Creating **MEIKO challenges**

A style guide for storytelling, photography and film

Writing a MEIKO challenge

Content

Company information Company name; based in; industry branch; size; unique features/ characteristics; products/services

Featured individuals Name; job/position

MEIKO perfomance
– What was the initial problem?
– What solution did MEIKO provide?
– Was it a special or tailor-made solution?
– What positive changes were introduced by using the MEIKO machine?
  (E.g. room climate; work time; worker satisfaction regarding changes in health and safety, work processes, workspace, the handling of chemicals, flexibility, freed-up time for other tasks, savings in chemicals/water/energy; …)
– Did the customer switch to MEIKO from a competitor's product?
– Has the customer experienced the MEIKO service? If so, what did they find noteworthy about it?

The clean solution

Writing a MEIKO challenge

Writing for the web

Quotation approx 155 characters incl. spaces (max 160)
Name / Position / Comapny
Teaser approx 155 characters incl. spaces (max 160). If possible, which problem was solved using MEIKO technology?
Logo if possible (vector / SVG)
Pictures 16:9 format (landscape), portraits of customer(s) who give the quotations (see "Testimonial portrait photo" page 6-8), person(s) on the right hand side of the landscape picture
Details
- **h1:** website title / SEO in mind
- **h2:** subtitle / SEO in mind
- **page title:** SEO page title
- **meta description:** SEO page title (max 156 characters incl. spaces)
- **keywords**
Text approx 400 words incl. spaces (max 450)
Contact optional
Images with alt / description tags

Writing a MEIKO challenge

Costumer quote

– Customer quotes/feedback which reflect the customer's satisfaction and highlight the benefits they gained from the project undertaken with MEIKO

Example:

"We prefer to spend our time on more useful things than polishing glasses and worrying about broken glass."

Creating a MEIKO testimonial

Costumer portrait photo

– Portrait photo in printable high-end quality of the customer in the completed project
  location or in a segment-illustrating workspace

Creating a MEIKO testimonial

Testimonial visual

– Example of a portrait photo in combination with customer quote and a MEIKO product.

Creating a MEIKO testimonial

Testimonial visual

– Example of a portrait photo in combination with customer quote and a MEIKO product.

The clean solution photos

Photographic documentation with images in printable high-end photo quality

Product in work process: with and without worker, user benefits

The clean solution photos

Photographic documentation with images in printable high-end photo quality

Product in work process: with and without worker, user benefits

The clean solution photos

Photographic documentation with images in printable high-end photo quality

Product in a setting: life style in focus, with and without person(s)

The clean solution photos

Photographic documentation with images in printable high-end photo quality

The segment: ambience, people, clean dishes

The clean solution photos

Photographic documentation with images in printable high-end photo quality

The location: impressions from inside and outside

MEIKO

The clean solution

The clean solution film

MEIKO is a premium brand. In order to reflect this, every film production for MEIKO should always support the brand's premium image without exception. This applies to both the pictorial level as well as to the content level; i.e. only technically flawless material must be used and processed in a professional, clean and precise manner. Texts of any kind always require the approval of the marketing manager in charge of the project.

Dos

– Show products together with people (applies to both production and use)
– Aim for a clear and confident visual style
– Use natural light or lighting that appears natural
– Use DSLR cameras or cine cameras to create a cinematic look

Don'ts

– No zooms
– No pans; work with tracking shots instead
– No extreme perspectives or effects!
– No filming without a tripod or other stabilizer
– No tracking shots without a scooter dolly
– No interviews with people behind desks or in front of walls!

The clean solution film – technical requirements

– General requirements

All material, real or animated, is to be filmed with a minimum resolution of 1920×1080 pixels (FullHD) and to be produced with as little data compression as possible to ensure the highest possible output quality.

– Production format and resolution

FullHD (1920×1080, 25 p) or higher (4k/5k)

– Output formats

Full HD master:
- QuickTime, 96 % quality photo JPEG codec
- 1920×1080, 25 p, 48 KHz, 16 bit stereo (uncompressed)

YouTube-Master (mp4):
- MP4/H.264
- 1920×1080, 25 p, 7500 kbps | 48 KHz, 16 bit, stereo (AAC, 320 kbps)

The clean solution film – digital templates

– Complete package
A complete package of Adobe After Effects templates (version CC 2015) is available for download. The example videos contained in the templates package were included for visualization purposes only and are NOT meant for publication.

http://data.tema-medien.de/Meiko/Styleguide/FINAL

User: meiko_styleguide
Password: MKO_2017

The clean solution film – visual style

– Station ID logo "M"

• The station ID always appears in the top left corner.

• The station ID must be omitted in the title sequence, the closing sequence and the outro

• Distance to the upper edge of the frame: 55 px; distance to the left edge of the frame: 95 px.

• The station ID is always depicted in 100% white and with 50% opacity.

A template of the station ID as a Photoshop file is available under the link:

data.tema-medien.de/MEIKO/Styleguide/FINAL

The clean solution film – visual style

– Subtitles

• Subtitles appear in Arial Bold. Subtitles appear in white and centered on the lower edge of the frame.

• To improve readability, subtitles are offset with a black outline; text color is always white, outline color is always black.

clita kasd gubergren, no sea takimata aliquyam erat, sed diam voluptua.

Font:
Arial Bold
50 Pt | white (# FFFFFF)

Outline:
7 Px | black (# 000000)

Specifications apply to Adobe After Effects

An After Effects template for the subtitle animation is available for download here:

data.tema-medien.de/MEIKO/Styleguide/FINAL

The clean solution film – visual style

– Title sequence

• The title sequence presents the video's title which may be supplemented with a subheading.

• Both the headline and the subheading always appear on a white background.

• The title sequence begins with an animation of the company logo retracting and fading out, followed by a fade-in of the headline and the (optional) subheading.

Headline:
Helvetica Neue LT Pro Roman
75 Pt | dark grey (# 3A3A3A)
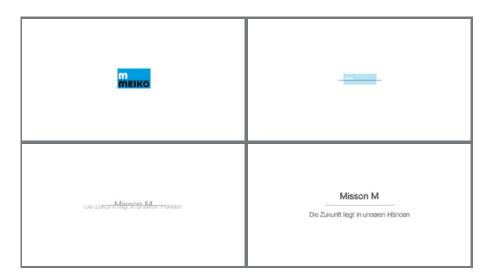
Subheading:
Helvetica Neue LT Pro Roman
45 Px | dark grey (# 575756)

Specifications apply to Adobe After Effects

An After Effects template for title animation is available for download here:

data.tema-medien.de/MEIKO/Styleguide/FINAL

The clean solution film – visual style

– Lower third graphics

• The lower third graphic consist of only one element.

• The format is fixed. The lower third graphic is always positioned on the opposite site of the person talking.

• The main caption and all additional captions always appear on a semitransparent white background with 80% opacity.

Eric Mustermann
ist seit 1997 Leiter der Qualitätssicherung

Main caption:
Helvetica Neue LT Pro Roman
50 Pt | dark grey (# 3E3D40)

Additional captions:
Helvetica Neue LT Pro Light
35 Px | dark grey (# 3E3D40)

Specifications apply to Adobe After Effects

An After Effects template for the lower third graphics animation is available for download here:

data.tema-medien.de/MEIKO/Styleguide/FINAL

The clean solution film – visual style

– Chapter headings

• Chapter headings always appear on a semitransparent white backg round bar with 80% opacity.

• The fade-in of the on-screen caption is always preceded by an animation of the background bar extending to its final size.

Meiko Hauptsitz, Offenburg

Main caption:
Helvetica Neue LT Pro Roman
50 Pt | dark grey (# 3E3D40)

Additional captions:
Helvetica Neue LT Pro Light
35 Px | dark grey (# 3E3D40)

Specifications apply to Adobe After Effects

An After Effects template for caption animation is available for download here:

data.tema-medien.de/MEIKO/Styleguide/FINAL

The clean solution film – visual style

– **Text bar with running text**

• A text bar always consists of a headline followed by a text.

• Text bars are dark grey (# 262626) with 95% opacity.

Be advised: Viewers can only read a limited amount of text in combination with moving pictures.

Produktionsstätte Nashville

Die Welt sauberer machen – mit innovativer Technik zum Spülen, Reinigen und Desinfizieren: das ist unsere Profession.

Headline:
Helvetica Neue LT Pro Roman
50 Pt | white (# FFFFFF)

Running text:
Helvetica Neue LT Pro Light
35 Px | grey (# B5BBBF)

Specifications apply to Adobe After Effects

An After Effects template for the text bar is available for download here:

data.tema-medien.de/MEIKO/Styleguide/FINAL

The clean solution film – visual style

– Text bar with lists

- A text bar always consists of a headline followed by a text.

- Text bars are dark grey (# 262626) with 95% opacity.

Be advised: Viewers can only read a limited amount of text in combination with moving pictures.

Headline:
Helvetica Neue LT Pro Roman
50 Pt | white (# FFFFFF)

List text:
Helvetica Neue LT Pro Light
35 Px | grey (# B5BBBF)

Specifications apply to Adobe After Effects

An After Effects template for listings is available for download here:

data.tema-medien.de/MEIKO/Styleguide/FINAL

The clean solution film – visual style

– Closing sequence

• The closing sequence is used to convey additional information such as URLs, copyright information, production year, etc.

• Use of the closing sequence is optional.

• Closing sequence captions always appear centered on a dark grey background (# 262626).

www.meiko.de

Font:
Helvetica Neue LT Pro Light
40 Pt | grau (# B5BBBF)

Specifications apply to Adobe After Effects

An After Effects template for the closing sequence is available for download here:

data.tema-medien.de/MEIKO/Styleguide/FINAL

The clean solution film – visual style

– Outro

- MEIKO videos always end on the MEIKO logo including the brand claim in order to identify MEIKO as the originator of the video content.

An After Effects template for the outro is available for download here:

data.tema-medien.de/MEIKO/Styleguide/FINAL