mn DEPARTMENT OF AGRICULTURE

MDA Video Specifications

Video Settings

Whether shooting on a video camera, DSLR, or the Osmo, use the following video settings:
- Frame rate – 24p (or 23.97)
- Shutter speed – 1/48 or 1/50
- Size – 1920x1080
- Aspect ratio – 16:9

Video Export Specifications

When your final cut is finished and approved, following these exporting guidelines:

- YouTube
    - Format: Mp4
    - Codec: H.264, no interlacing
    - Stereo Audio (at 384 kbps) or Stereo + 5.1 (at 512 kbps)
    - Sample Rate: 48 khz or 96 khz
    - Bitrate: 5 Mbps if final resolution is 720p. 8 Mbps if final resolution is 1080p. 1080p is preferred.
    - Aspect Ratio: 16:9
- Facebook
    - Format: Mp4 or MOV
    - Codec: H.264, no interlacing
    - Stereo Audio (at 384 kbps) or Stereo + 5.1 (at 512 kbps)
    - Maximum File Size: 4 GB
- Twitter
    - Format: Mp4 or MOV
    - Codec: H.264
    - AAC Audio
    - Maximum File Size: 512 MB
    - Maximum Video Size: 1280 by 1020 (exporting at 720p should address this issue)
    - Maximum Length: 2 minutes and 20 seconds
- Full HD
    - MOV
    - Codec: H.264, Apple ProRes 422
    - Aspect Ratio: 16:9

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MDA Video Style Guide

MDA Branding Standards
In addition to all guidelines set by the MDA Brand Style Guide (located on the SHAREVOL), the MDA also follows all Video Style Guide recommendations determined by the State of Minnesota. Please see State of Minnesota Video Style Guide at the end of this document for more information.
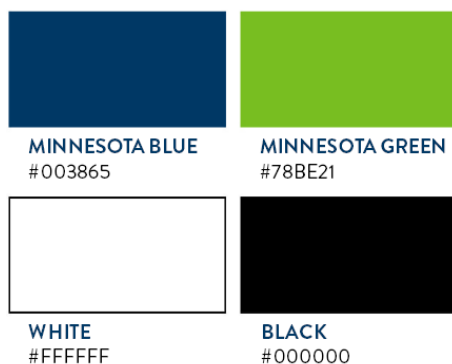
Please also adhere to the following for all MDA videos:
- Video Opens
  - Use the animated MDA Video Open template in folder 04_MOTION GFX for all MDA videos.
- Use of Logos
  - Use the official MDA logo in the bottom corner of all MDA videos, unless the video was commissioned by a program within the MDA that has its own logo (for example, Minnesota Grown, Minnesota Agriculture in the Classroom, MAWQCP, or the RFA). In program-specific videos, use the anmiated MDA Video Open at the beginning of the video; you may then use the program-specific logo in the bottom corner of the screen.

Color Guide
Follow all color guidelines established by the MDA Brand Style Guide, including these color guidelines:

Background Colors

MINNESOTA BLUE
#003865

MINNESOTA GREEN
#78BE21

WHITE
#FFFFFF

BLACK
#000000

Accent Colors for Graphics

TEAL
#008EAA

GREEN
#0D5257

ORANGE
#8D3F2B

PURPLE
#5D295F

BLUE GRAY
#A4BCC2

CREAM
#F5E1A4

SKY BLUE
#9BCBEB

GOLD
#FFC845