

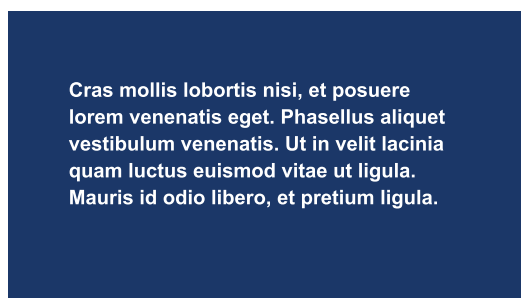
Video Graphics Flowchart



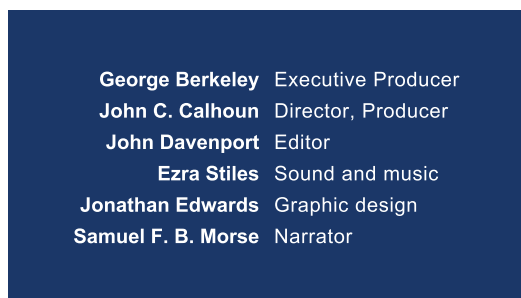
New title slate with Yale logo and content date. This slide should appear for no longer than two seconds onscreen.



Lower third title & subtitle slate. Main title (top) eliminates need for date. Note that Yale Blue bar at 80% transparency works well over both white and black backgrounds, as seen above.



Text-only slate. Text should be centered optically, skewed slightly toward the top of the frame as on other slates. Line breaks between paragraphs should be 50% of the leading.



Credit slate for a large production. Credits can be scrolled if necessary.



Closing signature slide featuring the Yale logo. The white brand stamp should fade out after one second to a blue background.



Option: woodcut in background.



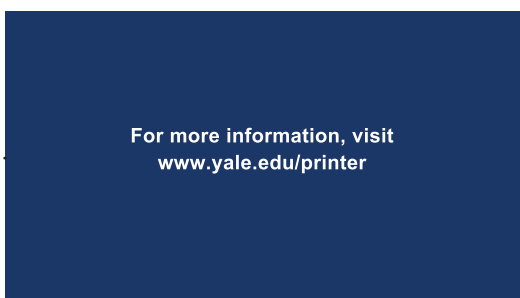
Long-form title slate with Yale logo, content date, content title, and subtitle.



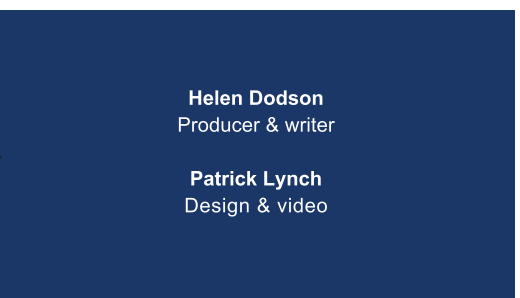
Lower third speaker identification slate. Like the titling lower third seen at left, this bar should unroll across the screen from left to right and disappear from left to right, or fade out.



Continuation of long-form title slate with speaker names and brief descriptions. As above, both of these slides could have a woodcut background.



Text-only "call to action" slate – directs viewer to a link.



Option: Credit slate for a smaller production.



Option: Closing signature slide featuring the Yale logo and small-caps typography from the wordmark system. All white text should fade out after one second to a blue background.



Option: Closing signature slide featuring the Yale logo and italic typography from the wordmark system. All white text should fade out after one second to a blue background.