

PROJECT COMMUNICATIONS

Teaser video guidelines



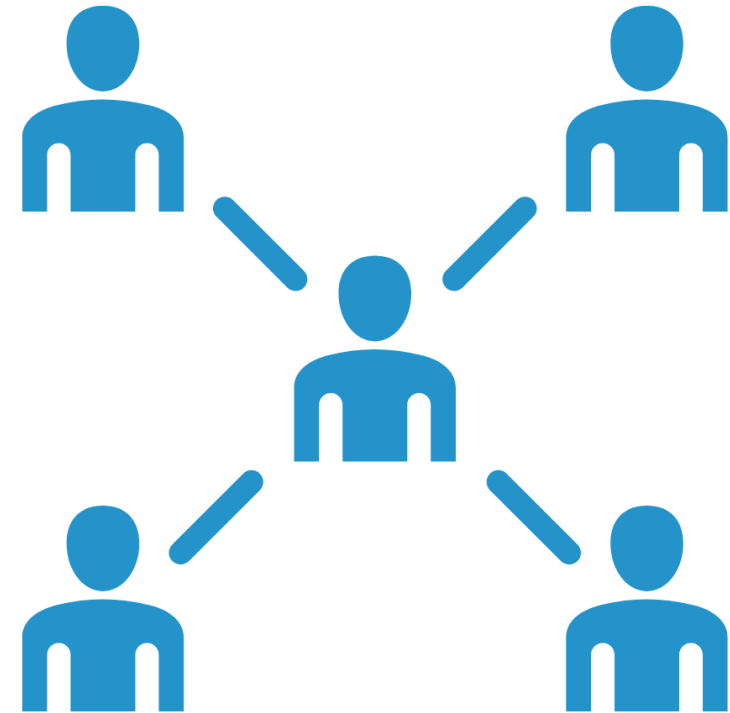
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What is a teaser video?

- A project teaser is a short video/animation explaining the scope of the project.
- It is used to grab the audience's attention explaining what the main purpose and aims of the project are.
- The video can be used to promote the project on social media by the SESAR 3 JU and project partners.



What to consider when filming your teaser video:

- 1 A teaser video should be **30-45 seconds** in length
- 2 **Avoid** using acronyms and technical language
- 3 Ensure that the content remains **high level**
- 4 File size **100MB** to upload on LinkedIn & Twitter
- 5 Use the **intro/outro** supplied by the SESAR 3 JU
- 6 Have videos/animations ready by **early 2024**



How to create your teaser video:

There are a variety of ways of making a teaser. You can use **Canva** and **Powerpoint** to create an animated gifs or contract an expert to produce more sophisticated animations.

You can mix with film of someone **speaking to the camera** using a professional camera person or your phone. Should you choose to use your phoenm consider these guidelines:

- Take videos **horizontally** to deliver the best results
- **Stabilise** the phone by having someone film you or by using a tripod
- Make sure to be **standing** and include your shoulders in the shot
- **Avoid** dark spaces and backlight and try to film in **natural light**
- **Avoid** background noises by filming in **quiet** indoor spaces



Additional SESAR 3 JU branding components



Streamlined visual identity for projects:

- Project logo style per programme strand
- Association with SESAR 3 JU logo, EU emblem and grant agreement text.
- To be used in all communications material

CORUS

EXPLORATORY
RESEARCH

DEEP BLUE

C 100% / M 85% / Y 5% / K 30%
R 0 / G 48 / B 111
#00306F

ERICA

INDUSTRIAL
RESEARCH

LIGHT BLUE

C 100% / M 0% / Y 5% / K 0%
R 0 / G 157 / B 217
#009DD9

ADCENSIO

DIGITAL SKY
DEMONSTRATORS

GREEN GRASS

C 60% / M 0% / Y 100% / K 0%
R 122 / G 181 / B 29
#7AB51D

FAST TRACK

FAST TRACK

DARK GREEN

C 80% / M 10% / Y 100% / K 0%
R 25 / G 156 / B 105
#199C69



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