

**Tamooz** | Marketing  
Communications

**Эпилепсия запуск DBS анимация краток: пациент**

# подлежащий доставке

- Один (1) 30-вторая анимация подробно, как Medtronic Глубокая стимуляция мозга работает
- Аудитория: Пациенты
- 2D ориентация (рекомендации Medtronic)
- Смотри и чувствовать себя: Простой, современный, доступный, unalarming
- Анимация будет подробно:
  - имплантированные устройства
  - Ведет и свинец размещения
- Для справки: <https://www.youtube.com/watch?v=WCONMCI2Xa8>
  - ^ Это существующая DBS анимация - очень устаревшее чувство.
  - **Наша цель состоит в том, чтобы заменить эту анимацию.**

## **принципы анимации Medtronic**

# VIDEO STANDARDS OVERVIEW

## OVERVIEW

Our videos bring our brand to life through motion. We use different elements to communicate our message in a compelling, informative format. We keep our videos clear, direct, and professional, ensuring our core message is recognizable and easy to understand. Videos and animations are a great way to explain complex concepts and technologies, and show the breadth of Medtronic offerings without having the physical assets present.

To ensure a consistent look and feel, we have developed motion standards to guide you. If you have additional questions or need more information, reach out to the [Global Brand team](#).

Video and animations can be used in dynamic ways including:

- Product tutorials
- In-service guides
- Patient testimonials and endorsements
- Instructional guides
- Training

They can also be used in environments such as:

- Presentations
- Websites
- Applications
- Exhibits
- Facilities

1.

OWN  
BLUE  
MAKE IT  
DOMINANT

2.

START WITH  
A SQUARE  
AVOID BANDS  
WHEN POSSIBLE

3.

STRUCTURE  
YOUR LAYOUT  
ANCHOR  
AND ALIGN  
ELEMENTS

4.

CREATE  
CONTRAST WITH:  
COLOR  
PHOTOGRAPHY  
& TYPOGRAPHY

5.

LESS IS MORE  
KEEP IT CLEAN  
& SIMPLE

All videos should adhere to our design principles

## Best Practices for Developing Video

- When shooting b-roll, use a photojournalistic approach that shows moments in the lives of the people we touch.
- When shooting an interview, use natural lighting and natural backgrounds. Unlike our portrait style, it is a best practice to have the person look slightly off camera, instead of directly into the camera.
- Get to the point in seven to ten seconds. Users tend to abandon videos that do not get to the pertinent content within that time frame.
- Use human, everyday language that people will understand.
- Make sure any acting is natural and human — avoid overacting.
- Show real people in contemporary scenes and wardrobes.
- Be culturally sensitive in how you write and present content — make sure your video can be used all over the world.
- Make sure that any audio and music is of high quality.
- Avoid center aligned text
- Follow the [Verbal Identity Standards](#) for your video and animation copy.
- Consider your audience and what you need to communicate. Use clear, concise, and conversational language.
- Consider the environment in which the media will be shared. For example, the exhibit environment can often be loud and not conducive to audio. You may need to rely on visuals to communicate your message.

## Things to Avoid

- Do not use stylized video (e.g. documentary style, home video style, black and white style, gritty grainy style).
- Do not use complex overlays.
- Do not inadvertently portray Medtronic as a non-inclusive brand.
- Do not use stereotypes.
- Do not attempt to use humor unless you engage the brand team in advance.
- Do not crop people's faces out of the frame.
- Do not design the video in the style of a brochure or presentation by using only slides.

# VIDEO & ANIMATION STANDARDS

## LOGO ANIMATION AND LOGO USAGE

Here are the guidelines for logos:

- Use Medtronic logo or logo animation in all videos as an identifier.
- Use the logo animation at the beginning and the end of every video. However, in some instances it will not make sense to have logo bookends. For example, if a video is very short, the media loops, or if the story reveals a Medtronic solution or product, a single logo makes more sense.
- Use the Medtronic tagline logo as the sign-off whenever possible, as it is the preferred logo.
- Do not place a ghosted logo in the corner.



Logo-Tagline-Mosaic-Dark Background.mov



Logo-Tagline-Mosaic-Light Background.mov



Logo-Tagline-Puzzle-Dark Background.mov



Logo-Tagline-Puzzle-Light Background.mov

## COLOR PALETTES

The consistent use of blues and neutral colors throughout our videos will help increase audience recognition of our Medtronic brand. Visit our [Color Palette](#) standards for additional color details.

Follow these color palette guidelines:

- Feature the primary blue and neutral colors prominently in the boxes and body text.
- Use accent colors only for text and graphs.
- Use only Medtronic blue, navy blue, dark gray, or white for product names and descriptors — do not use accent colors for product names.

You can load Medtronic Swatches into your own Adobe Library by accessing the ASE files and instructions in the Motion Toolkit. You can also share the color values through Creative Cloud with an active user who has loaded the correct color Library.



## FONTS & TYPOGRAPHY

Effra is the only font to be used in our media communications.

Our typography guidelines also apply to videos and animations. For more information about typography, refer to the [Font & Typography section](#). Specific guidelines for videos and animations are as follows:

- Use italics for references and footnotes only. Italic fonts do not work well in the digital environment.
- Use left justified whenever possible.
- Stay within Title Safe Area for all text.
- Use only Effra Light or Effra Regular for product names.
- [Download Effra](#).

NOTE: Vendors and third parties can also download Effra at no charge after completing and returning the Effra Download Agreement, available on Brand Central.

## TEXT EFFECTS

Here are the guidelines for using text effects:

- Limit your use of animated transitions between titles.
- Set titles and text to appear, fade in, or build.
- Build text to appear onto the page in the order in which it should be read.
- Animate brief, bold titles sparingly.
- When using callouts, set the text to appear and the pointer arrow to grow from the callout to the feature.
- Avoid effects that might distract or be difficult for the viewer to easily read, such as spinning, bouncing, splitting, and skewing.

## MUSIC THEMES

Instrumental music can be added to the background of videos using these guidelines:

- Choose smooth, inspiring, and positive tracks — no horns, or loud drums.
- Use soft and blended sounds with an uplifting vibe that isn't overly light and airy.
- Set the track to a soft volume when a voiceover is active and louder where there is no dialogue.
- Use only music and soundtracks that adhere to licensing requirements.

Two brand approved soundtracks are available in the Motion Toolkit for download:

- [MDT\\_BumperMusic HardGuitarVersion](#)
- [MDT\\_BumperMusic SoftGuitarVersion](#)

## ARTWORK SCREENS

Artwork screens are created to contain information that is not displayed in the video footage. These screens can include information such as:

- Title screens
- Divider screens
- Supporting information
- Features and benefits
- Call-to-action screens
- Legal information and disclaimers

Here are additional screen layout guidelines:

- Follow the Visual Brand Standards or the PowerPoint Template Guides.
- Use the optional graphic elements (frame and plus) to reinforce our Further, Together message. You may animate these graphic elements.
- Feel free to use color boxes and photos when you have light content.
- Use the title screens supplied in the Motion Toolkit or create your own variation.
- When content is heavy, use simpler graphics with fewer color boxes to allow more space for copy as shown below.

## MOTION COPY STYLES DEFINED

Use the below copy style traits as a guide and adjust as content dictates, however, use consistent copy styles throughout your piece.

Common copy styles used in motion graphics include:

**TITLE:** The main message/title on the screen. Text should be stacked and all caps, with tight line spacing, and should use the primary blue or neutral color palette. An accent color can be used to highlight the key part of the headline, but not the entire headline.

**SUBHEAD:** The secondary message on screen, and is less prominent than the main title. Sentence case is preferred, but it can be in all caps.

**BODY COPY:** Body copy is less prominent than the subhead and should be in sentence case.

**LOWER THIRDS ANIMATION:** This animation communicates supporting on-screen text in the lower third of the screen.

**SUPERS:** Supers can be used to spell out important steps or information at the bottom of the screen.

**CALLOUTS:** A callout is a label used to identify parts of an illustration or image.

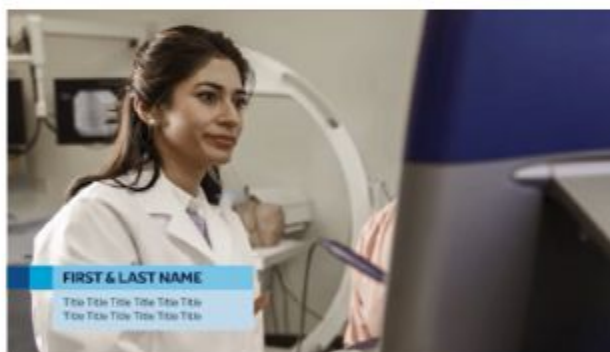


# LOWER THIRDS ANIMATIONS

Lower thirds draw attention to facts and points in the video being narrated in the footage. Here are the guidelines for lower thirds:

- Use lower thirds in interviews and testimonials when displaying name/title.
- Remain consistent with one style throughout each video.
- Anchor the graphic to the screen edge while being sure all text remains within Title Safe Area. If needed, add additional color boxes to the graphic to anchor the lower third to the screen edge.

The examples below can be found in the Motion Toolkit.



# SUPERS FOR PRODUCT FEATURES & BENEFITS

Supers can be used to highlight important features and benefits at the bottom of the screen. Here are the guidelines for supers:

- Use a beauty or catalog photo with callouts when showing a product photo and pointing out the features and benefits.
- Build photos into art screens with supporting information.
- Use square bullets for bulleted lists. The color of the bullet should be a primary blue, or neutral color and should match the text next to it.

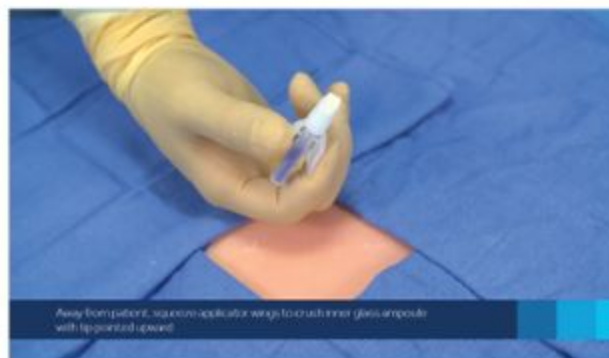
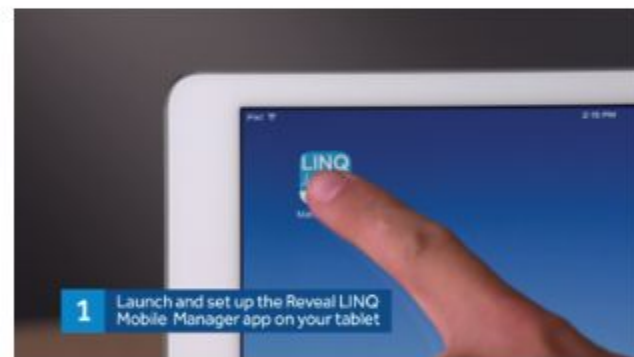
- Excellent handling
- Comes with a full range of the best combination of needles
- Pre-attached pledget options, including the new oval pledgets



Handling & Combinations

# SUPERS FOR PROCEDURE VIDEOS (STEP-BY-STEP)

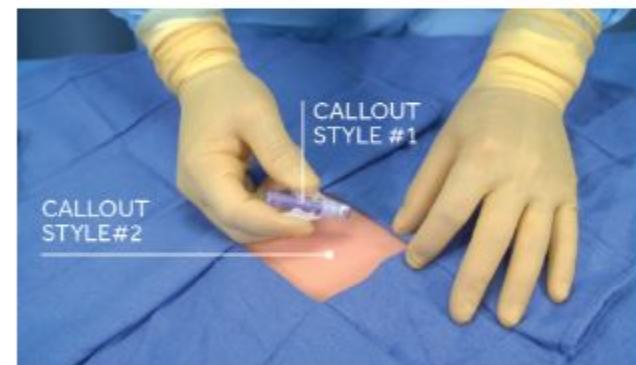
- Make sure live video is filmed in a way that shows off the product and clarifies which steps are being pointed out.
- Feel free to use supers to highlight important steps at the bottom of the screen; make sure the footage and matches the super.
- Use sentence case.
- Scroll long captions that won't fit in the space.
- Anchor supers to the screen edge, or float them, but be sure to keep them consistent throughout the piece.



## CALLOUTS

Here are the guidelines for callouts:

- Use a solid line or a solid line with a square end point.
- Adjust the length of the callout line to fit the image.
- Use all caps.
- Choose a contrasting text and line color so it will stand out.
- Use a thin, solid line to point to the feature you're calling out. If an end point is needed, use a square end.
- Animate callouts, if necessary, to draw more attention to the point you're making.
- Set the text to fade in, start the line at the text, and extend from that point to the location on the footage you're calling out.



## CALL-TO-ACTION SCREEN

Here is how to use call-to-action screens:

- Use call-to-action screen to engage your customers.
- Provide website, customer service information, and any other relevant details.
- Place graphics at the end of the piece, preceding the legal information and the closing logo animation.

# LEGAL INFORMATION / DISCLAIMERS SCREEN

Copyright statements are used to inform the public that the work is protected by copyright, to identify the copyright owner, and to show the year of first publication.

The following copyright information should appear at the end of the video, applying the year the video is created:

© 20xx Medtronic. All rights reserved. Medtronic, Medtronic logo, and Further, Together are trademarks of Medtronic. All other brands are trademarks of a Medtronic company.

In addition:

- Put the copyright statement (with trademark attribution if applicable) on all types of media, including video.
- Reference the Medtronic Trademark & Copyright Guidelines for additional details.
- Add copyright information to all materials, including those for internal audiences.
- Reach out to your legal or regulatory contact to confirm requirements, including address blocks, reference numbers, and approval tracking information for individual businesses.
- Contact legal/regulatory to review IFU and risk information, specifically when products are mentioned or included in videos.
- Set required references or disclaimers to appear with the legal information or place them as needed with cited information throughout the video.

© 2017 Medtronic. All rights reserved. Medtronic, Medtronic logo and Further, Together are trademarks of Medtronic. All other brands are trademarks of a Medtronic company. 1/2017 US150XXX [REF #]

© 2017 Medtronic. All rights reserved. Medtronic, Medtronic logo and Further, Together are trademarks of Medtronic. All other brands are trademarks of a Medtronic company. 1/2017 US150XXX [REF #]

## MOTION GRAPHIC TRANSITIONS

Transitions can be used between scenes, title cards, and footage as follows:

- Use consistent transition elements throughout each motion piece to keep it simple and clear.
- Do not transition from one branded graphic to another branded graphic.
- Use transitions when you need to display information, such as with products or procedures — and use art screens with text, titles, and/or photos.
- Use one of the following techniques consistently to transition between scenes and footage:
  - Fade in/out
  - Fade to color (blue, black, white)
  - Appear
  - Move horizontally or vertically off-screen
- Use simple and sophisticated transitions.
- Avoid effects that might clutter or distract, such as spinning, cartoons, bouncing, splitting, or skewing.
- Use the optional frame or plus sign graphic elements for transitions, but be sure to refer to the graphic elements section of the Visual Brand Standards for usage guidelines.

The examples below can be found in the Motion Toolkit/Setup/Examples.mp4

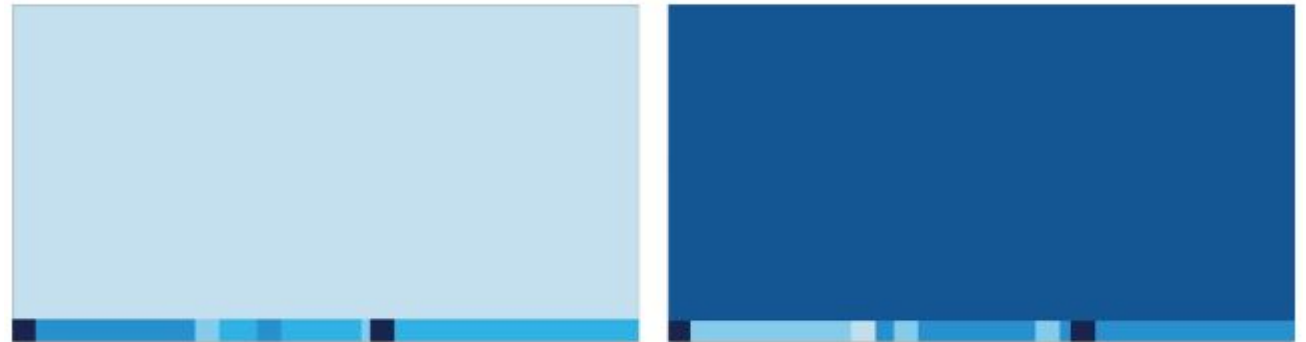


## BACKGROUND ANIMATION

Background animations can be used for dividers, titles, and to add motion to still slides. Follow these guidelines:

- Use distraction-free animation when it accompanies video footage.
- Avoid effects that might clutter or distract, such as spinning, cartoons, bouncing, splitting, and skewing.

The background animations examples shown below can be found in the Motion Toolkit.



## BACKGROUND OPTIONS

Use these guidelines when creating backgrounds:

- Include photos that pertain to the footage topic or if you're showing a product image, be sure to put it against a gradient background.
- Match a background photo to the topic of the video. For example, for a research video, use a lab; for a medical video or product demonstration, use a clinical background, etc.
- When shooting a video against a green screen, place an environmental or correctly branded background during the editing process.
- When possible, use consistent backgrounds within a single piece.

# GRADIENT BACKGROUNDS

Use these guidelines when creating gradient backgrounds:

- Use colors from the primary blue or neutral color palettes to create simple, clean background gradients.
- Combine dark shades with lighter shades to create the gradient, using the same color tones.
- Use a contrasting background to ensure the product stands out.
- Focus the lighter color in the center or closer to the action in the video footage.
- Create a gradient that feels natural and organic.
- Create gradients in a radial or linear fashion.
- Never go from color to white.
- Do not use colors with extreme value differences — keep it subtle.
- Use gradient backgrounds only with product photos.

NOTE: These are a few gradient examples — you are not limited to these options, however.



# PROGRESSION EXAMPLES

## STANDARD PROGRESSION FORMAT FOR PRODUCT & PROCEDURE VIDEOS

Below is an example of the standard progression for product and procedural videos. This is meant to be a guide; feel free to adjust as needed.



Logo Intro



Title Screen



Video Footage + Super



Call-To-Action Screen



Legal Information Screen



Logo Outro (if not looping)

# STANDARD PROGRESSION FORMAT FOR TESTIMONIAL & INTERVIEW VIDEOS

Below is an example of the standard progression for testimonials and interviews. This is meant to be a guide; feel free to adjust as needed.



Logo Intro



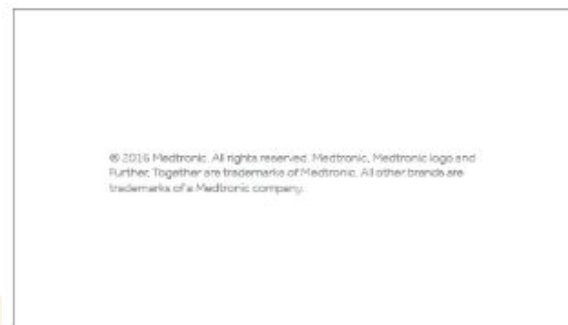
Title Screen / Photo Background



Video Footage + Lower Third



Call-To-Action Screen



Legal Information Screen



Logo Outro (if not looping)

# STANDARD PROGRESSION FORMAT FOR INSTRUCTIONAL & TUTORIAL VIDEOS

Below is an example of the standard progression for instructional and tutorials. This is meant to be a guide; feel free to adjust as needed.



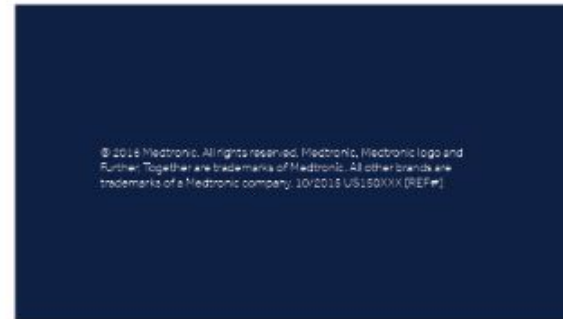
Logo Intro



Title Screen



Video Footage + Super



Legal Information Screen



Logo Outro (if not looping)