

Video style sheet

Record the recurring visual and editorial choices an editor needs to match.

WHEN	FOR	UPDATED
Before starting a series	Brand and content teams	2026-10-08

00 Fill in

18 FIELDS

Project or series	Approved logo file
Approved color values	Font family and available font files
Frame shape and resolution	Opening treatment
Caption placement, size and emphasis	Lower-third format
How figures and quotes should appear	Pace and pause preferences
Music usage and speech priority	Ending and call to action
Reference recording and timestamps	What matches our intended style
What should not be copied	Accessibility and contrast checks
Unapproved assets or claims	Version and approval date

01 Turn taste into reproducible choices

3 CHECKS

- ☐ Attach approved assets rather than asking an editor to find substitutes.
Keep the actual logo, available font files, colour values and usage permission with the project.
- ☐ Name what to borrow from each reference and what to avoid.
A useful reference identifies a caption layout, transition or pace at a specific passage.
- ☐ Approve the style on a short export in the final frame.
Check contrast, captions and demonstration visibility before applying the treatment to the full episode.

Next **Carry the style into the next edit.**

Save available brand settings in Studio and include approved assets and explicit instructions with the recording.

[Edit this recording in Studio](#)

30 free editing minutes when you sign up



SCAN TO OPEN

<https://studio3.itskaivalya.com/signup?src=resource-video-style-sheet>