

LWTECH VIDEO BRAND AND ACCESSIBILITY GUIDE

See LWTech Brand Center for additional brand and accessibility guidelines: [LWTech.edu/Brand](https://www.lwtech.edu/Brand)

MOTION GRAPHICS/TEXT/VISUAL TRANSITIONS

- All text and graphics should have high contrast from the background.
 - Font style:
 - bold, big, solid—no gradients
 - White, black, LWTech Blue
 - Subtle outer glow for pop (ex: rich black glow to make white text pop)
 - Preferred font: Futura Std; Better font: Myriad Pro; Accepted font: Arial
 - No outline on text or heavy drop-shadowing
 - Placement:
 - Text and graphics should be placed in the “negative” spaces of the frame
 - Never cover human body parts, especially faces
 - Avoid placement over central focal areas of frame (e.g. frame showing a student doing work on the computer --> don't cover up the monitor/screen in that frame)
- LWTech Logo
 - All official versions of the LWTech logo may be access via the [Brand Center Logo page](#).
 - Logo used should come from an official file, either downloaded from the Brand Center Logo page or supplied directly from Communications & Marketing.
 - Logo should never be a screenshot from any source or downloaded from any other source.
 - Logo should adhere to all guidelines provided in the Brand Center Logo page.
 - Do not use full color logo on busy or dark backgrounds, use the white logo and apply subtle outer glow for pop (ex: rich black glow to make the white pop)
 - Alternative versions of logos can ONLY be used with direct permission from and provided by the LWTech Communications & Marketing Department.
 - If text includes the full Lake Washington Institute of Technology, or the abbreviated LWTech name in the title bar (*see Lower Thirds for more information on usage*), just the logo mark (the graphic of the logo) may be used
- Lower Thirds
 - If logo is used alongside text, then the logo should always appear to the left of text
 - Logo should have space all the way around it: from edges and from text
 - Name of college should not be repeated in text, if name appears in the logo
 - Text should have high contrast from background.
- College Name
 - The college name should always appear as the official full name or the official acronym name:
 - Lake Washington Institute of Technology
 - LWTech (LWT is always uppercase)
- College URL
 - College URL is LWTech.edu (LWT is always uppercase) and bold

SOUND

- Background music should not overpower people's voices
- All speech should be heard clearly and concisely
- If possible, the exact transcript should be provided for captioning