

# Lower Thirds & Titles Reference

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NAME

DATE

lower third • safe margins • title card



## Lower third

Background bar + name + title, positioned inside safe margins.



## Safe margins

Keep text/action clear of the edges so it survives a crop or reframe.



## Title card

Same visual language as the lower third, full-frame instead of an overlay.

If a viewer can't finish reading the name before it animates off, the lower third failed at its one job.