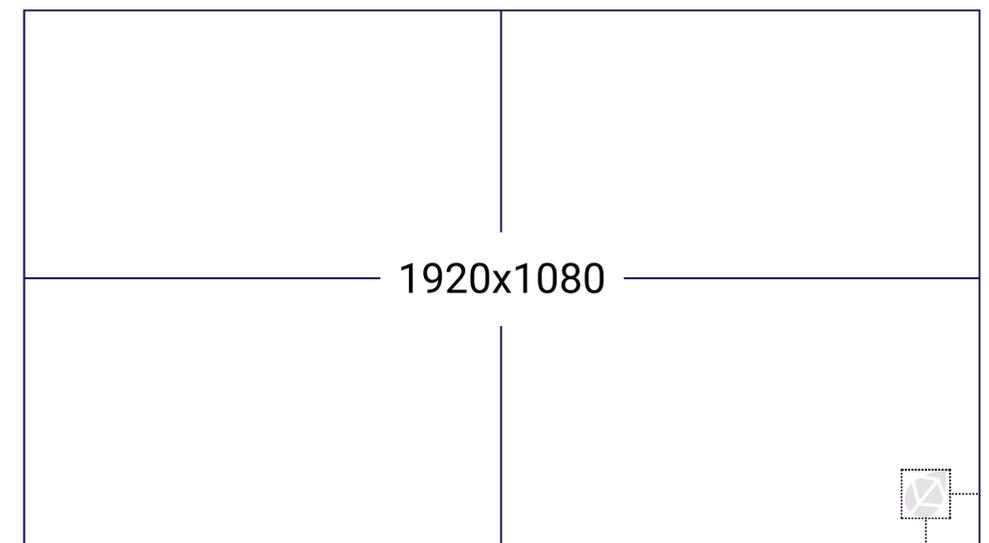
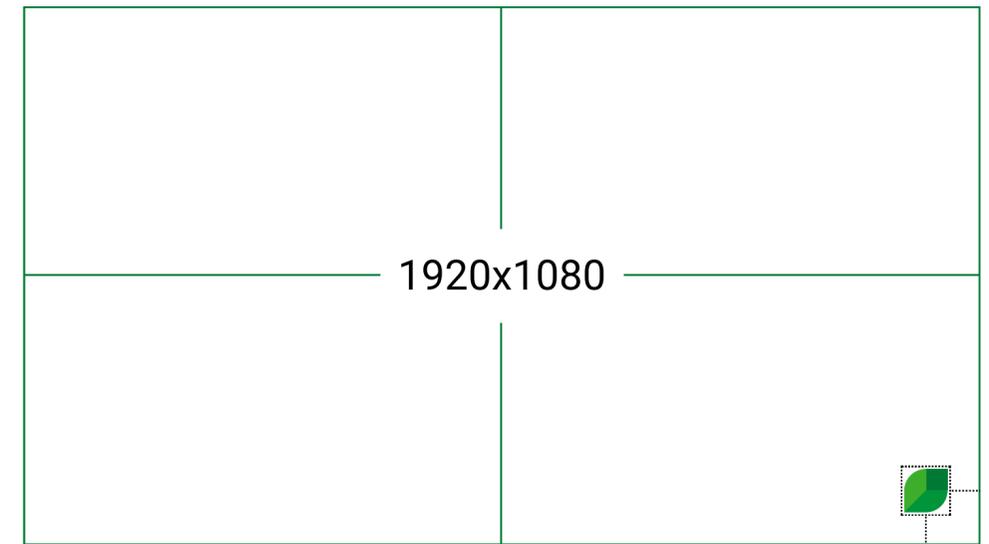
Bug should be 100 pixels from both the bottom and right edge of the frame, using the appropriate Leaf Icon at 80x80 pixels (Aspire) and 90x90 pixels (FieldRoutes).

[Download Aspire Bug Template](#)

[Download FieldRoutes Bug Template](#)

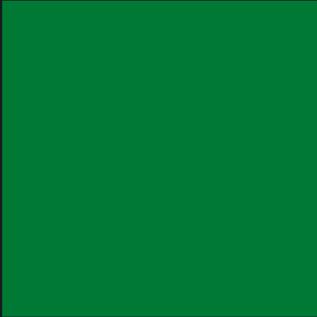
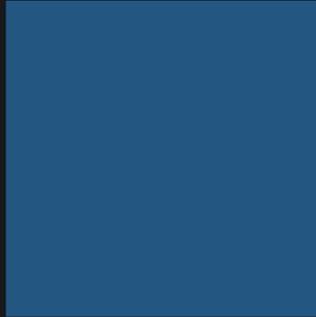
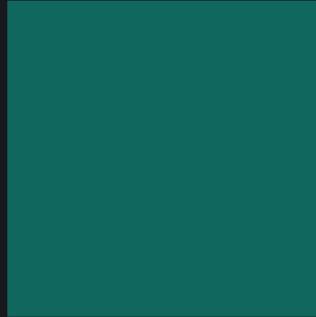
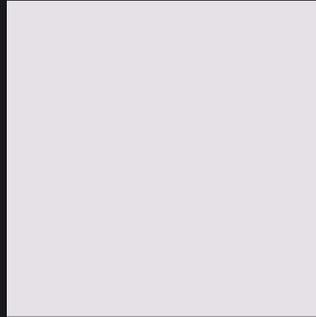
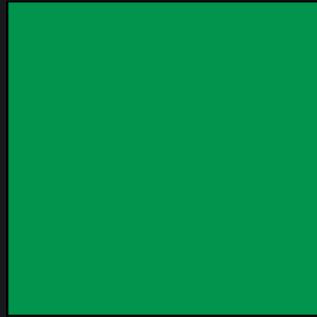
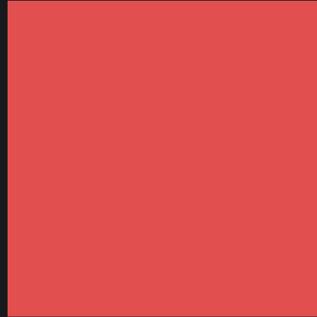
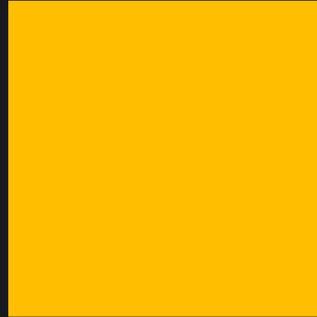
The bug is not required on:

- 1080x1920
- 1080x1080
- 1080x1350



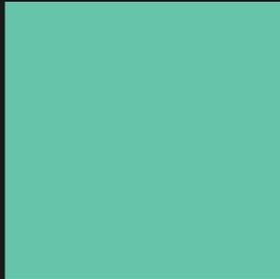
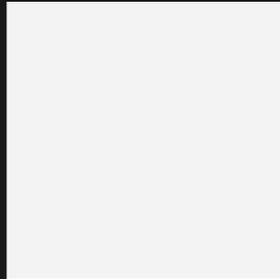
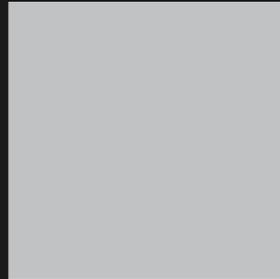
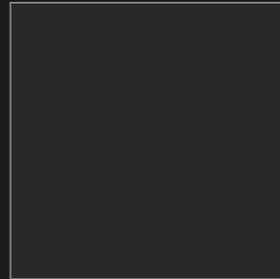
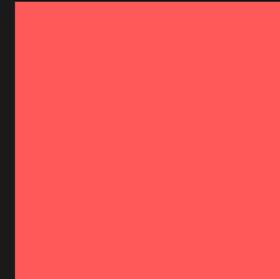
# Color, Aspire

This color palette should be used for all video production projects for Aspire. There are eight colors: two primary colors (Evergreen and Playground), three secondary colors (Gridskipper, Bitterpearl, and Midnight), and three accent colors (Turftastic, Blush, and Fenwick).

							
<b>Evergreen</b>	<b>Playground</b>	<b>Gridskipper</b>	<b>Bitterpearl</b>	<b>Midnight</b>	<b>Turftastic</b>	<b>Blush</b>	<b>Fenwick</b>
Hex: 007934 RGB: 0, 121, 52	Hex: 235782 RGB: 35, 87, 130	Hex: 0F675E RGB: 15, 103, 94	Hex: E5E1E6 RGB: 229, 225, 230	Hex: 17191C RGB: 23, 25, 28	Hex: 00944C RGB: 0, 148, 76	Hex: E24F4F RGB: 226, 79, 79	Hex: FFBE00 RGB: 255, 190, 0
Primary		Secondary			Accent / CTA		

# Color, FieldRoutes

This color palette should be used for all video production projects for FieldRoutes. There are nine colors: three primary colors (FR Navy, FR Blue, and FR Green), three secondary colors (Alabaster, Moon Rock, and Carbon), and three accent colors (Garden, Sunrise, and Sunset).

								
<b>FR Navy</b> Hex: 1A1353 RGB: 26, 19, 82	<b>FR Blue</b> Hex: 00AECF RGB: 0, 174, 207	<b>FR Green</b> Hex: 66C4AB RGB: 102, 196, 171	<b>Alabaster</b> Hex: F3F3F3 RGB: 243, 243, 243	<b>Moon Rock</b> Hex: C1C2C3 RGB: 193, 194, 195	<b>Carbon</b> Hex: 282828 RGB: 40, 40, 40	<b>Garden</b> Hex: 00A76F RGB: 0, 167, 111	<b>Sunrise</b> Hex: FCC40B RGB: 252, 196, 11	<b>Sunset</b> Hex: FF595A RGB: 255, 89, 90
Primary			Secondary			Accent / CTA		

# Typography, Aspire

To keep typography consistent across all mediums we have put in place a few guidelines. All fonts can be downloaded here: [fonts.adobe.com](https://fonts.adobe.com).

Montserrat is the primary font of Aspire. This font should be used in all video headers, subheaders, lower thirds, quotes, CTA, graphics, etc. Type weights should include Regular, Medium and Bold. Italics should be used only when appropriate.

Fonts can vary in weight, color, and italics when necessary to draw attention to specific words or phrases; however, should only be used in small portions of text, not the entire graphic, and only two colors at once.

For accessibility, text is best when left-justified but may be centered.

Roboto is the body font of Aspire. This fonts should only be used for captioning and subtitle purposes.

SAMPLE

## The tools you need, from the brand you trust

Don't let outdated, inefficient systems hold you back. Aspire's cloud-based business management platform allows contractors like you to scale smoothly, quickly, and profitably.

# Typography, FieldRoutes

To keep typography consistent across all mediums we have put in place a few guidelines. All fonts can be downloaded here: [fonts.adobe.com](https://fonts.adobe.com).

Fira Sans is the primary font of FieldRoutes. This font should be used in all video headers, subheaders, lower thirds, quotes, CTA, graphics, etc. Type weights should include Normal, Medium and Bold. Italics should be used only when appropriate.

Fonts can vary in weight, color, and italics when necessary to draw attention to specific words or phrases; however, should only be used in small portions of text, not the entire graphic, and only two colors at once.

For accessibility, text is best when left-justified but may be centered.

Libre Franklin is the body font of FieldRoutes. This fonts should only be used for captioning and subtitle purposes.

SAMPLE

**Field service  
software *that  
keeps it simple***

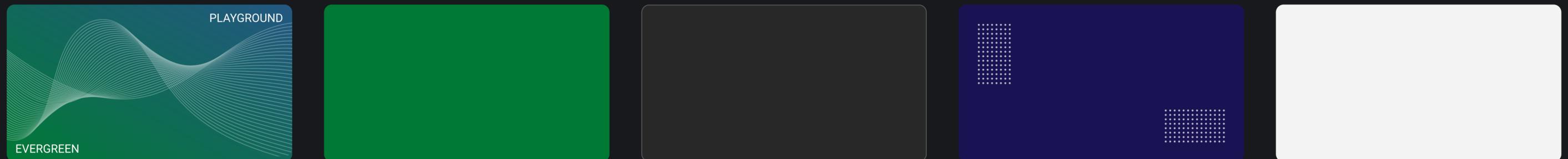
Simplify with mobile and office management. Scale with automation and routing. Grow your presence with marketing solutions.

# Backgrounds

**Aspire** video backgrounds can vary depending on usage. Backgrounds may be full-color, a two-color gradient, or a color overlay and can use the wave design element, or not.

- Full-color backgrounds should be White (#FFFFFF), Evergreen (#007934), Gray (#282828) or Queen's Terrace (#3DAE2B).
- Two-color gradient backgrounds should contain Evergreen (#007934) beginning in the lower left corner and transform to Playground (#235782) in the upper right corner.
- Color overlays may be used over an image or video. The image or video should have saturation reduced to zero (0), with an Aspire color overlaid at 80% opacity. Colors should include Evergreen (#007934), Playground (#235782), or a gradient between the two colors.

**FieldRoutes** video backgrounds should be full-color FR Navy (#1A1353) or Alabaster White (#F3F3F3) and can use the dots design element, or not.



# CTAs and buttons

The Aspire CTA should appear like a rectangular button with 12 px rounded edges. The button color should be Fenwick (#FFBE00). Text should be Montserrat Bold in Black (#000000).

The FieldRoutes CTA should appear like a rectangular button with 12 px rounded edges. The button color should be Sunrise (#FCC40B), and text should be Libre Franklin SemiBold in black (#000000).

Aspire

**Book a demo**

FieldRoutes

**Book a demo**

# Captioning

Captions are a transcription of dialog used to help viewers who cannot hear or who have their audio muted. Captions should be used in all advertisements regardless of platform or video size. An exception is made if on-screen copy/graphics detail the spoken dialog. Captions do not need to be used on video marketing or demonstration videos uploaded to YouTube or a platform that auto-captions. An SRT file with accurate captions should be provided to the platform channel manager.

In ads, captions should appear in Roboto (Aspire), and Libre Franklin (FieldRoutes). Caption font size should be 40-50 px and captions should be contained in a black box, set to 50% opacity, 20 px from the edge of the text, with 12 px rounded corners. Text should not have a drop-shadow or stroke. Captions should be centered at the bottom of the frame, be no more than two lines, and lines should not exceed 1080 px. wide

# Subtitles

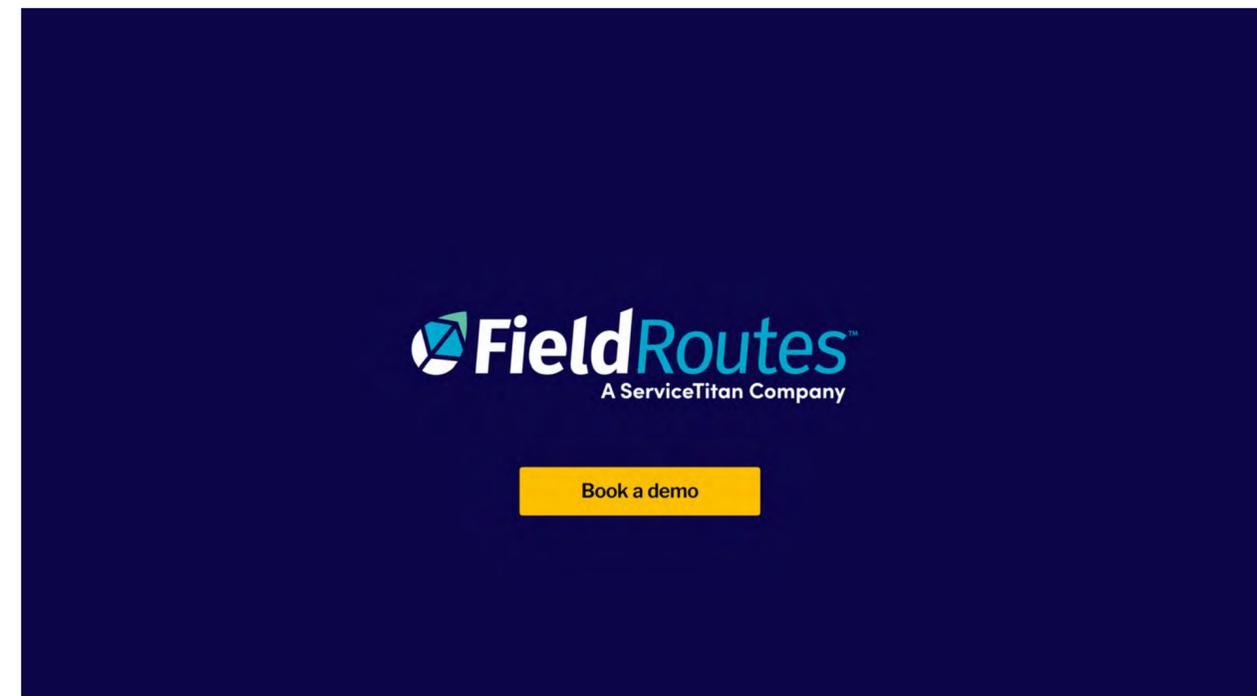
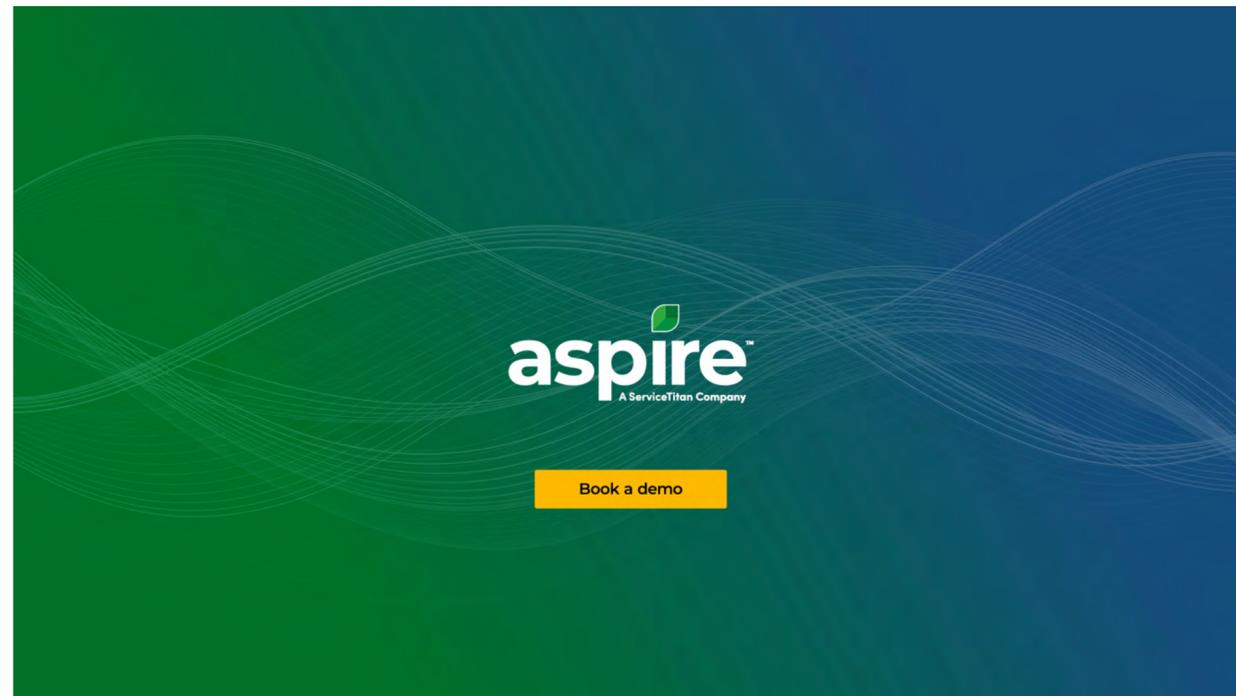
Subtitles are used to translate languages in video. Subtitles are only to be used upon request.

# Video Logo Tags

Video logo tags should be added to the end of every video to identify the brand. Tags may be shortened in length to meet the video's requirements but never change the speed of the animation. The logo is more important than the animation of it. Tags do not include audio at this time. Tags can be with or without a call to action (CTA) as a "Book a demo" button (page 16), but should never have additional text with website, phone number, or other information.

Aspire: [Download Tags](#)

FieldRoutes: [Download Tags](#)

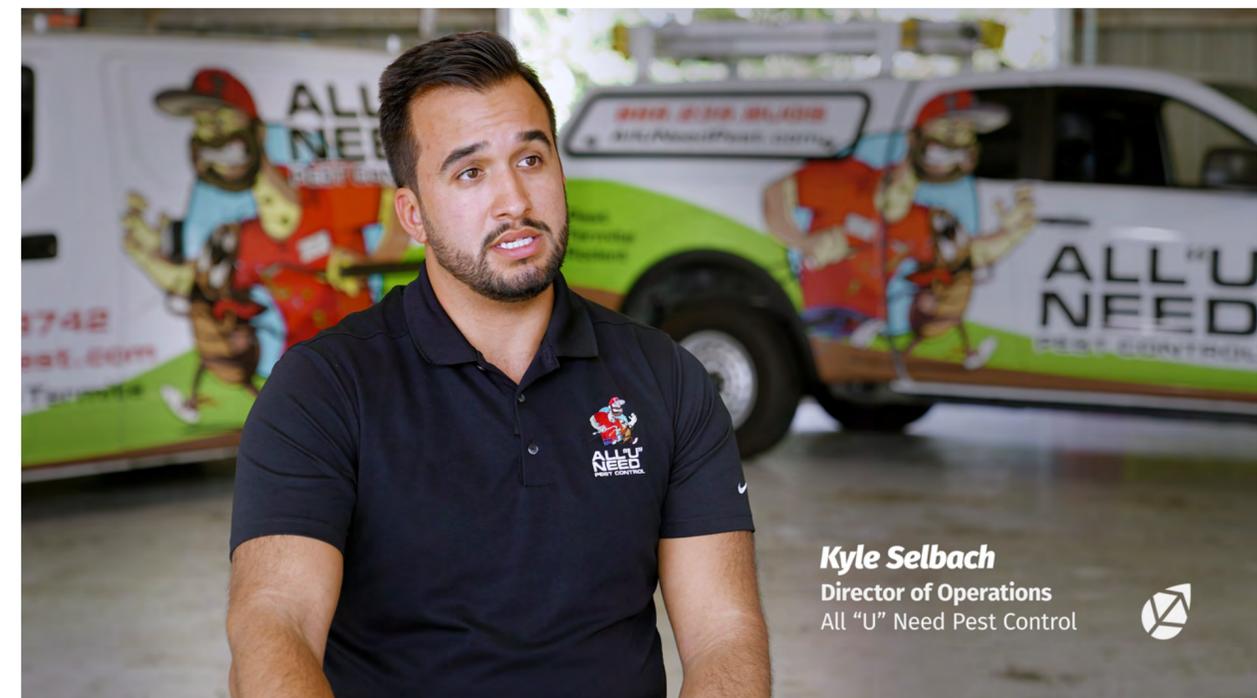
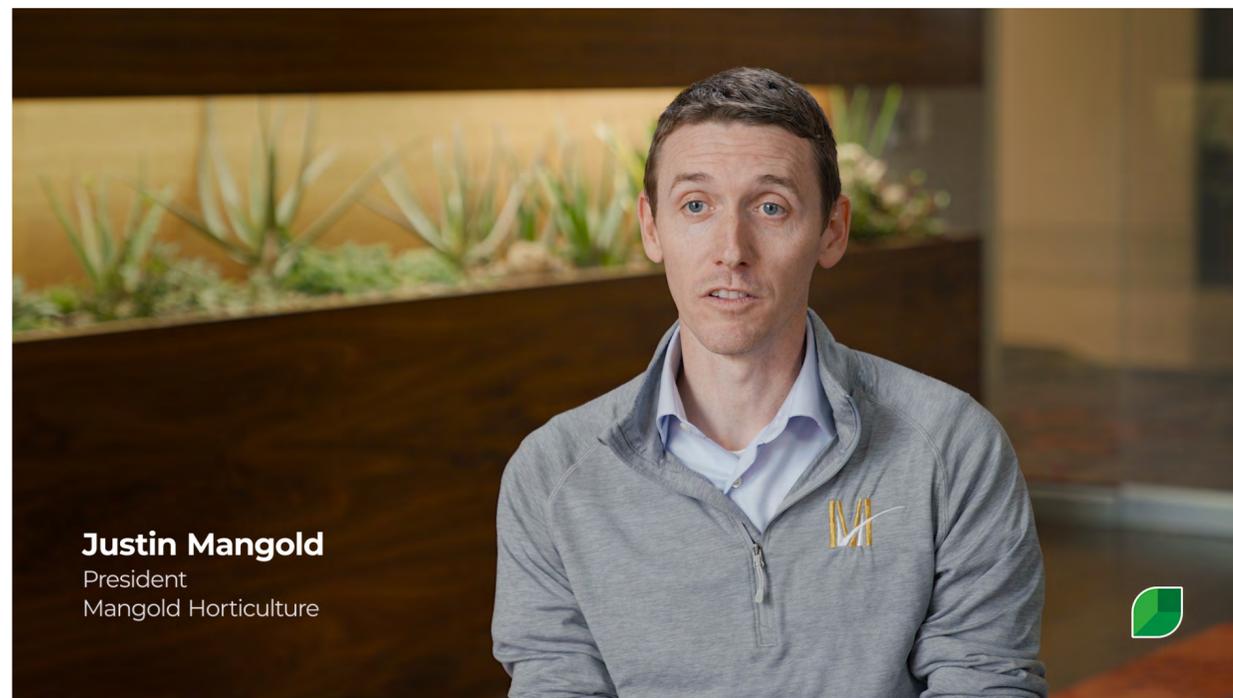


# Lower Thirds

Lower Thirds should be added to identify speakers on the first instance of their appearance. If the video length goes beyond 5 minutes, or videos are split into parts, the speaker can be identified again. Lower Thirds can be left-of-right-justified. They should always be placed in the talk space of the speaker in the lower left or lower right corner of the frame, but never over logos, other text, or areas without enough contrast. In those cases, Lower Thirds can be moved higher in the frame and away from corners. Lower third templates have been created for use in Adobe Premiere Pro as Essential Graphics.

Aspire: [Download mogrt](#)

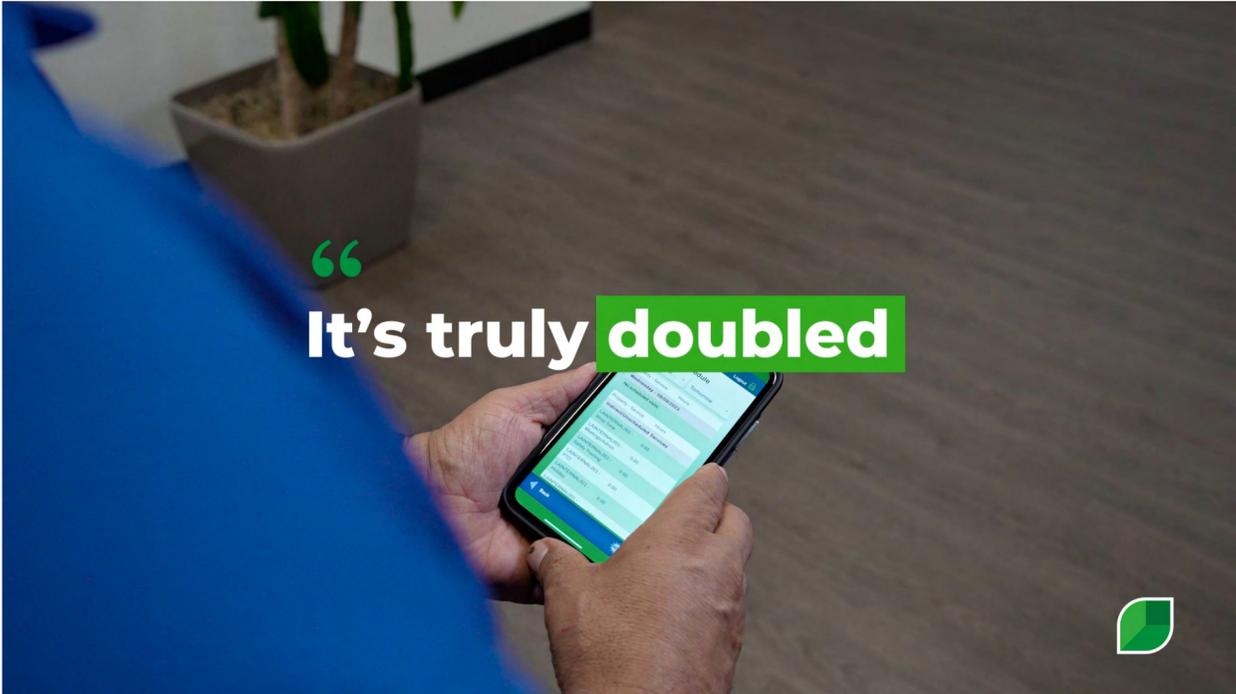
FieldRoutes: [Download mogrt](#)



# Kinetic Text

Kinetic text is the animation of screen copy. It is a visual representation of the spoken word, either testimonial or voiceover. Kinetic text is used in marketing, sales, and ad videos to emphasize key points or to bring energy to otherwise static copy. It can be in the form of a quote using quotations, or a headline.

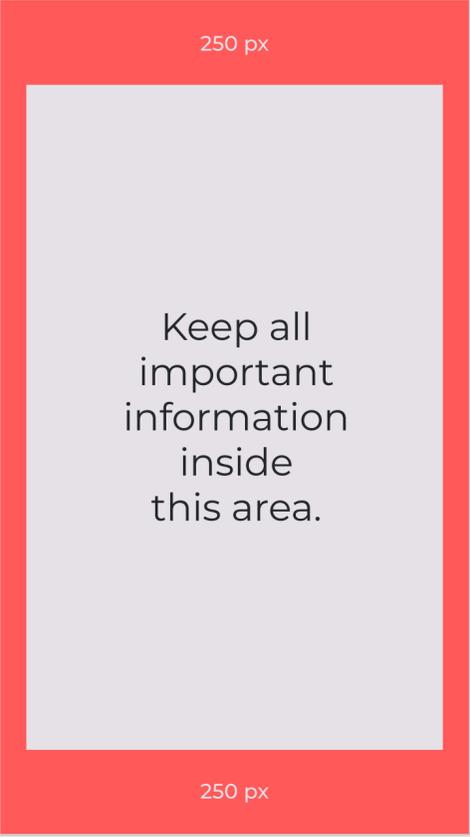
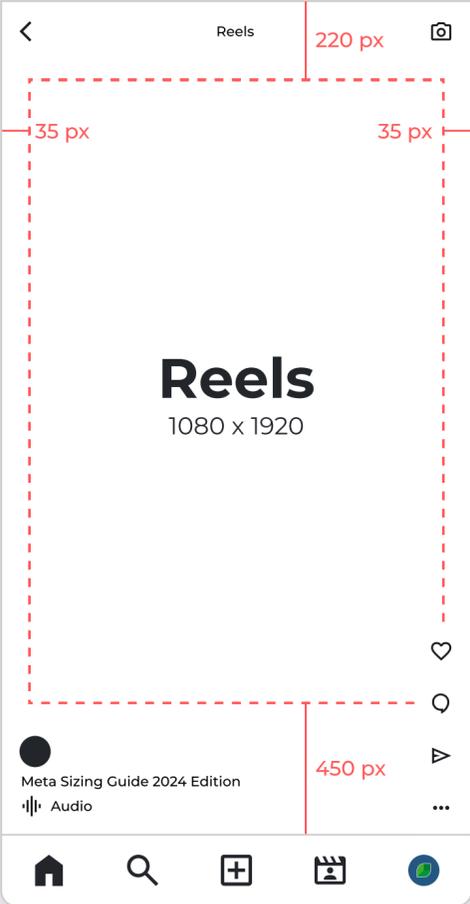
Kinetic text should appear within ad safe zones (pages 21 and 22), left-justified in the center of the screen, and only with enough contrast to read the text. A subtle darkening of the area behind the text, or the full frame is acceptable, but no drop shadows. Typography should match the brand, and the use of alternate colors and italics is acceptable to emphasize key points. Kinetic text should not appear in a full-color bounding box, but animated color wipes to emphasize key points are acceptable.



# Safe Zones, Meta

1080x1920 Meta Safe Zone Template for Aspire: [Download](#)

1080x1920 Meta Safe Zone Template for FieldRoutes: [Download](#)



# Safe Zones, Google (YouTube)

Download Google (YouTube) Safe Zone Templates for Aspire: [1920x1080](#) | [1080x1920](#) | [1080x1080](#)

Download Google (YouTube) Safe Zone Templates for FieldRoutes: [1920x1080](#) | [1080x1920](#) | [1080x1080](#)

