NATIONAL GEOGRAPHIC

# CREATIVE WORKS

# SOCIAL

DISCLOSURE TOOLKIT STYLE GUIDE
JANUARY 2025

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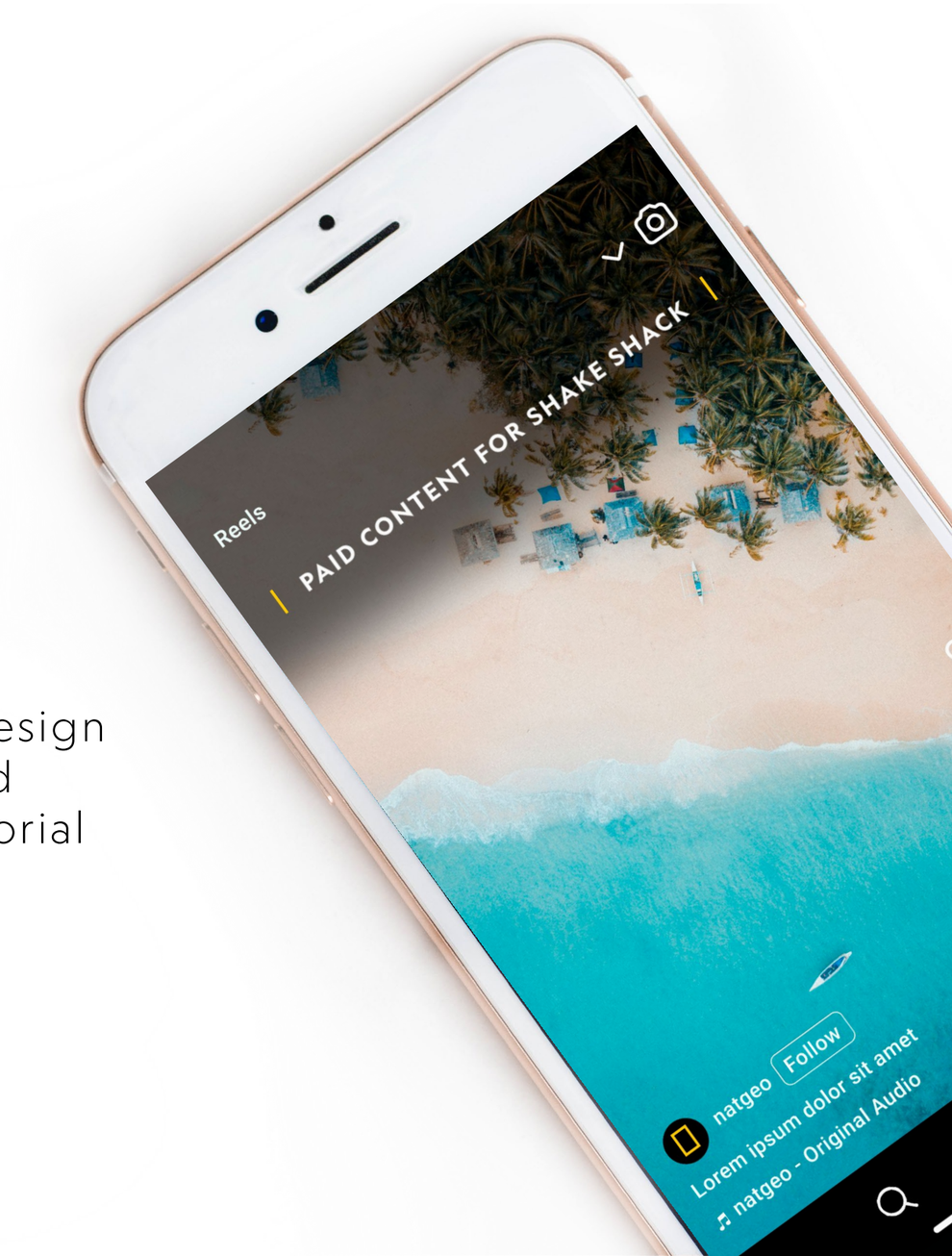
# OVERVIEW

## INTRO

Trust is a crucial characteristic of the National Geographic brand. Since we are known for authentic storytelling, we must be transparent with our audience when content that looks like Nat Geo editorial is being commissioned by and paid for by advertisers.

## GOAL

These mandatory guidelines are a new design system that clearly distinguishes our paid content from National Geographic's editorial storytelling while fitting with our brand's quality standards.



# DESIGN SPECS - TYPOGRAPHY

SECONDARY FONT

## GEOGRAPH

GEOGRAPH MEDIUM

**ABCDEFGHIJKLMN**
**OPQRSTUVWXYZ**
**1234567890**

GEOGRAPH BOLD

**ABCDEFGHIJKLMN**
**OPQRSTUVWXYZ**
**1234567890**

GEOGRAPH REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

In order to differentiate paid content for advertisers from standard editorial content, it is fundamental to follow the rules regarding the use of the font.

Tiempos must be used as the leading font for all the display of general messages, including headlines, text slates, paragraphs, titles, intros, call to action messages and statements. For all the tags or specific lines clarifying that the content is for an advertiser, those texts must be applied in Geograph in CAPS. Tiempos is Sentence Case when used in sentences.

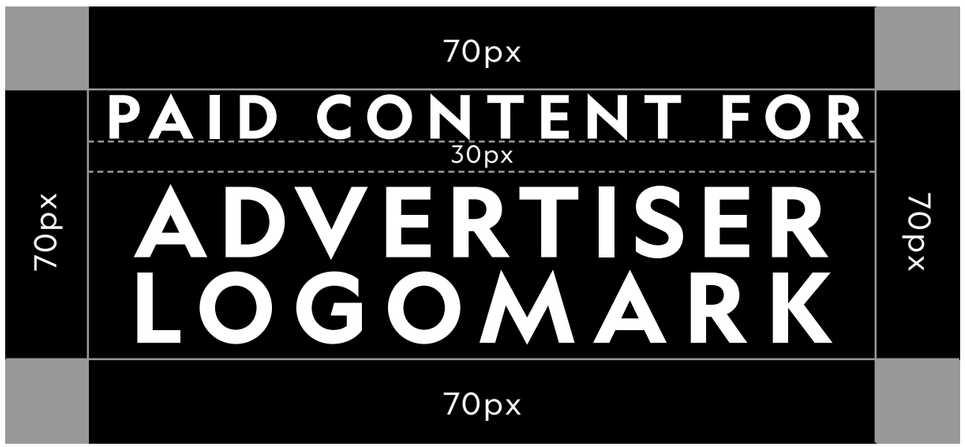
PRIMARY FONT

## TIEMPOS HEADLINE

TIEMPOS HEADLINE MEDIUM

**ABCDEFGHIJKLMN**
**OPQRSTUVWXYZ**
**1234567890**

# DESIGN SPECS - ANATOMY 16x9




**PAID CONTENT FOR FONT:** GEOGRAPH BOLD

**SIZE:** 50px

**TRACKING:** 200px

**BOX OPACITY:** 40%

**BOX MAX WIDTH:** 1000px

**PADDING:** 70px

**BOTTOM MARGIN:** 30px

FONT COLOR

#ffffff

BOX COLOR

#000000

GEOGRAPH BOLD

**ABCDEFGHIJKLMN**
**OPQRSTUVWXYZ**
**1234567890**

# PAID CONTENT FOR SHAKE SHACK




**PAID CONTENT FOR FONT:** GEOGRAPH BOLD

**SIZE:** 42px

**TRACKING:** 122px

**LINE WIDTH:** 5px

**MAX CHARACTER PER LINE:** 28

FONT COLOR

#ffffff

LINE COLOR

#FFCC00

GEOGRAPH BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

# SOCIAL CONTENT VIDEO 16x9




This element uses a box centered for regulatory purposes so audiences are not distracted by other elements on the screen. The box is required to drive visibility and clear contrast across different background and screen sizes and shot selection should align with the need to the disclaimer logo.

# SOCIAL CONTENT VIDEO 16x9 - OPEN DISCLOSURE OVERVIEW

The Open Disclosures are available in 3 different formats:

### ❶ Disclosure Only




8_open_disclosure_16×9_v1

Preferred Disclosure

### ❷ Title + Disclosure Combo




9_open_disclosure_title_16×9_v2

### ❸ Title Page to Disclosure Page




9_open_disclosure_title_16×9_v3

While **Disclosure Only** will be our main Open Disclosure, there is also version 2 and 3 that incorporate text as 1 card and 2 card animations when campaign titles are needed to be included.

Disclosure width, height, and ratio are based on standard HD 1920×1080 raster size. The proportions would need to be adjusted for other resolutions i.e. 720P or 4K.

# SOCIAL CONTENT VIDEO 16x9 - OPEN DISCLOSURE OPTION 1 PREFERRED




## TRT

MUST BE DISPLAYED FOR 4 SECONDS, EXCLUDING INTRO NAVIGATION, WITHIN THE FIRST 15 SECONDS OF THE VIDEO.

OPTIONAL 0.5 SEC DISSOLVE CAN BE ADDED TO FADE OUT DISCLOSURE IN ADDITION TO FULL DISPLAY TIME.

## PLACEMENT

DISCLOSURE SHOULD BE CENTERED ON BOTH AXES.

## ADDITIONAL GUIDELINES

MUST BE USED ON ALL VIDEOS OF 30 SECONDS OR MORE.
FOR VIDEOS UNDER 30 SECONDS, YOU MUST USE THE BUG.
(SEE PAGE 12)

WHEN DISCLOSURE IS ON SCREEN, THERE SHOULD BE NO VOICEOVER.

## BOX

BOX OPACITY: 40%
MAX WIDTH: 800px

## PADDING

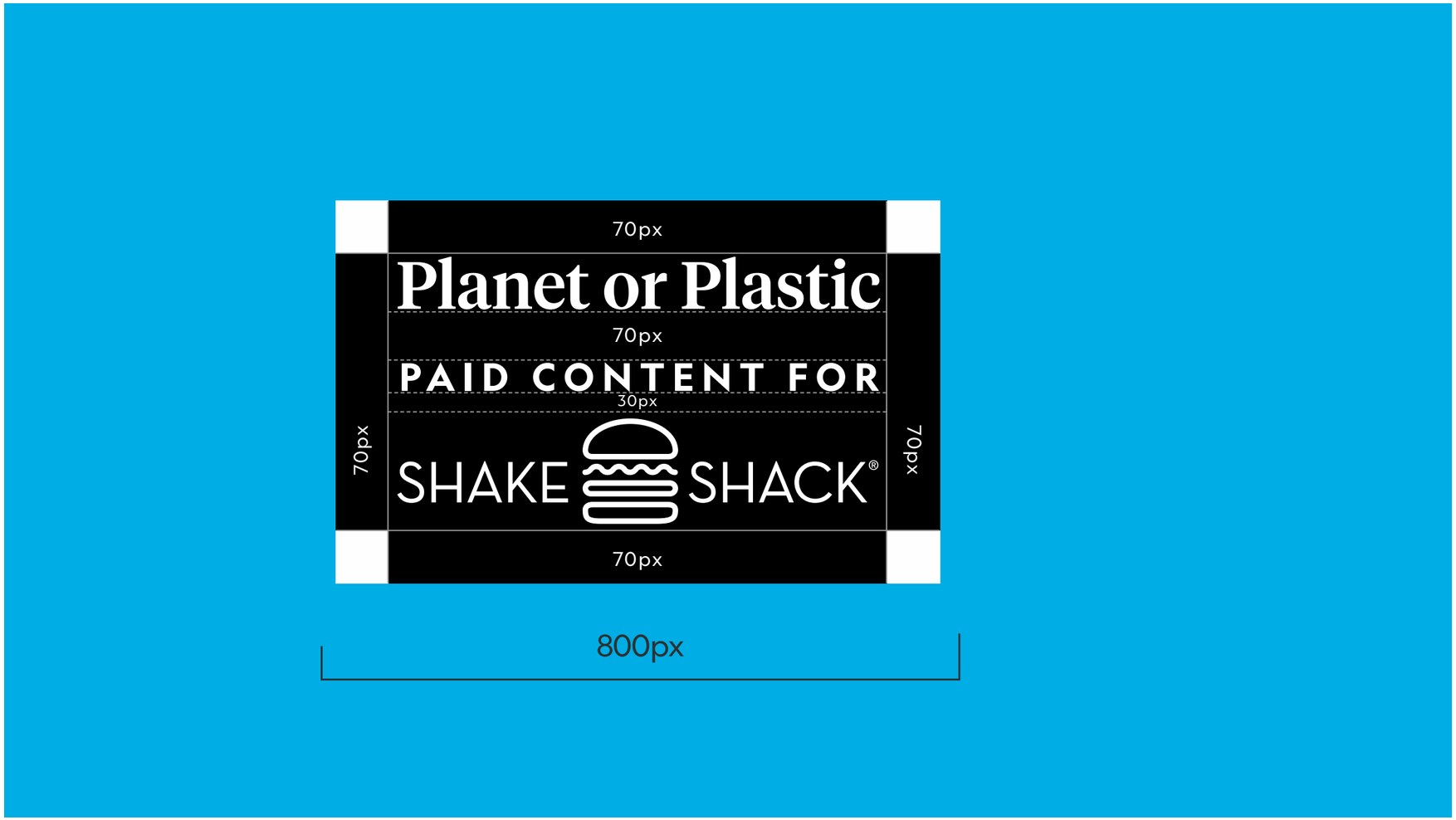
ADVERTISER LOGO + PCF SHOULD HAVE A MINIMUM OF 70px OF PADDING ON ALL SIDES.

## PAID CONTENT FOR TEXT

FONT: GEOGRAPH BOLD
TRACKING: 200px
FONT SIZE: 50px
BOTTOM MARGIN: 30px

ANIMATION EXAMPLE

# SOCIAL CONTENT VIDEO 16x9 - OPEN DISCLOSURE OPTION 2




## TRT

MUST BE DISPLAYED FOR 4 SECONDS, EXCLUDING INTRO NAVIGATION, WITHIN THE FIRST 15 SECONDS OF THE VIDEO.

OPTIONAL 0.5 SEC DISSOLVE CAN BE ADDED TO FADE OUT DISCLOSURE IN ADDITION TO FULL DISPLAY TIME.

## PLACEMENT

DISCLOSURE SHOULD BE CENTERED ON BOTH AXES.

## ADDITIONAL GUIDELINES

MUST BE USED ON ALL VIDEOS OF 30 SECONDS OR MORE.
FOR VIDEOS UNDER 30 SECONDS, YOU MUST USE THE BUG.
(SEE PAGE 12)

WHEN DISCLOSURE IS ON SCREEN, THERE SHOULD BE NO VOICEOVER.

ANIMATION EXAMPLE

## BOX

BOX OPACITY: 40%
MAX WIDTH: 800px

## PADDING

ADVERTISER LOGO + PCF SHOULD HAVE A MINIMUM OF 70px OF PADDING ON ALL SIDES.

## PAID CONTENT FOR TEXT

FONT: GEOGRAPH BOLD
TRACKING: 200px
FONT SIZE: 50px
BOTTOM MARGIN: 30px

## CAMPAIGN TEXT

FONT: TIEMPOS HEADLINE MEDIUM
FONT SIZE: 95px
TRACKING: 0px
BOTTOM MARGIN: 70px

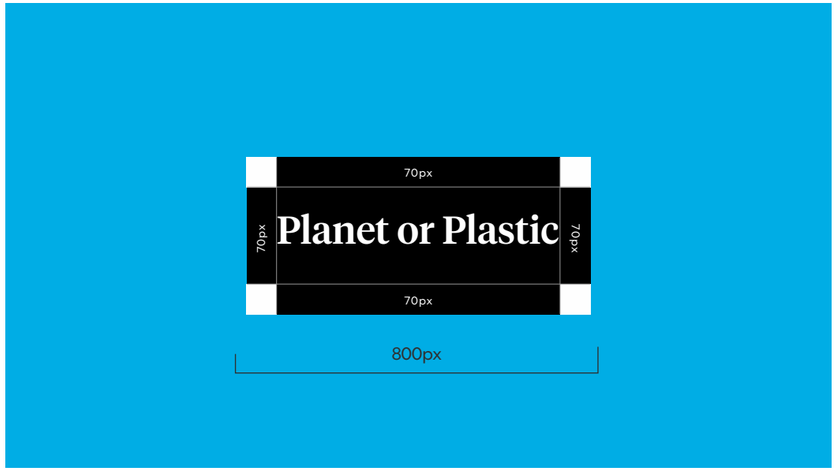
# SOCIAL CONTENT VIDEO 16x9 - OPEN DISCLOSURE OPTION 3

In this element, the campaign text transitions to the disclosure in a second card.













## TRT

MUST BE DISPLAYED FOR 4 SECONDS, EXCLUDING INTRO NAVIGATION, WITHIN THE FIRST 15 SECONDS OF THE VIDEO.

OPTIONAL 0.5 SEC DISSOLVE CAN BE ADDED TO FADE OUT DISCLOSURE IN ADDITION TO FULL DISPLAY TIME.

## PLACEMENT

DISCLOSURE SHOULD BE CENTERED ON BOTH AXES.

## ADDITIONAL GUIDELINES

MUST BE USED ON ALL VIDEOS OF 30 SECONDS OR MORE.
FOR VIDEOS UNDER 30 SECONDS, YOU MUST USE THE BUG.
(SEE PAGE 12)

WHEN DISCLOSURE IS ON SCREEN, THERE SHOULD BE NO VOICEOVER.

ANIMATION EXAMPLE

## BOX

BOX OPACITY: 40%
MAX WIDTH: 800px

## PADDING

ADVERTISER LOGO + PCF SHOULD HAVE A MINIMUM OF 70px OF PADDING ON ALL SIDES.

## PAID CONTENT FOR TEXT

FONT: GEOGRAPH BOLD
TRACKING: 200px
FONT SIZE: 50px
BOTTOM MARGIN: 30px

## CAMPAIGN TEXT

FONT: TIEMPOS HEADLINE MEDIUM
FONT SIZE: 95px
TRACKING: 0px
BOTTOM MARGIN: 70px

# SOCIAL CONTENT VIDEO 16x9 - BUG DISCLOSURE FOR VIDEOS BELOW 30s

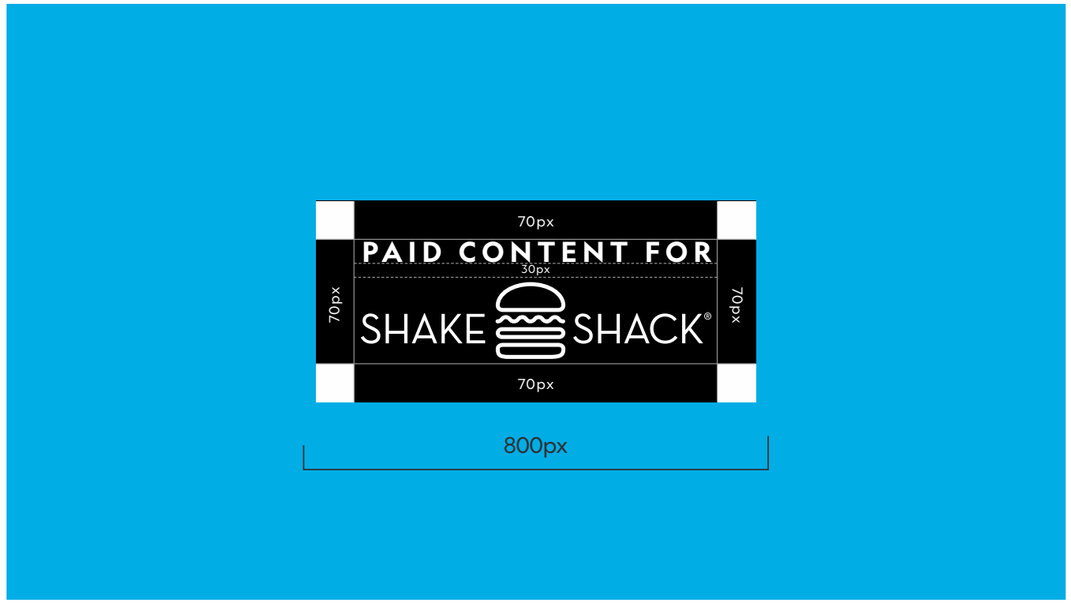



12 Bug Disclosure 16×9 v1

The Bug Disclosure element is to be used on content with TRT :30 or less and follows the same spacing and pixel guidelines as the rest of the package. While the pixel width remains the same as the rest of the toolkit, the bug has been scaled down in the Output Comp to maintain uniformity with the rest of our disclosures throughout the package.

BUG DISCLOSURE IS FOR VIDEOS SHORTER THAN 30 SECONDS

# SOCIAL CONTENT VIDEO 16x9 - BUG DISCLOSURE SIZE, DURATION, AND PLACEMENT




## TRT

MUST BE DISPLAYED FOR 4 SECONDS, EXCLUDING INTRO NAVIGATION, PLUS 1 SECOND PER LINE AND ADVERTISER LOGO.

BUG NEEDS TO BEGIN ANIMATING ON WITHIN THE FIRST 5 SECONDS.

OPTIONAL 0.5 SEC DISSOLVE CAN BE ADDED TO FADE OUT DISCLOSURE IN ADDITION TO FULL DISPLAY TIME.

## PAID CONTENT FOR TEXT

FONT: GEOGRAPH BOLD
TRACKING: 200px
FONT SIZE: 50px
BOTTOM MARGIN: 30px

## PLACEMENT

THE DISCLOSURE BUG RESTS 100PX FROM EDGE OF FRAME HORIZONTALLY & VERTICALLY.

THE BOX CAN BE ADJUSTED TO ACCOMODATE DIFFERENT SIZE ADVERTISER LOGOS BUT ALWAYS MANTAINING THE SET DISTANCE TO EDGE OF FRAME.

## BOX

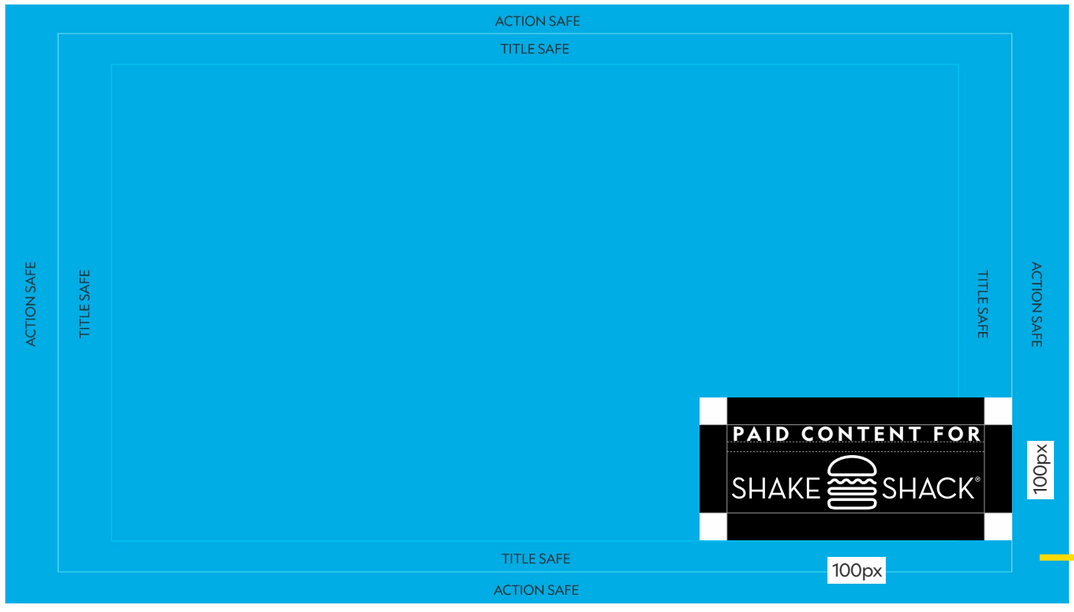
BOX OPACITY: 40%
MAX WIDTH: 800px

## PADDING

ADVERTISER LOGO + PCF SHOULD HAVE A MINIMUM OF 70px OF PADDING ON ALL SIDES.

BOX ANIMATION EXAMPLE

TEXT ANIMATION EXAMPLE




OUTPUT COMP

## ADDITIONAL GUIDELINES

THE BUG IS FIRST CREATED AS A STANDARD PAID CONTENT DISCLOSURE AND IS THEN SCALED DOWN TO THE BUG AREA.

## NO GRAPHICS ZONE

# YOUTUBE FULL LENGTH DOC DISCLOSURE




**OPEN / CLOSE**




**IN-PROGRAM**

## TRT

3 SECONDS + 1 SECOND PER LINE AFTER THE FIRST LINE OF TEXT. (NOT INCLUDING DISSOLVE TIME).

FOR EXAMPLE, 5 SECONDS FOR A 3-LINE MESSAGE NOT INCLUDING TRANSITION/DISSOLVE TIME.

## DISCLOSURE

FONT: GEOGRAPH BOLD
FONT SIZE: 50px
TRACKING: 200px
SHADOW OPACITY: 60%

## PLACEMENT

OPEN/CLOSE DISCLOSURE IS CENTERED ON BOTH AXES.

MID-PROGRAM DISCLOSURE IS CENTERED AND SITS 100PX FROM THE BOTTOM.

IN-PROGRAM DISCLOSURE APPEARS WHERE COMMERCIAL BREAKS NATURALLY OCCUR OR EVERY 15 MINUTES.

OPEN/CLOSE ANIMATION EXAMPLE

IN-PROGRAM ANIMATION EXAMPLE











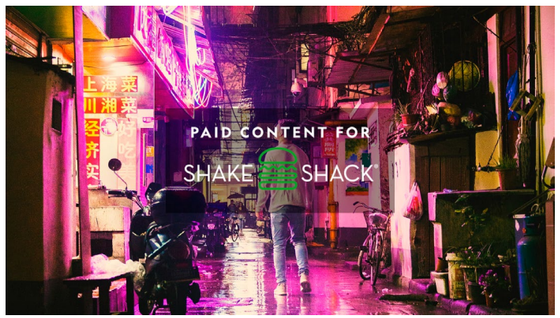


The video for disclosure gfx should not be a busy background. The background must have a sufficient contrast for optimal readability.

# SOCIAL DISCLOSURES DOS AND DON'TS 16×9

EXAMPLES FOR BEST PRACTICES FOR DISCLOSURE GFX BACKGROUNDS

**DON'T**




**DO**

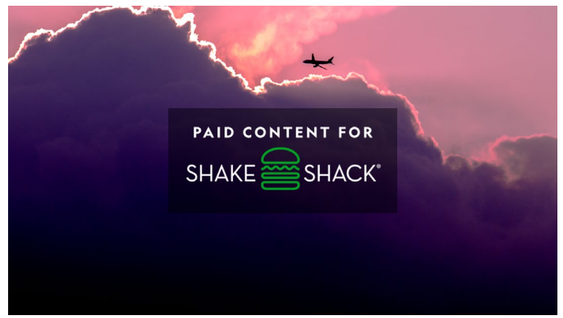



The video for disclosure gfx should not be a busy background. The background must have a sufficient contrast for optimal readability of disclosure gfx.

**DON'T**

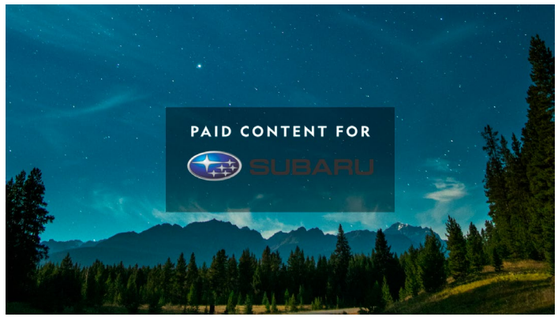



**DO**

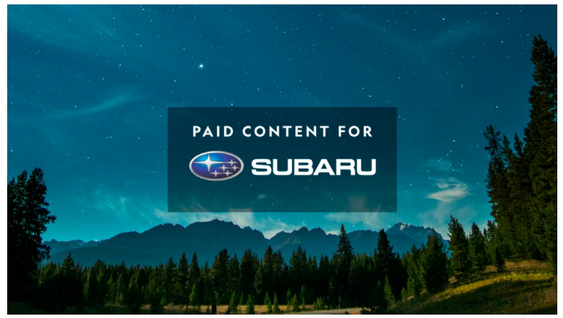



Fast motion is problematic. Use slow moving backgrounds to not compete with disclosure gfx.

**DON'T**

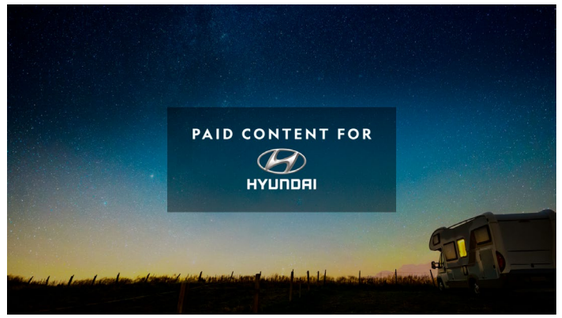



**DO**




High contrast for legibility of advertiser logo is essential. DON'T use dark text against a dark box. DO use contrasting text/logo against the box/background.

**DON'T**




**DO**




Vertical logos may get too small. DO use the horizontal advertiser logo whenever available. If a horizontal logo is not available, increase box size to ensure logo is legible.

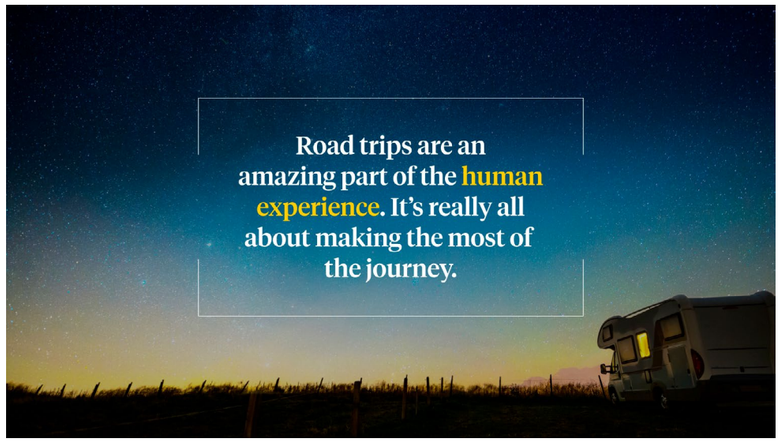
# SOCIAL CONTENT VIDEO - TEXT SLATE 16x9

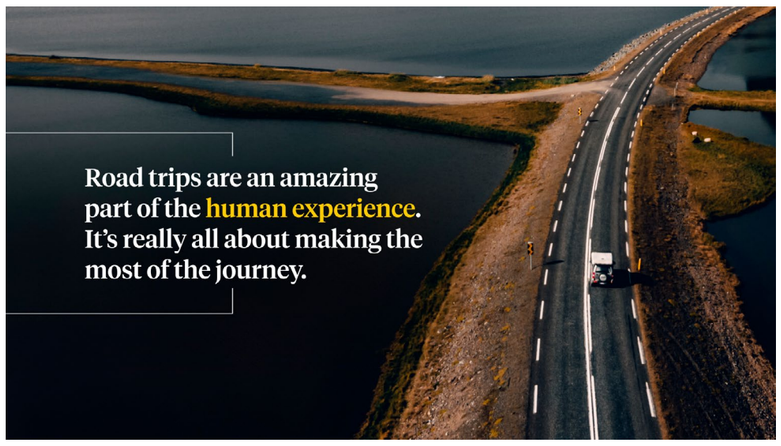
The Text Slates 16×9 are available in a few different placement variations. Highlighted text should emphasize the core message. Avoid highlighting more than two consecutive words.

BOX ANIMATION EXAMPLE

LINE ANIMATION EXAMPLE

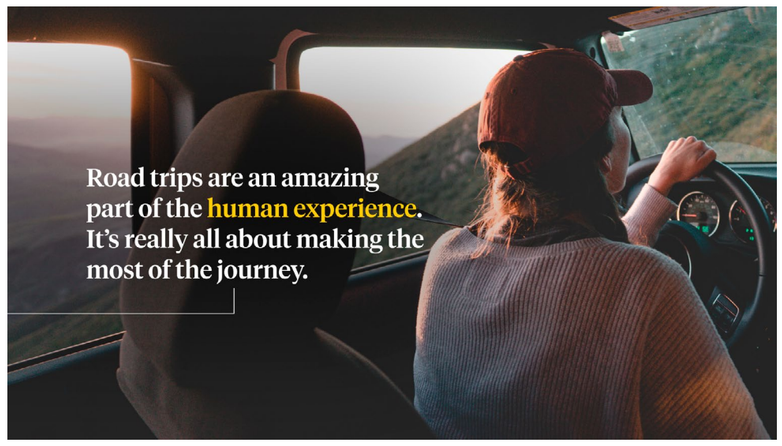









We can hide the container box when the outline doesn't frame the text or if background opacity is not needed.
The container box is not always needed on text slates. However, It is always required in the advertiser disclosure.

# SOCIAL CONTENT VIDEO - TEXT SLATE 16x9




## BOX

BOX OPACITY: 60%
MAX WIDTH: 1000px

## PADDING

TEXT SHOULD HAVE A MINIMUM OF 70px TO EDGE OF BOX. THIS CAN BE ADJUSTED SLIGHTLY DEPENDING ON AMOUNT OF TEXT AND CONTEXT.
DO NOT EXCEED 100px PADDING TO EDGE.

## TEXT

FONT: TIEMPOS HEADLINE MEDIUM
FONT SIZE: 62px
TRACKING: 0px

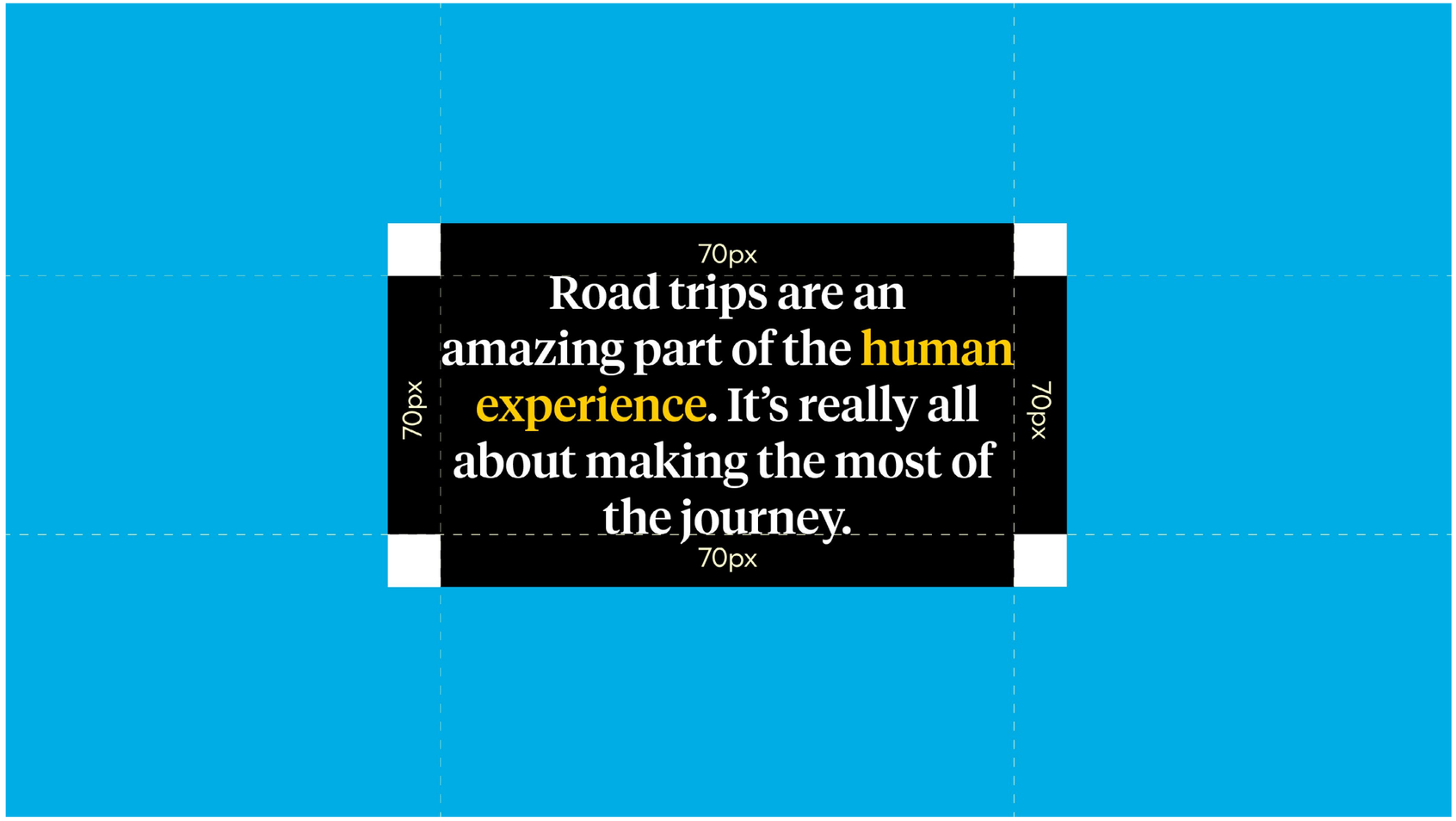
## TRT

TEXT SLATE TIMING IS DEPENDANT ON CREATIVE. ALWAYS ALLOW ENOUGH TIME FOR LEGIBILITY.

## PLACEMENT

TEXT CAN BE MOVED AROUND FRAME TO REINFORCE THE MESSAGE. AVOID BUSY AREAS, TALENT FACES, AND INTEGRAL PARTS OF THE VIDEO THAT ADD TO THE STORY.

# SOCIAL CONTENT VIDEO - TEXT SLATE 16x9




## BOX

BOX OPACITY: 60%
MAX WIDTH: 1000px

## PADDING

TEXT SHOULD HAVE A MINIMUM OF 70px TO EDGE OF BOX. THIS CAN BE ADJUSTED SLIGHTLY DEPENDING ON AMOUNT OF TEXT AND CONTEXT.
DO NOT EXCEED 100px PADDING TO EDGE.

## TEXT

FONT: TIEMPOS HEADLINE MEDIUM
FONT SIZE: 62px
TRACKING: 0px

## TRT

TEXT SLATE TIMING IS DEPENDANT ON CREATIVE. ALWAYS ALLOW ENOUGH TIME FOR LEGIBILITY.

## PLACEMENT

TEXT CAN BE MOVED AROUND FRAME TO REINFORCE THE MESSAGE. AVOID BUSY AREAS, TALENT FACES, AND INTEGRAL PARTS OF THE VIDEO THAT ADD TO THE STORY.

# SOCIAL CONTENT VIDEO 16x9 - ENDCARD CREDIT - 1 CARD

THIS COMBO SLATE IS ONLY FOR :15 VIDEOS




## PAID CONTENT FOR

FONT: GEOGRAPH BOLD
TRACKING: 200px
FONT SIZE: 50px
BOTTOM MARGIN: 30px

## PRODUCED BY TEXT

FONT: GEOGRAPH MEDIUM
FONT SIZE: 25px
TRACKING: 200px

## BOX

BOX OPACITY: 40%

## PLACEMENT

DISCLOSURE SHOULD BE CENTERED ON BOTH AXES.

ANIMATION EXAMPLE

## TRT

MUST BE DISPLAYED FOR 4 SECONDS, EXCLUDING NG CREATIVE WORKS NAVIGATION.

## PADDING

NG CREATIVE WORKS AND ADVERTISER LOGO + PCF SHOULD HAVE A MINIMUM OF 70px OF PADDING ON ALL SIDES.

# SOCIAL CONTENT VIDEO 16x9 - ENDCARD CREDIT - 2 CARDS







This 16×9 version of the Endcard Credit animates in two cards. The size and opacity of the box is consistent with the Open & Close Disclosures .

ANIMATION EXAMPLE

## BOX

BOX OPACITY: 40%

## PAID CONTENT FOR

FONT: GEOGRAPH BOLD
TRACKING: 200px
FONT SIZE: 50px
BOTTOM MARGIN: 30px

## PADDING

NG CREATIVE WORKS AND ADVERTISER LOGO + PCF SHOULD HAVE A MINIMUM OF 70px OF PADDING ON ALL SIDES.

## PRODUCED BY TEXT

FONT: GEOGRAPH MEDIUM
FONT SIZE: 25px
TRACKING: 200px

## PLACEMENT

DISCLOSURE SHOULD BE CENTERED ON BOTH AXES.

## TRT

MUST BE DISPLAYED FOR 4 SECONDS, EXCLUDING NG CREATIVE WORKS NAVIGATION.

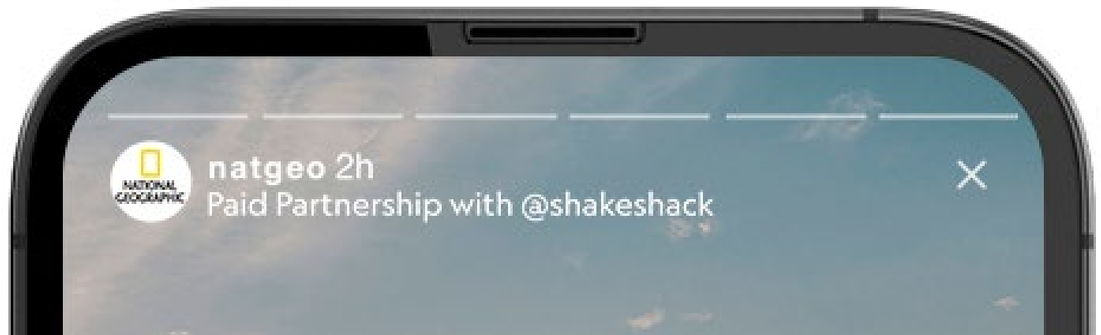
NATIONAL GEOGRAPHIC | CREATIVE WORKS

# VERTICAL STORY 9x16









# VERTICAL VIDEO OVERVIEW 9x16




FACEBOOK REELS




INSTAGRAM STORY

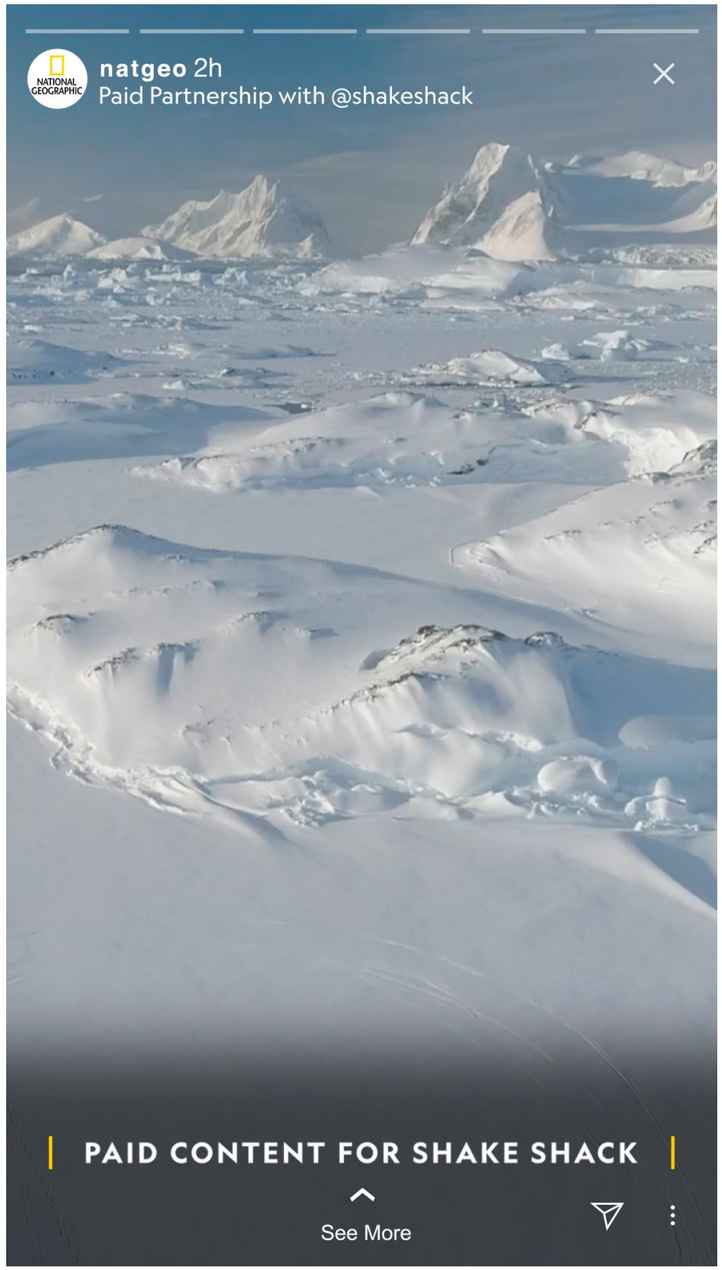
## VERTICAL VIDEOS VS VERTICAL STORIES

A Vertical Video is a single creative video. These single videos range in length from 60 seconds (FB reel/youtube short) to 90 seconds (IG reel) up to 10 minutes (TikTok). Examples include Instagram Reels, Facebook Reels, Youtube Shorts, and TikToks.

Vertical Stories have individual chapters that are 15 seconds long that make up a Story that lasts only 24 hours.
These feature opening chapters, middle chapters, and close chapters.  Examples include Instagram and Facebook Story.

These Disclosures follow the same format but the placement is different because the navigation structure differs.

# VERTICAL STORY - OPEN/CLOSING CHAPTER







## TRT

DISCLOSURE MUST BE INCLUDED ON THE FIRST AND FINAL CHAPTER.

## PAID CONTENT FOR TEXT

FONT: GEOGRAPH BOLD
FONT SIZE: 42px
TRACKING: 122px
MAX CHARACTER COUNT PER LINE: 28

## PLACEMENT

DISCLOSURE SHOULD BE CENTERED ON BOTH AXES AND SIT 150px FROM THE BOTTOM.

## DISCLOSURE SHADOW

SHADOW SHOULD BE 60% OPACITY DIRECTLY BEHIND DISCLOSURE. FEATHERING SHOULD OCCUR ABOVE TEXT.

## ADDITIONAL GUIDELINES

THE HEIGHT OF THE YELLOW VERTICAL LINES SHOULD BE ADJUSTED TO ACCOMMODATE MULTIPLE LINES WHEN NEEDED.

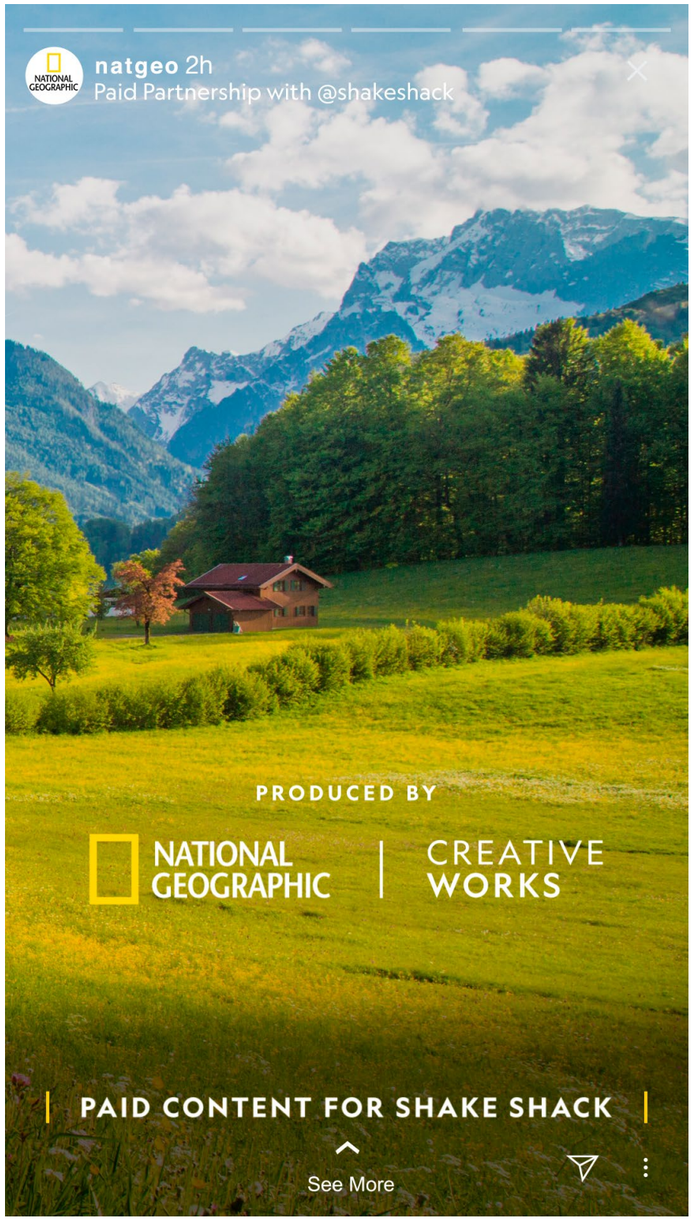
GEOGRAPH BOLD

**ABCDEFGHIJKLMN**
**OPQRSTUVWXYZ**
**1234567890**

# VERTICAL STORY - ENDCARD CREDIT DISCLOSURE

NATIONAL GEOGRAPHIC | CREATIVE WORKS




## TRT

DISCLOSURE MUST BE INCLUDED ON THE FIRST AND FINAL CHAPTER.

## PAID CONTENT FOR TEXT

FONT: GEOGRAPH BOLD
FONT SIZE: 42px
TRACKING: 122px
MAX CHARACTER COUNT PER LINE: 28

## PLACEMENT

DISCLOSURE SHOULD BE CENTERED ON BOTH AXES AND SIT 150px FROM THE BOTTOM.

## DISCLOSURE SHADOW

SHADOW SHOULD BE 60% OPACITY DIRECTLY BEHIND DISCLOSURE. FEATHERING SHOULD OCCUR ABOVE TEXT.

## ADDITIONAL GUIDELINES

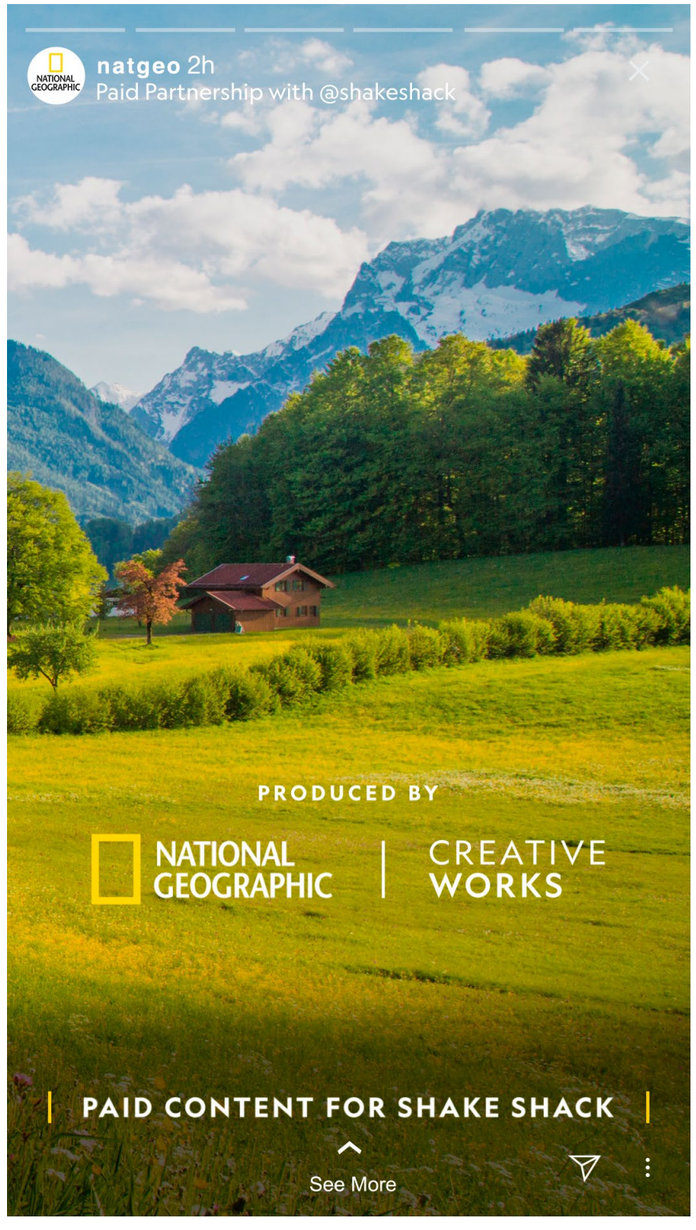
THE HEIGHT OF THE YELLOW VERTICAL LINES SHOULD BE ADJUSTED TO ACCOMMODATE MULTIPLE LINES WHEN NEEDED.

GEOGRAPH BOLD

**ABCDEFGHIJKLMN**
**OPQRSTUVWXYZ**
**1234567890**

# VERTICAL STORY - ENDCARD CREDIT




## PLACEMENT

NATIONAL GEOGRAPHIC CREATIVE WORKS LOGO SHOULD BE CENTERED ACROSS PLATFORMS

## PADDING

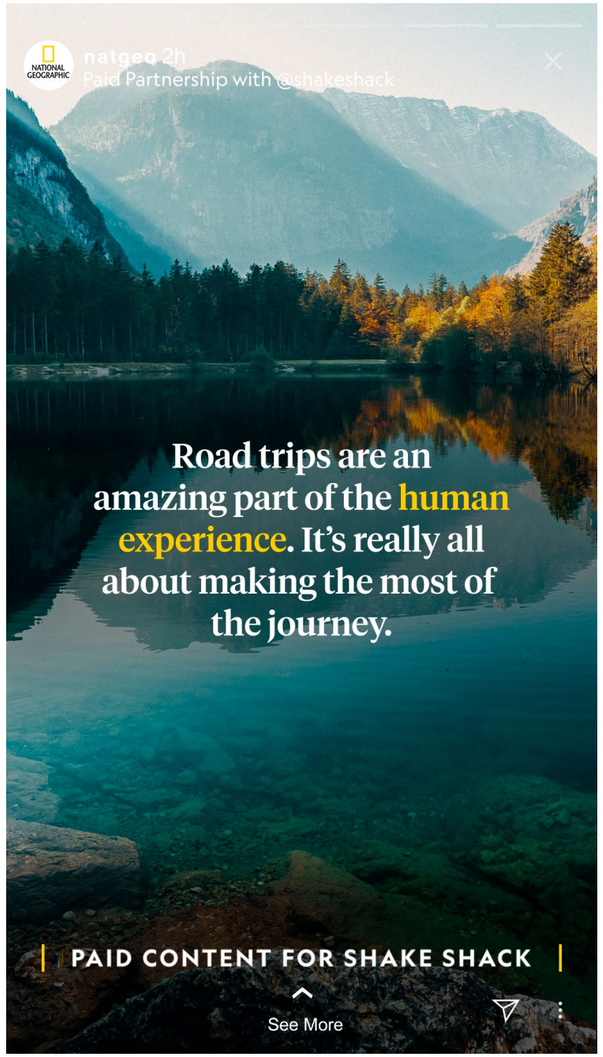
NATIONAL GEOGRAPHIC CREATIVE WORKS SHOULD HAVE A MINIMUM OF 70px OF PADDING FROM ANY OTHER ELEMENT ON SCREEN.

## PRODUCED BY TEXT

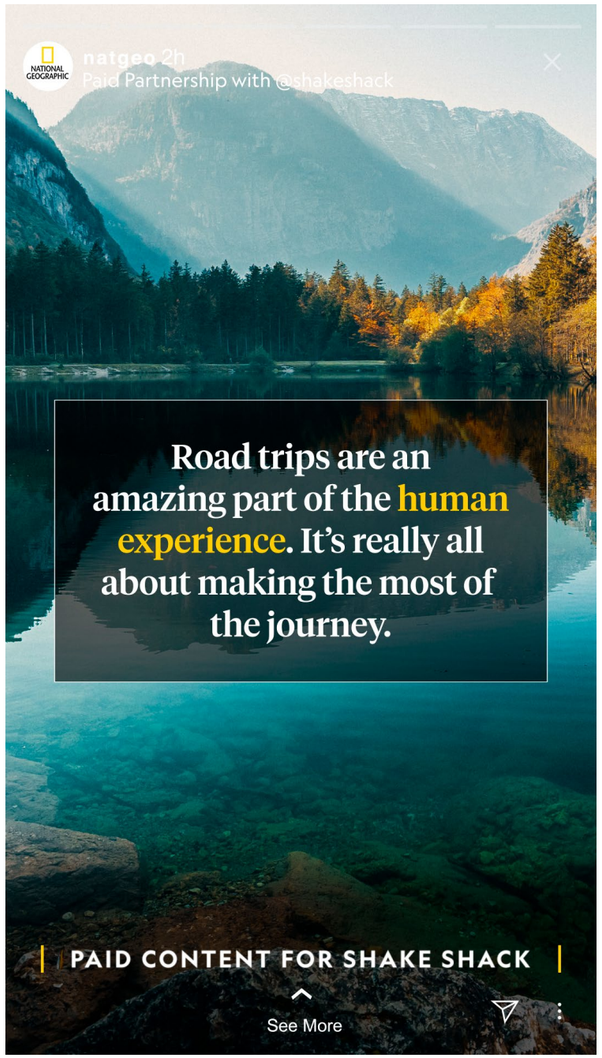
FONT: GEOGRAPH MEDIUM
FONT SIZE: 32px
TRACKING: 200px
TOP-PADDING:70px

ANIMATION EXAMPLE

# VERTICAL STORY - TEXT SLATE DISCLOSURE




TEXT SLATE SHADOW




TEXT SLATE BOX

## TRT

DISCLOSURE MUST BE INCLUDED ON THE FIRST AND FINAL CHAPTER.

## PAID CONTENT FOR TEXT

FONT: GEOGRAPH BOLD
FONT SIZE: 42px
TRACKING: 122px
MAX CHARACTER COUNT PER LINE: 28

## PLACEMENT

DISCLOSURE SHOULD BE CENTERED ON BOTH AXES AND SIT 150px FROM THE BOTTOM.

## DISCLOSURE SHADOW

SHADOW SHOULD BE 60% OPACITY DIRECTLY BEHIND DISCLOSURE. FEATHERING SHOULD OCCUR ABOVE TEXT.

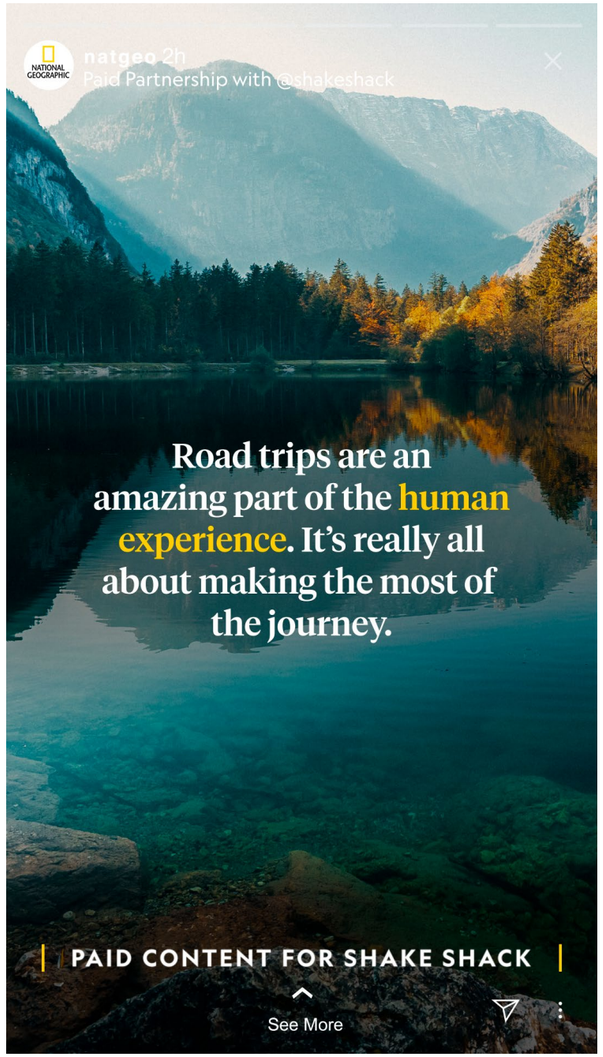
## ADDITIONAL GUIDELINES

THE HEIGHT OF THE YELLOW VERTICAL LINES SHOULD BE ADJUSTED TO ACCOMMODATE MULTIPLE LINES WHEN NEEDED.

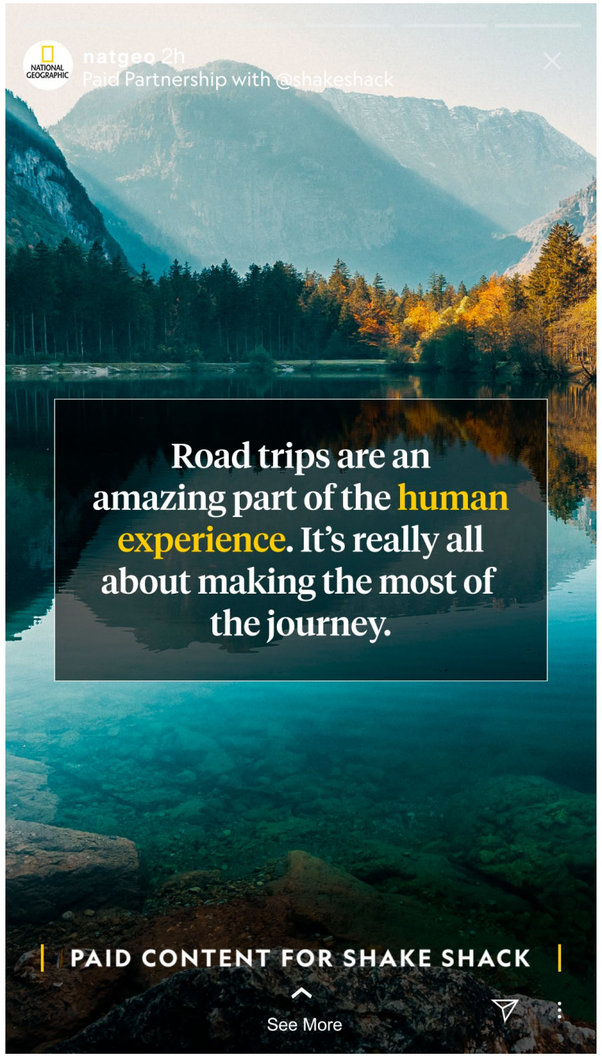
GEOGRAPH BOLD

**ABCDEFGHIJKLMN**
**OPQRSTUVWXYZ**
**1234567890**

# VERTICAL STORY - TEXT SLATE




TEXT SLATE SHADOW




TEXT SLATE BOX

## BOX

BOX OPACITY: 100%
MAX WIDTH: 750px
NO OUTLINE

## TEXT

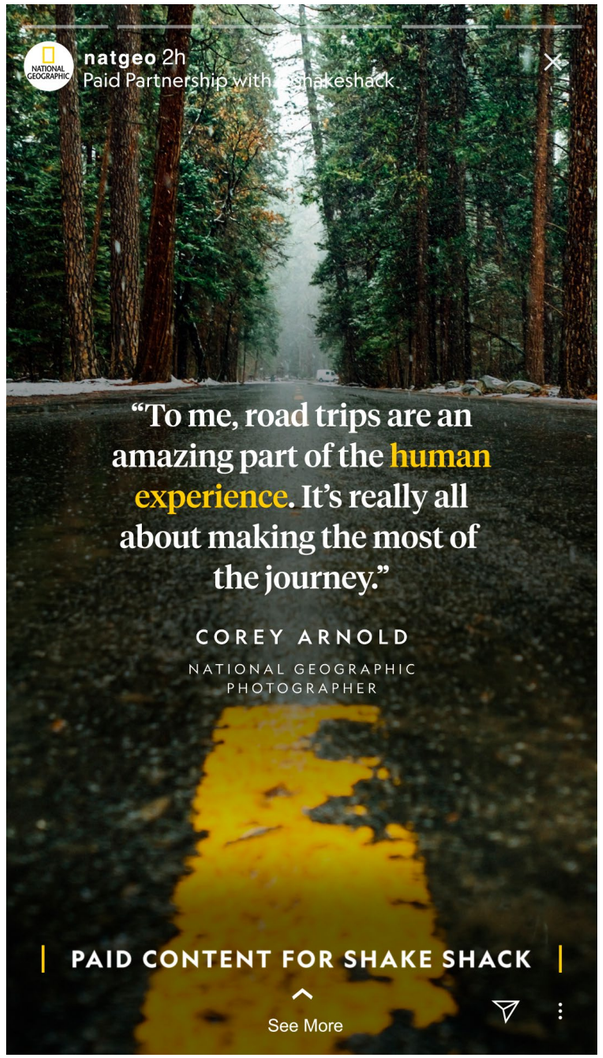
FONT: TIEMPOS HEADLINE MEDIUM
FONT SIZE: 45px
TRACKING: 0px

TIEMPOS HEADLINE MEDIUM

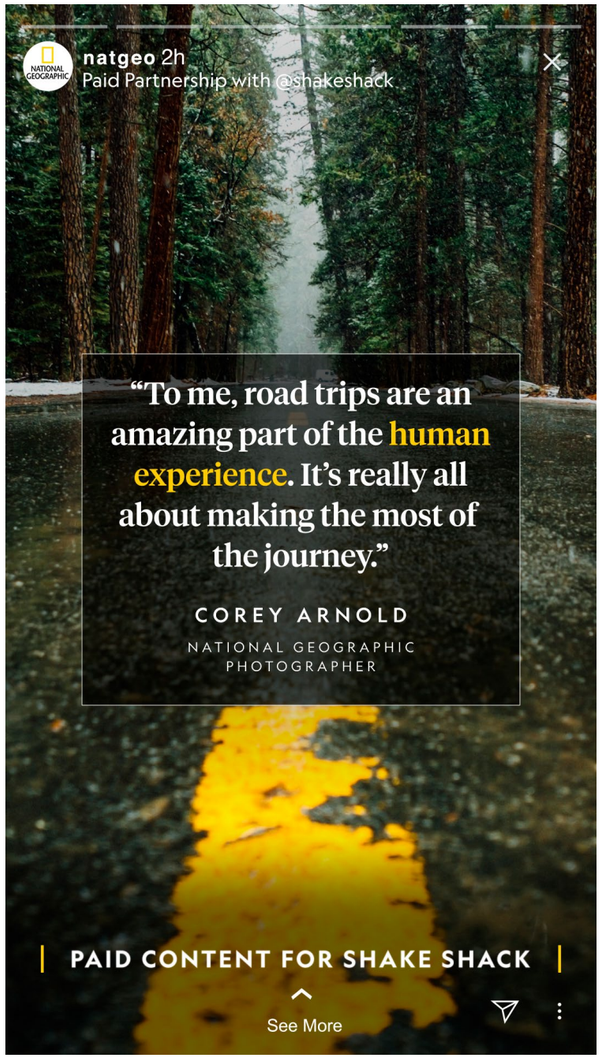
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

ANIMATION EXAMPLE

# VERTICAL STORY - QUOTE DISCLOSURE




QUOTE SHADOW




QUOTE BOX

## TRT

DISCLOSURE MUST BE INCLUDED ON THE FIRST AND FINAL CHAPTER.

## PAID CONTENT FOR TEXT

FONT: GEOGRAPH BOLD
FONT SIZE: 42px
TRACKING: 122px
MAX CHARACTER COUNT PER LINE: 28

## PLACEMENT

DISCLOSURE SHOULD BE CENTERED ON BOTH AXES AND SIT 150px FROM THE BOTTOM.

## DISCLOSURE SHADOW

SHADOW SHOULD BE 60% OPACITY DIRECTLY BEHIND DISCLOSURE. FEATHERING SHOULD OCCUR ABOVE TEXT.

## ADDITIONAL GUIDELINES

THE HEIGHT OF THE YELLOW VERTICAL LINES SHOULD BE ADJUSTED TO ACCOMMODATE MULTIPLE LINES WHEN NEEDED.

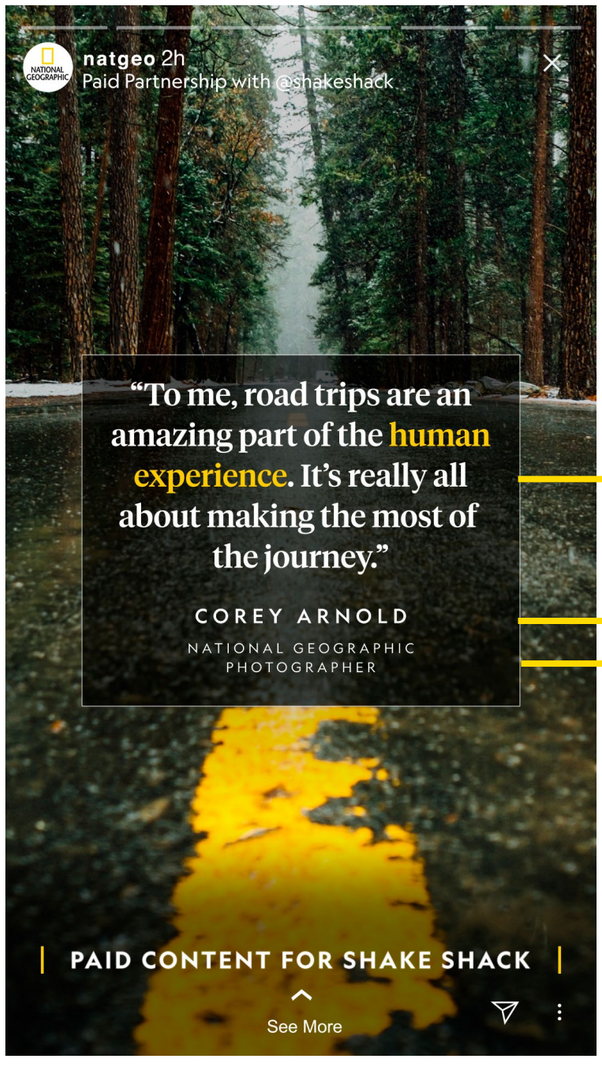
GEOGRAPH BOLD

**ABCDEFGHIJKLMN**
**OPQRSTUVWXYZ**
**1234567890**

# VERTICAL STORY - QUOTE




QUOTE SHADOW




QUOTE BOX

## BOX

BOX OPACITY: 60%
MAX WIDTH: 750px

## TEXT

FONT: TIEMPOS HEADLINE MEDIUM
FONT SIZE: 52px
TRACKING: 0px

## TALENT NAME

FONT: GEOGRAPH MEDIUM
FONT SIZE: 29px
TRACKING: 260px

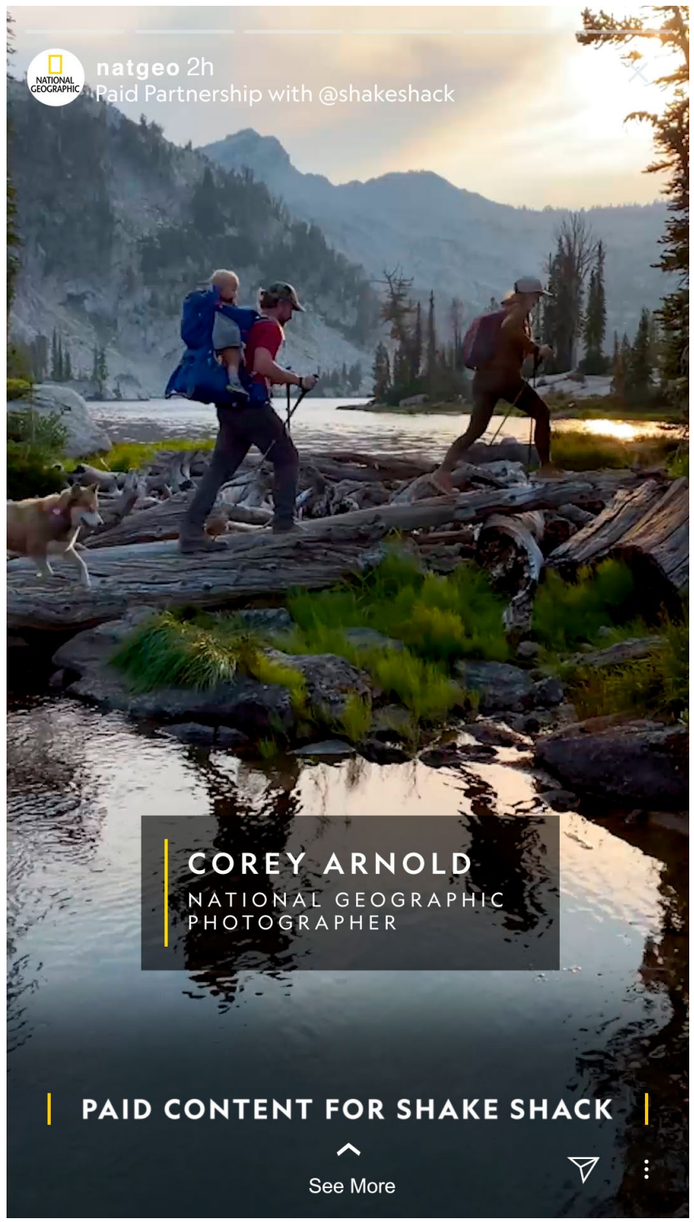
## TALENT OCCUPATION

FONT: GEOGRAPH REGULAR
FONT SIZE: 20px
TRACKING: 260px

ANIMATION EXAMPLE

# VERTICAL STORY 9x16 - TALENT ID - DISCLOSURE




## TRT

DISCLOSURE MUST BE INCLUDED ON THE FIRST AND FINAL CHAPTER.

## PAID CONTENT FOR TEXT

FONT: GEOGRAPH BOLD
FONT SIZE: 42px
TRACKING: 122px
MAX CHARACTER COUNT PER LINE: 28

## PLACEMENT

DISCLOSURE SHOULD BE CENTERED ON BOTH AXES AND SIT 150px FROM THE BOTTOM.

## DISCLOSURE SHADOW

SHADOW SHOULD BE 60% OPACITY DIRECTLY BEHIND DISCLOSURE. FEATHERING SHOULD OCCUR ABOVE TEXT.

## ADDITIONAL GUIDELINES

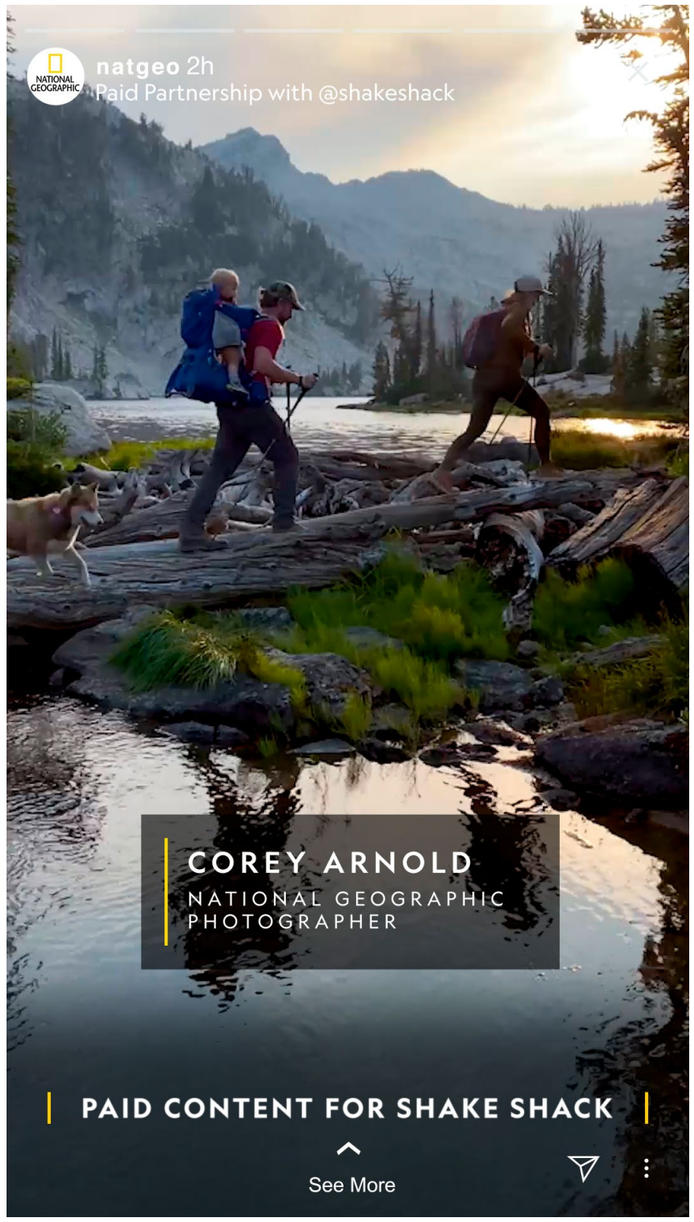
THE HEIGHT OF THE YELLOW VERTICAL LINES SHOULD BE ADJUSTED TO ACCOMMODATE MULTIPLE LINES WHEN NEEDED.

GEOGRAPH BOLD

**ABCDEFGHIJKLMN**
**OPQRSTUVWXYZ**
**1234567890**

# VERTICAL STORY 9x16 - TALENT ID




## BOX

BOX OPACITY: 60%
MAX WIDTH: 800px

## TALENT NAME

FONT: GEOGRAPH MEDIUM
FONT SIZE: 45px
TRACKING: 200px

## TALENT OCCUPATION

FONT: GEOGRAPH REGULAR
FONT SIZE: 30px
TRACKING: 260px

ANIMATION EXAMPLES

# TALENT ID - SOCIAL VIDEO 16x9




## BOX

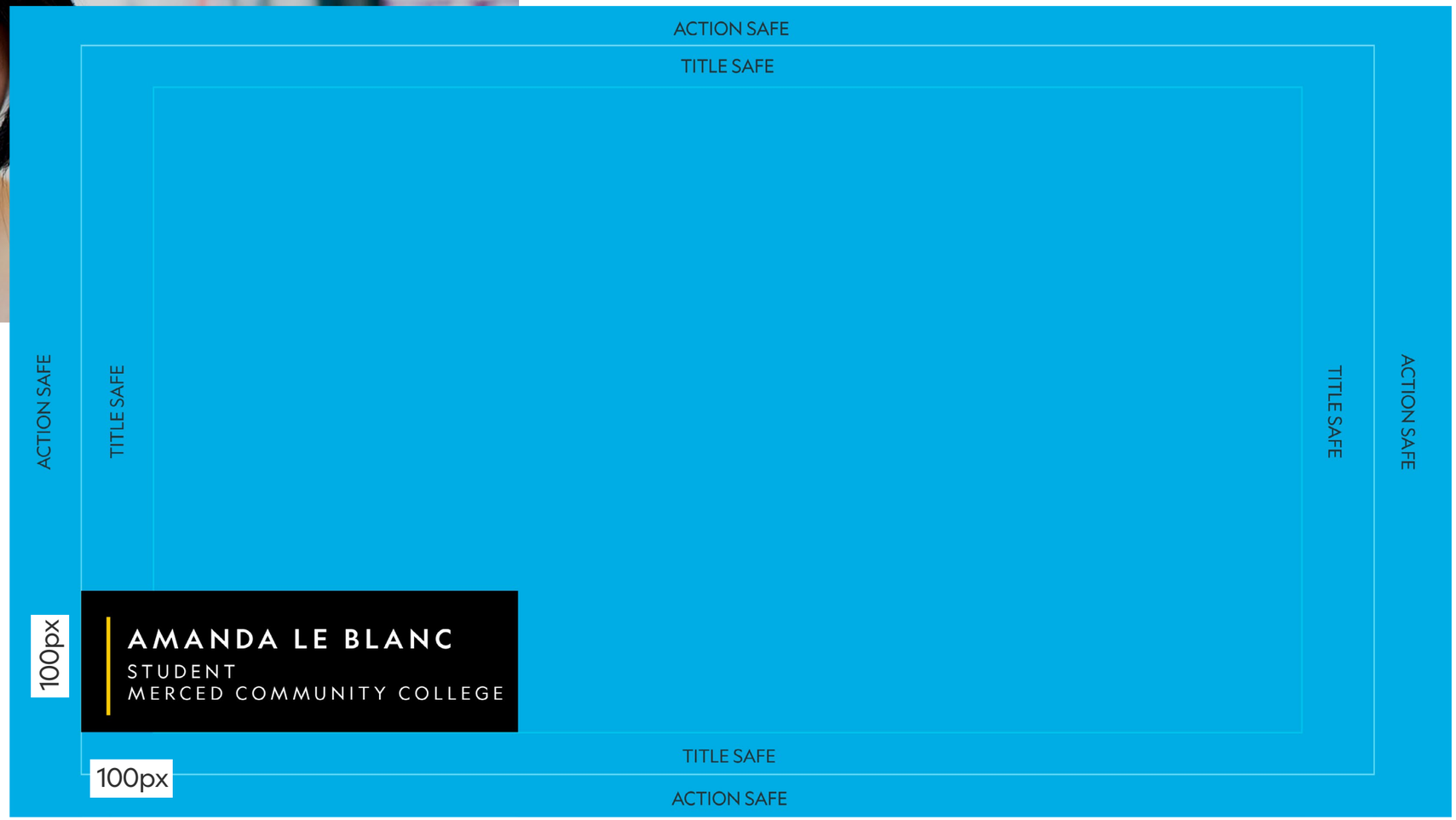
BOX OPACITY: 60%
MAX WIDTH: 800px

## TALENT NAME

FONT: GEOGRAPH MEDIUM
FONT SIZE: 35px
TRACKING: 180px

## TALENT OCCUPATION

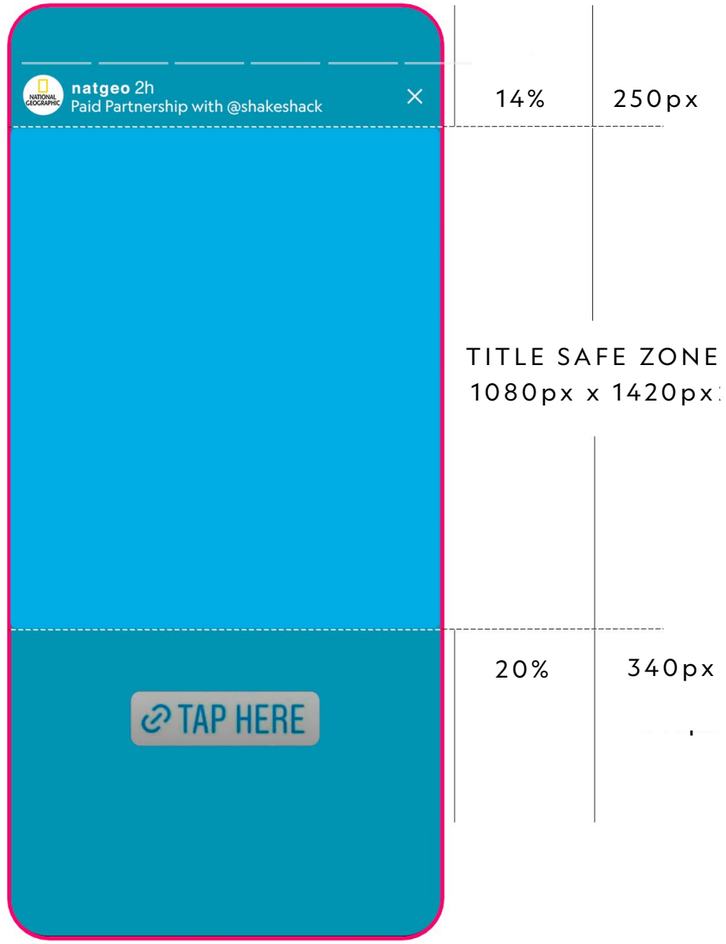
FONT: GEOGRAPH REGULAR
FONT SIZE: 23px
TRACKING: 260px




## NO GRAPHICS ZONE

# IG AD

## 14% FROM TOP
## 20% FROM BOTTOM










### PAID CONTENT FOR TEXT

FONT: GEOGRAPH BOLD
FONT SIZE: 42px
TRACKING: 122px
MAX CHARACTER COUNT PER LINE: 28

### PLACEMENT

DISCLOSURE SHOULD BE CENTERED ON BOTH AXES AND SIT 250px FROM THE TOP.

### DISCLOSURE SHADOW

SHADOW SHOULD BE 60% OPACITY DIRECTLY BEHIND DISCLOSURE. FEATHERING SHOULD OCCUR BELOW TEXT.

### ADDITIONAL GUIDELINES

THE HEIGHT OF THE YELLOW VERTICAL LINES SHOULD BE ADJUSTED TO ACCOMMODATE MULTIPLE LINES WHEN NEEDED.

GEOGRAPH BOLD

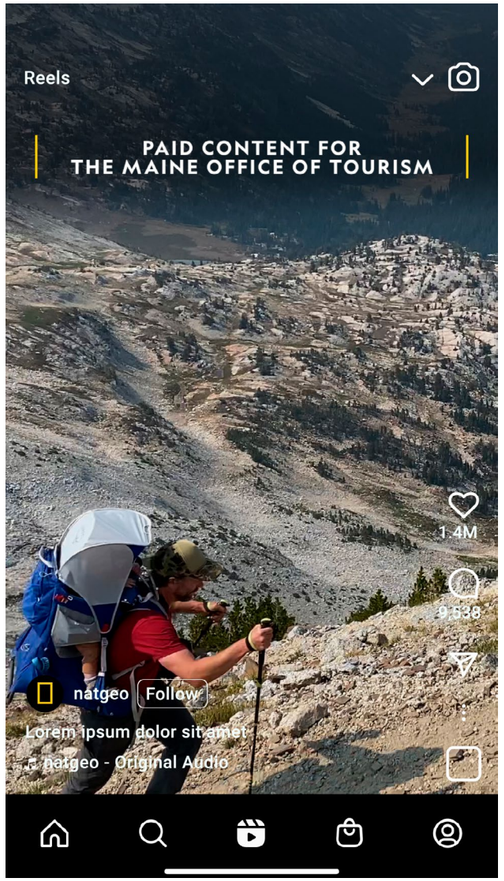
**ABCDEFGHIJKLMN**
**OPQRSTUVWXYZ**
**1234567890**

# VERTICAL VIDEO 9x16- REELS - OPEN DISCLOSURE

IG REELS, FACEBOOK REELS, AND YOUTUBE SHORTS.

## PLACEMENT

CENTERED
300px FROM TOP EDGE.



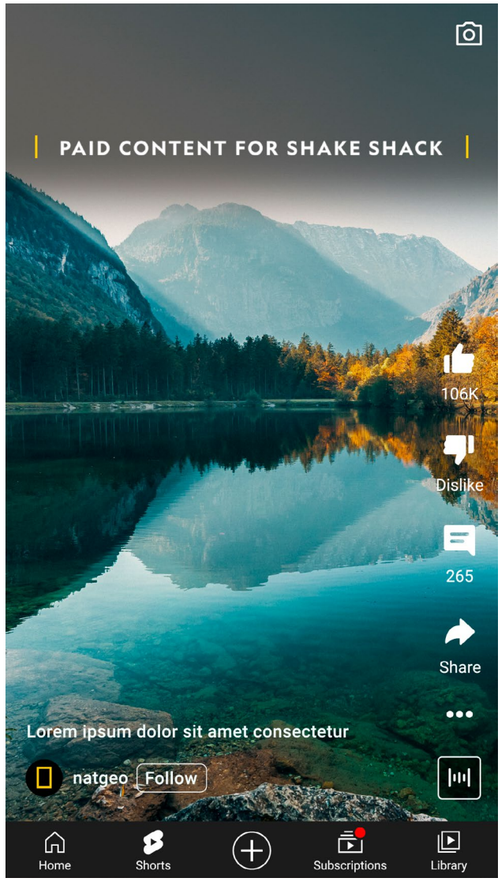

IG REELS

CENTERED
300px FROM TOP EDGE.




FACEBOOK REELS

CENTERED
300px FROM TOP EDGE.




YOUTUBE SHORTS

CENTERED
230px FROM TOP EDGE.




TIKTOK

## PAID CONTENT FOR

FONT: GEOGRAPH MEDIUM
FONT SIZE: 55px
TRACKING: 122px

## TRT

MUST BE DISPLAYED FOR 4 SECONDS, EXCLUDING INTRO NAVIGATION, PLUS 1 SECOND PER LINE AND ADVERTISER NAME.

FOR ANY VIDEOS UNDER 30 SECONDS, WE NEED THE DISCLOSURE TO APPEAR BEFORE THE 10 SECOND MARK.

## ADDITIONAL GUIDELINES

WHEN DISCLOSURE IS ON SCREEN, THERE SHOULD BE NO VOICEOVER.

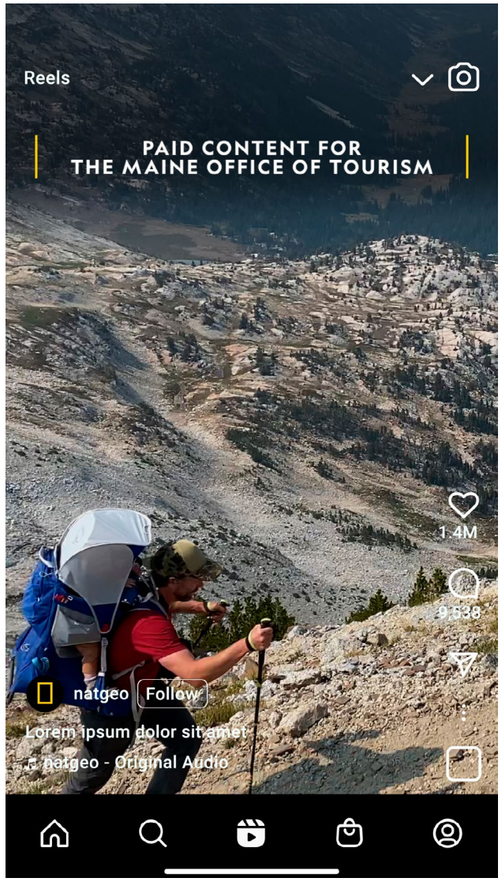
OPEN EXAMPLE

# VERTICAL VIDEO 9x16- REELS - CLOSE DISCLOSURE

IG REELS, FACEBOOK REELS, AND YOUTUBE SHORTS.

## PLACEMENT

CENTERED
300px FROM TOP EDGE.



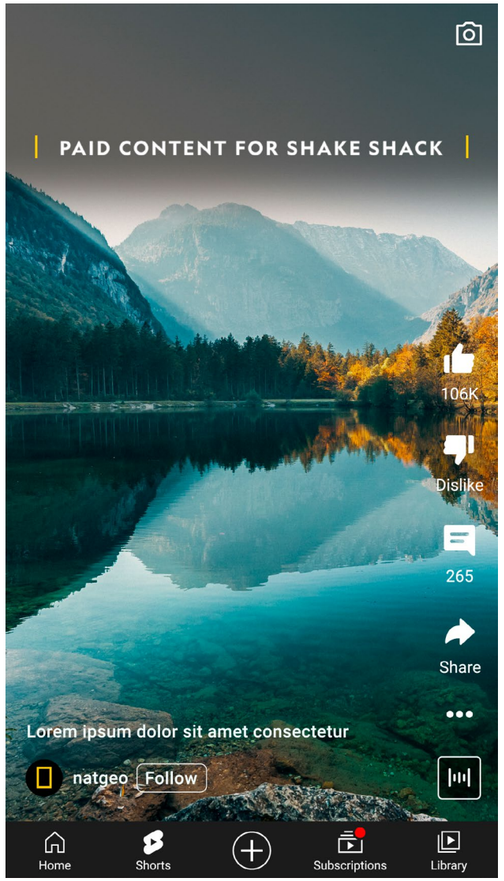

IG REELS

CENTERED
300px FROM TOP EDGE.




FACEBOOK REELS

CENTERED
300px FROM TOP EDGE.




YOUTUBE SHORTS

CENTERED
230px FROM TOP EDGE.




TIKTOK

### PAID CONTENT FOR

FONT: GEOGRAPH MEDIUM
FONT SIZE: 55px
TRACKING: 122px

### TRT

MUST BE DISPLAYED FOR 4 SECONDS, EXCLUDING OUTRO NAVIGATION, PLUS 1 SECOND PER LINE AND ADVERTISER NAME.

### ADDITIONAL GUIDELINES

WHEN DISCLOSURE IS ON SCREEN, THERE SHOULD BE NO VOICEOVER.

CLOSE EXAMPLE

# VERTICAL VIDEO 9x16- REELS - SPONSORED POSTS- OPEN/CLOSE

## IG REELS

### PADDING

ADVERTISER LOGO + PRESENTED BY SHOULD HAVE A MINIMUM OF 70px FROM TOP OF BOX, 190 FROM SIDES, AND 500px FROM BOTTOM.

### PRESENTED BY

FONT: GEOGRAPH BOLD
TRACKING: 200px
FONT SIZE: 32px
BOTTOM MARGIN: 30px

### PLACEMENT

BOX IS PLACED 1045px FROM THE TOP AND EXTENDS TO BOTTOM OF FRAME.

### BOX

BOX OPACITY: 100%

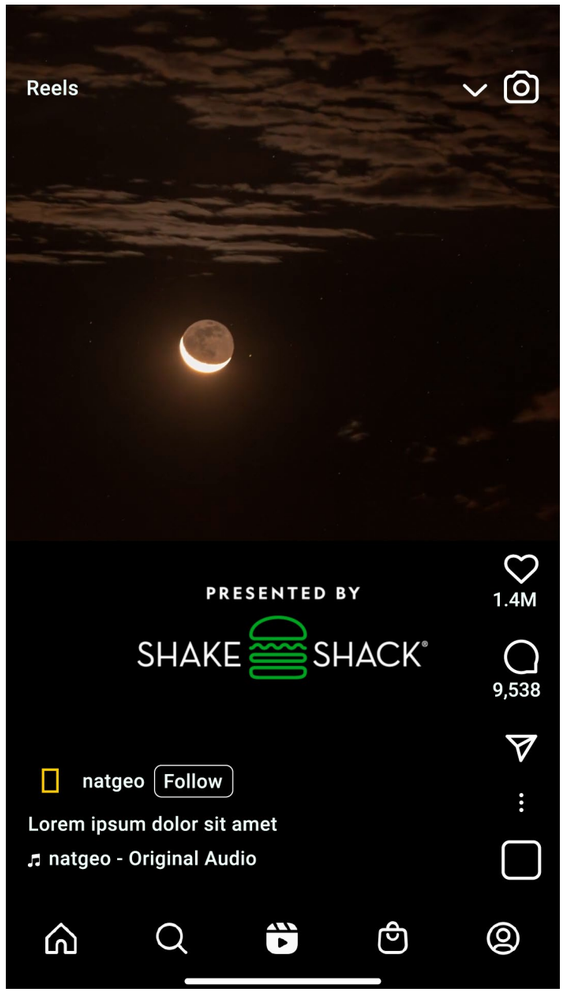
### TRT

MUST BE DISPLAYED FOR AT LEAST 4 SECONDS

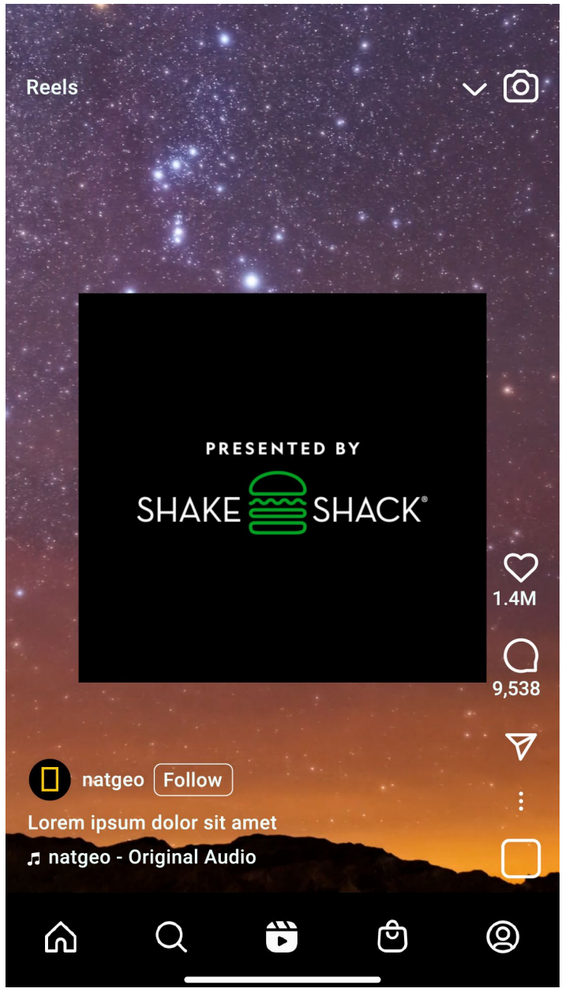
NEEDS TO BEGIN ANIMATING ON WITHIN THE FIRST 5 SECONDS.

OPTIONAL 0.5 SEC DISSOLVE CAN BE ADDED TO FADE OUT, IN ADDITION TO FULL DISPLAY TIME.

**OPEN**




**CLOSE**




OPEN + CLOSE EXAMPLE

### PADDING

ADVERTISER LOGO + PRESENTED BY SHOULD HAVE A MINIMUM OF 70 px ON BOTH SIDES OF BOX AND 250px FROM TOP AND BOTTOM.

### PRESENTED BY

FONT: GEOGRAPH BOLD
TRACKING: 200px
FONT SIZE: 32px
BOTTOM MARGIN: 30px

### PLACEMENT

BOX IS 565px FROM TOP OF FRAME

### BOX

BOX OPACITY: 100%

### TRT

MUST BE DISPLAYED FOR AT LEAST 4 SECONDS

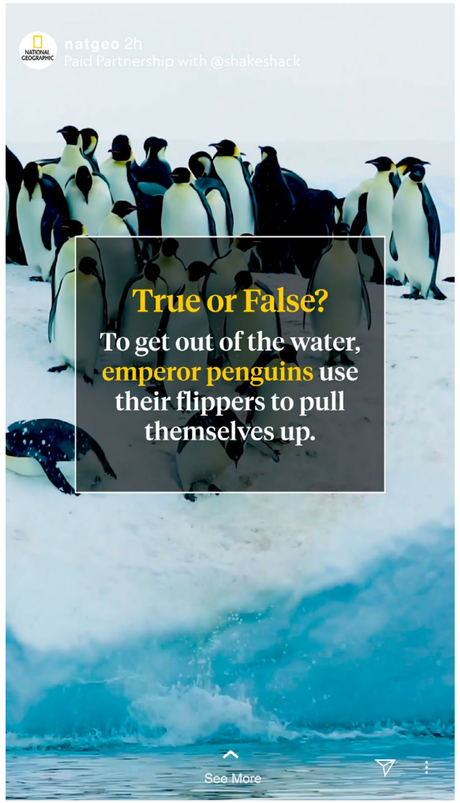
NEEDS TO BEGIN ANIMATING ON THE LAST SHOT OF SEQUENCE.

OPTIONAL 0.5 SEC DISSOLVE CAN BE ADDED TO FADE OUT, IN ADDITION TO FULL DISPLAY TIME.

# VERTICAL VIDEO 9x16- TRUE OR FALSE

## 60 % BOX OPACITY

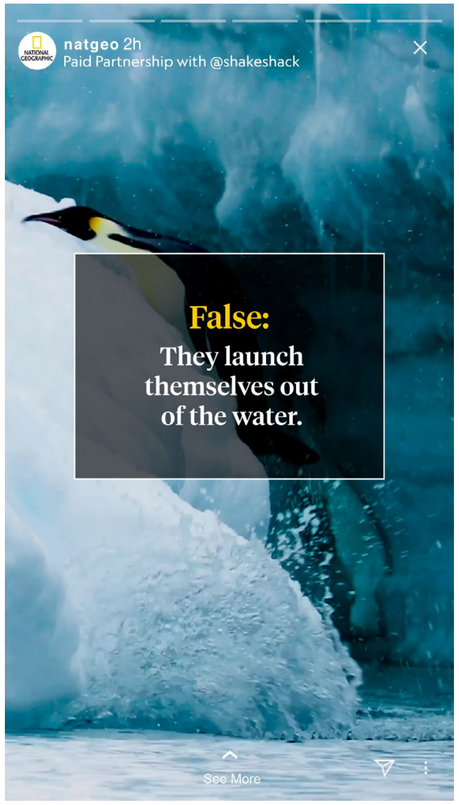
### CTA




### CONTENT




### ANSWER




### CLOSE




### STYLE

BOX OPACITY NEEDS TO REMAIN CONSISTENT THROUGHOUT. QUESTION/ANSWER AND CLOSE DISCLOSURE MUST ALL BE THE SAME OPACITY.

### CLOSE PADDING

TITLE SHOULD BE 170px FROM TOP OF BOX. ADVERTISER LOGO + PRESENTED BY SHOULD HAVE A MINIMUM OF 60 px ON BOTH SIDES OF BOX AND 60px FROM TITLE.

### PRESENTED BY

FONT: GEOGRAPH BOLD
TRACKING: 200px
FONT SIZE: 32px
BOTTOM MARGIN: 30px

### CTA PADDING

TITLE AND QUESTION SHOULD HAVE A MINIMUM OF 60 px ON BOTH SIDES OF BOX AND 120px FROM TOP AND BOTTOM.

### TITLE

FONT: TIEMPOS HEADLINE
TRACKING: 0px
FONT SIZE: 75px

### QUESTION

FONT: TIEMPOS HEADLINE
TRACKING: 10px
FONT SIZE: 60px

### CTA + ANSWER PLACEMENT

BOXES ARE VERTICALLY CENTERED TO CLOSE.

### PLACEMENT

BOX IS 525px FROM TOP OF FRAME SO ADVERTISER LOGO IS CENTERED TO FRAME.

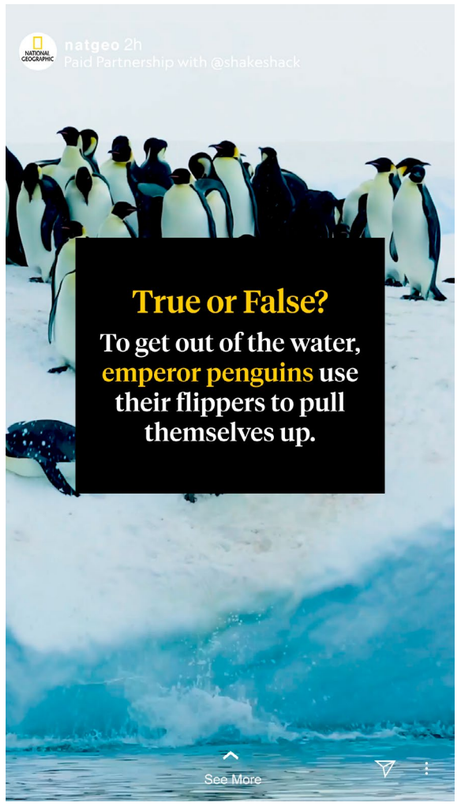
### BOX

BOX OPACITY: 60%
BORDER: 3px

# VERTICAL VIDEO 9x16- TRUE OR FALSE

## 100 % BOX OPACITY

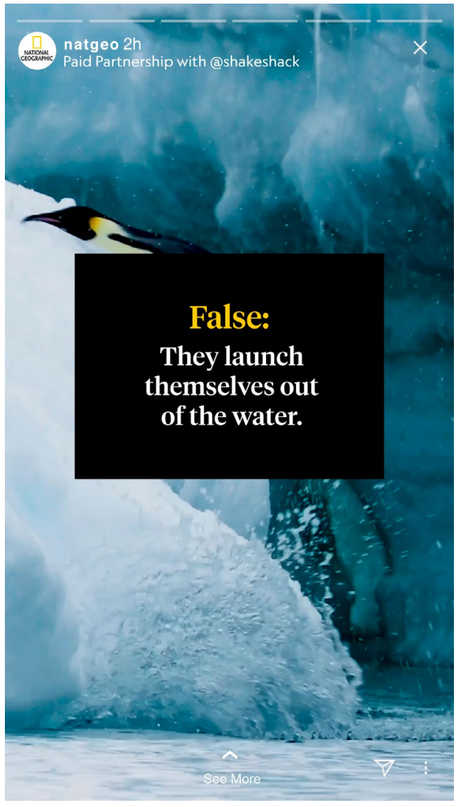
CTA




CONTENT




ANSWER




CLOSE




### STYLE

BOX OPACITY NEEDS TO REMAIN CONSISTENT THROUGHOUT. QUESTION/ANSWER AND CLOSE DISCLOSURE MUST ALL BE THE SAME OPACITY.

### CLOSE PADDING

TITLE SHOULD BE 170px FROM TOP OF BOX. ADVERTISER LOGO + PRESENTED BY SHOULD HAVE A MINIMUM OF 60 px ON BOTH SIDES OF BOX AND 60px FROM TITLE.

### PRESENTED BY

FONT: GEOGRAPH BOLD
TRACKING: 200px
FONT SIZE: 32px
BOTTOM MARGIN: 30px

### CTA PADDING

TITLE AND QUESTION SHOULD HAVE A MINIMUM OF 60 px ON BOTH SIDES OF BOX AND 120px FROM TOP AND BOTTOM.

### TITLE

FONT: TIEMPOS HEADLINE
TRACKING: 0px
FONT SIZE: 75px

### QUESTION

FONT: TIEMPOS HEADLINE
TRACKING: 10px
FONT SIZE: 60px

### CTA + ANSWER PLACEMENT

BOXES ARE VERTICALLY CENTERED TO CLOSE.

### CLOSE PLACEMENT

BOX IS 525px FROM TOP OF FRAME SO ADVERTISER LOGO IS CENTERED TO FRAME.

### BOX

BOX OPACITY: 100%

# VERTICAL VIDEO 9x16- QUICK QUESTION

## 60 % BOX OPACITY

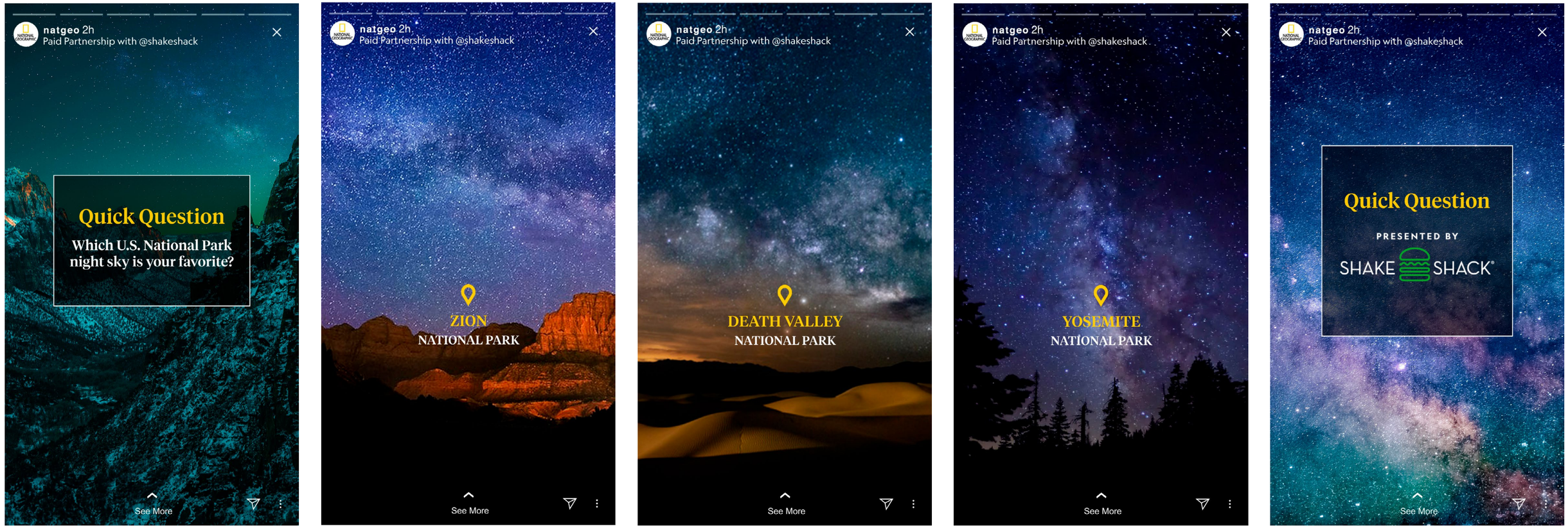
### STYLE

BOX OPACITY NEEDS TO REMAIN CONSISTENT THROUGHOUT. QUESTION/ANSWER AND CLOSE DISCLOSURE MUST ALL BE THE SAME OPACITY.

CTA

CHOICES

CLOSE




### CTA PADDING

TITLE AND QUESTION SHOULD HAVE A MINIMUM OF 60 px ON BOTH SIDES OF BOX AND 120px FROM TOP AND BOTTOM.

### PLACEMENT OF QUESTION

BOX IS VERTICALLY CENTERED WITH CLOSE.

### TITLE

FONT: TIEMPOS HEADLINE
TRACKING: 0px
FONT SIZE: 75px

### QUESTION

FONT: TIEMPOS HEADLINE
TRACKING: 10px
FONT SIZE: 60px

### PRESENTED BY

FONT: GEOGRAPH BOLD
TRACKING: 200px
FONT SIZE: 32px
BOTTOM MARGIN: 30px

### BOX

BOX OPACITY: 60%
BORDER: 3px

### CLOSE PADDING

TITLE SHOULD BE 170px FROM TOP OF BOX. ADVERTISER LOGO + PRESENTED BY SHOULD HAVE A MINIMUM OF 60 px ON BOTH SIDES OF BOX AND 60px FROM TITLE.

### PLACEMENT OF CLOSE

BOX IS 525px FROM TOP OF FRAME SO ADVERTISER LOGO IS CENTERED.

# VERTICAL VIDEO 9x16- QUICK QUESTION
## SOLID BOX 100 % OPACITY

### STYLE

BOX OPACITY NEEDS TO REMAIN CONSISTENT THROUGHOUT. QUESTION/ANSWER AND CLOSE DISCLOSURE MUST ALL BE THE SAME OPACITY.

**CTA** — **CHOICES** — **CLOSE**




### CTA PADDING

TITLE AND QUESTION SHOULD HAVE A MINIMUM OF 60 px ON BOTH SIDES OF BOX AND 120px FROM TOP AND BOTTOM.

### PLACEMENT OF QUESTION

BOX IS VERTICALLY CENTERED WITH CLOSE.

### TITLE

FONT: TIEMPOS HEADLINE
TRACKING: 0px
FONT SIZE: 75px

### QUESTION

FONT: TIEMPOS HEADLINE
TRACKING: 10px
FONT SIZE: 60px

### PRESENTED BY

FONT: GEOGRAPH BOLD
TRACKING: 200px
FONT SIZE: 32px
BOTTOM MARGIN: 30px

### BOX

BOX OPACITY: 100%

### CLOSE PADDING

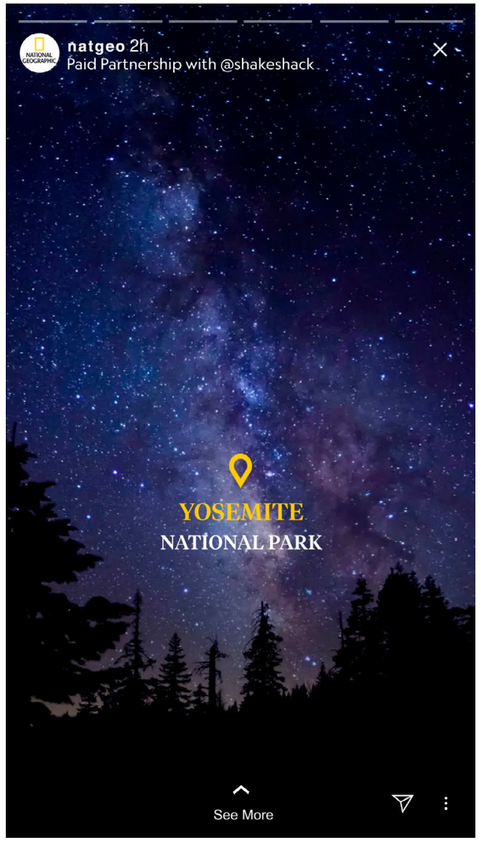
TITLE SHOULD BE 170px FROM TOP OF BOX. ADVERTISER LOGO + PRESENTED BY SHOULD HAVE A MINIMUM OF 60 px ON BOTH SIDES OF BOX AND 60px FROM TITLE.

### PLACEMENT OF CLOSE

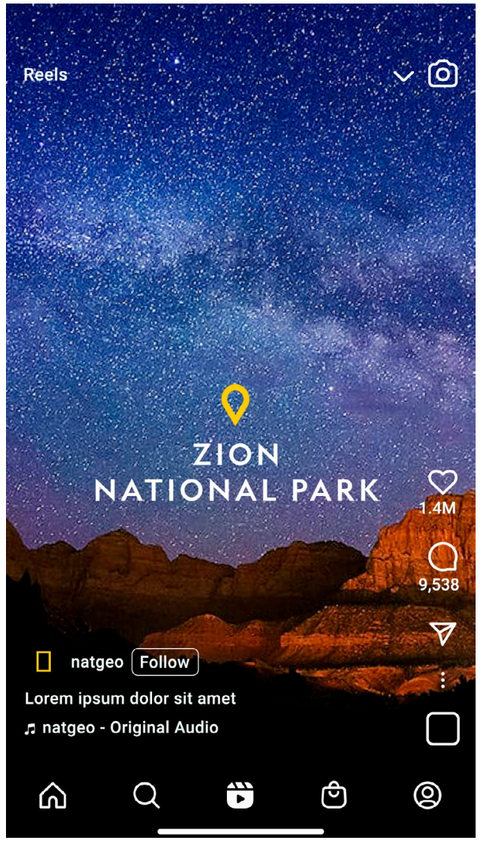
BOX IS 525px FROM TOP OF FRAME SO ADVERTISER LOGO IS CENTERED.

# LOCATOR PIN MARKERS 9x16 + 16x9

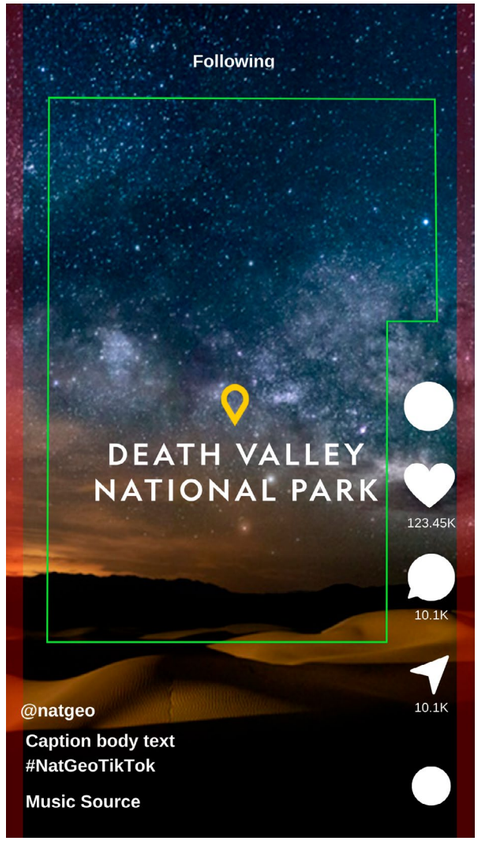
## IG STORIES




## IG REELS




## TIKTOK







### PLACEMENT

LOCATOR PIN SITS IN THE LOWER THIRD OF FRAME

### 16x9 TITLE

FONT: TIEMPOS HEADLINE
TRACKING: 10px
FONT SIZE
FIRST LINE: 36 PT
SECOND LINE: 34 PT

### IG STORIES PLACEMENT

2ND LINE SITS 660px FROM BOTTOM

FONT: TIEMPOS HEADLINE
TRACKING: 10px
FONT SIZE
FIRST LINE: 55px
SECOND LINE: 45px

### IG REELS PLACEMENT

2ND LINE SITS 775px FROM BOTTOM

FONT: GEOGRAPH MEDIUM
TRACKING: 140px
FONT SIZE: 67px

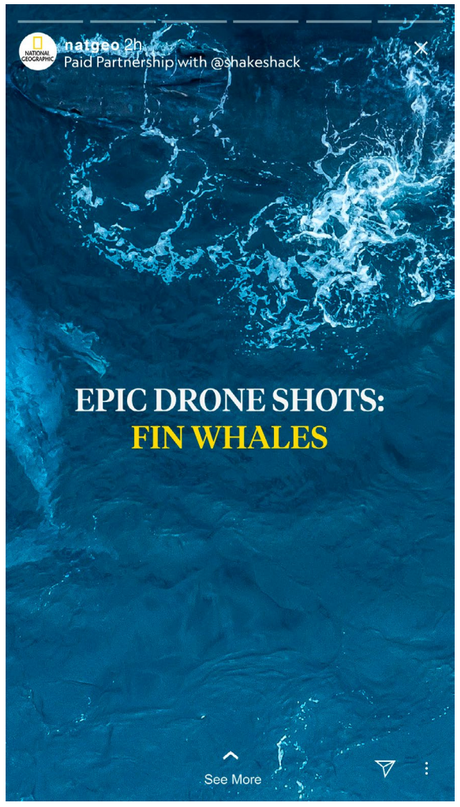
### TIKTOK PLACEMENT

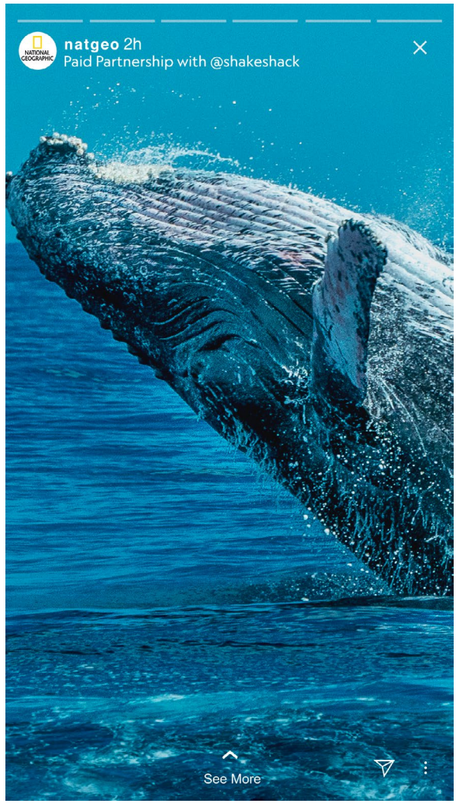
2ND LINE SITS 775px FROM BOTTOM

FONT: GEOGRAPH MEDIUM
TRACKING: 140px
FONT SIZE: 67px

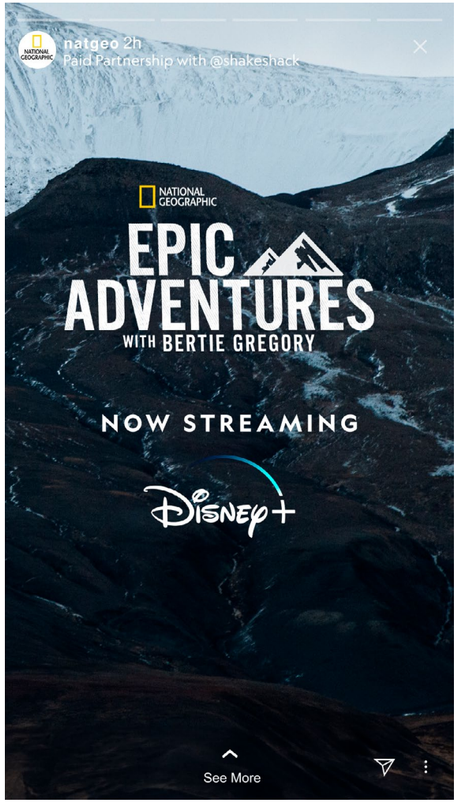
# SOCIAL 9x16 TTI
## 60 % BOX OPACITY

CONTENT




TUNE IN




CLOSE




### TITLE
FONT: TIEMPOS HEADLINE
TRACKING: 0px
FONT SIZE: 76.56px

### PLACEMENT OF TITLE
BOX IS 925px FROM TOP OF FRAME

### TUNE IN
FONT: GEOGRAPH BOLD
TRACKING: 200px
FONT SIZE: 55px

### ADVERTISER BOX
BOX OPACITY: 60%
BORDER: 3px
MAX WIDTH: 700px

### PRESENTED BY
FONT: GEOGRAPH BOLD
TRACKING: 200px
FONT SIZE: 32px
BOTTOM MARGIN: 30px

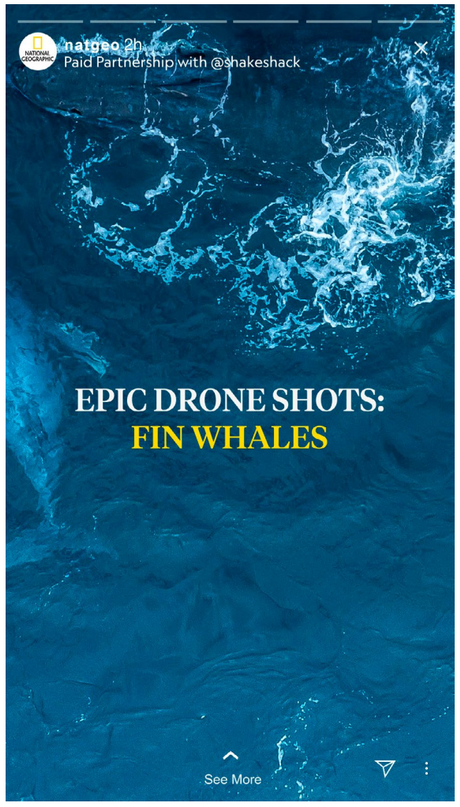
### PADDING
ADVERTISER LOGO SHOULD HAVE A MINIMUM OF 70px OF PADDING ON ALL SIDES.

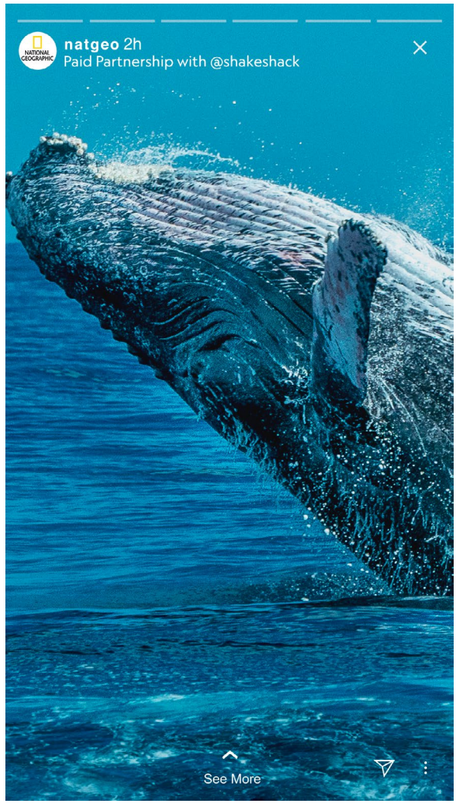
### PLACEMENT
BOX IS 525px FROM TOP OF FRAME

### ADVERTISER LOGO
MUST BE RESOLVED FOR 4 SECONDS.

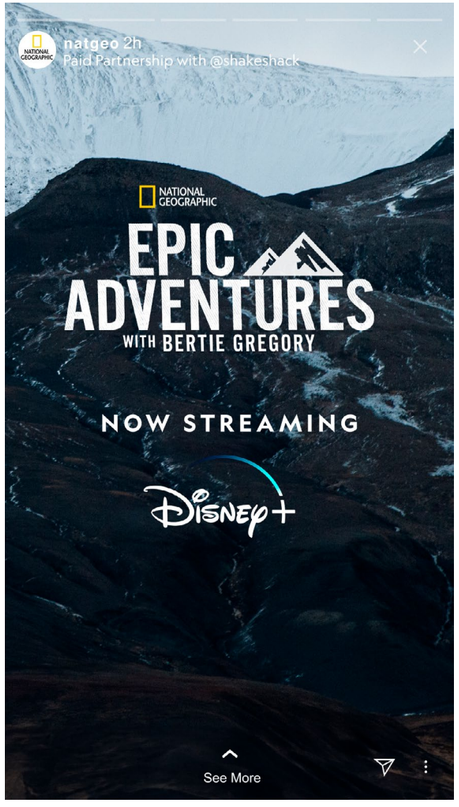
# SOCIAL 9x16 TTI
## SOLID BOX 100 % BOX OPACITY

CONTENT




TUNE IN




CLOSE




### TITLE
FONT: TIEMPOS HEADLINE
TRACKING: 0px
FONT SIZE: 76.56px

### PLACEMENT OF TITLE
BOX IS 925px FROM TOP OF FRAME

### TUNE IN
FONT: GEOGRAPH BOLD
TRACKING: 200px
FONT SIZE: 55px

### ADVERTISER BOX
BOX OPACITY: 100%
MAX WIDTH: 700px

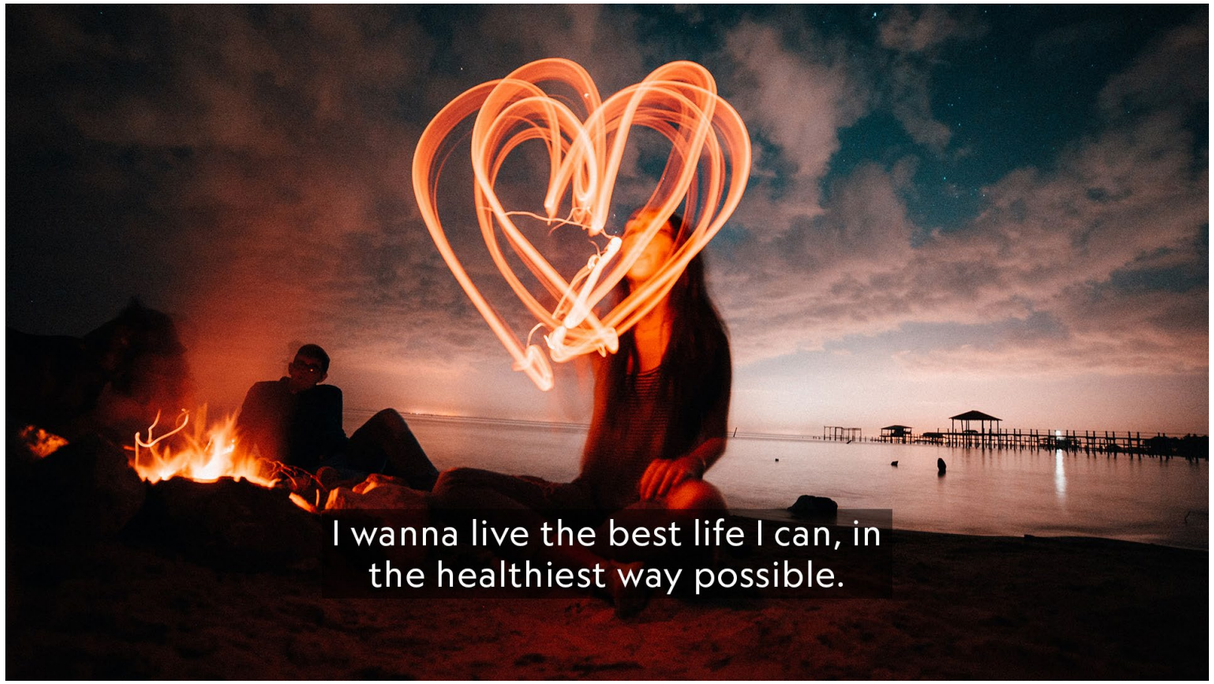
### PRESENTED BY
FONT: GEOGRAPH BOLD
TRACKING: 200px
FONT SIZE: 32px
BOTTOM MARGIN: 30px

### PADDING
ADVERTISER LOGO SHOULD HAVE A MINIMUM OF 70px OF PADDING ON ALL SIDES.

### PLACEMENT
BOX IS 525px FROM TOP OF FRAME

### ADVERTISER LOGO
MUST BE RESOLVED FOR 4 SECONDS.

# SOCIAL CONTENT VIDEO 16x9 - SUBTITLES GUIDANCE




SUBTITLES




SUBTITLES + TALENT ID

## SUBTITLES TEXT

FONT: GEOGRAPH REGULAR
FONT SIZE: 55px
ALIGNMENT: CENTER

## SUBTITLES BOX

OPACITY: 50%

## PLACEMENT

ROUGHLY AT THE INTERSECTION OF THE BOTTOM LOWER THIRD OF SCREEN.

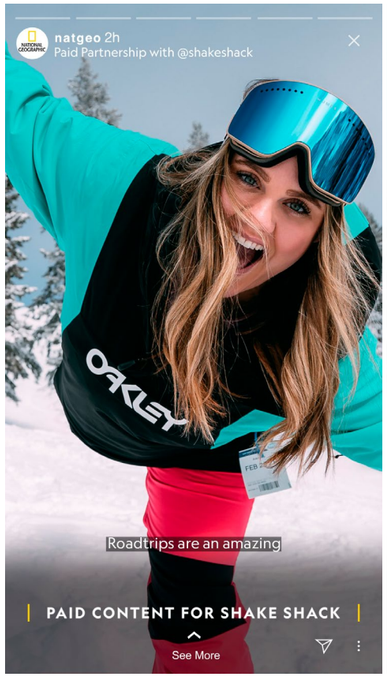
WHEN THE TALENT ID IS PRESENT, THE SUBTITLES ARE PLACED ON THE TOP THIRD OF THE SCREEN WITHIN PLATFORM GUIDELINES.

## ADDITIONAL GUIDELINES

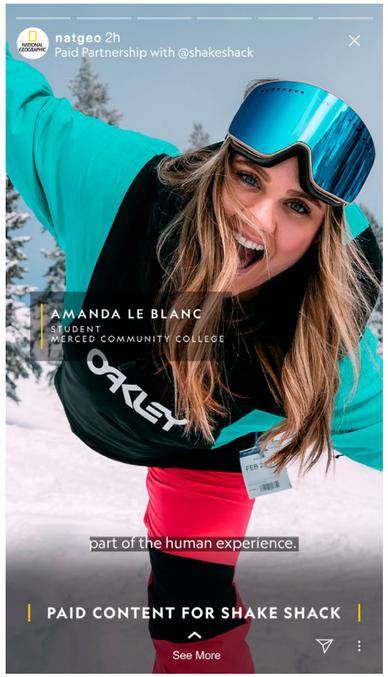
MAXIMUM 2 LINES OF TEXT ON SCREEN.

# VERTICAL VIDEO 9x16 - SUBTITLES GUIDANCE

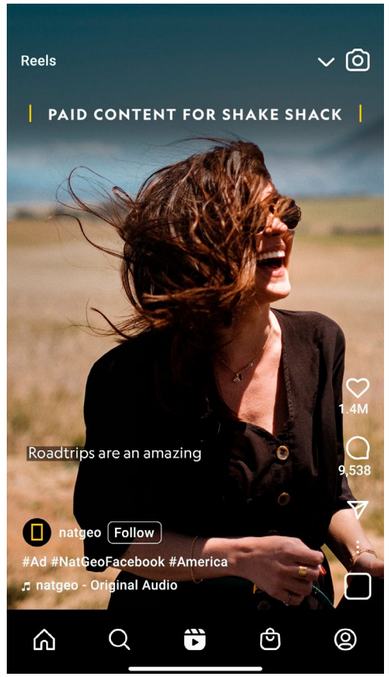
SUBTITLES AND TALENT ID ARE ALIGNED CENTER:
IG REELS, IG STORY, FACEBOOK REELS, AND YOUTUBE SHORTS.



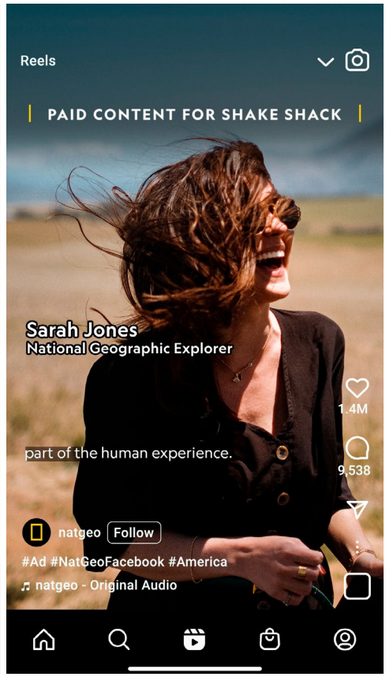

IG STORY



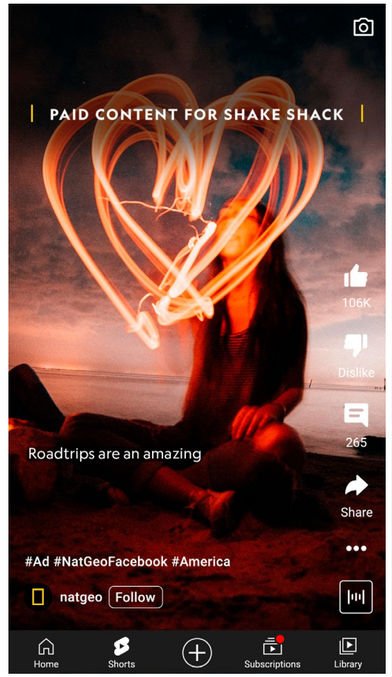

SUBTITLE + TALENT ID



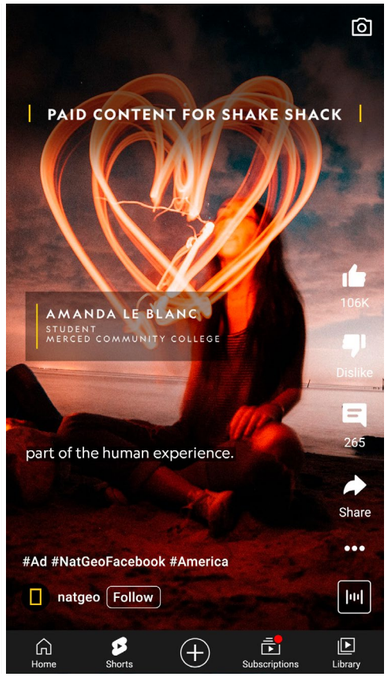

IG & FB REELS




SUBTITLE + TALENT ID




YOUTUBE SHORTS




SUBTITLE + TALENT ID

## SUBTITLES TEXT

FONT: GEOGRAPH REGULAR
FONT SIZE: 42px
STORY ALIGNMENT: CENTER
REELS ALIGNMENT: LEFT

## SUBTITLES BOX

OPACITY: 50%

## PLACEMENT

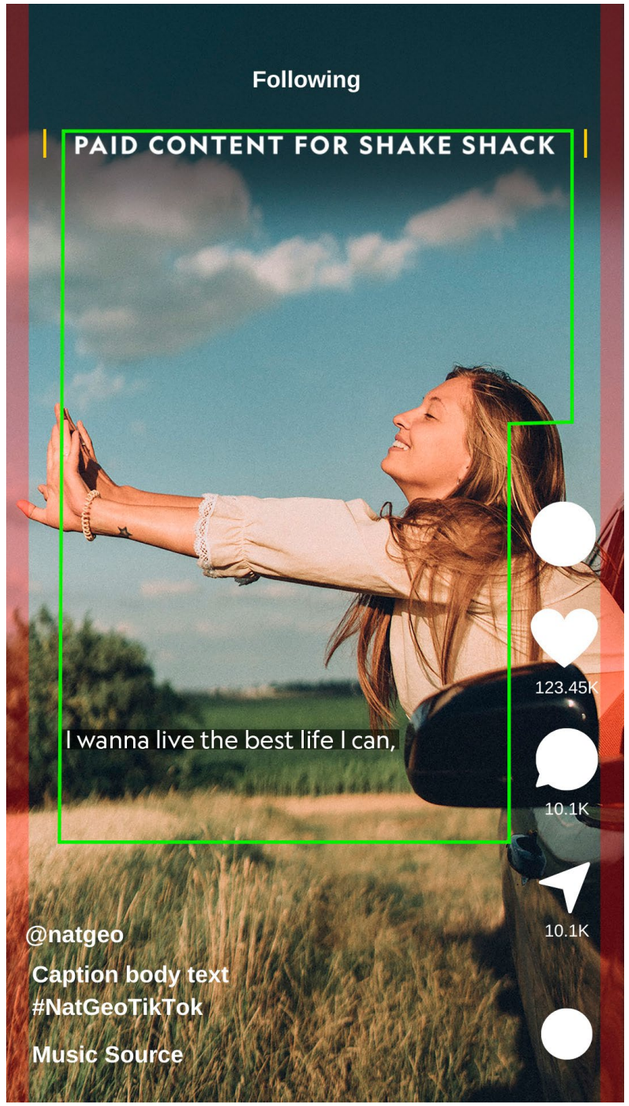
ROUGHLY AT THE INTERSECTION OF THE BOTTOM LOWER THIRD OF SCREEN.

TALENT ID IS PLACED ABOVE SUBTITLES ROUGHLY SCREEN CENTER.

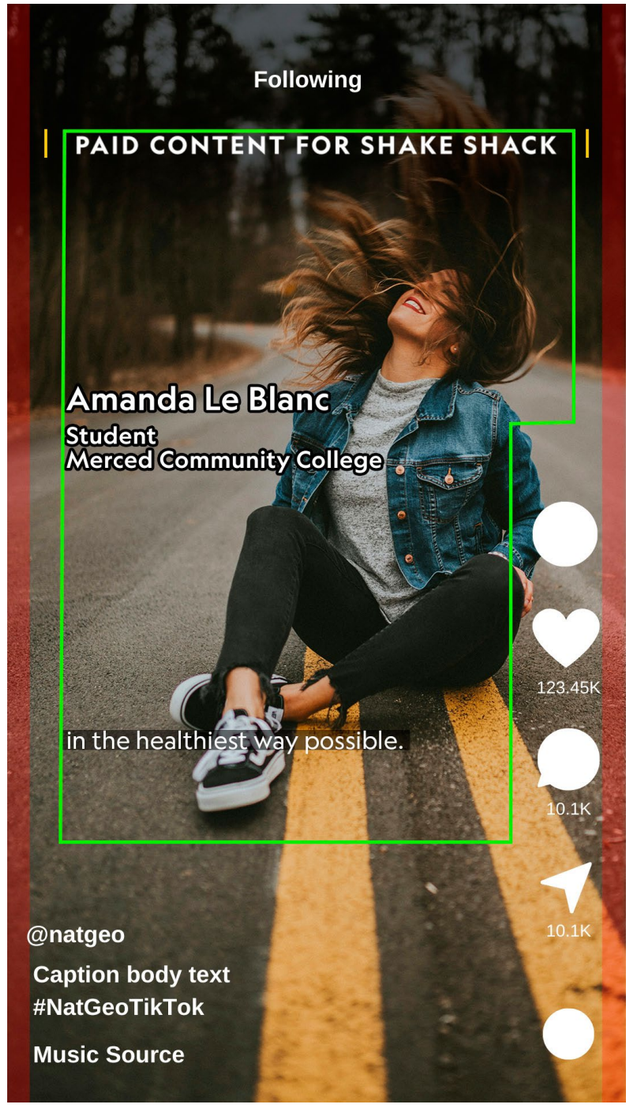
## ADDITIONAL GUIDELINES

MAXIMUM 1 LINE OF TEXT ON SCREEN.

# VERTICAL VIDEO 9x16 - SUBTITLES GUIDANCE - TIKTOK




TIKTOK




SUBTITLE + TALENT ID

SUBTITLES AND TALENT ID ARE ALIGNED LEFT FOR TIKTOK.

## SUBTITLES TEXT

FONT: GEOGRAPH REGULAR
FONT SIZE: 42px
ALIGNMENT: LEFT

## SUBTITLES BOX

OPACITY: 50%

## PLACEMENT

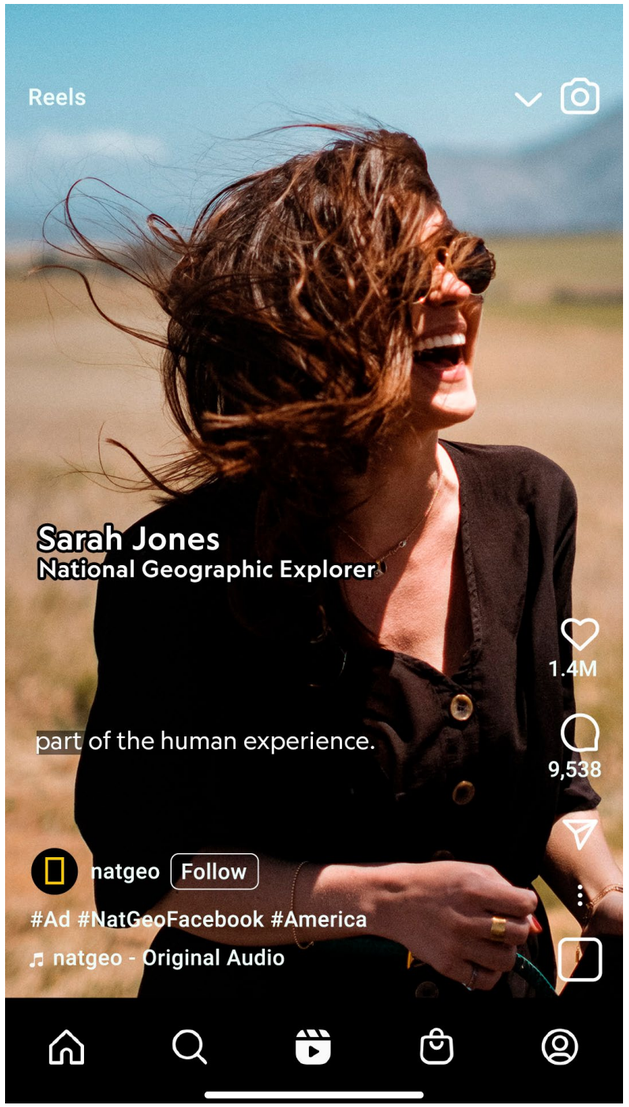
ROUGHLY AT THE INTERSECTION OF THE BOTTOM LOWER THIRD OF SCREEN.

TALENT ID IS PLACED ABOVE SUBTITLES ROUGHLY SCREEN CENTER.

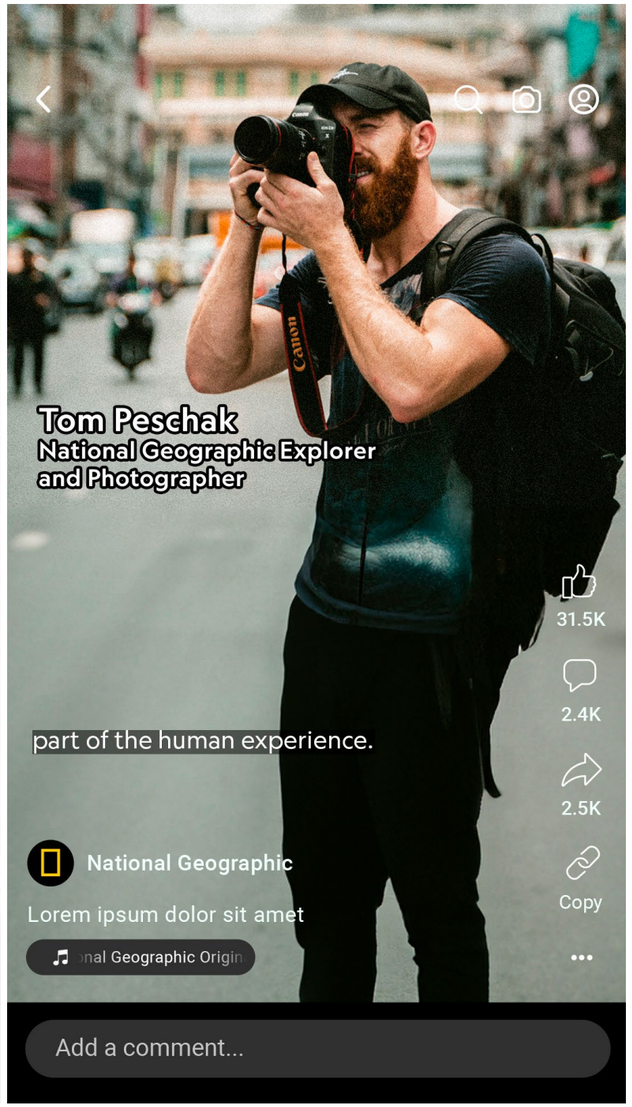
## ADDITIONAL GUIDELINES

MAXIMUM 1 LINE OF TEXT ON SCREEN.

# VERTICAL VIDEO 9x16 - TALENT ID GUIDANCE - IG & FB REELS, TIKTOK




INSTAGRAM REELS




FACEBOOK REELS




TIKTOK

## TALENT NAME

FONT: GEOGRAPH MEDIUM
FONT SIZE: 55px
TRACKING: 30px
STROKE SIZE: 5px

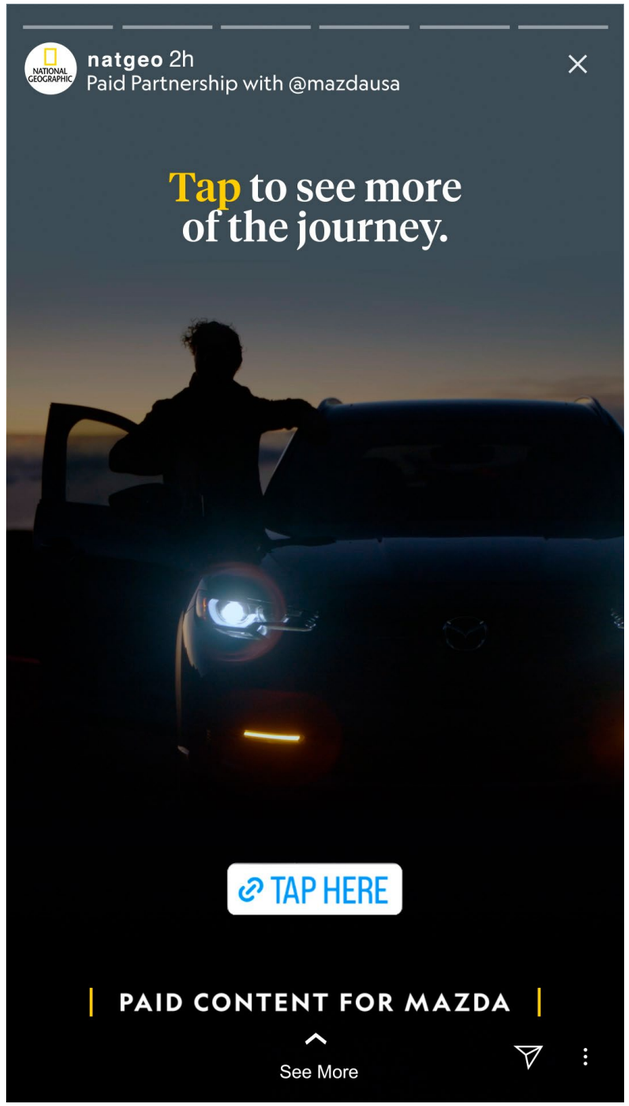
## TALENT OCCUPATION

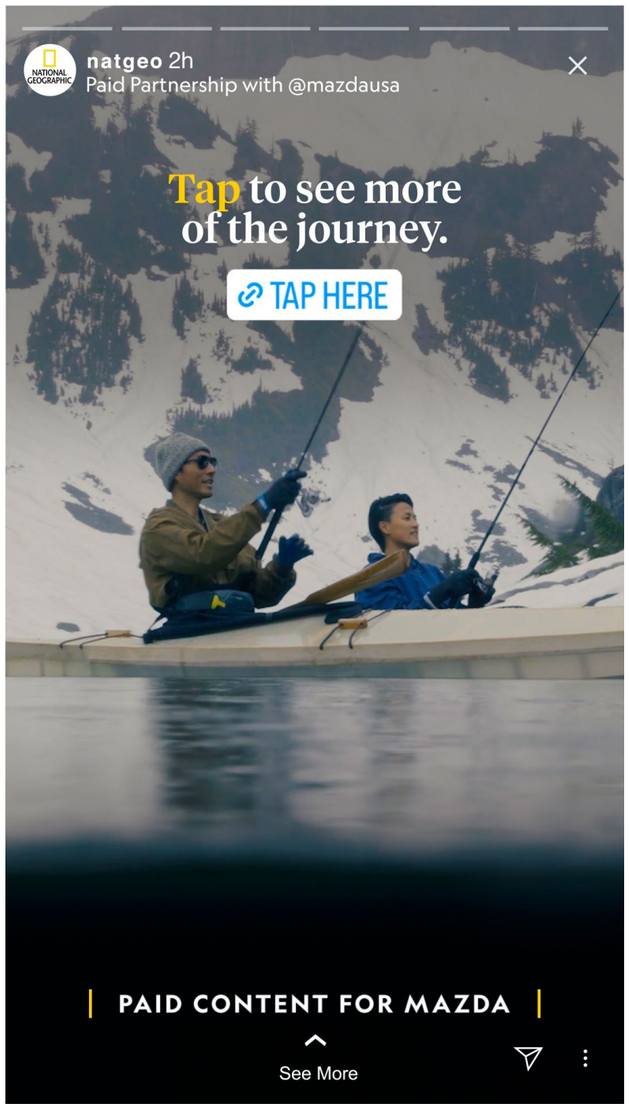
FONT: GEOGRAPH MEDIUM
FONT SIZE: 40px
TRACKING: 30px
STROKE SIZE: 5px

## PLACEMENT

TALENT ID IS PLACED ABOVE SUBTITLES ROUGHLY SCREEN CENTER. POSITION CAN BE NUDGED UP OR DOWN TO ALLOW FOR LEGIBILITY.

# VERTICAL VIDEO 9x16 - TAP OUT GUIDANCE




## TAP HERE CTA GUIDANCE

THE LANGUAGE IN THE TAP OUT PAGE IS FLEXIBLE BUT IT SHOULD LEAVE ROOM TO ADD THE CALL TO ACTION LINK, WHICH IS ADDED BY THE SOCIAL TEAM IN-APP.

## TEXT

FONT: TIEMPOS HEADLINE MEDIUM
FONT SIZE: 70px
TRACKING: 0px

## PAID CONTENT FOR TEXT

FONT: GEOGRAPH BOLD
FONT SIZE: 42px
TRACKING: 122px
MAX CHARACTER COUNT PER LINE: 28

## PLACEMENT

**DISCLOSURE** SHOULD BE CENTERED ON BOTH AXES AND SIT 150px FROM THE BOTTOM.

**TAP TEXT** SHOULD BE CENTERED AND SIT AT THE TOP THIRD OF THE SCREEN.

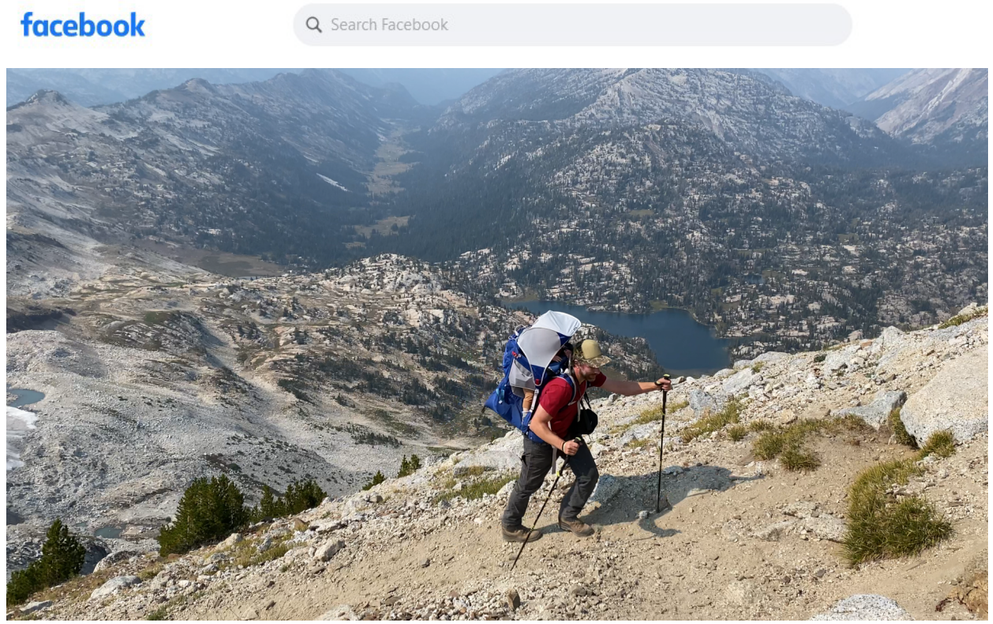
## DISCLOSURE SHADOW

SHADOW SHOULD BE 60% OPACITY DIRECTLY BEHIND DISCLOSURE. FEATHERING SHOULD OCCUR ABOVE TEXT.

## ADDITIONAL GUIDELINES

THE HEIGHT OF THE YELLOW VERTICAL LINES SHOULD BE ADJUSTED TO ACCOMMODATE MULTIPLE LINES WHEN NEEDED.

# FACEBOOK LIVE

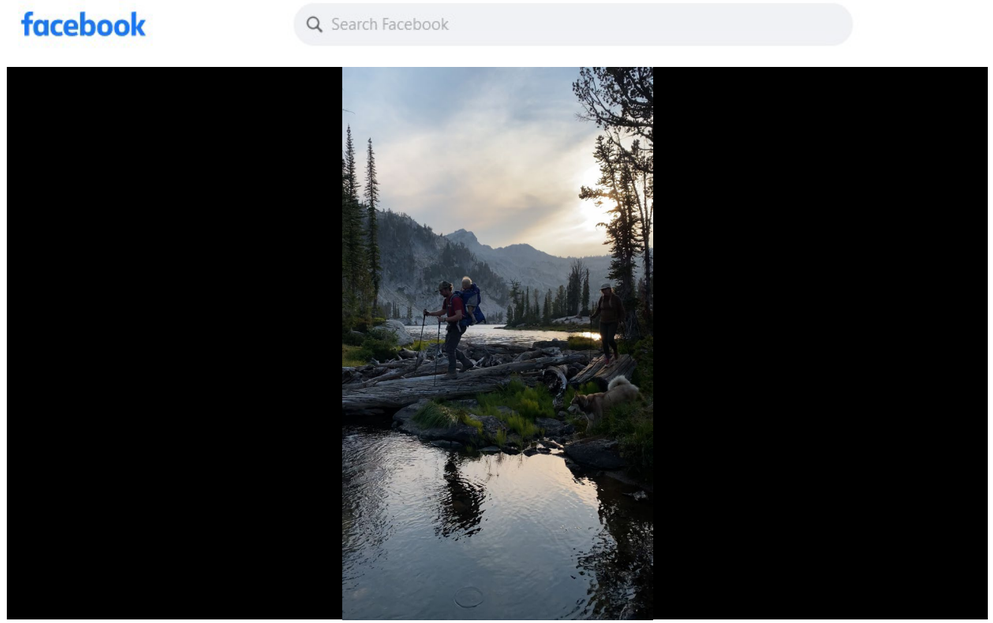



## BRANDED CONTENT TOOL

Should be visible for entirety of the video.

## TRT

If Video is longer than 15 minutes, disclosure needs to be clearly restated during a natural pause in the content, approximately every **10 to 15 minutes**.




## AUDIO DISCLOSURE

Host must verbally mention that the Facebook Live is paid for by the Advertiser within the opening statements/first 30 seconds of the video and again at the end.

# HOW TO ADDRESS PROBLEM LOGOS - BUGS

Always prioritize using the PAID CONTENT FOR + LOGO version of the Bug Disclosure.
If legibility is an issue or a logomark is difficult to work with we have provided a PCF + TEXT version as well as a TEXT ONLY CENTERED version.




12 Bug Disclosure 16×9 v1
PCF + LOGO




12 Bug Disclosure 16×9 v2
TEXT ONLY

Shadow opacity should be consistent around the text disclosure at 60%

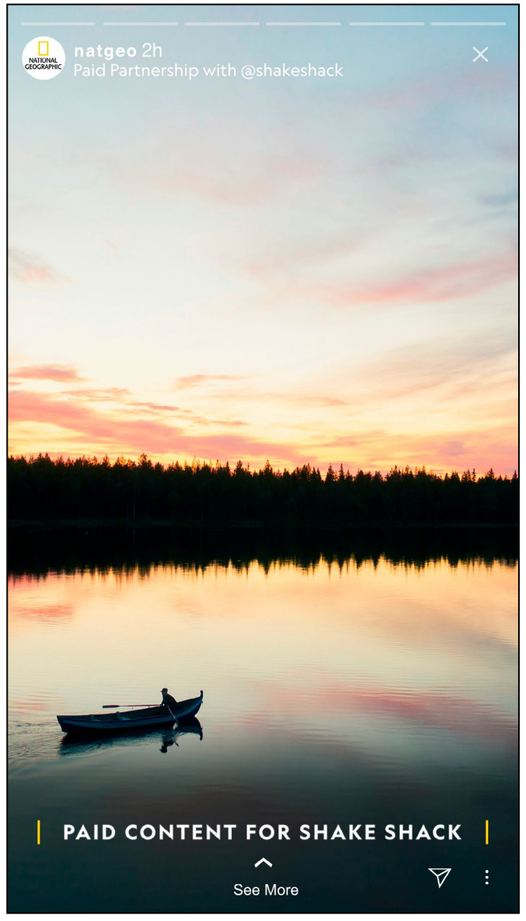
# SOCIAL DISCLOSURES DOS AND DON'TS 9×16

## EXAMPLES FOR BEST PRACTICES FOR DISCLOSURE GFX BACKGROUNDS

**DON'T**




**DO**

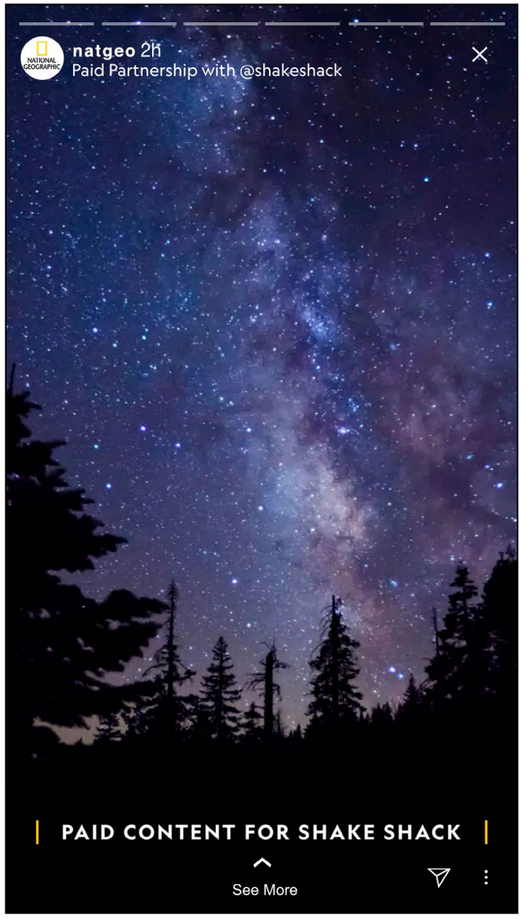



The video for disclosure gfx should not be a busy background.
The background must have a sufficient contrast for optimal readability of disclosure gfx.

**DON'T**




**DO**




Fast motion is problematic. Use slow moving backgrounds to not compete with disclosure gfx.

# HOW TO ADDRESS PROBLEM LOGOS - OPEN/CLOSE CARDS



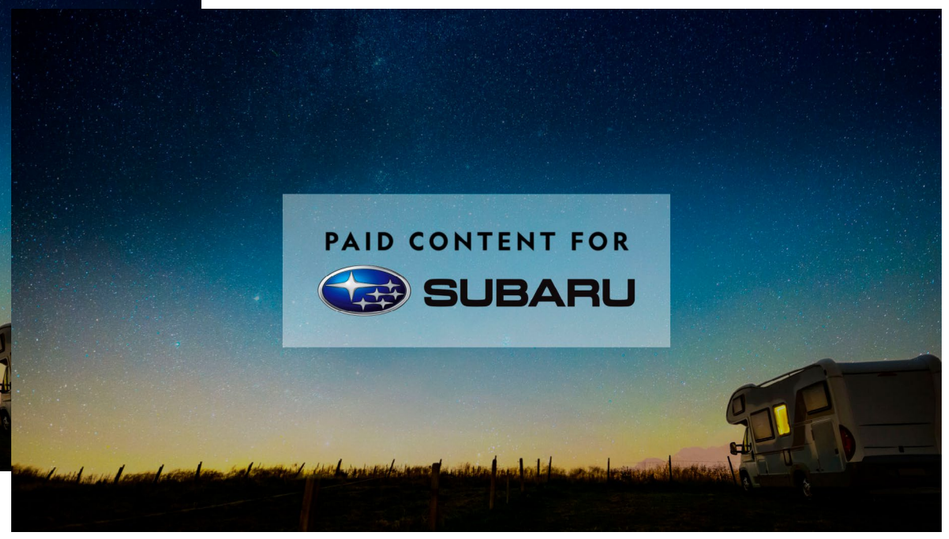

INTERNATIONAL - 2 LINE PCF

Whenever possible, please utilize the **horizontal version** of the advertiser logo for consistency. This is specially important when using these disclosures internationally as “Paid Content For” translation can extend 2 lines.

“Paid Content For” disclosures are subject to approval from local markets.




INVERTED PCF + CONTAINER BOX




In some instances, the advertiser logo can pose a challenge.
For example, the color values clashing with the container box.
In this cases we can invert both the box and “Paid Content For” text.
Box opacity remains the same at 40%.

NATIONAL GEOGRAPHIC

# CREATIVE WORKS

THANK YOU