

2018 LSU BUG – Overlay throughout video (will show up in lower right corner) to brand as official LSU video.

LSU Gold Ending Slate – Use at end of video to overlay over final clip (make sure 2018 LSU bug is **not** showing on the final clip with the ending slate).

LSU LOWER THIRD

FIRST LINE - NAME (Verb ExtraBold, all caps) - please **do not manually stretch or shrink the text** to fill the space of the lower thirds. If the text needs to be adjusted to fill the space, only adjust the **font size** so as to prevent any distortion with the font itself. You can download the font from the zip file attached.

SECOND LINE - DESCRIPTION (Verb Medium, all caps) - same applies here. In addition, please use the LSU branded purple for the font color (**R:70 G:29 B:124**).

*Note: If there is excess space on the ends of the lower thirds, please crop the right side of the lower third (either with the “crop” effect or by using a square mask to be in line with the edges of the lower third). Please see photos of Julia Hawkins (below) for examples of when it is appropriate to crop.



BEFORE CROP



AFTER CROP