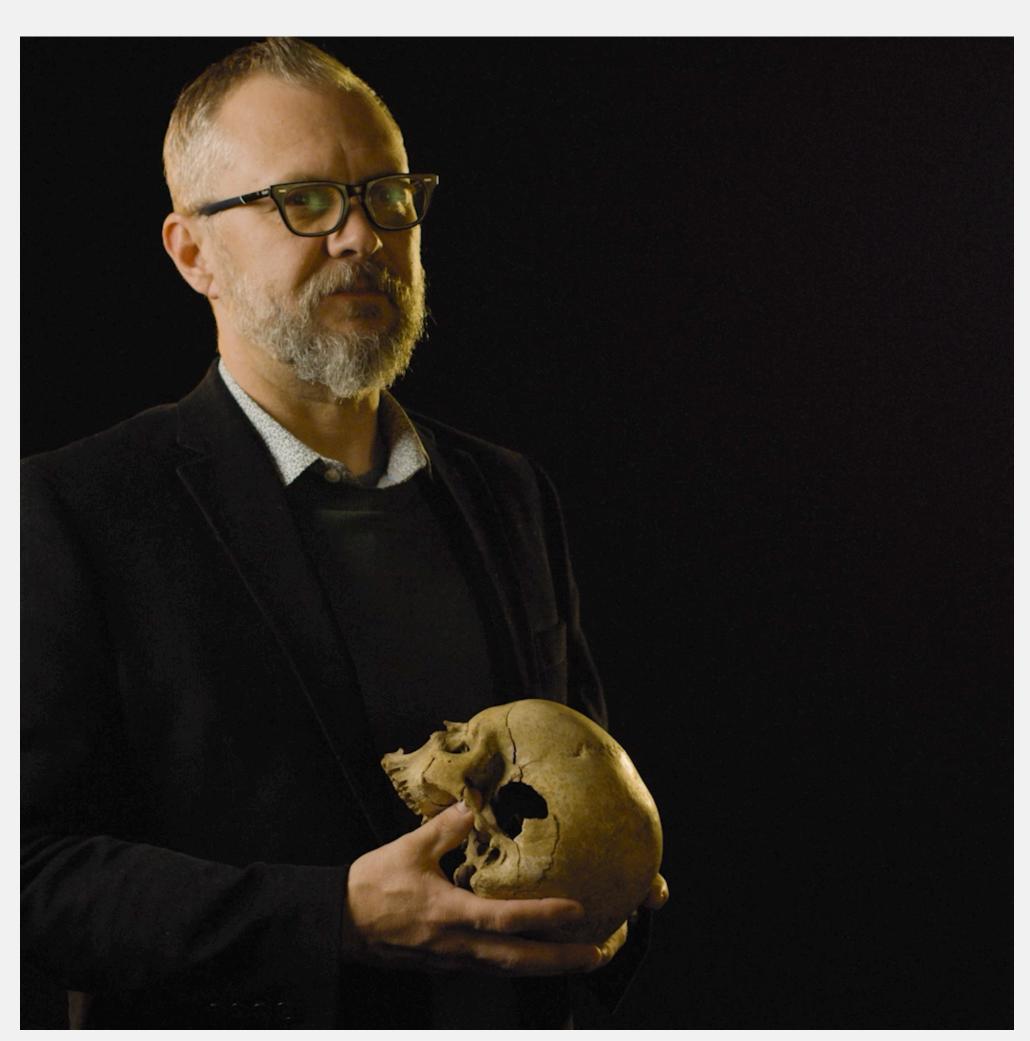# Why TOV?

- Users can consume your content with the sound off

- Leads to better engagement on social

"As much as 85% of video views happen with the sound off"

Scripting

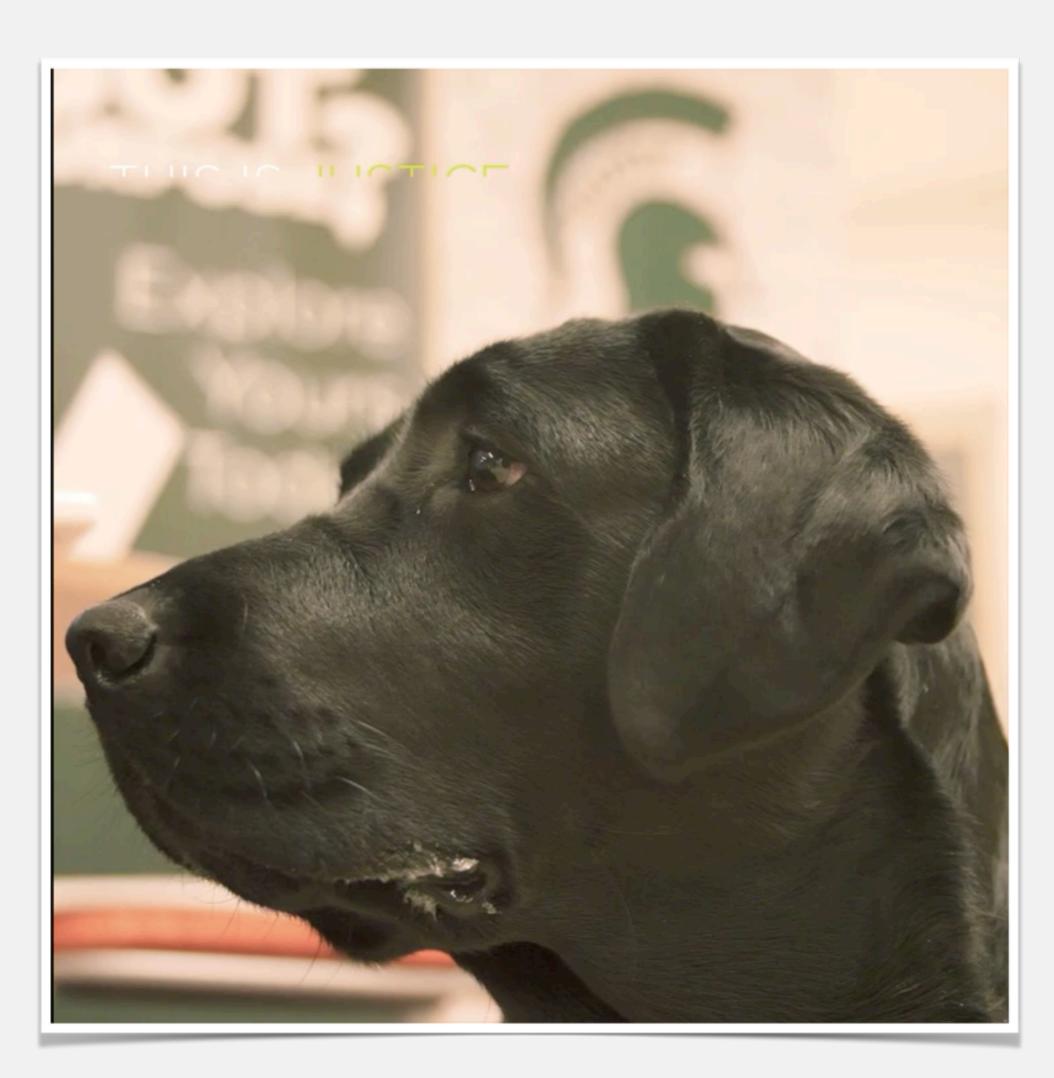MSU PLAYS A KEY ROLE IN MICHIGAN'S WINE INDUSTRY

- Succinct text

- Aim to have 10 words per clip

- Start with the most interesting line

Visual Stories

- Capture most interesting visuals

- Be mindful of when and where text appears on screen

- Photos or video work

Visual Pacing

- Long enough to read, quick enough to keep attention

- Animation of text helps

- Limit changing shots while text on screen

- Don't rely on music

Our Standards

- ALL CAPS text

- "Spartan Green" background

- White (primary text)

- "Bright Lime" (highlighted text)

PMS: 567
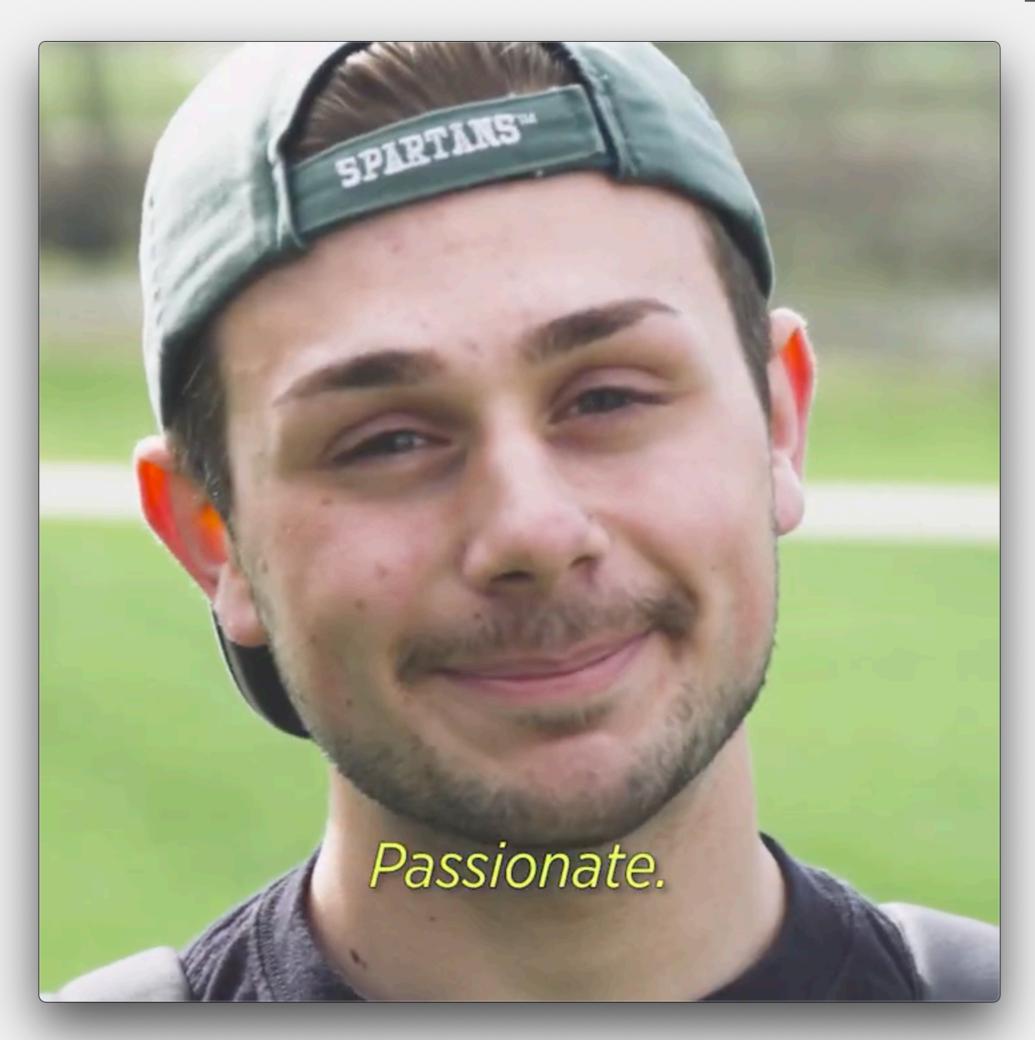CMYK: C:82 M:0 Y:64 K:70
RGB: R=24 G=69 B=59
WEB: 18453B

C:22 M:0 Y:91 K:0
R:209 G:222 B:63
HEX #D1DE3F

passionate   Self-directed   INFALLIBLE

Determined   PROUD

Spartan
(noun)
an individual who exhibits an uncommon will
to make a better world

UNSTOPPABLE

Outgoing

Strong

TENACIOUS

MSU ASKED STUDENTS,
"WHAT WORD DEFINES YOU
AS A SPARTAN?"

TOV+

- Interweave interview audio

- Open caption all spoken word

- Still operates under the mindset that audience has audio turned off

Questions?

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