BROADCAT

Hi there!

This guide goes over what type of customizations are included with your video customization purchase. On each page you'll find an example of what's included, what would be an add-on, and what type of things we never do (because they would be copyright infringement).

Generally speaking, if you want to make a change and it doesn't

- Require a new illustration, which would require an animation change, or
- Require a content change, which will usually also require a change in the voice over

Then your changes will be included—and that gives you a ton of room to make each piece your own without incurring extra charges. The key is planning, so read this carefully for examples and ask us if you need help.

Clubhouse Members—looking to customize a copywriting template, big template, or power tool? Give us a shout at **customize@thebroadcat.com**!

Here, we'll put a common question about customization

✓

Yes, it's included

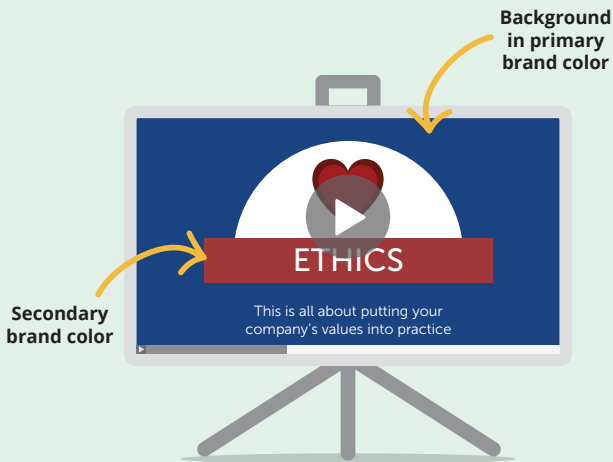Here, we'll explain what's included and give you a visual example.

+

This is an add-on

And here, we'll explain what's extra, and give you a visual example of that, too.

Can you change the video to use our brand colors?

ETHICS

This is all about putting your company's values into practice

✔ Yes, it's included

We'll recolor the illustrations and backgrounds using the color system in your brand guide.

Background in primary brand color

Secondary brand color

ETHICS

This is all about putting your company's values into practice

➕ This is an add-on

If you need multiple versions for subsidiary companies, brands, or teams. Shoot us an email to discuss the details!

Subsidiary of Big Corp.

Related brand

ETHICS

This is all about putting your company's values into practice

Can you add our logo in the video?
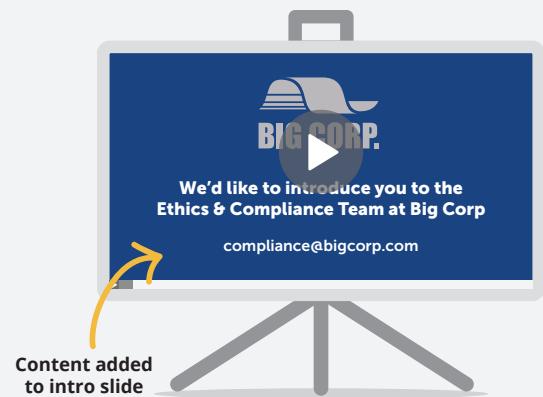

Yes, it's included

We'll add a slide at the beginning and at the end with our **standard logo animation** (fade-in and fade-out).

Simple intro with standard logo animation

This is an add-on

If adding your logo would require a layout or animation redesign to anything other than our **standard logo animation**. Shoot us an email to discuss the details!

We'd like to introduce you to the Ethics & Compliance Team at Big Corp

compliance@bigcorp.com

Content added to intro slide

Can you add contact/hotline information in the video?

ETHICS

This is all about putting your company's values into practice

✓ Yes, it's included

We'll add an **outro slide at the end**, right before your logo, with a call-to-action and contact information.

Call-to-action

Contact the Ethics & Compliance Team

📞 1-555-555-5555
✉️ compliance@bigcorp.com
🔗 compliancehotline.com

Compliance team contact information

➕ This is an add-on

Adding any additional elements or substantial content to **this outro slide** that would require a layout and animation redesign. Shoot us an email to discuss the details!

Call-to-action significantly longer

Thank you for watching!

We hope that you have a better understanding of what the Ethics & Compliance team does.

We're here to support you and the business!

Questions?

Contact your local hotline
📞 1-555-555-5555
📞 1-555-555-5555
📞 1-555-555-5555

Or email the hotline:
✉️ compliance@bigcorp.com
🔗 compliancehotline.com

Contact information significantly longer

Can you use our fonts or a different one than what you have?

ETHICS

This is all about putting your company's values into practice

✓

Yes, it's included

We can use hundreds of fonts available through Adobe Fonts and Microsoft Office, as well as any font that you can license to us for your use (like a special brand font that you own).

＋

This is an add-on

If you want to use a unique commercially-available font, we can purchase it and bill you for the expense.

✖

Never
We cannot use fonts you send to us unless you have a license to do so.

Can you change what the video says here?

ETHICS

This is all about putting your company's values into practice

+

This is an add-on

If the edit substantially changes the script, requiring a new or edited voice-over.
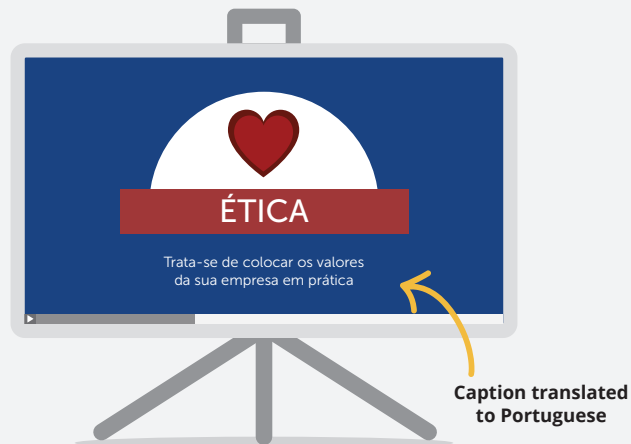Shoot us an email to discuss the details!

ETHICS

We believe ethics is all about putting BigCorp's five company values and mission into practice

Adding several words, requiring new voiceover

Can you translate this video to other languages?

ETHICS

This is all about putting your
company's values into practice

+

This is an add-on

Tranlsations could range from translation of captions to a new voiceover.
Shoot us an email to discuss the details!

ÉTICA

Trata-se de colocar os valores
da sua empresa em prática

**Caption translated
to Portuguese**

Can you use a different image than what's in the video now?

ETHICS

This is all about putting your company's values into practice

+

This is an add-on

Swapping out an illustration would require a new animation.
This includes all existing Broadcat illustrations, Broadcat Icons, and Broadcat Line Art Icons.
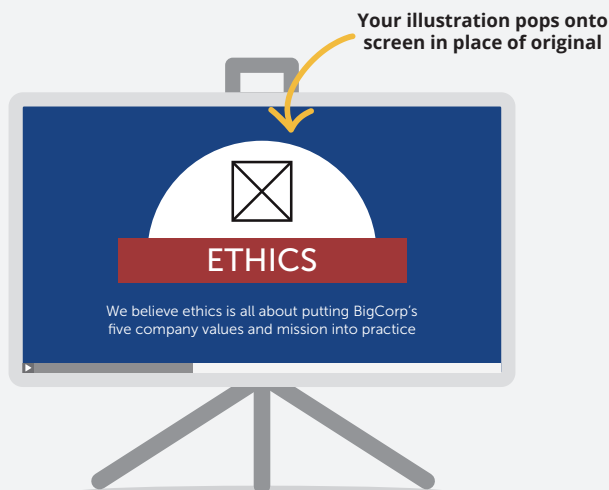Shoot us an email to discuss the details!

New illustration pops onto screen in place of original

ETHICS

We believe ethics is all about putting BigCorp's five company values and mission into practice

Can you use a graphic we provide to you in the video?

ETHICS

This is all about putting your
company's values into practice

+

This is an add-on

Swapping out an illustration would require a new animation. Our requirements for
this type of add-on are images of similar dimensions in a vector file format or high resolution
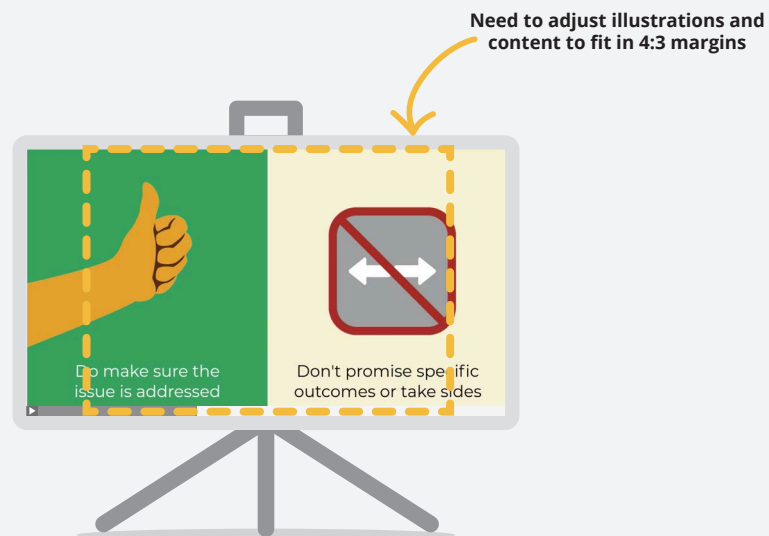PNG or TIFF (300 ppi). Shoot us an email to discuss the details!

**Your illustration pops onto
screen in place of original**

ETHICS

We believe ethics is all about putting BigCorp's
five company values and mission into practice

✕

Never
We cannot use images you send to us unless you have a license to do so.

Find more helpful guides for customizations at **thebroadcat.com/help-desk**

Can you change the
aspect ratio of the video?

Do make sure the
issue is addressed

Don't promise specific
outcomes or take sides

+

This is an add-on

If changing from 16:9 to 4:3 would require a layout and animation redesign.
Shoot us an email to discuss the details!

**Need to adjust illustrations and
content to fit in 4:3 margins**

Do make sure the
issue is addressed

Don't promise specific
outcomes or take sides

*What file formats
will we get?*

✔

Yes, it's included

MP4