

# Fifteen styles, one sentence.

Each frame is the same sentence at the same instant, so the only thing changing is the style. Choose here, set it once in Branding, and every clip follows.

## CHOOSE THE TREATMENT THAT FITS YOUR FOOTAGE

|                                                                              |                                                                       |                                                                              |                                                                                 |                                                                   |                                                                            |                                                                           |                                                                    |
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|                                                                              |                                                                       |                                                                              |                                                                                 |                                                                   |                                                                            |                                                                           |                                                                    |
| <b>Anthem</b><br>Two words, landing large. Lines alternate white and colour. | <b>Rider</b><br>A pill rides the line. The word beneath it goes dark. | <b>Typewriter</b><br>Characters type onto a bar that grows with them.        | <b>Ladder</b><br>Words stack down the side. The word that matters is set large. | <b>Neon</b><br>A lit tube: colour glow around a hot core.         | <b>Hollow</b><br>Empty outlines that fill in solid as each word is spoken. | <b>Sticker</b><br>Dark words on a light card, set askew, with a tape tab. | <b>Drift</b><br>Tracked capitals that arrive scattered and settle. |
|                                                                              |                                                                       |                                                                              |                                                                                 |                                                                   |                                                                            |                                                                           |                                                                    |
| <b>Karaoke</b><br>Spoken words turn colour, the rest wait.                   | <b>Word Pop</b><br>One word at a time, a little larger as it lands.   | <b>Highlight Box</b><br>One word on a solid box. Readable over busy footage. | <b>Boxed</b><br>The whole caption on a solid bar. For bright footage.           | <b>Build Up</b><br>Words appear and stay. The sentence assembles. | <b>Clean</b><br>Every word the same. No highlight, just readable text.     | <b>Editorial</b><br>Compact text with adjustable shadow and spacing.      |                                                                    |

## AND THE SETTINGS THAT CHANGE ALL OF THEM

| SETTING                  | OPTIONS                                     | WORTH KNOWING                                                            |
|--------------------------|---------------------------------------------|--------------------------------------------------------------------------|
| <b>Size</b>              | Small, medium, large, extra large           | Large is safer than it sounds on a phone at arm's length                 |
| <b>Casing</b>            | UPPERCASE, lowercase, Title Case, as spoken | Uppercase reads faster and shouts a little                               |
| <b>Words per view</b>    | One to six                                  | Four is usual. The single word styles always show one                    |
| <b>Two lines</b>         | On or off, where supported                  | It used to be a style of its own. It is a layout, so now it is a setting |
| <b>Colours, position</b> | Spoken, waiting, box, height                | Keep the spoken colour bright and the waiting colour white               |

Six styles bring settings of their own, which appear when you pick them: the pill's shape on Rider, the bar on Typewriter, spacing and which word is set large on Ladder, the glow on Neon, the card on Sticker, and text, shadow and spacing on Editorial.

If you are not sure, keep Karaoke at large, uppercase, four words. Try it on your footage. You can change the style for your next run.