

# GRAPHIC DESIGN GUIDELINES

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July 2020

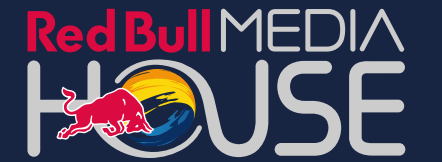


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# 1 WELCOME

GRAPHIC DESIGN GUIDELINES



If you want to enhance your moving images with additional information or feel the need to strengthen your brand – you've come to the right place!

We provide individually designed graphics that have been specifically created to meet all your production needs.





**Briefing Grafik**

Red Bull MEDIA  
HOUSE

**Kunde:** \_\_\_\_\_ **Datum:** \_\_\_\_\_

Ein Projekt wird erst dann begonnen wenn von der Redaktion ein relevantes Briefing zu Grafik und Audio an  
wird und der Sendungstitel vom Legal Department freigegeben wurde.

**PROJEKT**

**SENDUNGSTITEL**

\_\_\_\_\_

**PRODUKTBESCHREIBUNG**  
Was soll entwickelt, umgesetzt, beauftragt werden?

\_\_\_\_\_

\_\_\_\_\_

**BUDGET**

**CONCEPT**

The idea behind the project  
in written format.

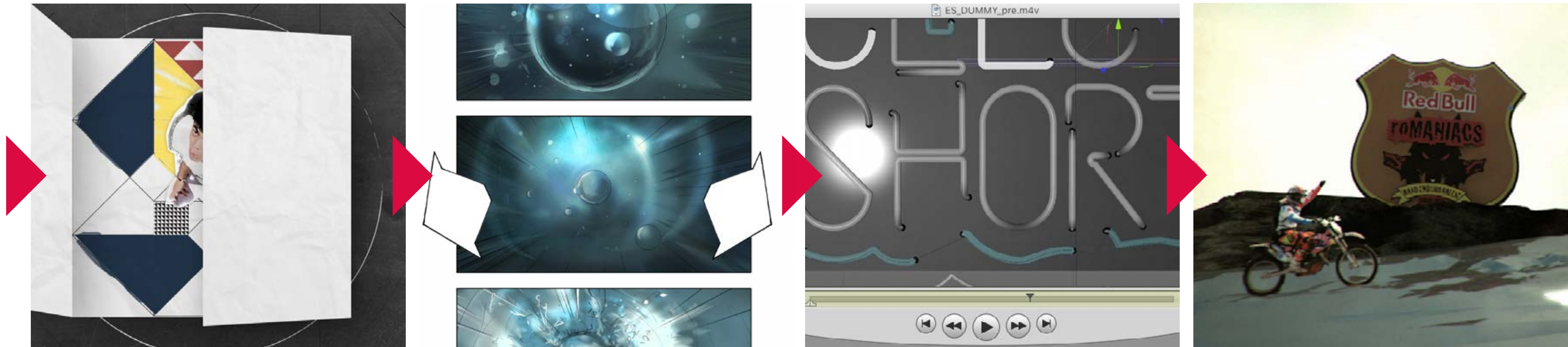
**INSPIRATIONAL  
SKETCH OR PICTURE**

An image that represents the overall look  
and Feel of a graphic project.

**MOODBOARD**

Visually illustrates the style direction  
the designer is pursuing.



**LAYOUT**

Basic conceptual visual presentation (Draft).

**STORYBOARD**

A sequence of images that explains the story and structure of a concept.

**ANIMATIC**

A rough, animated storyboard that is used to provide an idea regarding the timing of a sequence. Materials, colors and overall look are not final.

**FINAL RENDER**

A high quality playout of the final animation, including an alpha channel if needed.



## 2 STANDARD GRAPHICS PACKAGE

A standard graphics package is required for every production. The elements of this package is required for every product in a creative brief and during the Kick-off Meeting.

The standard graphics package consists of four parts, which are outlined in the following pages.



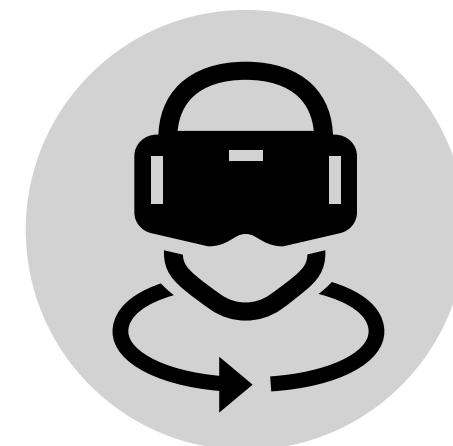
**IN-PROGRAM GRAPHICS**



**PROMO GRAPHICS**



**DIGITAL ENHANCEMENT  
GRAPHICS**



**CINEMATIC VR GRAPHICS**





## 2.1 IN-PROGRAM GRAPHICS

DESIGN ELEMENTS USED FOR GRAPHIC PACKAGING.





## 2.2 **PROMO GRAPHICS**

DESIGN ELEMENTS USED FOR PROMOTING CONTENT BOTH ON-AIR AND OFF-AIR.

GRAPHIC DESIGN GUIDELINES





## 2.3 DIGITAL ENHANCEMENT GRAPHICS

DESIGN ELEMENTS USED TO ENHANCE CONTENT AND STORYTELLING. ENHANCEMENTS FOR FORMAT AND LIVE EVENTS.

GRAPHIC DESIGN GUIDELINES

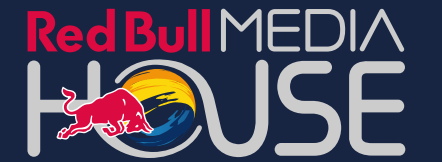




## 2.4 CINEMATIC VR GRAPHICS

PACKAGE DESIGN 360° AND SPERICAL PRODUCTIONS. INSERT GFX FOR VR/360° VIDEOS.

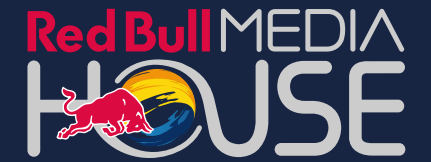
GRAPHIC DESIGN GUIDELINES





### 3 STANDARD ELEMENTS

GRAPHIC DESIGN GUIDELINES



This is a general overview of the most frequently used graphic elements in a standard graphic package.

The red highlighted elements are the "MUST-HAVE" elements for each production (CAT. A, B, C & D).





### 3 STANDARD ELEMENTS

#### PACKAGE DESIGN

|   |                           |                    |
|---|---------------------------|--------------------|
| ● | OPENER                    | BATTLE TREE        |
| ● | CLOSER                    | JUDGING GRAPHIC    |
| ● | CREDITS                   | VERSUS GRAPHIC     |
| ● | LOGO ANIMATION STANDALONE | SPLITSCREEN        |
| ● | INTO /OUT OF BREAK        | MAP                |
| ● | LOWER THIRDS              | TRACK EXPLANATION  |
| ● | TRANSITION                | TITLE PLATE        |
| ● | INFOLAYER                 | PROFILE            |
| ● | LOGO VECTOR FILE          | GENERIC BACKGROUND |
| ● | STYLEGUIDE                | SUBTITLES          |
|   | CRAWL                     | WEATHER GRAPHIC    |
|   | RANKING                   | COUNTDOWN          |

#### PROMOTION

|   |                                                                                                                                              |
|---|----------------------------------------------------------------------------------------------------------------------------------------------|
| ● | LOGO VECTOR FILE                                                                                                                             |
| ● | LOGO ANIMATION STANDALONE                                                                                                                    |
| ● | ARTWORK/PRINT, POSTER/COVER ART, PORTRAIT                                                                                                    |
|   | PRESS KIT                                                                                                                                    |
|   | GRAPHIC LAYOUTS FOR PROMO CAMPAIGNS: TRAILER, TYPE ANIMATION, TEASER, VIRAL CLIP, SOCIAL MEDIA, ADDITIONAL WEBSITES, WEB BANNER, PRINT, ETC. |

#### DIGITAL ENHANCEMENT

|   |                                                           |
|---|-----------------------------------------------------------|
| ● | LOGO VECTOR FILE                                          |
| ● | LOGO ANIMATION STANDALONE                                 |
|   | MICROSITES / GRAPHICS FOR MICRO-SITES                     |
|   | BIOS, PORTRAITS, EXPLANATION GRAPHICS, GAME DESIGNS, ETC. |
|   | TRACK EXPLANATIONS                                        |
|   | PRESS KIT                                                 |
|   | ICONS                                                     |

#### CINEMATIC VR

|                  |
|------------------|
| OPENER           |
| CLOSER/ENDSLATE  |
| CREDITS          |
| INFOLAYERS       |
| TRACKEXPLANATION |
| ICONS            |
| LOGOANIMATION    |
| LOWER THIRDS     |
| TRANSITIONS      |



## 3.1 IN-PROGRAM GRAPHICS

### STANDARD ELEMENTS

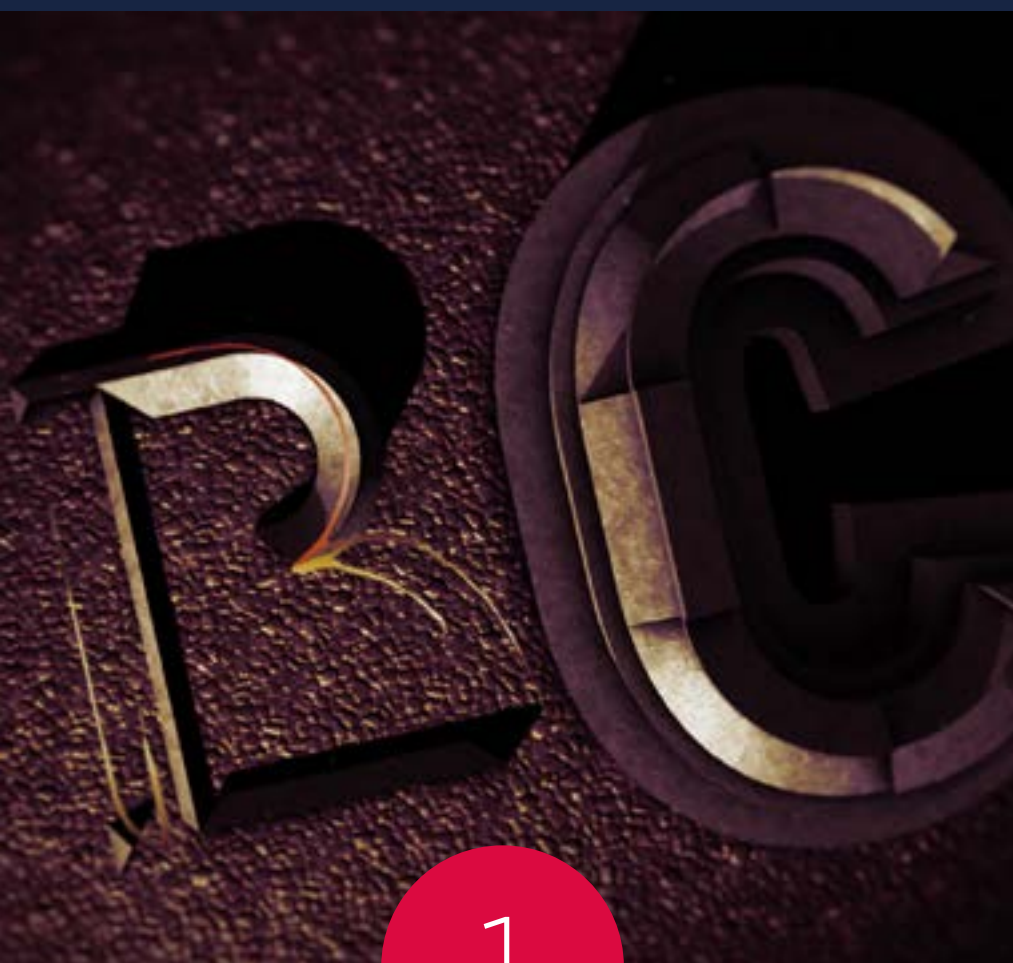
**NOTE:** This is only a sampling of most important graphic elements, Names and functionality can vary. Each element can be adjusted to fulfill production needs.





# 3.1.1 IN-PROGRAM GRAPHICS

STANDARD ELEMENTS

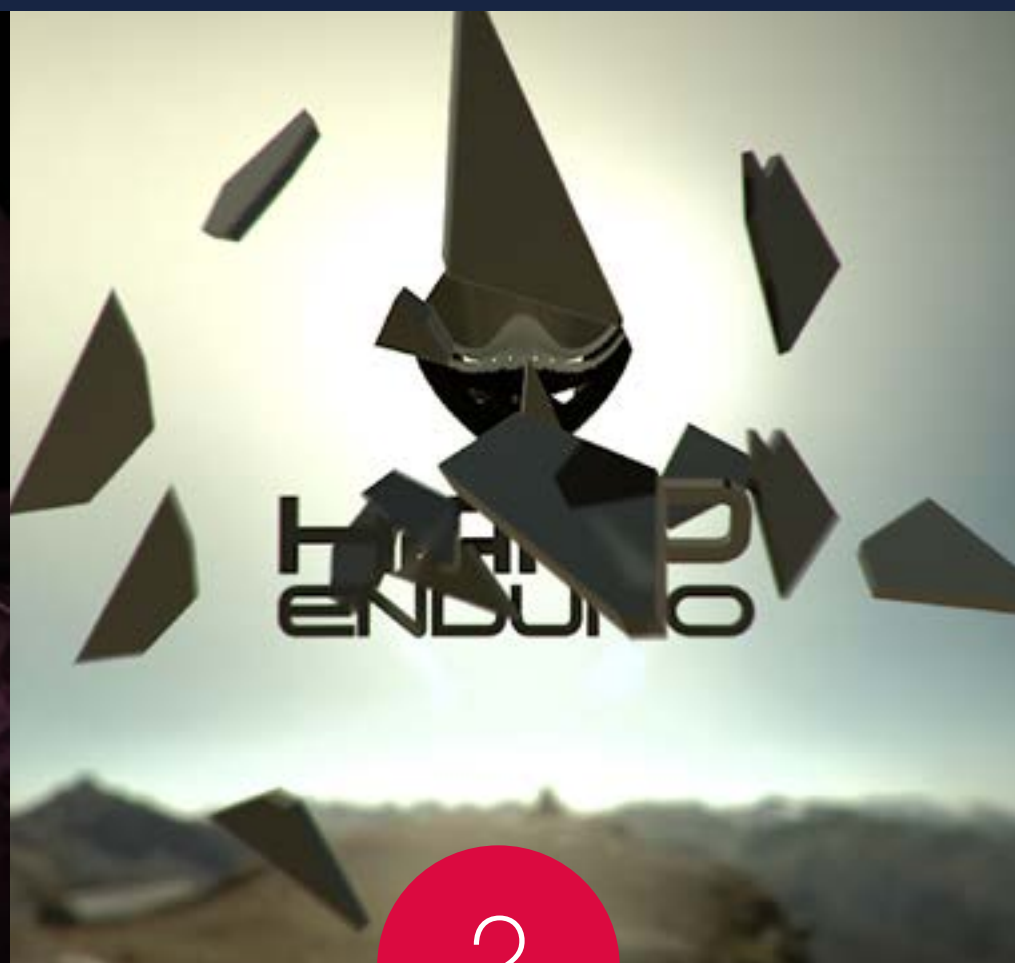


1

## OPENER

THE FIRST SEQUENCE OF A FORMAT TO OPEN AND BRAND EACH PRODUCT.

OPTION: CONTAINS CREDITS.  
OPTION: SETS AN ORIENTATION POINT IN A LINEAR MEDIUM.  
EXCEPTION: A COLD OPENER.



2

## CLOSER

CLOSES A FORMAT.  
SEPARATES A CONTENT PACKAGE FROM ADS, PROMOS OR RED BULL TV INTERSTITIALS

OPTION: SETS AN ORIENTATION POINT IN A LINEAR MEDIUM.



3

## CREDITS

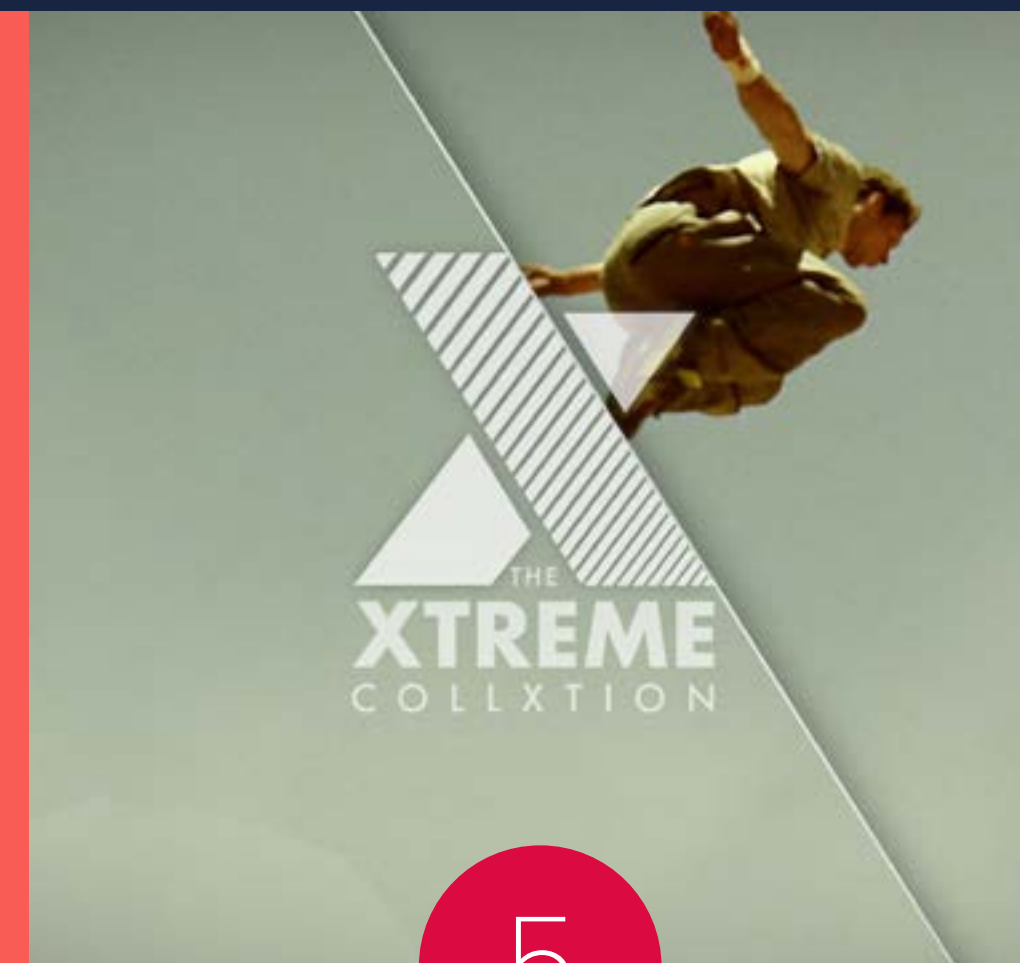
USUALLY ADDED AT THE END OF A CONTENT PACKAGE TO LIST THE CAST, CREW AND COMPANIES INVOLVED IN THE PRODUCTION.



4

## LOGO ANIMATION STANDALONE

SOLITARY LOGO ANIMATION WITHOUT ANY OTHER ELEMENTS OF THE FORMAT.  
BRANDS THE PACKAGE.



5

## INTO BREAK OUT OF BREAK

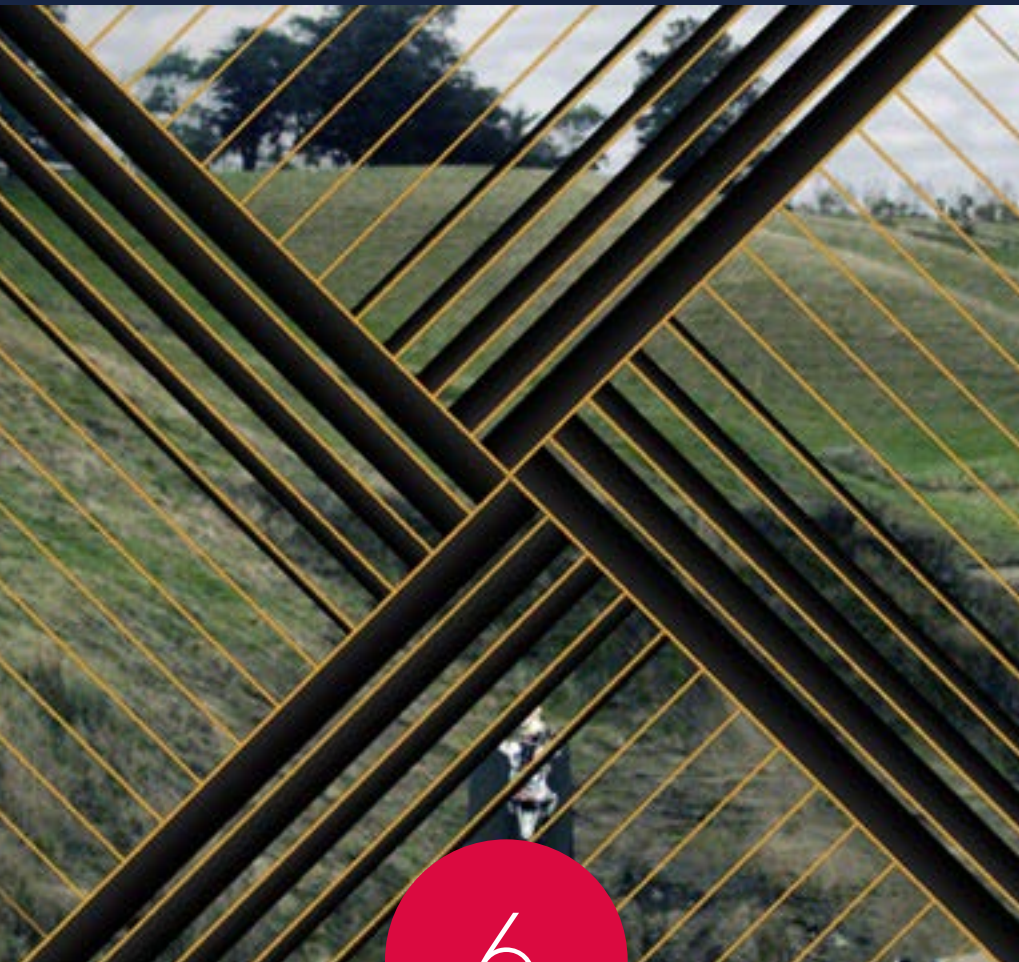
GRAPHICAL ELEMENT WHICH LEADS INTO THE AD BREAK.  
GRAPHICAL ELEMENT WHICH LEADS OUT OF THE AD BREAK.

"MUST-HAVE" ELEMENTS FOR EACH PRODUCTION. (CAT. A, B, C & D)



# 3.1.1 IN-PROGRAM GRAPHICS

STANDARD ELEMENTS



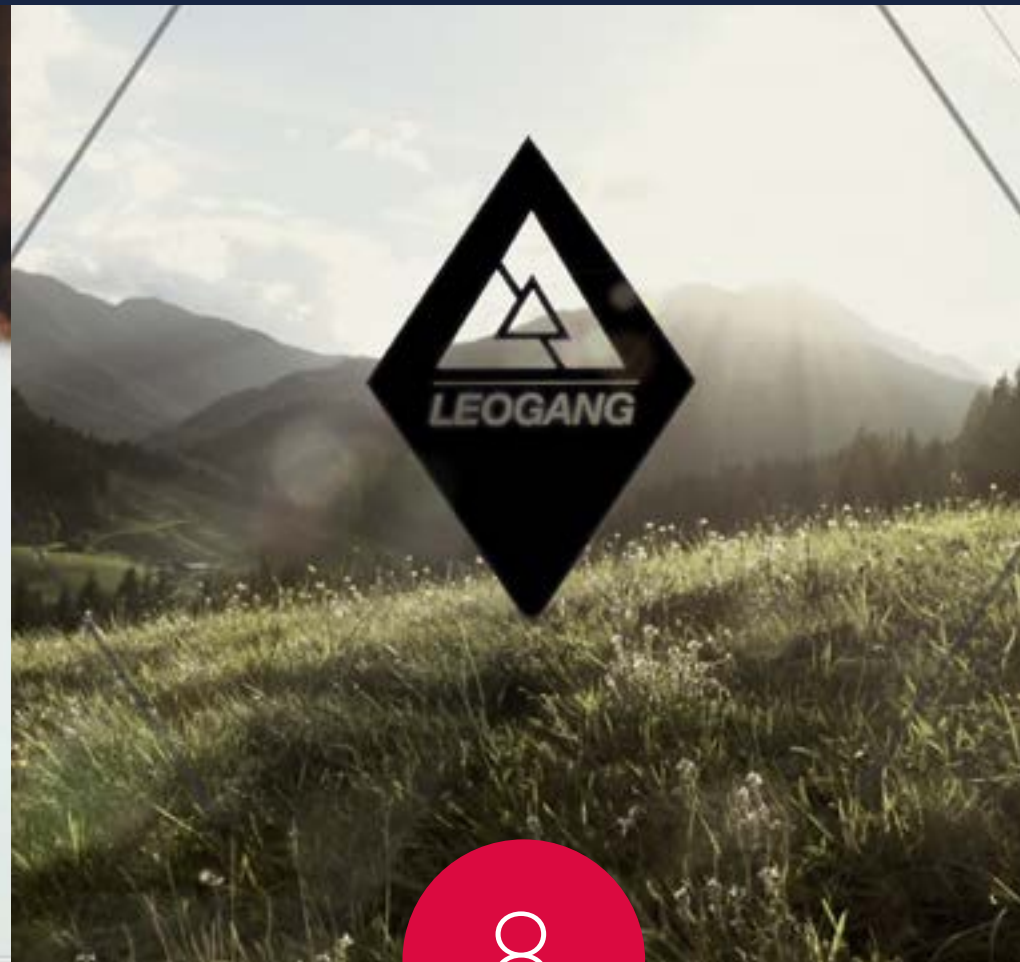
## TRANSITION

A SHORT ANIMATION THAT ACTS AS A TRANSITION BETWEEN SEGMENTS OF A SHOW.



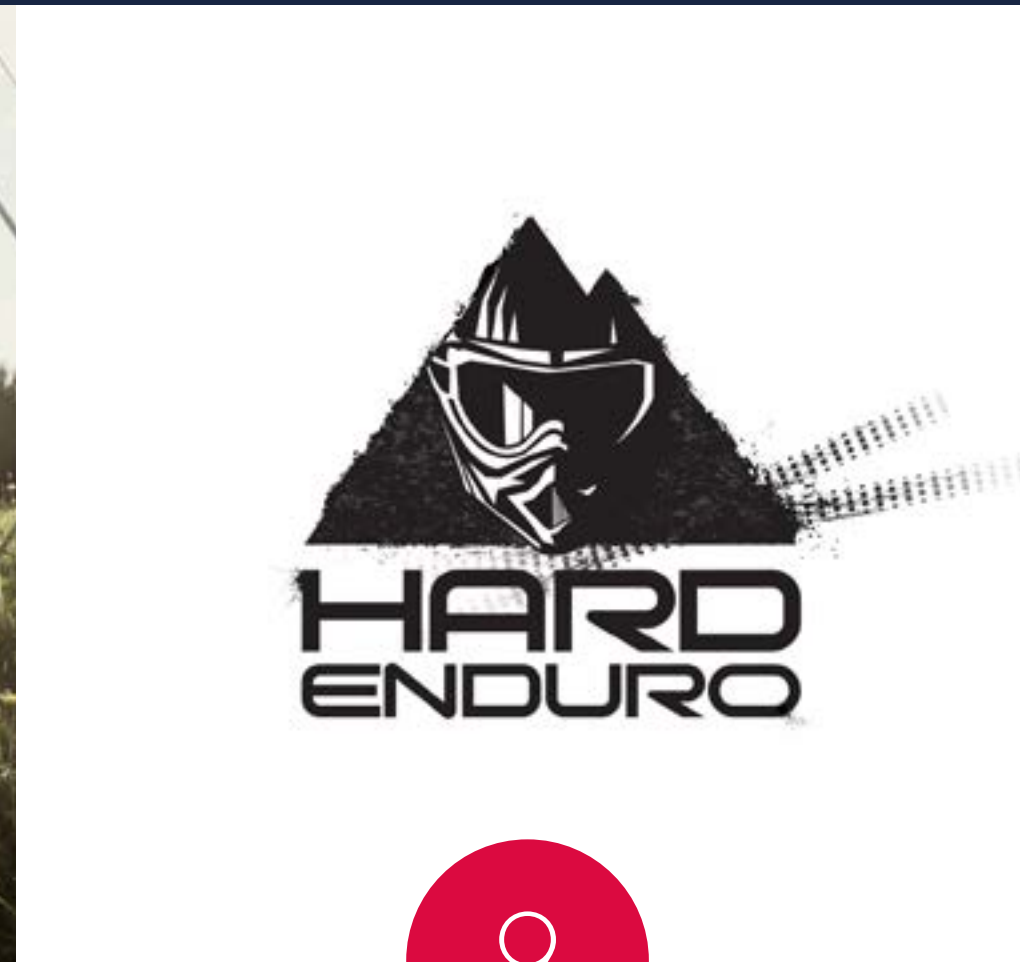
## LOWER THIRDS

A GRAPHIC THAT IS SET AT THE BOTTOM THIRD OF THE SCREEN AND INCLUDES INFORMATION, MOST COMMONLY SOMEONE'S NAME. THE TYPE ON THEM CAN BE A "SLUG" (EX. 5-ALARM FIRE) OR A "LOCATOR" (123 WEST ELM ST) OR AN "IDENTIFIER". (JOE SIX-PACK FROM EAST WHEREVER): ONE-TWO-THREE TIER.



## INFOLAYER

ELEMENT FOR ADDITIONAL INFORMATION. SIMILAR TO A LOWER THIRD BUT CAN BE ARRANGED MORE FLEXIBLY.



## LOGO VECTOR FILE

USUALLY PROVIDED AS AN AI OR EPS FILE. SIZE CAN BE ADJUSTED AS NEEDED BUT WITHOUT LOSING INFORMATION OR QUALITY. SHOWN HERE IS A LOGO PIXEL FILE (E.G. JPG FILE).



## STYLEGUIDE

A PDF THAT COVERS ALL ESSENTIAL INFORMATION ABOUT A PROJECT.

"MUST-HAVE" ELEMENTS FOR EACH PRODUCTION. (CAT. A, B, C & D)



# 3.1.1 IN-PROGRAM GRAPHICS

STANDARD ELEMENTS



## CRAWL

USUALLY A ONE-LINER.  
A BULLETIN, EXPLANATION OR  
CREDITS RUN UP OR ACROSS A  
SCREEN.

| RED BULL RAMPAGE 2013<br>FINAL CLASSIFICATIONS |                |       |
|------------------------------------------------|----------------|-------|
| RANK                                           | NAME (COUNTRY) | TIME  |
| 1                                              | NAMEING (CON)  | 00:00 |
| 2                                              | NAMEING (CON)  | 00:00 |
| 3                                              | NAMEING (CON)  | 00:00 |
| 4                                              | NAMEING (CON)  | 00:00 |
| 5                                              | NAMEING (CON)  | 00:00 |
| 6                                              | NAMEING (CON)  | 00:00 |
| 7                                              | NAMEING (CON)  | 00:00 |
| 8                                              | NAMEING (CON)  | 00:00 |
| 9                                              | NAMEING (CON)  | 00:00 |
| 10                                             | NAMEING (CON)  | 00:00 |

## RANKING

TABLE FOR SPORTS RESULTS, E.G.  
SOCCER.



## BATTLE TREE

SHOWS THE EVENT'S STRUCTURE OR  
DESCRIBES THE ATHLETE'S JOURNEY  
FROM START TO FINISH THROUGH  
SEVERAL HEATS.  
QUARTER FINALS > SEMIFINAL > FINAL  
SUPPORTS THE EXPLANATION OF  
HOW THE EVENT WORKS. HELPS THE  
USER TO UNDERSTAND THE EVENT.  
CAN BE USED TO ADD DRAMATIC  
FLAIR TO THE STORYTELLING.



## JUDGING GRAPHIC

SHOWS THE PERFORMANCE OF  
AN ATHLETE AS JUDGED BY A  
JURY.  
PROVIDES EXCITEMENT AND AN  
ELEMENT OF DRAMA.



## VERSUS GRAPHIC

COMPARISON OF TWO ATHLETES,  
E.G. AGE, PAST RESULTS, ETC.

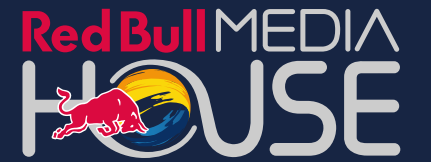


3.1.1

# IN-PROGRAM GRAPHICS

STANDARD ELEMENTS

GRAPHIC DESIGN GUIDELINES



## SPLITSCREEN

GRAPHIC ELEMENT THAT SEPARATES THE SCREEN IN AT LEAST TWO AREAS TO SHOW MORE THAN ONE PICTURE.



## MAP

HELPS TO LOCALIZE THE EVENT AS WELL AS SHOW OTHER LOCATION-BASED INFORMATION.



## TRACK EXPLANATION

EXPLAINS A TRACK OR THE PARTS OF A TRACK THAT HAVE HIGHER LEVELS OF DIFFICULTY. E.G. STEEPNESS, NARROW CURVES, FASTEST PART OF A TRACK, ETC. SUPPORTS CONTENT AND CAN BE USED TO ADD DRAMATIC FLAIR TO THE STORYTELLING.



## TITLE PLATE

THE FORMAT'S TITLE RENDERED IN ALPHA SO IT CAN BE SET DIRECTLY IN THE FOOTAGE.



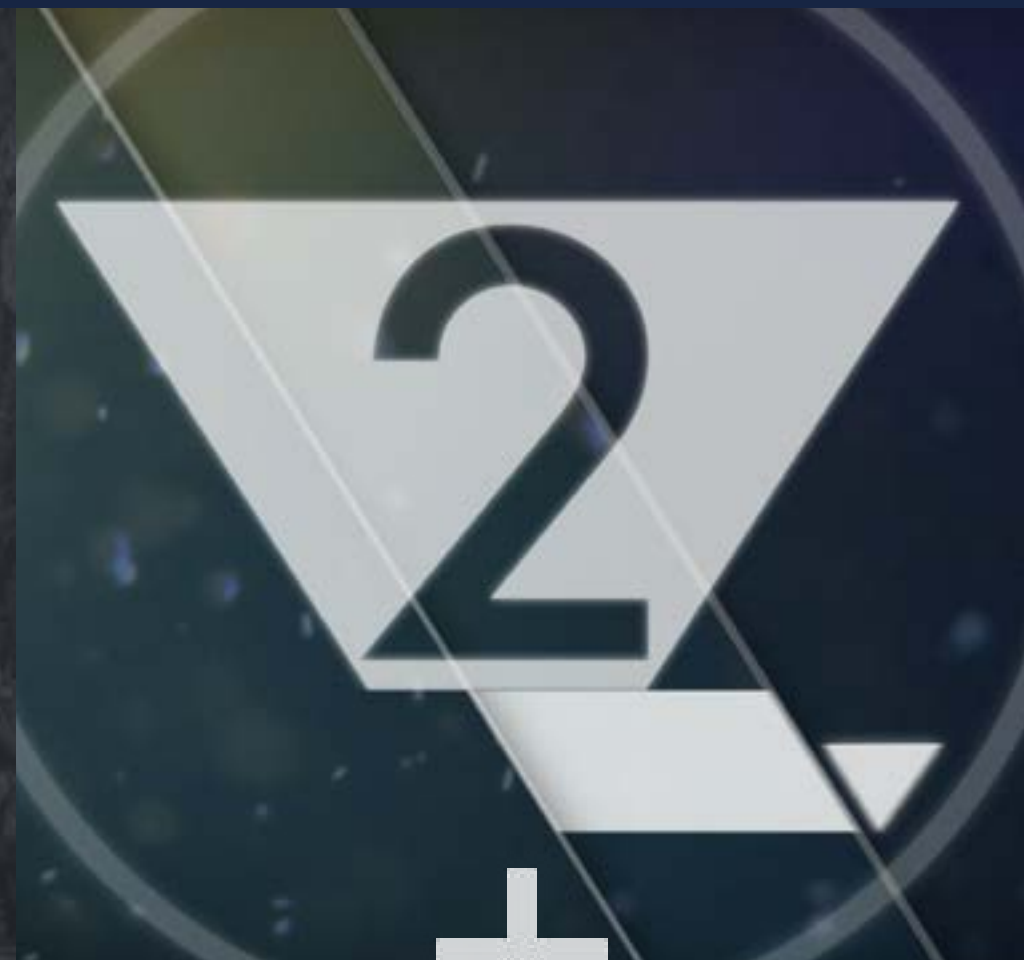
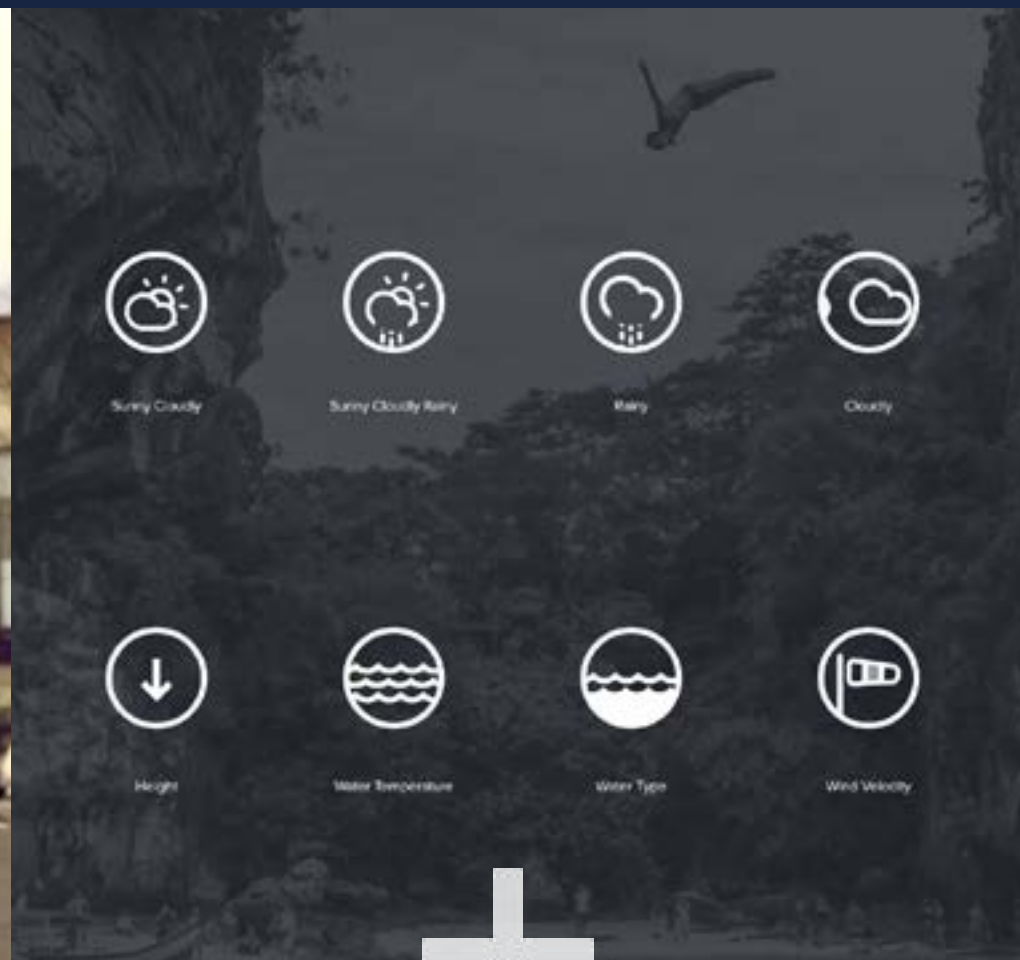
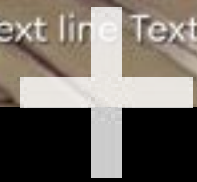
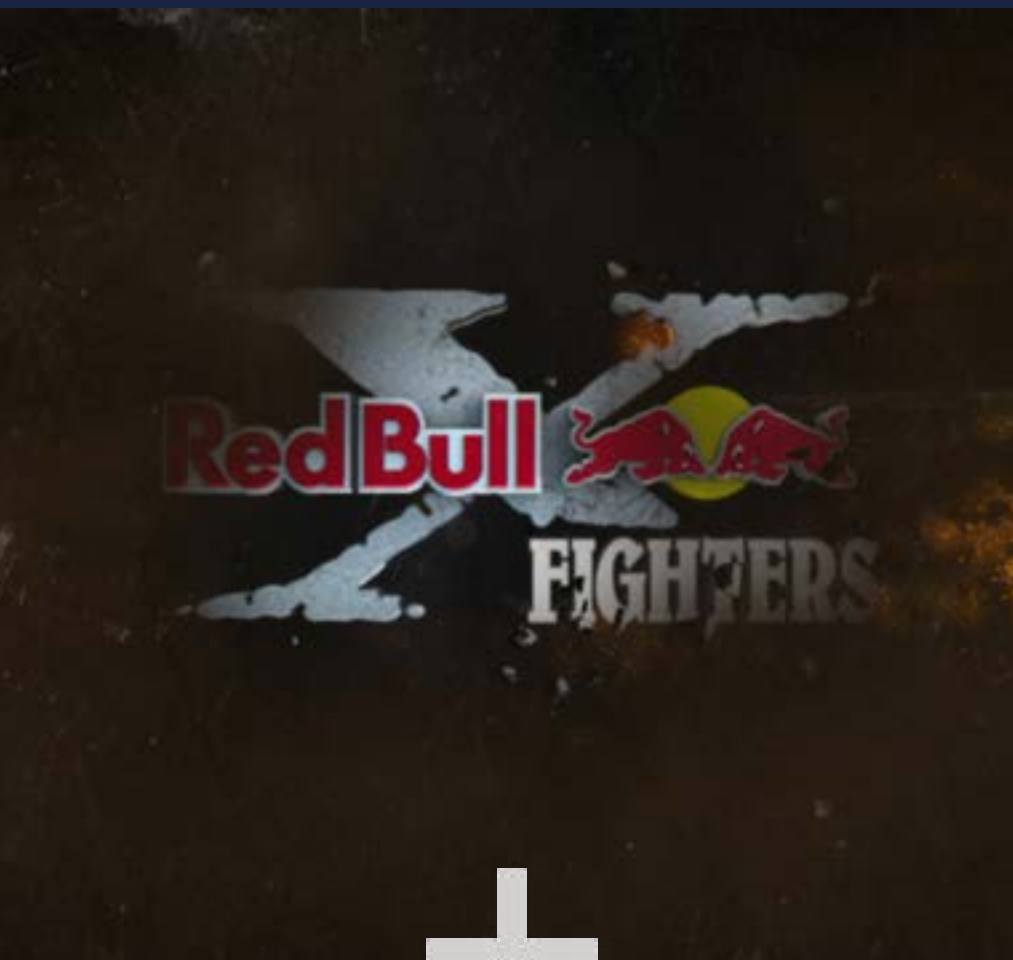
## PROFILE

INTRODUCES THE ATHLETE OF AN EVENT. IMPORTANT STORYTELLING ASPECT.



# 3.1.1 IN-PROGRAM GRAPHICS

STANDARD ELEMENTS



## GENERIC BACKGROUND

GRAPHIC BACKGROUND THAT COVERS THE ENTIRE FRAME. PROVIDES THE POSSIBILITY OF INCORPORATING ADDITIONAL INFORMATION, PHOTOS, ETC.

## SUBTITLE

ON-SCREEN CAPTIONS (WHEN DESCRIBING THE CONTENT OF AN IMAGE, E.G. IN THE HELP TEXT FOR THE HEARING-IMPAIRED). ALSO KNOWN AS "ASTONS".

## WEATHER GRAPHIC

SHOWS UPCOMING OR CURRENT WEATHER CONDITIONS (E.G. AT LIVE EVENTS SUCH AS AIRRACE). SUPPORTS CONTENT. CAN ADD DRAMATIC FLAIR TO THE STORYTELLING.

## COUNTDOWN

NUMBER THAT USUALLY COUNTS DOWN FROM A HIGHER NUMBER TO ONE. FOR EXAMPLE, THE TOP 5.



## 3.2 PROMO GRAPHICS

DESIGN ELEMENTS USED FOR GRAPHIC PACKAGING.

GRAPHIC DESIGN GUIDELINES



1

**LOGO  
VECTOR**

2

**LOGO ANIMATION  
STANDALONE**

3

**ARTWORKS  
PRINT  
POSTER  
COVER ART  
PORTRAIT**

+

**PRESS KIT**

+

**GRAPHIC LAYOUTS  
CAMPAIGNS:**

TRAILER,  
TYPE ANIMATION, TEASER,  
VIRAL CLIP, SOCIAL MEDIA,  
ADDITIONAL WEBSITES,  
WEB BANNER, PRINT, ETC.

 "MUST-HAVE" ELEMENTS FOR EACH  
PRODUCTION. (CAT. A, B, C & D)



# 3.3 DIGITAL ENHANCEMENT GRAPHICS

STANDARD ELEMENTS



1

LOGO VECTOR

2

LOGO ANIMATION  
STANDALONE

+

MICROSITES/  
GRAPHICS FOR  
MICROSITES

+

BIOS,  
PORTRAITS,  
EXPLANATION  
GRAPHIC,  
GAME DESIGN,  
ETC.

+

TRACK  
EXPLANATIONS

+

PRESS KIT

+

ICONS

"MUST-HAVE" ELEMENTS FOR EACH  
PRODUCTION. (CAT. A, B, C & D)



3.4 **CINEMATIC VR GRAPHICS**  
STANDARD ELEMENTS



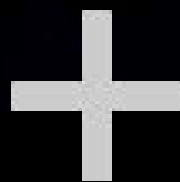
**OPENER**



**CLOSER/  
ENDSLATE**



**CREDITS**



**INFOLAYERS**



**TRACK  
EXPLANATIONS**



**ICONS**



**LOGO  
ANIMATION**



**LOWER  
THIRDS**



**TRANSITIONS**



## 4.1 WHAT YOU GET

We provide you with everything you need for the perfect set-up.

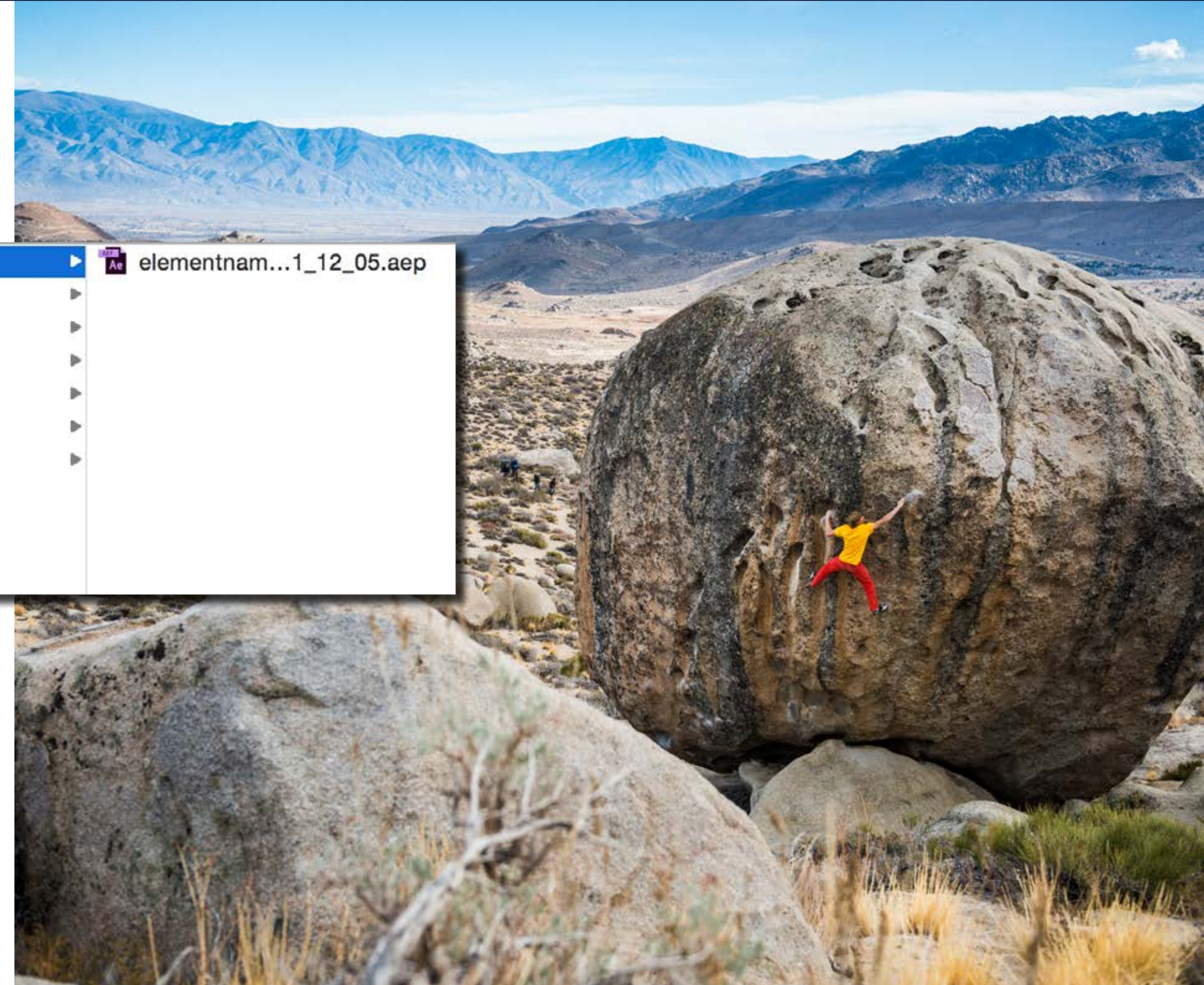
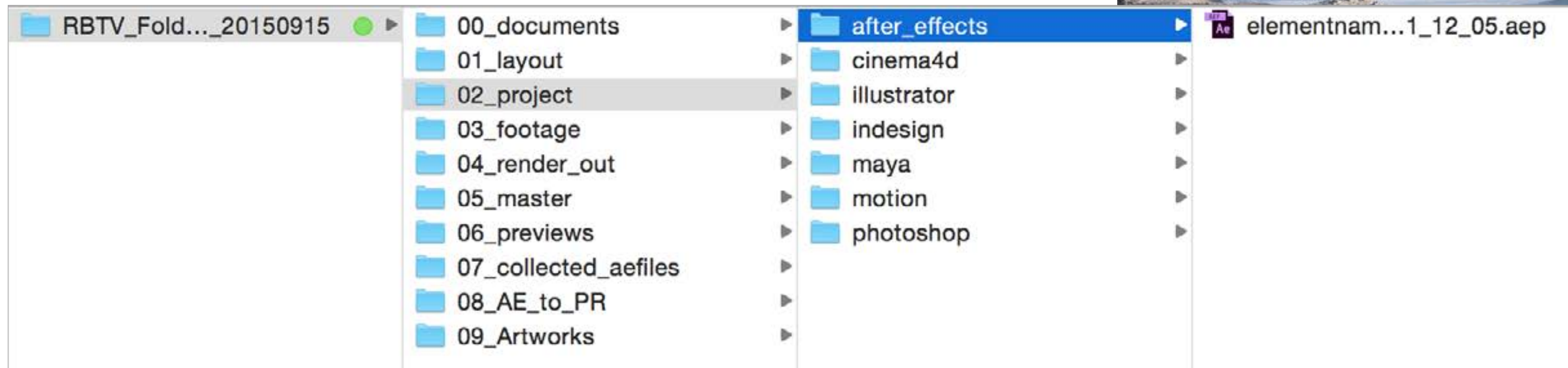
- BRIEFING
- ELEMENT LIST
- TIMETABLE
- FOLDER STRUCTURE
- FOOTAGE (E.G. LOGO IF ALREADY DESIGNED)
- FONT BUNDLE
- AFTER EFFECTS EXAMPLE FILE
- STYLEGUIDE TEMPLATE





## 4.2 FOLDER STRUCTURE

Here we show you our folder structure using sample projects as provided to a production partner. Compliance of folder structure is a must for contract fulfillment.





## 4.3 THE LOGO

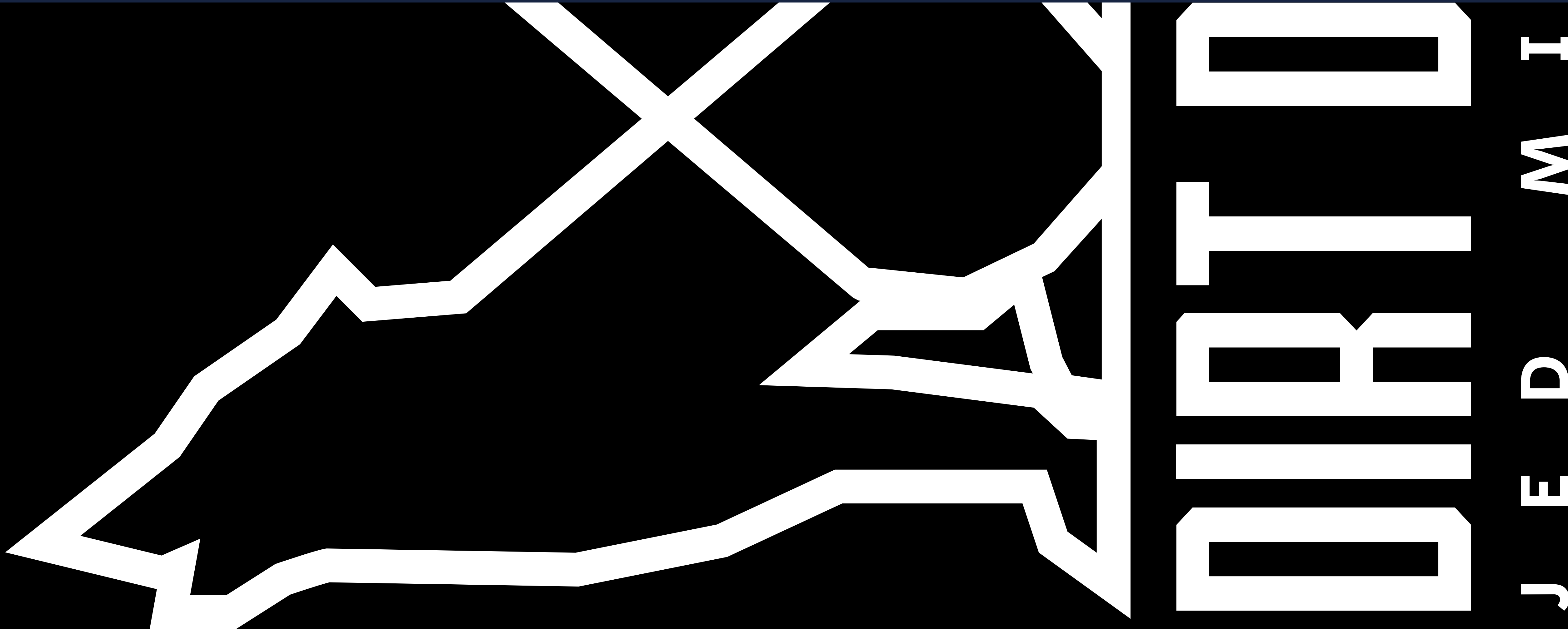
IS STILL ONE OF THE MOST IMPORTANT COMMUNICATION TOOLS.





# 4.3.1 THE LOGO

MUST BE BOLD, ICONIC & SIMPLE.





## 4.3.2 **SMALL VS. BIG**

THE LOGO NEEDS TO HOLD ITS OWN ON SMALL SIZE AND CAPTIVATIVE AT LARGE SCALES.

GRAPHIC DESIGN GUIDELINES

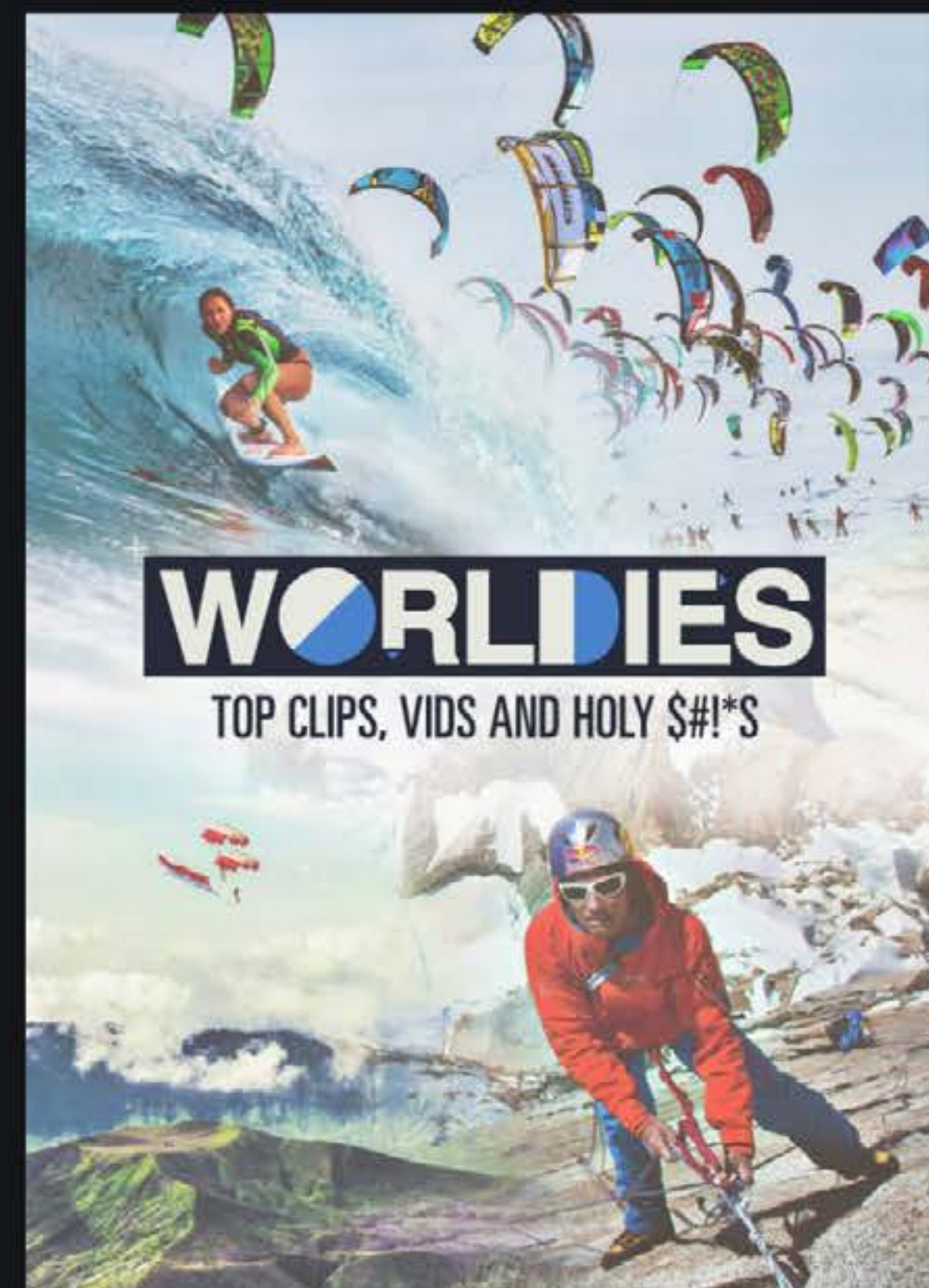
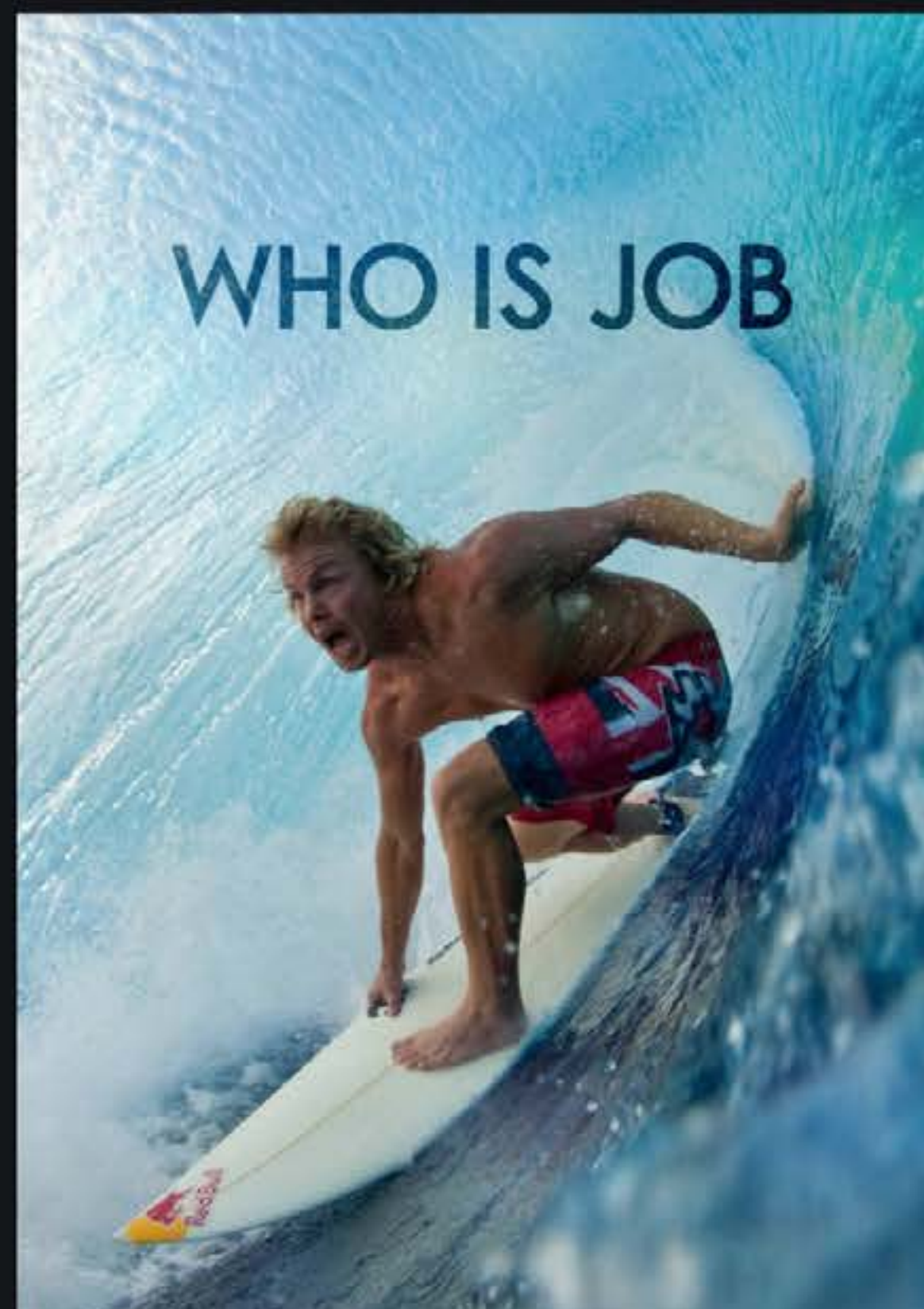
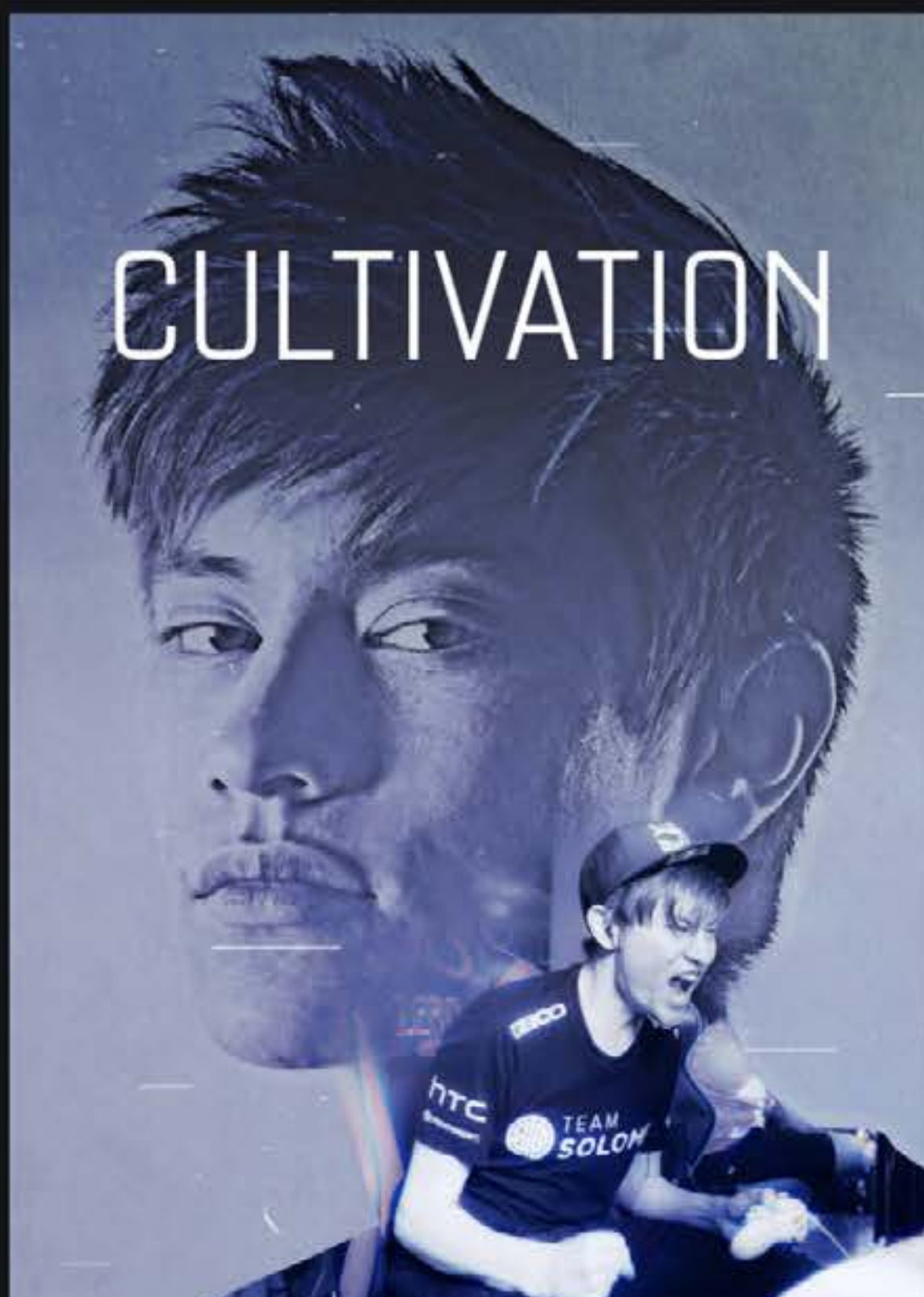




## 4.3.3 INDEPENDENCE

IT MUST STAND OUT WITHOUT STICKING OUT. MUST FEEL AT ONCE PRESENT AND TIMELESS.

GRAPHIC DESIGN GUIDELINES

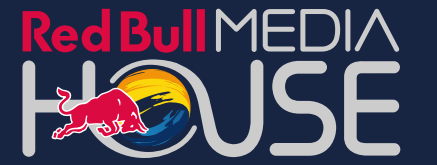




## 4.3.4 IDENTITY

LOGO MUST FIT TO ITS GENRE. BUILD TRUST AND BE STRONG SO PEOPLE CAN IDENTIFY WITH.

GRAPHIC DESIGN GUIDELINES



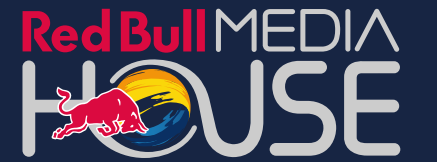


4.3.4.1

## IDENTITY

LOGO MUST FIT TO ITS GENRE. BUILD TRUST AND BE STRONG SO PEOPLE CAN IDENTIFY WITH.

GRAPHIC DESIGN GUIDELINES



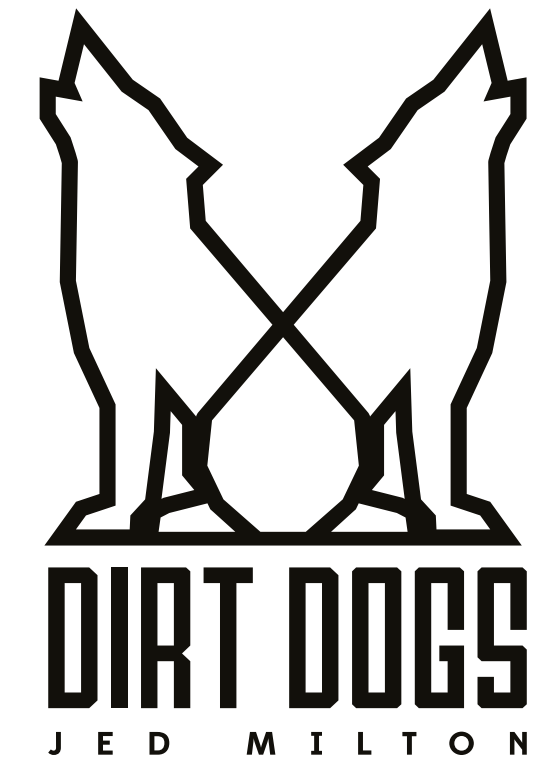
### ICONIC LOGO

WITH STRONG VISUAL CUE



### ICONIC LOGO

WITH STRONG VISUAL CUE



### ICONIC LOGO

VERY RECOGNIZABLE



### LOGO TYPE

WITH STRONG VISUAL CUE



### LOGO TYPE

STRONG ICONICAL APPEARANCE



### LOGO TYPE

STRONG KEY VISUAL RELATED TO CONTENT



## 4.4 FONTS

Our production partners can choose fonts from the **monotype enterprise library**. The file „FONT LIST MONOTYPE ENTERPRISE LIBRARY.PDF“ is additionally provided for font overview.

The fonts themselves are not provided by the Red Bull Media House.



TYPE HAS TO WORK ON ANY KIND OF FOOTAGE WITHOUT DISTRACTION.



TYPE MUST BE EDITED IN A WAY THAT IT IS EASY TO READ.



FONT TYPE HAS TO BE SIMPLE AND FIT TO THE DESIGNATED GENRE.



FONT SIZES IN INFORMATION GRAPHICS SUCH AS LOWER THIRDS AND INFOLAYERS MUST BE EASILY READABLE ON HAND-HELD DEVICES AS WELL AS ON BIG SCREENS.



## 4.5 TOOLS

The software and plugins we use in creative production.

**Note:**

We only accept files which are compatible with the software shown on the following pages.



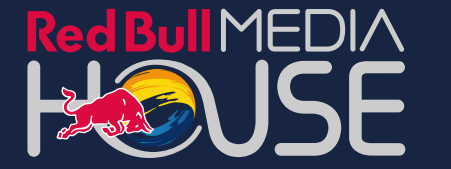


4.5.1

# ADOBE CREATIVE SUITE

AFTER EFFECTS – PREMIERE – ILLUSTRATOR – PHOTOSHOP – INDESIGN

GRAPHIC DESIGN GUIDELINES





## 4.5.1.1 AFTER EFFECTS

Make sure your After Effects is licensed in english.

Projects have to be nice and clean.

No missing files and no unused footage in the project and compositions.

Editable templates have to be delivered as open and prerendered for usage in Adobe Premiere.

### PLUGINS

The following plugins can be used in After Effects without hesitation:

TRAPCODE SUITE

FRISCHLUFT LENS CARE

SKYBOX PLUGIN (VR)

VIDEO COPILOT OPTICAL FLARES

KNOLL LIGHTFACTORY

MAGIC BULLET SUITE

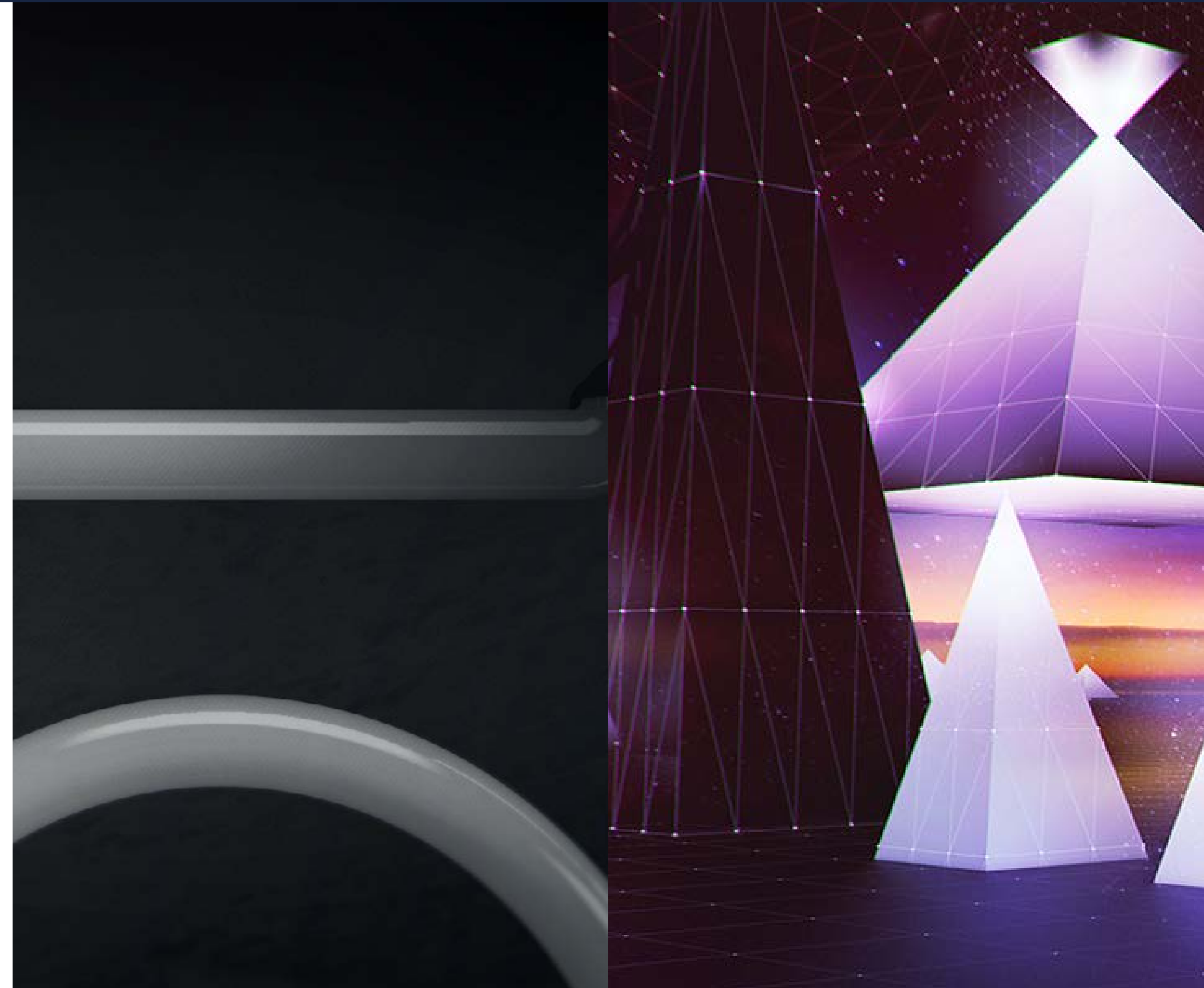
RE:VISION TWIXTOR & MOTIONBLUR

ROWBYTE PLEXUS

SAPPHIRE PLUGINS

REDGIANT UNIVERSE

any other effect HAS TO BE PRERENDERED.



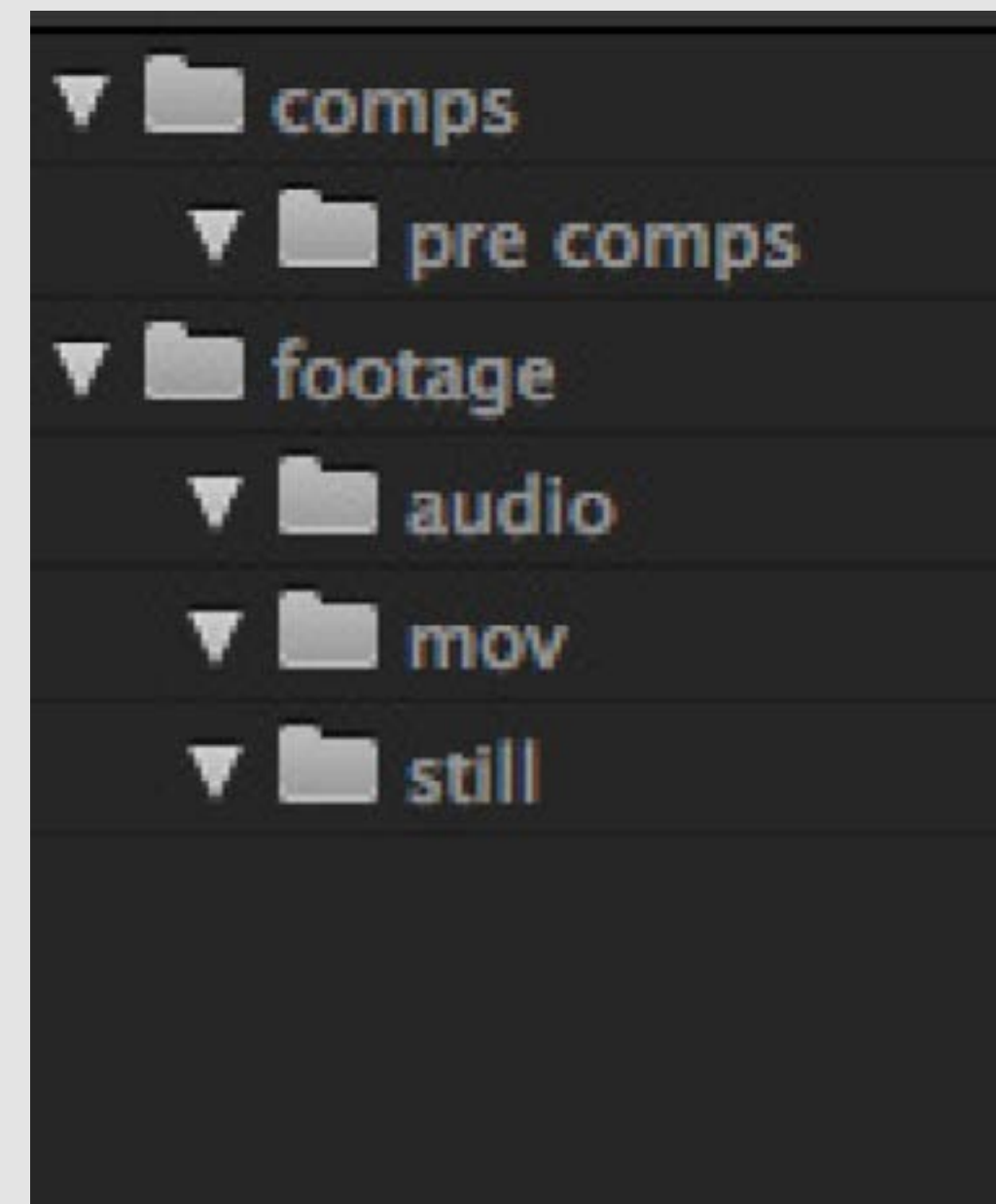


## 4.5.1.2 AE PROJECTS STRUCTURE

Keep the AE projects organized with the folder structure shown above.  
Name all layers in a self explaining way.

### AE PANEL STRUCTURE NON-EDITABLE GRAPHICS

E.G. OPENER, CLOSER, INTO/OUT OF BREAK, ETC.





# 4.5.1.3 MOTION GRAPHICS TEMPLATE

The editable elements of a project must additionally be exported as .MOGRT template files. The motion graphics template files must be collected into the „O8\_AE\_to\_PR“ folder. MOGRT templates have to be exported with After Effects 2018.

For further informations go to:  
<https://helpx.adobe.com/AFTER-EFFECTS/HOW-TO/CREATE-MOTION-GRAPHICS.HTML>

## OPEN COMPOSITIONS

|   |  | # | Layer Name    | Mode   | T | TrkMat |  |  |  |  |  |  |
|---|--|---|---------------|--------|---|--------|--|--|--|--|--|--|
| 1 |  |   | AllElements   | Normal |   |        |  |  |  |  |  |  |
| 2 |  |   | MASK_Gradient | Normal |   | None   |  |  |  |  |  |  |
| 3 |  |   | LineAnimation | Normal |   | Luma   |  |  |  |  |  |  |
| 4 |  |   | MASK_Title    | Normal |   | None   |  |  |  |  |  |  |
| 5 |  |   | T TITLE_Solid | Normal |   | Alpha  |  |  |  |  |  |  |
| 6 |  |   | MASK_dark     | Normal |   | None   |  |  |  |  |  |  |
| 7 |  |   | BG_dark       | Normal |   | A.Inv  |  |  |  |  |  |  |
| 8 |  |   | MASK_accent   | Normal |   | None   |  |  |  |  |  |  |
| 9 |  |   | BG_accent     | Normal |   | A.Inv  |  |  |  |  |  |  |

## ESSENTIAL GRAPHICS PANEL

Essential Graphics

Name: Template\_LOWERTHIRD

Master: Template\_LOWERTHIRD

Solo Supported Properties

Get Poster Frame

|                           |             |             |            |
|---------------------------|-------------|-------------|------------|
| TITLE                     | Paul Pallut |             |            |
| SUBLINE                   | Winner 2017 |             |            |
| COUNTRY CODE              | gbr         |             |            |
| RIDER NUMBER              | 12          |             |            |
| LINES: 1 or 2             | 1           | <div></div> | Edit Range |
| ALIGNMENT: Left (0) / ... | 1           | <div></div> | Edit Range |
| FLAG: No (0) / Yes (1)    | 0           | <div></div> | Edit Range |
| PHOTO: No (0) / Yes (1)   | 0           | <div></div> | Edit Range |
| RIDER NUMBER: No (0)...   | 1           | <div></div> | Edit Range |

Add Comment

Export Motion Graphics Template...

EXPORT ALL .MOGRT FILES

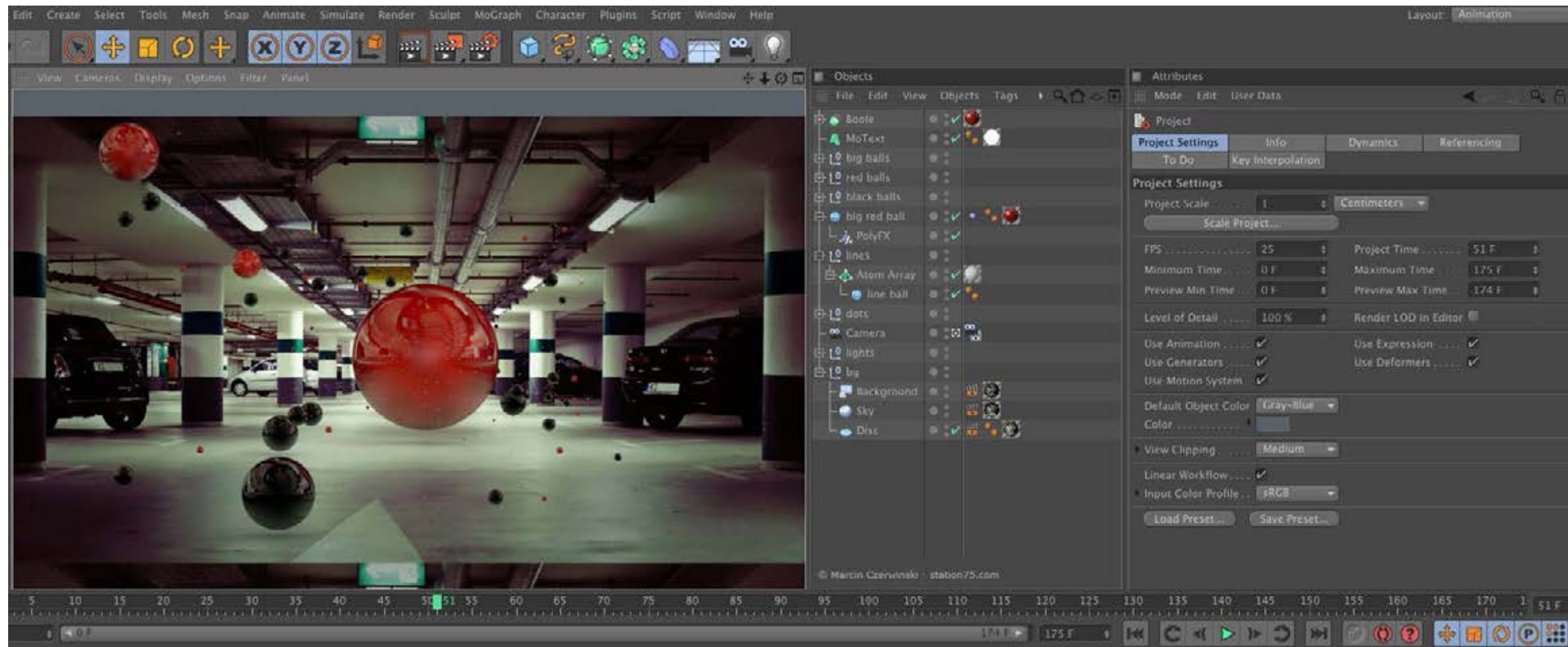


## 4.5.1 MAXON CINEMA 4D

MOGRAPH - BODY PAINT - THINKING PARTICLES - XPRESSO - CINEVERSITY TOOLS  
(VR) - OCTANE RENDERER - REDSHIFT RENDERER - X-PARTICLES - TURBULENCE FD

Projects have to be nicely structured and clean.

No missing textures and no unused objects and textures in the project. Project must be saved with assets. No need for a special working structure.





4.6

# STANDARD SHORTCUT TERMS

WE USE SPECIFIC WORDING FOR ALL GRAPHIC PACKAGE ELEMENTS.

|                           |          |
|---------------------------|----------|
| OPENER                    | OPN      |
| OPENER SHORT              | OPNSHORT |
| CLOSER                    | CLSR     |
| CREDITS                   | CRDT     |
| LOGO ANIMATION STANDALONE | LOGANI   |
| INTO BREAK                | INTBR    |
| OUT OF BREAK              | OUTBR    |
| TRANSITION                | TRNS     |
| CRAWL                     | CRWL     |
| RANKING                   | RNKN     |
| BATTLE TREE               | BTTLTR   |
| JUDGING GRAPHIC           | JDGN     |
| VERSUS GRAPHIC            | VS       |

|                    |          |
|--------------------|----------|
| SPLITSCREEN        | SPLT     |
| MAP                | MP       |
| TRACK EXPLANATION  | TROKXPL  |
| TITLE PLATE        | TITLPLTE |
| PROFILE            | PRFL     |
| GENERIC BACKGROUND | GENBG    |
| WEATHER GRAPHIC    | WTHR     |
| SUBTITLES          | SBTLS    |
| COUNTDOWN          | CNTDWN   |

## SPECIAL CASES

|                           |              |
|---------------------------|--------------|
| LOWER THIRD               | LWRTHRD      |
| LOWER THIRD 1 LINE RIGHT  | LWRTHRD_1L_R |
| LOWER THIRD 2 LINES RIGHT | LWRTHRD_2L_R |
| LOWER THIRD 3 LINES RIGHT | LWRTHRD_3L_R |
| LOWER THIRD 1 LINE LEFT   | LWRTHRD_1L_L |
| LOWER THIRD 2 LINES LEFT  | LWRTHRD_2L_L |
| LOWER THIRD 3 LINES LEFT  | LWRTHRD_3L_L |
| INFOLAYER                 | INFLR        |
| INFOLAYER 1 LINE RIGHT    | INFLR_1L_R   |
| INFOLAYER 1 LINE LEFT     | INFLR_1L_L   |

IN CASE OF DIFFERENT COLORED LOWER THIRDS, MAKE SURE TO ADD THE FIRST LETTERS OF EVERY COLOR.  
FOR EXAMPLE: LOWER THIRD 2 LINES LEFT IN BLACK = LWRTHRD\_2L\_L\_B

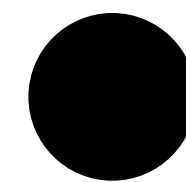
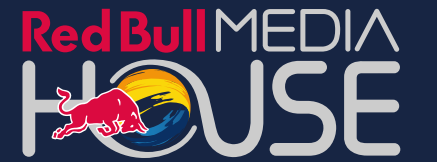
IF THERE ARE MANY COLORS, PLEASE DO NOT ABBREVIATE THEM.  
FOR EXAMPLE: LOWER THIRD 2 LINES LEFT IN GREY = LWRTHRD\_2L\_L\_GREY  
LOWER THIRD 1 LINE RIGHT IN GREEN = LWRTHRD\_1L\_R\_GREEN



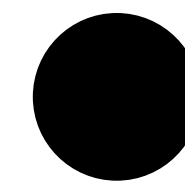
## 4.7 **STYLEGUIDE RULES!**

PLEASE PROVIDE A STYLEGUIDE WITH AN EXPLANATION OF YOUR CREATED GRAPHICS PACKAGE FOLLOWING THE RULES SHOWN HERE.

GRAPHIC DESIGN GUIDELINES



USE OUR PROVIDED  
TEMPLATE



ONE PAGE ABOUT  
FONT & COLOR USAGE

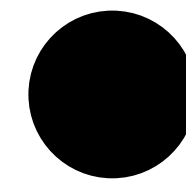
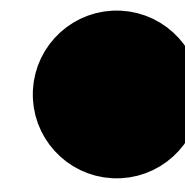
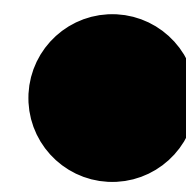


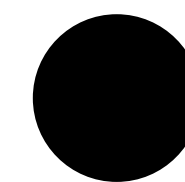
TABLE OF CONTENTS  
SHOULD COVER ALL  
GRAPHIC ELEMENTS



SEPARATE NON-EDITABLE  
AND EDITABLE  
GRAPHIC ELEMENTS



ONE PAGE ABOUT  
THE LOGO



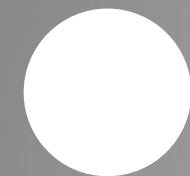
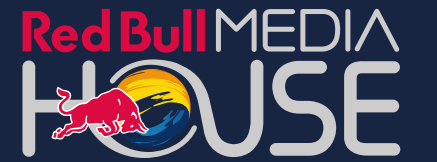
IF IT IS A LIVE  
PRODUCT PUT IN  
MEASUREMENTS



## 4.8 DELIVERY CHECKLIST

FROM YOU TO US

GRAPHIC DESIGN GUIDELINES



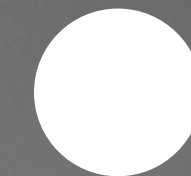
FOLDER STRUCTURE  
MUST BE AS PROVIDED



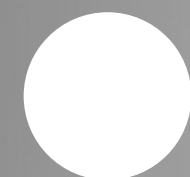
DELIVER TWO  
AFTER EFFECTS PROJECT  
FILES:  
1. NON-EDITABLE GRAPHICS  
2. EDITABLE GRAPHICS



RENDER ALL MASTER  
FILES IN:  
PRO RES 4444,  
PROGRESSIVE,  
RGB + ALPHA,  
STRAIGHT MATTED,  
COLOR SPACE: REC.709



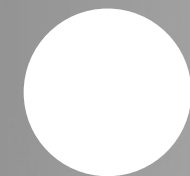
ACTION SAFE: 7%  
TITLE SAFE: 10%



FILES MUST BE  
LOCATED IN THE  
DESIGNATED FOLDER



DON'T FORGET  
ABOUT THE  
STYLEGUIDE



THE STANDARD  
SHORTOUT TERMS  
FOR ALL MASTER FILES  
MUST BE CORRECT



DOUBLE CHECK  
YOUR ELEMENT LIST



FOR CINEMATIC VR:  
MAKE SURE THAT THE  
PROJECT SETTINGS ARE  
IN „RECTANGULAR“





# CONTACT

GRAPHIC DESIGN GUIDELINES



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