

Template Assets Case Study

Empowering "My Uni-verse" with Scalable, On-Brand Content Creation

A dynamic influencer-driven social media channel, My Uni-verse, asked us to support their vision. We developed a suite of customisable **motion graphic** templates and branded **drag-and-drop assets**, enabling their diverse group of influencers to create professional, on-brand videos regardless of their editing expertise or preferred software.

Why?

1

Streamline video creation,
enabling a **faster** and **efficient**
editing process by all creators.

2

Maintain brand consistency,
keeping content **aligned** with the
channel's visual style.

3

Accommodate diverse skills,
helping creators of **all skill levels**
produce professional videos.

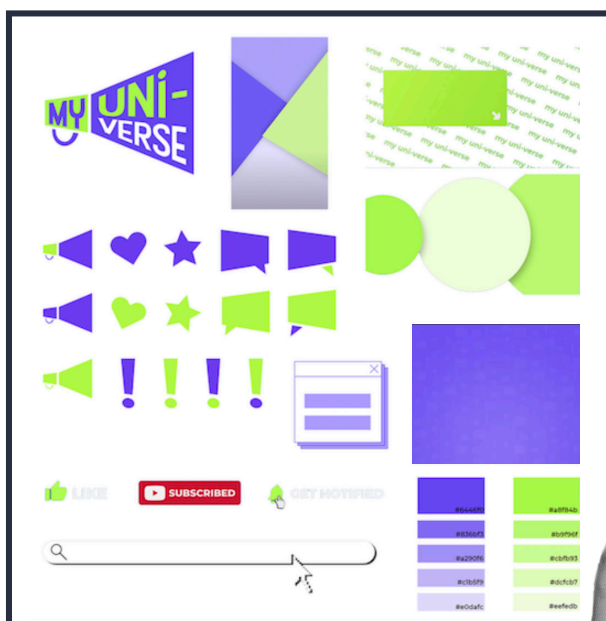
How?

After a free consultation with My Uni-verse, we gained a clear understanding of their need to streamline content creation. Collaborating closely, we developed a vision aligned with their brand and designed assets that seamlessly integrate into creators' workflows, making it effortless to produce consistent, high-quality content.

The Brand



Drag and Drop Assets



We created on-brand:

- Animated elements
- Text Backgrounds
- Title Screens
- Transitions
- Video Backgrounds

Creating the Brand

During consultation it was also identified that a new brand identity needed crafting.

Comprehensive brand guidelines were created for:
Logo design and usage, colour palette, typography, icon design, social media templates.

The Process

1

Defining the audience and values.

2

Crafting all assets using our systemised approach

3

Packaging it all together into brand guidelines

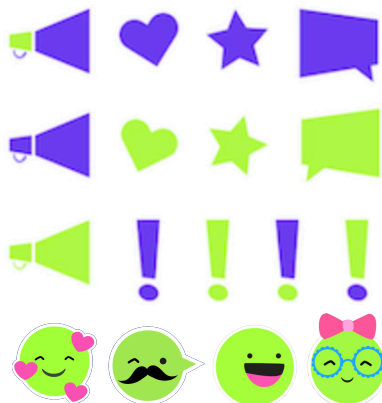
PRIMARY LOGO



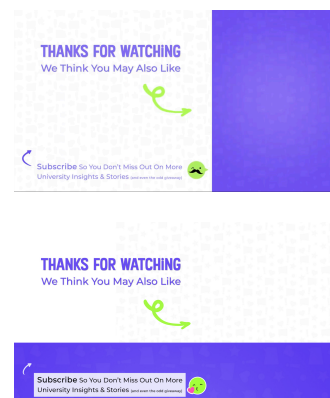
COLOR PALETTE

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#a290f6	#cbfb93
#c1b5f9	#dcfc7
#e0dafc	#eefedb

ICONS

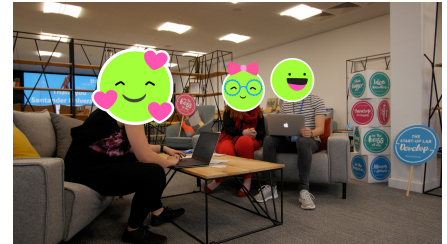


TEMPLATES



Creating Template Assets

Drag-and-Drop Assets



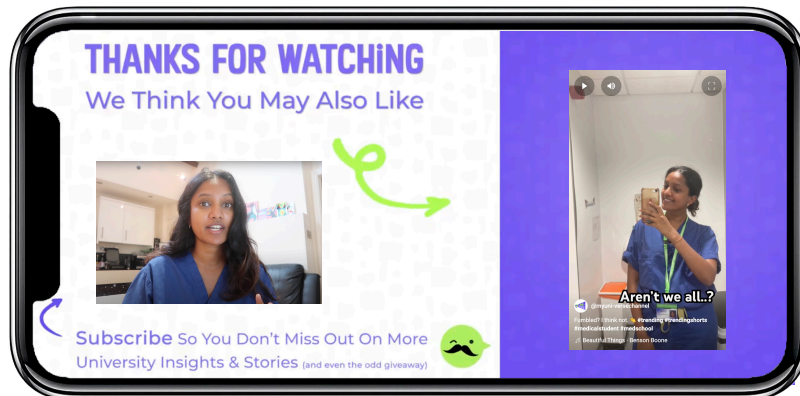
On-brand Graphics

For creators with varying skill levels, drag-and-drop assets provided a more straightforward solution. These ready-made elements – such as emoji reactions, branded overlays, and transitions – could be easily placed into videos with minimal editing.



Themed video transitions

Customisable Motion Graphic Templates



Our customisable motion graphic templates provided creators with pre-designed, animated elements that could be easily adapted to fit their content.

For the Brand

- Faster content production.
- Increased engagement and brand recognition.
- Consistent, professional branding.

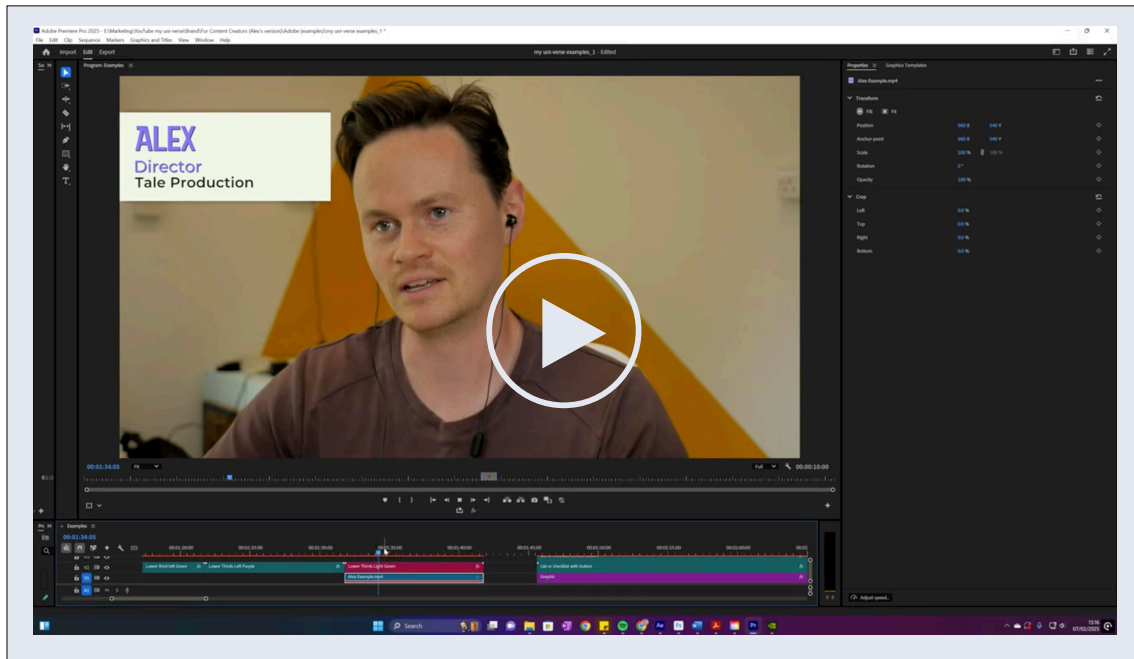
For the Viewers

- Engaging and visually appealing content.
- Clearer storytelling with seamless graphics.
- Cohesive viewing experience.

For the Creators

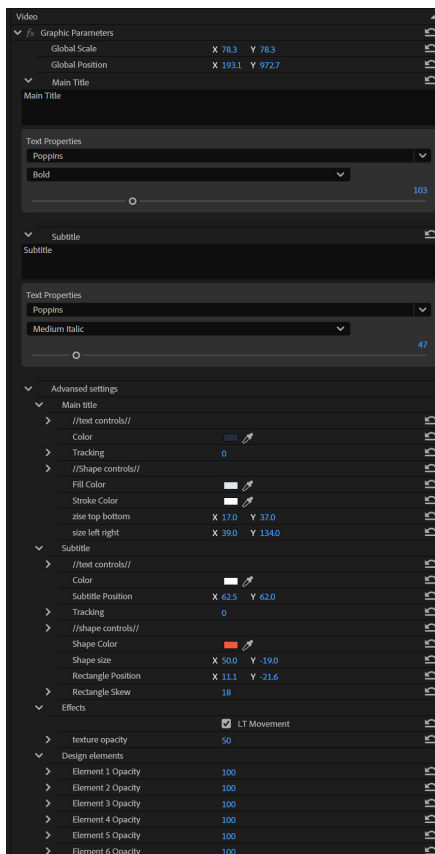
- Simplified editing process.
- Accommodating different software.
- Faster video turnaround.

Take a closer look



See our MOGRTs (Motion graphics) in action!

This video demonstrates how our MOGRTs simplify content creation, allowing My Uni-verse creators to produce engaging, on-brand videos with ease.



With customisable settings for text, colors, positioning, and effects in software like Premiere Pro, users can effortlessly tailor each element while ensuring a cohesive, professional look.

For Key Features of MOGRTs

- ▶ **Easy Customization** – Adjust colors, text, and animations effortlessly.
- ▶ **Consistent Branding** – Ensures every video stays visually cohesive.
- ▶ **Drag-and-Drop Simplicity** – Seamless integration into editing workflows.

Time to Elevate Your Brand

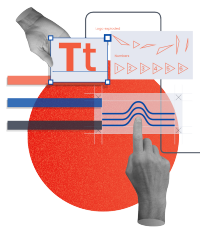
Transform Your Brand with Tailored Creative Solutions

Want on-brand, drag-and-drop assets or templates but don't know where to start? Our free strategy session will help you explore the best approach for your team. Don't miss out – spaces are limited each quarter, so get in touch today!

Brand Creation

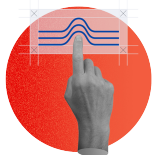


A well-defined brand identity is key to creating cohesive, professional content. Our brand guideline development ensures you have a clear framework for colors, typography, logos, and motion graphics. With this foundation, your team can maintain consistency across all assets, strengthening brand recognition and engagement.



Template Assets

Ensuring brand consistency across all internal content. With reliable reusable assets that can be used internally and externally.



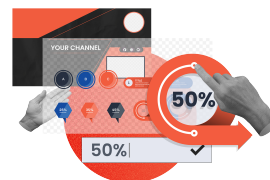
New Assets to Match Current Branding



New Brand Identity

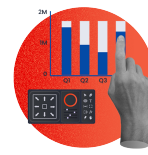


New Product or Initiative Brand Guidelines



Brand Assets

We create alignment of your video and static brand assets, for new initiatives or expanding on current brands.



Customisable MOGRT/Motion Template Files



Branded Drag and Drop Assets



Video Creation Guidelines

The Next Steps

We build relationships with everyone we work with, you'll always speak with a person:

Email Alex: alexlees@taleproduction.com

Call Alex: 07415265851



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