Studio Helper × UQU Clubs & Societies

Style direction 01

Full bleed

Your posters, set in motion. Type is the hero, colour does the talking, and every cut lands on the beat.

Club leader training video series
16 videos · one topic per video · 2026

The idea

This direction turns UQU's own marketing style — big flat colour, bold type, colour-blocking, colour-clashing — into motion. Nothing is decorated. A frame is a colour, a headline, and one idea. The screen behaves like a stack of C&S posters being dealt onto the table, one after another, exactly on the beat.

It is the most consistent of the three directions. Once the template is built, all 16 videos are identical in construction, so the series reads as one library rather than sixteen separate films — and any single frame can be pulled straight out as a poster or a social tile.

How each video is made

No filming. Every frame is designed.

1 — we write the script. 2 — you approve it in writing. 3 — we build the video in design and motion tools (Figma, After Effects, Canva, Google Flow and similar), from a locked template so the series stays uniform. 4 — we send you the cut. 5 — you send one consolidated set of changes. 6 — we deliver the final in 4K, with a 1080p social cut and captions.

Palette — Clubs & Societies sub-brand

Green ·lead	Rich black	Blue	Pink	Orange
#B9D532	#000000	#19BFD3	#FF1A8E	#FAA61A

Flat 100% colour. No gradients, anywhere. No purple. Green leads every video; only the sanctioned clash pairs are used — pink with orange, blue with green.

The system

Colour

Green is home base — it opens and closes every video. Each video gets a second chapter colour so the 16 read as a set: Marketing runs green with blue, Sponsorships runs green with orange and pink. Black is used full-bleed for the hardest-hitting lines. Depth comes only from flat blocks sliding across one another — never a shadow, a glow, or anything that reads as a gradient.

Typography

Type is the direction. Headings are set in the brand's geometric grotesk at display size with tight negative kerning, filling most of the frame. Key lines become full-screen type cards; definitions sit in a fixed body block at reading size. Type never fades — it is cut to, wiped on, or revealed by a colour block passing over it, and snaps into place with a two-frame overshoot.

Motion language

Hard-edged and architectural. Blocks move on straight axes only, with a fast ease-out, masking type as they travel. Cuts land on the beat — never a crossfade. Swiss poster design at the speed of a metronome.

Devices & motifs

The C+S acronym wordmark as a giant background graphic. A chapter progress bar along the bottom edge. Big flat numerals for step counts. Flat icons built from the same round geometry as the type. The ibis appears as a flat cut-out silhouette — in for the one joke, then out.

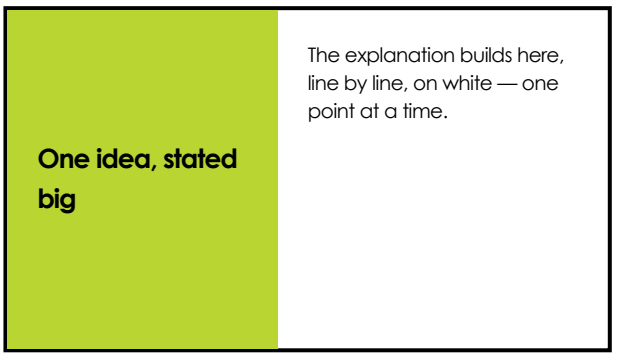
Anatomy of a video — 1 of 2

Title card



Full-bleed green. Title hard-left across the top two-thirds. Video number as a large black numeral, bottom-left. A black bar wipes across and the title snaps in behind it.

Mid-video teaching beat



Frame splits: a green block holds the concept in bold on the left, the explanation builds on white on the right. A colour-clash card breaks the rhythm every 30–45 seconds.

Every video runs the same five parts: a cold open that states the problem before any title, the title card, a teaching body of three to four signposted sections, a three-line recap, and a next-step card. A pattern-interrupt colour card resets the eye every 40–60 seconds, and a chapter progress bar is on screen throughout.

Anatomy of a video — 2 of 2

End & CTA card



Green full bleed, one takeaway in bold white. A black block slides up carrying the next step. The progress bar completes. Holds two seconds clean, so it works as a thumbnail.

Music & voice

Clean electronic percussion with a defined beat the edit cuts to — no melodic clutter. A warm, peer-level Australian voice, mid-pace, dry humour delivered flat.

Studio Helper arranges the Australian voice-over. Nothing needed from UQU.

Strongest for

Clarity, dead-consistency across all 16, and a library where every frame doubles as a poster or a social asset. The safest pick if UQU expects to extend or update the series in-house later — the template is simple to hand over.