

Linking space to user needs

# EUSPA Video Guidelines

EUSPA Communications | [EUSPA Youtube Channel](#)

com@euspa.europa.eu



# Are you producing a video for EUSPA? Please follow these steps.

## 1. Share your script

Please send your project plan, story board and your video script to EUSPA Communications mailbox:  
[com@euspa.europa.eu](mailto:com@euspa.europa.eu)

## 2. Use this guideline

Follow this guideline and download the motion graphics needed for your project.  
Consult us in case you have any questions.

## 3. Share a draft

As you progress with your work, feel free to share drafts of your project with EUSPA Communications to receive feedback or to get answers to any of your questions.

## 4. Final approval

Share the final version of your video with us and receive a final approval from EUSPA.  
**Without the final approval, the video cannot be published or shared with other parties.**

# Tone

EUSPA produces a variety of videos, from formal and informative content to casual and friendly, or to documentary-like videos. Formal and informative videos focus on general information about EUSPA or the EU Space Programme and its components; casual and friendly tone would include event videos, publications release, year wraps, entrepreneurship or HR related content, cartoons or animations; and finally, documentary-like videos, which usually cover specific topics focused on the different segments in which EU Space data and services are used.

## Formal and informative

[This is #EUSPA](#)

[Galileo saves lives at sea](#)

[EUSpace4Ukraine Demo Day](#)

## Casual and friendly

[CASSINI Investor Network](#)

[EUSPA Open Days](#)

[Understanding Galileo](#)

[EUSPA 2024 Wrapped](#)

[EUSPA Traineeship Calling!](#)

## Documentary

[EU Space and the Arctic](#)

[Helicopter Medical Emergency  
Flight lands at Motol Hospital  
thanks to EGNOS](#)

# Editing style

## Formal and informative

Corporate and less intrusive music

Length: 1-3 minutes

Usually no transition effects, nor intros are used

## Casual and friendly

Upbeat / positive energy music

Length: 1-3 minutes or ideally less

Free use of transitions and related effects / text effects

Event-related intro, topic-related intro often used

## Documentary

Various music clips that accompany or underscore the mood of the particular part of the documentary

Length: 3-8 minutes

Usually no transition effects

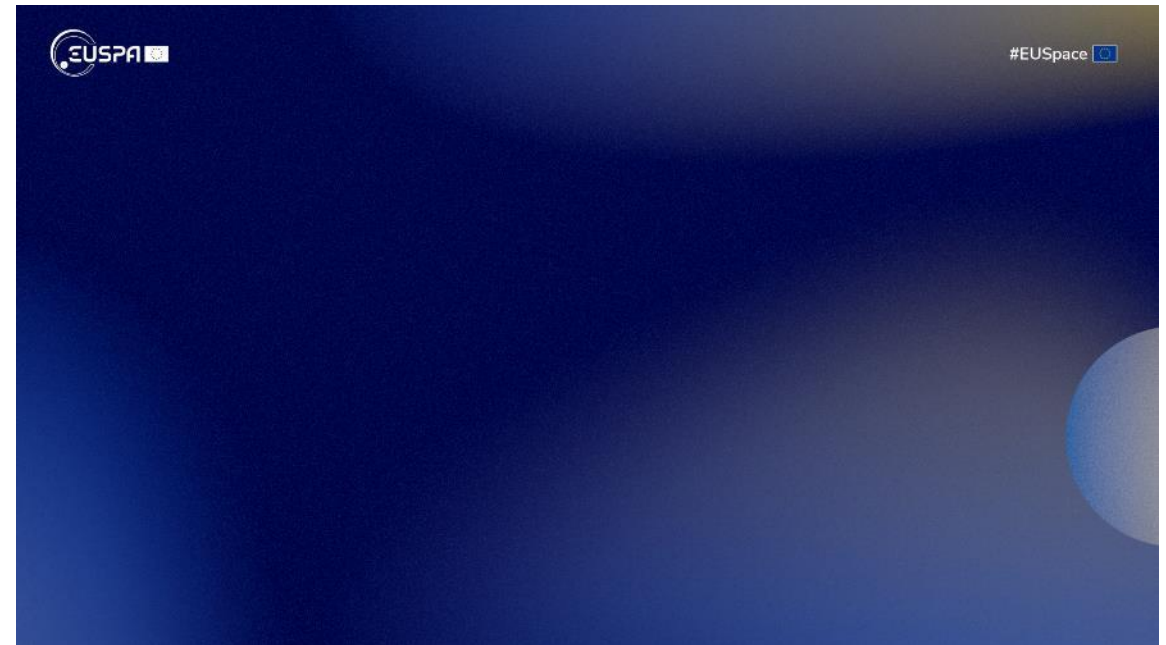
Slower/shorter documentary intro

# Watermark

EUSPA videos are watermarked with EUSPA logo (acronym version) placed in the top left corner and the #EUSpace mark in the top right corner (see example on the right).

For 1080p and 4k videos, there are available filters to simply drag and drop onto a project in a video editing software. You can download them here: [1080p](#), [4k](#).

In case of a different set up of the ratio, the logos can be downloaded separately at: <https://www.euspa.europa.eu/about/euspa-identity>. Here it's also possible to download variations of CASSINI logo, to be used when doing videos involving that project.



# Lower thirds (speaker's info)

There are two versions of EUSPA's lower thirds. Dark and light. Feel free to choose the colour of your preference.

White – blue letters (light version) is available [here](#).

Blue – white letters (dark version) is available [here](#).

Name is in Exo-Bold font and Title and Company are in Nunito Sans-SemiBold font.





# Text on screen

For text on screen, you can use our “bubbles” which are also available in dark and light versions.

White – blue letters (light version) is available [here \(right side\)](#) and [here \(left side\)](#).

Blue – white letters (dark version) is available [here \(right side\)](#) and [here \(left side\)](#).

EUSPA uses EXO and Nunito Sans fonts in its different variations, especially Regular and SemiBold. Feel free to use the one that suits your video.

[Exo - Google Fonts](#)

[Nunito Sans - Google Fonts](#)



# Text on screen

European Union working language follows the standard usage of English in Ireland and the United Kingdom. You should check the spelling of some common words like “organise”, “defence” or “programme”.

For more information, European Union publication rules can be found here.

[10.3.1. Conventions - Interinstitutional Style Guide - Publications Office of the EU](#)

[Part Four Publications in English - Interinstitutional Style Guide - Publications Office of the EU](#)

EUSPA and EU Space use several acronyms, be sure that you are spelling them right by double-checking here.

[Glossary | EU Agency for the Space Programme](#)





# Logo animation / outro

EUSPA projects or EUSPA-related events are closed with an EUSPA logo animation, meanwhile content related to the EU Space Programme and its components, or initiatives that are organised by the European Commission are closed with the EU flag and #EUSpace hashtag.

## EUSPA outro



[Download here](#) (place on top of the last footage/layer of your project)

## #EUSpace outro



[Download here](#)



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Get in touch with us

[www.euspa.europa.eu](http://www.euspa.europa.eu)

