UNIONE EUROPEA

PUGLIA FESR·FSE 2014/2020
*Il **futuro** alla portata di tutti*
Asse VI - Azione 6.8

REGIONE PUGLIA
ASSESSORATO INDUSTRIA TURISTICA E CULTURALE GESTIONE E VALORIZZAZIONE DEI BENI CULTURALI

Puglia PROMOZIONE
Agenzia Regionale del Turismo

Regional Operational Programme ERDF-ESF 2014 - 2020 *"Cultural and Natural Heritage for Tourism" Axis VI - Environmental protection and promotion of natural and cultural resources - Action 6.8 Interventions for the competitive repositioning of tourist destinations*

CUP-Project Code: B39I18000090009

APPENDIX 1 - GUIDELINES "BRAND LOGOS VIDEO"

THE CORRECT USE OF PUGLIAPROMOZIONE INSTITUTIONAL LOGOS AND THE #WEAREINPUGLIA HASHTAG

- The four institutional logos and the #weareinpuglia hashtag cannot be altered, with regard to colors, proportion and/or size;
- The four institutional logos, to be used across all online & offline communication means, must always be published together, as one comprehensive package and in four-color scale (a black & white scale version may be used only in particular and agreed cases);
- The used four institutional logos (four-color or black & white scale) must exclusively be the original files as delivered by ARET Pugliapromozione;
- The four institutional logos and the hashtag must always be clearly visible and placed in a foreground position. Their position and sizing must fit the sizes of used materials and/or documents.
- The four institutional logos must always be placed on all approved services, as a mandatory requirement for the correct execution thereof and the consequent issuing of relevant payments. To smaller promotional giveaways, the following rules **do not apply**:
  - The requirement to use the hashtag;
  - The requirement to refer to the Department for Tourism (Puglia Region logo)
- In case there are additional logotypes, the 4 Institutional logos must at least have the same size, both in length and in height as the largest present logotype;
- With reference to videos, the four institutional logos and the #weareinpuglia hashtag must not be used as a permanent feature throughout the video runtime, but only at the end as a bumper-out.

PRODUCED VIDEOS

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FORMAT
H. 264 (mp4)

EXPORT
1920x1080 – HD
Frame rate: 23.9
30 FPS (frames)
-
Black stripes > 16:9 (if available)
-

LONG RUNTIME
3 minutes

SHORT RUNTIME
30 seconds - 1 minute

GENERAL INFORMATION:

- Insert a frame relevant to the title and location of the event in the first part (first 7 seconds);
- Do not include visual artworks (for example: posters, brochures, etc.);
- Do not include logos and commercial references during video runtime;
- Do not film underage subjects, except in case of images taken from behind, and of those having a signed release statement from parents or legal custodians of underage subjects;
- Do not use third party images subject to Copyright;
- Do not use soundtrack music or compositions subject to Copyright.
- Insert the bumper-out at the end (final banner), including institutional logos and the #weareinpuglia hashtag, as furnished by Pugliapromozione;
- In case of interviews or speech segments, please **ALWAYS INCLUDE:**
  - Subtitles;
  - Captions (Name | Surname | Company, position);
- Fonts to be used for titles, captions and subtitles **(RECOMMENDED** as furnished by Pugliapromozione): Fedra Std Bold or Light;
- Delivery of all shot footage.