

Rules for GIZ productions

Displaying the logo

- **Displaying the logo in the title sequence:** The white GIZ logo without the company name is the standard and is inserted before the film title, at the left-hand margin, inside the inner 'title safe area'. On a white or pale, pastel-coloured background, the red GIZ Logo without the company name is placed. In case of any questions, please consult Corporate Communications.



- **Watermark:** Displaying the GIZ logo continuously as a watermark will ensure recognition. It should be positioned at the top left, between the inner and outer title safe areas, and should remain visible for the duration of the film. Use the GIZ logo without the company name. Use either the white version at 60% transparency, or the black version at 55% transparency, depending on the colours prevalent in the film. The display of the watermark starts after the title sequence.



- **Final image:** Following the end credits with the production information, the red GIZ logo with the full company name is displayed together with the logos of commissioning parties and partners as appropriate. The year of production is included alongside a copyright sign. If the GIZ logo is the only logo displayed, it is placed centered.



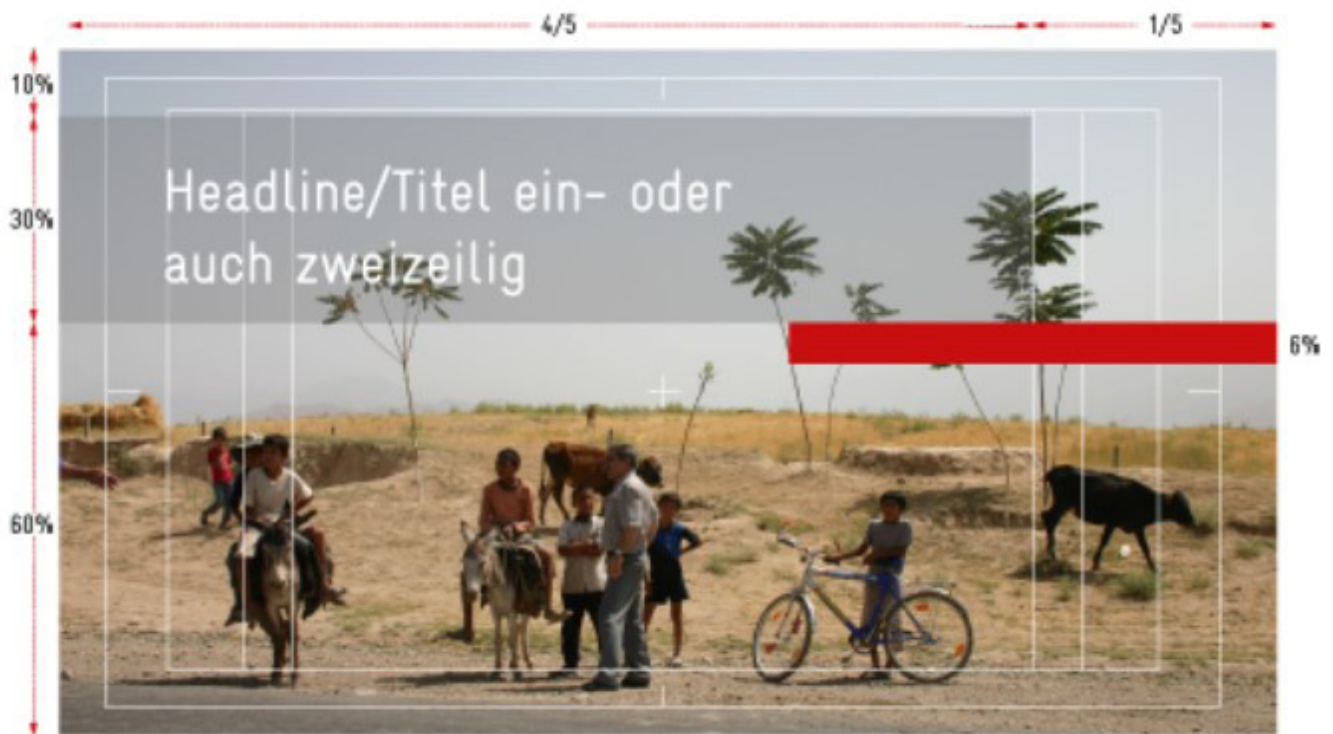
Displaying text

- **Typeface:** The GIZ typeface, Gravur Condensed, is used for the titles and for any other texts displayed, such as subtitles, production credits, and superimposed insert texts in the lower area of the screen, for instance when you provide the name and position of an interviewee. Texts are set flush left, ragged right.
- **Position:** When you include texts, make sure that they appear inside the outer title safe area. The title safe area denotes the section of the screen inside of which titles always remain visible (see example).



- **Text colour and background:** Texts should be displayed in 100% white (RGB 255,255,255). They should be set against a transparent bar of GIZ grey (RGB 111,111,111; 35% transparency). The opacity of the transparent bar (minimum 45%, maximum 85%) should be adjusted according to the background/image so that both the bar and the white text are easily recognisable and legible.
- **Title:** Every video must be given a title. This should explain briefly the subject matter awaiting the viewers in the video. For example, if it is a report on a conference, the name of that conference can be used as the title. Important: the maximum length of the title is two lines. The white GIZ logo without the company name is placed before the title at the left-hand margin, within the inner title safe area. With prior agreement with Corporate Communications, the film may be preceded by individual title sequences. These may also be animated.

- Text included during the title sequence should be displayed in the upper half of the screen, inside the title safe area. The transparent grey, horizontal background box does not cross the whole screen, but should extend to $\frac{4}{5}$ of the screen's width. You should leave a space at the top margin of the picture, equivalent to 10 per cent of the total height, while the title box itself occupies 30 per cent of the picture height. A solid bar in GIZ red (RGB: 200,15,15) is included as a graphic element. Extending from the right-hand margin, this abuts the lower edge of the grey title box. Its length is $\frac{2}{5}$ of the screen's width, while its thickness is equivalent to six per cent of the total height.



- **Text inserts during the film:** Text inserts are the brief overlays that provide information such as the project name or the location of the events taking place. Among the most common inserts are graphic overlays placed in the lower area of the screen which give the names, functions and institutional affiliation of a speaker or interview partner. Text inserts displayed during the film are limited to two lines and are positioned at the lower margin of the screen, inside the title safe area. They are also given a transparent grey background (35 % transparency). With every text insert, a short bar in GIZ red (RGB 200,15,15) appears as a graphic element. This should match the height of the first line of text, and enter the screen from the left.

A special kind of insert is the bubble insert. This may be used only for social media videos. The bubble can be inserted in different colours. Please see the download package for templates.



- **Subtitles:** In videos, subtitles are always placed at the bottom of the screen, inside the title safe area, with no grey background. If there is a danger that the subtitles will cover for example a text insert such as a speaker's name, the subtitles should be kept to a single line and displayed beneath the insert. In special cases they may also be positioned at the top of the screen (within the title safe area). You should consider using subtitles, especially if the film is not in German or English but the video will be made available on the GIZ website or on YouTube.



- The **end credits** appear for a few second at the end of the film. They should include the full company name, the date of release and any other relevant information. Commissioning parties and cooperation partners are also named:

A production of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH (on behalf of..., in cooperation with... 'cooperation partner').

Responsible: Maria Musterfrau; Script: Max Mustermann; Production: 'name of production company'; Editing: 'name'; Sound: 'name'; Publication: 'date'.

- For short clips lasting one minute or less it is sufficient to display the final image consisting of the GIZ logo with the full company name, plus the year of production.

A production of the Deutsche Gesellschaft
für Internationale Zusammenarbeit (GIZ) GmbH.

Responsible: [blurred]

Video: [blurred]

Production: [blurred]

Editing: [blurred]

Publication: 2019

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

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