

# Video style guide







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## Motion graphics

Get AE .mogrt files for use in Adobe Premiere and tips for how to implement them.

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## Animation

Access a vast library of motion textures and an introduction to Software AG's illustration style.

<a href="#">Motion textures</a>	Download colorful background animations
<a href="#">Compositing do's and don'ts</a>	Instructions for how to use motion textures within composited scenes
<a href="#">Illustration style</a>	Examples and rules for how to implement illustration as it pertains to animation, including iconography

## Audio

Access music and sound effects and get an overview of demo/narration recording best practices.

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<a href="#">Sound effects</a>	Download sound effects
<a href="#">Best practices</a>	Guidance for demo and narration voice recording

# Basics on brand and format

## Overview

Software AG is committed to making a world of living connections. By providing the fluid flow of data, we give businesses, industries and humanity the power to instantly see, act and thrive.

Our brand behaviors express our brand's purpose and sets a clear direction for how we should look, speak and act.

**Be the Life**—We are dynamic, agile and responsive.

### How we Look

Our visuals are lively, with a sense of fluidity and dynamism—even when static. We are vibrantly colorful yet have the ability to be more understated in response to different contexts or situations.

### How we Speak

We tell confident, unlicked and human-centered stories.

### How we Act

We encourage each other's spirit of independence, energy and optimism.

**Be the Sense**—We are decisive, purposeful and thought-through.

### How we Look

There is an underlying structure that connects everything we do. We use this to organize imagery and information, ensuring effective communication every time. We use space with confidence and each element with purpose.

### How we Speak

We make every word count and every idea clear.

### How we Act

We are careful and conscientious listeners and learners, combining experience with experiment.

**Be the Future**—We are adventurous, inventive and dare to originate.

### How we Look

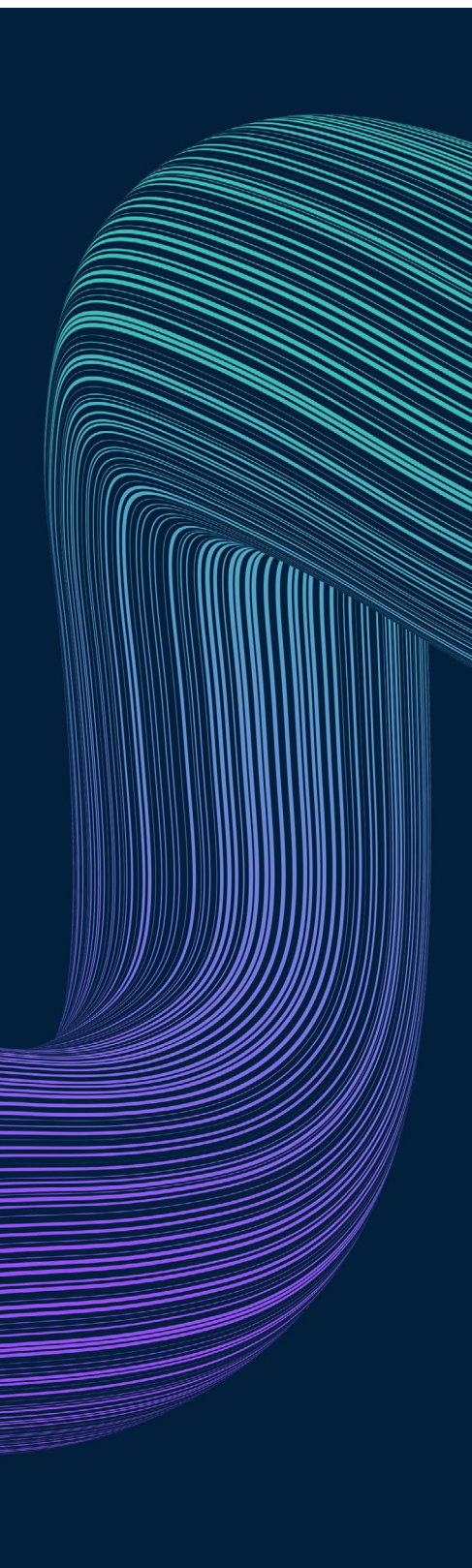
We dare to be different, so our look is brave and ahead of the curve. We embrace new technologies to ensure we are consistently inventive. We define what's next.

### How we Speak

We capture people's imaginations with positive, thought-leading concepts.

### How we Act

We cultivate a 'one company' attitude, always open-minded about the new and the next.





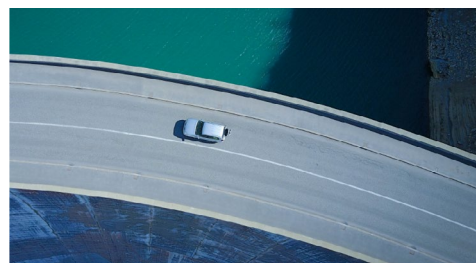


## Framing

### Structure and Flow

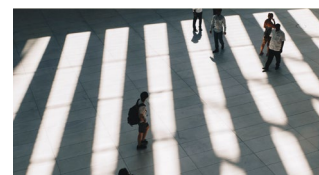
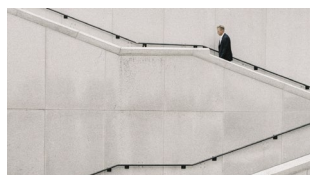
The design philosophy at Software AG consists of two components: structure and flow.

Structure is represented by parallel lines, graphic angles, bold underlying forms and an abundance of negative space, while flow is represented by simple, snaking curves or sweeping forms that evoke movement. Flow utilizes fluid contours found in the environment.



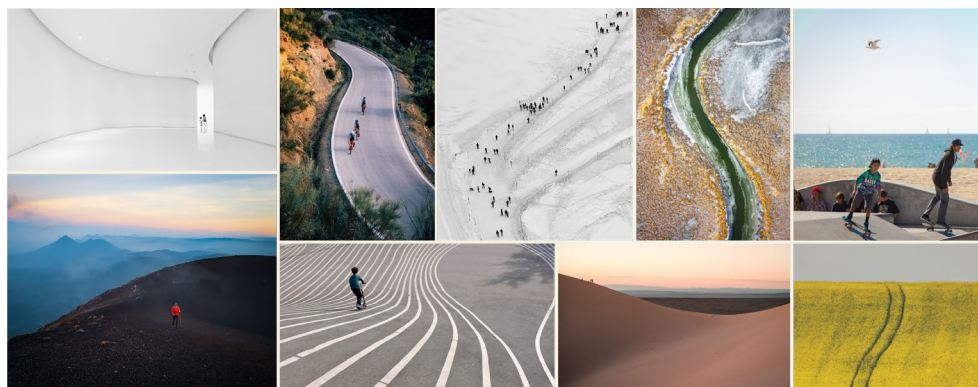
### Framing with Structure

When choosing a backdrop with structure in mind, look for straight, jagged, repeating or parallel lines, or no lines at all.



### Framing with Flow

When choosing a backdrop with flow in mind, look for environmental curves.



### Downloads

Stock images and video incorporating structure and flow can be downloaded below. Vendors may email [video@softwareag.com](mailto:video@softwareag.com) for download access.

[Download structure video clips](#)

[Download flow video clips](#)

[Download structure stock images](#)

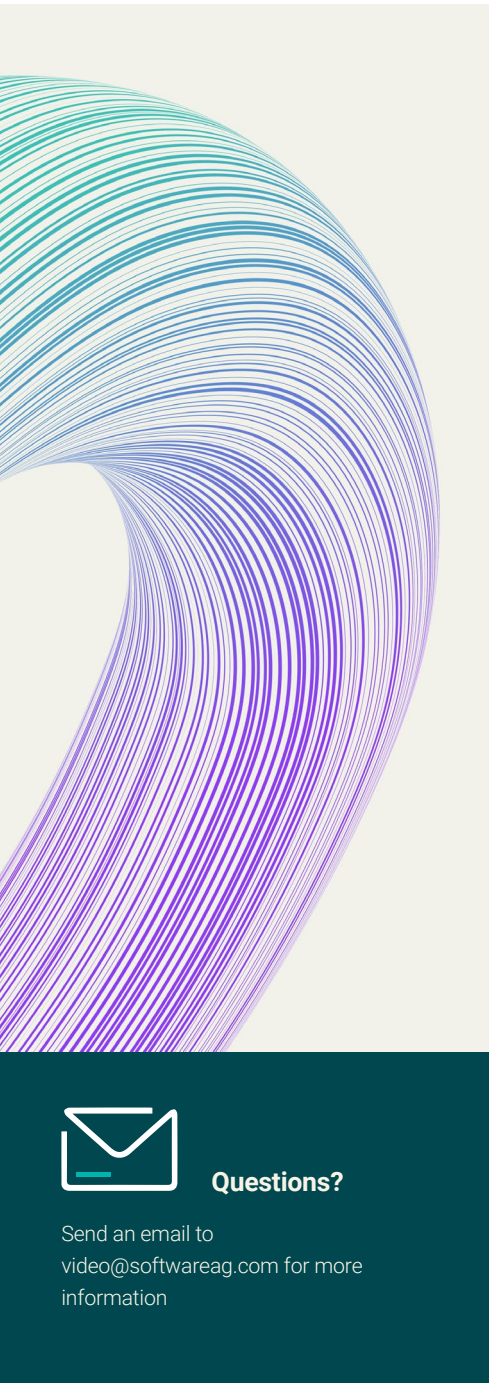
[Download flow stock images](#)



### Questions?

Send an email to  
[video@softwareag.com](mailto:video@softwareag.com) for more  
information





## Color palette

### Primary colors

Main brand colors.

Core dark 120 #011F3D	Core light 930 #F2F2EA	White #FFFFFF
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### Background colors

Additional options.

Gray 220 #193857	Gray 950 #F0F2F4
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### Secondary colors

Functional accent colors.

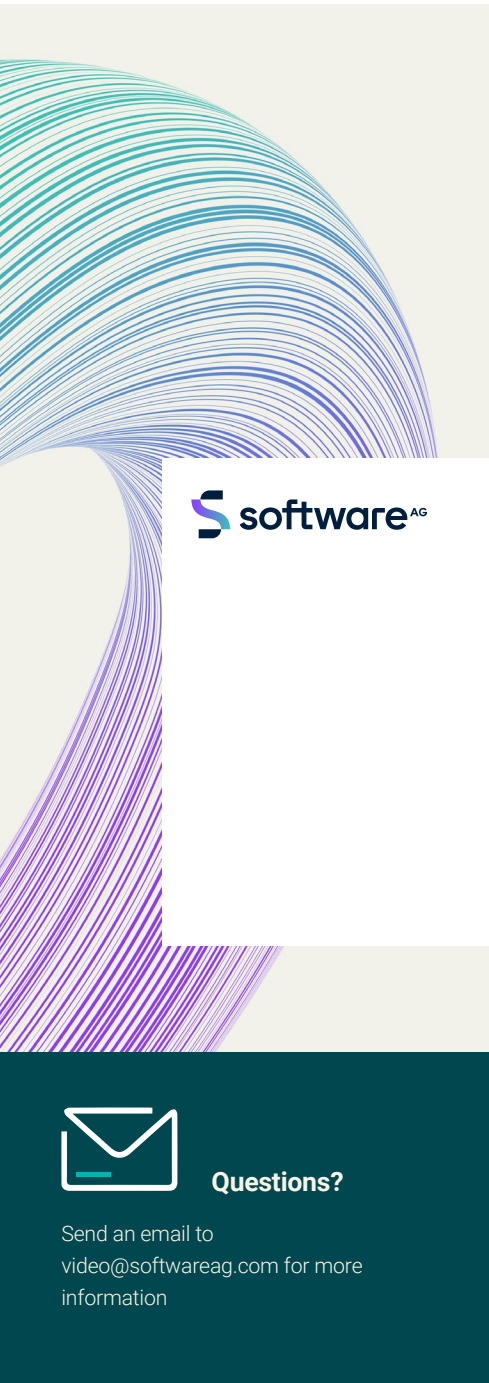
Bright Pulse 600 #8E3CF7	Deep Pulse 270 #3B2C5E	Bright Sense 500 #3CC1B7
Bright Sense 300 #058192	Deep Sense 260 #1C5569	

### Tertiary color

Use sparingly, particularly with text. Best reserved for icons and graphical elements.

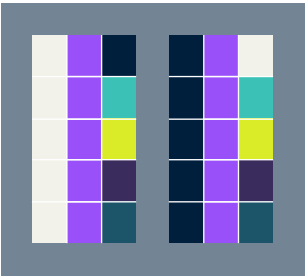
Bright Life 540 #D9EC27
----------------------------



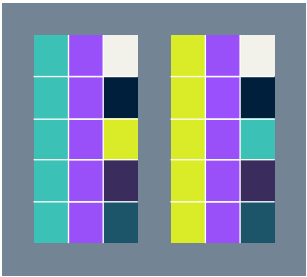


**Color combinations**

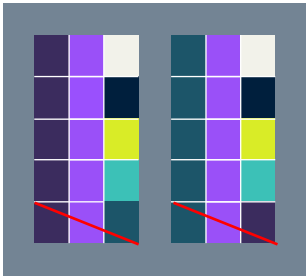
Bright pulse may be added as a third color in all two color combinations where bright pulse is not present. **Do not combine deep pulse and deep sense.** White may be substituted for Core Light.



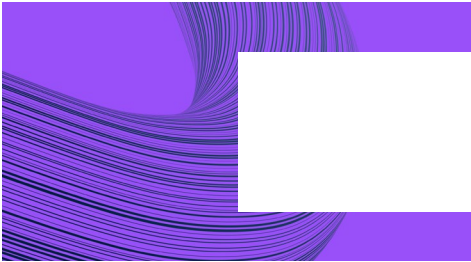
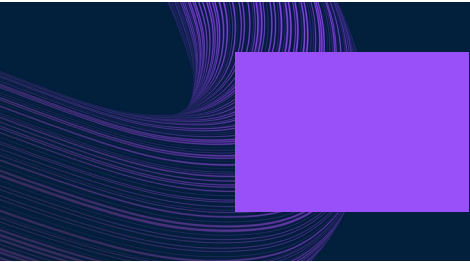
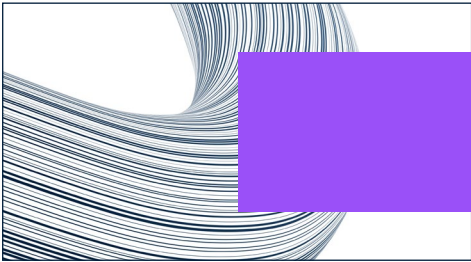
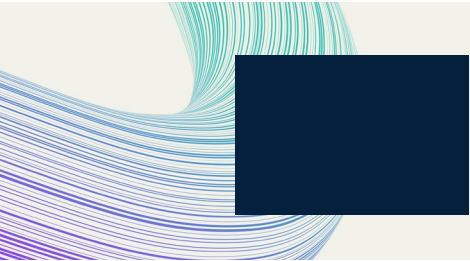
Core



Bright



Deep

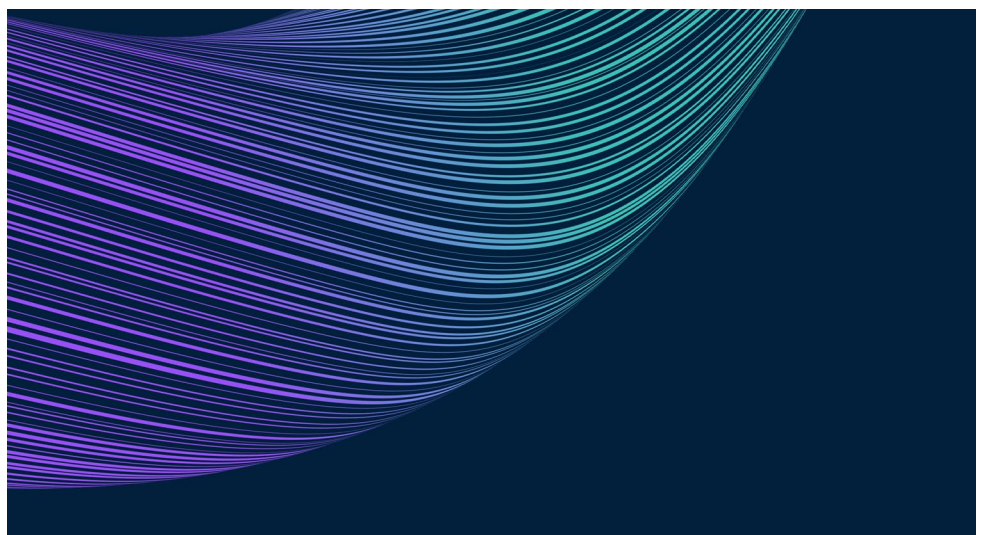
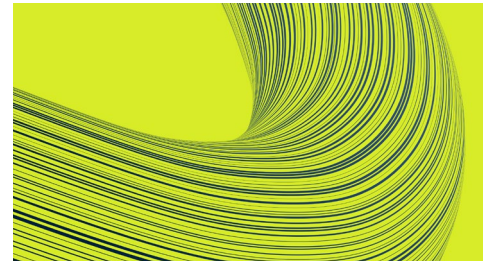
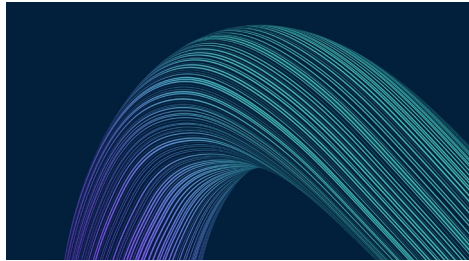
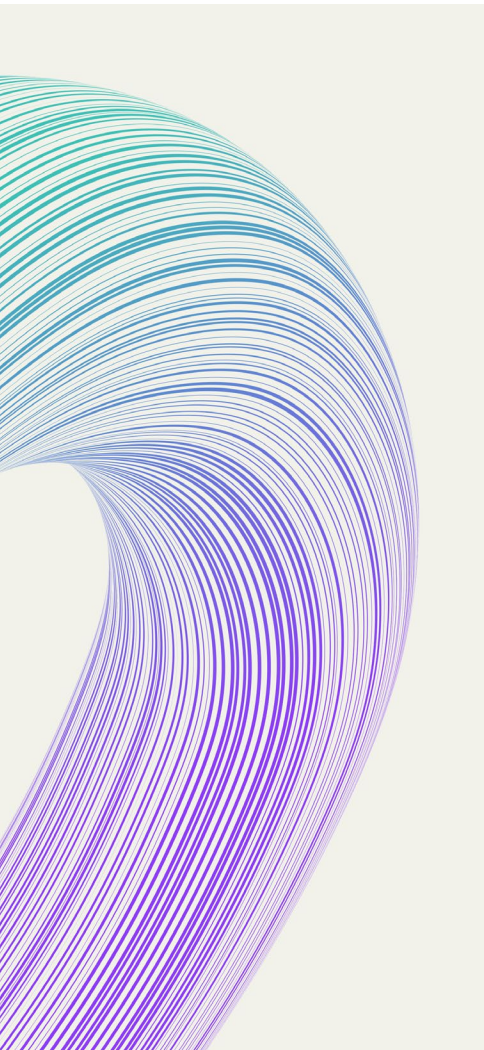


Gradient Living Flow motion textures result in a unique set of circumstances for color combinations. In most instances, Gradient Living Flow motion textures use a Core Dark, Core Light or White background color.



### Masterbrand marketing: Gradient Living Flow motion texture

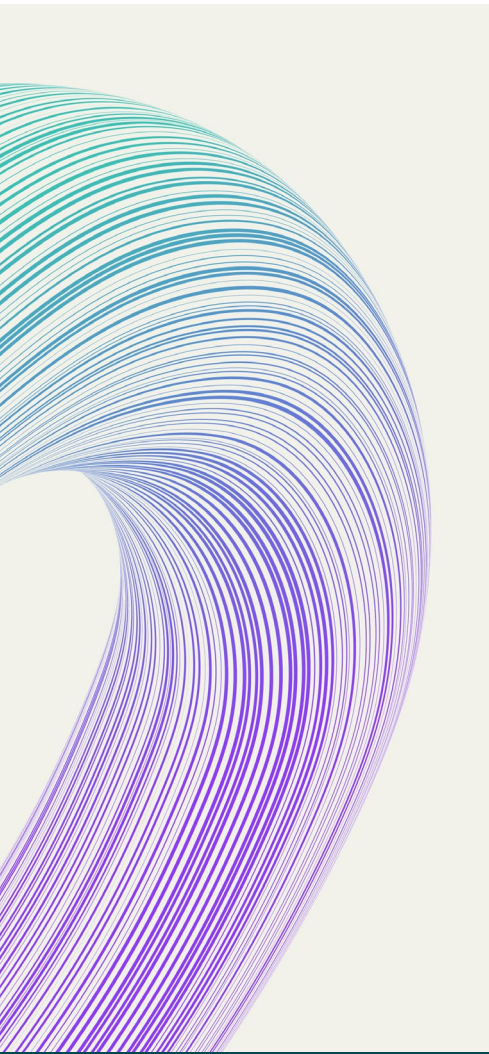
The Gradient Living Flow motion texture is the newest addition for creating videos that represent Software AG.




**Questions?**

Send an email to  
[video@softwareag.com](mailto:video@softwareag.com) for more  
information



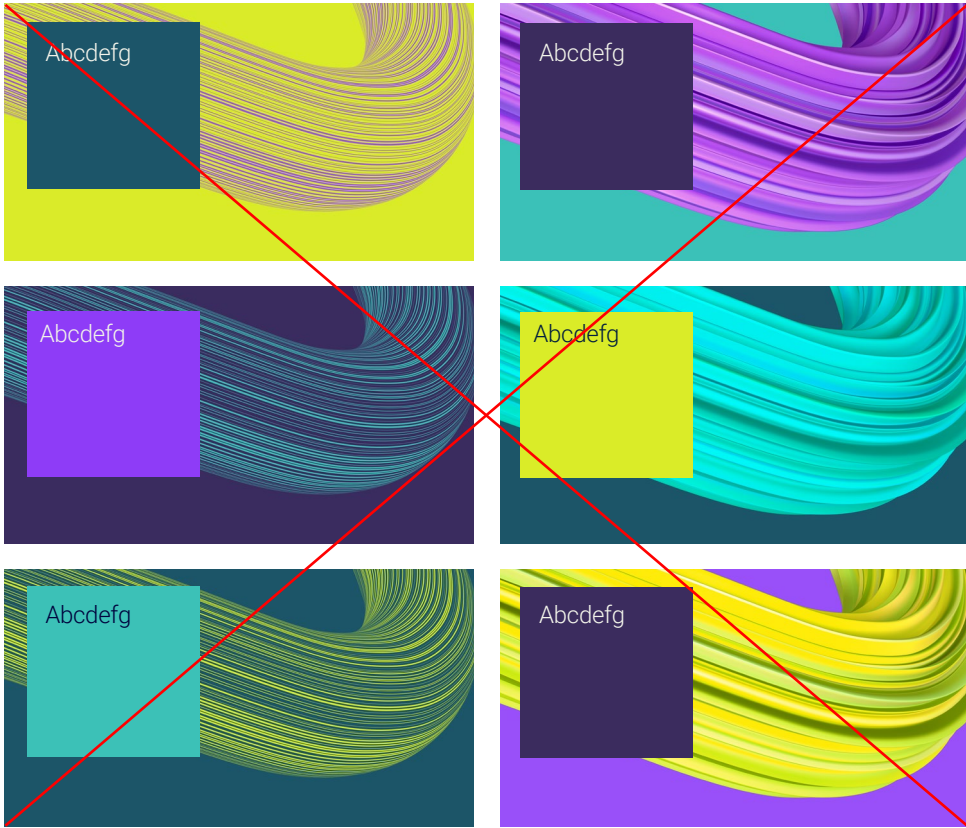




**Questions?**

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video@softwareag.com for more  
information

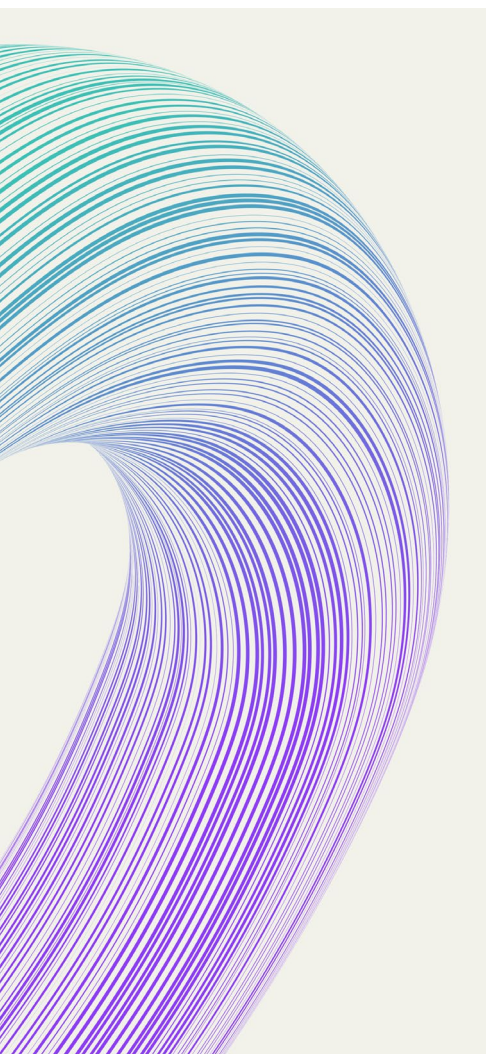
**Masterbrand marketing: Other hero living flow options**  
Previous Software AG videos may also have utilized Hero Living Flow and Secondary Living Flow textures that represent each of the Bright series of colors: Bright pulse, Bright sense and Bright life. Where possible, it is recommended to update such instances with the newer **Gradient Living Flow** motion textures. **Hero Living Flow motion textures may still be used only during in-person events, such as within a keynote presentation.**



Older combinations



Current combinations



### Product marketing

When creating videos that represent Software AG products, give attention to proper contrast of text and background color.



### Downloads

A collection of high resolution .JPG files can be downloaded below. Due to the variable nature of the gradient design, it may be necessary to email request a specific gradient/framing combination.

Vendors may email [video@softwareag.com](mailto:video@softwareag.com) for download access.

[High resolution .JPG files](#)

See the Motion Textures section of this guide for additional download information.



### Questions?

Send an email to  
[video@softwareag.com](mailto:video@softwareag.com) for more  
information

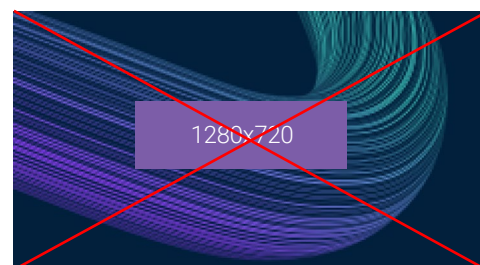
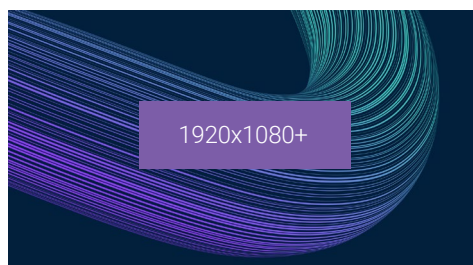




## Format and compression

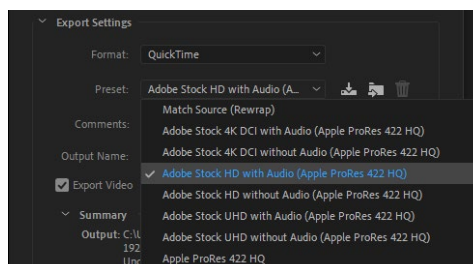
### 1080p minimum

To maintain a high standard and consistency of video quality, a minimum video resolution for 16:9 compositions of 1920x1080 pixels is required. It is encouraged to begin video compositions in 4k (3840x2160 pixels) and downsample to 1080p when needed. Any video with dimensions less than a native 1920x1080 pixels will not be accepted. Examples include videos that are intended for upload to YouTube or Vimeo.

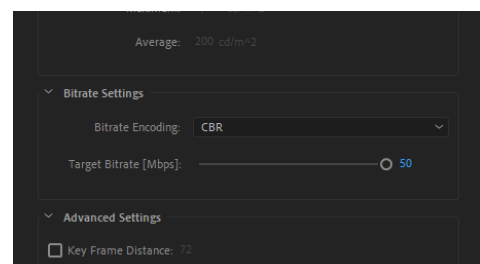


### .MOV or .MP4

Final video output for 16:9 compositions may be in .MOV or .MP4 format. .MOV files should be rendered using the Animation or ProRes codec. If output is a .MP4, render using the H.264 codec for 1080p or H.265 for 4k. Video bitrate for 1080p should be no less than 50Mb/s. Video bitrate for 4k should be no less than 100Mb/s.



.MOV



.MP4



### Questions?

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[video@softwareag.com](mailto:video@softwareag.com) for more  
 information

### Video for website assets

Output for video assets other than 16:9 that need to be highly compressed for a host website should be rendered at a minimum of a 12Mb/s .MP4 using the H.264 codec. Examples include video web banners and advertisements. Lower bitrates are acceptable as dictated by the requirements of the host site or application.



### Source files

Due to a high volume of modifications to existing projects that are produced by vendors post-completion, it is required that vendors provide all source files to a video project upon completion. All video projects must be produced using Adobe CC software. Adobe After Effects or Adobe Premiere use—or a combination of the two—is at the discretion of the vendor.

### Our font

Software AG uses the font family Roboto. The font files can be downloaded below.

[Download Roboto font](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZabcdefghijklmnopqrstuvwxyz  
pqrstuvwxyz1234567890  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**TUVWXYZabcdefghijklmnopqrstuvwxyz**  
**pqrstuvwxyz1234567890**



Questions?

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[video@softwareag.com](mailto:video@softwareag.com) for more  
information



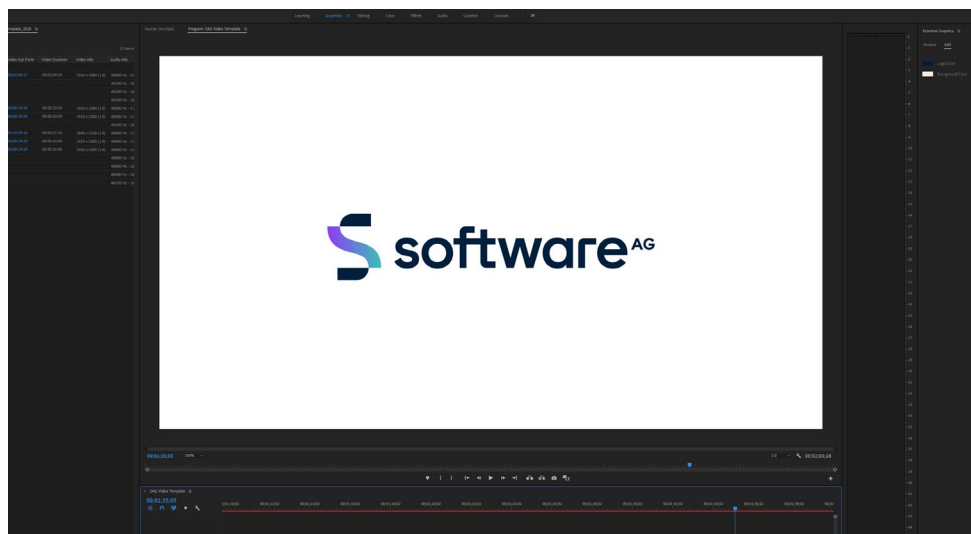
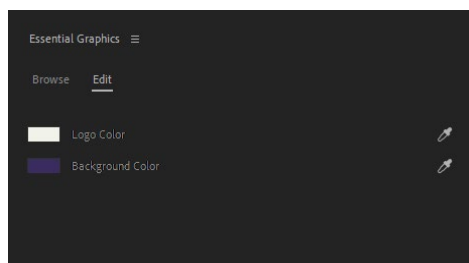
# Motion graphics

## Logo

### Software AG logo Intro

The Software AG logo intro is available as an After Effects .mogrt file (Motion Graphics Template) that can be imported to Adobe Premiere. The colors can be easily adjusted using the Essential Graphics pane. The Software AG logo must always use either the Core Light or Core Dark colors. Use a background color that best suits the subject of your video, as dictated in the Color Palette section.

Note: You must have After Effects and Adobe Animate installed to use this .mogrt file, as well as the Full Video Template, as they are required to read the .swf components used in the Intro template.



Questions?

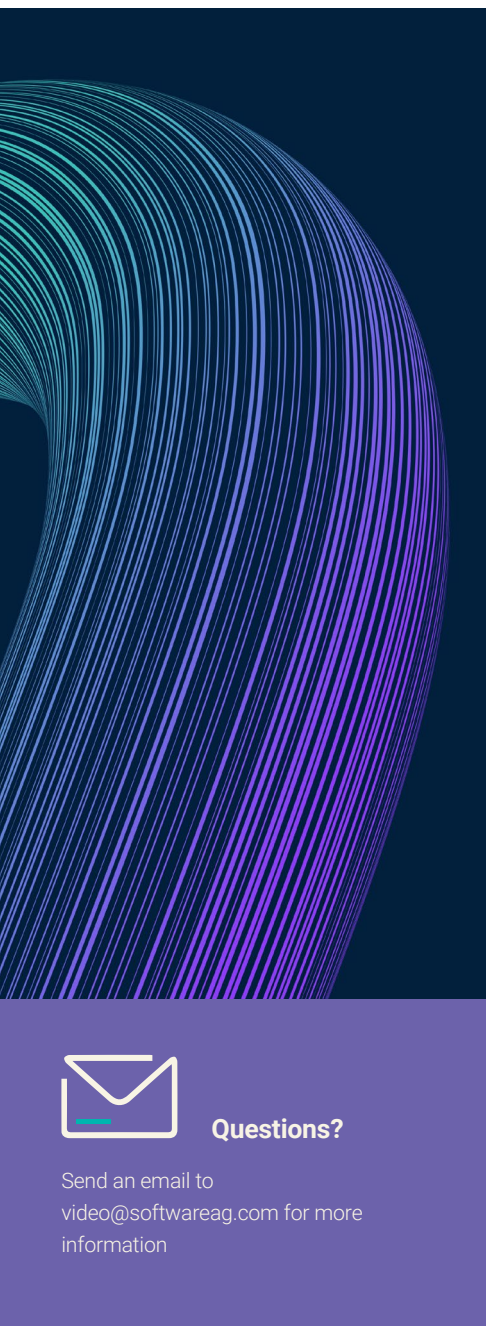
Send an email to  
[video@softwareag.com](mailto:video@softwareag.com) for more  
information

### Logo outro

To conclude a video, simply repeat the Intro file as seen above. An example of this can be seen in the Full Video Template download in the Downloads section below. The full video template also includes a sample of color combinations pre-selected at the end of the composition. Vendors may email [video@softwareag.com](mailto:video@softwareag.com) for download access.

### Downloads

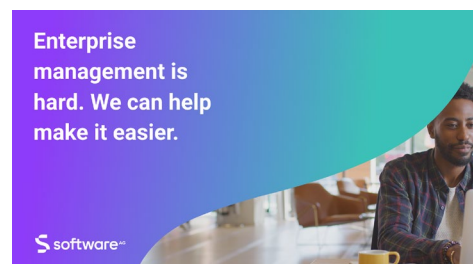
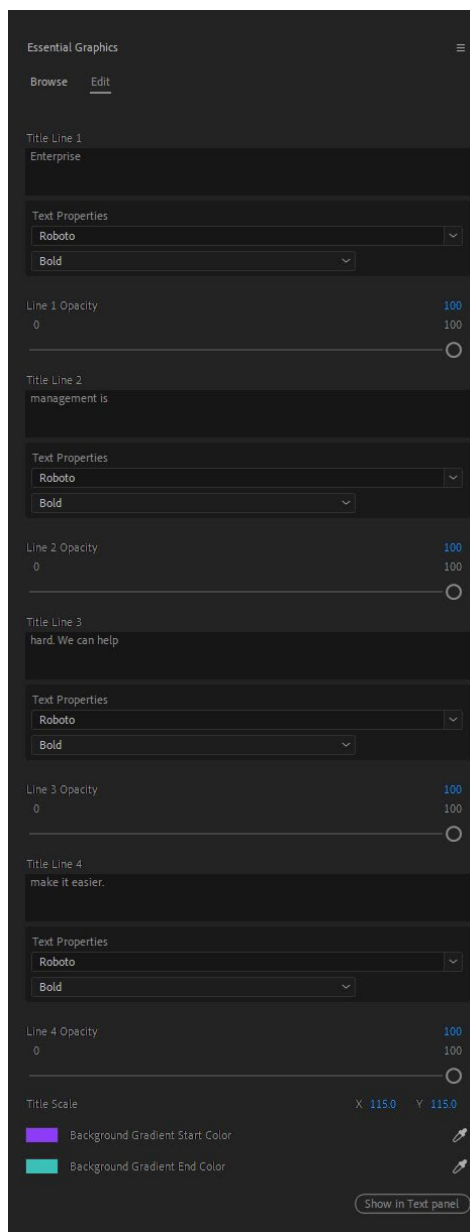
[Intro](#) | [Full Video Template](#)



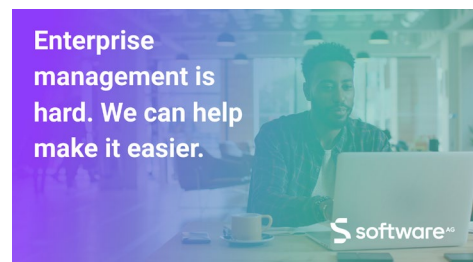
## Titles

The Software AG Titles templates are available as an After Effects .mogrt file (Motion Graphics Template) that can be imported to Adobe Premiere. The colors and text can be easily adjusted using the Essential Graphics pane. Use a color combination that best suits the subject of your video, as dictated in the Color Palette section.

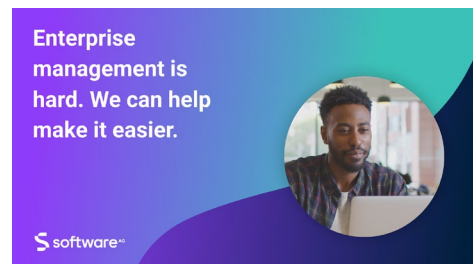
Use titles as a way to introduce the content of the video.



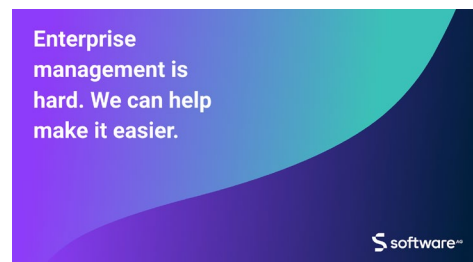
Flow



Gradient



Spotlight



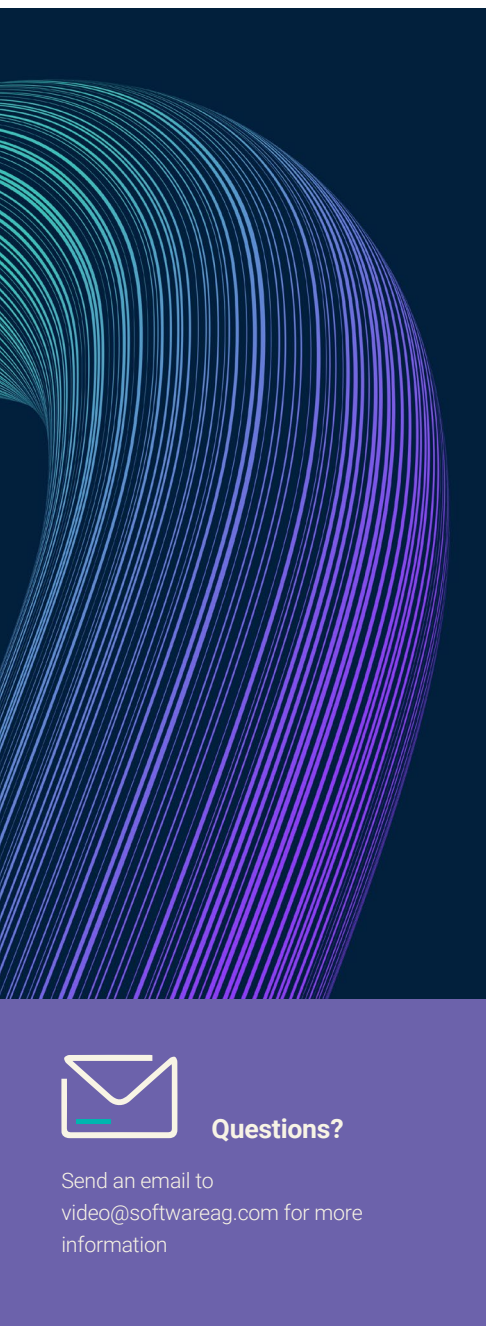
Color

## Downloads

[Titles](#) | [Full Video Template](#)

Vendors may email [video@softwareag.com](mailto:video@softwareag.com) for download access.



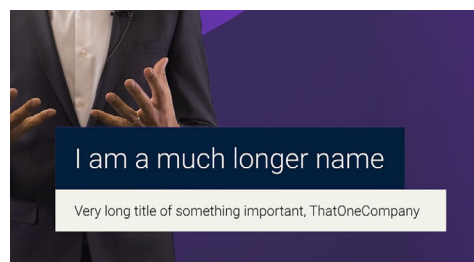
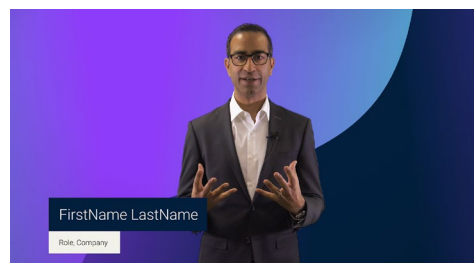
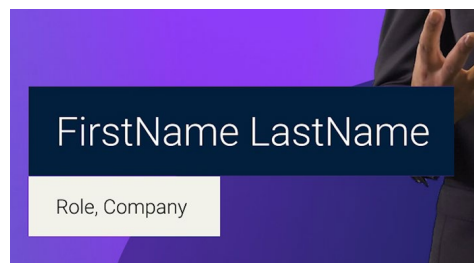
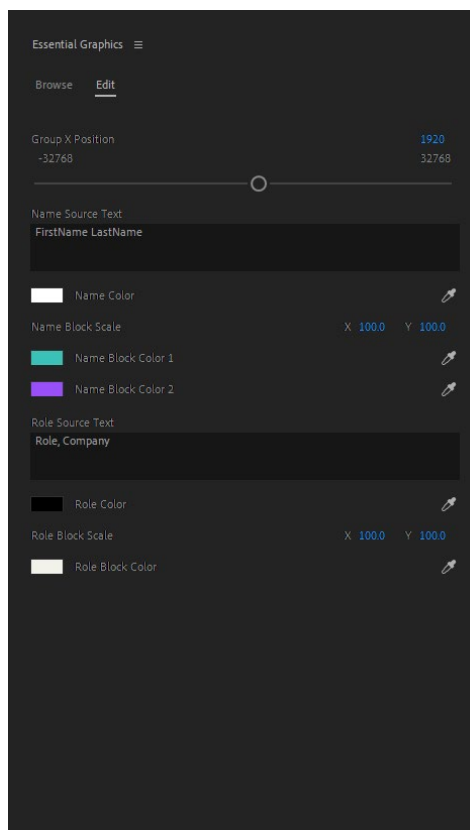


## Lower thirds

The Software AG lower thirds template is available as an After Effects .mogrt file (Motion Graphics Template) that can be imported to Adobe Premiere. The colors can be easily adjusted using the Essential Graphics pane. Use a color combination that best suits the subject of your video, as dictated in the Color Palette section.

If more or less space is needed, use the X axis scale control labeled "Name Block Scale" and "Role Block Scale."

Use the "Group X Position" control to adjust the location of the Lower Third along the bottom of the frame.



## Downloads

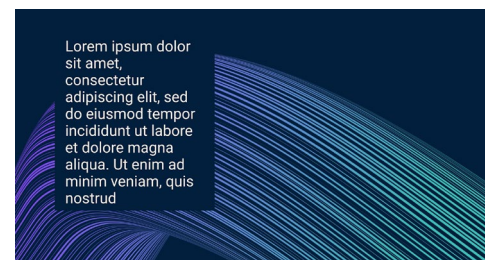
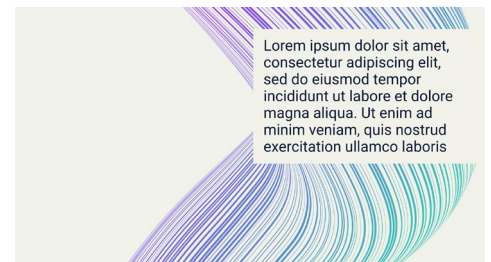
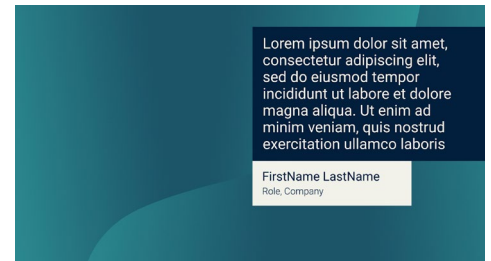
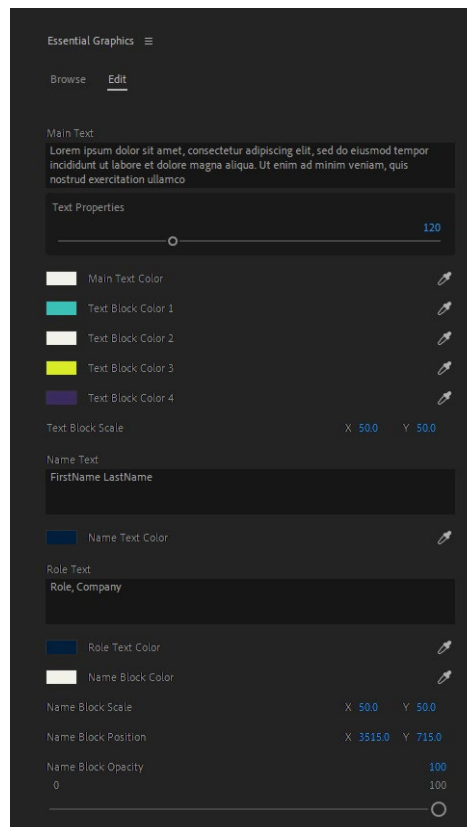
[Lower Thirds](#) | [Full Video Template](#)

Vendors may email [video@softwareag.com](mailto:video@softwareag.com) for download access.

## Text boxes

The Software AG text box templates are available as an After Effects .mogrt file (Motion Graphics Template) that can be imported to Adobe Premiere. The colors can be easily adjusted using the Essential Graphics pane. Use a color combination that best suits the subject of your video, as dictated in the Color Palette section.

When adjusting the scale of the box to fit more or less text, only use the Y axis control. If citing a source is not needed, simply reduce the "Name Block Opacity" to "0".



### Questions?

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[video@softwareag.com](mailto:video@softwareag.com) for more  
information

### Box to frame ratio

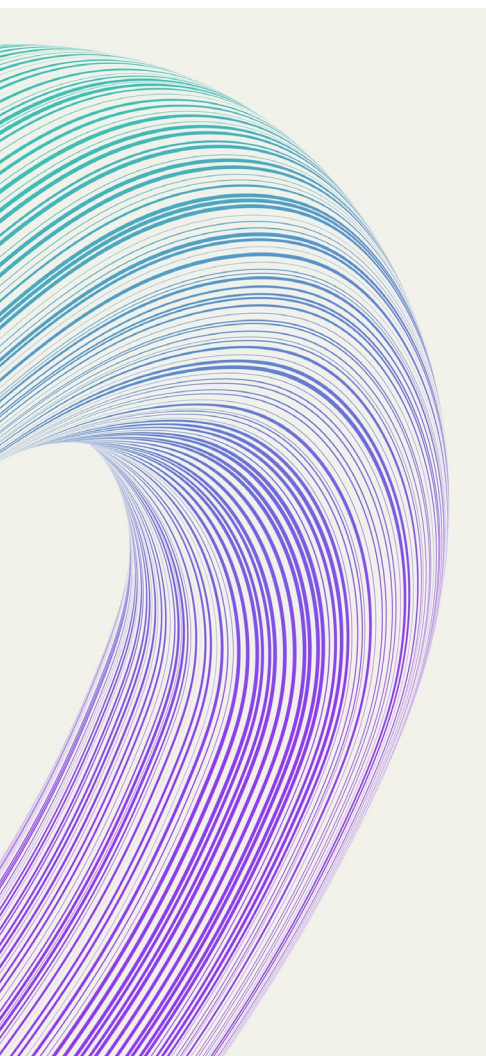
Text boxes should encompass no more than 40-50% of the frame space.

### Downloads

[Text Boxes | Full Video Template](#)  
[12x12 Frame Grid](#)

Vendors may email [video@softwareag.com](mailto:video@softwareag.com) for download access.





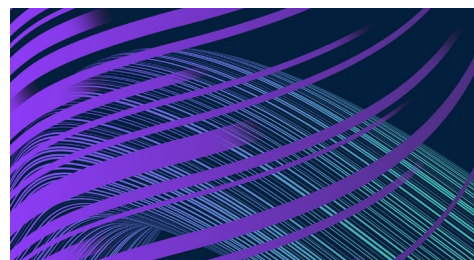
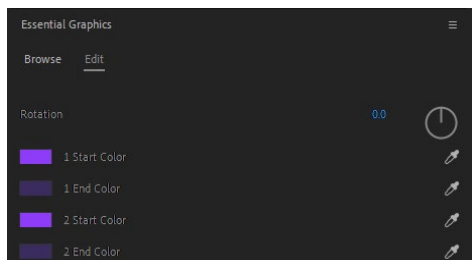
### Questions?

Send an email to  
[video@softwareag.com](mailto:video@softwareag.com) for more  
information

## Transitions

The Software AG Transitions templates are available as an After Effects .mogrt file (Motion Graphics Template) that can be imported to Adobe Premiere. The colors can be easily adjusted using the Essential Graphics pane. Use a color combination that best suits the subject of your video, as dictated in the Color Palette section.

Use transitions as a simple way to segue from one scene to the next.



### Downloads

[Transitions](#) | [Full Video Template](#)

Vendors may email [video@softwareag.com](mailto:video@softwareag.com) for download access.

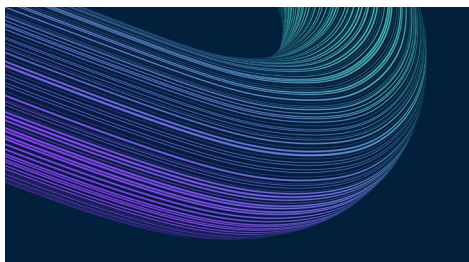
# Animation

## Motion textures

Our graphic textures, called 'Living flow', express the idea of 'living connections', and help us own a space visually while adding expression and dynamism to layouts.

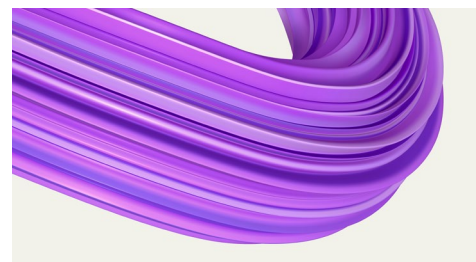
### Gradient Living Flow

Gradient Living Flow is the evolution of Secondary Living Flow—our supporting texture. It is the first choice in developing video content.



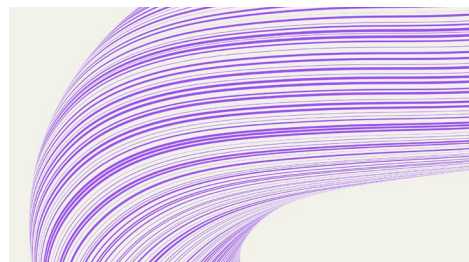
### Hero Living Flow

Hero Living Flow is our leading texture. It can be used when introducing the business during keynote presentations and events.



### Secondary Living Flow

Secondary Living Flow is our supporting texture. It is best used in situations where you are informing your audiences, i.e. presentations and text overlays. Only two color combinations apply when using a Secondary Living Flow.



### Downloads

A wide array of Living Flow sequences are available for download. The crops are created from a larger master render for a variety of options. Each clip has dimensions of 1920x1080 pixels, is 20 seconds in duration and natively loopable.

Files with dimensions higher than 1920x1080 can be made available upon request.

[Download Living Flow Videos](#)

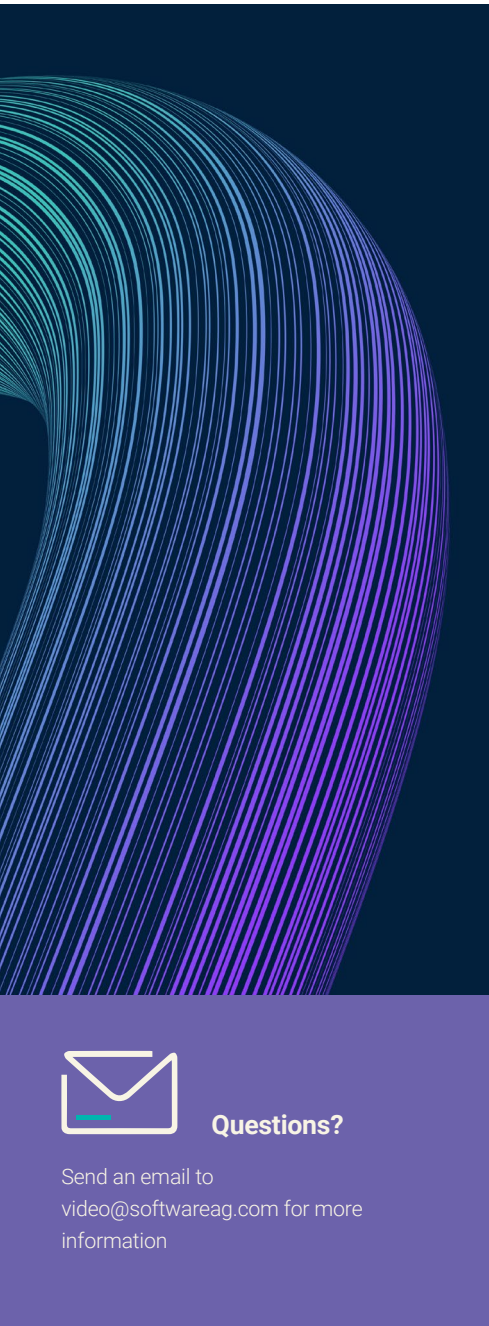
Vendors may email [video@softwareag.com](mailto:video@softwareag.com) for download access.



**Questions?**

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[video@softwareag.com](mailto:video@softwareag.com) for more  
information

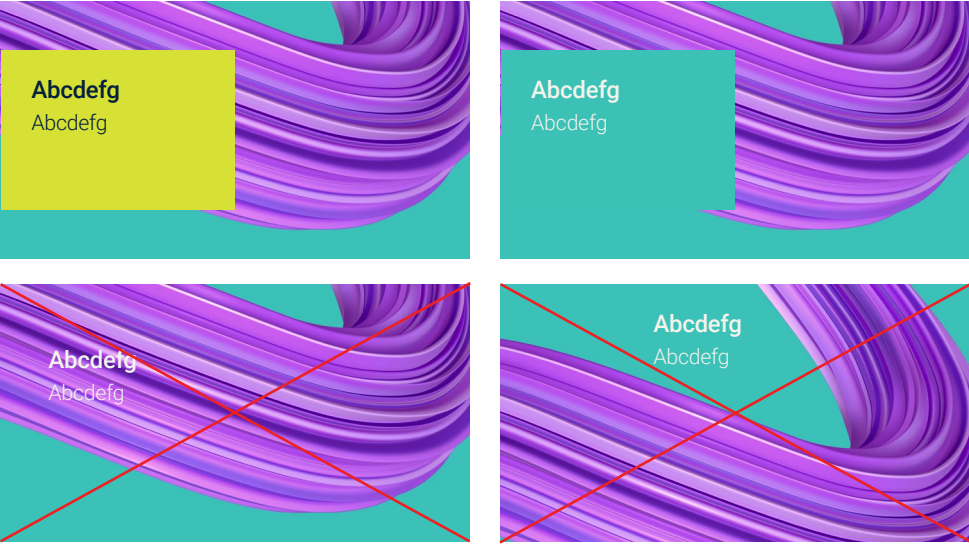




## Compositing with Living Flow motion textures

### Text

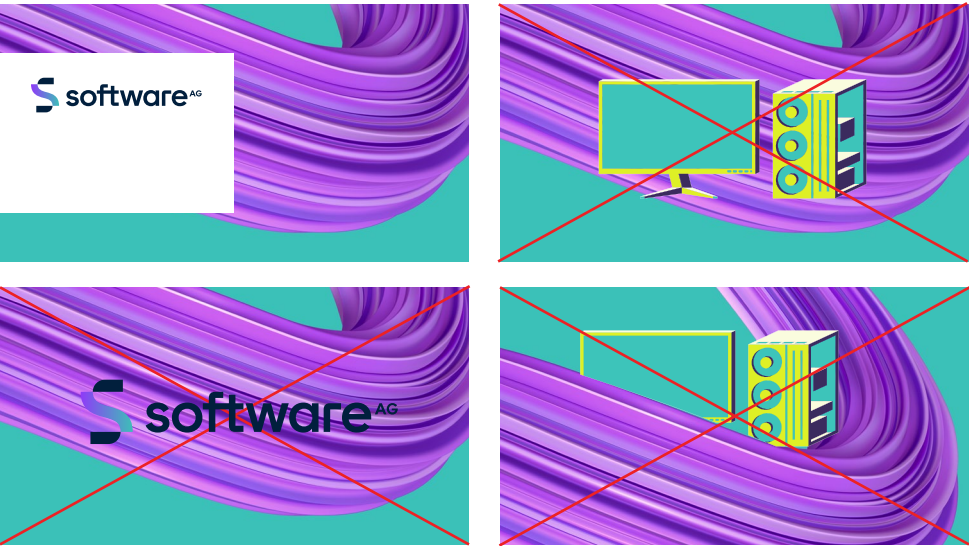
All text must be enclosed within a box/cell, creating a distinct separation between the text element and the motion texture. Do not place text directly on top of or behind the motion texture. There may be no more than two font weights total within a scene.



### Graphics and Illustrations

All graphics such as logos must be enclosed within a box/cell and in no way incorporated into the motion texture. Do not place any graphics directly on top of or behind the motion texture.

Illustrated elements should never appear when a motion texture is present, except when transitioning from a motion texture to a wholly illustrated scene. Any illustrated components must be part of a new scene that does not include a motion texture.





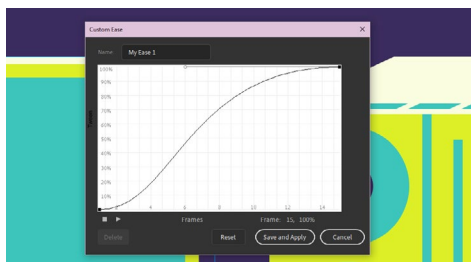
## Illustration style

Our illustration helps us tell the stories of our brand. It is highly graphic, contains bold block colors and has simple yet dynamic compositions. The style contains clean lines and simple forms. The graphic lines are created by highly stylized perspectives used within the illustrations. This style also informs the way animation is produced.

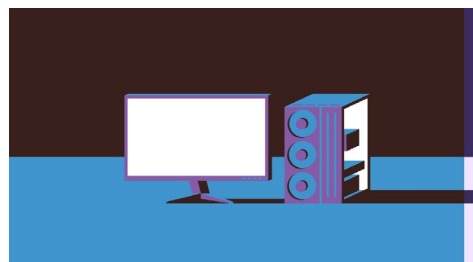
The Software AG color palette should be used as much as fits the content. Tonal versions of the palette may also be used for extended flexibility.

## Animation

The Software AG animation style is smooth and fluid. Whenever possible, it is recommended to adopt an animation style that uses the full frame rate of the video. In animation terms, animating "on 1's." Breaking from this rule is acceptable when there is a stylized, deliberate intent for it, such as accentuating the impact of a particular motion, or intentionally creating a chaotic or disruptive moment. Animating with "ease" is always preferable to linear interpolation.



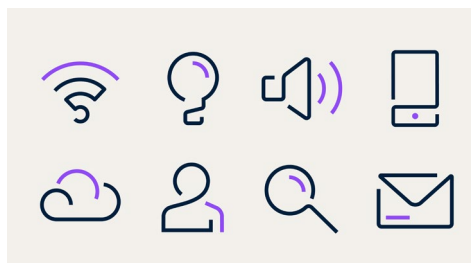
An example of flattened spline curves for ease-in and ease-out of a movement



Click the image to download an example animation

## Iconography

Our icons can be used to tell stories and provide functionality in digital spaces. Expression and flexibility is incorporated through color detailing.



Click the image to download an example icon animation

## Downloads

Additional animation examples and the current Software AG icon library in .AI format can be downloaded below.

[Animation reference](#) | [Icon library](#)

Vendors may email [video@softwareag.com](mailto:video@softwareag.com) for download access.



Questions?

Send an email to  
[video@softwareag.com](mailto:video@softwareag.com) for more  
information





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# Audio

## Music

### Style

The music for Software AG videos encompasses a few different styles, from Modern Corporate tracks with an inspirational tone, to high energy World and Orchestral for larger impacts. All throughout, it is important to find music with an electronic/synth slant, while avoiding tracks that sound exaggeratedly synthetic, such as Chiptune. The idea is to find a sound that conveys technology and feels contemporary, while also being well balanced and full.

### Downloads

A selection of sample stock music that does not require attribution can be downloaded below.

[Download stock music](#)

## Sound effects

Sound effects for video are largely at the discretion of the designer, as different scenarios may call for different needs depending on the context. What's important to note is that any sound used to provide additional depth and richness to a video should always be balanced with narration in mind and never be distracting. Avoid sounds that are particularly cartoony unless the situation specifically calls for it.

### Downloads

A library of sound effects also included in the Full Video Template can be downloaded below.

[Download sound effects](#)

[Download full video template](#)

Vendors may email [video@softwareag.com](mailto:video@softwareag.com) for download access.



## Best practices

### Narration minimum hardware requirements

To maintain high quality standards for spoken audio, it is advised that anyone without access to a studio use the following minimum hardware tools:

1. Blue Yeti USB Microphone (or similar)
2. Attachable pop filter
3. (Optional) Acoustic foam shield



The Blue Yeti is the "go to" novice speech recording microphone for its overall design, quality and ease of use, as it only requires a USB connection. Using a pop filter helps in mitigating the effects of sounds that force bursts of air into the microphone that might cause unwanted distortion in the recording.

Using an acoustic foam shield is recommended in the likely situation of recording in a room with excessive reverberation. By placing a foam shield behind the microphone, any excess sound that does not reach the microphone can be absorbed by the shield, thereby lessening the "echo" caused by the room.

### Recording best practices

Maintain a distance of at about 6-12 inches from the microphone. Do not get too close. Enunciate clearly. If your recording is intended as narration for a video and is not a part of a live demo, it is permissible to take pauses and repeat sentences as many times as necessary to achieve a clear and well paced recording. It is also well advised to record several different takes, to provide the video editor enough variety in the probable circumstance of a single recording containing some anomalies that cannot be edited out.



### Questions?

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information