Robert Bosch
Stiftung

MOTION
STYLE GUIDE

Everything for video and social

Status **February 2024**

CONTENTS

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TYPO & COLOUR

TYPOGRAPHY

BOSCH SANS

BLACK - VERSAL

For titles / subhead / highlights
Tracking: -5

Line spacing
Font size <20 = 1.5
Font size >20 = 1.3

Bosch sans

REGULAR & BOLD - MIXED

For general text
Tracking: 0

Line spacing
Font size <20 = 1.5
Font size >20 = 1.3

CORPORATE & AREAS OF SUPPORT COLOURS

CORPORATE
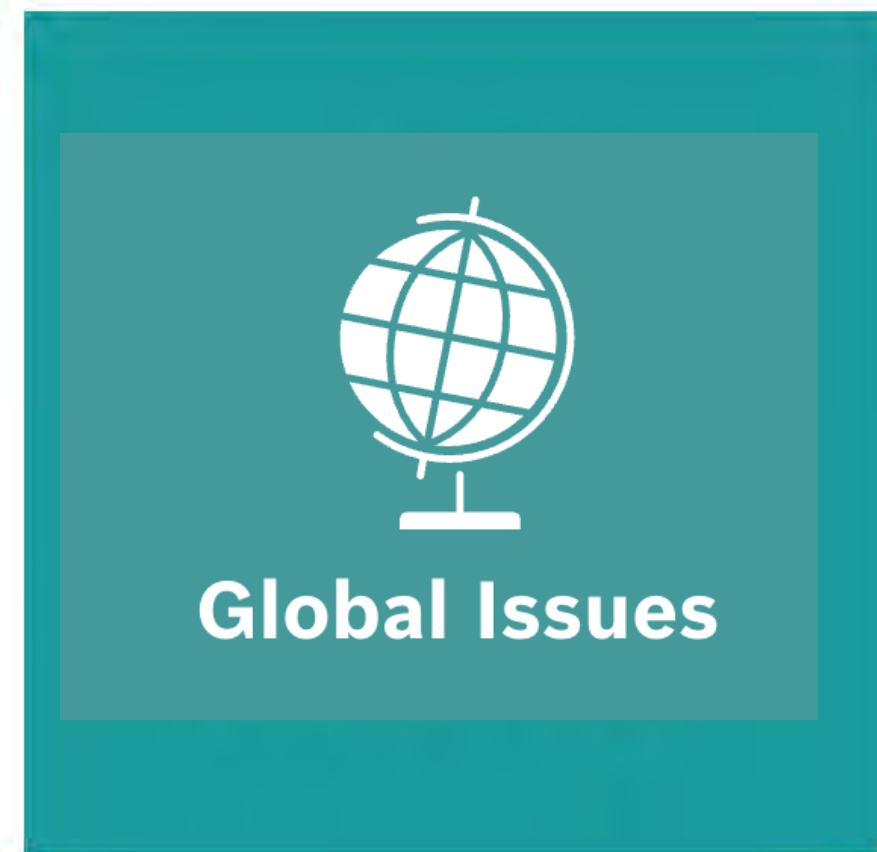
Education

RGB 120 / 45 / 130
#782D82

Health

RGB 35 / 35 / 125
#23237D

Global Issues

RGB 0 / 155 / 155
#009B9B
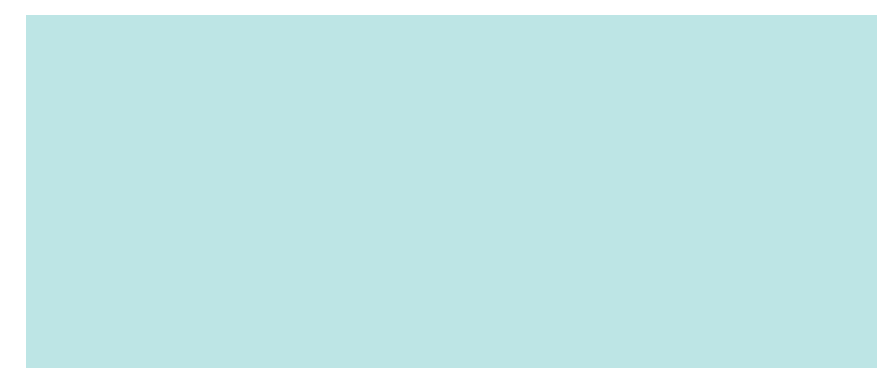
RGB 255 / 255 / 255
#FFFFFF

RGB 0 / 0 / 0
#000000

RGB 219 / 199 / 222
#DBC7DE

RGB 120 / 210 / 228
#D2D2E4

RGB 210 / 210 / 228
#BDE5E5

RGB 94 / 102 / 110
#707B84
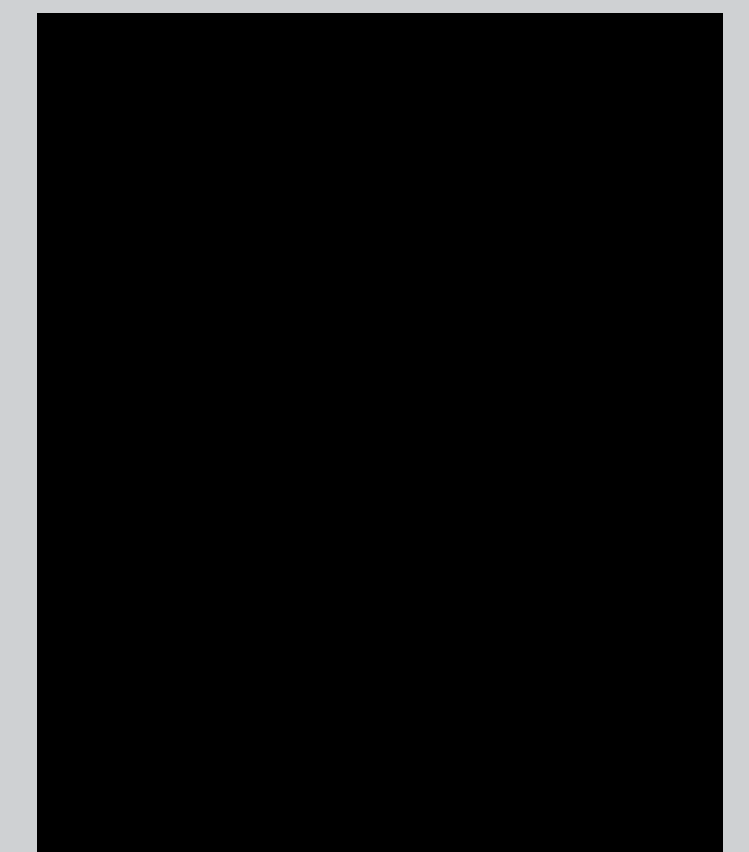
RGB 225 / 10 / 20
#E10A14

Typo & Colour

SAFE
SPACES

VIDEO 16:9

Margin all around: 100px

Area for the placement of overlay elements - e.g. text content and logo overlays.

Area size: 1620 x 780px
Margin: 150px

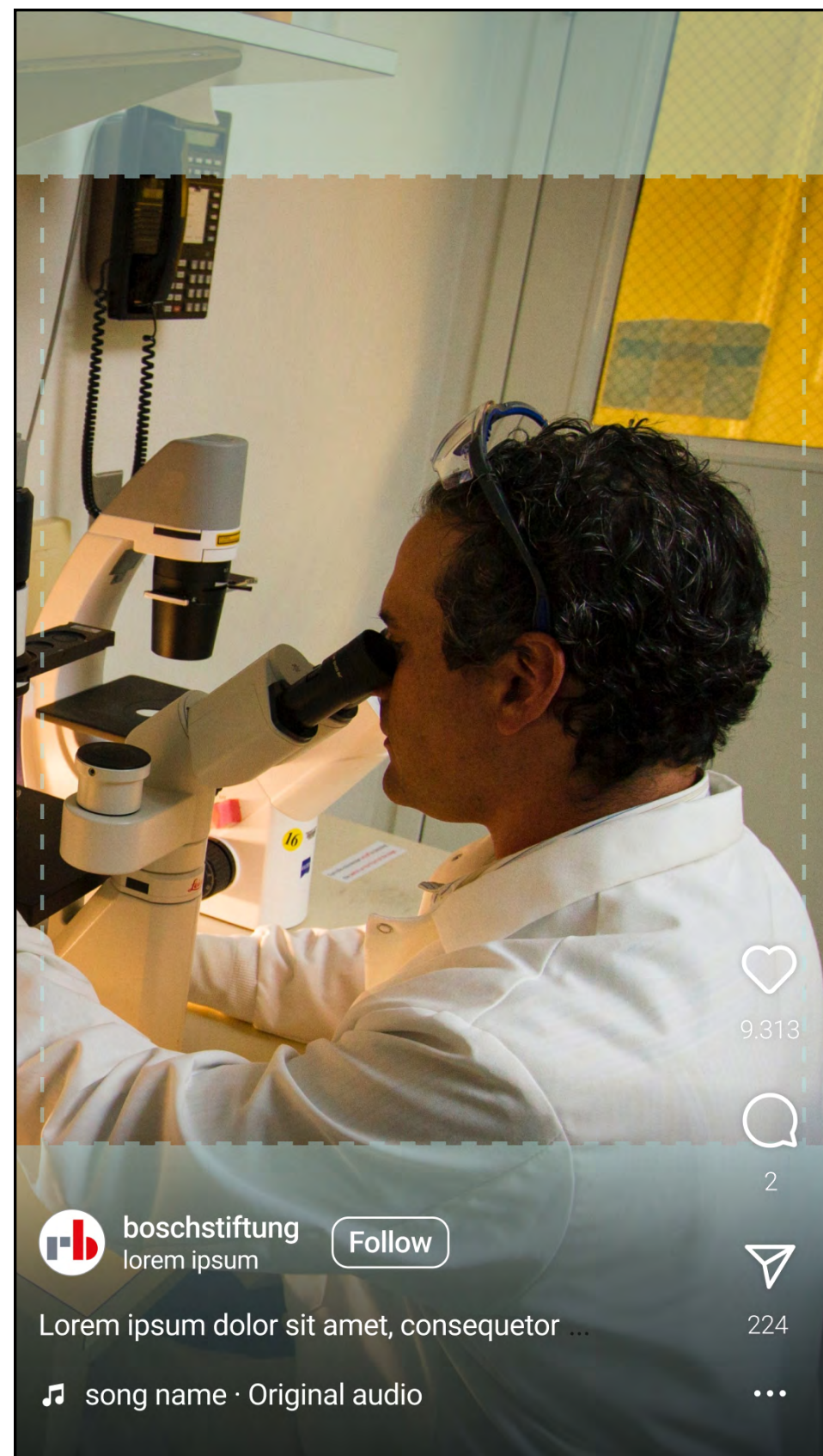**Safe spaces**

SOCIAL MEDIA 9:16

VIDEO 9:16 REELS & SHORTS

Margin: 200px

Area for the placement of
overlay elements - e.g.
text content and logo
overlays.

Area size: 1010 x 1280px
Margin: 40px

Margin: 420px

*Depending on the platform, the
lower edge distance must be
adjusted.

VIDEO 9:16 STORIES

Margin: 250px

Area for the placement of
overlay elements - e.g.
text content and logo
overlays.

Area size: 1010 x 1470px
Margin: 40px

Margin: 200px

*Depending on the platform, the
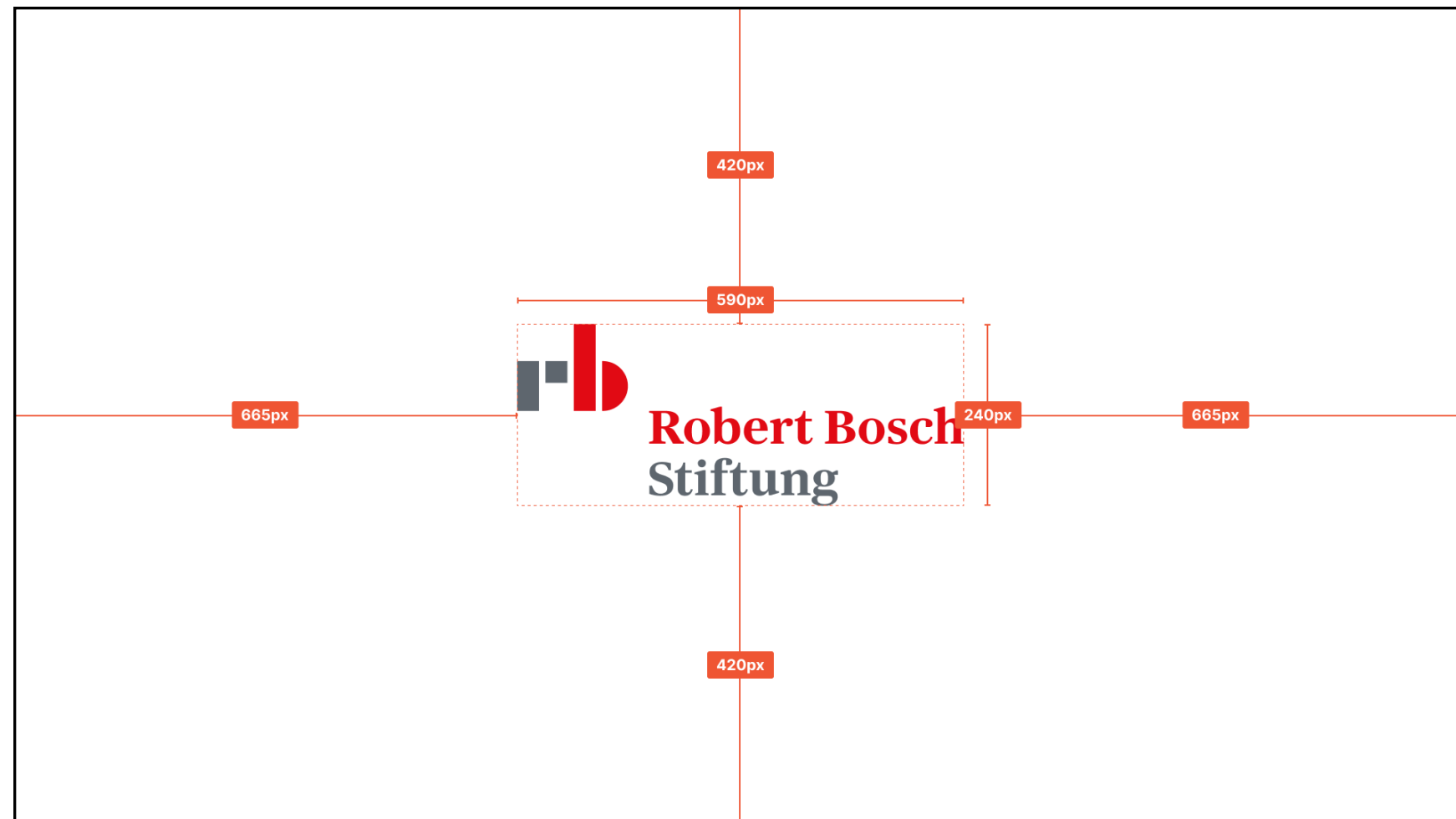lower edge distance must be
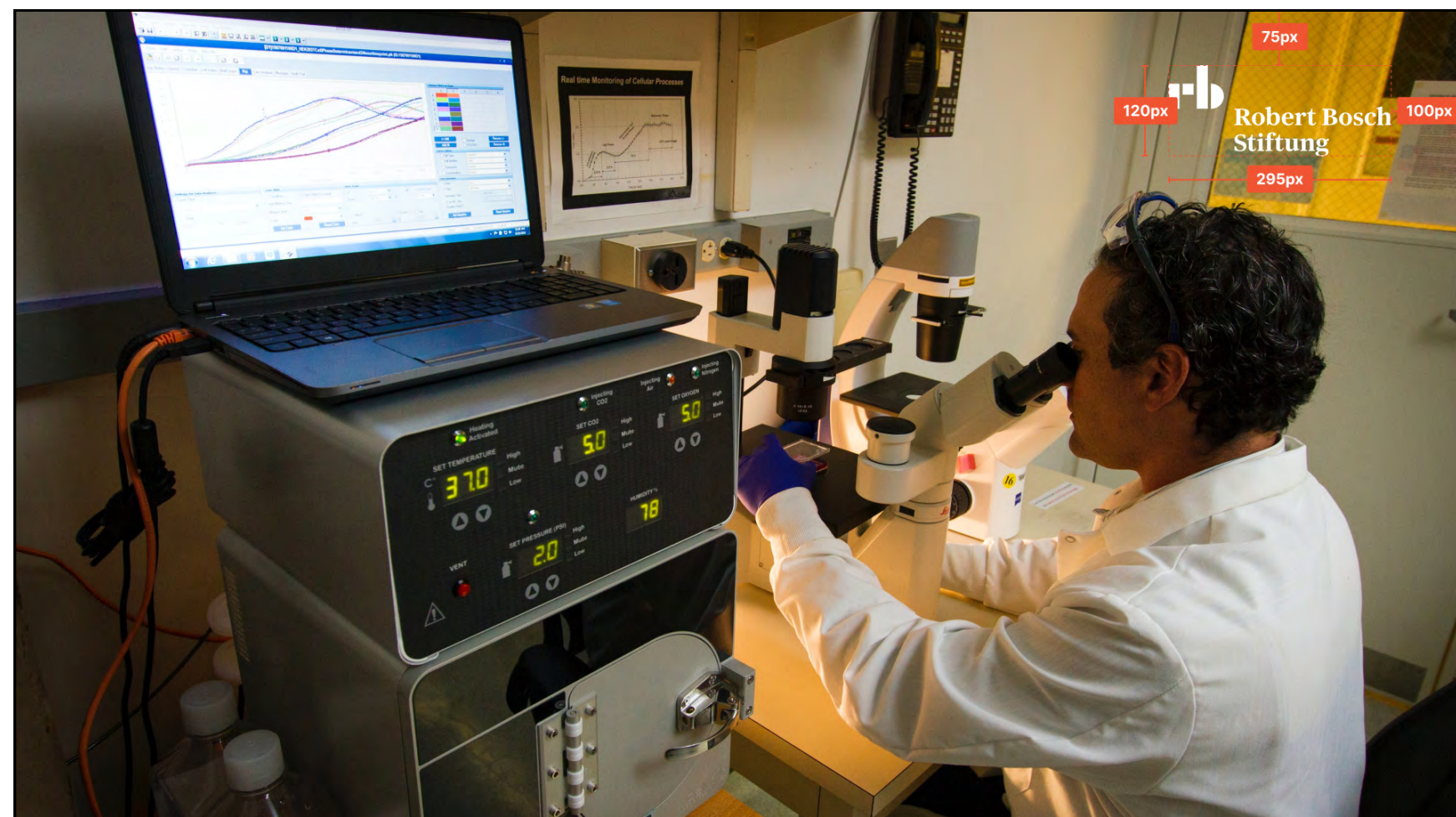adjusted.

Safe spaces

LOGO:
POSITION &
COLOURING

LOGO: DEFAULT

Logo centred in corporate style.
Opacity: 100%

Cornerbug logo:
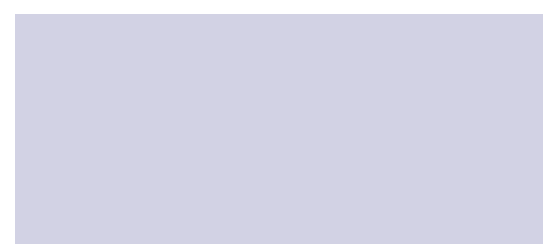The logo is always displayed at the top right in 16:9 videos, except in the outro. The Cornerbug logo is omitted in 9:16 videos.

Logo: Position & Colouring

LOGO: AREAS OF SUPPORT

Logo in the middle, in black, with the respective area of support colour in the background if a video is to be assigned to an area of support.
Opacity: 100%

Background

Logo colour

Logo: Position & Colouring

INTRO

THIS IS
A TITLE
LOREM IPSUM

947px

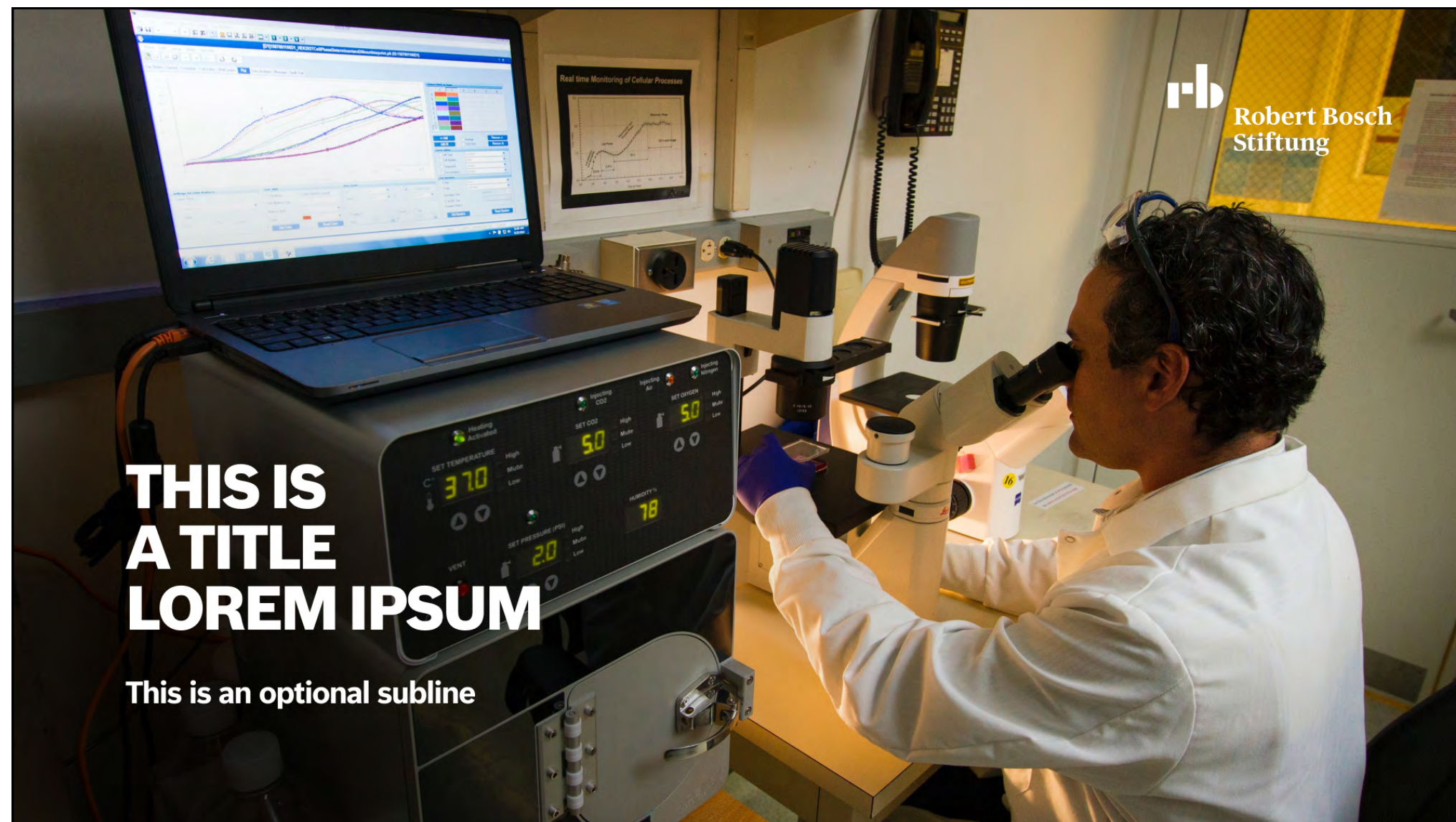154px

40px

This is an optional subline,
which could have two lines.

96px

INTRO: DEFAULT

Intros can be used with or without a subline. The title is always at the bottom left with a slight darkening for better legibility. The subline could also have two lines.
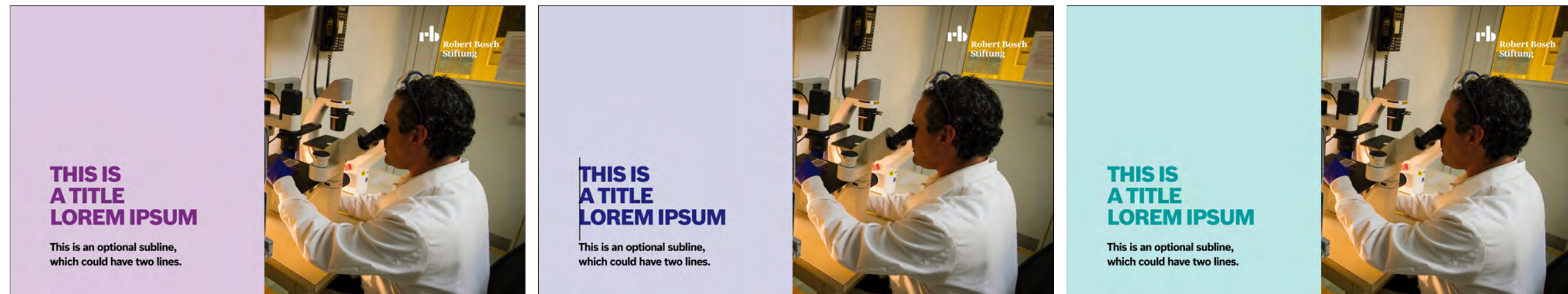
Intro

INTRO: FALLBACK

**THIS IS
A TITLE
LOREM IPSUM**

**This is an optional subline,
which could have two lines.**

The fallback variant is used, if the video material is not suitable. This can be used either in the corporate colour or in the area of support colours, depending on the desired area of support affiliation of the video (see following page).

INTRO:
AREAS OF SUPPORT

Colour selection depending on the desired area of support affiliation of the video.

COLOUR GRADATIONS

Background

Headline

Subline

Intro

TEXT OVERLAYS

947px

375px

87%

150px

A text overlay for subheads with highlighting is also possible.
Information on the number can be found here.

SUBHEAD: DEFAULT

Lorem ipsum dolor sit Amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor

Subheads are used to make short explanations more visible. The text is easier to read with the lower left corner darkened.

Text overlays

SUBHEAD: FALLBACK

Lorem ipsum dolor sit Amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor

The fallback variant is used, if the video material is not suitable.
Opacity: 100%.

Text overlays

SUBHEAD:
AREAS OF SUPPORT

If a video is to be assigned to an area of support, the subhead can be displayed with the area of support colour.

The opacity can be increased variably up to 100%, if the video material is not suitable.

Default opacity: 60%

COLOUR GRADATIONS

Background

Text

Text overlays

HIGHLIGHTING: DEFAULT

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89%
Lorem ipsum dolor sit
Amet, consectetuer
adipiscing elit. Aenean
commodo ligula eget dolor

The first line is always displayed in large. The number does not change automatically, but can be displayed smaller manually. For example, you can work with %, but also with million.

Text overlays
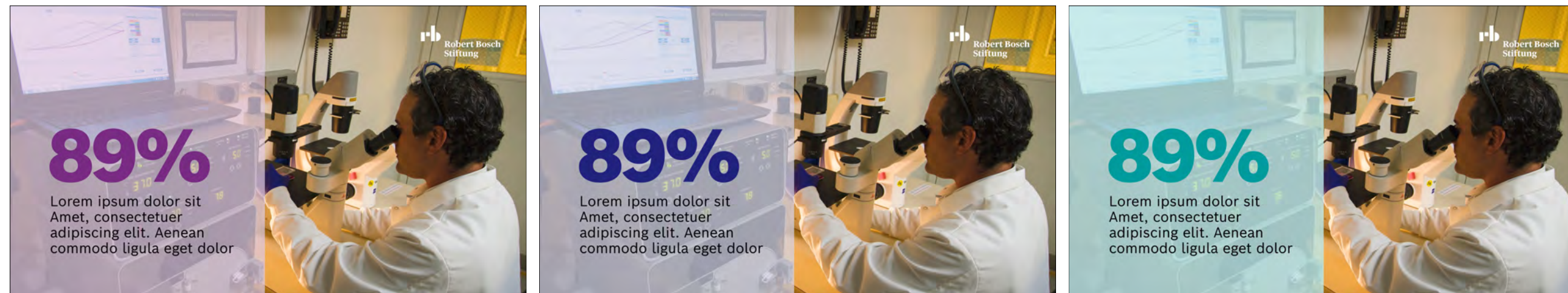
HIGHLIGHTING: FALLBACK

89%

Lorem ipsum dolor sit Amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor

The fallback variant is used, if the video material is not suitable.
Opacity: 100%.

Text overlays

HIGHLIGHTING: AREAS OF SUPPORT

89%
Lorem ipsum dolor sit Amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor

89%
Lorem ipsum dolor sit Amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor

89%
Lorem ipsum dolor sit Amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor

If a video is to be assigned to an area of support, the subhead can be displayed with the area of support colour.

The opacity can be increased variably up to 100%, if the video material is not suitable.

Default opacity: 60%

COLOUR GRADATIONS

Background

Highlighting

Text

Text overlays

LOWER THIRD

The lower third is always at the bottom left by default. The lower third is always shown in corporate style, therefore white background with black lettering.

The lower third no. 2 is placed on the right side, if two people are presented. The lower thirds appear one after the other and not simultaneously.
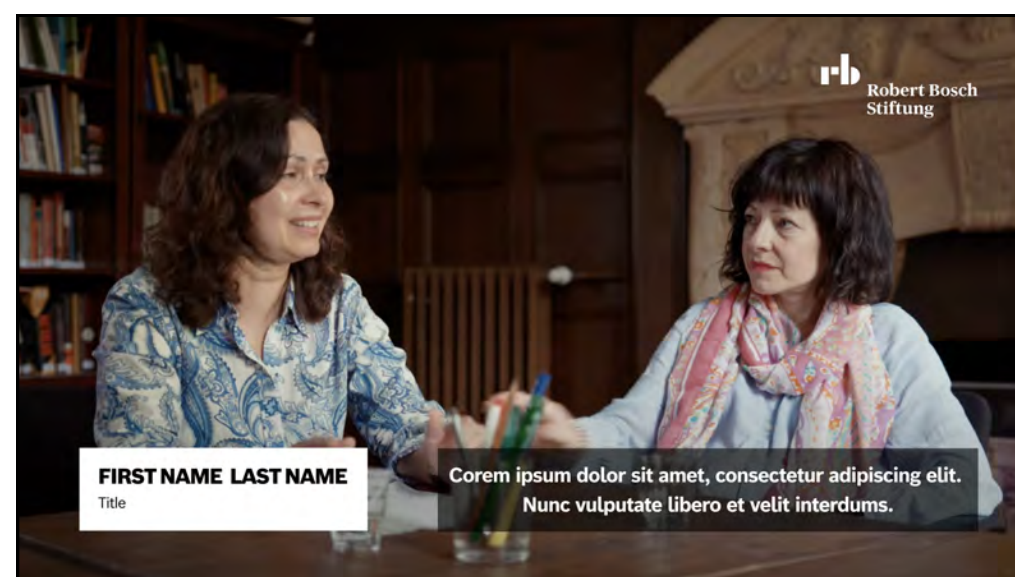
Text overlays

SUBTITLES

Subtitles are centred and can have one or two lines. The text is always white and the black bar is always black with an opacity of 60%.

If subtitles and the lower third are displayed at the same time, the subtitles move either to the right or left of the lower third with a margin of 100 (safe space).

Text overlays

OUTRO

420px

590px

665px

240px

665px

420px

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Outro
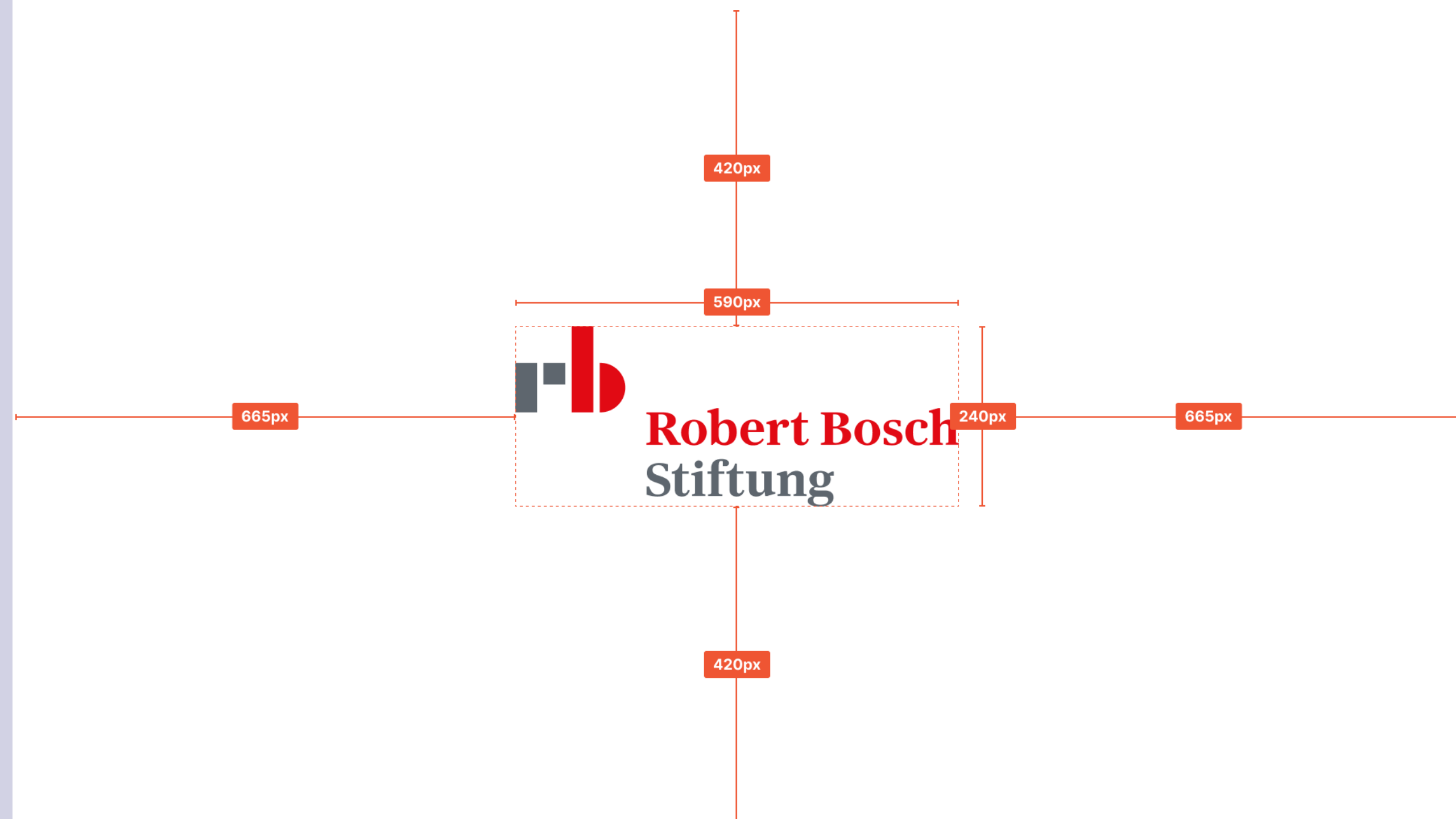
CREDITS: DEFAULT

IN COOPERATION WITH

Vorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, ac aliquet odio mattis. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Curabitur tempus urna at turpis condimentum lobortis. Ut commodo efficitur neque.

The credits appear after the background colour fades in.
Opacity: 100%

Outro

CREDITS:
AREAS OF SUPPORT

IN COOPERATION WITH

Vorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, ac aliquet odio mattis. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Curabitur tempus urna at turpis condimentum lobortis. Ut commodo efficitur neque.

If a video is to be assigned to an area of support, the outro can be played in the colours of the respective area of support. Opacity: 100%

COLOUR GRADATIONS

Background

Headline

Text

Outro

LOGO: OUTRO

As with the title, the logo animates in with a line animation and closes the video.
Opacity: 100%

The logo in the outro can either be played in corporate style (white & coloured logo) or in the area of support colours (coloured background with black logo) - depending on whether a video is to be assigned to an area of support.

COLOUR GRADATIONS

Background

Logo colour

Outro

SOCIAL MEDIA

INTRO

WITHOUT SUBLINE

WITH SUBLINE

If an intro is required, it's located in the top left-hand section and is darkened for better legibility. A subline can also be added as an option.

Social Media

SUBHEAD

CORPORATE & AREAS OF SUPPORT

FALLBACK

This is a subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, ac aliquet odio mattis. Class aptent taciti sociosqu ad litora torquent

boschstiftung
lorem ipsum   [Follow]

9.313

2

Lorem ipsum dolor sit amet, consequetor

224

♫ song name · Original audio   ...

This is a subhead

boschstiftung
lorem ipsum   [Follow]

2

Lorem ipsum dolor sit amet, consequetor ...

224

♫ song name · Original audio   ...

The subhead appears in the area of support colours or the corporate grey - depending on whether a video is to be assigned to an area of support. The fallback variant has a white background without transparency. A subline can also be displayed.

———— Background

———— Text
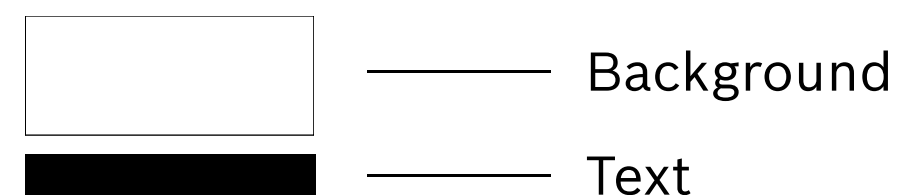
Social Media

LOWER THIRD & SUBTITLES

Default
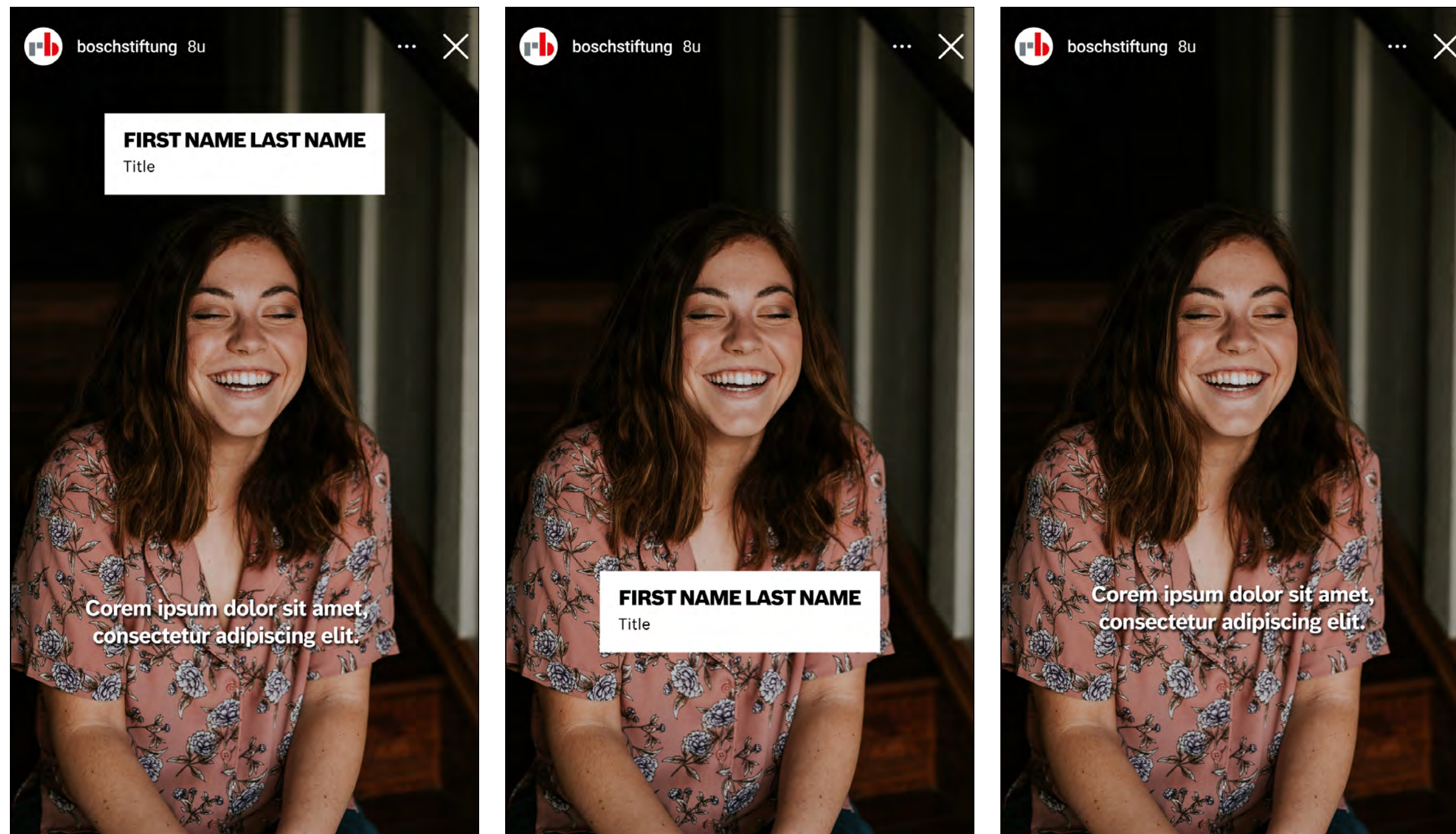
The lower third appears centred at the top of the video by default so that the subtitles can be placed at the bottom at the same time. If no subtitles are required, the lower third can also be at the bottom.

The subtitles are displayed centred at the bottom by default.

Social Media

LOGO: OUTRO

CORPORATE

AREAS OF SUPPORT

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Background

Logo colour
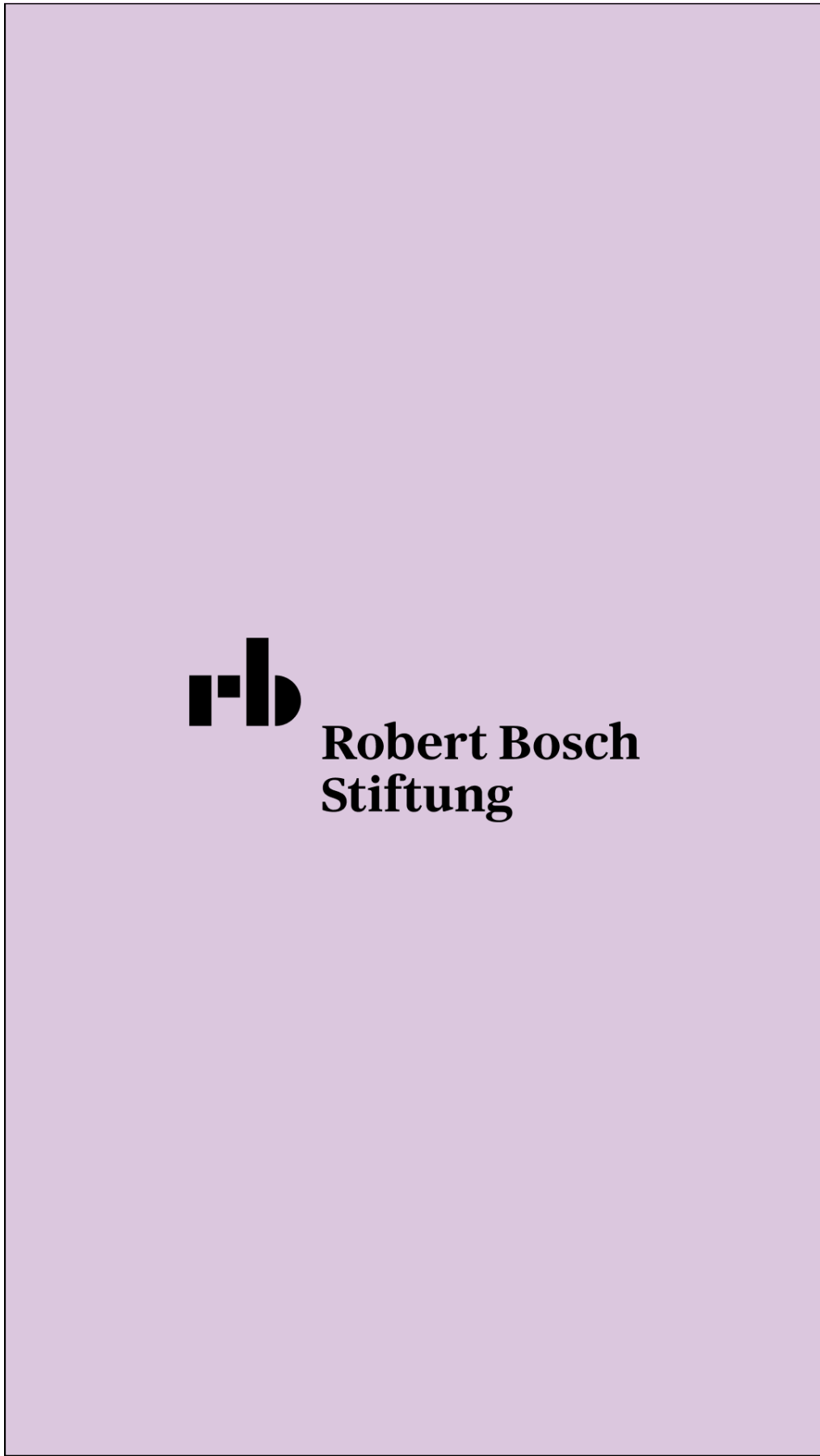
Social Media

If a video is to be assigned to an area of support, the outro can be displayed in the respective area of support colour. In this case, the logo is coloured black.
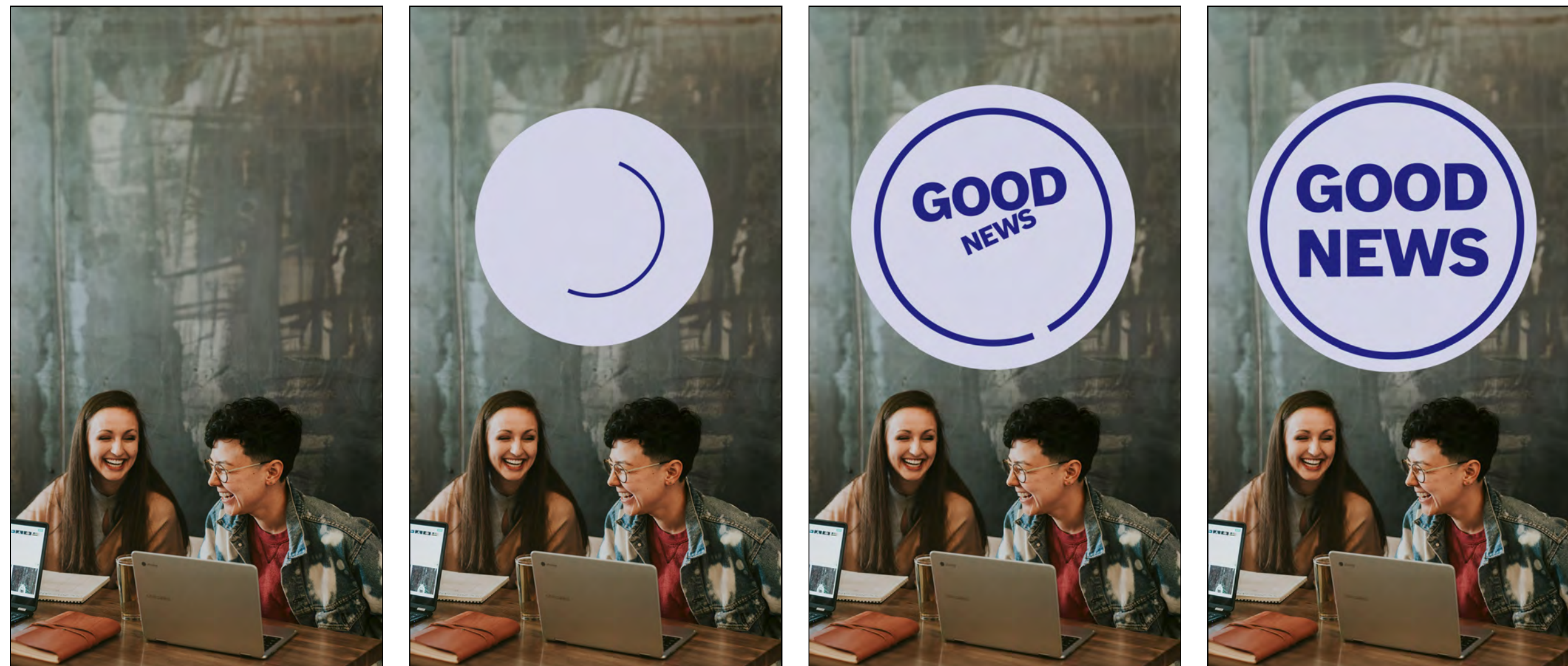
GOOD NEWS

The key visual described on the left can be used for news items that require special emphasis ("Good News"). Depending on the affiliation of the video (area of support or corporate), the respective colour can be used.

30 SECONDS TO THE WORLD
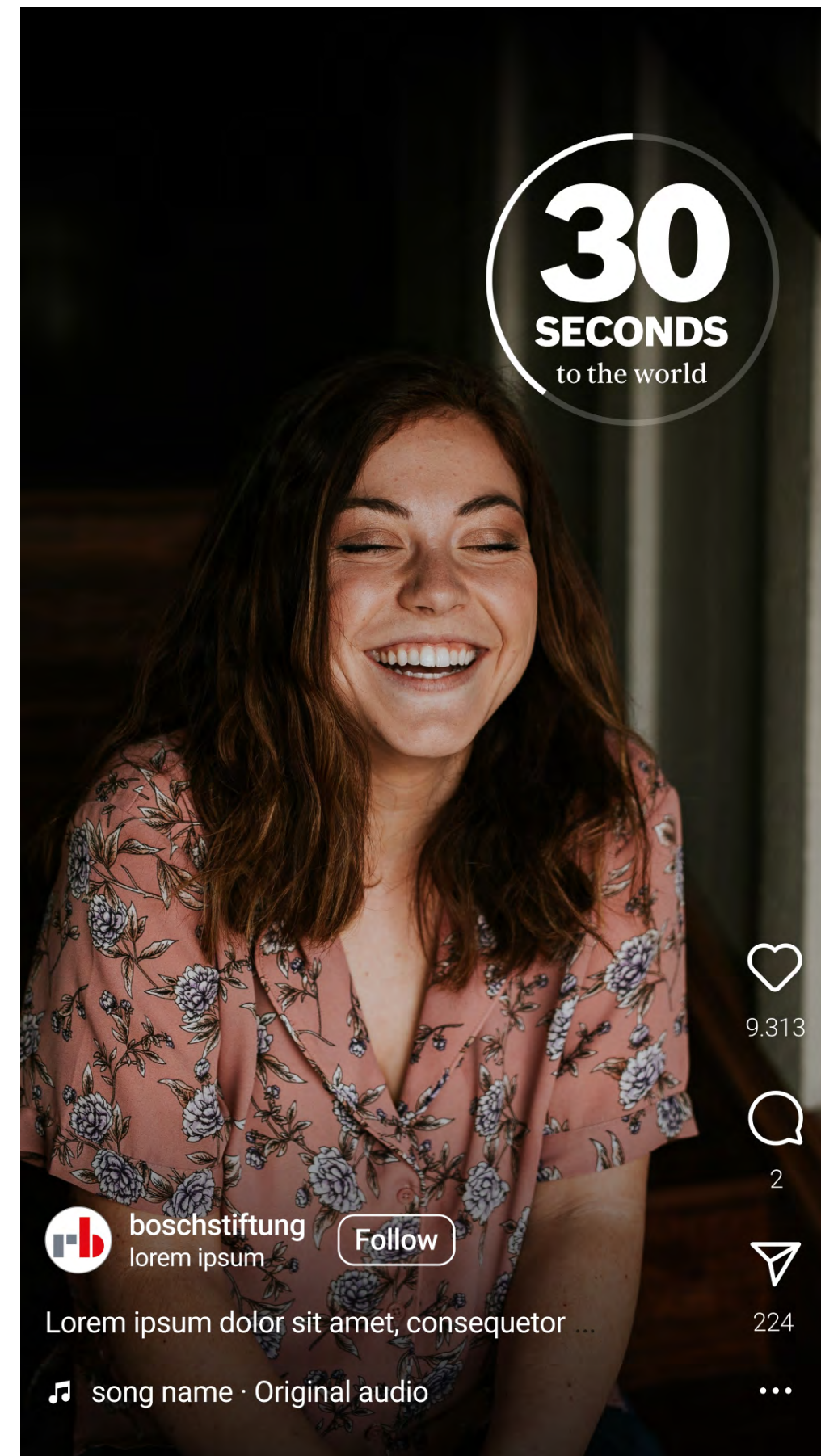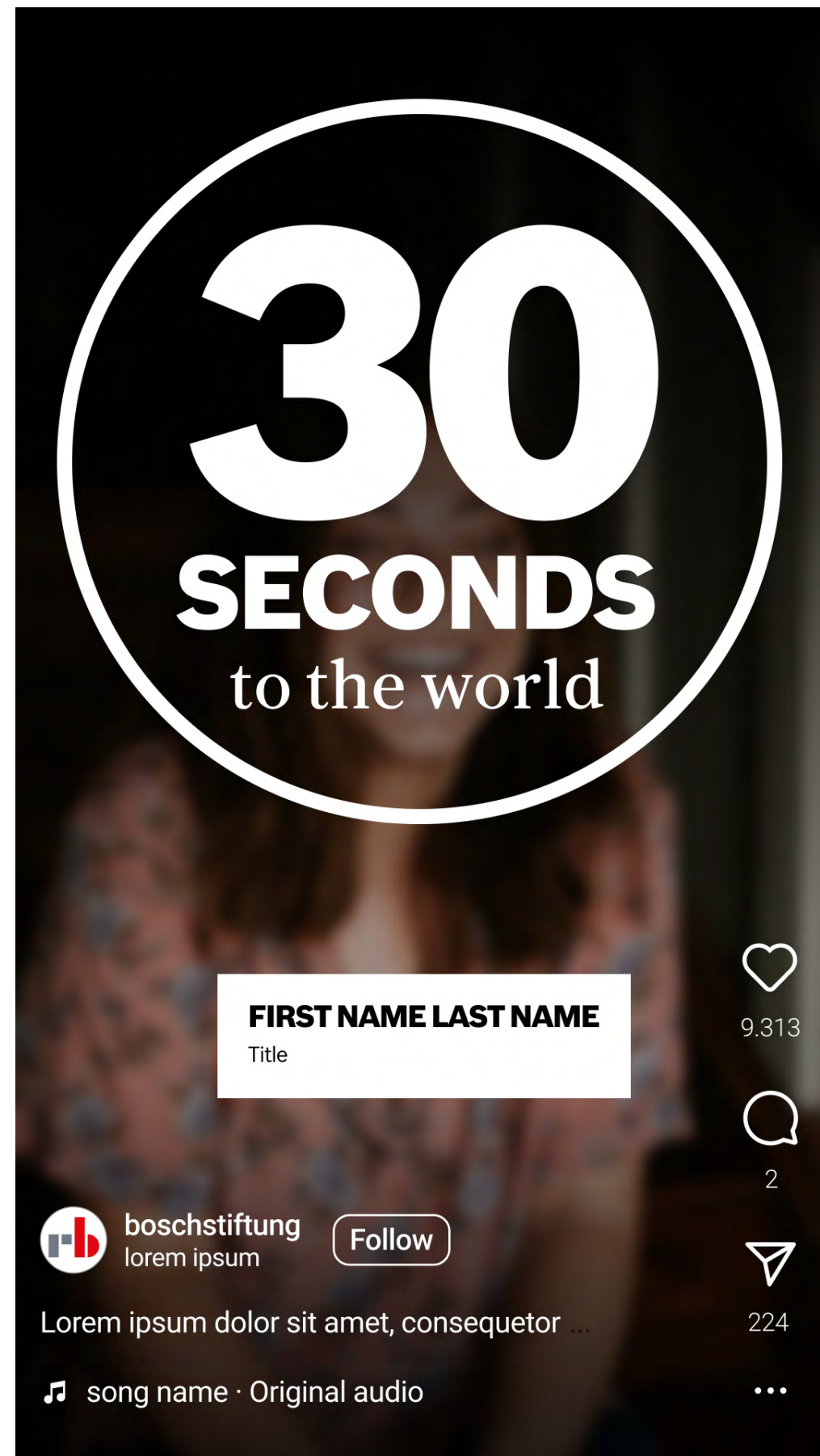
The animation described on the left can be used for the social media format "30 Seconds to the World".

In the first animation, the video itself is blurred and the quote provider is introduced in a lower third.

The animation shrinks and moves to the top right, where the circle runs clockwise depending on the animation length.

The animation length can be shorter than 30 seconds, depending on requirements.

Social Media

TRANSITIONS & EFFECTS

SPEED RAMP

OPTION 01
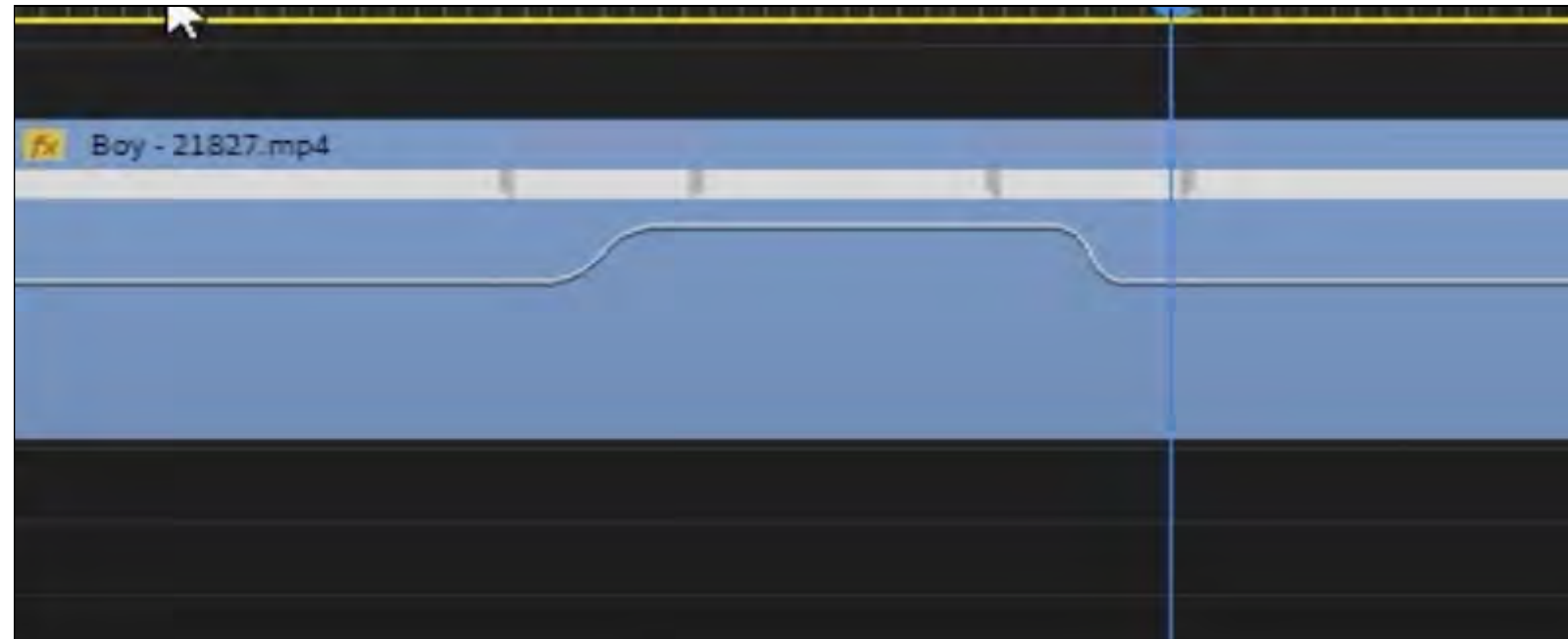
Speed ramp within a clip

OPTION 02
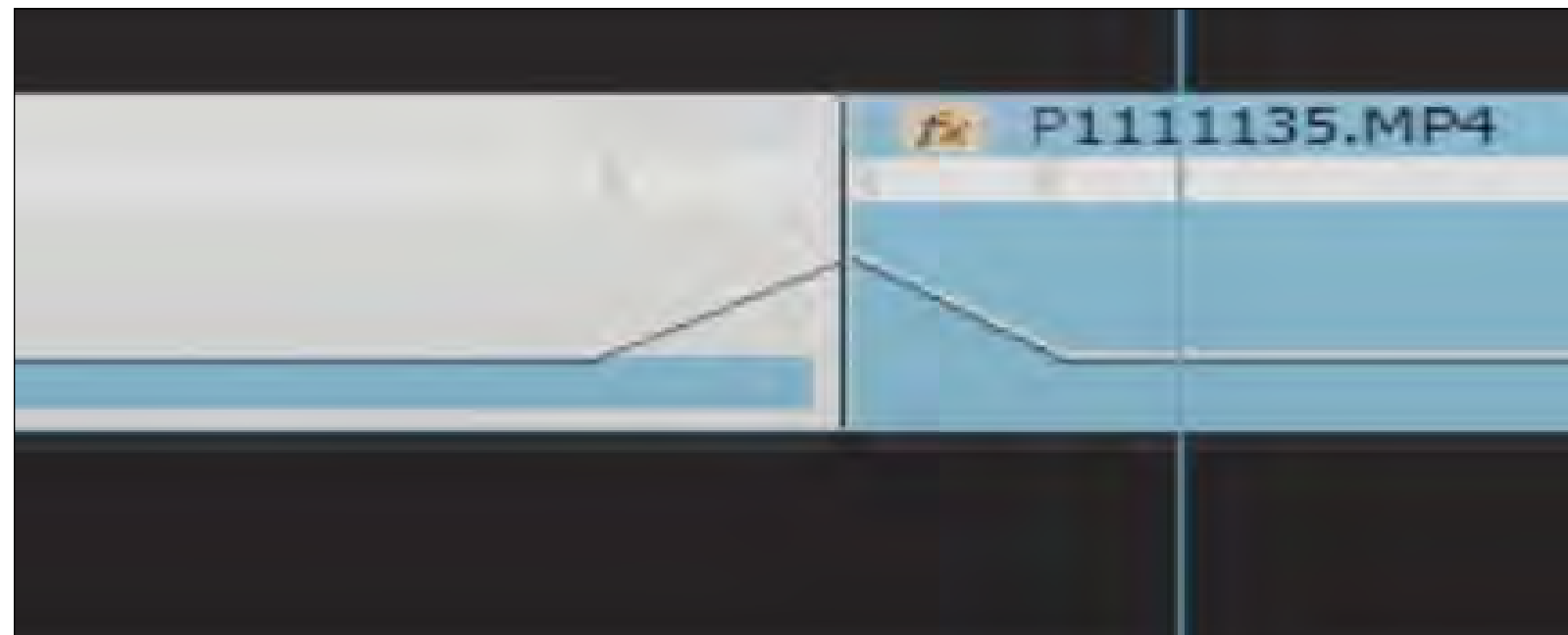
Speed ramp between two clips

To add more dynamics to transitions and individual sequences, you have the option of using so-called "speed ramps".

By dynamically changing the video speed, long sequences can be shortened and transitions adjusted organically.

These speed ramp effects must be created manually in Premiere Pro.

Important: the video material should not be slower than at least 25 fps to ensure smooth playback.

[Video tutorial]

Transitions & Effects

JUMP CUT

100%

150%
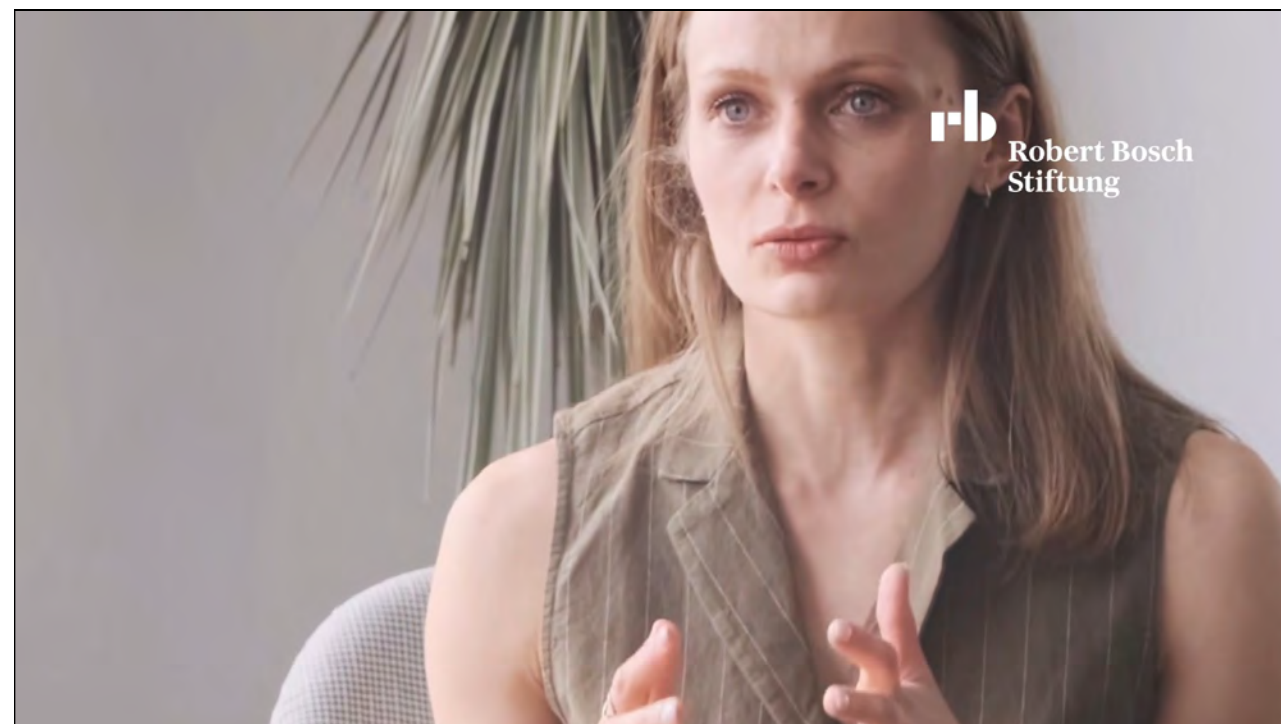
To create the impression of a wider camera perspective, a +25% (for Full HD) and/or a +50% (for > UHD) zoom can be used.

The effect must be created manually in Premiere Pro.

The desired scaling can be adjusted via the effect settings.

Transitions & Effects
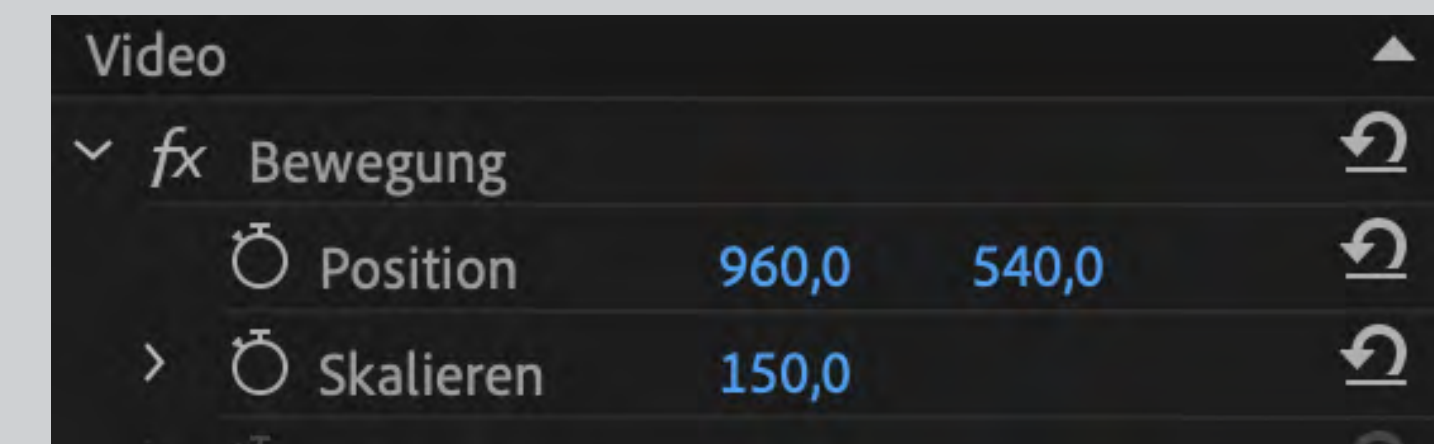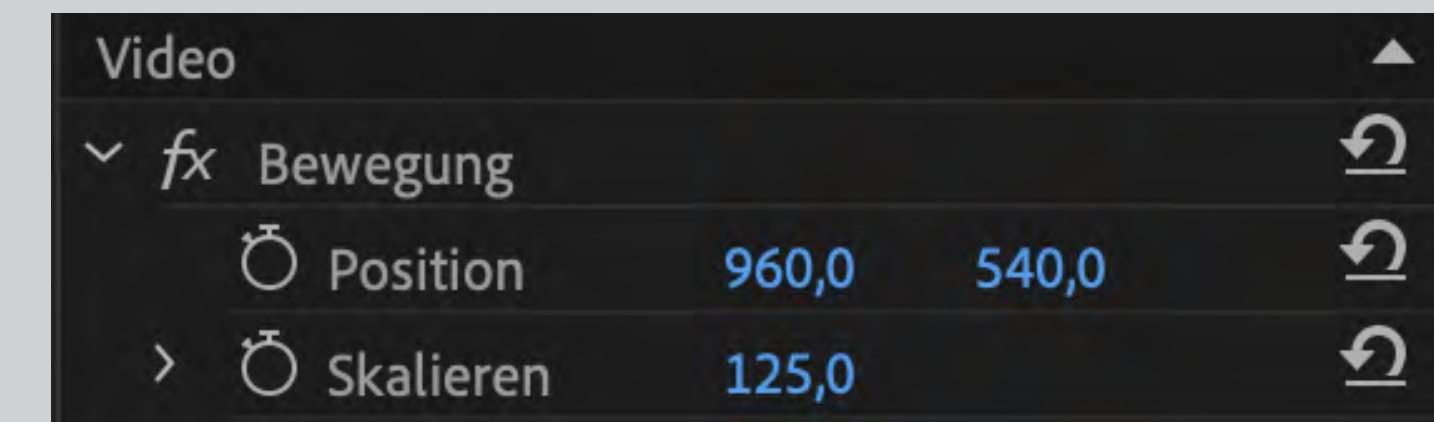
SPLIT SCREEN

30/70%

50/50%

70/30%
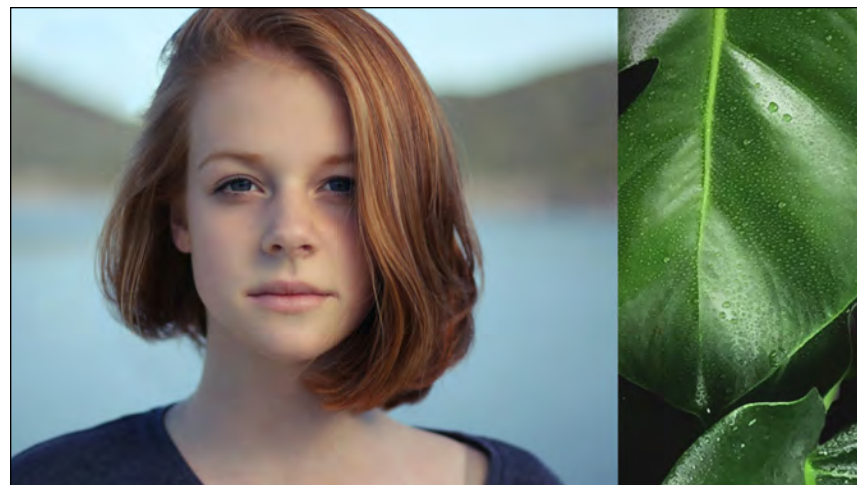
30/70%   50/50%   70/30%

To create even more depth of information in interviews, for example, it is possible to use split screens.

They make it possible to show the A-camera and B-roll at the same time and make the picture more interesting.

The following variants may be used:

50/50%
30/70%
70/30%

The effect must be created manually in Premiere Pro.

Transitions & Effects

SPLIT SCREEN: HOW TO

1. Overlay material
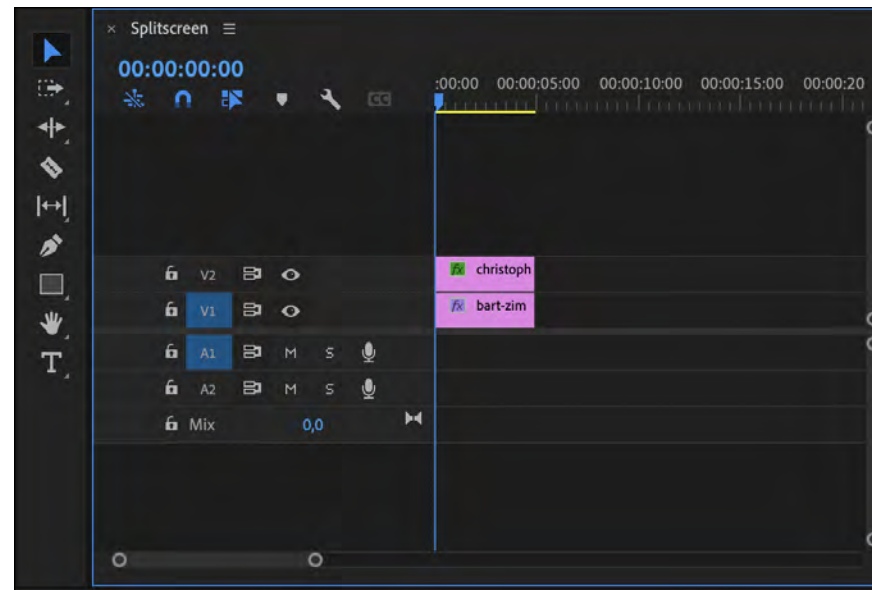
2. Transform + apply cropping effect to material (drag & drop)
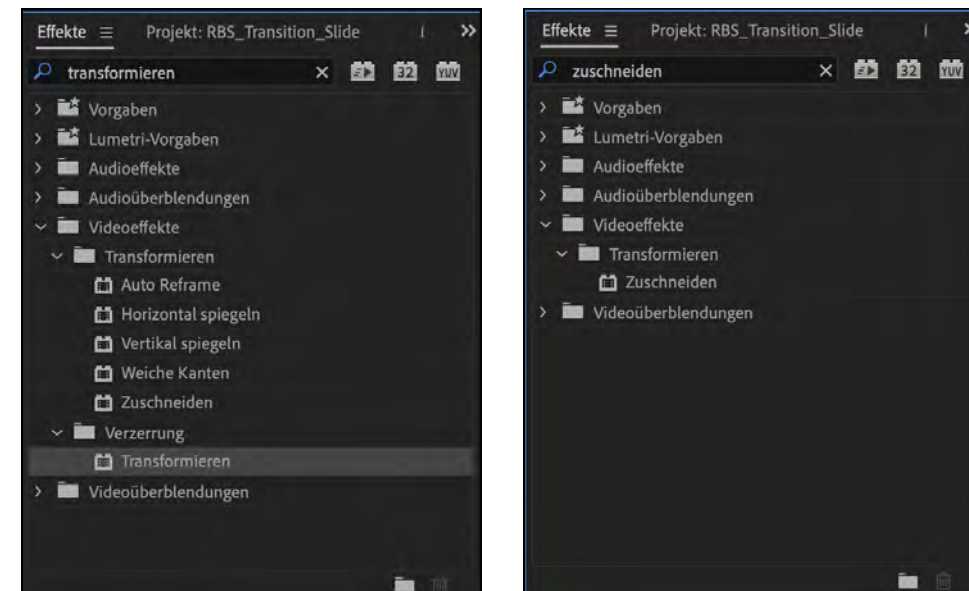
3. Determine the percentage with the cropping effect
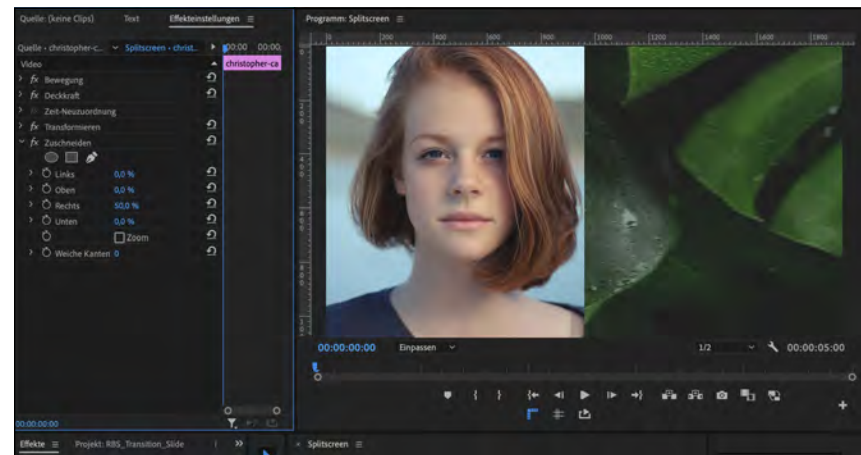
4. Align the material using the transform effect (position + scaling)
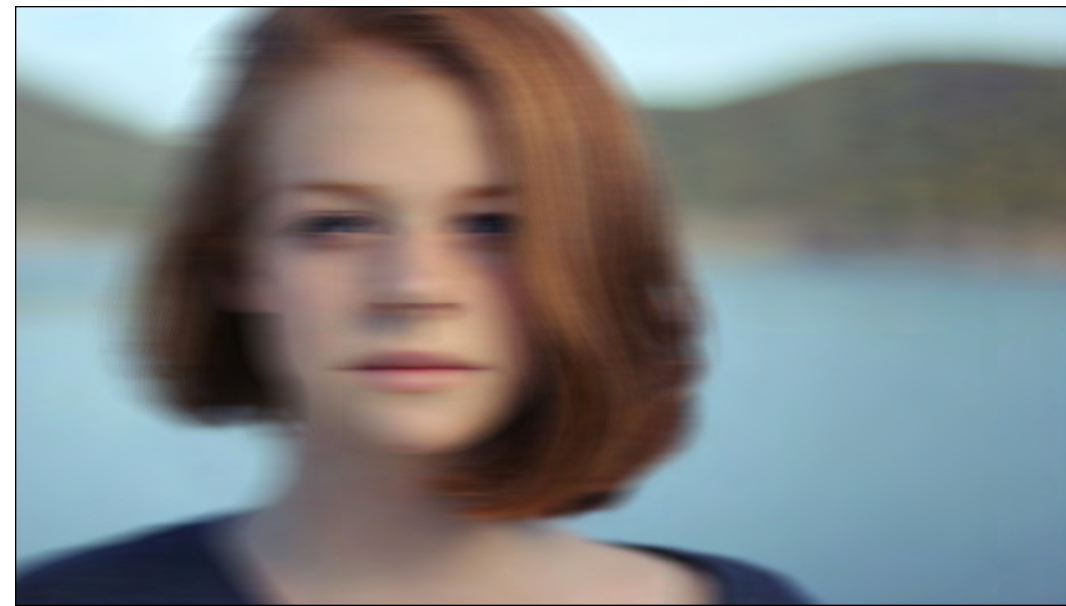

The following variants may be used:
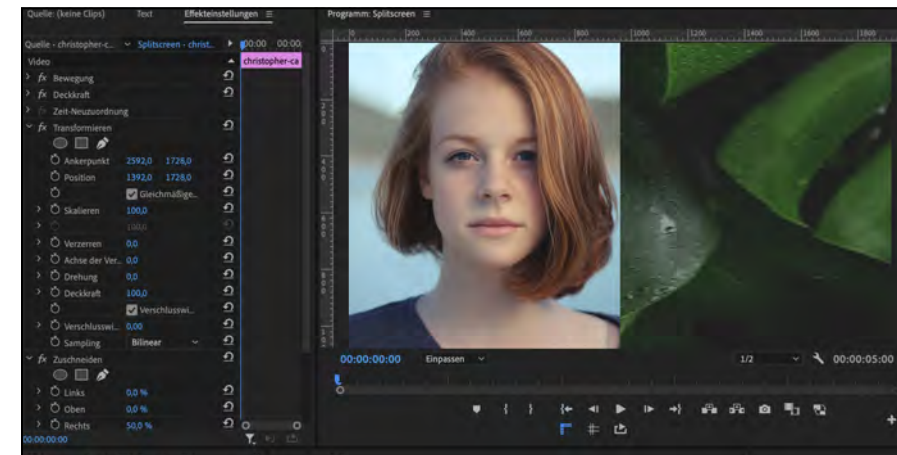
50/50%
30/70%
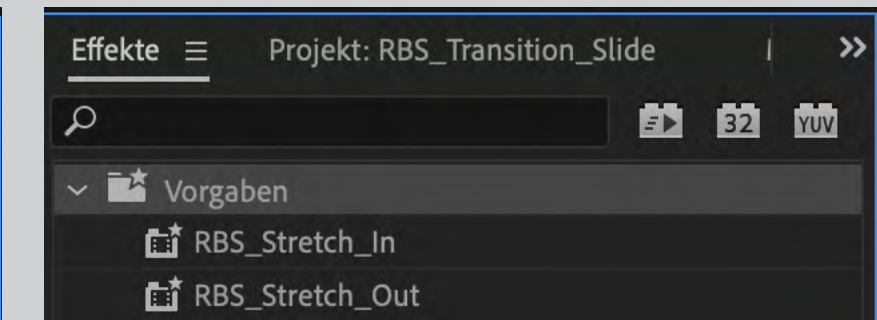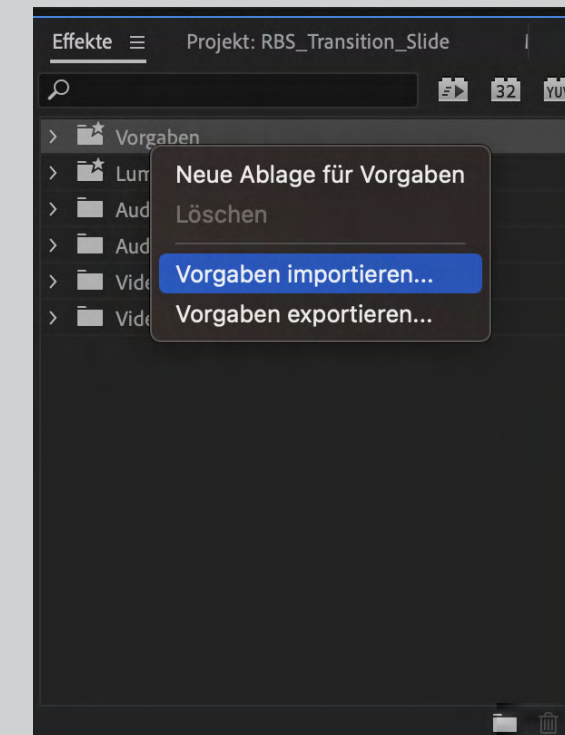70/30%

Transitions & Effects
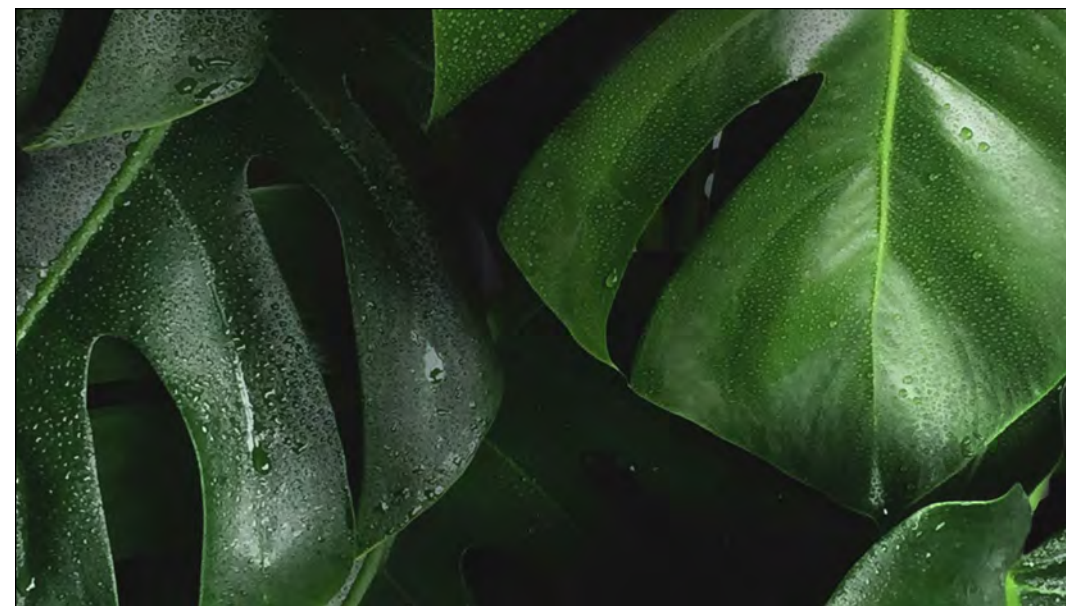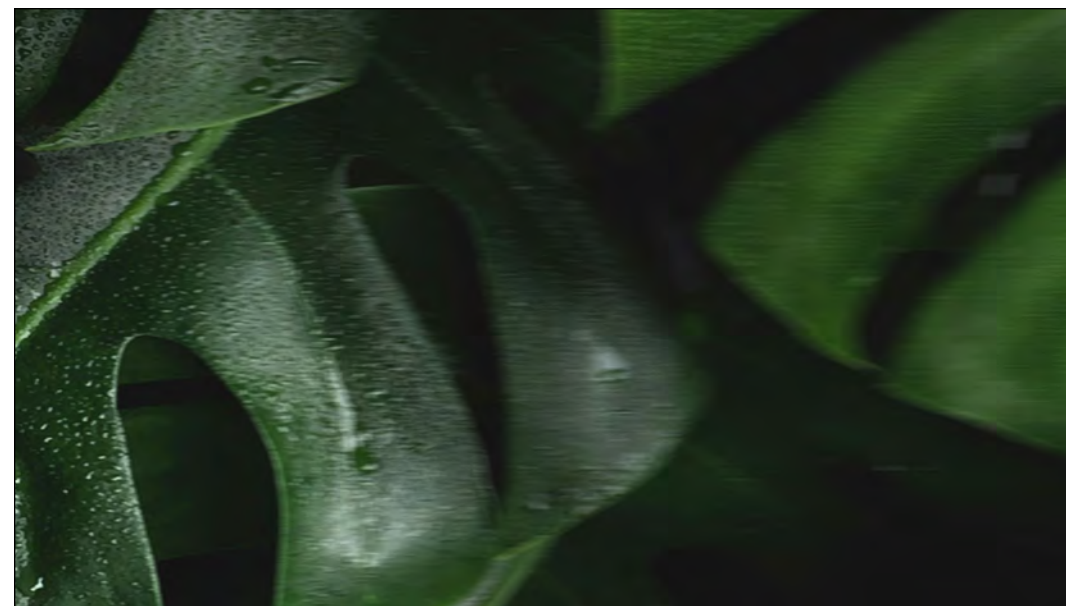
STRETCH EFFECT

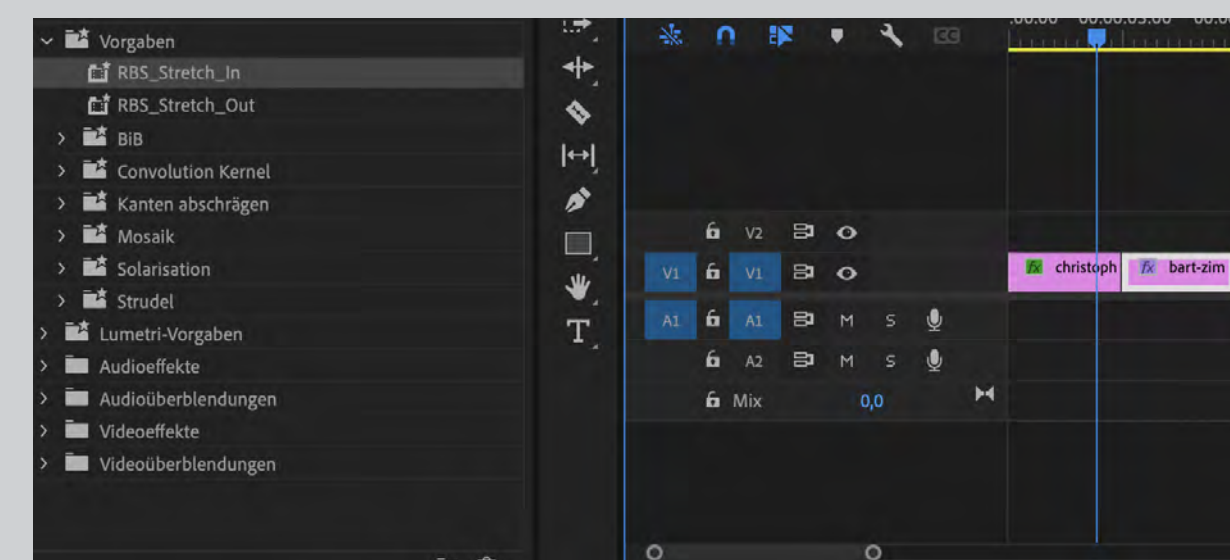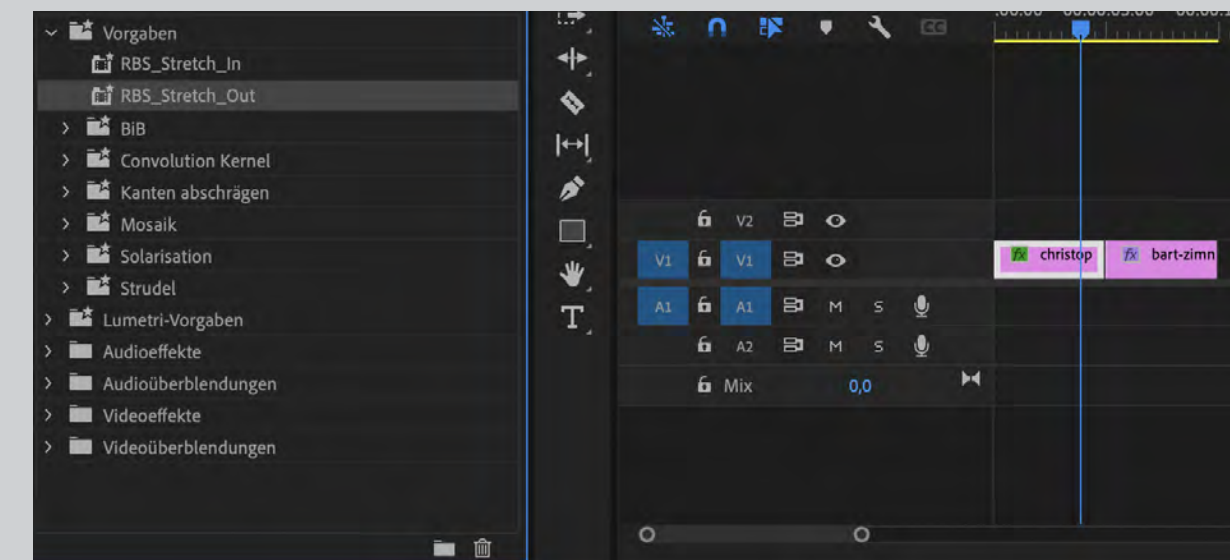To avoid hard cuts, it is advisable to use the "stretch effect".

The effect must be created manually in Premiere Pro.

Transitions & Effects

1. Import defaults

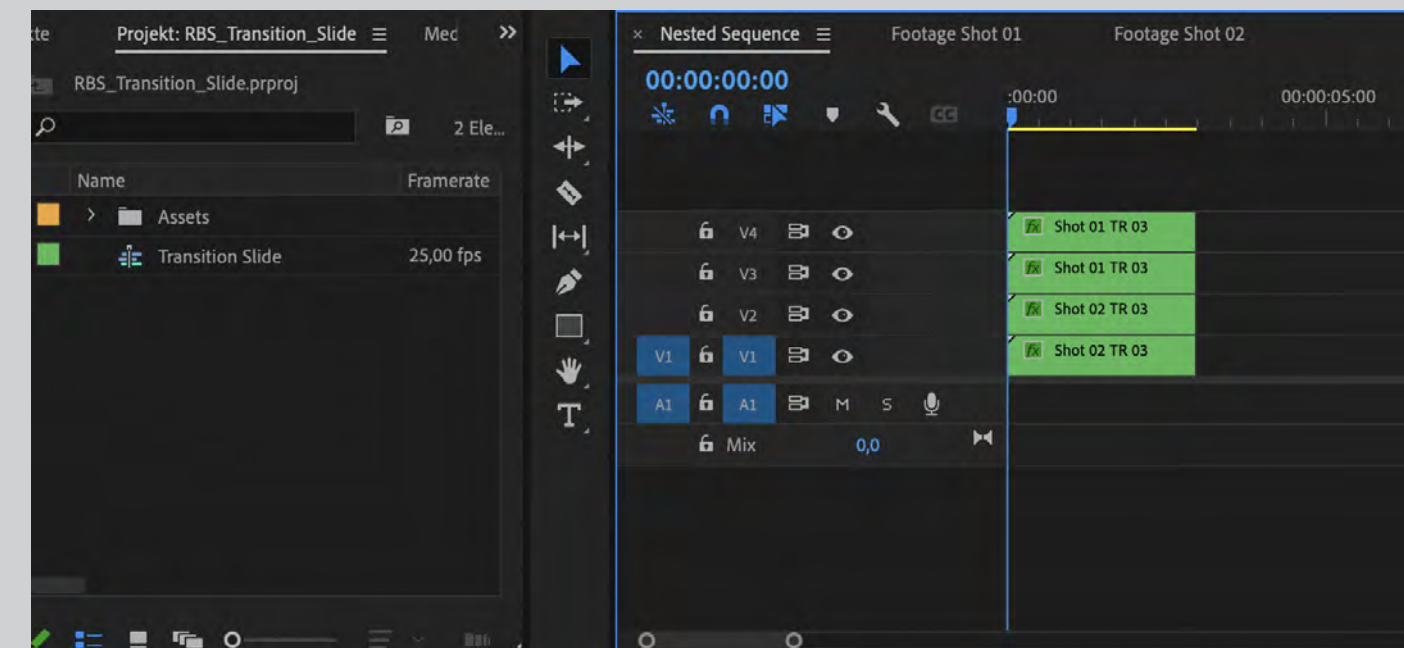2. Drag & drop specification onto material

SPLIT LINE TRANSITION

To connect two scenes dynamically, it is a good idea to use the "Split Line Transition".
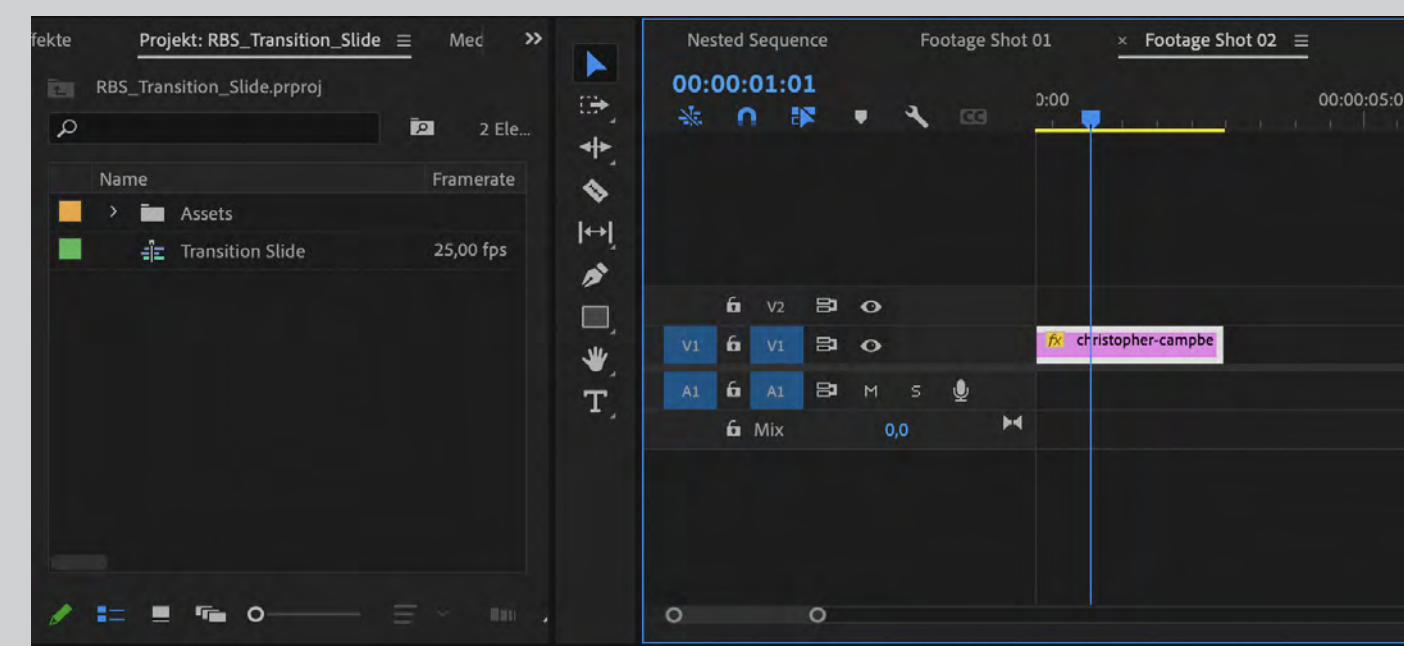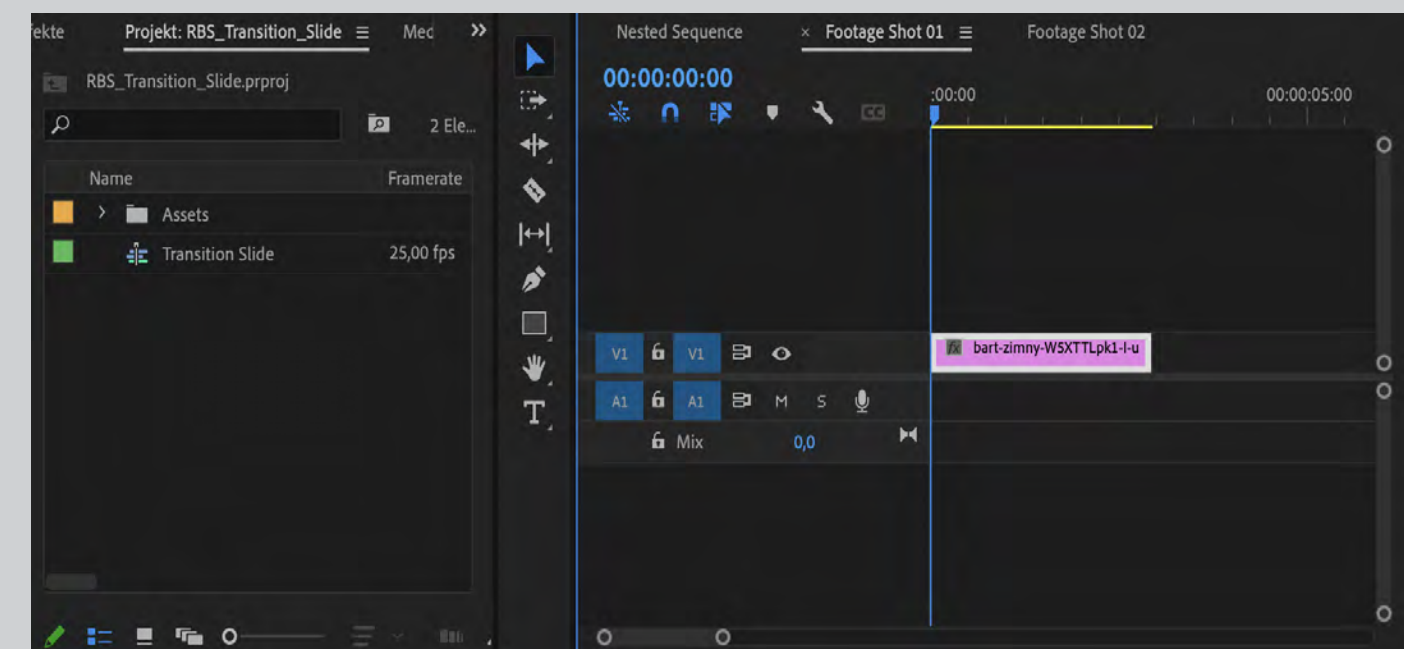**Please only use this effect sparingly, sensibly and in a content-related manner.**

The effect must be created manually in Premiere Pro and can also be used vertically.

Transitions & Effects

1. Import defaults

2. Replace material in "Shot 1" and "Shot 2" (drag & drop)

DOWNLOAD & PRESETS

The animations described are available for download from the Robert Bosch Stiftung. Please get in touch with your contact person if required.