

INVEST NORTHERN IRELAND VIDEO GUIDELINES

2025 Edition

CONTENTS

GENERAL STYLE	3
CREATIVE STYLES	4
COLOUR PALETTES	5
HEX GRAPHICS	6
START AND END FRAMES	7
FOOTAGE STYLE	8
PLATFORMS AND FORMATS	9
VIDEO DURATION	10
TESTIMONIAL VIDEOS	11
SUBTITLES	12-13
PARTNER BRANDING	14

GENERAL STYLE

When creating videos, the general rules for colours, typography and voice from our brand guidelines (either Invest NI or Brand NI) apply. The emphasis of our videos should be on people, places and products. The scenes should feel modern, dynamic and authentic.

The hex graphics can be animated into the footage to reinforce the brand and keep variations of the content consistent, if they are not all from the same source. Blurred and glass-effect hex graphics add depth and texture to the footage and add movement to any still photography.

It's also important to consider diversity when selecting footage or images.



Sample storyboard



CREATIVE STYLES

To maintain a consistent approach, two creative styles have been developed.

The two approaches are:

1. Mix of footage, image and animated graphics

This is our primary approach featuring authentic footage of people, place and product along with the brand look and feel.

All footage and images should be local companies but if you need stock footage, it should feel like a real local company. If you are using still images, they should have an element of movement applied.

2. Animated informational graphics

This approach can be used for information-heavy content where footage and images aren't available.

The two creative styles can be combined where appropriate. You should not apply any other animation style.

1. Mix of footage, image and graphics



Graphics don't need to appear in all scenes or shots.

2. Animated informational graphics



Hex graphics can be an integral part of the creative or more subtle.

COLOUR PALETTES

All brand colour palette rules apply when creating video content.

The corporate palette is for all general top-level content. For specific business areas or sector focused content, you should follow the approved colour palettes.

Refer to the Invest NI and Brand NI guidelines for more information on colour application.

Corporate

C65 M00 Y100 K00
R101 G179 B46
#65B22E

C85 M00 Y00 K00
R000 G172 B233
#00ABE9

C30 M00 Y94 K00
R175 G199 B40
#AEC627

Invest NI business areas

Exporting

C78 M00 Y12 K01
R05 G38 B121
#5F2078

C00 M00 Y100 K00
R000 G000 B000
#000000

C00 M00 Y100 K00
R000 G000 B000
#000000

Green economy

C65 M00 Y100 K00
R101 G179 B46
#65B22E

C30 M00 Y94 K00
R175 G199 B40
#AEC627

C00 M00 Y100 K00
R000 G000 B000
#000000

Skills (leadership and training)

C00 M00 Y100 K00
R000 G000 B000
#000000

C00 M00 Y100 K00
R000 G000 B000
#000000

C00 M00 Y100 K00
R000 G000 B000
#000000

Productivity (process and digitisation)

C00 M00 Y100 K00
R000 G000 B000
#000000

C00 M00 Y100 K00
R000 G000 B000
#000000

C00 M00 Y100 K00
R000 G000 B000
#000000

Funding

C90 M04 Y00 K04
R52 G34 B151
#15A497

C37 M03 Y00 K00
R122 G34 B151
#48F076

C00 M00 Y100 K00
R000 G000 B000
#000000

Innovation and R&D

C72 M00 Y46 K00
R47 G79 B55
#4E629F

C81 M03 Y23 K07
R62 G38 B121
#5F2078

C00 M00 Y100 K00
R000 G000 B000
#000000

Regional office activities

C85 M00 Y00 K00
R000 G172 B233
#00ABE9

C78 M00 Y12 K01
R05 G38 B121
#5F2078

C00 M00 Y100 K00
R000 G000 B000
#000000

Entrepreneurship

C31 M00 Y23 K30
R89 G00 B00
#B45465

C66 M01 Y00 K05
R05 G38 B121
#5F2078

C00 M00 Y100 K00
R000 G000 B000
#000000

Brand NI sectors

Agri-tech and agri-food

C78 M00 Y12 K01
R05 G38 B121
#5F2078

C00 M00 Y100 K00
R000 G000 B000
#000000

C00 M00 Y100 K00
R000 G000 B000
#000000

Food and drink

C00 M00 Y100 K00
R000 G000 B000
#000000

C00 M00 Y100 K00
R000 G000 B000
#000000

C00 M00 Y100 K00
R000 G000 B000
#000000

Financial services

C81 M03 Y23 K07
R62 G38 B121
#5F2078

C00 M00 Y100 K00
R000 G000 B000
#000000

C00 M00 Y100 K00
R000 G000 B000
#000000

Global business services

C00 M00 Y100 K00
R000 G000 B000
#000000

C00 M00 Y100 K00
R000 G000 B000
#000000

C00 M00 Y100 K00
R000 G000 B000
#000000

Professional and legal services

C00 M00 Y100 K00
R000 G000 B000
#000000

C00 M00 Y100 K00
R000 G000 B000
#000000

C00 M00 Y100 K00
R000 G000 B000
#000000

Advanced manufacturing and engineering

C78 M00 Y12 K01
R05 G38 B121
#5F2078

C00 M00 Y100 K00
R000 G000 B000
#000000

C00 M00 Y100 K00
R000 G000 B000
#000000

C00 M00 Y100 K00
R000 G000 B000
#000000

C00 M00 Y100 K00
R000 G000 B000
#000000

Technology

C02 M99 Y54 K00
R221 G35 B44
#E02220

C00 M00 Y100 K00
R000 G000 B000
#000000

C00 M00 Y100 K00
R000 G000 B000
#000000

Cyber security

C31 M00 Y48 K52
R000 G000 B000
#000000

C02 M99 Y54 K00
R221 G35 B44
#E02220

C00 M00 Y100 K00
R000 G000 B000
#000000

Creative technology

C78 M00 Y12 K01
R05 G38 B121
#5F2078

C00 M00 Y100 K00
R000 G000 B000
#000000

C00 M00 Y100 K00
R000 G000 B000
#000000

Life and health sciences services

C00 M00 Y100 K00
R000 G000 B000
#000000

C00 M00 Y100 K00
R000 G000 B000
#000000

C00 M00 Y100 K00
R000 G000 B000
#000000

Green economy and renewable energy

C65 M00 Y100 K00
R101 G179 B46
#65B22E

C00 M00 Y100 K00
R000 G000 B000
#000000

C00 M00 Y100 K00
R000 G000 B000
#000000

HEX GRAPHICS

The hex graphics have been developed to give the brand a distinctive look. You should apply them to the video content as shown.

The application of the hex graphics can be dialled up or down depending on the project. Feature them prominently at the start and end of an edit, with a more subtle application throughout the rest of the video.

If the hex graphics are over-applied throughout, this could become distracting for the viewer. The hex graphics don't need to be applied to every scene.

All graphic assets can be requested from the Invest NI Communications Group: communications@investni.com

Hex burst

The hex bursts add a sense of energy and create a distinctive look. They can be shaped or blurred to add a sense of transition.



Hex keyline

The hex keyline helps to highlight people, places and products within the footage.

The keyline width varies for Invest NI and Brand NI application, please refer to the individual guidelines for guidance.



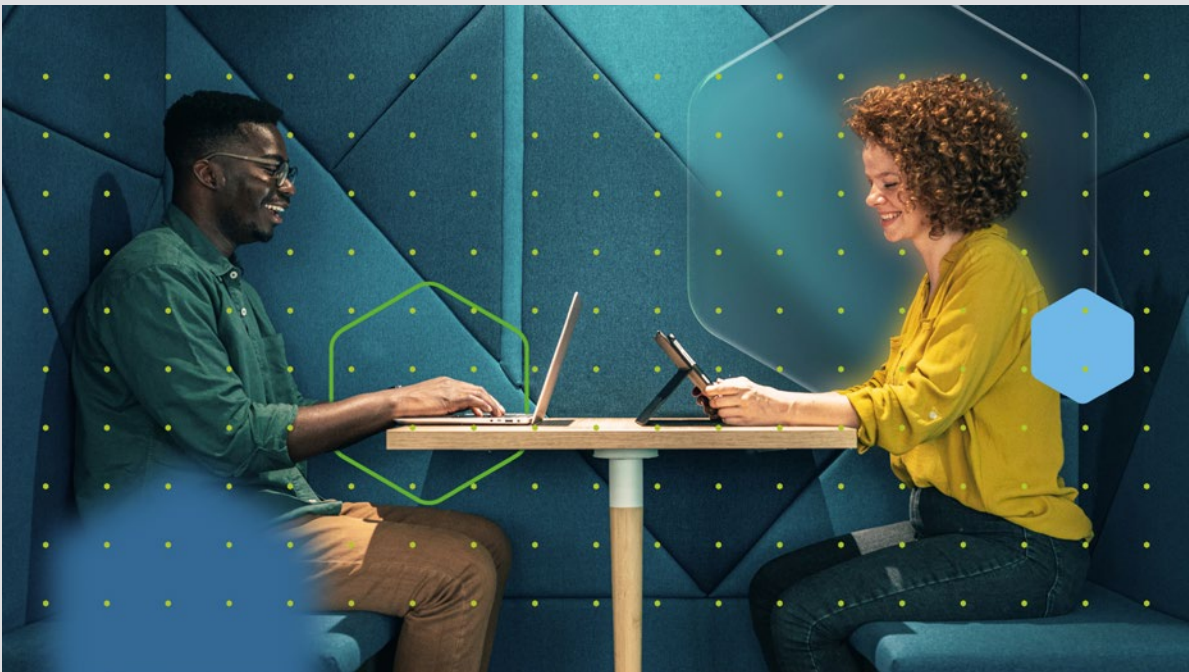
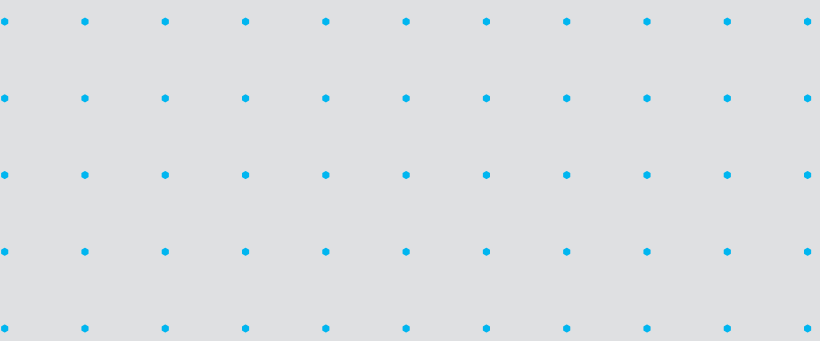
Glass hex graphic

We have created the glass hex graphic specifically for use on video formats. This helps add a sense of depth to the creative as it moves across the footage. This can be used as a clear or blurred effect. To achieve a the blur effect, use a vector hex of matching size to create a matte for an adjustment layer with a Gaussian blur added.



Hex pattern

The hex pattern can help add a contemporary effect to the footage. It should be used in subtle application. Elements can be removed to allow the footage to show through.



START AND END FRAMES

The start and end frames are an opportunity to apply our brand and create an engaging hook or call to action.

Which elements feature in the start and end frames of video content depends where the video will be served.

A colour overlay should be applied to the end frames. The primary option is to animate this as a transparent layer, with the final video motion running on the lower layer. The secondary option is to animate to a solid colour overlay if the ending footage is too busy. This will ensure legibility when the logo and CTA animate in.

We do not recommend adding QR codes to web or social videos. The preferred option is to add a direct link or button where applicable.

Start frame



End frame



End frame - dual branded

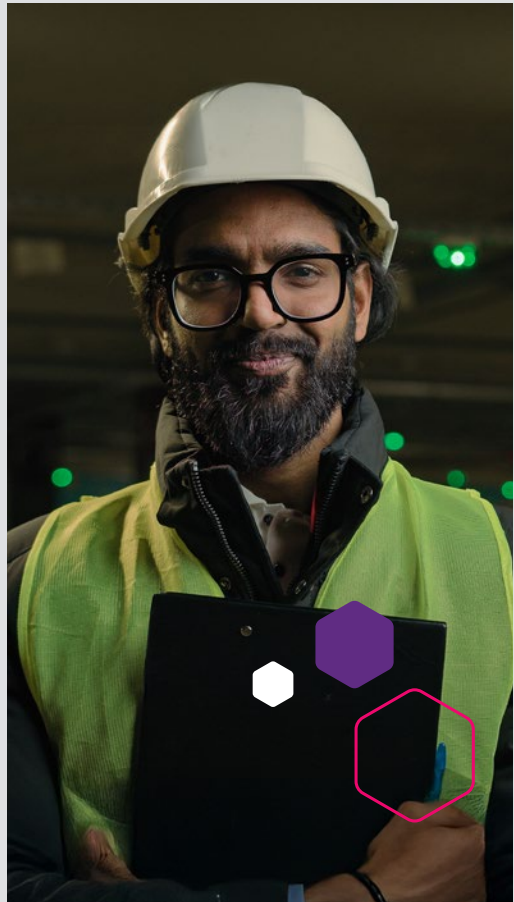


Long duration videos (16:9 format)

Longer form videos are often housed on websites or YouTube. The start frames should make it clear what the viewer is about to watch or be an interesting statistic or question to grab their attention.

If all the information is contained within the video, the end frame should house the appropriate logos according to our Brand Hierarchy guidance. If there is a need to direct the viewer somewhere else for more information, this can be accompanied by a URL or shorter vanity URL.

Start frame



End frame



Short duration videos (9:16, 1:1 social formats)

For short form videos that are designed for social media, it's important to start with a creative hook to catch the audience's attention and draw them in. This could be an interesting fact, intriguing question or a compelling benefit. This should be done within the first two seconds. Never start these videos with a logo.

In organic posts, the end frame can include the appropriate logos according to our Brand Hierarchy guidance and URL. For paid posts, the CTA will be served in the ad in the form of a button, so no URL is required.

Start frame



End frame



FOOTAGE STYLE

The emphasis should be on people, places and products. The people are hard at work and it should feel authentic.

This reflects the aspirations of the viewer and helps make connections with the benefits of the programmes and business sectors.

The brand elements will help create a consistent look when footage is taken from different sources. However, we should not use footage that has had a different visual treatment applied.

When using still images, there should be an element of movement applied to ensure it flows with the rest of the footage.

Always consider diversity within all video content.

Lower third

This is an example of how the lower third should be styled. The name and job title can sit anywhere along the bottom of the frame. The background colour will depend on the video topic - see page 5 for more information. The name is applied in Northern Ireland bold at 58pt and the job title is Northern Ireland regular at 54pt. The holding device for both is 65px high.

Our YouTube channel has the Invest NI watermark on the bottom right hand side of the screen, so captions need to avoid this area.

Name Surname
Job title, Company Name



Subtitles will move to the lower third when the name and job title fade out.

AUTHENTIC

PLATFORMS AND FORMATS

There are three main formats used when capturing videos for online. These are landscape (16:9), square (1:1) and portrait (9:16). The size and shape you use depends on where you want to post your content.

If you are unsure of the channel the content will be placed, shoot the footage in 16:9 and ensure the main focus is centre of frame. This will allow the footage to be cropped for other formats.

Channels and formats

The below table summarises the preferred content formats for each channel. Other formats are available but 1:1 and 9:16 are the most common, so they're often the most efficient and economical formats.

SOCIAL MEDIA CHANNEL	CONTENT FORMAT
Facebook feed	1:1
Instagram feed	1:1 and 4:5
Instagram stories	9:16
Instagram reels	9:16
LinkedIn	1:1 and 16:9
X	1:1 and 16:9
YouTube	16:9
YouTube shorts	9:16



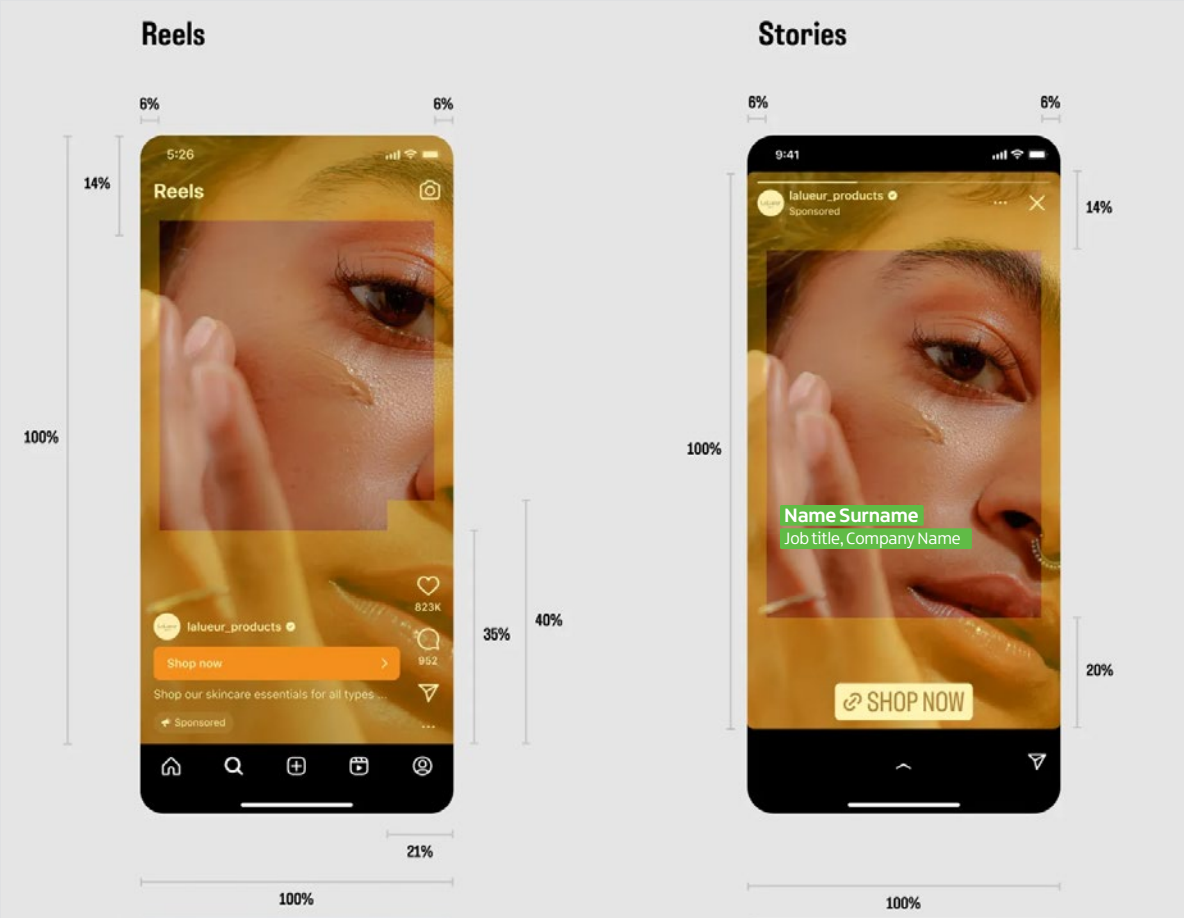
Safe zones

Each platform has different safe zones within 9:16 placements.

Although the video should fill the entire placement, other elements (copy or captions, for example) should remain within the safe zones. The below reels and stories examples are correct at time of publishing (April 2025) but specifications change regularly.

Before planning content, you can use the following links to stay up to date on the latest best practice video guidelines:

- META
- LINKEDIN
- X



VIDEO DURATION

We have to capture and then hold the audience’s attention.

So, best practice recommendation is to keep online content as short as possible. The table shows the maximum video length available (on paid ads), but this differs hugely from the optimum video lengths. These optimum lengths are guidelines only and can vary depending on the content and style of messaging.

It is worth regularly analysing the view rates on online content to understand how they differ for each channel and topic.

SOCIAL MEDIA CHANNEL	MAX VIDEO LENGTH (PAID ADS)	OPTIMUM VIDEO LENGTH
Facebook feed	240 minutes	<1 minute
Facebook stories	2 minutes	20 seconds
Instagram feed	60 minutes	<1 minute
Instagram stories	60 seconds	15 seconds
Instagram reels	15 minutes	15 – 60 seconds
LinkedIn	10 minutes	<30 seconds
Twitter	2 minutes 20 seconds	44 seconds
YouTube	6 seconds – no maximum	15 seconds – 2 minutes



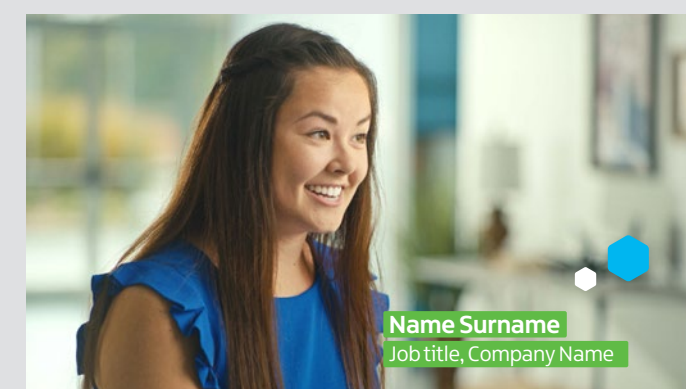
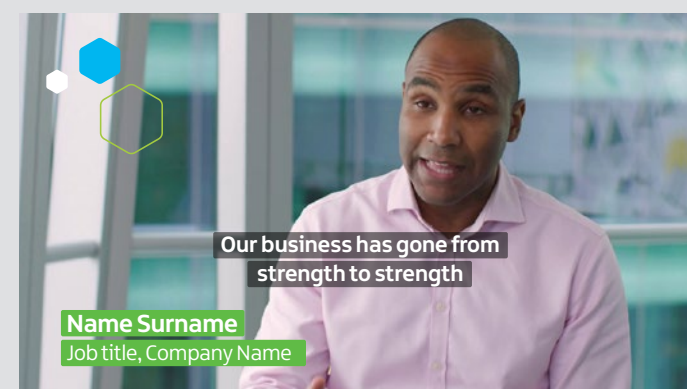
TESTIMONIAL VIDEOS

Testimonial videos are a great opportunity to show real success stories.

The following guidance will ensure a consistent and engaging approach.

Art direction suggestions:

- Start with a hook that draws the viewer in, this can feature the product or service.
- The interviewee should be looking at the interviewer and not directly at camera.
- Choose an interview location with a clean and simple background.
- Feature more b-roll footage of the business rather than the interviewee on screen.



B-roll footage is an important aspect of the video, as it helps build the subject narrative.

Tips for testimonial interviews

- 1. Choose the right participants**
Select articulate and enthusiastic customers who have genuinely benefitted from your product or service.
- 2. Provide a pre-interview briefing**
Share the purpose of the testimonial and key talking points in advance to help participants prepare.
- 3. Build rapport**
Start with casual conversation or ice-breaker questions to put participants at ease.
- 4. Focus on the 'story'**
Guide the conversation to cover:
 - **Challenge** – the issue they faced.
 - **Solution** – how your product or service helped.
 - **Results** – tangible benefits or outcomes.
- 5. Ask open-ended questions**
Always avoid questions that can be answered simply “yes” or “no”. Encourage detailed storytelling with questions like:
 - “What problem were you trying to solve?”
 - “What was your experience using our service?”
 - “What specific results did you achieve?”
- 6. Follow up on key points**
Probe deeper with prompts like:
 - “You said the results exceeded your expectations. Tell me more about that.”
- 7. Encourage authenticity**
Let participants speak naturally in their own words so the testimonial feels genuine.

SUBTITLES

There are two main types of video subtitles, SubRip Subtitles (SRT) files and ‘burnt-in’ captions.

SRT

An SRT file is a plain text file that contains subtitles for a video.

Uploading an SRT file with a video enhances accessibility and inclusion for viewers with hearing impairments, learning disabilities or who are neurodivergent. It can also boost your video’s SEO ranking.

You can provide an SRT file when uploading video content, which gives the viewer the choice to switch captions on or off.

Burnt-in captions

Burnt-in captions are subtitles that are permanently added to a video and cannot be turned off by the viewer. These are common on social media videos where viewers often watch content without sound.

1:1 example

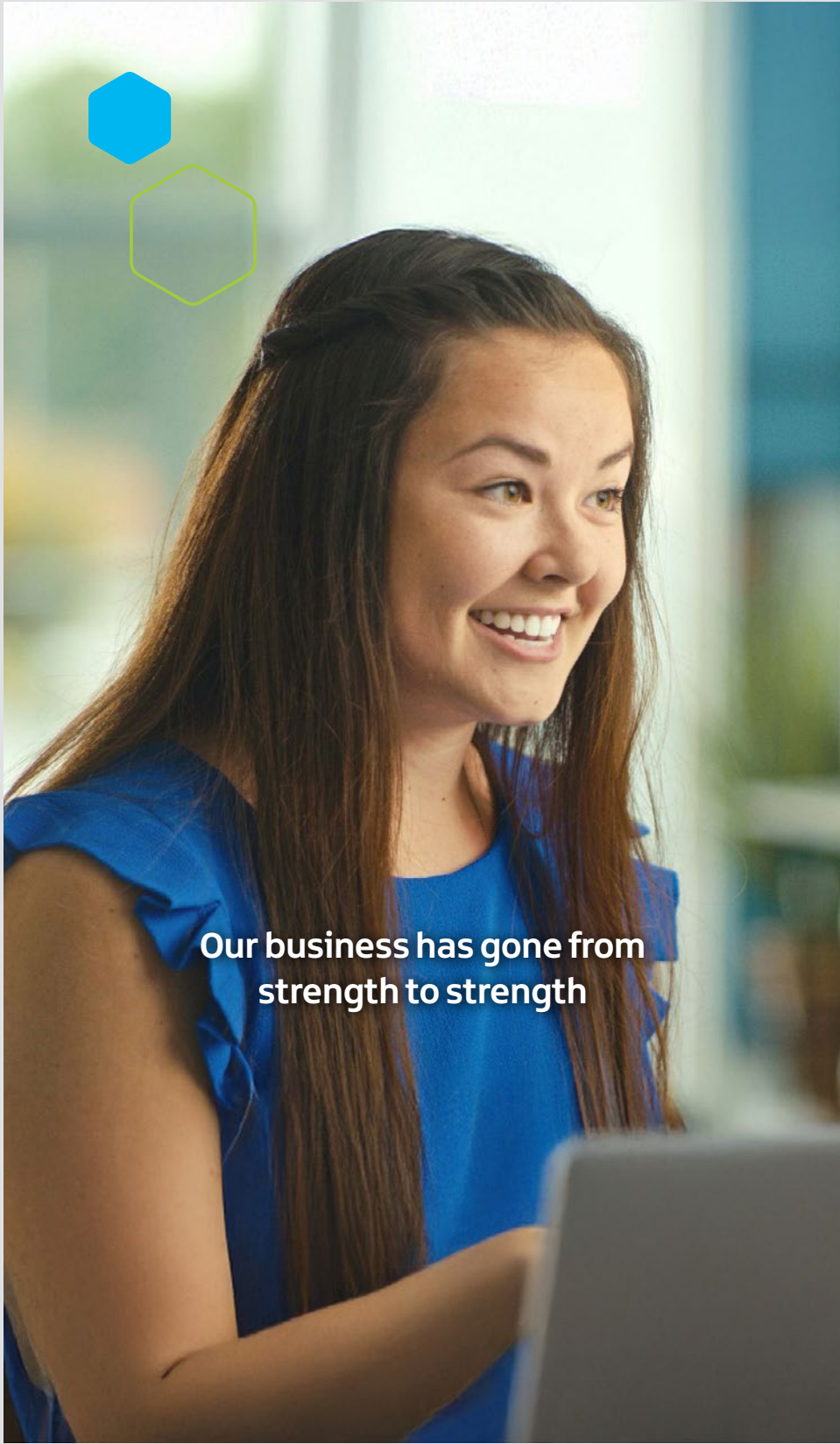


Subtitles should be white in Northern Ireland bold at 48pt with a black (R0 G0 B0, #000000) drop shadow or background (50% multiply) applied. The black background should have a 5px corner radius. Keep the subtitles to a maximum of 2 lines.

It is best practice to add subtitles to all social videos.

Our business has gone from strength to strength

9:16 example



Follow the safe zone guidance on page 9 when applying subtitles on 9:16 formats for reels and stories.

SUBTITLES

This table shows the optimum subtitle format by platform.

Platform	Preferred Subtitle Method	Organic Video	Paid Video	Notes
YouTube	Separate .srt file with closed captions (CC)	Supports separate .srt file upload for captions (CC)	Supports separate .srt file upload for captions (CC)	YouTube natively supports .srt files for both organic and paid, and viewers can toggle captions on/off. Also supports burned-in captions for accessibility if needed.
Facebook	Separate .srt file with closed captions (CC) preferred; burnt-in subtitles for paid	Supports separate .srt file upload for captions (CC)	Burnt-in subtitles are recommended for reliability	Organic posts support .srt files, but paid ads can have issues. Burnt-in subtitles are often more reliable for paid posts, as they ensure captions are visible without upload issues.
Instagram	Burnt-in subtitles only (no support for separate .srt files)	Burnt-in subtitles	Burnt-in subtitles	Instagram does not support .srt file uploads for captions, so burnt-in subtitles are the only accessible option to ensure all viewers can see the captions.
LinkedIn	Separate .srt file with closed captions (CC)	Supports separate .srt file upload for captions (CC)	Supports separate .srt file upload for captions (CC)	LinkedIn supports .srt files for both organic and paid posts, allowing captions to be toggled on/off. Burnt-in captions can still be used for guaranteed visibility if preferred.
X (Twitter)	Burnt-in subtitles only	Burnt-in subtitles	Burnt-in subtitles	Twitter does not fully support .srt files for captions on all devices or ad types, so burnt-in subtitles are recommended for consistent accessibility across both organic and paid videos.

PARTNER BRANDING

These examples show how partner branding can be applied to different formats.

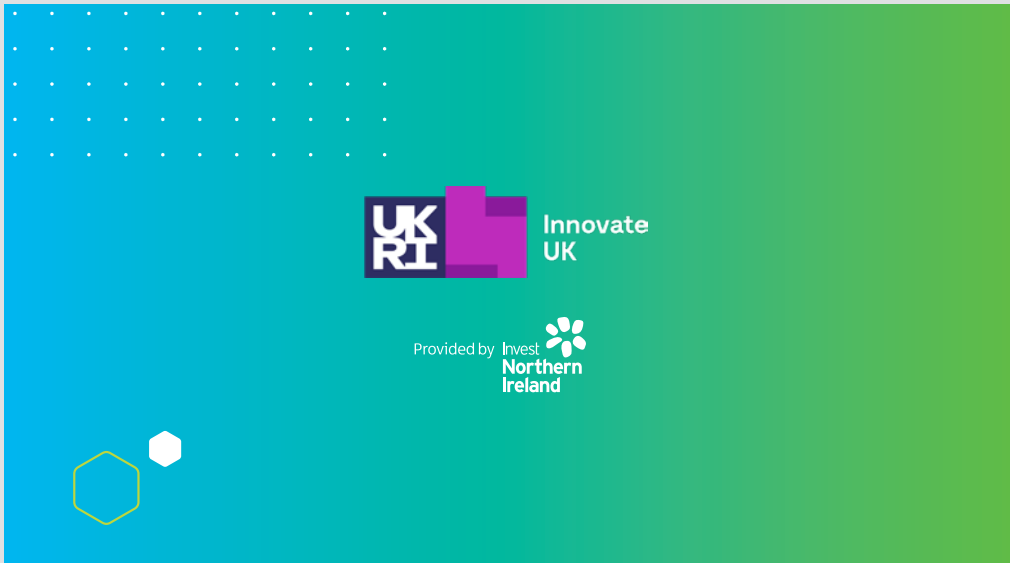
Depending on the partner involvement in the project, their logo can appear on the end frame.

Further guidance on partner logos can be found in our Brand Hierarchy guide.

16:9 End frame



16:9 End frame



16:9 End frame



9:16 End frame



1:1 End frame



THANK YOU

If you have any further questions or would like to request any of the brand assets or additional guides, such as our Brand Guidelines, Writing Rules or Brand Hierarchy, please contact the Communications Group at:

communications@investni.com