

Video guidelines

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Principles

Create a narrative

Whether we are educating an audience or promoting a product, our videos aim to tell an accurate and compelling narrative that evokes emotion and connects with viewers. Relatable storytelling creates trust and loyalty between Lexmark and our intended audience.

Highlight authenticity

We strive for candid, realistic representations of our customers, employees, products and environments. People in our videos should be featured relative to our products and services and to bring a specific narrative into focus. Products should be featured representing authentic scenarios and/or interactions.

Develop goal-based content

Regardless of the content, we aim to have clear intentions for our videos, by understanding the audience, the story and the end use. Having these objectives and goals clearly defined will maximize the impact and results of the video. Additionally, it is important to understand the distribution platform for the video so that the framing and length work best for the end use.

Create mnemonic moments

By using narrative in our video, we can structure complex information in a clear, concise manner so that it is relatable to viewers. Visually compelling elements and presentation techniques capture viewer attention, pique their curiosity, and establish a strong connection, regardless of the video type or concept, encouraging a strong, memorable, take-away message.

ASK YOURSELF

Q: Will the content engage the viewer throughout by connecting the message to a relatable experience or pain point?

ASK YOURSELF

Q: Will the content feature believable people, places and scenarios and enhance credibility?

ASK YOURSELF

Q: Will the end product tie directly to the stated business goal and type of media consumption?

ASK YOURSELF

Q: Are concepts broken down to in a succinct, memorable representation for the viewer?

Guidance

Types of video

By considering the audience, tone and end use for your video, there are certain types that will be more successful.

Promotional/hype videos

Used to promote products or announce events.

Attributes: Short form, high-level focus, energetic, music forward

Educational videos

Video that raises awareness and informs the audience on a topic or product. Spoken directly to the customer. Often used with supplemental visuals such as graphics and text.

Attributes: Longer form, clearly organized content structure, understandable, relatable, energetic

Interviews

Video that tells a story through someone else's words. Often made with the use of a-roll and b-roll.

Attributes: Longer form, authentic, narrative focused, contextual, art directed

Social media

Video that is either made or repurposed for use on social media platforms, such as LinkedIn, X, Facebook, etc.. Often made to tease, and lead to an action such as follow a link to the Lexmark website.

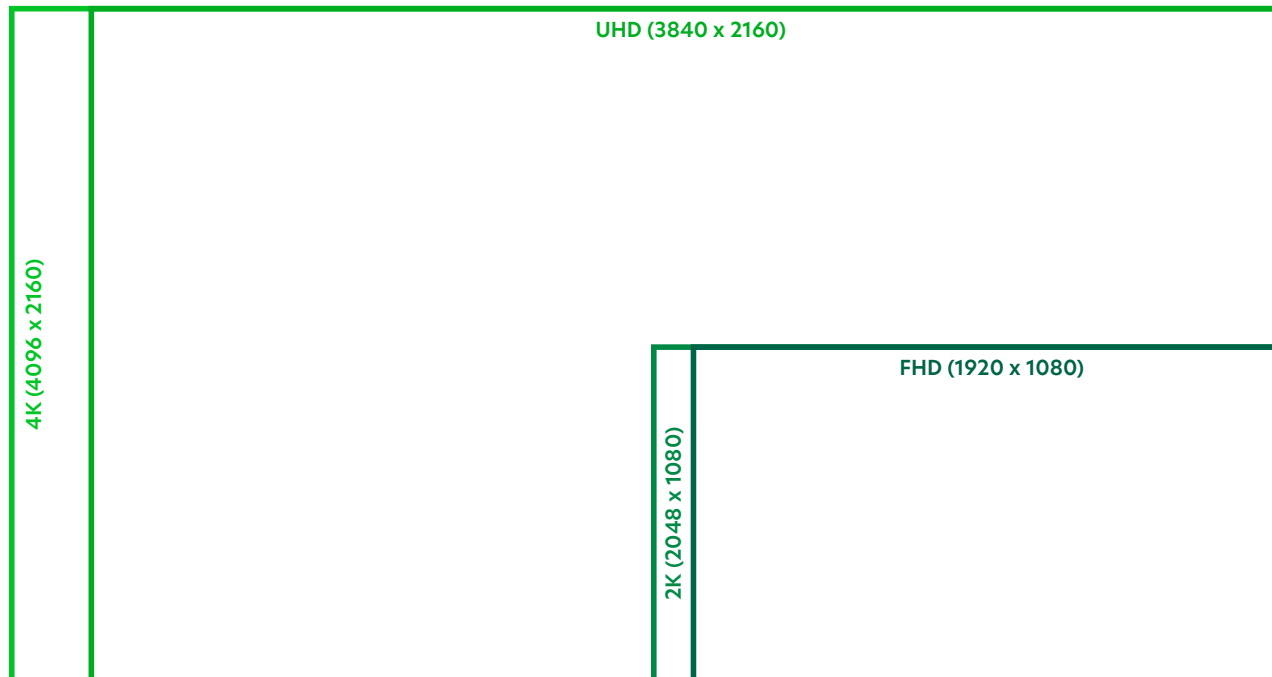
Attributes: Short form, attention grabbing, energetic, genuine

Guidance

Filming

Resolution

We recommend capturing footage in UHD (2160p) or higher resolutions to provide greater image control during the editing process. By filming in resolutions above FHD (1080p), you ensure enhanced clarity, detail and flexibility when editing, allowing for precise adjustments, cropping and scaling while maintaining the highest possible visual quality. This approach ensures Lexmark videos convey a professional look and feel, providing an immersive and visually captivating experience for the audience.



Guidance

Filming

Format

We strongly recommend filming using the highest quality codec available for superior image control and maximum dynamic range during editing. Opting for advanced codecs preserves footage integrity, enabling enhanced color grading, post-processing, and visual enhancements. With top-tier codecs, you ensure high detail, accurate color representation, and improved compression efficiency, resulting in high-quality content that captures the attention of your audience.

Frame rate

We recommend filming most Lexmark video content at 30 fps to achieve smooth and natural motion and to align with other branded video content. However, for promotional and hype content, filming at 24 fps can create a more cinematic look, elevating the video's impact and energy with a film-like aesthetic. By carefully choosing the appropriate frame rate, you can enhance the visual style and effectively convey the desired tone for each video.

Note: For content created in Europe, the standard 25 fps may be appropriate.

Orientation

It is essential to film footage horizontally or landscape, especially when using a mobile device. This ensures a wider and more visually appealing frame, offering better composition and capturing a broader view of the scene. However, for content intended for social media platforms, a vertical or portrait orientation may be specifically desired to optimize the viewing experience on mobile devices and engage the audience more effectively. By adhering to the appropriate orientation for each context, you can present your videos in the most visually compelling and engaging manner for your target audience.

Guidance

Filming

Framing and depth of field

When it comes to shot framing and depth of field, this section will focus on three primary types: wide, medium, and close. However, it is important to note that other shot framing techniques can be utilized when suitable, as these three examples serve as a foundation for capturing impactful visuals.



Wide

Wide shots utilize a deep depth of field to ensure clarity and capture the full scope of the scene, emphasizing both the subject and the context in which they exist.



Medium

Medium shots are ideal for focusing on the subject or people and capturing their actions in a more detailed manner. By utilizing a high depth of field, you ensure that the subject remains in sharp focus while still providing some context of their surroundings, allowing viewers to closely observe their actions within the larger frame.



Close

Close shots are specifically designed to capture moments of detail and precision, allowing viewers to intimately observe specific elements or actions. By employing a high depth of field in close shots, you ensure that even the smallest details remain in sharp focus, enabling viewers to appreciate the intricacies and nuances within the frame, creating a sense of proximity and heightened engagement.

Guidance

Filming

Style

The visual aesthetic is influenced by the specific type of video being created. In most cases, it is recommended to adopt a light and bright style, which creates an inviting and positive atmosphere, while also utilizing appropriate negative space to enhance visual impact, aligning with Lexmark's visual identity. Negative space can help emphasize key elements, provide balance, and create a clean and visually pleasing composition. However, in promotional and hype videos, variations in visual mood can be explored to suit the content's tone, ensuring an engaging and effective presentation.



Light and bright style



Variation in style and mood

It is essential to ensure that footage is steady and not shaky, unless a deliberate aesthetic is intended. To achieve smooth and professional results, use camera support, such as tripods or stabilizers, to minimize unwanted camera movements. This ensures that the visuals remain stable and free from distracting shakiness, providing a polished and visually appealing experience for the viewer. However, in certain instances, promotional or hype content may intentionally incorporate a shoulder-mounted look for added energy and dynamism.

Shot angle

Shot angles contribute to the visual composition and overall impact of a video. It is important to select appropriate shot angles that align with the content's intention. While various shot angles can be employed to add visual interest, it is generally recommended to use Dutch angles sparingly or avoid them altogether, as they can be visually disorienting and, in most cases, do not align with Lexmark's visual identity. By choosing shot angles thoughtfully, you can enhance the visual appeal and maintain a cohesive visual style throughout the video.

Guidance

Lighting



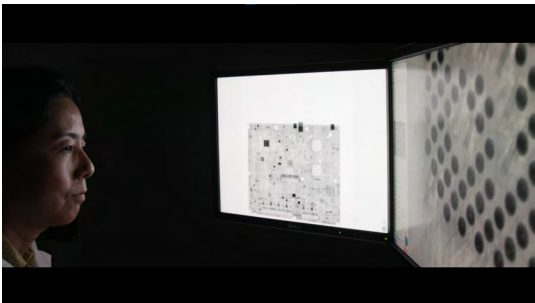
Three-point lighting

Various lighting techniques can be employed to align with Lexmark's visual style. However, as a solid foundation, three-point lighting is recommended to achieve balanced illumination, in most cases. This technique utilizes a key light, fill light, and backlight to provide depth, dimension, and clarity to the subject. In certain videos, the fill light can be omitted, allowing for a more dramatic appearance by emphasizing only the key and backlight. These most often apply to interior settings.



Natural light

Natural light can provide a captivating and authentic feel to videos when appropriate. It adds realism, depth, and texture to the visuals, particularly when shooting outdoors or in well-lit environments. However, be mindful of potential challenges like fluctuating lighting conditions and unwanted shadows. Consider the direction and intensity of natural light and how it interacts with your subject to achieve the desired visual impact.



Unique lighting

For promotional and hype content, even more unique and dramatic lighting techniques and effects may be appropriate, depending on the specific content and the environment in which it will be viewed. These techniques can enhance the visual impact, create an immersive atmosphere, and captivate the audience, aligning with the purpose and energy of the content.

Guidance

Color grading

If footage was captured in a logarithmic color space, we recommended setting the color space to Rec. 709 and ensuring a balanced and even color grade for natural and lifelike tones. This approach ensures that colors appear true to life and consistent throughout the video, enhancing visual coherence and realism.

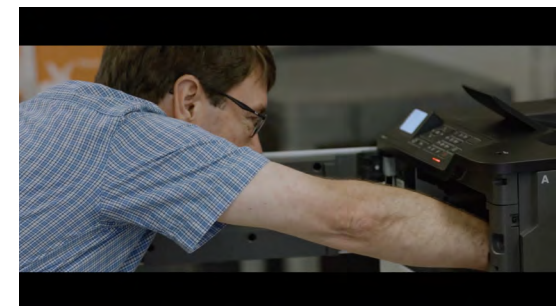
However, for promotional and hype content, a more filmic look can be applied to evoke a specific mood or aesthetic. This may involve adjusting the color space to create a stylized or cinematic appearance, with careful attention to contrast, saturation and color palettes to achieve the desired impact. The aim is to enhance the visual appeal and align with the tone and energy of the content, while still maintaining a cohesive visual experience for the audience.



Rec. 709



Saturated, bright, warm



Desaturated, moody, cool

Guidance

Editing

Do's

- ✔ Edit clear, concise but not rushed
- ✔ Utilize a- and b-roll
- ✔ Pay attention to eye trace
- ✔ Give shots breathing room
- ✔ Edit to music pace
- ✔ Incorporate a call to action
- ✔ Use seamless transitions
- ✔ Consider creative cuts such as match cuts
- ✔ Use continuity between view points (180 rule)

Don't

- ✘ Use shaky footage
- ✘ Use low-quality/bitrate footage
- ✘ Add cross-dissolves, wipes or other transition effects
- ✘ Use harsh transitions such as jump cuts
- ✘ Speed up footage

Pace

Attention to pacing and transitions is vital to creating a cohesive and engaging video that reflects well on the Lexmark brand. It is crucial to allow shots to breathe appropriately, ensuring that each shot has sufficient screen time before transitioning to the next while maintaining a steady flow to keep the viewer's attention. Care should be taken to strike a balance between keeping the pace dynamic and not lingering too long on any given shot.

Transitions and cuts

In most cases, utilizing cuts as the primary transition type offers a clean and seamless way to maintain flow and pacing. Cuts provide a straightforward and efficient method to transition between shots, ensuring a smooth visual progression without unnecessary distractions. Consider visually interesting cuts such as match cuts

Graphics

When appropriate, the option of utilizing a graphic transition wipe can add a visually appealing touch to the editing process but should be utilized when other transition types are not available, are inappropriate, or to hide a jump cut. Graphic transition wipes using Lexmark brand colors, which are covered in more detail under the "Supporting Graphics" section, can provide a smooth and creative transition between scenes, adding a polished and professional aesthetic to the overall video presentation.

Guidance

Music

Tone

The audio components used for Lexmark-branded video should consistently embody professionalism and high quality, aligning with Lexmark's position as a leader in the technology industry. Whether it is voiceover, sound effects or music, each audio element should be thoughtfully selected and crafted to reinforce the brand's reputation as an industry frontrunner. By maintaining a standard of excellence in audio delivery, Lexmark reinforces its expertise and unwavering commitment to technological innovation.

Supportive music

When there is dialogue or narration present, the music should be stylistically complementary to the content. It should be unobtrusive, only providing a subtle backdrop that supports the mood of the video.

Lead music

Conversely, in promotional and hype content where there is either a voiceover only, or no voiceover at all, the music can take a more prominent role. It should be selected and integrated in a way that aligns with the desired emotional impact and enhances the overall energy and excitement of the video. Shots should be edited in sync with the music, creating a rhythmic and dynamic flow that evokes emotions and captivates the viewer, further amplifying the impact of the promotional or hype content.

Licensing

Prioritize proper music licensing to comply with copyright laws. Source music from reputable libraries or work directly with composers to obtain clear licensing terms, ensuring that the music used in videos is legally and ethically obtained. This safeguards Lexmark's brand reputation and ensures worry-free content sharing without copyright infringement concerns.

Guidance

Voiceover audio

The tone of voiceover audio should align with the purpose and nature of the content. Understanding the goal for the video will help establish the tone and level of energy the voiceover will portray.

The voiceover should always be delivered with clarity, proper pacing, and appropriate emphasis. It should be seamlessly integrated with the visuals and any accompanying music or sound effects, creating a harmonious and engaging audiovisual experience for the viewer.

Informative

When educating the viewers, the voiceover should be professional and knowledgeable, conveying a sense of expertise and credibility. It should provide clear and concise explanations, guiding the viewer through the information with clarity and instilling confidence in the Lexmark brand.

Promotional content

For hype content, the voiceover can take on a more energetic and climactic tone. It should be infused with enthusiasm, aiming to stir emotions and generate excitement in the viewer.

Professional services

To ensure the highest quality and impact, it is recommended to enlist the services of professional voiceover artists who have the skills and expertise to deliver the desired tone and convey the intended message effectively. Their proficiency can elevate the overall audio experience and contribute to the success of the video content.

Guidance

Supporting graphics and animation

Supporting graphics should prominently feature the brand color palette and utilize our corporate font, TP Hero. By consistently incorporating these visual elements, we reinforce Lexmark's brand recognition and maintain a cohesive and professional visual identity across all graphic materials.

Integrity

Create graphics and animations without distortion or overly complicated structures. Maintain a simplistic and effective motion while avoiding excessive and unnatural movements.

Ease

In most cases, animations, transitions and supporting graphics should have a natural ease on the entrance and exit. Do not use linear motion unless necessary. Avoid excessive elasticity or cartoonish bounces.

Bézier curves

For a natural ease, utilize Bezier tools within After Effects or Davinci Resolve to get the optimum ease.

Type

Type should aim to be legible and comprehensible for all viewers.

- ▶ Use left-aligned text orientation
- ▶ Reveal type naturally to how it is read
- ▶ Leave type on screen long enough to be comprehended
- ▶ Avoid any distortion such as warping or stretching

See typography guidelines for how to best represent type.

Guidance

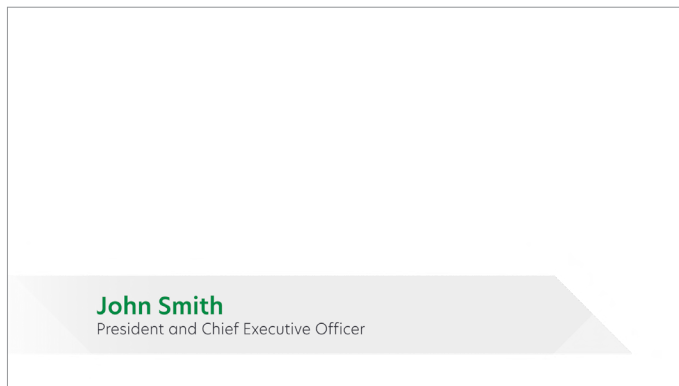
Supporting graphics and animation

Lower thirds

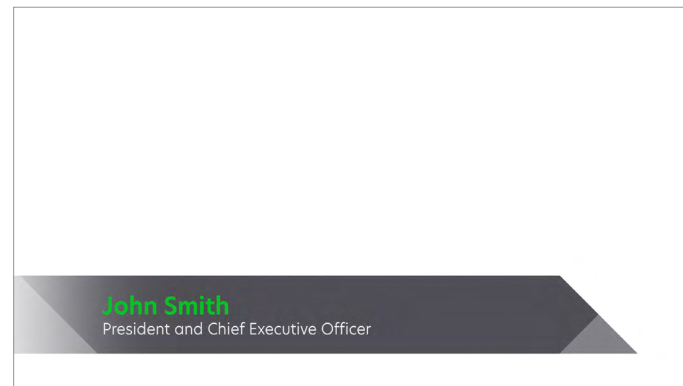
When introducing a prominent speaker in a video it is important to use a lower third to establish credibility and awareness.

Follow these guidelines when utilizing Lexmark lower thirds:

- ▶ Standard light gray
Name - 66pt TP Hero SemiBold - HEX #008A44
Title - 43pt TP Hero Light - HEX #32323C
- ▶ Reverse dark gray
Name - 66pt TP Hero SemiBold - HEX #00C425
Title - 43pt TP Hero Light - HEX #EFFF06



Standard light gray



Reverse dark gray

Guidance

Supporting graphics and animation

Graphic transitions

The standard Lexmark transition is a 90 degree 2-color wipe from corner to corner, animating from left to right.

Graphic transitions are used to separate content throughout a video, creating a clear break between clips. Graphic transitions are typically used on talking heads and motion graphic explainer videos where content is commonly sectioned out. Aim to use graphic transitions solely for these purposes.

Avoid cross-fading, coloring, or distorting these transitions.



Aperture mnemonic

The inclusion of Lexmark's intro and outro animation, known as the aperture mnemonic, is recommended for most video cases. The aperture mnemonic features an animated version of the Lexmark logo accompanied by a subtle sound effect, reinforcing Lexmark's brand identity. This animation build serves as an engaging and memorable way to introduce and conclude Lexmark videos.

In specific instances of promotional or hype material, the intro animation might not be necessary to maintain a more immediate and impactful start. The utilization of the outro animation is generally encouraged as it provides a consistent and professional ending to Lexmark videos, leaving a lasting impression on the viewer.

By incorporating the aperture mnemonic into Lexmark video content, we enhance the visual appeal and reinforce our brand presence, ensuring a cohesive and polished presentation across various contexts and video types.

Guidance

Supporting graphics and animation

Aperture transparency

In the intro animation of the Lexmark aperture mnemonic, the center of the aperture is intentionally designed to be transparent. This allows the video content underneath to gradually reveal itself, creating an intriguing and seamless transition into the main video. To achieve this effect, the intro animation should be placed on a layer above the footage on the non-linear editor timeline, ensuring that the video content is visible through the aperture as it unfolds.

Conversely, in the outro animation, the aperture conceals the underlying video content due to the transparent center. This technique creates a gradual transition, providing a polished and professional conclusion to the video. Placing the outro animation on a layer above the footage on the non-linear editor timeline ensures that the content beneath is elegantly hidden by the aperture as it concludes the video.

There are two Lexmark aperture animations, standard and reverse.

To view or add the aperture mnemonic to a timeline, it is necessary to have ProRes codecs installed for compatibility.



Standard



Reverse



Transparency

Guidance

Stock footage

When using stock footage, it is crucial to ensure a proper match in color, tone and style with the rest of the project, creating a seamless visual flow. Attention to color grading, lighting and overall aesthetics during editing contributes to a cohesive look. Additionally, obtaining the necessary licenses for the stock footage ensures compliance with copyright regulations, protecting against legal issues. By ensuring visual alignment and licensing compliance, stock footage can be seamlessly integrated, maintaining a consistent and professional visual presentation.

Reference the *Lexmark Photography Guidelines* for additional details on choosing proper stock footage.

Guidance

Length

Video length is flexible, but as a benchmark for marketing videos, we strive for about 1 minute to effectively capture viewers' attention.

Short form

Social media content, on the other hand, typically benefits from even shorter durations, often ranging from 15 seconds to a minute. However, certain cases may allow for slightly longer videos, up to about two minutes, to accommodate more in-depth content.

As trends change over time, it is recommended to regularly consult industry standards when evaluating the length of short-form content in order to remain relevant to viewers.

Long form

For longer-form content, such as instructional videos or webinars, there is more flexibility to extend the duration to provide comprehensive information and engage viewers over an extended period of time. By tailoring the video length to the specific content type and platform, you can optimize viewer engagement and deliver impactful messages within an appropriate timeframe.

Guidance

Delivery

Copyright

It is essential to include the following copyright line after all public-facing videos to protect intellectual property rights and reinforce Lexmark's brand identity:

© [Year] Lexmark. All rights reserved.

Lexmark and the Lexmark logo are trademarks of Lexmark International, Inc., registered in the United States and/or other countries.

This copyright notice safeguards against unauthorized use and ensures that the Lexmark brand, logo and content are protected under copyright law. By including this information, we emphasize Lexmark's ownership of its intellectual property and establish legal recognition of the trademarks associated with Lexmark.

Watermarks

Watermarks, in some cases, should be used to convey unique information about the video, such as its confidentiality or internal-only status. To maintain brand consistency, watermarks utilize the corporate font TP Hero in its regular weight and are set with an opacity of 20%. This design approach ensures that watermarks discreetly and effectively communicate important details without distracting from the overall viewing experience, reinforcing the video's purpose and context.

Guidance

Delivery

The following guidelines should be used as a reference when exporting Lexmark video content for the web:

Codec

Utilize H.264 codec, which offers efficient compression while maintaining excellent video quality.

Format

Export videos in MP4 format, a widely supported and web-friendly container.

Resolution

Opt for 1080p (1920x1080) resolution, providing clear visuals and optimal viewing on various devices.

Bitrate

Choose a variable bitrate with a target range of 16-20 Mbps. This balance between file size and video quality ensures smooth playback without compromising visual fidelity.

Audio

Use AAC audio codec with a bitrate of 320 kbps, delivering high-quality sound.

By adhering to these web-specific guidelines, Lexmark can ensure its video content is compatible and accessible, and delivers an enjoyable viewing experience for its online audience.

While the recommended delivery format for Lexmark video content is optimized for the web, other formats may be acceptable depending on the specific platform or viewing context. Consideration should be given to the target audience and the devices or channels they use, ensuring that the chosen format maintains the video's quality and compatibility for a seamless viewing experience. Flexibility in delivery formats allows Lexmark to effectively reach its diverse audience and cater to varying viewing scenarios.



Creative reviews

To ensure creative consistency and quality, all Lexmark external videos created by third parties must have creative reviews across the different phases of the video conception.

Contact the design team for more information.