

**VENDORS:** This is a working deck and will be updated continually. If you have any questions, contact a member of the Indeed Rising Voices team for clarity.

# Press Kit

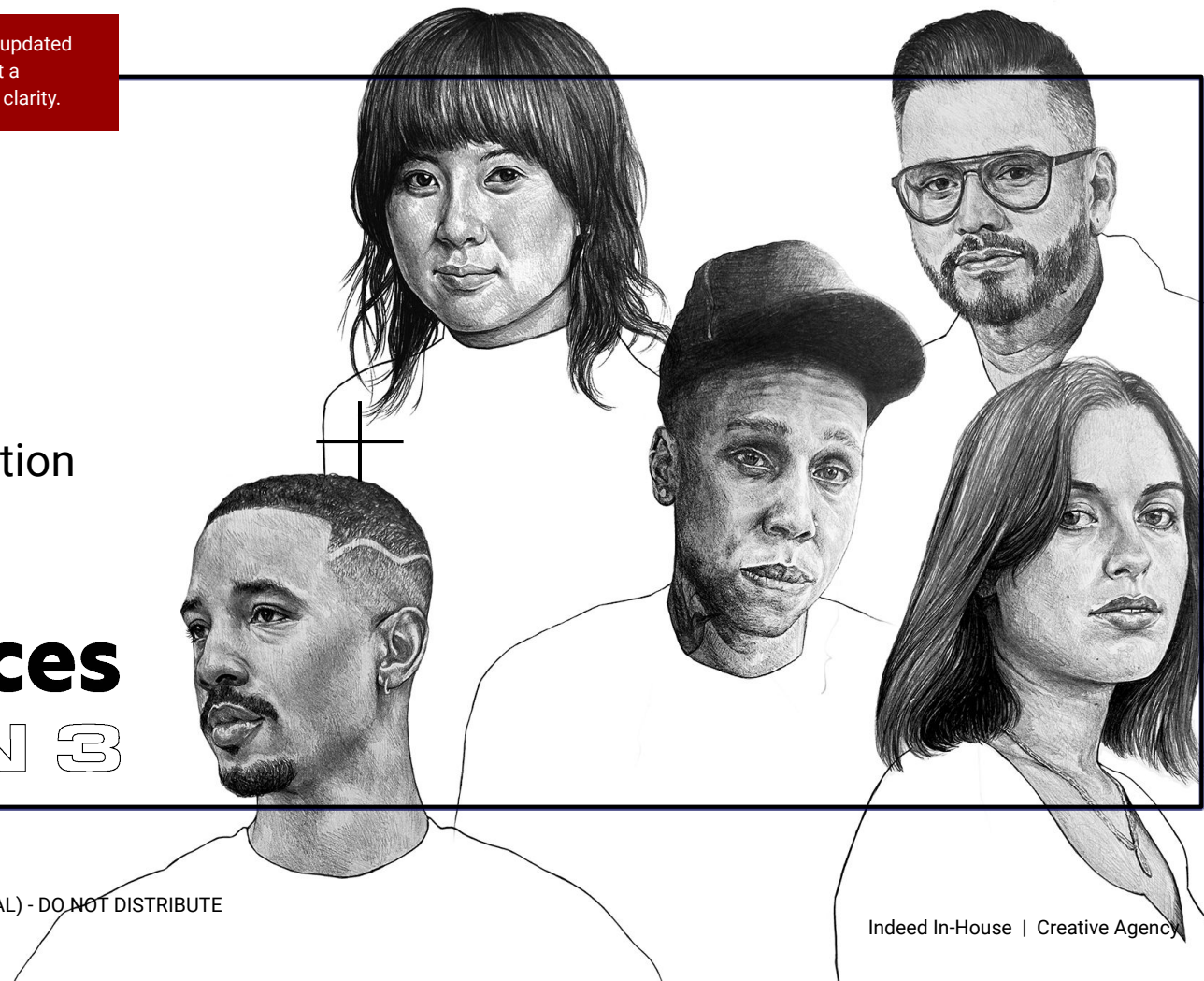
## Visual Identity & Direction

indeed presents

# Rising Voices

## SEASON 3

(CONFIDENTIAL) - DO NOT DISTRIBUTE



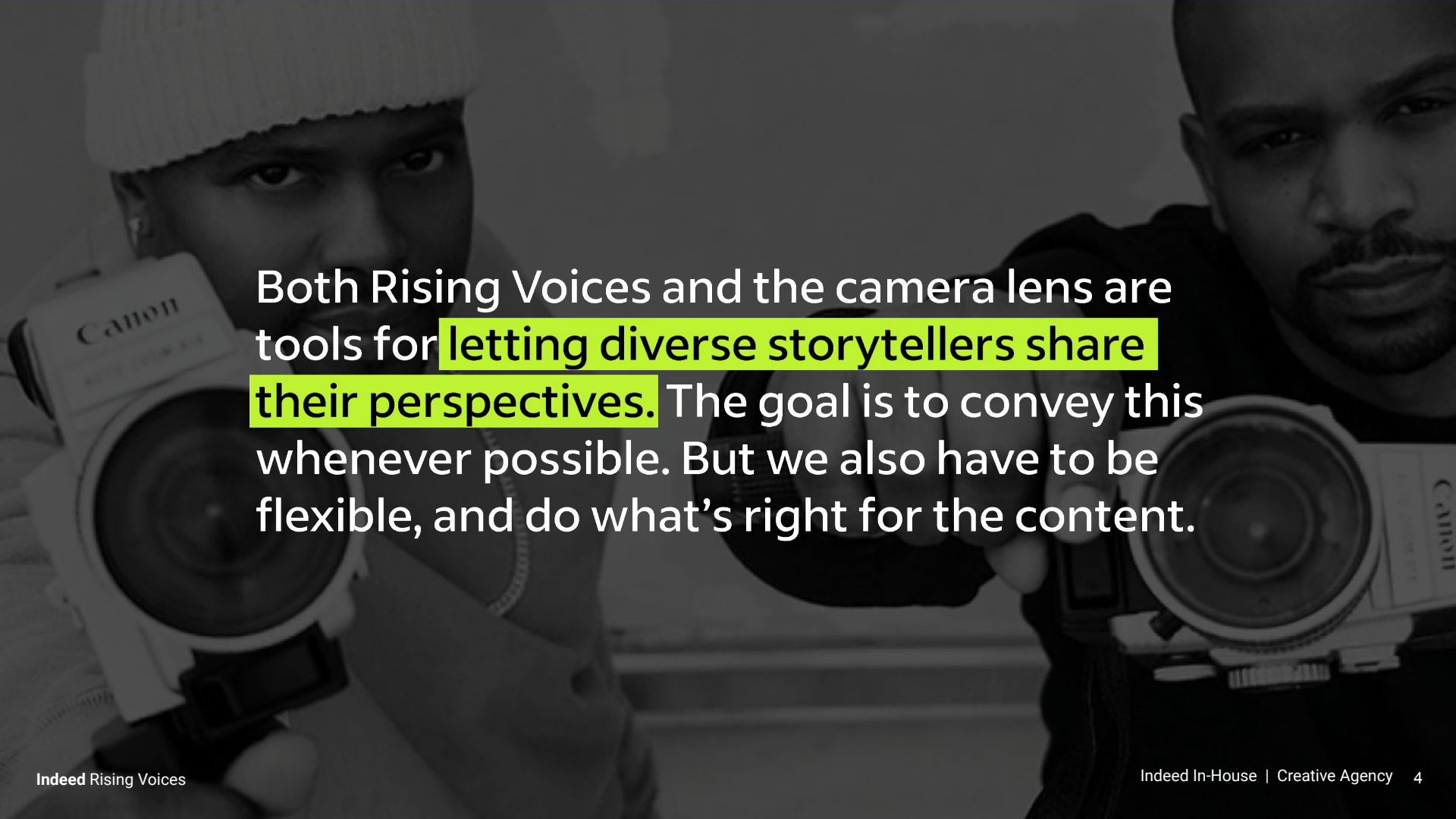
A close-up photograph of a person wearing traditional Indian attire. They have a light-colored face and are adorned with a gold and red beaded mask that covers their eyes and nose. They are also wearing a gold and red necklace and a gold ring. The person is wearing a blue and gold sari. The background is dark.

**Uncovering the next generation of BIPOC filmmakers.**



**What does the future of work look like?**



A black and white photograph of two men holding Canon cameras. The man on the left is wearing a white beanie and a light-colored jacket, looking directly at the camera. The man on the right is wearing a dark shirt and has a mustache, also looking directly at the camera. The background is slightly blurred, showing what appears to be a staircase.

Both Rising Voices and the camera lens are tools for letting diverse storytellers share their perspectives. The goal is to convey this whenever possible. But we also have to be flexible, and do what's right for the content.



## VO/SUPER

*What does "work" look like in the future?*

Will work be,

Robotic

Artificial

Isolated

Will people lose hope?

Will it be worse than ever?

Or will it be more human

Equitable

Diverse

What will work look like for your community?

For the Immigrant

Single Mothers

The Next Generation

The people that are simply over it.

What does the future of work look like to you?

Were looking for 10 bipoc filmmakers to share their vision of the future of work and bring it to life.

Indeed Presents

Rising Voices Season 3

Exec Prod by Lena Waithe and Hillman Grad Productions

Applications are now open

## Accessibility Standards

Logo and logo lockup standards [here](#) (*general best practices for Indeed Logo will also apply to RV logo and lockups*).

Out overall vision for Indeed's diversity/inclusion/accessibility standards [here](#).

### Best Practice - Type Over Image:

Case-by-case basis. If the logo is white/a contrast checker-approved color and is on a fairly blank part of the image (not blocking faces, morphed by busy backgrounds, etc.) it is okay to include type over image.

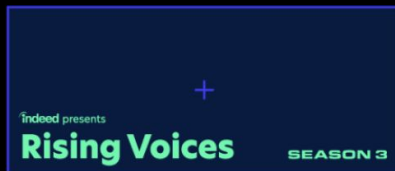
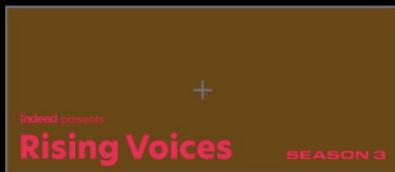
[Link](#) to entire Indeed Brand Guidelines deck for reference.

## Color Contrast Standards

Color information and HEX codes [here](#).

Color contrast calculator (should be checked with every major deliverable RV output) [here](#).

### Example:



## Minimum Font Sizes

Indeeds' overall type standards [here](#).

### New Standard of Practice:

Reduce usage of ALL CAPS where possible, especially in fonts other than Indeed Sans and in light to regular weights, as it can be harder to read.

Title Case or sentence case is preferred.

### Minimum Font Sizes / Styles (by deliverable):

Social Media	Size TBD
Posters, Key Art and OOH	Size TBD
Merch	Size TBD

# RV S3 Google Drive

[Linked here](#)

The screenshot displays the Google Drive interface for a folder named 'Rising Voices Season 3'. The top navigation bar includes a search bar, a settings icon, and a sidebar with the 'indeed' logo and a profile icon. The main content area shows a grid of folders and files, each with a person icon and a three-dot menu. The folders are arranged in a grid, with the first folder, 'Tribeca 2023 Proposal', highlighted. The right sidebar contains a calendar icon, a lightbulb icon, a checkmark icon, and a plus icon.

Search in Drive

Shared with me > Rising Voices > Rising Voices Season 3

File type People Last modified (Send feedback to Google)

Folders

Last modified ↑

- Tribeca 2023 Proposal
- Launch Video
- Web Banners
- Kickoff Assets
- RV Poster for Aidan
- Social Design
- Filmmaker Assets
- Filmmaker Residency - ...
- LOCKED SCRIPTS
- Bootcamp Video
- BTS Footage
- Cannes Assets
- Print
- Rising Voices - Trailer a...
- Invitation Final
- Website Redesign
- Assets for Social
- S3 Invite
- Social Video
- S3 Film Posters
- Tribeca Deliverables
- Tribeca Stage Key Art
- Horizontal Key Art
- Tribeca RV Brochure
- Final Poster Design
- T-Shirt Design
- RV Logo Lockups
- RV Fonts
- RV Frame Devices
- Thank You Slide
- Elevator Button

# S3 Key Art





## Season 3 Key Art

Every season we work with an artist to create custom art that represents that group of filmmakers.

This year, Season 3, we're working with [PS Spencer](#).

She's an African American illustrator that specializes in highly detailed facial portraits.



## Season 3 Key Art

[Linked here](#)



## Season 3 Key Art (Horizontal)

[Linked here](#)



Season 3 Direction

## Social Film



BTS Trailers: [Files](#)



Poster Film: [Files](#)



KeyArt Film: [Files](#)

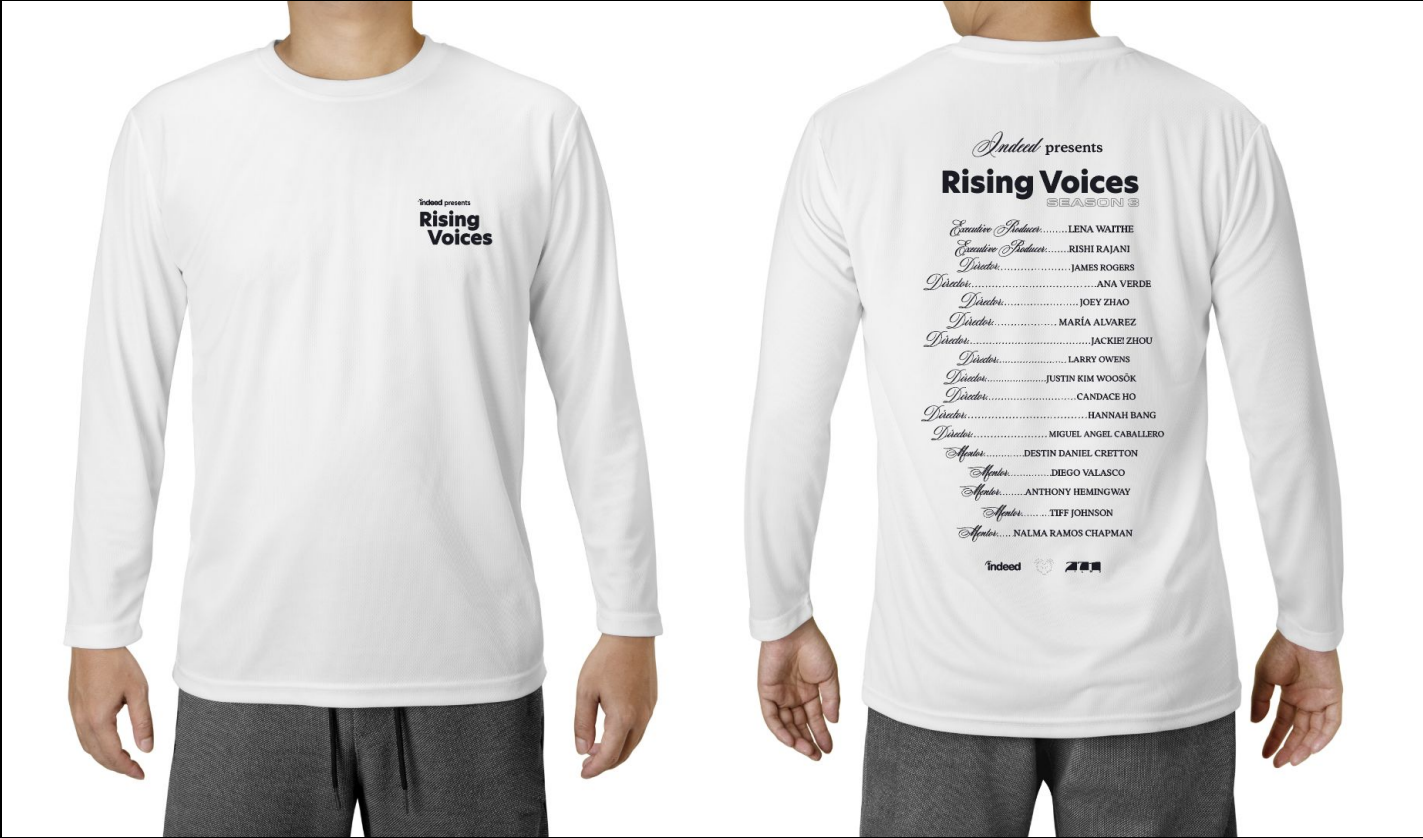


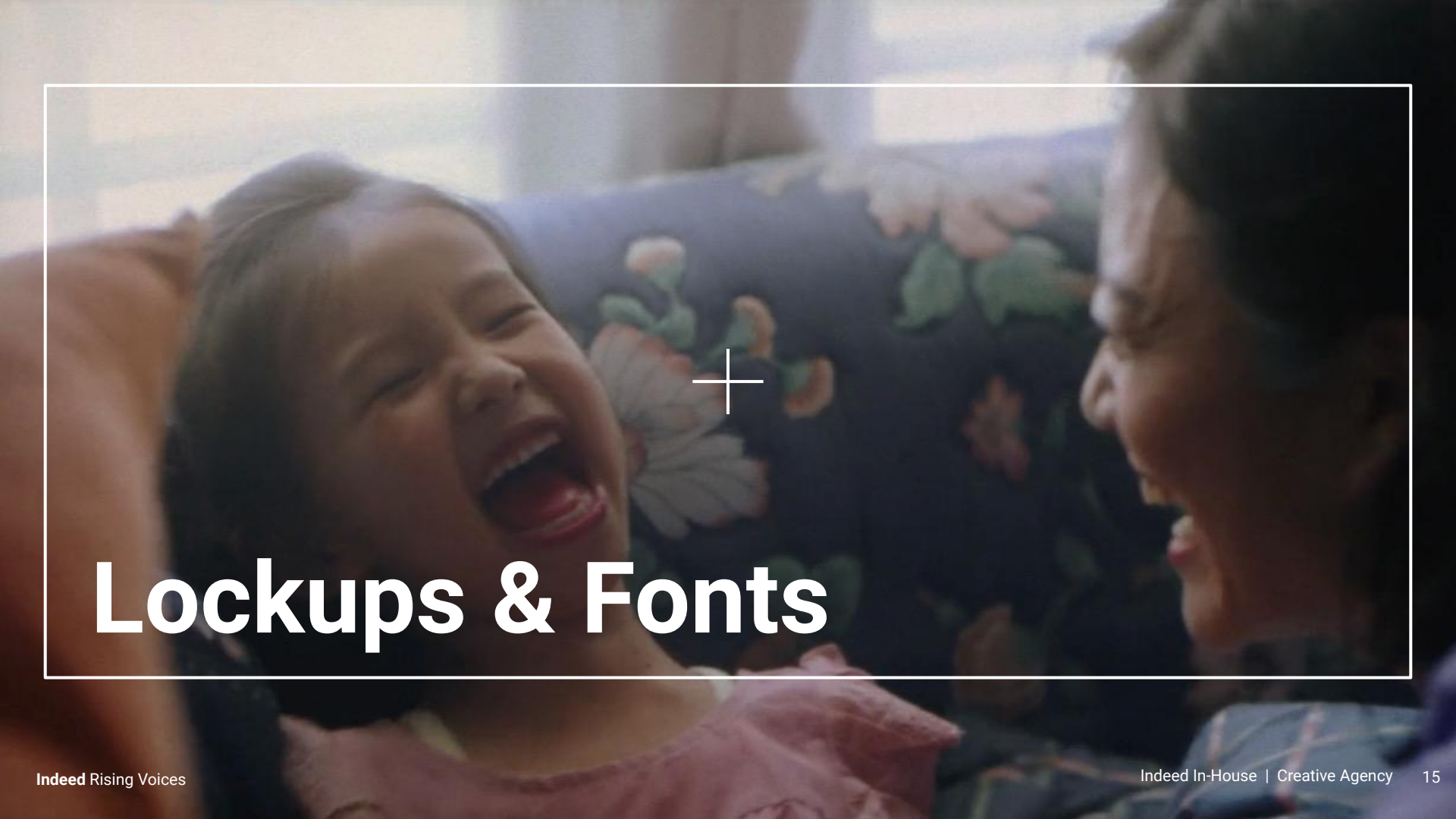
# Merch



T-Shirt Design

[Linked here](#)





# Lockups & Fonts

RV Lockup  
*No season number*

[Linked here](#)

 indeed presents  
**Rising  
Voices**

 indeed presents  
**Rising Voices**

## Logo Marks

[Linked here](#)

Season 3 Logos (Line Work)



Season 3 Logos (Filled)



Fonts

[Linked here](#)

Indeed Regular

Indeed Medium

Indeed Bold

**Indeed ExtraBold** — **Rising Voices**

**Eurostile Bold** — **SEASON 3**

Eurostile Bold — SEASON 3





# Frames

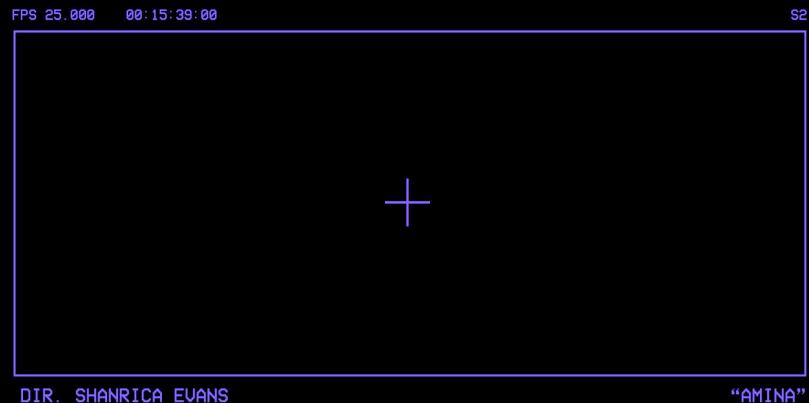
## Frame: Filmmakers Perspective

This design direction is based on a  
**the UI found on modern digital cameras.**

This frame device is inspiring by the  
viewfinder that filmmakers look at during  
production.

In practice: **this should be used sparingly  
and campaign agnostic. We want to keep  
branding and design at a minimum and  
avoid getting in front of the filmmakers  
and content.**

This is a tool to use one step beyond just  
lookup and type.





Framing actors intentionally  
inside of a space



Framing actors intentionally  
inside of a space





Not framing actors  
intentionally inside of a space



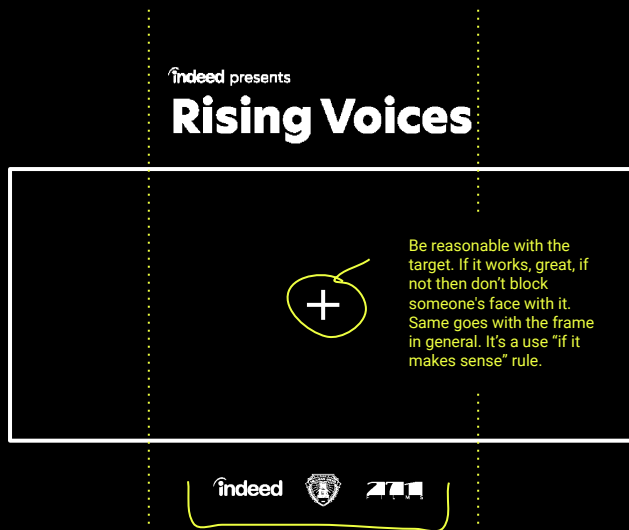
## Frame: Partner Logos

This usage uses a frame locked up with the **partner logos at the bottom.**

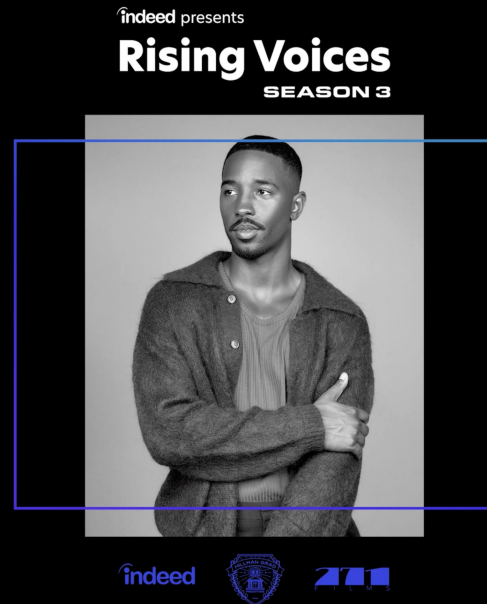
Typically this would be used in RV brand announcements and **not** artist interviews.

Be sure to make sure the Hillman Grad and 271 logos **are not bigger than the Indeed logo.**

Frame up the RV Lockup at top and partner logos at the bottom.



Three partner logos: Indeed + Hillman Grad + 271  
(Make sure Indeed isn't smaller than the other two)

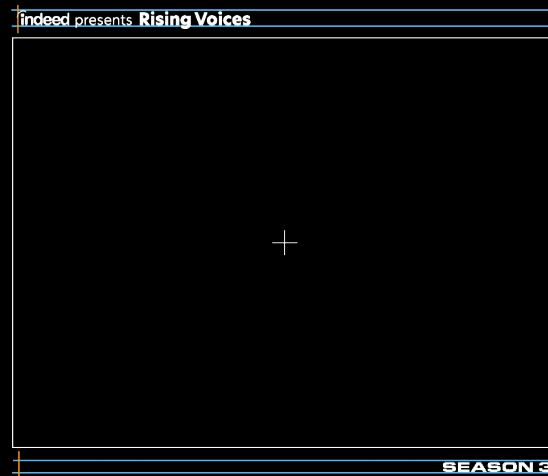
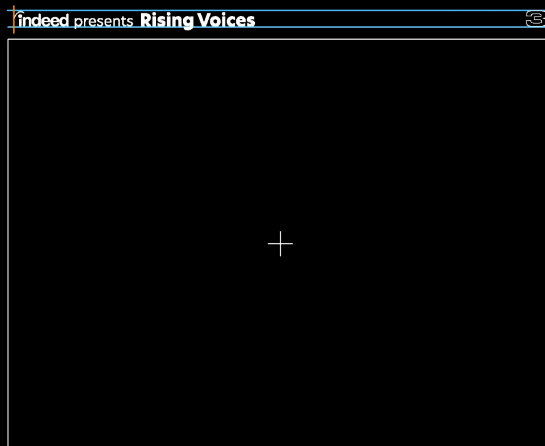


## Frame Devices: Indeed + RV Layouts Partner Logos

This usage includes frame versions with Indeed present Rising voices locked up at the top, **one with a season three indication on top and one on the bottom.**

The orange mark indicates **intentional indentation** when using these framing devices.

[Linked here](#)



## Frame Devices: Indeed + RV Layouts Partner Logos

This usage includes frame versions with Indeed present  
Rising voices locked up at the top,  
**one with a season three indication on top and one on the bottom.**

The orange mark indicates  
**intentional indentation** when  
using these framing devices.

[Linked here](#)

indeed presents  
**Rising  
Voices**

Filmmaker + **Lena  
Waithe**

indeed presents  
**Rising Voices**

+

indeed presents  
**Rising Voices**

+

## Frame Device: Motion

Use the frame to highlight content, and then get rid of it, tastefully.



## Frame Devices: Icon Usage + Colors

This usage is to display the RV brand and frame as an icon.

