Fletcher Video Guidelines

The following document contains information for branding and titling Fletcher’s video content. Please note on the .psd files:

- Do NOT alter the colors
- Do NOT alter the proportions
- Do NOT alter the design (e.g., do not skew the logo or distort it in any way)

Posting Video to Fletcher YouTube Channel

After the video is final, please send an email to cpr@tufts.edu with location of the video (Tufts Box, Dropbox, etc.), with a title and description. We will then post the video to Fletcher's YouTube channel and send you an email with the link.

PSD Files

Lower-thirds video template left justified (.psd)
http://fletcher.tufts.edu/~media/Fletcher/images/Fletcher-Left-Lower-Third.psd

Lower-thirds video template right justified (.psd) (This title is usually used in a two-person panel, with the person sitting on the right. See example below)
http://fletcher.tufts.edu/~media/Fletcher/images/Fletcher-Right-Lower-Third.psd
Fletcher Flag “bug”
http://fletcher.tufts.edu/%7E/media/Fletcher/images/Fletcher-Flag-Lower-Third.psd

Title Font Specs

Example:

**Admiral James Stavridis, Dean of The Fletcher School** {Myriad Pro 36pt, Bold}
*Former Supreme Allied Commander at NATO* {Myriad Pro 36pt, Italics}
**Fletcher MALD 83, PhD 84** {Myriad Pro 36pt, Regular, #e4701e}

Name:
Fletcher Affiliation: #e4701e