

Proton

Brand Book

VERSION 1.1 / OCTOBER 2022

06

Video

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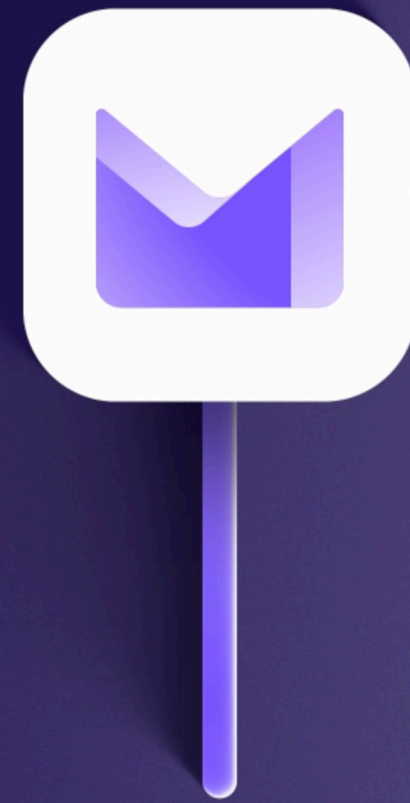
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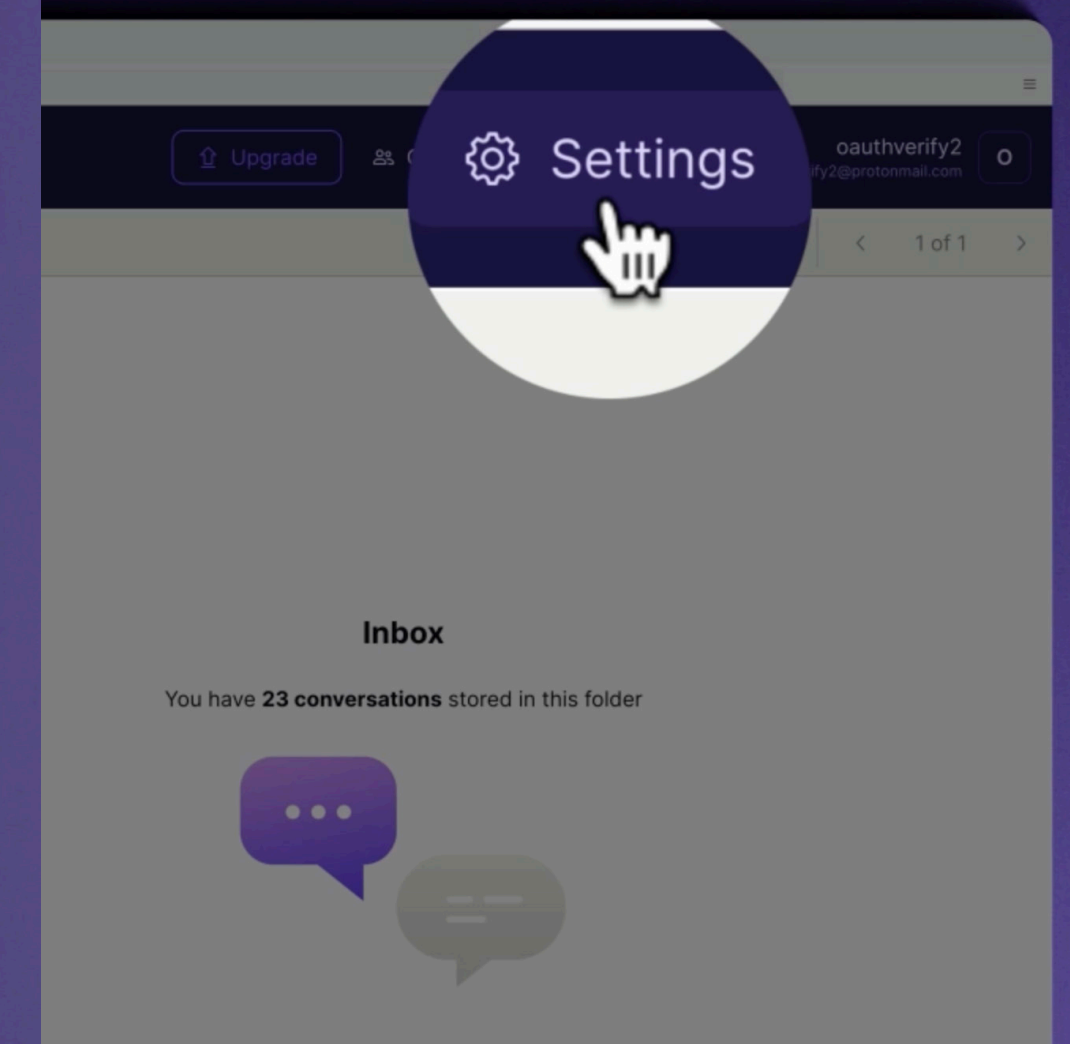
Animation principles

When we design a video, or create animated content, we must apply the following principles to ensure all our videos have a unified look and feel. These are our golden rules that must be followed.

Every video is notably built upon the concepts of the alternative way and of the encryption.



Automate recurring actions
T74MHCrnH712HFGvj



Concept of alternative way

As introduced previously, the line is the visual representation of the alternative path that we propose. It's the line that leads to the safer Proton internet.

By animating the line on videos, we drive the users into the Proton universe and build the story around it.

Directional

The animated journey line is directional, as it takes the viewer from a point A to a point B via a trim path animation and a camera movement.

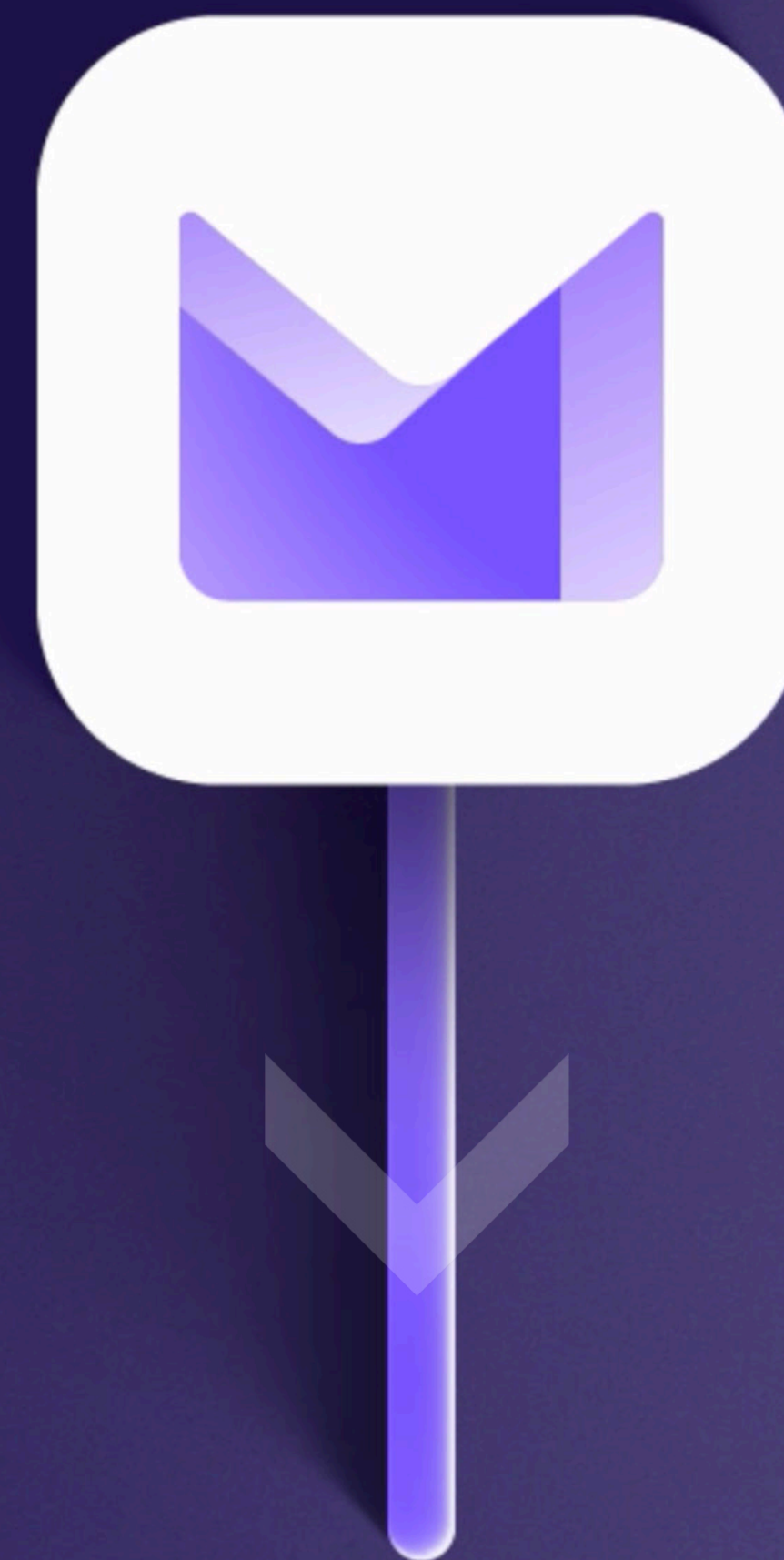
On video content, the journey line is:

1) The first entry point to the Proton universe

On video content, the line should especially be used when introducing the solution of a Proton product, or entering in the product itself. For example, the line can transition from a Proton app icon to an interface.

2) The transition articulating the story

The line is also a tool to build video stories. It serves as transition between different scenes in the video. For example, the line can start from a problem and lead to a solution.



Concept of Encryption

The purpose of animated content is to highlight the security aspect of the Proton brand and bring life to its values.

Contrary to the line, the encryption concept can take multiple forms and is revealed only after the user has already entered the Proton universe.

While being aesthetically pleasing, animations are not simply beautiful eye-catcher without meaning. Instead, they translate encryption into understandable visuals.

Meaningful to the brand

When conceptualising an animation, it is important to keep in mind the purpose of the animation itself. Thus, asking the following questions: what does the animation bring, additionally to a static image? And how can the animation reflect the brand values of privacy and security?

The movement displayed on screen should indeed help the users to understand how Proton products are secure and encrypted.

One concept, multiple creative interpretations

There are several ways to translate the concept into single animations: by closing a lock, decrypting a text, closing an encryption layer, morphing a lock into a logo etc...



Motion Signatures

Making your internet secure is as easy as pushing a slide-to-lock button.

To visually strengthen the Proton brand values of security, privacy and transparency, a set of motion signatures is used to conclude videos.

Brand recognition

Signatures are adapted to each product while still being consistent with the Proton universe.

Morphing animation conveys the idea the new element is built upon the previous shape. Therefore, morphing a lock into a product logo induces that this product is secure.

Through cognitive design, we emphasised that choosing Proton means activating the security of our digital lives.

Usage

It is recommended to use those signatures at the end of every video to increase brand recognition and conclude every video with a strong message of security.

The music can be removed if another track has been selected for the video project. The voice-over should be kept.



Video file

<https://drive.proton.me/urls/BKHZQWJ5HC#qslO-O7RthWQL>

Construction



+



+



Activation

Toggle swipes right

Security

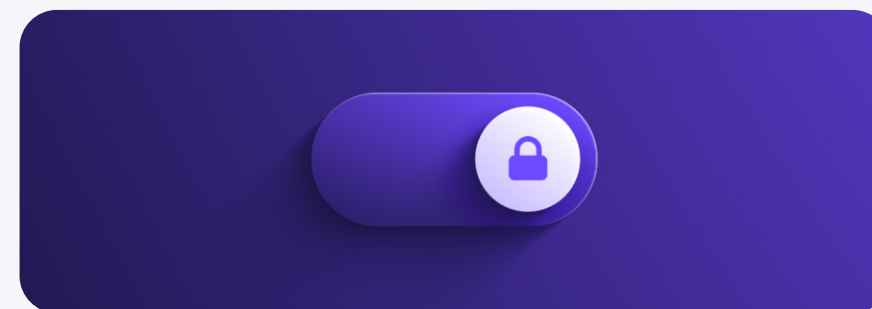
Locking our data

Morphing

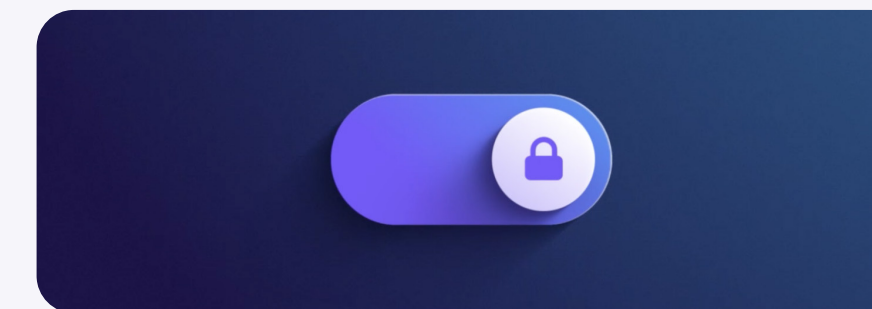
Switch to the Proton universe

Variations

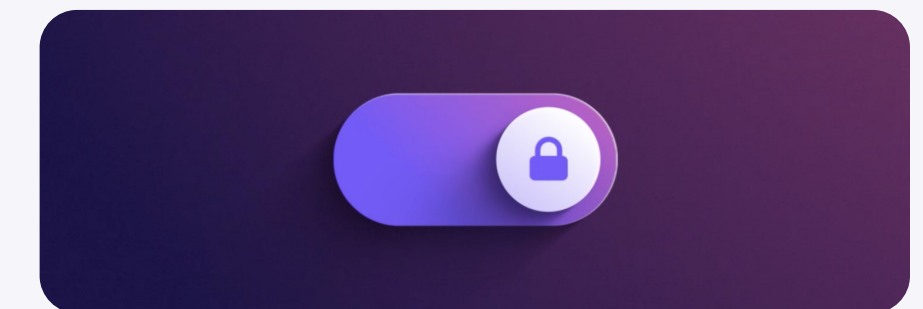
Proton



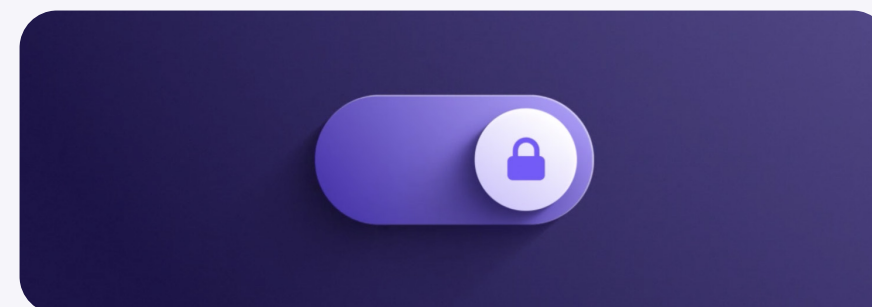
Proton Calendar



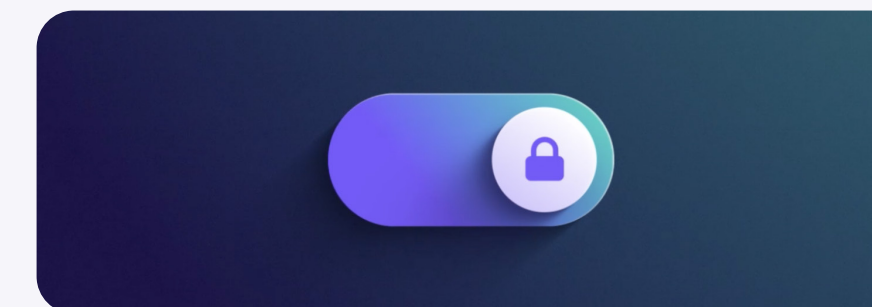
Proton Drive



Proton Mail



Proton VPN



Animated Titles

To introduce videos with the concept of encryption, titles visually depict the act of decryption, which is key to Proton's value proposition.

Restricted usage

As the decryption animation of titles takes ~1.5 seconds, it is recommended to use this animation only to key moments to reinforce the concept of encryption without overselling it.

For example, the animation can be applied on the main headline introducing a video, but should not be used on the many other texts visible in the same video.



Video file

<https://drive.proton.me/urls/G2ZSX3JY6M#pUIZC-cAEMr6h>

Story-board



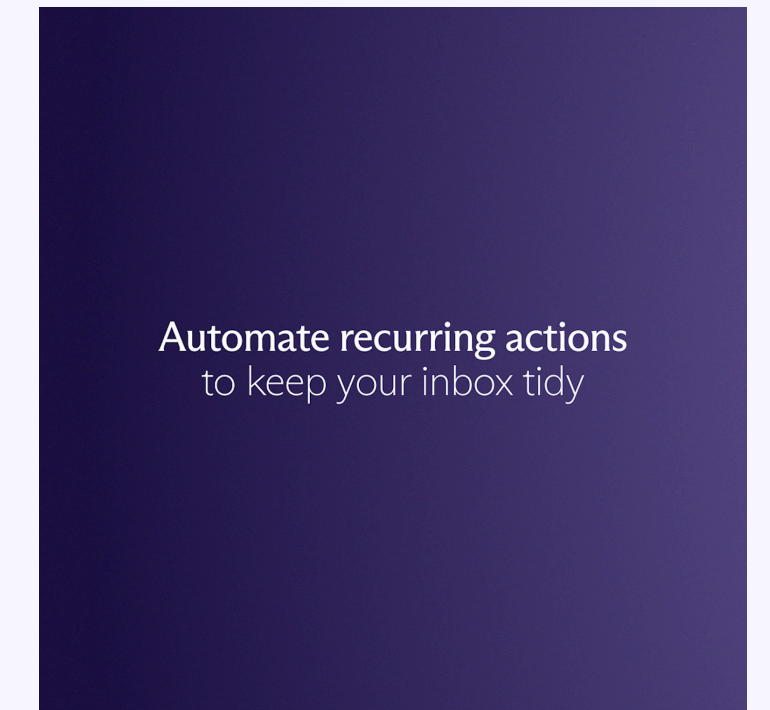
1. Many encrypted texts change rapidly and replace each other.



2. One encrypted text stays. Letters start to decrypt from left to right.



3. Letter continue to decrypt until the first line is fully readable.

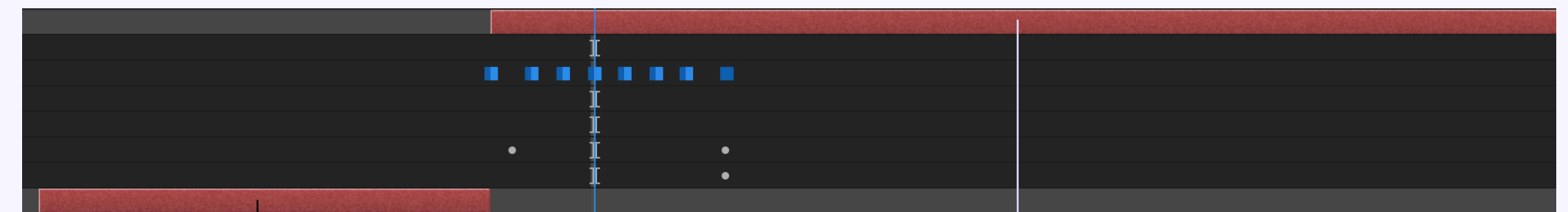


4. Letter continue to decrypt until the second line is fully readable.

Workflow



Use guides to make sure that the encrypted texts lengths are similar to the final headline length.



The text layer is split in two. The first layer contains the 'Decode Continuously characters' effect from Animation Composer (free After Effects plugin). Make sure to follow those values when applying the effect: Intensity 10, Character offset 20, Wiggle/sec 0, Correlation 80, random seed 0.

Use the source text square keyframes to manually animate the title. Each keyframe progressively add more and more letters from the final headline while deleting more and more encrypted letters. Use the guides to know how many letter should be deleted for each keyframe.

Minimal & elegant movements

Animations should reflect the high quality of the Proton brand and products.

The animation style should not be over-technical or cartoonish (bouncing effects, heavy deformations etc...) but rather stay minimal and elegant.

Minimal

Animations are used with parsimony. Too many movements at the same time will confuse and overwhelm the users. The goal is to display Proton as a high quality brand through subtle and clean movements. By following this principle, the animation will delight the user experience.

Elegant

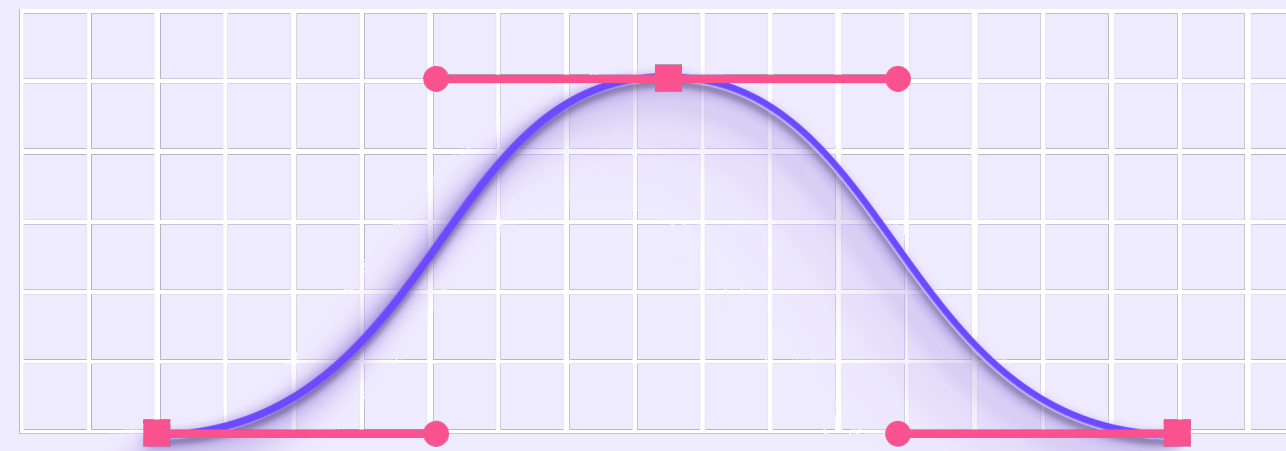
Videos are created based on the art direction introduced previously in this brand book. They need to follow the elegant Proton style and play with the available assets and effects: rotating lights/shadows effects, revealing and masking, creating slow camera movement along the journey line etc...

To create subtle movements, animation keyframes are strongly eased (up to 80% easing to end a movement).

Additionally to that, morphing effects can be used to highlight a particular element in the scene or to bring more focus on a key element, like a product logo for example.

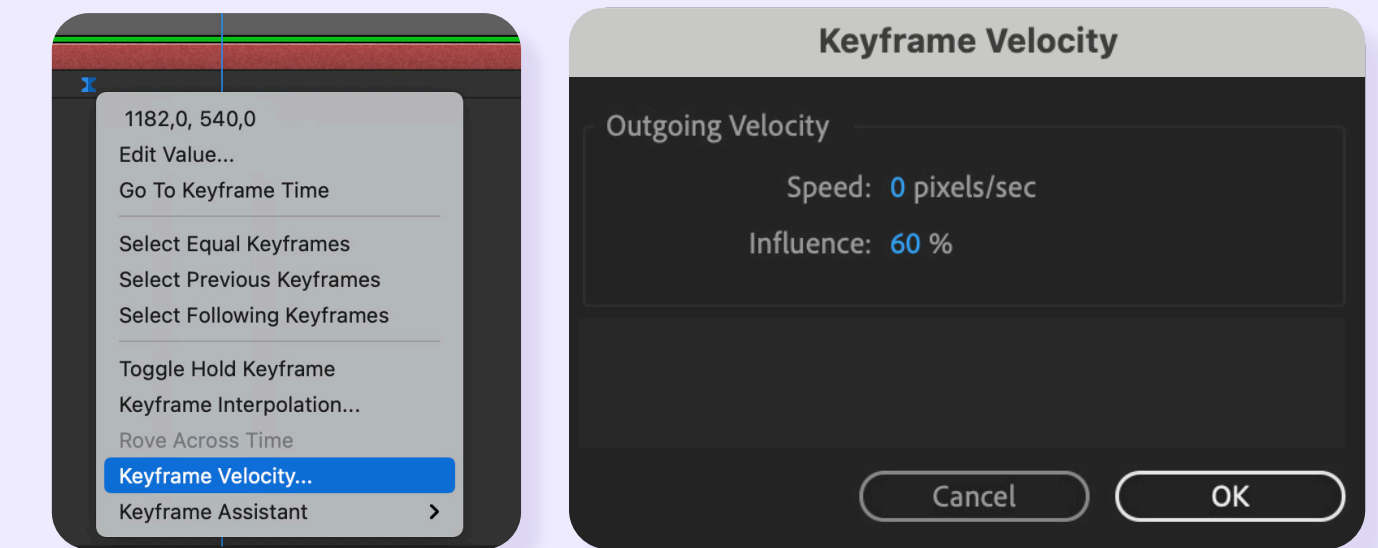
** Specific effects and values for After Effects to obtain an equivalent result as in Figma.*

Smooth Bezier curves



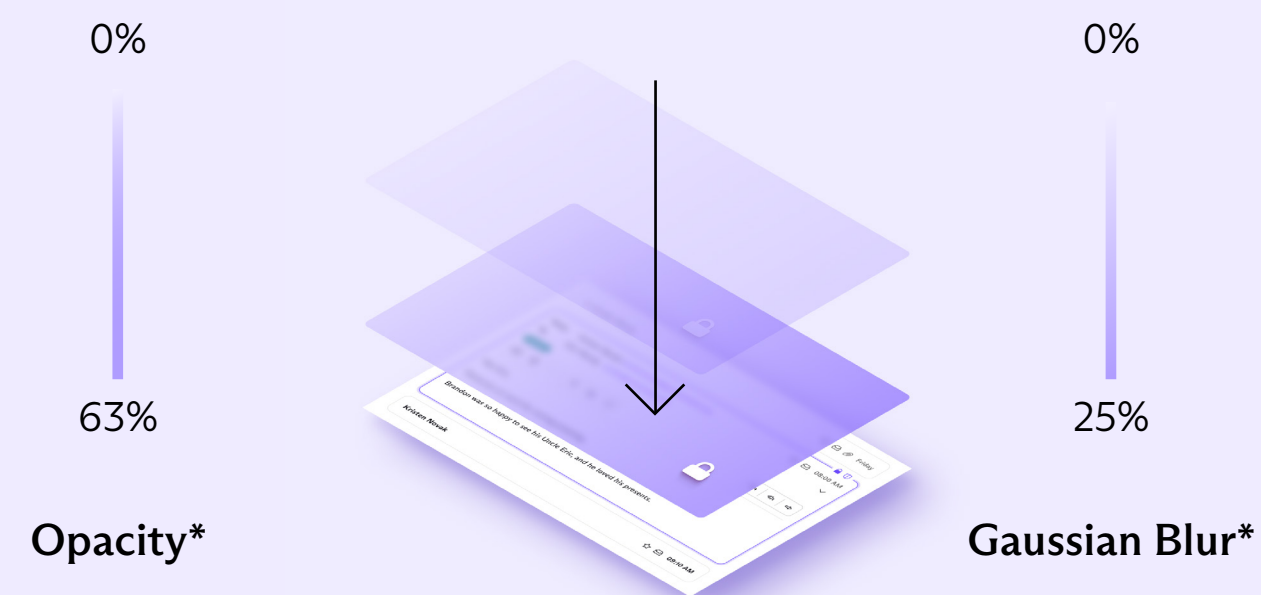
For elegant and smooth interpolations, most keyframes are set under an Ease In - Ease Out type of Easing (Cubic). Easing can be increased when necessary.

High Keyframe velocity



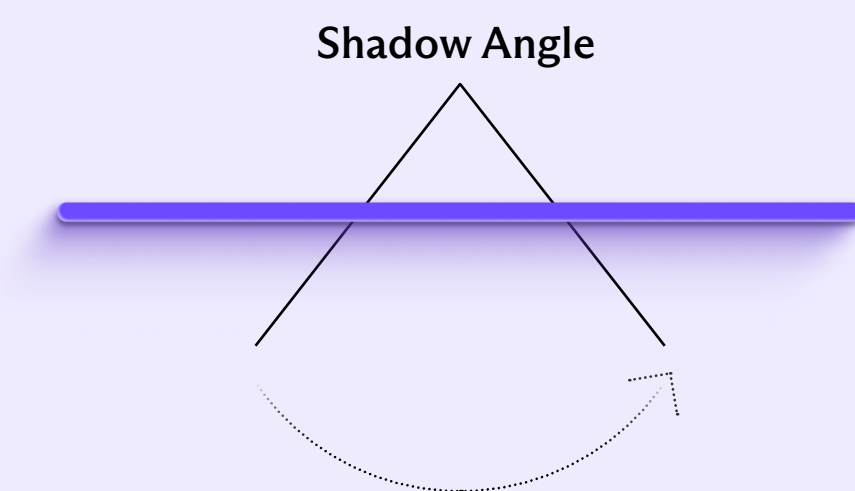
When keyframes are eased, their default value is of 33%. For bigger movements, easing can be increased up to 80% to guarantee a smooth interpolation. It can be easily done via the keyframe velocity window in After Effects.

Subtle encryption layers



The same principle applies when animating encryption layers on isometric, 3D or on interface compositions: encryption layers have a slow one-directional movement towards the interface while their opacity and blur effect increase. The lock stay static, aside from its opacity increasing similarly as the encryption background layer.

Soft shadow movements



With the use of Shadow Studio 2 - plugin for After Effects, shadows can be created as identical as those introduced previously in this brand book.

The angle of the shadow can be animated to increase the elegance and the softness of the scene.

Animated Journey Line

As key element of the concept of the alternative way, the journey line is used in videos to unfold stories.

This page provides more details on how to build, animate and use the line for videos.

Construction

The Journey Line has to be built again in After Effects, as exported effects and plugins from Figma are not supported (especially Beautiful Shadows).

Moreover, creating the line directly in After Effects as a shape layer makes it possible to animate its path.

Color gradient combinations are identical as those already introduced in the Journey Line section previously in the Brand Book.

** Recommendations

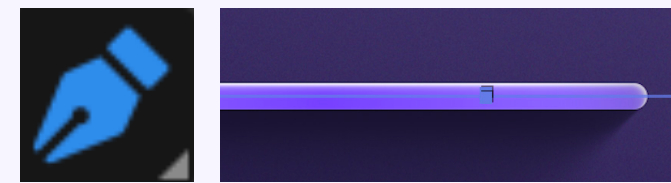
The line can go any direction, but it is recommended to go from the top to the bottom or from left to the right, as it is the natural direction of a story in the western world.



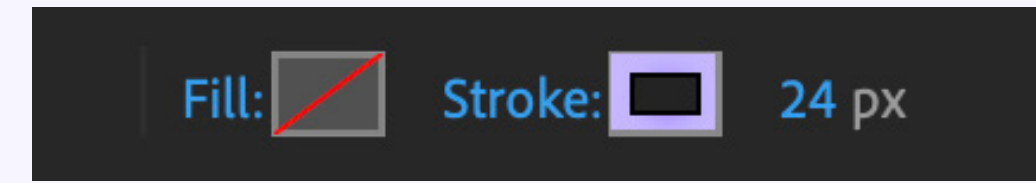
Video file

<https://drive.proton.me/urls/T07JX7H78C#zslf-MAsvbamr>

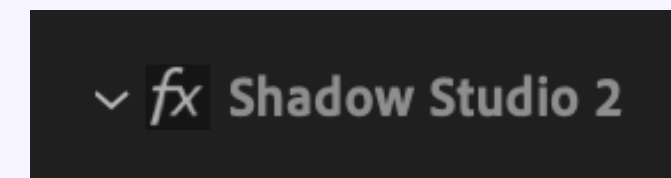
Construction



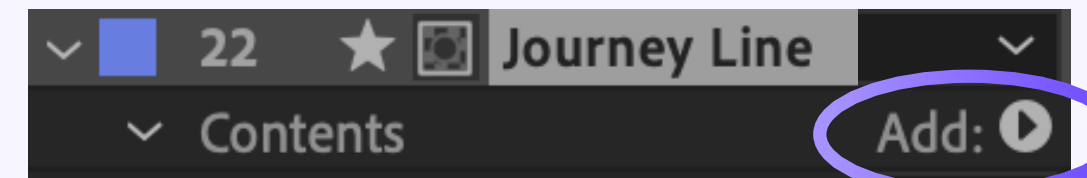
1. Use the pen tool to create a line as a shape layer.



2. Apply a radial gradient stroke of 24 px (thickness for a video height of 1080 px).



3. Apply the Shadow studio 2 effect twice to the line (plugin) *



4. Start animating the line by clicking on "Add", and choose "Trim path" from the list.

* Shadow studio values:

- Effect 1: inner shadow

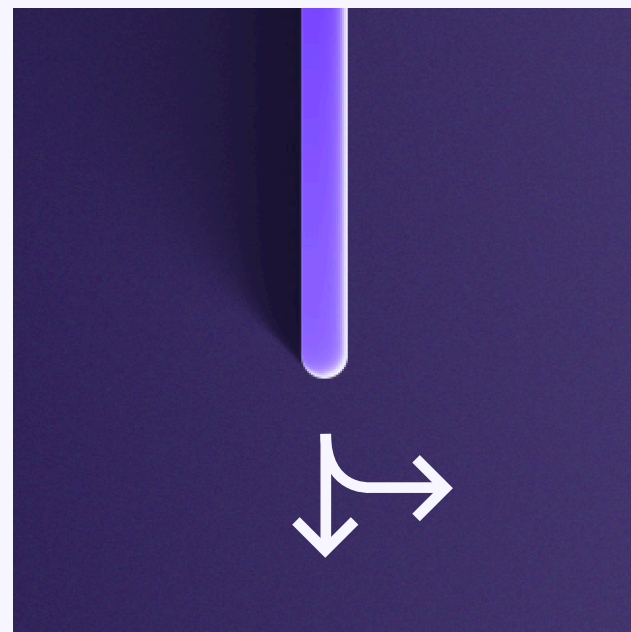
Shadow type: inner, Distance: 15, Softness: 37, color: white, Blend mode: normal, Opacity start: 9%, Opacity End: 0%, Opacity Master: 100%.

- Effect 2: drop shadow

Shadow type: normal, Distance: 250, Softness: 250, Color: Purple 900 #17132E, Opacity Start: 20%, Opacity End: 50%, Opacity Master: 80%

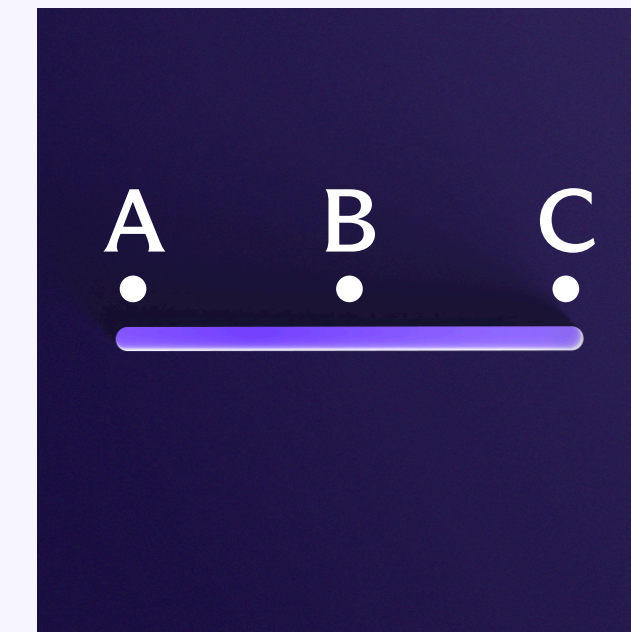
Other parameters should be left by default. Angle can be changed and animated according to the light setting of the scene.

Use cases



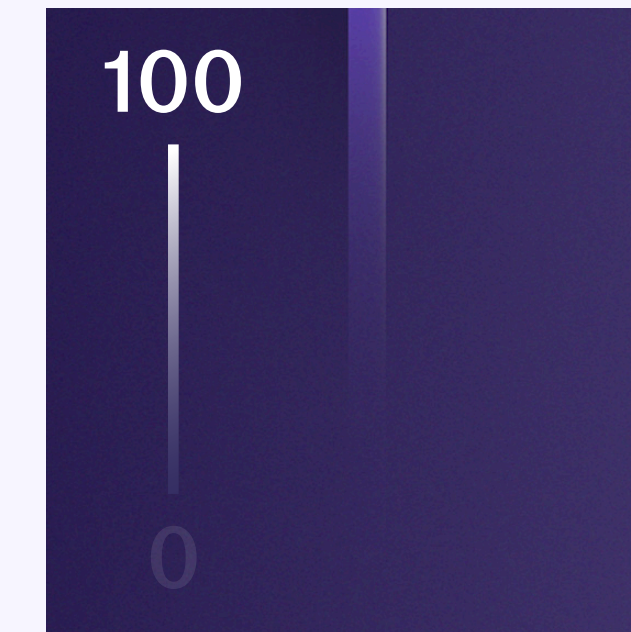
Directional **

The line leads the way. When moving the camera of the scene, the end of the line should always stay visible.



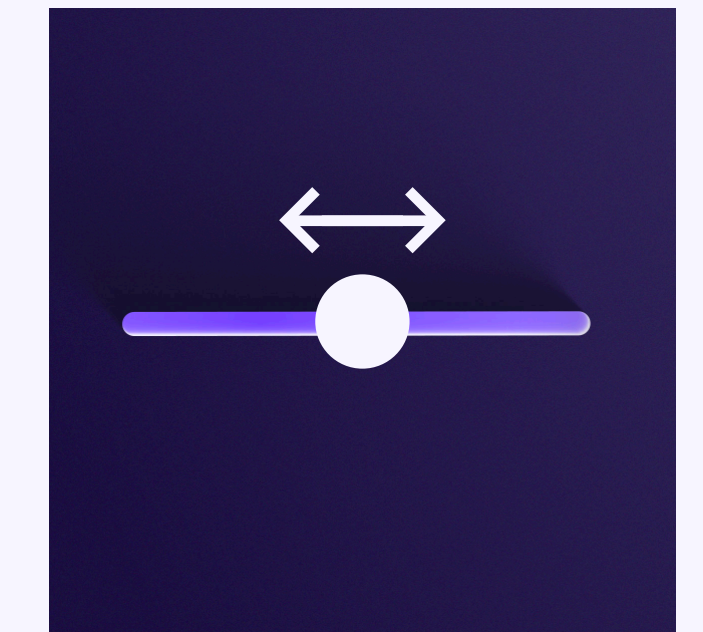
Timing

The line can stay on screen longer if it takes us from a point A to a point B, and then from a point B to a point C (with the same line)



Fade

It is possible to make the line disappear to not take too much attention on certain screens.



Slide

Other elements can slide on the line if it is logical in the story.

Brand video Storytelling

Brand videos are unfolding a comprehensive narration. They showcase a relatable and authentic story to the users.

Building the story

Animations bring life to the visuals coherently and connect them together in a logical and articulated way. To build the story, videos can start from the point of view of the user and follow their user journey. From there, it is important to emotionally connect with the users through a relatable story. Example: a user needs Proton VPN to keep the contact with their family.

Videos can also take the point of view of Proton and tell its history: from its foundation in 2014 to the Proton product universe available today.

Narrative scheme

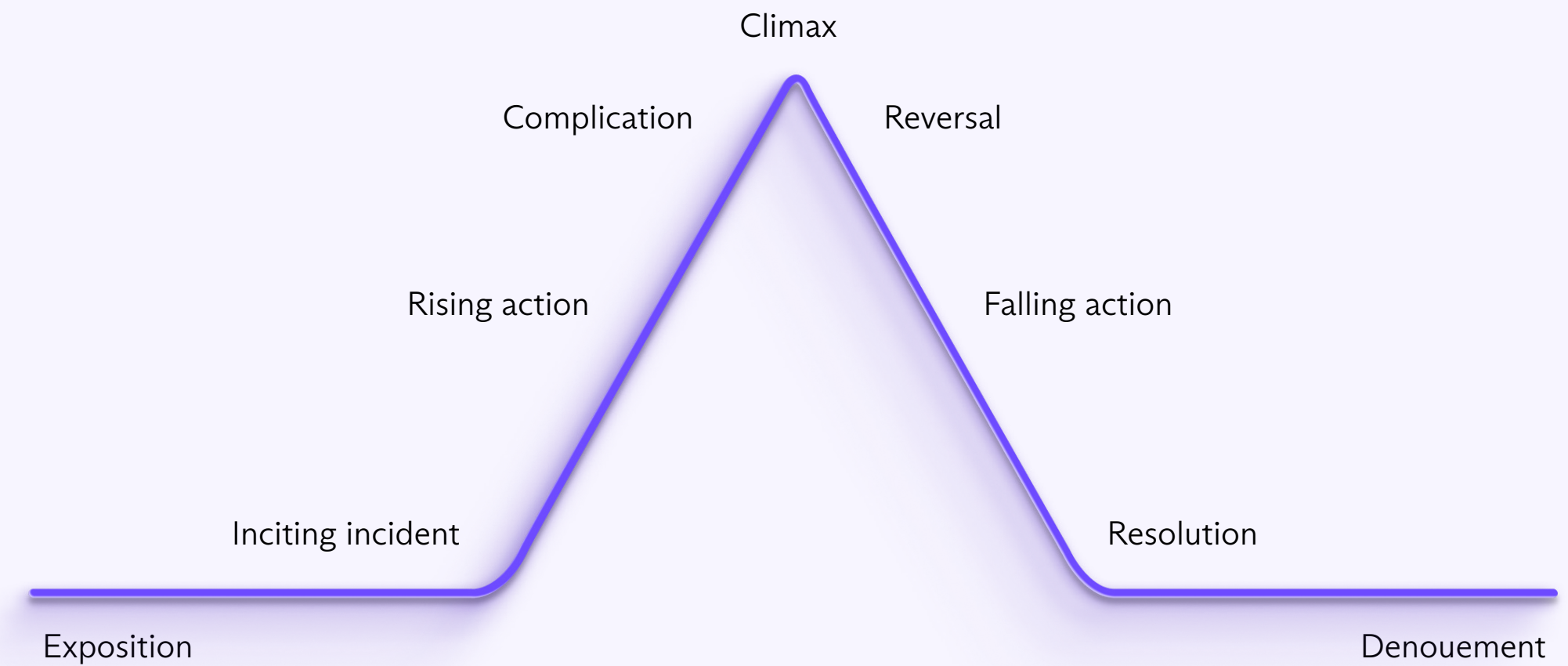
As a rule of thumb, the narrative scheme starts from a problem and leads to a solution.

The narrative scheme should be applied as often as possible for any type of videos, to some various degrees. Even the shortest videos should at least contain 3 steps of narration:

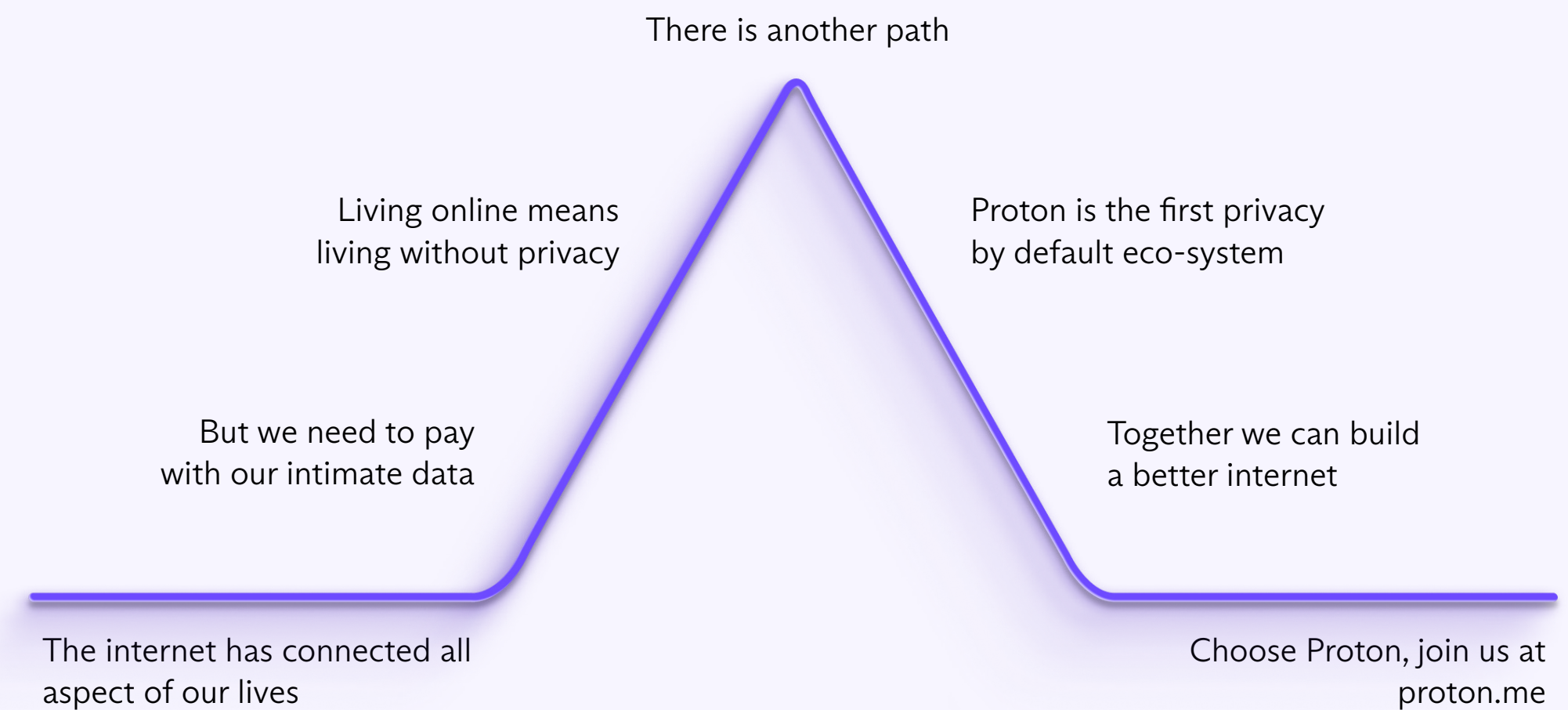
Introduction - Development - Conclusion (or Exposition - Climax - Denouement)

More details can be found on the right side of this page.

Narrative scheme



Example



Product Video

Those videos describe the functionality of products. They are used to bring more clarity to the users by explaining how to interact with our products, how to use a feature, and more generally how the Proton universe works & how users can benefit from it.

Product videos have various applications: social media, release notes, blog articles, web pages, within the product etc...

Timing and formats

To simplify the video creation process and provide fit-for-all content, we follow those guidelines:

The video duration should be less than 45 seconds.
2 exports are required in the following formats:

1:1 - 1080 x 1080 px - H264
16:9 - 1920 x 1080 px - H264.

Exceptionally, a vertical format can be requested for specific releases (for a major feature release for example):

9:16 - 1080 x 1920 px H264 (be aware of the safe-zones on top and bottom of the canva if the vertical video will be published as a story for social media)

Timeline

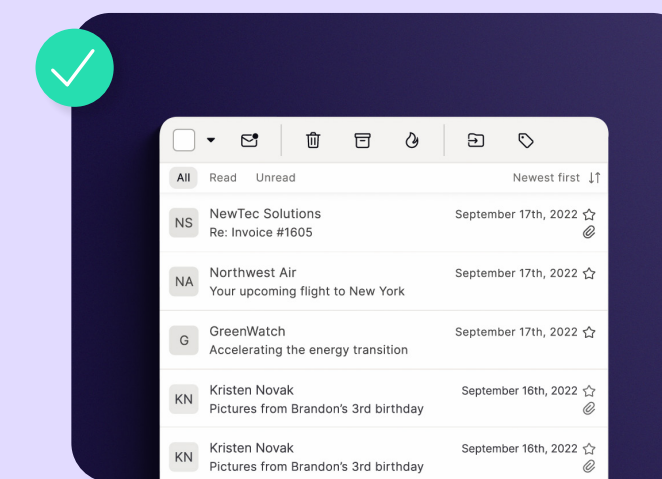
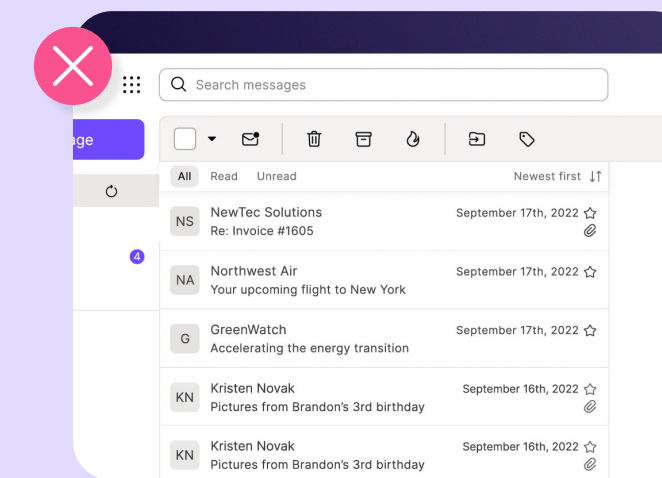
Product Logo

Animated Title

Content

Motion Signature

Cropping



Cropping a section of an interface instead of showing the whole window helps the user to focus on what really matters without being distracted by irrelevant details.

Cursor

Opacity 10%
Scale 195%

Opacity 5%
Scale 297,5%

Opacity 20%
Scale 63,5%



Purple 500 is used by default, but the cursor color can be adapted to the product color when relevant.

The cursor is composed of 3 ellipses. The small ellipse is the parent of the 2 others.

The cursor appears only when necessary, to highlight an interaction.

To show a click interaction, the small ellipse scale is reduced to 52,2%, and then switched back to its original scale.

Narrative freedom

Product videos can take freedom from the product experiences to increase the comprehension of stories.

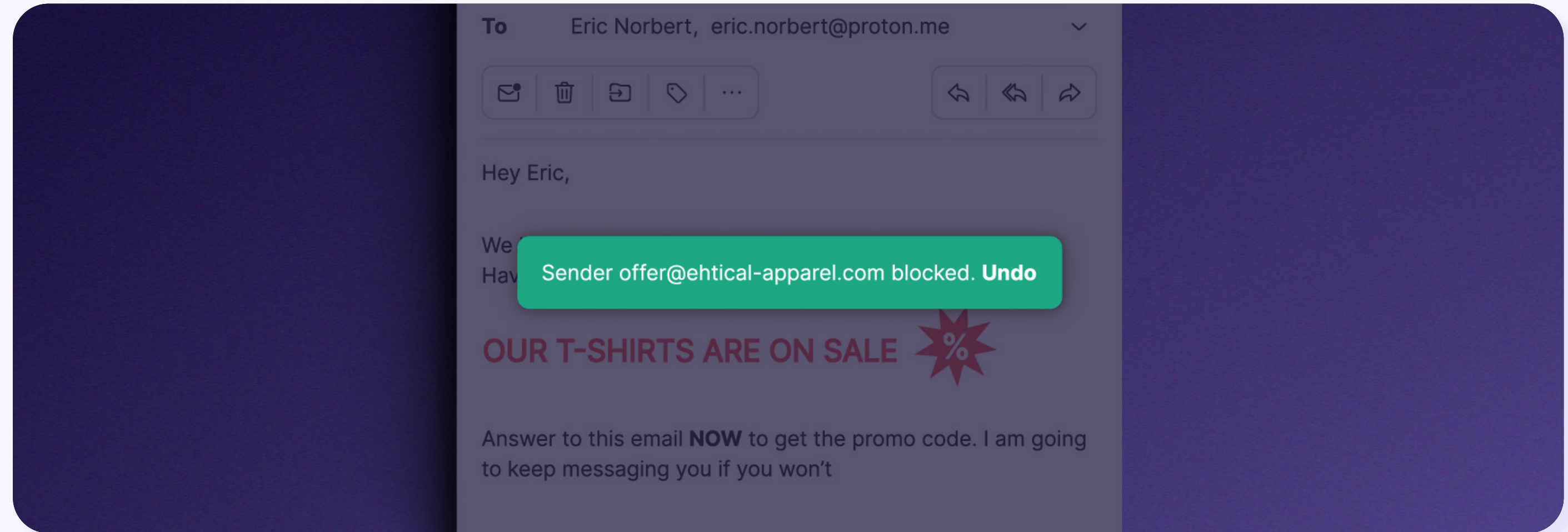
Understandability first

Focusing on the story means that videos can take some freedom from the product interfaces when necessary. The goal is to make sure that users fully understand features, which could mean resizing certain elements, adding animations that do not exist to highlight an element, exaggerating some movements etc...

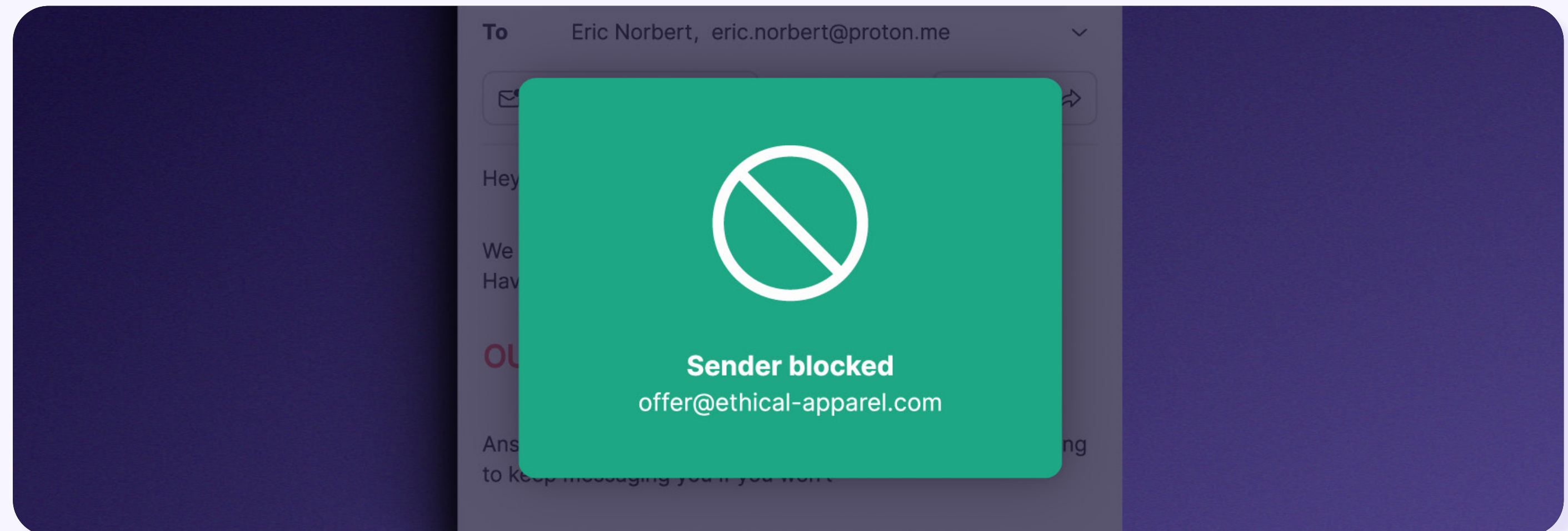
Examples:

- animating a label apparition that do not exist in the product
- changing a confirmation message to be bigger and with an icon.
(See example on the right)

Example



How the “sender blocked” component looks like in the product



How the “sender blocked” component is displayed in the video

Screen recording

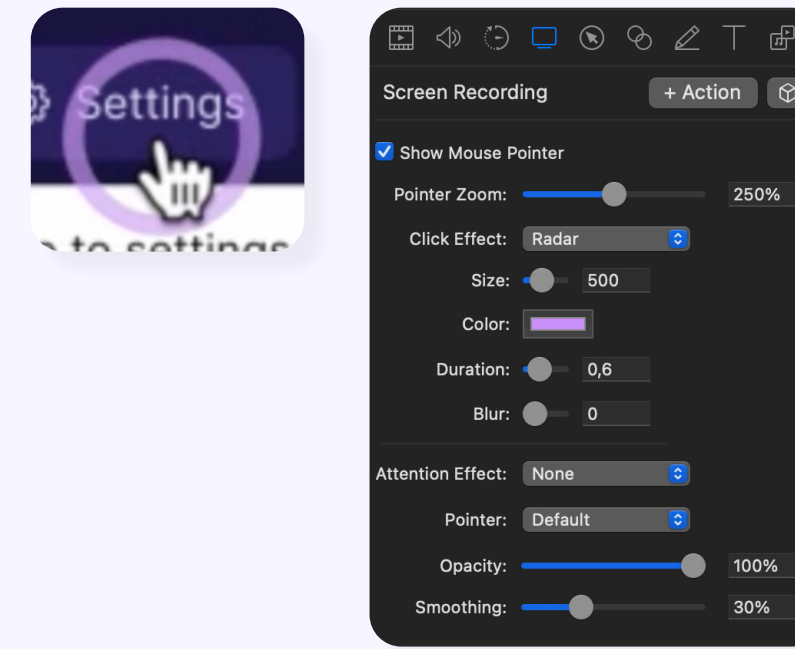
For complex and long interactions with products, screen recording is the most adequate options, as it removes manual animation work.

Screenflow App



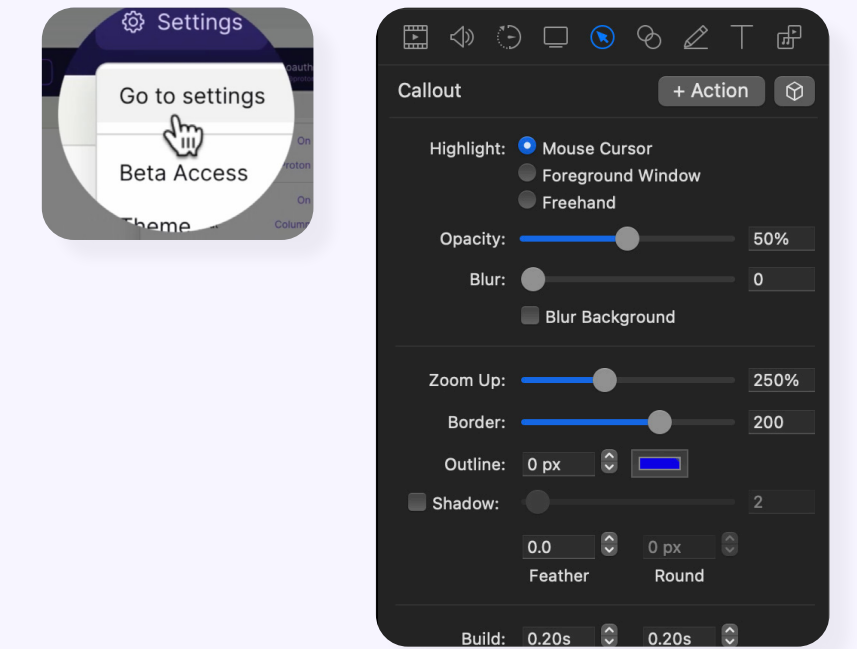
To simplify the screen recording process, it is recommended to use Screenflow by Telestream, as it has advanced features: changing mouse cursors, animating on click, target area, zooming etc...

Screenflow Screen setup



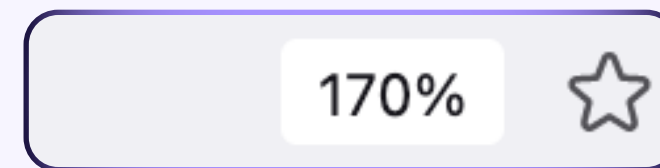
Apply those values to any screen recording to enable click effect, smoothing and optimised cursor sizing.

Screenflow Action setup



When in need of a pointer zoom, apply the following values. Border can be increased even beyond 300 by typing a numerical value.

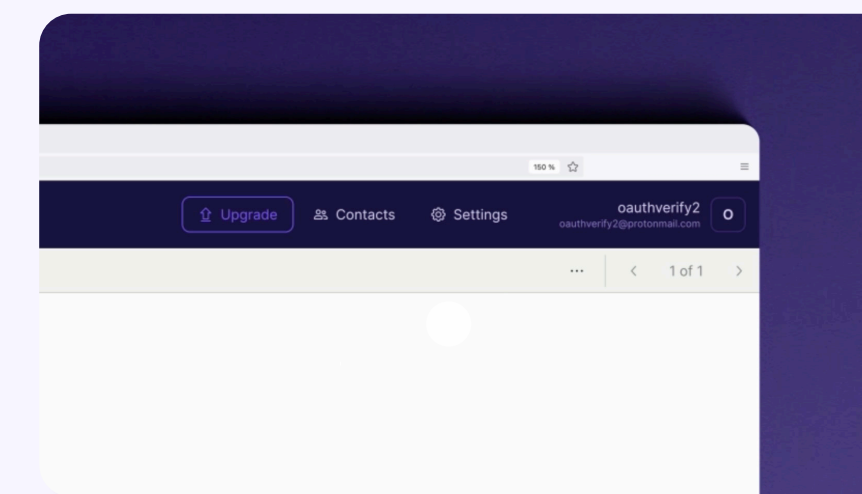
Browser Zoom



Zoom the browser as much as possible to make sure that the texts will be readable when watching the final video export.

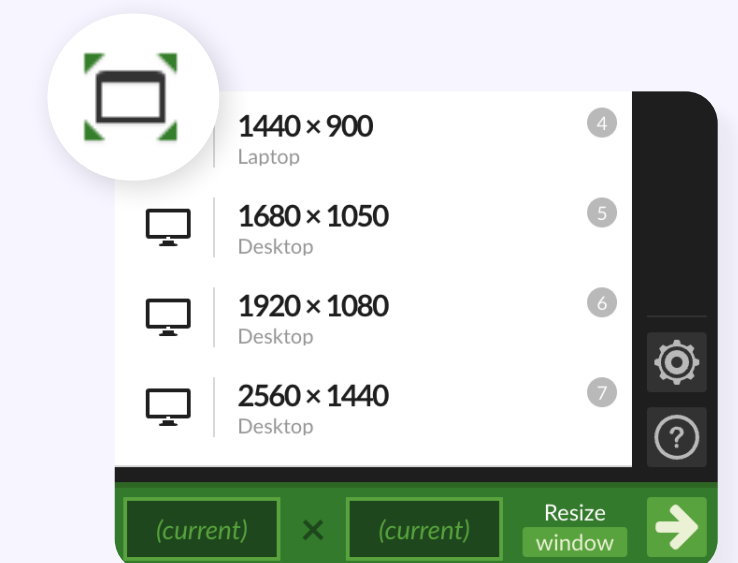
150% to 170% zoom usually works well on a desktop window (Ctrl + or Cmd +).

Clean & Masked browser



No extensions or favorites should be visible on the top bar. If necessary, pick a browser that you don't normally use for the recording. When video editing, crop the window with a mask (border radius 30px) and apply a shadow via the Shadow studio 2 plugin.

Browser Window ratio



Make sure that the Window ratio fits the final format of the video. The window resizer browser extension can be useful for resizing to exact dimensions.

User Interface Animation

Those animations are used on the web platforms or within the products. They delight the user experience, increase the interactivity with them and help them understand features, as well as, the concepts of alternative way and encryption.

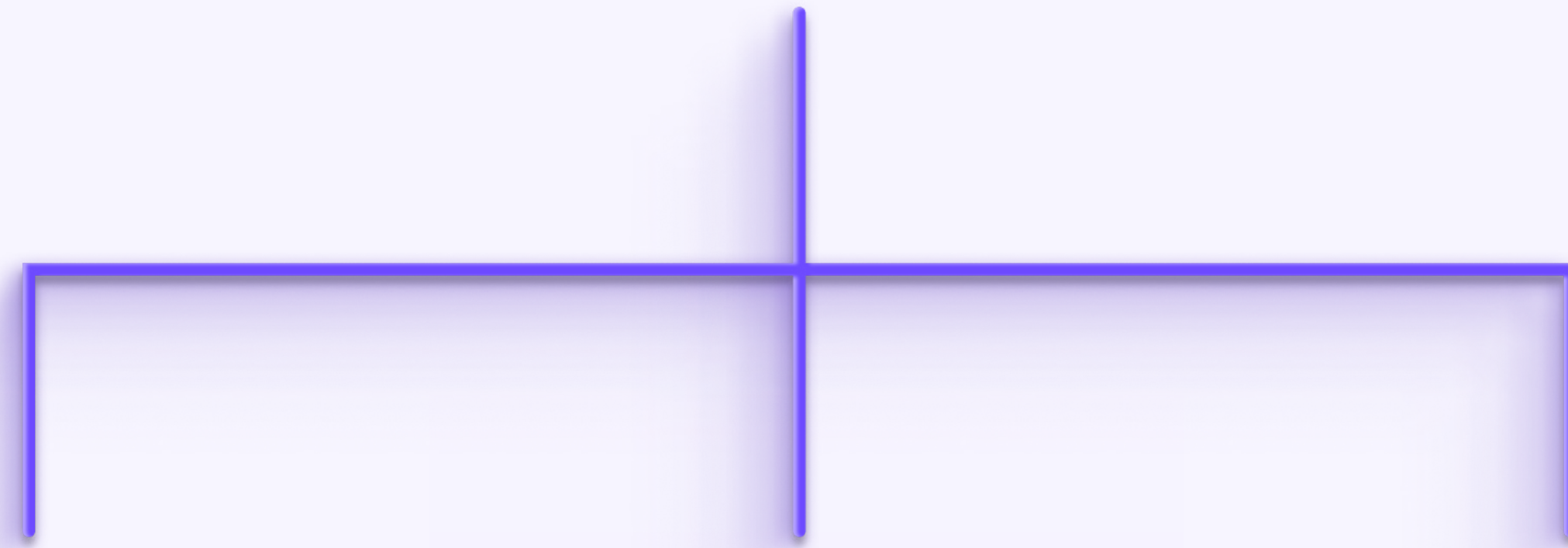
It can be an animated icon revealed on scroll, a button shape changing on hover, an animated web hero image etc... The applications are various.

Limitations & recommendations

User interface animations are limited due to web support features variations and low file size. The loading time should be optimized as much as possible.

Therefore is recommended to reduce effects or to generate those effects natively in code. For example by creating a layer blur or a shadow directly in CSS code rather than by importing a blurred image or an exported shadow image. This will help reducing the file size of exported assets and improve page loading time.

User Interface Animation



Purely coded

CSS/HTML ...

- Fastest loading time and optimised for most use cases.
- Highest chance that the animation will be properly triggered.

- Limited animation possibilities (morphing, masks and other advanced effects are very complex to code manually)

- CSS Animations are recommended over JS as it loads faster. Code can be directly taken from Figma. Properties taken example from an Encryption layer:

```
filter: blur(4px);
opacity: 0.8;
```

Alternative tool/build

Wow.js, Bodymovin, Rive Editor App ...

- Easier to use: no code required, as it is generated by the tool
- Good balance of fast loading time and animation possibility

- Generates heavier files & less optimised codes
- There are still a few limitations on animation possibilities

- When using Bodymovin, refer to the [list of supported features](#) and find workarounds whenever possible.

(Drop shadows instead of Shadow Studio 2, gradients only on native AFX shapes, converted fonts, blur instead of feather etc...)

Integrated video

Imported .mp4 files

- Animation possibilities are infinite since it is created in After Effects.
- .mp4 export is convenient and can easily be updated.

- videos have to be strongly compressed and short due to load time.
- Videos might not load for some users, an image backup is required.

- When exporting to .mp4, compress the file several times using Adobe Media Encoder, with very low CBR values. Alternatively, an online tool like [Tiny wow video compressor](#) can help reducing the file size while keeping a decent quality.

For further questions about these guidelines, please contact our design team at: creative-studio@proton.ch