



VIDEO/VISUAL BRAND GUIDE

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Logo

The logo is the face of any brand. The main logo of Strategic Risk Alternatives consists of two colors: #B0282C and #333333.

The logo reflects the entirety of Strategic Risk Alternatives as it was designed based on its brand identity, so don't alter anything.



The main logo of Strategic Risk Alternatives is the main face of the brand.

Legibility

We should ensure that the logo of Strategic Risk Alternatives is clear and readable.

When using the logo online, the minimum size is 60px. If offline, 20 millimeters.

You should also pay attention to the exclusion zone. It is important that we don't confuse the audience.

If you put anything too near the logo, the audience might misunderstand and think that it is part of the logo.

EXCLUSION ZONE



MINIMUM SIZE ONLINE



60PX

When using the logo online, the minimum size is 60px.

MINIMUM SIZE OFFLINE



20MM

When using the logo offline, the minimum size is 20 millimeters.

Monochromatic Logo

The monochromatic logo is the black and white version of the main logo.

There isn't a specific use for monochromatic logos. It depends on the preference of Strategic Risk Alternatives or the video requirements.

#333333 and #FFFFFF are used for the monochromatic versions while #333333, #FFFFFF, and #BDBDC0 for the grayscale versions of the logo.

NEGATIVE MONOCHROMATIC VERSION



POSITIVE MONOCHROMATIC VERSION



NEGATIVE GRAYSCALE VERSION



POSITIVE GRAYSCALE VERSION



Logo Submark

Logo submarks are used when the main logo isn't the best type of logo to use, like when the space is too small.

Strategic Risk Alternatives uses the mountain that you can see in the letter A in the main logo.



Logo submarks are usually used when the main logo is too big for the space.

01

GREY



02

RED OPAQUE



03

RED



04

TEAL OPAQUE



05

TEAL



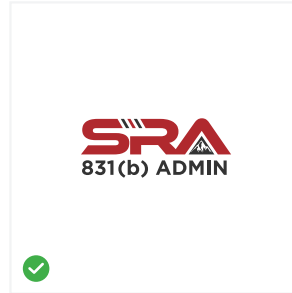
Logo Usage

If the background is white or light, use the main logo or the black or gray version of the logo. If it is red, black, or dark, use the white version.

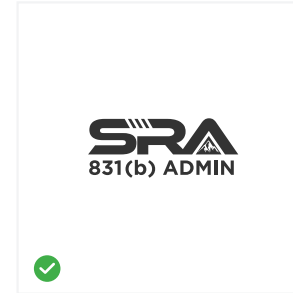
If the background is too colorful and any version of the logo is not visible, just choose a different background.

You are also not allowed to angle, distort, re-color, and add other effects like shadows to Strategic Risk Alternatives' logo as doing so could lead to the confusion of the audience.

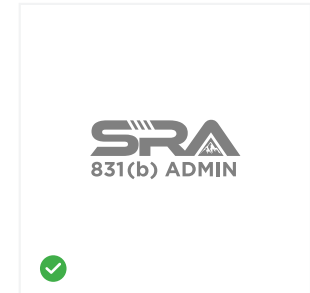
PRIMARY



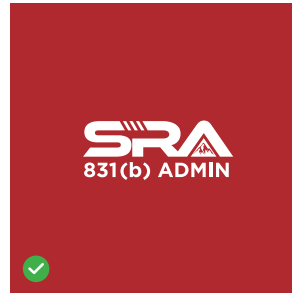
ONE COLOR BLACK



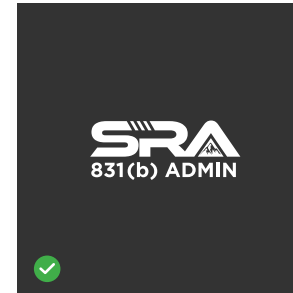
ONE COLOR GRAY



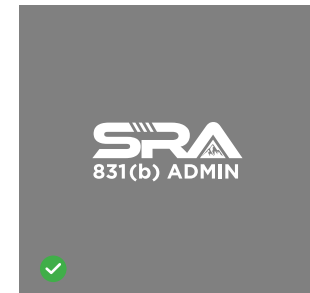
WHITE ON RED BACKGROUND



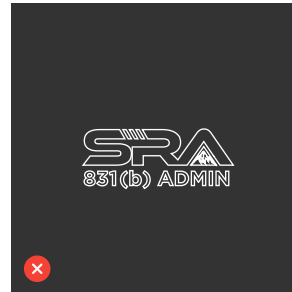
WHITE ON BLACK BACKGROUND



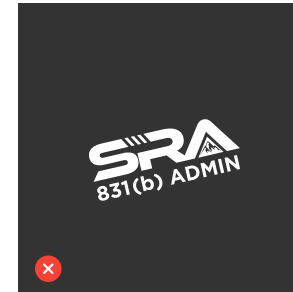
WHITE ON GRAY BACKGROUND



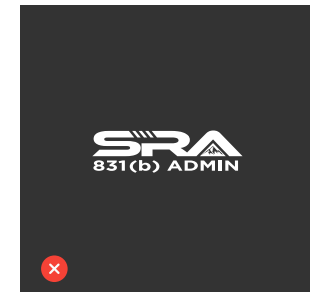
OUTLINE



TILT



STRETCH OR TRANSFORM



Logo Applications

For images with a 1:1 ratio, the main logo should be used. The logo should be in the upper right-hand corner of the image.

If the 1:1 image has a red filter, the white logo must be used and it should be in the center.

For manuals, the main logo should be used and it must be on a white background so it is clear.

For other images, you can use the main logo or the monochromatic and grayscale versions of the logo. Place the logo where appropriate.



Colors

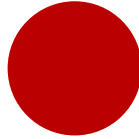
Having a color family is important for any brand because it is one of the things that the audience thinks of when they think of a brand.

Strategic Risk Alternatives uses #B0292E, #333333, #808080, and #FFFFFF for their videos.

If you use any color other than the ones mentioned, that is not Strategic Risk Alternatives. You can make the colors lighter, but you shouldn't change them.

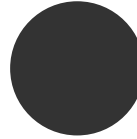
01

SRA RED
HEX: #BB0000
RGB: 176,41,46



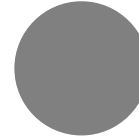
02

BLACK
HEX: #333333
RGB: 51,51,51



03

GRAY
HEX: #808080
RGB: 128,128,128



04

SOLID WHITE
HEX: #FFFFFF
RGB: 255,255,255



05

TEAL
HEX: #1EADA0
RGB: 30,160,160



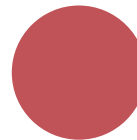
06

SRA RED
90% TINT



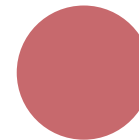
07

SRA RED
80% TINT



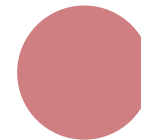
08

SRA RED
70% TINT



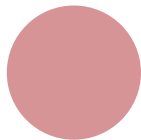
09

SRA RED
60% TINT



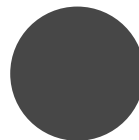
10

SRA RED
50% TINT



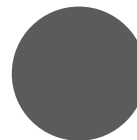
11

GRAY
90% TINT



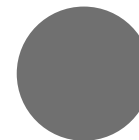
12

GRAY
80% TINT



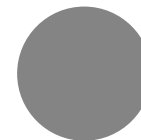
13

GRAY
70% TINT



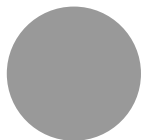
14

GRAY
60% TINT



15

GRAY
50% TINT



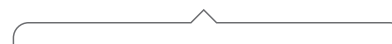
Fonts

A brand is also known for the font that they use. Strategic Risk Alternatives uses Proxima Nova for their videos.

Proxima Nova could be extra bold, bold, semi-bold, or light, depending on the preference of the video creator or the video requirements.

To ensure that Strategic Risk Alternatives is represented well across all online platforms, make sure not to use any font other than Proxima Nova in videos.

PRIMARY



01

PROXIMA NOVA
EXTRA BOLD

Aa

USED FOR

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sequae porrovit fugitobit,

02

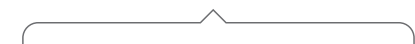
PROXIMA NOVA
BOLD

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SECONDARY



03

PROXIMA NOVA
SEMI-BOLD

Aa

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nobit, consAqu oluptatia
sequae porrovit fugitobit,

04

PROXIMA NOVA
LIGHT

Aa

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ipitatur assin perioreium
nobit, consAqu oluptatia
sequae porrovit fugitobit,

Icons

The icons that must be used for Strategic Risk Alternatives are the ones that you can see on this page.

Using just any icon is prohibited because the style of the icons must give off the vibe Strategic Risk Alternatives does.

Strategic Risk Alternatives is a company that is professional, so you shouldn't use icons that look too cartoony or are too colorful.



“We care deeply about the financial security of our clients and their businesses.”

— Strategic Risk Alternatives

Introductory and Closing Screens

The introductory and closing screens are simple. For the background, we use #B0292E.

The main logo won't stand out on a red background, so the white monochromatic logo is used.

The logo will appear slowly. The first thing that you will see on the screen is the letter S. Next, the three lines in the logo will appear one by one.

After the lines, the letters R and A will appear, and then the mountain.

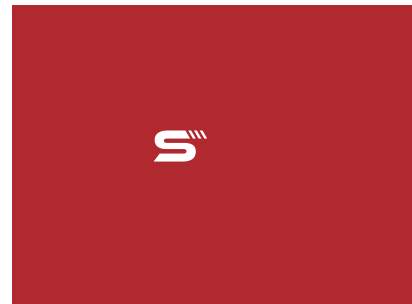
FRAME 1



FRAME 2



FRAME 3



FRAME 4



FRAME 5



FRAME 6



Lower Thirds

The lower thirds should be visible but not attention-seeking because the focus of the audience should be on the person in the video.

Proxima Nova must be used for the name and the position of the person. The white monochromatic logo is used for the lower thirds.

The background color must be #B0292E. The font color should be white.



HORIZONTAL LOWER THIRD: LEFT, SHORT



HORIZONTAL LOWER THIRD: RIGHT, LONG



HORIZONTAL LOWER THIRD: LEFT, LONG



HORIZONTAL LOWER THIRD: RIGHT, SHORT

Name Font: Proxima Nova
Title Font: Proxima Nova

Video Mark

Strategic Risk Alternatives uses two video marks: a monochromatic version of the logo and the logo submark.

If the video has a starting and closing, use the logo submark as the video mark.

If the video doesn't have a starting and a closing, meaning it is an independent video, the monochromatic logo should be used.

The video mark should be placed at the bottom corner of the video and should be added through YouTube.

VIDEO MARK ON A VIDEO WITH STARTING AND CLOSING



KEY ELEMENT ON AN INDEPENDENT VIDEO (WITHOUT STARTING AND CLOSING)



Transitions and Effects

Acceptable Transitions

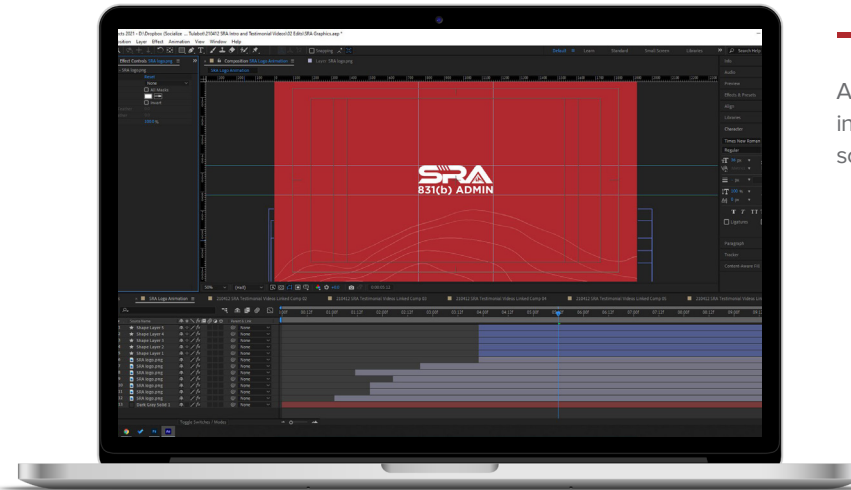
- **Dissolve**
Should be used only for a transition of time or between still images and videos.
- **Clean Cut**
Primary cut. No effect. Can be used for transition to images. Otherwise, should be used for any cut between b-roll and a-roll.
- **Fade to White/Black**
Used for transitions between video and titles, credits, and slates, and should be used at the beginning and end of each video.

Unacceptable Transitions Acceptable Effects

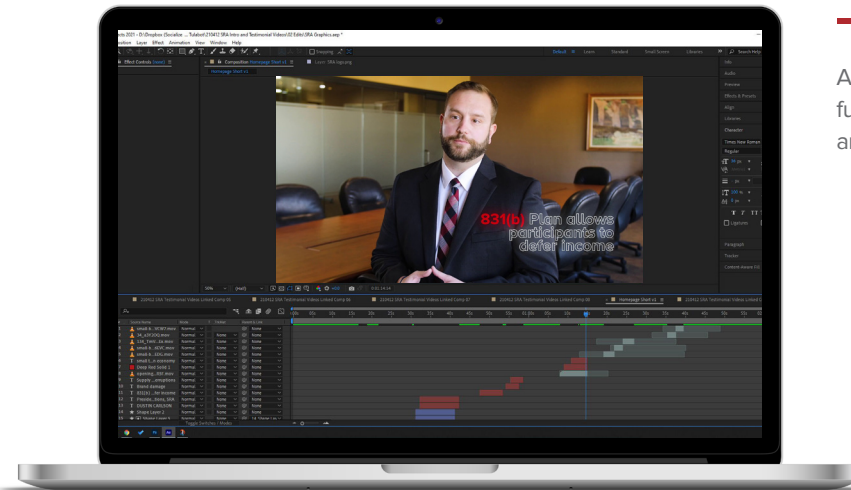
- | | |
|---|--|
| <ul style="list-style-type: none"> • 3D Transitions • Swirl • Wipes/Peels • Zooms • Checkerboard | <ul style="list-style-type: none"> • Vignettes • Blur • Sharpen (within reason) • Stabilize Footage (where applicable) |
|---|--|

Talking Head Sometimes, we have to show text on-screen to let the audience know that what is being said in the video is something they should take note of. We do that in two ways: using fullscreen graphics or adding text next to the talking head.

If the person talking is someone whom the audience must see (such as if the person is an executive at Strategic Risk Alternatives), we add text next to the talking head. If not, we use fullscreen graphics.



A sample of how the introductory and closing screens are edited.



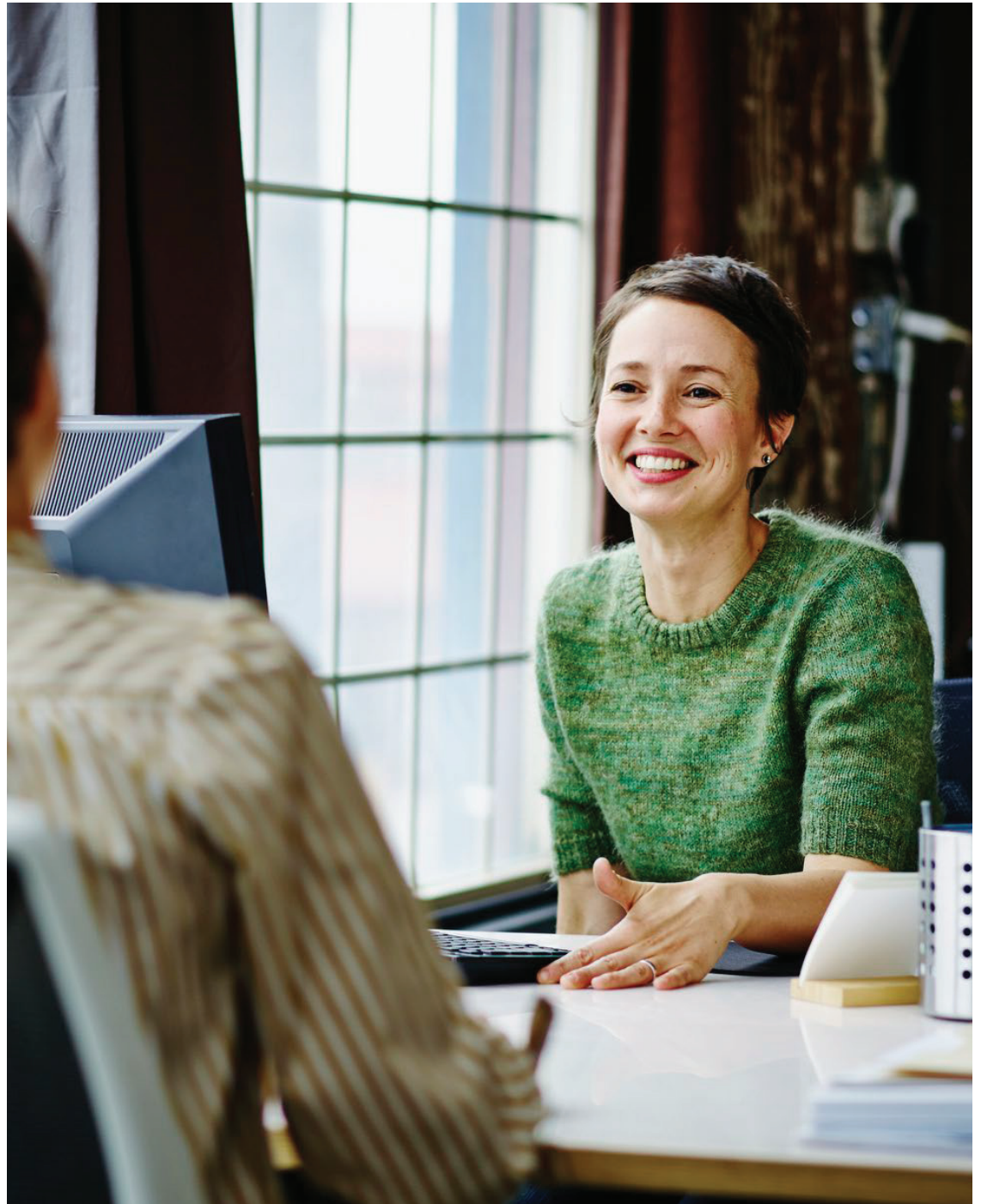
A sample of how fullscreen graphics are edited.

Music

We don't want to get our message across in the wrong way, so we have to make sure that the background music we will use for Strategic Risk Alternatives' videos has the same tone as the brand.

Strategic Risk Alternatives helps business owners achieve financial security. We mitigate risks. That said, the background music to be used must make the audience feel edgy.

That is so they can feel compelled to take action now rather than later.



Intro/Outro

Strategic Risk Alternatives' videos must start with an introductory screen. It is because we have to let the audience know that the video they are watching is from Strategic Risk Alternatives.

We mentioned on Page 15 that for videos with starting and closing, the logo submark must be used as the video mark. Make sure to follow that.



Animation Style

Strategic Risk Alternatives' animation style generally has a lot of movements and is free-flowing and a bit slow. When creating a 2D animated video, make sure to follow that.

Also, if you watch the videos, you will see that there are rounded shapes in the background and that they move. That is something to keep in mind.

There are rounded shapes in the background and they move.



Character Style

The primary color of Strategic Risk Alternatives is red, so red should dominate the video.

The characters and other video elements don't necessarily have to be red. It could be any color from the red family, like orange and brown.

The skin tone of the characters is more brown than white. They are also long-legged.



Red should dominate the video.

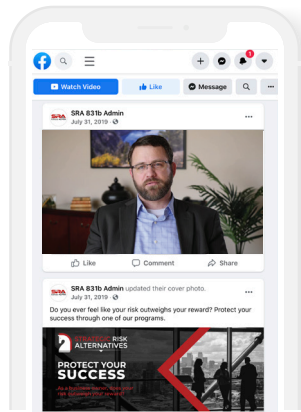


Skin tone is more brown than white.



Characters are long-legged.

Social Media

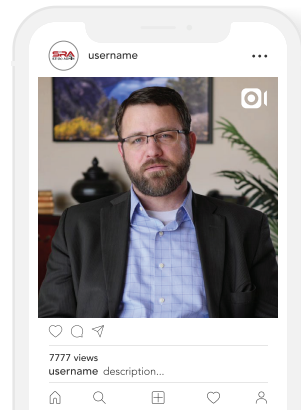


Facebook Video

Feed and Marketplace Video Specs

File size	Max of 4 GB
Aspect ratio	9:16 to 16:9
Video orientation	Landscape, portrait, square
Resolution range	No max resolution
Video length	1 second – 240 minutes

Take advantage of these videos' minimal spec requirements—no resolution range, several supported aspect ratios—by choosing the format that fits your target audience's device usage (square for mobile, landscape for desktop).

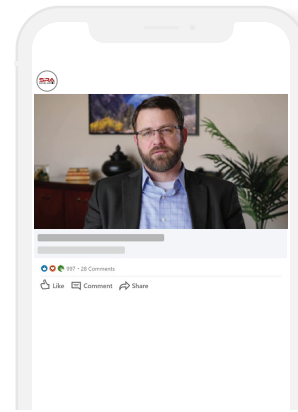


Instagram Video

Feed video specs

File size	Max of 4 GB
Aspect ratio	1.91:1 to 4:5
Video orientation	Landscape, portrait (only 4:5), square
Resolution range	No max resolution
Video length	3 seconds – 60 seconds

Opt for square videos—they're very popular on Instagram and look great on both desktop and mobile.

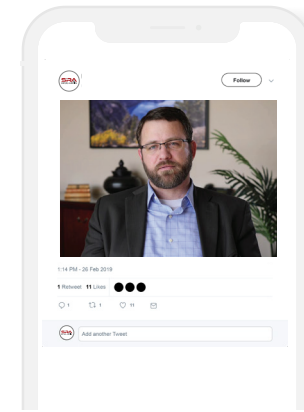


LinkedIn Video

Video ad specs

File size	75 KB to 200 MB
Aspect ratio	16:9
Video orientation	Landscape
Resolution range	360p to 1080p
Video length	3 seconds to 30 minutes

Be sure to create a horizontal video ad—at this time, LinkedIn permits vertical videos for organic content only.



Twitter Videos

Organic and ad video

File size	Max 512 MB
Aspect ratio	1:3 to 3:1
Video orientation	Landscape, portrait, square
Resolution range	32×32 to 1280×1024
Video length	.5 seconds to 140 seconds

Consider taking advantage of their recently introduced square format. 93% of Twitter videos are viewed on mobile, and square videos provide an optimal mobile viewing experience.

YouTube Ending

If the video will be uploaded to YouTube, it is best if before the video ends, we show two more videos that the audience might want to watch: yesterday's video and the video that is coming up next.

This is for the audience to increase both the engagement rate and the video views, which are both important for a brand to succeed.

Links to Strategic Risk Alternative's social media profiles are also provided so that it becomes easier for the viewer to follow and like our social media profiles.

The YouTube ending screen is a dark red rectangle. At the top left is the SRA 831(b) ADMIN logo. Below it is the text 'LIKE AND SHARE' above a large video thumbnail of a man in a suit with a play button. To the right is the text 'WATCH YESTERDAY'S VIDEO' above a smaller video thumbnail of the same man. Below the main thumbnail is the text 'FOLLOW US ON SOCIAL MEDIA' above icons for Facebook, Instagram, Twitter, YouTube, and LinkedIn. To the right of the social media icons is the text 'COMING UP NEXT' above another smaller video thumbnail of a man in a patterned shirt.

This layout features a circular SRA 831(b) ADMIN logo on the left. On the right, there are two video thumbnails. The top one is labeled 'Continue Watching' and shows the man in the suit. The bottom one is labeled 'Something you might like' and shows the man in the patterned shirt.

This layout features the text 'THANKS FOR WATCHING!' in the center. On the left is a circular SRA 831(b) ADMIN logo. On the right, there are two video thumbnails. The top one is labeled 'Continue Watching' and shows the man in the suit. The bottom one is labeled 'Something you might like' and shows the man in the patterned shirt.



THANK YOU

Strategic Risk Alternatives has made it possible for any successful business to take advantage of the same tools previously reserved for Fortune 500 companies.

208-424-2249

info@strategicriskalternatives.com





Brand Guidelines

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