

# Video Production Guidelines

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V1.0

 **TASKA**<sup>TM</sup>

# This guide

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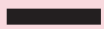
Designed to assist you with representing the TASKA Brand through video, this guide will provide you with the information required to produce video content for TASKA.

Should you have any questions or require further assistance please contact the marketing team at [marketing@taskaprosthetics.com](mailto:marketing@taskaprosthetics.com)

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# Visual style



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## Technical guides

Technical guides are meant to inform the viewer, so they must be visually simple and easy to understand.

Simple and straightforward on-screen elements should be used where appropriate to highlight, support, or demonstrate a given point. For example, they could be used to highlight a component on screen, support points made by a presenter using a text list, or demonstrate a function of the MyTASKA app via a screen recording.

A consistent visual style should be kept throughout the video, so don't use too many unique camera angles or positions. Introduce a small number throughout, and stick to them to avoid unnecessary visual distractions. Where possible, keep each angle reserved for a specific use, such as one or two wide shots for talking sections, and a close-up to detail particular actions of interest.



## TASKA stories

TASKA stories are meant to convey emotions and share the perspectives of the people surrounding TASKA. That's our users who wear our hands, the team who creates them, and the clinicians who fit them. These aren't technical videos; they exist to share insights into people's lives, how the TASKA can enable things that weren't possible previously, and the care and attention everyone at TASKA puts in to make it all possible.

As such, the visual style is less defined. It should reflect the subject matter of the video while still falling within the broader brand guidelines and simultaneously presenting TASKA, its users, and its products appropriately. When a user or TASKA Hand is featured, it should also be a priority to showcase as many ADLs (activities of daily living) as possible. For example, the style could lean towards a softer, dreamier look to evoke a feeling of calm reflecting the user in the video or a sharper, clinical look to communicate the precision used in creating TASKA products.



## Social media

The visual style of TASKA social media reflects its content type - whether it be a TASKA story or a technical guide.

Sometimes, the content will be specifically created for social media and won't necessarily fall cleanly within those guidelines. The content should adhere to the general TASKA brand guidelines in those instances.



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## Online video calls

If you are conducting a video interview over an online platform like Zoom or Microsoft Teams and are recording it, you should take steps to ensure its visual style.

Make sure the subjects webcam is at or close to eye-level, so they're not looking down at the camera. You should also avoid any bright light sources in the frame, such as a TV or open window. Make sure that the subjects background isn't distracting - an empty wall or room is ideal. Digital FX can be used if necessary, such as artificial background blur.

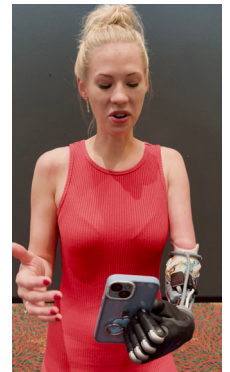


## Mobile phone video

If you are filming video on your mobile phone, it should adhere to the technical requirements found on page [15].

A landscape orientation is preferred unless you know the video you're taking is only going to be used on social media sites like Instagram.

One of the main reasons to be filming on a phone is to capture interview-style footage at an event or trade show. Visually this video should be uncluttered, with the subject filling most of the frame. Try to shoot against a clear and uncluttered background, or move the subject further away so the background is out of focus.



# Editing style

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## **Technical guides**

Technical guides are meant to inform who is watching, so they must be simple and easy to understand. They should be edited cleanly and with logical progression so the viewer can easily grasp what is being explained and shown on screen to apply it to their own lives.

Our guides are not aiming to explain things in the fastest way possible, so gaps should be present where appropriate to give time for the viewer to grasp what has just been shown. A slow and considered pace is required to effectively communicate the amount of information contained within a TASKA technical guide.

Subtitles will often be required for distribution in other territories, so the edit should be made with them in mind by allowing space for the subtitles to sit and leaving breathing room between sections to allow viewers to read them.

## **TASKA stories**

TASKA stories are meant to convey emotions and share the perspectives of the people surrounding TASKA products. These aren't technical videos; they exist to share insights into people's lives, how TASKA can help to enable things that weren't previously possible, and the care and attention everyone at TASKA puts in to make it all possible.

As such, the editing style is less defined, it should be tailored to each video to fit the story while staying within the broader visual and brand guidelines.

For example, a video focusing on a TASKA user who enjoys riding motorbikes should be faster paced than one covering a TASKA staff member using precision tooling to assemble a hand in our production room.

## **Social media**

The visual style of TASKA social media reflects its content type - whether it be a TASKA story or a technical guide.

Sometimes, the content will be specifically created for social media and won't necessarily fall cleanly within those guidelines. The content should adhere to the general TASKA brand guidelines in those instances.



# Branding



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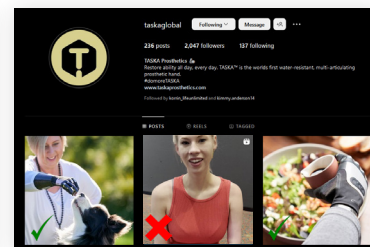
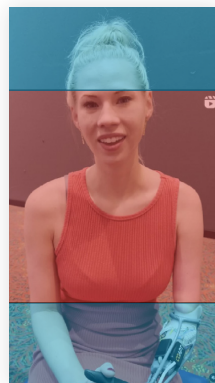
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## Social media content 9:16 (vertical)

TASKA Instagram video content is in a 9:16 vertical format, and as such, framing needs to be considered how it is seen on the video page. Custom thumbnails can be used if ideal framing is impossible.

Videos on Instagram should include an opening frame that fits cleanly into both of Instagram's preview frames - 1:1 square and 9:16 rectangle.

This frame will differ depending on the video. It needs to be cohesive with the other videos featured on the TASKA Instagram page while being enticing for a visitor to the page



Example of correct and incorrect framing (1:1)

Red (Instagram post square framing)  
Blue (Instagram reel vertical framing)

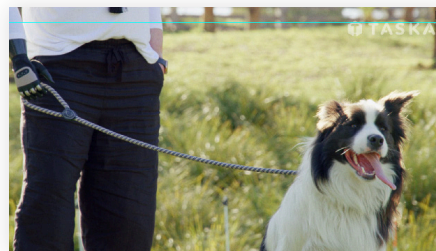
## Social media content 16:9 (horizontal)

There are no specific requirements for TASKA social media content formatted in 16:9 besides the adherence to the standard brand guidelines and branding requirements found on pages [10, 11].

## YouTube and longer-form content

Videos intended for YouTube (or other destinations, including but not limited to conferences, presentations, and media kits) are in a 16:9 format.

The TASKA logo should be a permanent watermark in the top right of the screen with an opacity of 50%. The letters of the logo should be 5% of the pixel height of the frame, with the entire logo positioned out of the corner by the width and height of the 'T' in the logo.



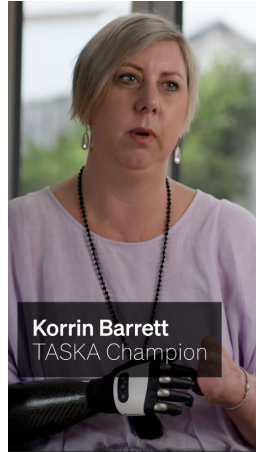
Dimensions of 'T' as a guide  
5% of total vertical pixels

## On-screen elements for vertical videos

Vertical videos should only include on-screen elements when necessary, such as interviewee names or key information not present in the post copy.

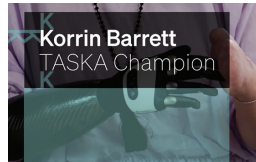
### Featured person text

Standard TASKA font is used, with the name in 'Kraftig' weight and the title in 'Extraleicht' weight. Size 47 in Davinci Resolve.



### Bounding box

65% black fill surrounding the text, the size of which is determined by the height of the upper-case letters in the name.



The same guide can be used to position the box overall in the frame. It should be 1 upper-case space from the left, and 1 full box space from the bottom. If the text is too long to support this, the size may be reduced to fit.

## On-screen elements for horizontal videos

Horizontal videos can include on-screen elements when necessary, such as interviewee names or key information. Any text outside of the below guidelines should be in the standard TASKA font.

### Featured person text

Standard TASKA font is used, with the name in 'Kraftig' weight and the title in 'Extraleicht' weight. Size 105 in Davinci Resolve.

## Bounding box

65% black fill surrounding the text, determined by the height of the upper-case letters in the name. The same guide can be used to position the box overall in the frame. It should be 2 upper-case spaces from the left, and 2 from the bottom.



## Supporting text and graphics

There are no specific requirements for other on-screen supporting elements, as long as they adhere to the standard TASKA brand & video guidelines.

## Intro and outro

Horizontal and long form videos should include the standard 'TASKA Intro 2023'. Vertical social media content that is shorter than 30 seconds, such as an Instagram stories or YouTube shorts, do not need an intro (unless they are longer than 30 seconds).

All technical guides, grips guides, and promotional videos should include the standard title after the standard TASKA intro, colour matched with the thumbnail. TASKA Champion videos, brand videos, and vertical social media content do not need this title (unless it falls into a category that would have the intro, like a technical guide).

All videos should include the standard 'TASKA Outro 2023'.



**Standard intro**  
TASKA Intro 2023 (vertical available).



**Standard video title**  
Same colour as thumbnail, title text over two lines like the thumbnail. Centred in frame like the intros.



**Standard outro**  
TASKA Outro 2023 (vertical available).

## Music

We have four different music tracks that are used depending on the type of content covered in the video. For social media, the use of a unique track is possible if it is better suited.

### TASKA CX promo

Creating the Future  
*Rooman Production*

### TASKA HandGen2 promo

Creative Thoughts  
*Abe*

### Tutorials and guides

New Worlds  
*Big Score Audio*

### TASKA Champion

Breath Of The Fresh Morning  
*Interx*

## Thumbnails

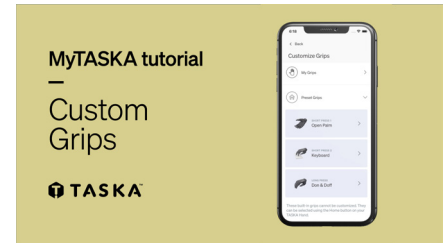
Video thumbnails should follow the standard templates below. Refer to the thumbnail selection pipeline on page [12] for more information on how to determine the appropriate thumbnail.



**Cool Grey #d0d0ce**  
TASKA Champion or brand videos



**Pale Pink #e9cdd0**  
Parts replacements



**Pale Yellow #d6cf8d**  
Software tutorials



**Grips Purple #183348 tint 55%**  
Grips related videos



**CX Blue #183348**  
CX specific promotional videos

Depending on the video, the thumbnail may need to be modified with the following:



**Use of image or render**  
Indicates video is user focused



**Use of line drawing**  
Indicates video is clinician focused



**White strike through**  
Indicates live content or VOD

### Thumbnail pipeline

#### Step 1 - Select subject

What subject does this video fall into?  
eg. Tutorial, replacing parts, TASKA  
HandGen2, CX...



#### Step 2 - Select audience

Is this video for prosthetists, users,  
or unspecified?



#### Step 3 - Select content

What best suits this video?  
eg. render, 50:50 image split

### ex. "Jason Lucci champion video"

#### Step 1 - Select subject

TASKA champion



#### Step 2 - Select audience

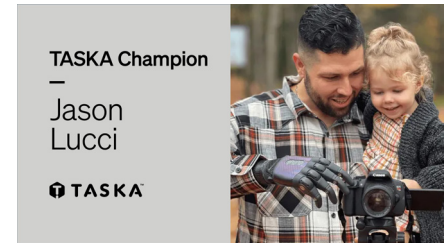
Users



#### Step 3 - Select content

50:50 image split

### Result:



## Video naming and thumbnail text

The text displayed on video thumbnails and their titles should follow the standard template below.

- Title - primary topic —
- Body text - subject —
- Logo —
- Video title - information from thumbnail with product name if not already included —



# Delivery requirements

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## Social media technical requirements

The videos we share on social media are primarily short, sharp pieces of content, such as a grip showcase, a case study of the TASKA Hand, or a short clip from a TASKA user. Occasionally longer videos will be reformatted for IG TV or similar.

- Aspect ratio of 9:16 and 16:9 where required (1920×1080, 1080×1920), occasionally 1:1 (1080×1080) may also be requested
- 15,000kbps

## Technical guide technical requirements

Our technical guides are meant to inform who is watching, so they must be simple and easy to understand.

Sometimes they will be made for users, other times for clinicians, and occasionally both.

- Aspect ratio of 16:9 (1920×1080)
- 25,000kbps

## TASKA story technical requirements

TASKA stories are videos focusing on our champions, users, staff, and or events. These are not technical videos; they are intended to tell stories and impart emotions. Examples could be a user sharing their story of their limb difference and how TASKA made their life easier, a profile on a staff member showing their role at TASKA, or coverage of TASKA at an event.

- Aspect ratio of 16:9 (1920×1080 or 3840×2160)
- 35,000kps or 50,000kbps (1920×1080 or 3840×2160)

## General technical specifications

Interview and talking head footage should be shot at 23.976 or 24 frames per second.

B-roll and 'beauty' footage should be shot at 23.976, 24, or 60 frames per second, but other frame rates may be used if better suited.

All content should be delivered either 24 or 23.976 frames per second, audio leveled to -12db, inside an H.264 .mp4 container.

## Languages

Some videos will require subtitles or voice-overs in a different language to English, such as German or French.

Before the video is created, determine which, if any, alternative language voice-overs are needed - rather than subtitles only.

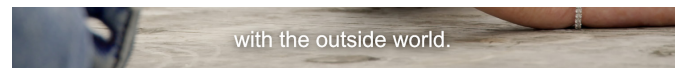
If a video is delivered in a language other than English, then the title, thumbnail, and on-screen text should all conform to that language. An English language subtitle may need to be included also.

## Subtitles

If a video requires subtitles the TASKA secondary font, Arial, should be used.

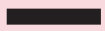
A black soft shadow of 35% blur, 35% opacity can be added if the white text needs to stand out more.

Sizing in DaVinci Resolve is 58 for landscape, 40 for vertical (text height approximately 4% of total video height).




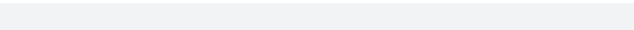
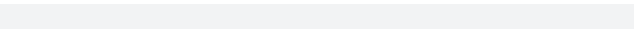
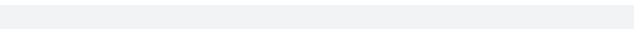


# Delivery checklist



## Checklist

Confirm all of the below items are completed and checked off to ensure a quick and easy brand and technical sign off.

- Intro and outro are appropriate for the type of video
- Aspect ratio is correct
- Instagram preview framing is correct (if applicable)
- TASKA watermark is correct (if applicable)
- Visual style fits the description in the guidelines
- Editing style fits the description in the guidelines
- Subtitles, voice-overs, and languages are correct
- Colour correction and grading is consistent and true to life
- Correct trademarks are present
- Delivery requirements are met (frame rate, resolution, etc)
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