DRIFT®

video guidelines

contents

DRIFT

introduction

In our ongoing effort to strengthen Drift® and its brand presence we have created an official video intro reel and transitions for use by authorised Drift® video editors. In this document you will find guidelines for using these resources in your edits.

The intro reel doubles as the outro, and also included are three transitions and an animated background for use with text and graphics, as necessary.

Thank you for being part of our journey. We look forward to seeing your creations!

Get Out There,

DRIFT®

the intro

The official intro reel is divided into 3 sections, only two of which are to be used for the intro. First the hero shot of the camera, then the logo and brand followed by the tagline. When using this file for the intro reel, only the first 3.5 seconds are to be used, editing into the video content following the white screen flash between the logo screen and the tagline screen (the tagline 'get out there' will be featured at the end of the video).

We provide the intro reel in 2 available formats, with and without the alpha channel.

When making official videos, each video should primarily use the reel with the alpha channel to ensure the screen has a preview clip of the current video edit in the screen. When it is not possible to edit a preview into the first segment of the video, the reel without the alpha channel may be used as a default option. We would like to avoid using the default option, as the intro reel was designed to be used as a preview for the video.

This intro reel is not to be re-distributed outside of official channels, and any unauthorized usage will be moderated.

Default Option
(without alpha channel)

Filename: DriftIntro_0126r01.mov

Format: Apple ProRes 422 (HQ)
             Stereo (L R @ 48000kHz)
             1920 × 1080 pixels

Movie FPS: 23.98

Date Size: 127.37MB

Duration: 00:00:06.51

Primary Option
(with alpha channel)

Filename: DriftIntro_0126r01_alpha.mov

Format: Apple ProRes 422 (HQ)
             Stereo (L R @ 48000kHz)
             1920 × 1080 pixels

Movie FPS: 23.98

Date Size: 913.75MB

Duration: 00:00:06.51

the outro
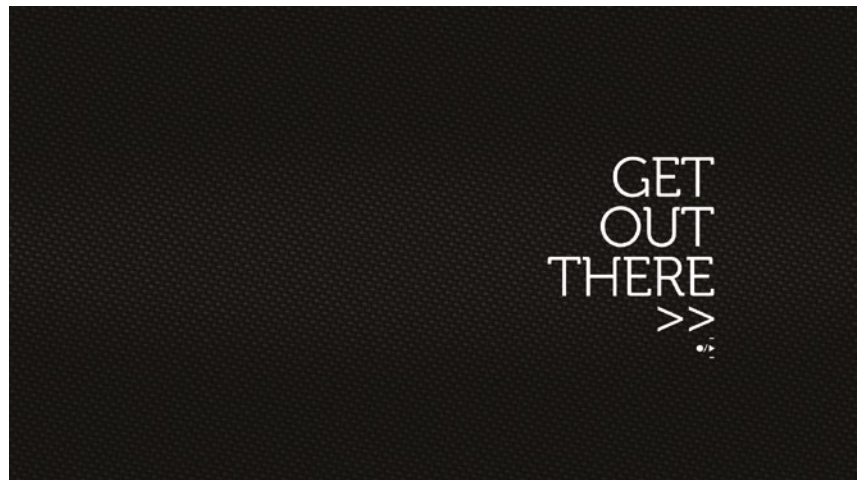
The official Drift® outro will consist of using the full 6 second intro reel, ending with the 'Get Out There' tagline - our call to action.

Therefore, depending on if you used the intro with or without the alpha channel, just use the full clip you have edited (or the full default clip) as the outro for your video edit.

Default Option
(without alpha channel)

Filename:	DriftIntro_0126r01.mov
Format:	Apple ProRes 422 (HQ)
	Stereo (L R @ 48000kHz)
	1920 × 1080 pixels
Movie FPS:	23.98
Date Size:	127.37MB
Duration:	00:00:06.51

Primary Option
(with alpha channel)

Filename:	DriftIntro_0126r01_alpha.mov
Format:	Apple ProRes 422 (HQ)
	Stereo (L R @ 48000kHz)
	1920 × 1080 pixels
Movie FPS:	23.98
Date Size:	913.75MB
Duration:	00:00:06.51

transition one

Transition One

Filename: Transition_01_0125r01.mov

Format: Animation
1920 × 1080 pixels

Movie FPS: 23.98

Date Size: 176.42MB

Duration: 00:00:01.42

Transition one is a great way to transition between different sports or subject matter in a video edit. The transition begins with a lens flare from the lens surface, rotates the camera 90 degrees towards the screen, then enlarges the screen to the size of the video.

Use of this transition requires the editor to edit the incoming scene into the screen, making a flawless transition. This edit is not to be used without having edited the incoming scene into the camera LCD.

This transition can be used forwards, and backwards.

transition two

Transition Two

Filename:	Transition_02_0125r01.mov
Format:	Animation
	1920 × 1080 pixels
Movie FPS:	23.98
Date Size:	181.39MB
Duration:	00:00:01.42

Transition two is an alternate way to transition between different sports or subject matter in a video edit. The transition comes in off the camera LCD, rotates the camera 270 degrees towards the lens, then enlarges the lens to the size of the video.

Use of this transition requires the editor to edit the outgoing scene into the screen, and the incoming scene into the round lens making a flawless transition. This edit is not to be used without having edited the incoming and outgoing scene into the camera LCD and lens.

This transition can be used forwards, and backwards; file also contains alpha channels.

transition three

Transition Three

Filename: Transition_03_0125r01.mov

Format: Animation
1920 × 1080 pixels

Movie FPS: 23.98

Date Size: 202.10MB

Duration: 00:00:01.92

Transition three is a pure brand transition. The bug enters and spins into place, followed by the slide out of the Drift® logo.
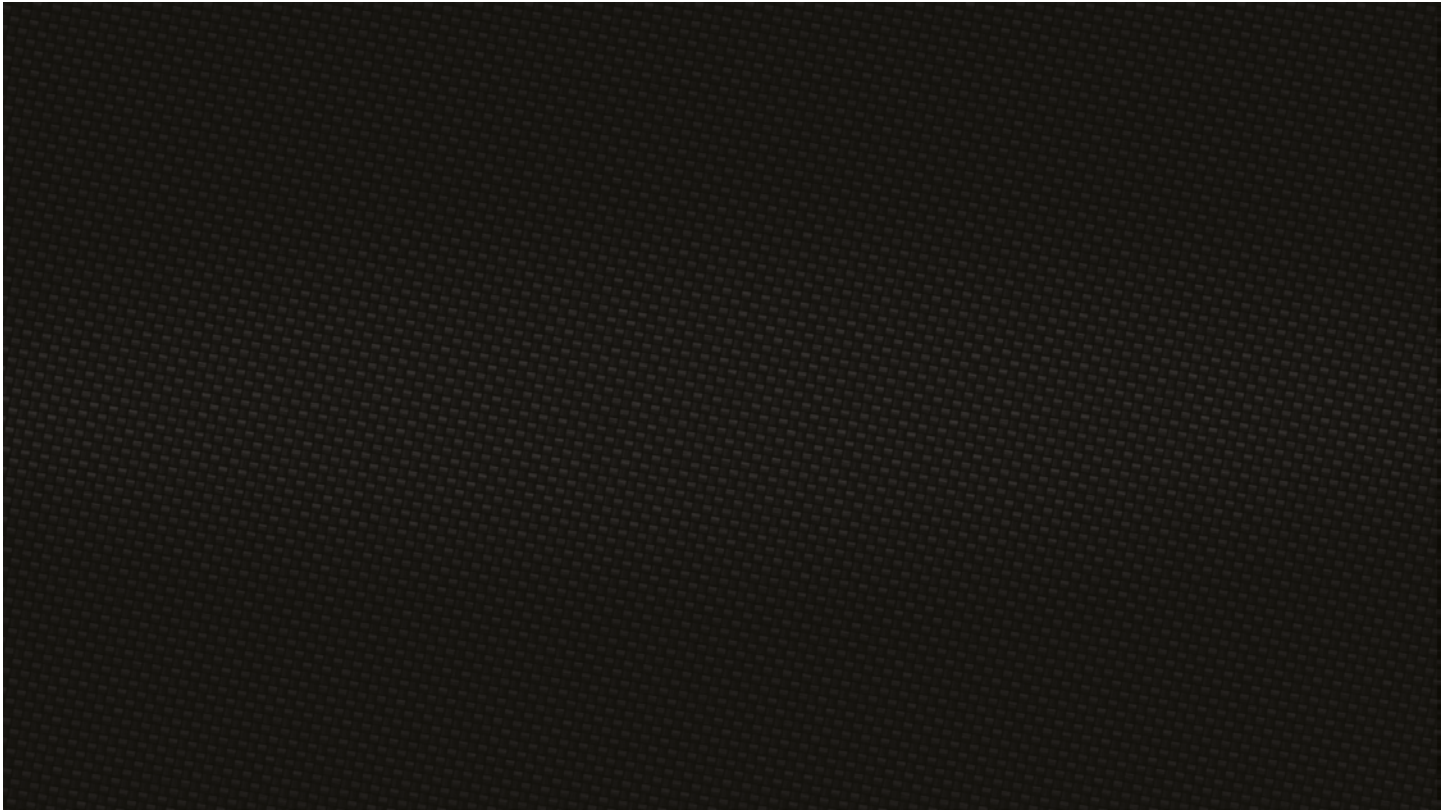
Use of this transition does not require video editing, however it retains this capability of editing into the backwards S in the bug logo.

This transition should only be used forwards, and contains the alpha channel.

the background

Background

Filename:	Drift_BKG_0126r01.mov
Format:	Apple ProRes 422 (HQ) 1920 × 1080 pixels
Movie FPS:	23.98
Date Size:	140.39MB
Duration:	00:00:06.51

Should the user need to add a splash page with text or graphics, we provide a 6 second clip containing the animated carbon fiber backdrop.

Examples of usage would be a collaborative logo graphic backdrop, backdrop of text inserts etc.

typography

Drift® Video Typography

Our primary font family is Museo, in either 300 or 500 weight.

Museo should be used for headings and sub-headings but never for a large body of text.

Our secondary font family is Museo Sans, and is used to compliment the primary font family, predominantly in the body of text.

The Drift® logo should always be used for display purposes, rather than typed, unless in a body of text (as it appears here).

museo

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

museo sans

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
0123456789