



Materials checklist

What to gather before your video project starts

1 · Story materials

- ☐ Existing footage (raw or edited)
- ☐ Photographs and previous videos
- ☐ Source documents: reports, papers, data
- ☐ Key people to interview or quote

3 · References

- ☐ 2-3 videos you like (any sector)
- ☐ 1-2 examples of what you do NOT want
- ☐ Previous pieces that worked well

2 · Brand & requirements

- ☐ Logos in vector format (SVG / AI)
- ☐ Brand guidelines and fonts, if they exist
- ☐ Mandatory funder / partner logos
- ☐ Visibility requirements (EU, IKI...)

4 · Practical details

- ☐ Who approves, and how many review rounds
- ☐ Deadlines tied to events or campaigns
- ☐ Languages and subtitles needed
- ☐ Formats: horizontal, vertical, cutdowns

The same list we use with our clients. Questions? Write to us.