

BSAC video brand guidelines

This is a brief guide on how to create and edit videos used by and for the promotion of BSAC. Please see [BSAC's 'brand at a glance' document](#) for a visual representation of logo, font and colour usage. All official BSAC videos must be approved by marketing@bsac.com before being shared online.

Video editing

Videos should be topped and tailed with the BSAC logo animation intro and outro. These can be [downloaded online](#).

Videos should be at least full HD quality (720p) or higher, in 16:9 aspect ratio (1920 x 1080px).

Use of logo

The logo only needs to be shown in the intro and outro. Vimeo and YouTube automatically add watermarks, however if this is necessary, then a small logo can be displayed in the top right corner.

Use of typefaces

BSAC's font is Ubuntu and is free to download online. It should be used throughout, following the rules laid out in BSAC's standard brand guidelines document.

Use of music and sound

Due to copyright, music and sound used in BSAC videos must be carefully selected. We recommend energetic beats – see our recent YouTube videos for ideas or liaise with marketing@bsac.com to log on to the BSAC account for [Epidemic Sound](#). There you can view recommended music options or the [BSAC social media video playlist](#).

Use of intro and outro animations

Use the prebuilt intro and outro scenes to introduce BSAC's brand, and to suggest CTAs (calls to action) to viewers.

Where possible, have any voiceover or dialogue start a few seconds before the intro is over and a few seconds once the outro has begun. This helps create a more natural transition (i.e., a J-cut in editing terms).

Use of closed captions/subtitles

Check YouTube's automated captions and adjust where necessary. Captioning is essential for accessibility.



Video content

Tone of voice and language

Our tone of voice is engaging, friendly, inclusive and confident. We are passionate with a sense of adventure but also take our responsibilities very seriously to keep people well supported and safe in our sport.

Please stick to these general rules when speaking or producing text on video.

- We do not say 'The B.S.A.C', we say 'Beezack'.
- We do not use abbreviations until the words have been said out in full first, such as, National Instructor (NI) or Skill Development Course (SDC).
- We do not belittle the competition.

Please remember that while club diving is our main 'thing', we also have diver training centres both in the UK and overseas as an option for learning to dive.

Quality of audio and video

Publishing videos with poor quality imagery and audio can ruin a brand's reputation, so it's essential that only the best shots and takes are used.

Audio should never be recorded using a camera's built-in mic. This is obviously not always in our control when it comes to webinar recordings from volunteers.

Equality, diversity and inclusion

Where possible, we need to feature a diverse mix of people in our filming. Ideally from different ethnic minority background, inclusive of younger people and a good gender mix.

Diving, snorkelling and training

Any diving, snorkelling, or training films needs to be innkeeping with [BSAC's Safe Diving guide](#) and the Diver's Code of Conduct.

Environment

We need to make sure we don't film any easily avoidable environmentally unfriendly actions or activities. Things like single use plastic being used by anyone in the filming or disturbing marine life.

Any diving, snorkelling or training filmed needs to be innkeeping with [BSAC's diving environmental guidelines](#).

What BSAC is guided by

Our vision

For everyone to enjoy and respect the underwater world.

Our mission

To be the 'go to' community for anyone wanting to learn about, enjoy and protect the underwater world.

Our values

- Integrity – we work in a transparent and sincere manner, making balanced and impartial decisions.
- Togetherness – we are one team working towards our vision to be the 'go to' community for anyone wanting to learn about, enjoy and protect the underwater world.
- Excellence – we strive to attain the highest standards and help others to do the same.
- Inclusivity – we ensure diving is accessible and attractive to the most diverse audience possible.
- Conservation – we lead by example, promoting environmental stewardship for future generations.