

emaldo

Emaldo®

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This guide defines the basic principles for how text, titles and graphic elements should be used across video content.

The purpose is to create a consistent, clear and professional expression across all formats, whether the content is used for social media, presentations, campaigns or internal communication.

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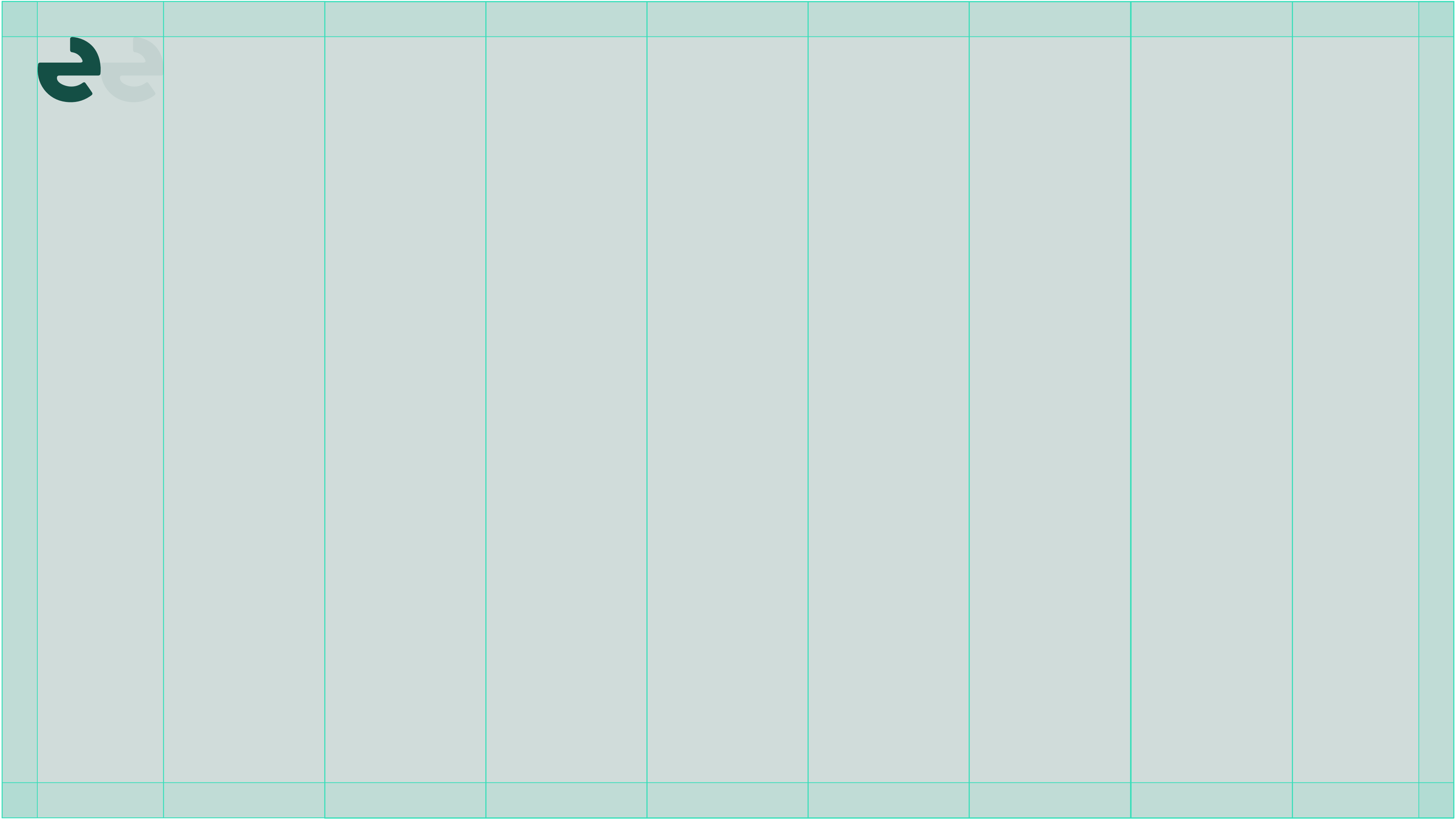
Title

Application Example

Logo & Layout

The logo should always be placed within the safe area and maintain consistent spacing across all video formats. Avoid placing the logo over faces, subtitles or high-contrast areas.

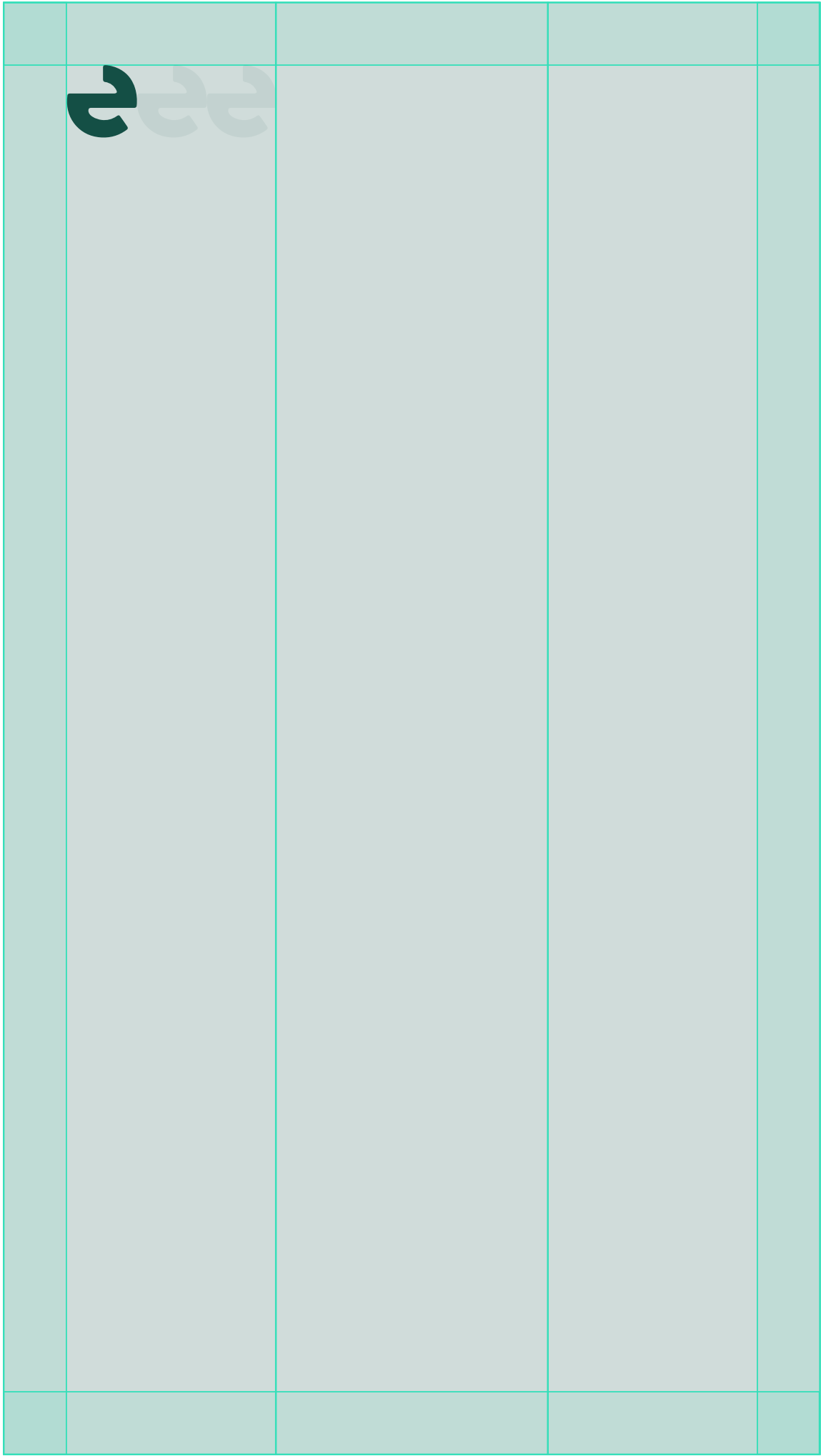
- 1920 × 1080 px
- 9-column layout grid
- 40 px safe margin
- 48 × 48 px logo



Logo & Layout

The logo should always be placed within the safe area and maintain consistent spacing across all video formats. Avoid placing the logo over faces, subtitles or high-contrast areas.

- 1080 × 1920 px
- 3-column layout grid
- 40 px safe margin
- 48 × 48 px symbol logo
- 240 px wordmark width



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Typography should be used consistently across all video formats to ensure clarity, readability and a coherent brand expression.

Manrope

AaBbCcDdEeFfGgHhIiLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Name
Manrope Semibold
Size: 70 px
Line height: 76 px
Tracking: -4%

Manrope Regular
AaBbCcDdEeFfGgHhIiLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Title
Manrope Regular
Size: 40 px
Line height: 46 px
Tracking: -4%

Manrope Semibold

AaBbCcDdEeFfGgHhIiLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Subtitles
Manrope Regular
Size: 30 px
Line height: 36 px
Tracking: -2%

Regular

We don't just supply products,
but the total solution

Semibold

Need help choosing?
Contact us.

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Lower Thirds

Lower thirds are used to introduce speakers, interview subjects or featured people in video content. The title should provide context, while the name should remain the primary focus.

Place the lower third within the safe area and align it to the layout grid. Avoid placing text over faces, subtitles or visually busy areas.

1920 × 1080 px
9-column layout grid
40 px safe margin
Title: 40 px
Name: 70 px

Actor & Homeowner
Sebastian Jessen

Actor & Homeowner
Sebastian Jessen

Motion behaviour

Lower thirds should fade in and fade out only. No slide, bounce or scale animation.

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1920 × 1080 px
9-column layout grid
40 px safe margin
Title: 40 px - Manrope Regular
Name: 70 px - Manrope Medium

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- 40 px safe margin
- Title: 40 px - Manrope Regular
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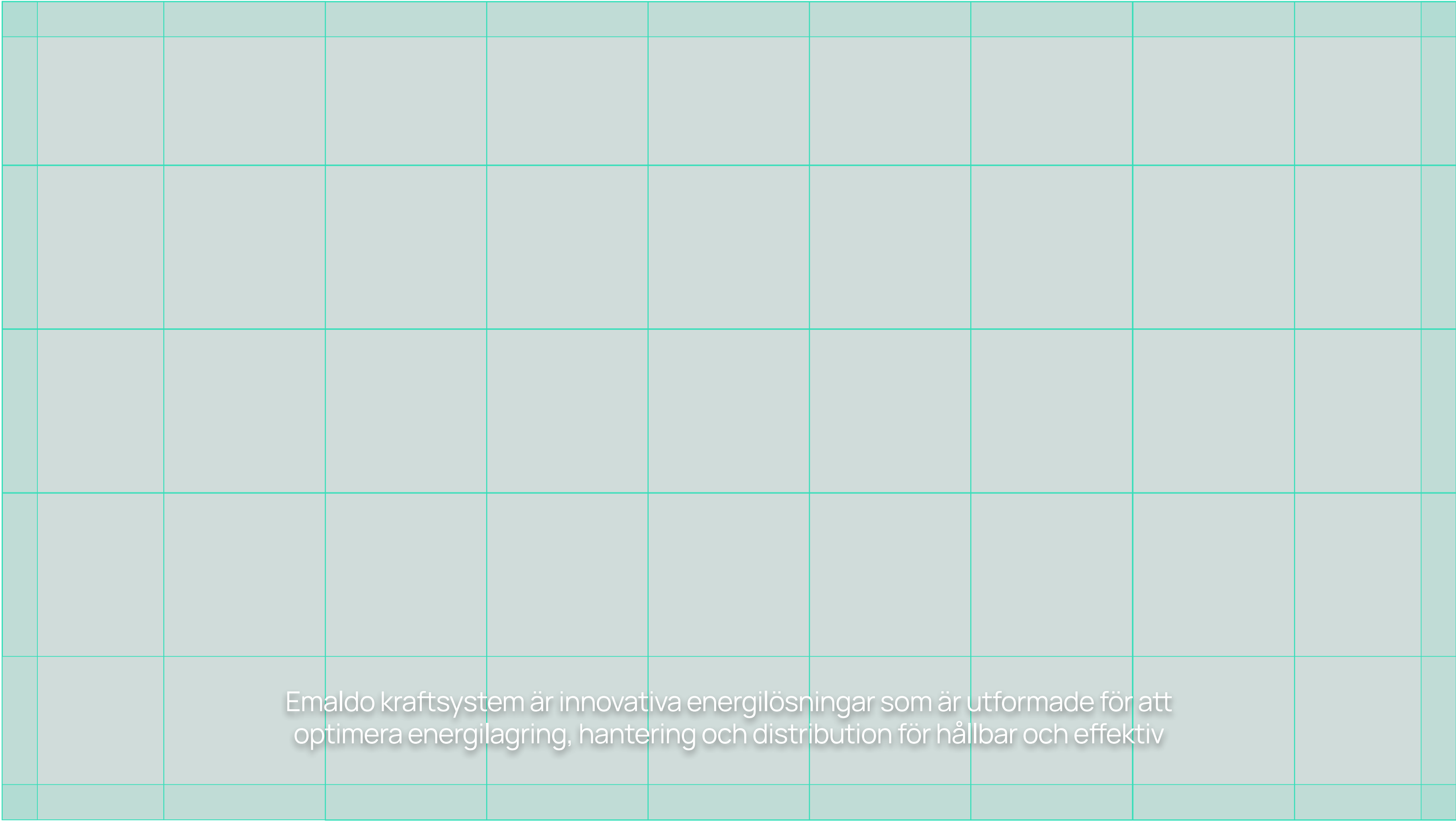
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Subtitles

Subtitles should be clear, readable and consistently placed across all video formats. They should support the spoken content without competing with other graphic elements.

Place subtitles within the bottom safe area, centred horizontally. Use a subtle text shadow to improve readability over both light and dark footage.

- 1920 × 1080 px
- 9-column layout grid
- 40 px safe margin
- Subtitle: 30 px
- Line height: 36 px
- Max lines: 2
- Text shadow: 0 px / 2 px / 8 px / 30%

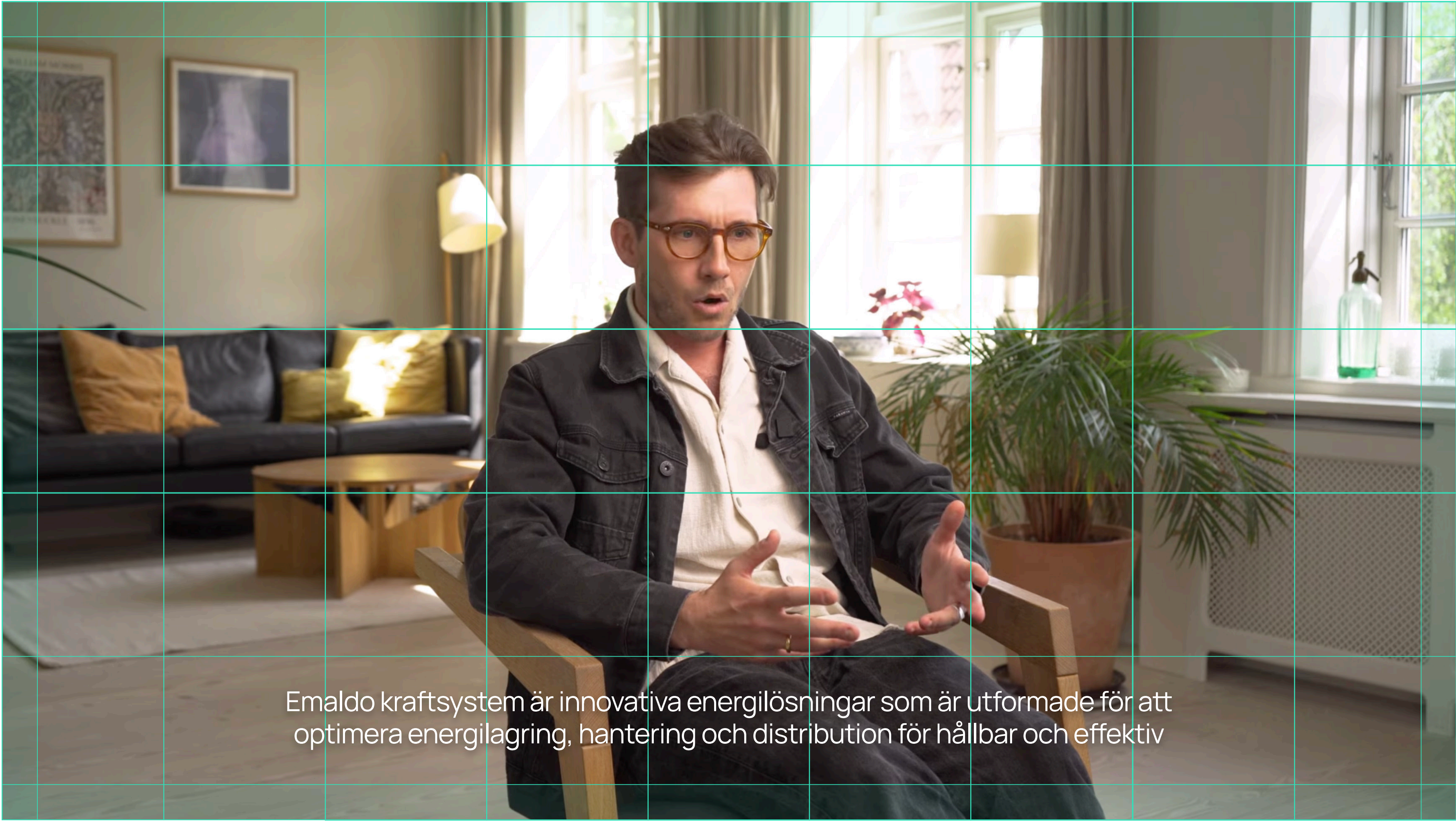


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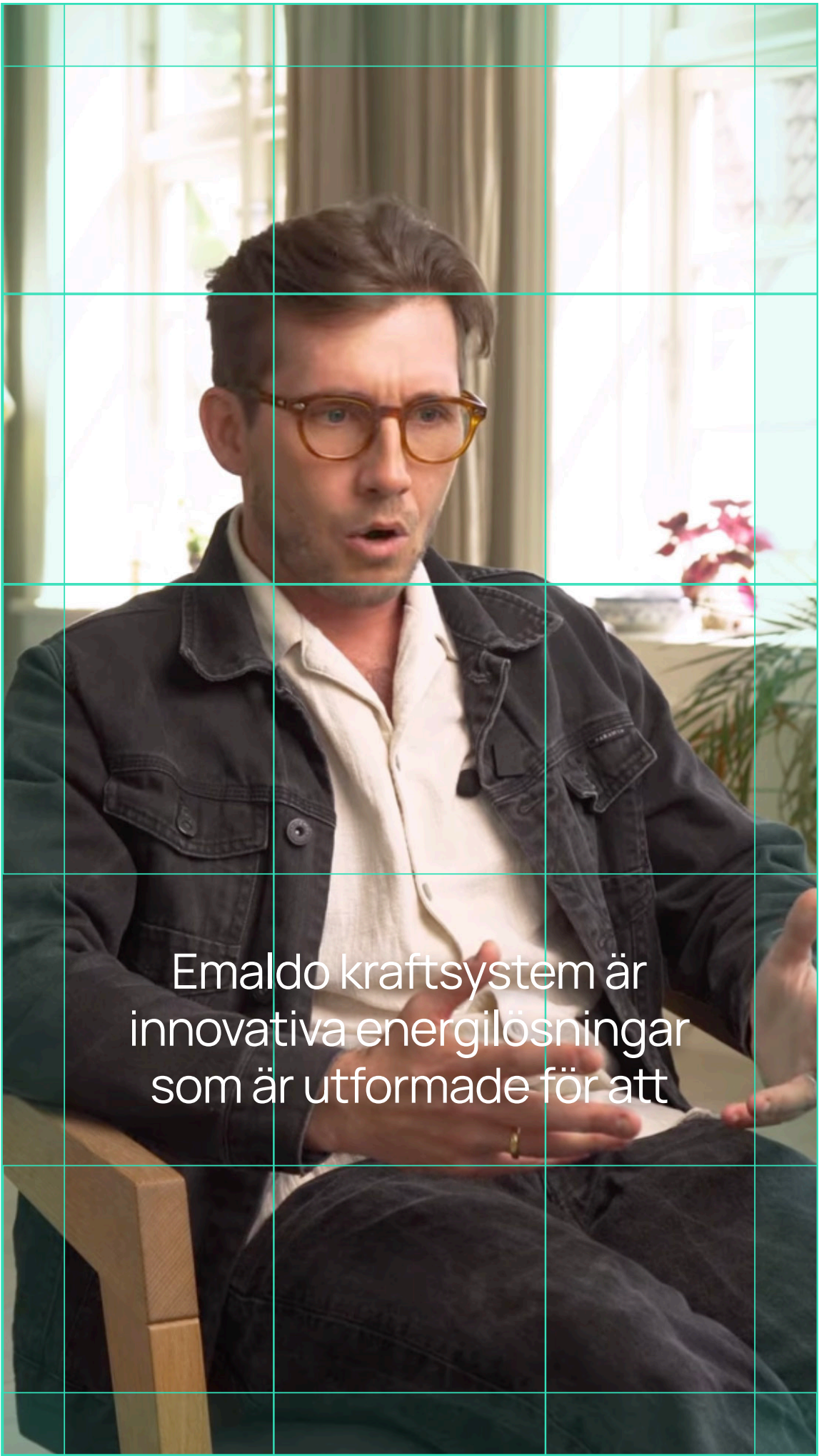


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Title

Video titles are used for opening frames and short section introductions. Titles should appear on a dark background or over a blurred image to ensure strong contrast and readability.

Text should remain white, with optional use of the brand accent colour for emphasis.

Video Title
Manrope Regular
Size: 100 px
Line height: 110 px
Tracking: -4%
Text colour: White
Optional highlight: Brand accent colour

Motion behaviour

Emaldo should always remain present as a fixed brand element.

The title on the right may change depending on the video content.

Animation principle:
Emaldo: fade in / fade out
Video title: typewriter reveal



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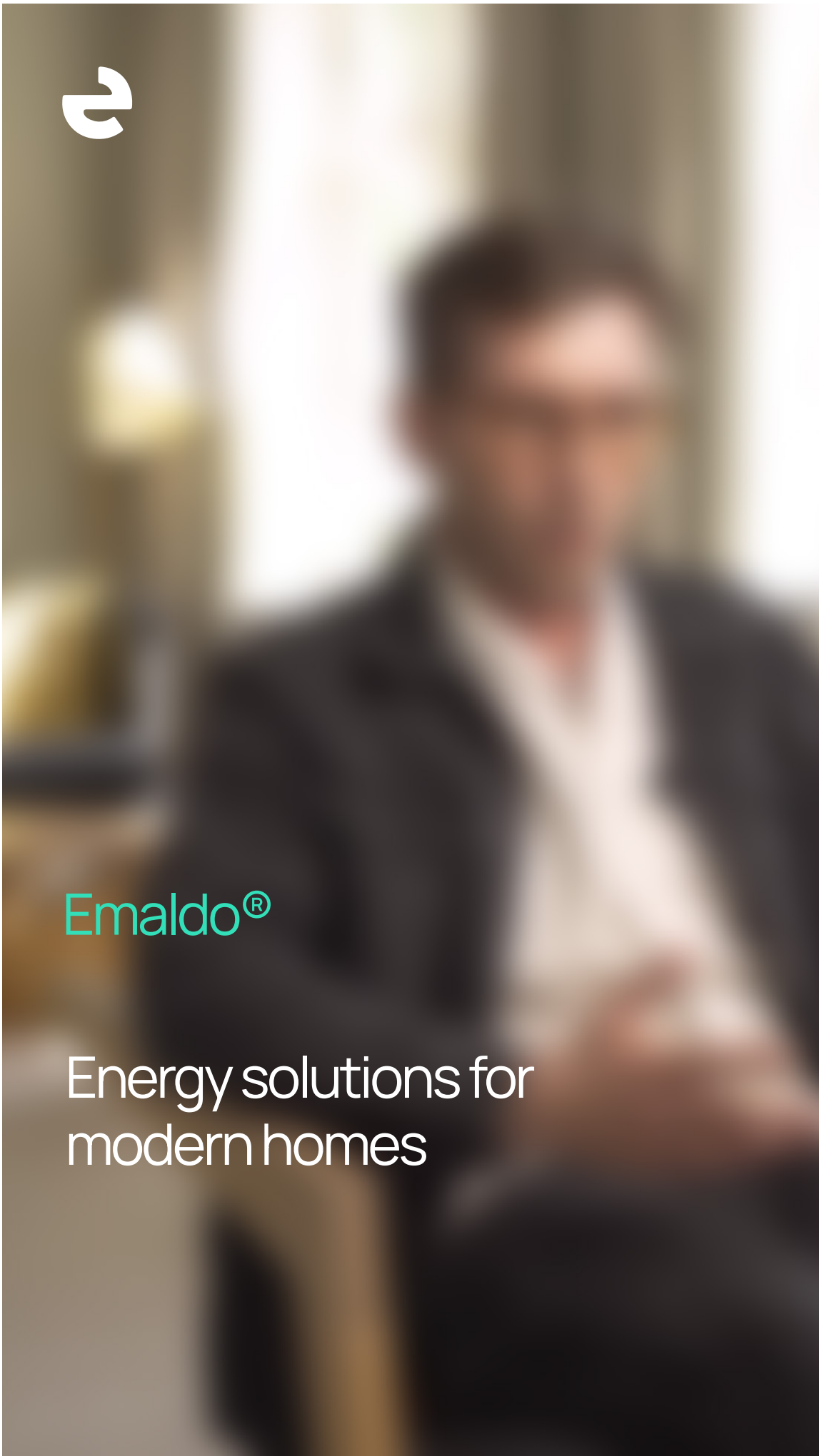
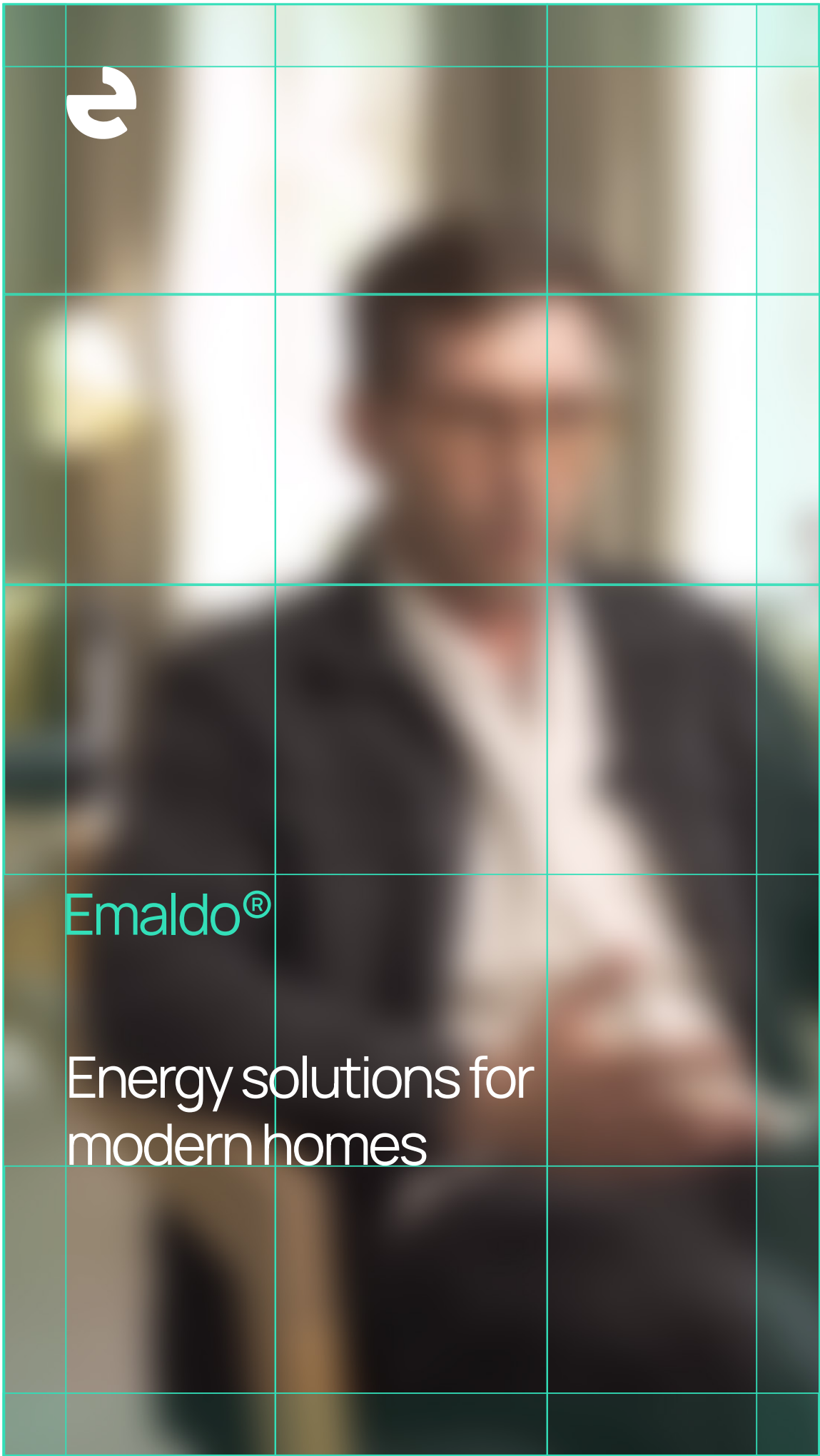
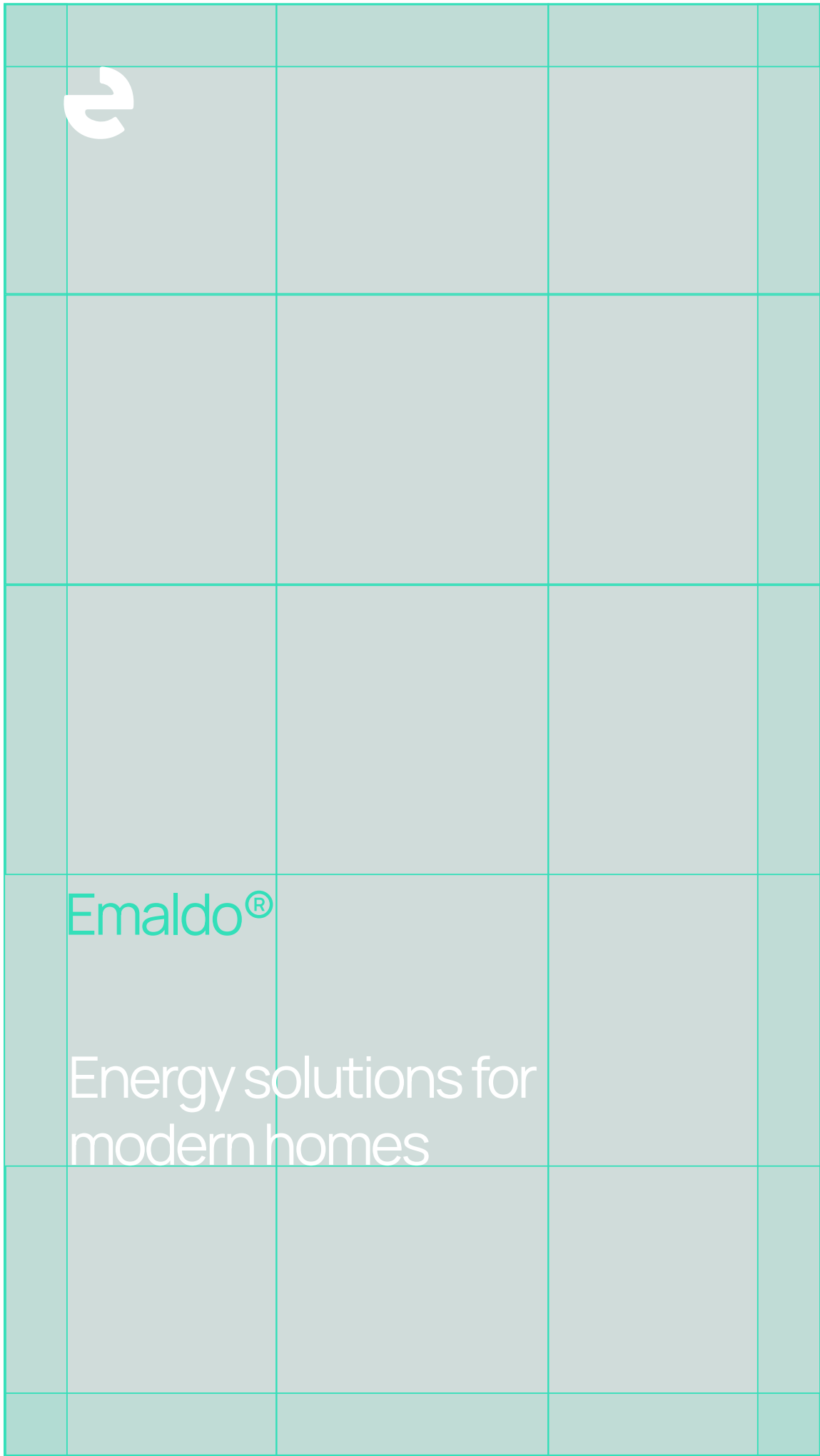
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This example shows how logo, lower thirds and subtitles work together within a 16:9 video frame. All elements should remain within the safe area and follow the defined layout grid.



