# Table of Contents

## I. PRE-PRODUCTION GUIDELINES

- Contact Information.......................................................... 3
- Scope and Priority.............................................................. 4
- Workflow Diagram............................................................. 6
- Frequently Asked Questions.............................................. 7
- Preferred Vendors.............................................................. 10

## II. PRODUCTION GUIDELINES

- Project Guidelines............................................................ 11
- Brand Guidelines.............................................................. 12
- Stock Footage Policy.......................................................... 17
- File Delivery Procedure.................................................... 18
- File Naming........................................................................ 19
- Color Palette....................................................................... 20
Contact Information

Vanderbilt University Medical Center (VUMC) Marketing and Engagement
Video production questions may be sent to videoproduction@vumc.org. We try to respond within 24 hours.

Questions about logos and trademarks may be sent to design@vumc.org.

For new projects, we recommend you start by contacting your Market Development Manager. If you don’t know who that is, contact lynn.purdy@vumc.org.

For social media questions, contact linda.zettler@vumc.org. For our regional hospitals, contact andy.nichols@vumc.org.

VUMC News and Communications
Contact News and Communications as soon as you have a filming date scheduled. Vanderbilt University Hospital will have final authority over filming in clinical spaces at all locations. All video crews must be accompanied by News and Communications staff while filming at Monroe Carell Jr. Children's Hospital at Vanderbilt.

Vanderbilt University Hospital
Craig Boerner
craig.boerner@vumc.org

Monroe Carell Jr. Children's Hospital at Vanderbilt
Christina Echegaray
christina.echegaray@vumc.org
Use this information as a starting point to estimate how long your project could take to complete.

**SCOPE: How much work will it take to do this project?**

Tiers of Effort (Timeline to completion)

**T1 Large scale project (10-12 weeks+)**
- Deliverables: Broadcast TV with multiple versions that can be repurposed for social media, digital, web, marketing automation
- Production Level: High end professional or in-house production and post-production (music, color correcting)
- Examples: Large institutional brand marketing campaign

**T2 Medium scale (8-10 weeks+)**
- Deliverables: Video for specific audiences or events with potential to be repurposed later for website, marketing automation. 1-2 versions of different lengths included.
- Production Level: Professional videographer, animator/illustrator and post-production (editing, color correcting, music, captions)
- Examples: Patient stories, program videos, explainer videos, tour videos

**T3 Small scale (6-8 weeks+)**
- Deliverables: Videos intended for single use that will not be repurposed outside intended audience, social media or YouTube.
- Production Level: Zoom interview, handheld camera
- Examples: Instructional videos, reshooting and editing an additional version of an existing video, provider bios

**T4 Small ask, quick turnaround (1-2 weeks)**
- Quick edit to an existing video project such as changing of an end card, updating captions or lower thirds.
- Review of department created video content before publication to YouTube or social media, CEO videos/townhalls
Scope and Priority (continued)

PRIORITY: What is the priority of this project?

Tiers of Priority (Urgency of Completion)

P0
Urgent need, emergency or crisis situation, work needs to begin immediately on a pre-approved, expedited timeline
- Examples: Priority project request from D-3300, natural disaster or crisis communications/EOC support
- Authorized approvers: Stuart Dill

P1
Hard deadline with or without a pre-approved expedited timeline
- Timeline is set to meet specific external request or event and deadline is not moveable
- Examples: sponsorship or media buy fulfillment, Nashville Holiday Special, Time to Remember
- Authorized approvers: Stuart Dill, Dave Smith

P3
Soft, self-imposed deadline but work still needs to be completed within the scope timeline
- Provider videos, service support videos, some media campaigns

P4
Backlog. Nice to have, will work on this when time permits
MARKETING AND ENGAGEMENT

Production

Video Production Workflow

Service Lines
Enterprise
Brand
Executive

PP Intake Form
Creative Review

Vendors
UGC

Internal Team

Production & Post
TMA/Content Review
Client Notes
Captions/Copy/Proof

Cloud Folder

Social/Web Teams
Hosting Platform
Frequently Asked Questions

Contact us at videoproduction@vumc.org

Does my video project need to be reviewed by Marketing and Engagement?
If your project will be branded with VUMC logos or hosted on a branded web page, yes. Marketing and Engagement needs to review your video for style, trademark and brand compliance. Please get in touch before you start work. If you would like to get clearance for a production crew to film for an external project, contact News and Communications.

How do I get Marketing and Engagement to help produce my video project?
If you need a video for marketing purposes, start by talking to your Market Development Manager. If you don’t know who your Market Development Manager is, contact us and we’ll try to help.

I own my own production equipment. Can I make videos for my department?
Probably not, but we need to know more about you want to do. Contact us.

Does VUMC have a list of preferred video production vendors?
Here is our Preferred Vendor List.

Can I use a vendor that’s not on the list?
Usually, if VUMC Procurement approves. Contact us.

How much does video production cost?
Cost for video production varies a lot depending on the type of project, deliverables, and technical approach. A budget of $5,000 is usually enough to cover a single, basic video. More complex projects usually start around $15,000. We’re always happy to review a quote for you, if helpful.

I know someone who will do my video project for free. Can I work with them?
We don’t usually recommend this, but contact us so we can find out more.

How do I pay for my video project?
You’ll need to arrange payment with your department’s financial team. In most cases, Marketing and Engagement is not able to handle payment. Make sure you’ve got a payment method worked out before you hire a vendor.
What needs to be included in a quote from my vendor?
- All production and post-production services for your project
- Rights to all original footage and other media assets, delivered to you on an external hard drive upon request
- Proofread caption file(s) for all deliverables in .srt format
- Open (burned in) caption versions of all deliverables
- Poster frames for all deliverables (less than 2MB in size)
- For projects with more than (5) deliverables, labor to upload videos, captions and enter metadata on our hosting platform

What production guidelines do I need to follow?
Here are ours [Production Guidelines].

Who owns the footage that was gathered for my video project?
In most cases, if it’s a project Vanderbilt Health paid for, then Vanderbilt Health owns all the raw media assets associated with the project, with the exception of copyrighted assets that were licensed. These assets shouldn’t be shared outside Vanderbilt Health without permission.

Do the people in my video need to sign a release?
Patients or other people who appear in your video will need to sign a release. Contact us to request a downloadable file. Current employees of VUMC don’t need a release.

Can I use music in my video?
Yes, but in most cases not popular music. This includes original performances of popular songs. Here are some places where you’ll find royalty-free music to license. License-by-attribution agreements and verbal agreements with copyright owners are never acceptable. If your video contains unlicensed, copyrighted music, in most cases, VUMC will not publish it.
- Soundstripe
- Artlist
- Pond 5
- Audio Jungle

Why are the rules about music so strict?
Vanderbilt Health makes every effort to respect the intellectual property of others.
Frequently Asked Questions (continued)

What are the guidelines for filming on a Vanderbilt Health campus?

- Don’t film patients or other people who haven’t signed a release. Not even in the background.
- Avoid filming in common areas like cafeterias. If you must film in common areas, be careful not to film anyone who isn’t participating in your video.
- Let VUMC News and Communications know as soon as you have a filming time scheduled. A minimum 24 hour notice is appreciated.
- If you plan to film in Monroe Carell Jr. Children’s Hospital at Vanderbilt, your shoot must be approved ahead of time and your crew will need to be accompanied.
- All drone operations must be approved well ahead of time. This includes all flights, anywhere, for any video project. Drone pilots will need to send us a copy of their FAA certificate, proof of insurance and a flight plan.

Can Marketing update or fix a problem with an existing video?
In most cases, you’ll need to work with the person who created the video. You can check with us first, though.

Does Marketing have footage (b-roll) of VUMC I can use in my project?
Here’s our [Stock Footage Policy]. Strategic Marketing does not share footage of people (even with faces hidden in common areas of the hospital such as hallways, waiting rooms or common outdoor spaces.

Can you send me a copy of a video to use in my presentation?
We recommend you embed a url link from our YouTube channel in your presentation. If this isn’t possible, let us know and we’ll try to help.

Can you help me turn my PowerPoint presentation into a video?
Here’s a tutorial to help you with that.

How do I get my video posted on a VUMC web page?
Talk to your Marketing Development Manager or contact us. Please don’t create new social media accounts or accounts on video hosting sites such as YouTube or Vimeo to share your video(s).

How do I get a YouTube channel for my department?
VUMC YouTube channels are granted by Marketing and Engagement on a case-by-case basis, according to our Social Media Guidelines. You’ll need to fill out a request and a Moderator Agreement. Contact us.

How can I publish my video on a Vanderbilt Health social media account?
Contact us and we’ll help if we can.
### Preferred Vendors

These vendors have demonstrated ability to produce good quality work at a variety of price points. Video production is extremely scalable and quotes may vary. In general, number of days filming, crew size, technical approach and hours in post-production have the most impact on cost. Make a plan for paying your vendor before you begin work.

<table>
<thead>
<tr>
<th>Cost</th>
<th>Vendor Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>$</td>
<td>Entry-level projects starting at $5,000</td>
</tr>
<tr>
<td>$$</td>
<td>Mid-level projects starting at $15,000</td>
</tr>
<tr>
<td>$$$</td>
<td>High-end projects starting at $60,000</td>
</tr>
</tbody>
</table>

- **Contrast Visuals ($, $$)**  
  - contrast-visuals.com
- **Driver Productions ($, $$)**  
  - chad@driver-productions.com
- **GSF Media ($, $$)**  
  - gsfmedia.com
- **KGV Studios ($$, $$$)**  
  - kgvstudios.com
- **Nucleus ($, $, $$$)**  
  - Medical Animation  
    - nucleusmedia.com
- **Rascal 3 Creative ($$, $$$)**  
  - rascal3.com
- **STONECASTLE ($$, $$$)**  
  - wearestonecastle.com
- **Viz Village ($, $$)**  
  - Clint Smart  
    - vizvillage.com
Production Guidelines

We ask that vendors and in-house content producers follow these project and brand guidelines.

I. PROJECT GUIDELINES

Included as deliverables with every project
- All original footage and other media assets, including project files, delivered on an external hard drive upon request
- Perpetual streaming licenses for all music
- Proofread .srt caption files
- Open (burned-in) caption versions of all deliverables
- Poster frames (thumbnails) for all deliverables. Poster frame files should be less than 2MB in size
- For projects with more than (3) deliverables, labor to upload videos, captions and metadata on our hosting platform.
- Originals of all signed releases. Vendor may keep copies
- Copies of valid licenses for all copyrighted material used in deliverables

Original footage technical specifications (unless otherwise specified)
- Frame rate: 23.98
- Minimum horizontal resolution: 1080
- Minimum audio resolution: 4800Hz/16bit

Deliverable specifications (unless otherwise specified)
- Frame rate: 23.98
- Frame size: 1920x1080
- Audio: 4800Hz/16bit
- Codec: .mp4 (h.264 or h.265)

Preferred post-production applications
- Adobe Creative Suite (Premiere)
- DaVinci Resolve
Pre-Production
• External vendors must maintain production insurance and show proof of insurance upon request.
• News and Communications staff should be notified as soon as a filming date is set. At Children's Hospital, production crews must be accompanied by a representative from News and Communications. Vanderbilt University Hospital has final authority over filming in clinical spaces.
• Parking arrangements for crew and grip trucks should be made through VUMC Parking Services. Permits may need to be purchased and should be included in the production budget.
• All drone operations must be approved by Marketing and Engagement and VUMC Flight Operations. This includes all flights, at any location, for any VUMC video project.
• Marketing and Engagement should have an opportunity to review all deliverables for content, trademark compliance and style before final delivery.
• Two (2) rounds of review and corrections for each deliverable should be standard practice.
• All copyrighted material must be appropriately licensed. License-by-attribution agreements and verbal agreements with copyright owners are never acceptable. Vendors must be able to show proof of license upon request. Perpetual streaming licenses are required for all deliverables, in addition to any other applicable licenses.
• Filming in clinical spaces will not be permitted when the Centers for Disease Control (CDC) has characterized transmission conditions for COVID-19 to be high (red) in the related county.

II. BRAND GUIDELINES

Length
Keep videos as short as possible. If it’s over 5 minutes, in most cases, it’s too long.

Music
Avoid music with lyrics, chorus or choir, is overly dramatic, or cute. In most cases, minimal tracks that complement the tone of the video are preferred.

Lower Thirds
Use approved fonts and keep titles as short as possible. Lower thirds should not be overly large. In most cases, the provided lower third motion graphics template should be used.

Graphics
External motion templates may be used for graphics, but animation should be subtle.
Production Guidelines (continued)

Colors
Use colors that are consistent with VUMC’s Brand Standards as described in the [Color Palette]

Logos
Use only approved logos. A motion graphics template with lockups for various art cards has been provided.

Things to Avoid
• Sound effects should be used sparingly, if at all.
• Animated transitions (in most cases, straight cuts are preferred)
• Re-enactments
• Numerous or prominent references to religion
• Humor that might be considered inappropriate, offensive
• Teleconference (Zoom) footage, when possible
• Pictures or video that show blood, medical apparatus, surgery or treatments that a reasonable person who is not a clinical professional might find disturbing or in poor taste
• Prominent display of external brand names or logos
• Content that might suggest endorsement of external products or services

Monroe Carell Jr. Children's Hospital at Vanderbilt
The first mention in a video must always be worded, “Monroe Carell Jr. Children's Hospital at Vanderbilt.” Mentions thereafter may be “Children’s Hospital at Vanderbilt”.

Other Hospital Names
“Vanderbilt University Medical Center” should be used in connection with projects having to do with research or Graduate Medical Education. “Vanderbilt Health” should be used for consumer facing video content.

Community Hospital Names
Vanderbilt University Hospital
Vanderbilt Wilson County Hospital
Vanderbilt Tullahoma-Harton Hospital
Vanderbilt Bedford Hospital
Art Card References
An art card with appropriate logo should appear at the end of each video for at least one (1) second.

Motion Graphics Templates
A motion graphics templates file (.mogrt) may be included with your delivery folder. This file contains layers with lockups of each art card. Turn layers on or off to show the card you need. Subtle animation may be added to the card.

“Making Health Care Personal”
The phrase “Making Health Care Personal” should appear below the Vanderbilt Health logo on all 16:9 art cards branded Vanderbilt Health.

Stacked Logo
The stacked Vanderbilt Health logo should be used with all 1:1 aspect ratio deliverables. A guide to keep 1:1 graphics safe is included with your delivery folder.
Production Guidelines (continued)

16:9 Reference Vanderbilt Health

![Vanderbilt Health Logo](image1)

Making Health Care Personal

1:1 Reference Vanderbilt Health (no vignette)

![Vanderbilt Health Logo](image2)
Production Guidelines (continued)

16:9 Reference Monroe Carell Jr. Childrens Hospital at Vanderbilt

![Monroe Carell Jr. Children's Hospital at Vanderbilt](image)

1:1 Reference Monroe Carell Jr. Children's Hospital at Vanderbilt (no vignette)

![Monroe Carell Jr. Children's Hospital at Vanderbilt](image)
Stock Footage Policy

In most cases, production vendors should plan to film or purchase (license) all footage for a project. Requests for stock footage of VUMC will be considered on a case-by-case basis. All media assets remain sole property of Vanderbilt Health and shall not be sold or shared without permission. Production vendors should be prepared to pay for an external hard drive and shipping, if needed.

Marketing and Engagement will not share footage of people (even with faces hidden) in common spaces such as hallways, waiting rooms or common outdoor spaces.

To submit a request, email us at videoproduction@vumc.org.
File Naming

Your project may be assigned a number by Marketing and Engagement. If not, we ask that vendors follow this naming convention for project files and deliverables. This helps us streamline distribution and keep our archive organized.

**Project files**
Two-digit calendar year|two-digit month|sequential project number|VENDOR NAME

**Example**
210901VENDOR

**Clean deliverables**
Project name_SequenceName_sequential version number_FINAL

**Example**
2109001VENDOR_SequenceName_v1FINAL

**Open-caption deliverables**
Project name_SequenceName_sequential version number_FINAL_OC

**Example**
2109001VENDOR_SequenceName_v1FINAL_OC

**.srt caption files**
Project name_SequenceName_sequential version number_FINAL_CC

**Example**
2109001VENDOR_SequenceName_v1FINAL_CC
File Delivery

We ask that vendors and in-house content creators follow this procedure. In most cases, Microsoft SharePoint should be used to review and deliver files.

**Delivering files via SharePoint**

- If you haven’t been given access to a delivery folder, contact us
- Name all deliverables according to the naming convention
- Proofread all captions
- Upload all deliverables to the appropriate subfolder
- Let your Market Development Manager or videoproduction@vumc.org know when all files have been uploaded

**If you’re uploading to our hosting platform**

- Follow all the steps above
- Ask your Market Development Manager or videoproduction@vumc.org for access to the hosting platform
- Upload clean versions of deliverables to the hosting platform
- Upload captions files for all deliverables and check
- Enter metadata (title, description etc.) as directed
- Let your Market Development Manager or videoproduction@vumc.org know when the upload is complete
## Color Palette

These colors should be used for Vanderbilt University Hospital and regional hospitals.

### Primary

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>HEX Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Dark Blue</td>
<td>95, 90, 50, 50</td>
<td>26, 30, 59</td>
<td>#1ale3b</td>
</tr>
<tr>
<td>Academic Medium Blue</td>
<td>100, 80, 25, 25</td>
<td>15, 60, 108</td>
<td>#0f3d6c</td>
</tr>
<tr>
<td>Academic Light Blue</td>
<td>90, 50, 10, 0</td>
<td>0, 116, 174</td>
<td>#0074ae</td>
</tr>
<tr>
<td>Vanderbilt Health Ochre</td>
<td>4, 9, 0</td>
<td>242, 239, 229</td>
<td>#f2e0e0</td>
</tr>
<tr>
<td>Vanderbilt Black</td>
<td>0, 0, 0, 94</td>
<td>0, 116, 174</td>
<td>#0074ae</td>
</tr>
<tr>
<td>White</td>
<td>0, 0, 0, 0</td>
<td>255, 255, 255</td>
<td>#ffffff</td>
</tr>
</tbody>
</table>

### Secondary

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>HEX Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clinical Dark Green</td>
<td>96, 63, 46, 31</td>
<td>150, 207, 208</td>
<td>#96cfd0</td>
</tr>
<tr>
<td>Clinical Medium Green</td>
<td>70, 30, 35, 0</td>
<td>85, 148, 159</td>
<td>#55949f</td>
</tr>
<tr>
<td>Clinical Light Green</td>
<td>15, 0, 10, 0</td>
<td>215, 237, 230</td>
<td>#55949f</td>
</tr>
<tr>
<td>Vanderbilt Health Ochre</td>
<td>4, 9, 0</td>
<td>242, 239, 229</td>
<td>#f2e0e0</td>
</tr>
<tr>
<td>Vanderbilt Cool Grey</td>
<td>0, 0, 0, 50</td>
<td>255, 255, 255</td>
<td>#ffffff</td>
</tr>
<tr>
<td>White</td>
<td>0, 0, 0, 0</td>
<td>255, 255, 255</td>
<td>#ffffff</td>
</tr>
</tbody>
</table>

These colors should be used for Monroe Carell Jr. Children's Hospital at Vanderbilt.

### Primary

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>HEX Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>100, 100, 0</td>
<td>255, 0, 0</td>
<td>#e40003</td>
</tr>
<tr>
<td>Blue</td>
<td>100, 99, 2, 3</td>
<td>16, 6, 159</td>
<td>#10069f</td>
</tr>
<tr>
<td>Green</td>
<td>88, 24, 100, 10</td>
<td>233, 224, 147</td>
<td>#e40003</td>
</tr>
<tr>
<td>Yellow</td>
<td>8, 35, 100, 0</td>
<td>255, 255, 255</td>
<td>#e40003</td>
</tr>
<tr>
<td>White</td>
<td>0, 0, 0, 0</td>
<td>255, 255, 255</td>
<td>#ffffff</td>
</tr>
</tbody>
</table>

### Secondary

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>HEX Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light Blue</td>
<td>37, 0, 16, 4</td>
<td>150, 207, 208</td>
<td>#96cfd0</td>
</tr>
<tr>
<td>Light Green</td>
<td>15, 0, 10, 0</td>
<td>177, 200, 145</td>
<td>#96cfd0</td>
</tr>
<tr>
<td>Light Yellow</td>
<td>5, 3, 49, 4</td>
<td>233, 224, 147</td>
<td>#96cfd0</td>
</tr>
<tr>
<td>White</td>
<td>0, 0, 0, 0</td>
<td>255, 255, 255</td>
<td>#ffffff</td>
</tr>
</tbody>
</table>