

Video Transitions

FOOTAGE TRANSITIONS

#1 GENERAL GUIDANCE

With any video content produced for BNI, a clean and professional look should be maintained at all times. Elaborate wipes and unapproved video transitions should be avoided, and the rule of “**less is more**” applied wherever possible. In general terms, videos should be assembled by the process of ‘**cutting**’ and any **dissolves** or **transitions** (examples below) **used sparingly** to either show:

1. The passage of time in a sequence.
2. To lead in/out of graphic elements.
3. To close/open a new sequence in long-form video content .

Unapproved video transitions should not be used.

Note: Video Assets have been developed for 4k UHD screens. For HD 1080p projects, import assets at 50% of their original size.

BNI BASIC TRACK MATTE TRANSITION



BNI GROWTH TRANSITION



BNI BRAND IDENTITY TRANSITION



Video Transitions

FOOTAGE TRANSITIONS

The BNI Basic Track Matte (Asset **TTN_BNI-BASIC_TRK-MATTE**) transition is a simple picture to picture video transition designed to replicate the reveal used in the BNI Motion Brand Identity. Track Matte transitions should only be used if video content producers are able to follow the application process competently, otherwise a simple visual dissolves should be applied where a transition is necessary.

Unapproved video transitions should not be used.

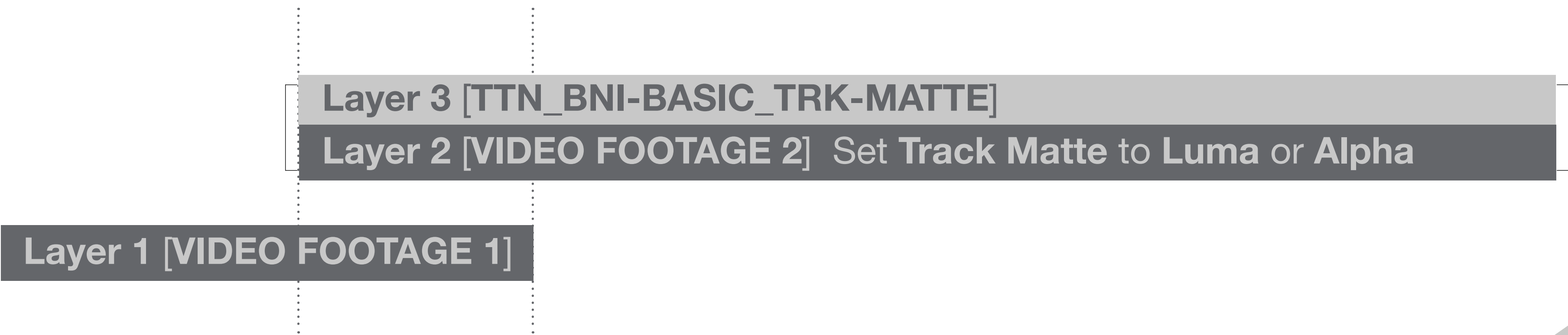
Note: Video Assets have been developed for 4k UHD screens. For HD 1080p projects, import assets at 50% of their original size.

#2 BNI BASIC TRACK MATTE TRANSITION

BNI BASIC TRACK MATTE TRANSITION



HOW TO APPLY BNI BASIC TRACK MATTE TRANSITION



Available Assets
(4k UHD 3840 x 2160 RGB)

Transition Asset:
TTN_BNI-BASIC_TRK-MATTE

Video Transitions

FOOTAGE TRANSITIONS

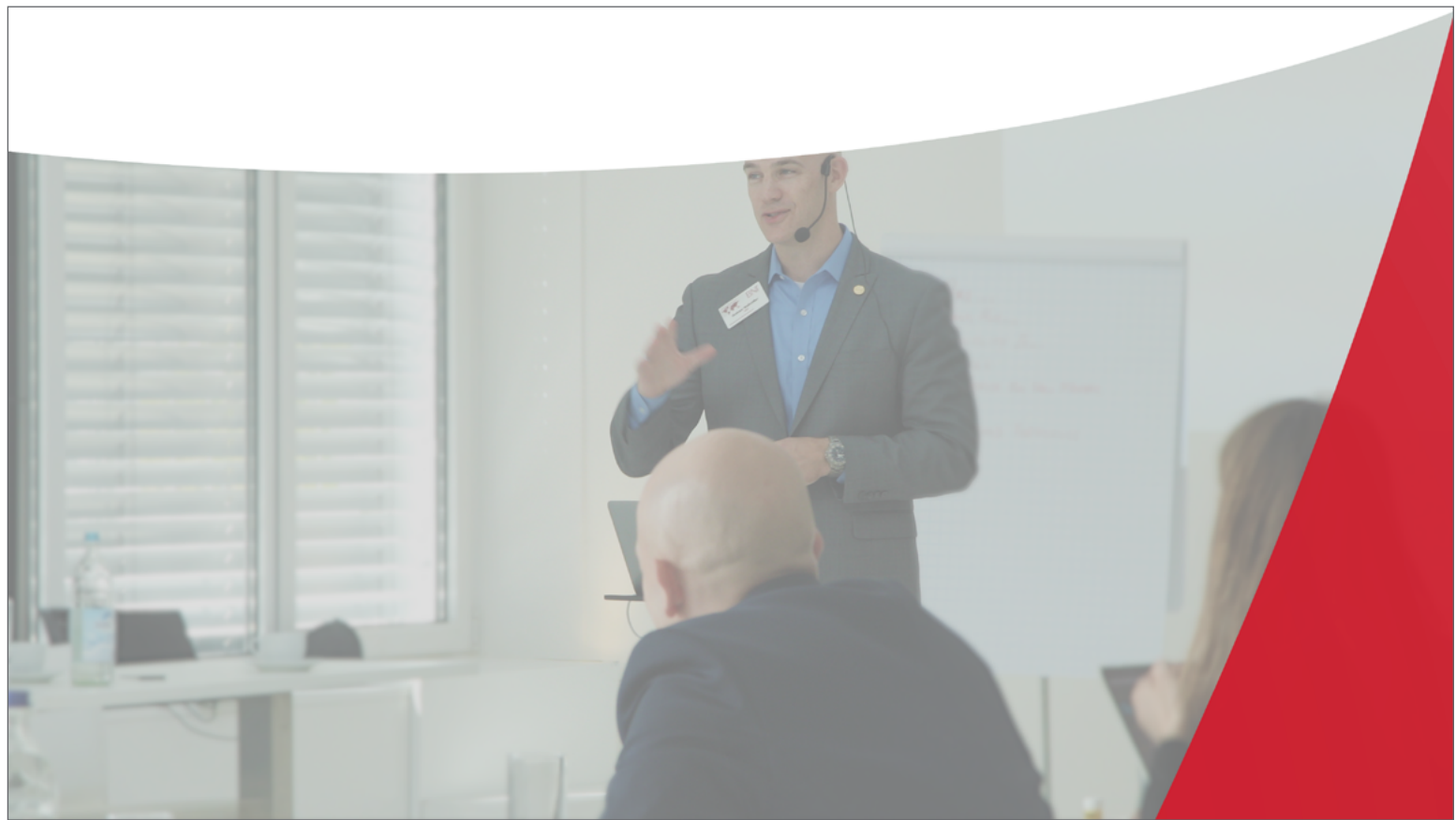
#3 BNI GROWTH TRANSITION

The BNI Growth (Asset **TTN_BNI-GROWTH**) transition is a masking picture to picture video transition designed to include secondary elements in the BNI Brand Identity. This Asset includes an embedded transparency track (Alpha Channel) so is all ready to lay over the top of a cut in a video timeline. Such transitions should only be used if video content producers are able to follow the application process competently, otherwise a simple visual dissolves should be applied where a transition is necessary.

Unapproved video transitions should not be used.

Note: Video Assets have been developed for 4k UHD screens. For HD 1080p projects, import assets at 50% of their original size.

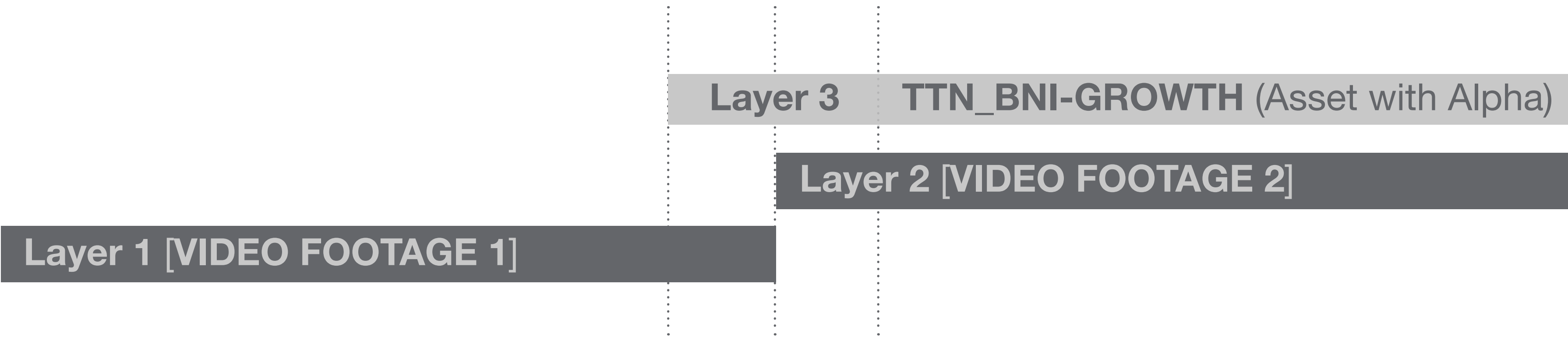
BNI GROWTH TRANSITION



HOW TO APPLY BNI GROWTH TRANSITION

Available Assets
(4k UHD 3840 x 2160 RGB)

Transition Asset (Alpha):
TTN_BNI-GROWTH



Video Transitions

FOOTAGE TRANSITIONS

#3 BNI BRAND IDENTITY TRANSITION

The BNI Brand Identity transition (Assets **TTN_BNI-BRAND-ID_PT1**, **PT2** and **PT3**) is a more complex multi layered picture through picture video transition designed to include primary elements of the BNI Motion Brand Identity. All Assets include an embedded transparency track (Alpha Channel) for ease of application, however they also require specific application methods (described below) to complete the transition. Such transitions should only be used if video content producers are able to follow the application process competently.

Unapproved video transitions should not be used.

Note: Video Assets have been developed for 4k UHD screens. For HD 1080p projects, import assets at 50% of their original size.

BNI BRAND IDENTITY TRANSITION



Available Assets
(4k UHD 3840 x 2160 RGB)

Transition Asset:
TTN_BNI-BRAND-ID_PT1
Transition Assets (Alpha):
TTN_BNI-BRAND-ID_PT2
TTN_BNI-BRAND-ID_PT3

HOW TO APPLY BNI BRAND IDENTITY TRANSITION

