



# Trinity College Dublin

Coláiste na Tríonóide, Baile Átha Cliath

The University of Dublin



VIDEO

**BEST PRACTICE & BRAND GUIDELINES 1.0**

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# OVERVIEW

## Promotional Video for Marketing

Video is an excellent storytelling device and can be a very effective way to communicate, particularly with Trinity's international audiences. It is important that any videos produced by and for Trinity are consistent in terms of how they communicate and reinforce messages to our stakeholders and audiences. Producing video content that viewers will find useful can take time and effort, and in the case of marketing material, needs to be carefully considered.

## Online Teaching and Course Delivery

With the increased need to deliver most if not all course material online, video has become an increasingly important resource at our disposal. Every academic staff member is representing Trinity while teaching in the classroom, and the same can be said of recorded teaching for viewing online. Consistency in recording and delivery not only best serves students, but it makes the process easier for teaching staff.

These video guidelines encompass videos made for marketing purposes and for online teaching. They outline how all employees can plan and execute a video, with guidance on pre-production, production, post-production and promotion. These guidelines should be supplied to all professional videographers you are working with to ensure consistency across all Trinity video content.

Please read these Guidelines in conjunction with the [Visual Identity Guidelines](#) and [Branding Document](#).

The Branding Document provides guidance on how to tell the Trinity story in written and verbal communication, so this is particularly relevant to scripts, voice-overs or on-screen text.

# BEST PRACTICE GUIDELINES

## COMMUNICATION GOALS

**Be clear from the outset as to your communication goal: what will this video achieve?**

Setting SMART goals (specific, measurable, attainable, realistic and timely) will help.

For example:

*“this video should achieve 100 clicks from prospective students on Youtube per month”*

or

*“this is the video equivalent of X lecture and needs to be available by Y date, communicating the course material and explaining the mechanism for students questions and feedback.”*

## IDENTIFYING AUDIENCE AND CHANNELS

**Clarify your audience and how you are to reach them. With online teaching & learning, the audience is the student class, and the channel is the website.**

With marketing videos, the prospective audience is much greater and can include international partners, prospective international students, stakeholders nationally and internationally, industry etc.

Consider issues of accessibility: does your audience include people who are deaf or hard of hearing, blind or visually impaired, or have a condition that makes it more difficult to process information? Does the audience include anyone who does not have English as a first language?

When considering the audience, consider the following: does the material need to be written in Plain English? Will the video need closed captions or subtitles? An estimated 35% of all broadcast viewers use subtitles regularly for online content,

especially on mobile devices. Research also suggests that using captions increases audience engagement. In the design of subtitles, present the text as blocks rather than word-by-word; choose line breaks that make sense for the content delivery; and ensure the text doesn't obscure vital visual content. In the timing of subtitles, start and end them in a logical way, and allow the viewer adequate reading time.

If your audience includes people with a visual impairment, consider describing actions within a voiceover or adding an audio description track. If using a signer in your video, ensure they gesture slowly and clearly and are synchronised with your audio content. The National Disability Authority [nda.ie](http://nda.ie) is a useful resource for ensuring accessibility in production.

## PLATFORMS AND FORMATS

**Understanding what format works best on what channel is vital and should be a key part of your decision making.**

### YouTube:

Youtube is the natural home for all of Trinity's video content due to the large and growing library of content on our channel and it is also the most accessible shareable and user friendly platform for video.

It is suited to all lengths of video content but the one minute mark is a good starting point, as videos with a shorter running time are more suited to feed style social media platforms.

See here for YouTube's technical specifications: [YouTube's video and audio formatting guide](#).

### Facebook:

Shorter clips (30-60 second) perform well. See [Facebook's recommendations](#) for design and technical guidelines.

### YouTube Live and Facebook Live:

Live streaming is an increasingly popular way to engage audiences. This format works well for events, Q&A with visiting academics, or announcements etc.

### Twitter:

Videos on this platform can be up to 2 minutes and 20 seconds long and it is recommended to keep them short and limited to promotional and announcement videos.

### LinkedIn:

Videos on this platform can be up to 10 minutes in length for native videos or 30 minutes for video ads. However, promotional ads within the 15-30 second range perform the best.

### Silent video:

While not appropriate for teaching, silent video has a role to play in promotional communications and works well on social media. Remember to foreground key messages and use on-screen text (and graphics if appropriate).

### Video formats

Considering the platform your video will be used on is important as it will inform the format this content will be created and supplied in. Knowing what formats are appropriate for what platforms will help you brief suppliers more effectively.

Aspect ratio for video is used to identify the proportional relationship between its width and its height. Below is a list of the most commonly used aspect ratios for online video content and the relevant platforms that they are best suited to:

#### Landscape (16:9 aspect ratio)

*1280x720 / 1920x1080 / 3840x2160 pixels*  
Website, YouTube, Vimeo, Twitter, Facebook, Instagram feed, LinkedIn, Display screens

#### Portrait (9:16 aspect ratio)

*720x1280 / 1080x1920 / 2160x3840 pixels*  
Instagram stories, IGTV, Tiktok, Snapchat, Display screens

#### Square (1:1 aspect ratio)

*1080x1080 pixels*  
Twitter, Facebook, Instagram feed, LinkedIn

For videos that are intended to be used across multiple platforms or having the potential for such use in the future, they should be filmed in the maximum resolution possible, typically 4K. This will allow for the footage to be cropped and downscaled as needed for different platforms and uses.

When briefing suppliers, all of the possible formats that will be required should be included so that they can account for the necessary outputs when filming.

### Resolutions

There are three standard resolutions to consider alongside aspect ratios. Individual platforms will have recommendations for what is best to use but we should always aim for the maximum allowed.

**4K:** 3840x2160 pixels

**1080p:** 1920x1080 pixels

**720p:** 1280x720 pixels

## PRODUCTION PROCESS

### A

#### Writing the brief

A creative brief is a one-page document that informs and guides the production process.

The brief will act as the blueprint for your video production and will inform every stage of the process. Whether you are producing the content yourself or outsourcing it to a video production company, the brief is invaluable. You will constantly refer back to it to make sure you are on track.

When writing the brief, keep in mind your audience and your communication objectives at all times.

#### Ask yourself:

Who are my audience?  
 Why would they be interested in my video?  
 How are they going to watch this video?  
 What's the purpose of the video?

If your audience only takes away one message, what do you want it to be?

### B

#### Pre-production

Pre-production is a crucial part of any video project. If enough time is spent planning before you start any filming or editing then the process will be seamless. However, if you don't spend enough time honing ideas in advance, it can be time-consuming and expensive to fix mistakes later on.

#### The script:

The creative brief will act as the jumping-off point for your script. You'll also need some idea of what you want the video to look like. What messages do you want to convey? Who will convey them? Try to imagine the story you are telling with your video.

When writing your script, remember to:

- Write in conversational/plain English
- Account for multiple shots, angles, actors, wardrobe changes, etc.
- Differentiate on-screen narrative from voiceover or text overlay that will be on the video
- Try to keep scripted lines short to make it easier for your subject to remember lines

### C

#### Production

When shooting your video - whether professionally, on a mobile phone, or using a personal video camera - the setup of the shot will determine video and audio quality.

The scene should be well-lit. Placing your subject with their back to a light source - like a window - can cast a shadow on their face. Direct sunlight may cause the subject to squint or will cause the video quality to look blown out. Indirect, natural lighting is best but if inside, a well-lit room will do.

When setting up the shot, look to have a clear line of view of the subject. Your subject can be seated in the centre or to the side of the screen. An interview video will usually have the subject looking at the interviewee off camera. Or, your subject can look into the camera and speaking directly to the viewer, if appropriate.

Look around for any distractions in the background such as signs, art, people walking by, etc. that would potentially distract the viewer watching (and listening) to your video. Background noise should be avoided so try to time the shooting of your

video around any loud noises such as music, announcements, crowded spaces, etc.

The subject of your video should wear something comfortable and not too distracting in colour, such as a plain coloured jumper or top as stripes can cause flickering in the video. Take care to carefully contrast what your subject is wearing with the background. For example, a black shirt in front of a black wall will look like a floating head! Lastly, your subject fixing or adjusting uncomfortable clothing or wearing patterned clothing for example, can distract the viewer from listening to your message.

Use the consent form linked below for all situations regarding gaining consent for video.  
[www.tcd.ie/digital/video](http://www.tcd.ie/digital/video)

### Consent

When creating video content, consent is a key issue that you will need to consider and ensure you have covered as part of your production process.

Getting written consent from those who will appear in your video gives you the rights to film them for your project and then to use that footage. This usually includes the right to use the footage in any and all media, now and in the future.

The best practice approach for getting consent is to make sure you are covered and get consent from all involved - even if they are later edited from the final cut. If someone speaks on camera, then they definitely need to provide consent.

You may feel uncomfortable asking initially, however most people expect this process and more often than not, people will be glad to sign a [release form](#) for you. Essentially, it is always better to be safe than sorry in this situation.

## D

### Post-Production

Our video style guide document will provide you with brand guidelines to use when editing your video. This includes use of font, colour, subtitles, contextual text/graphics, opening and closing frames, etc.

Background music can be used but copyright and rights-managed songs will need to be purchased. If you are not purchasing copyrighted music, be sure to use permission or free-to-use songs.

## E

### Publishing a video

Once your video file has been produced and contains the Trinity branding, please follow the following steps for publishing a video to the central YouTube EDU channel:

1. E-mail [itservicedesk@tcd.ie](mailto:itservicedesk@tcd.ie) with the download links for the videos or deliver the files to the Digital & Web offices in [Dunlop Oriel House](#).

*Please note, if sending links through file transfer services (e.g. HEA File Sender, WeTransfer), please use [digital@tcd.ie](mailto:digital@tcd.ie) in the "E-mail to" field.*

2. Complete and Submit the [Publish Media](#) form to ensure that the video will have the correct description and metadata and also help with search engine optimisation.



## BRIEFING AND SUPPLIERS

**If you are commissioning a third party production company to make your video, you must follow general procurement guidelines. In your request for costs to production companies you should:**

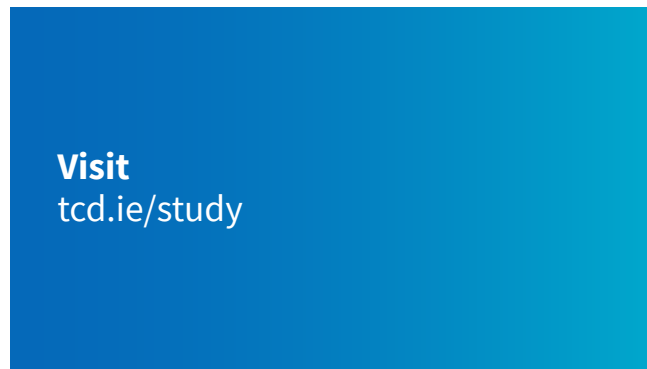
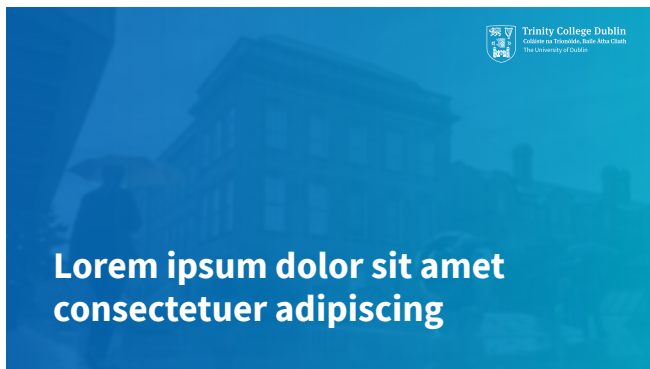
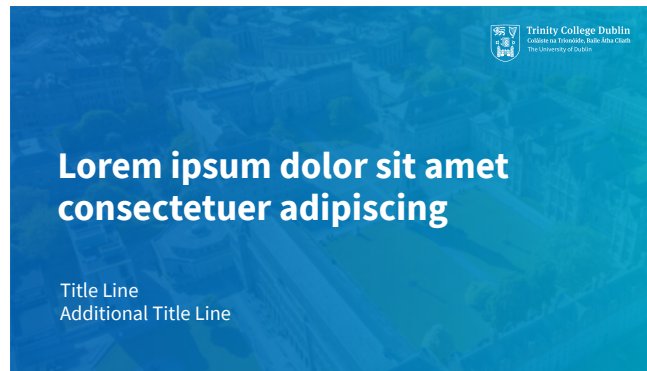
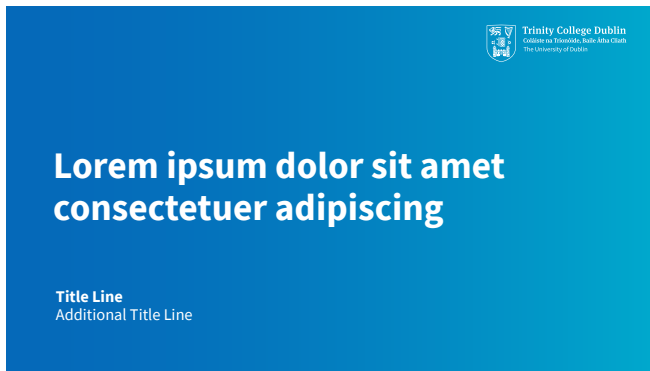
- Include as much detail as possible; numbers of people, locations, animation and graphics all affect the cost.
- Explain the usage platforms and whether you need one video or edited versions for different platforms.
- When appropriate for the content, request additional short 15-30 second edits that can be used on social media as well as the main video.
- State your expectations in terms of their response – a cost quote only, or cost and outline approach; or a detailed proposal (this is useful for higher budget work).
- Include at least an indicative budget, so suppliers can assess their suitability for the work.
- Include references of any similar work you have from the past that would be useful, or work produced by other institutions or organizations that you are using as reference.

### **Disclaimers/Copyright**

Please ensure that all copyright and permissions are in place before submitting your video or audio file. You will need to ensure a disclaimer form has been signed if the video features contributors who are external to Trinity.

# BRANDING & STYLE GUIDELINES

## TITLE CARDS & END SCREENS



The title card in online teaching and learning should look like the above. The background options are to use the Trinity blue gradient or the same gradient set at 90% opacity placed over a blurred image.

For specification of the Trinity blue gradient, please refer to [page 17](#).

Templates are provided for title cards containing a large main title and two smaller lines for secondary details.

End screens should be text only on the blue gradient.

Trinity videos must have an end screen, but title cards (aka opening or intro screens) are optional depending on the type of content or where it will be used.

### Title Cards

Title cards are used when you need to display information to provide context. For example in online course delivery, the opening screen displays the course title, code and the lecturer's name.

Promotional videos often begin with footage, in order to capture the audience's attention and therefore should avoid title cards unless the content necessitates it.

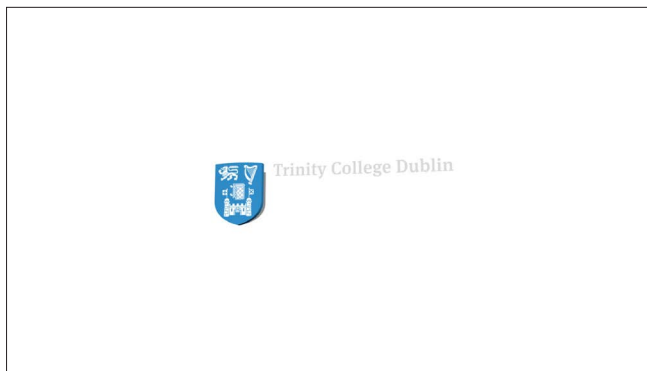
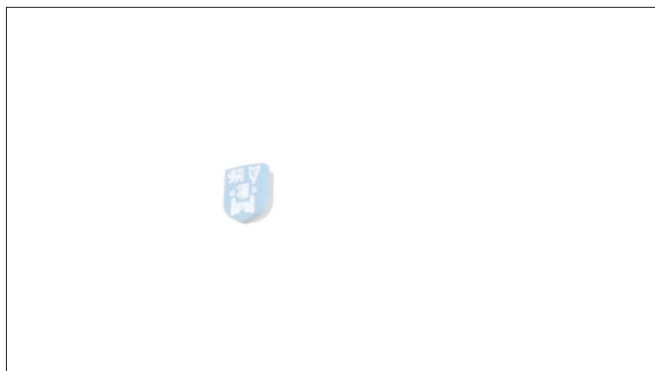
Videos going on social platforms: these need to be short, so avoid title cards.

### End Screens

Ensure you have a call to action on the end screen (if necessary) for viewers to take further action such as sharing or direction to a web address for further information.

Templates can be downloaded at this link: [www.tcd.ie/digital/video](http://www.tcd.ie/digital/video)

## TRINITY LOGO ANIMATION



### Video Idents

Video idents must be added to your video. If the video is less than 2 minutes long or is being used for social media, then only the closing ident must be added. Please find links below for the latest versions:

#### 1920x1080

Opening Ident 1080p

Closing Ident 1080p

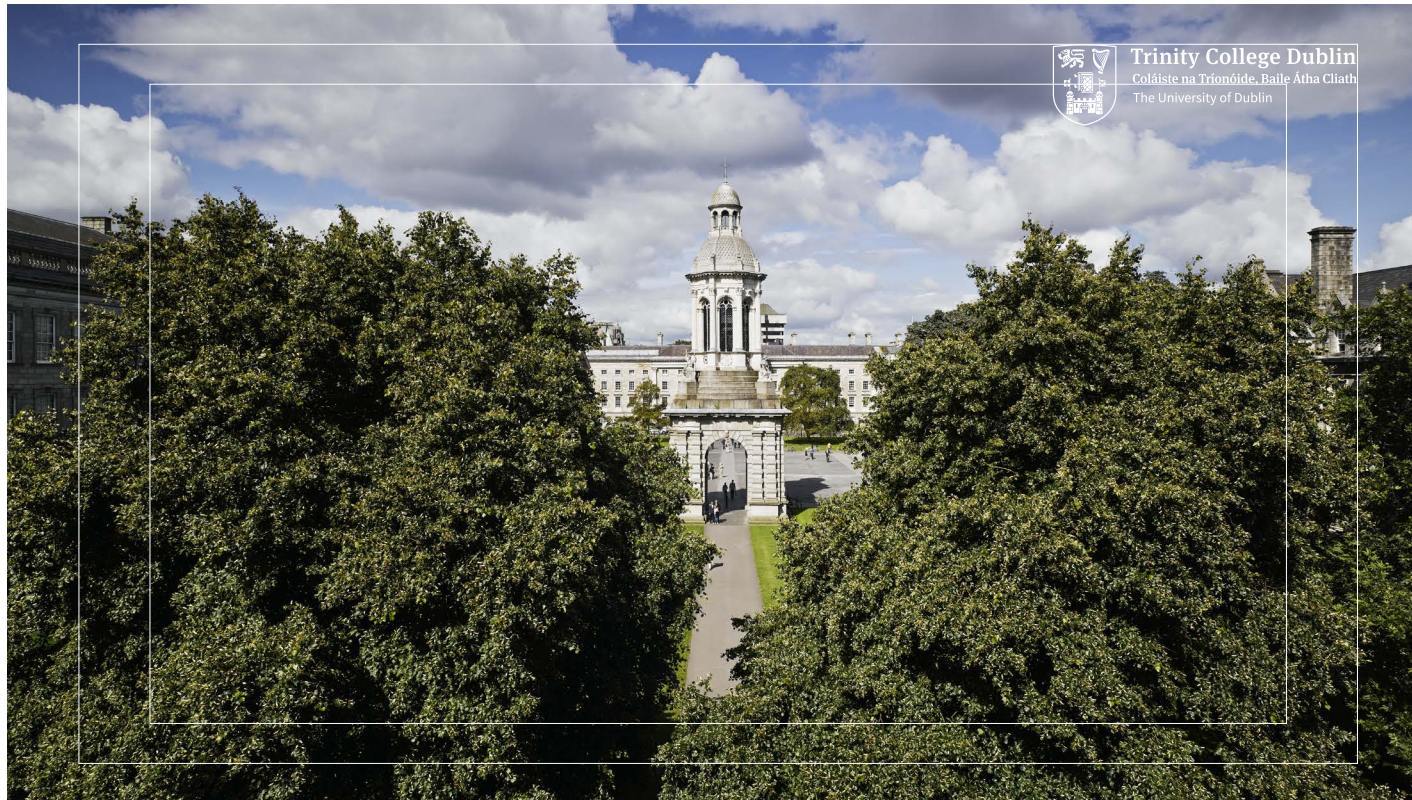
#### 1280x720

Opening Ident 720p

Closing Ident 720p

[www.tcd.ie/digital/video](http://www.tcd.ie/digital/video)

## DIGITAL WATERMARK



Inclusion of the Trinity logo throughout the video is optional and should only be used if deemed necessary for marketing/branding purposes.

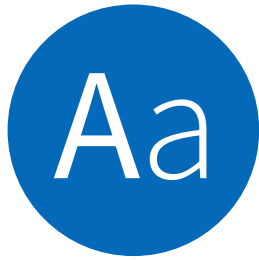
If required, it should be placed in the top right corner, aligned to the 90% action safe area guide. Alpha channel PNG's for all resolutions are provided to allow for simple placement at the correct scale.

For most video content, the white version will be most appropriate but the colour version may be used in instances where the background is predominantly white. Scale and position of the logo should remain consistent throughout.

Files can be downloaded at this link:  
[www.tcd.ie/digital/video](http://www.tcd.ie/digital/video)

## TYPOGRAPHY

### Source Sans Pro



ABCDEFGHIJKLMNO

**PQRSTUVWXYZ**

abcdefghijklmnop

12345**67890**

!@£\$%äÑ

### Recommended styles

Regular

*Italic*

**Bold**

***Bold Italic***

A consistent approach to typography across all communications is essential.

### Primary Typeface

#### Source Sans Pro

Source Sans Pro for all on screen typography

Recommended weights for screen are Regular and Bold. Use of Light is not recommended as there may be legibility issues at small screen sizes.

It is available to download here with installation instructions:  
[www.tcd.ie/identity/font](http://www.tcd.ie/identity/font)

## COLOUR | PRIMARY PALETTE

<div style="background-color: #0569b9; color: white; padding: 5px;">Trinity Blue</div>	R 5 G 105 B 185
	HEX #0569b9
	75% #448fcb
	50% #82b4dc
	25% #c1daee
10% #e6f0f8	

<div style="background-color: #50555a; color: white; padding: 5px;">Grey</div>	R 80 G 85 B 90
	HEX #50555a
	75% #7c8083
	50% #a8aaad
	25% #d3d5d6
10% #eeeeef	

<div style="background-color: #ffffff; border: 1px solid black; width: 60px; height: 60px;"></div>	R 255 G 255 B 255	<div style="background-color: #000000; width: 60px; height: 60px;"></div>	R 0 G 0 B 0
	HEX #FFFFFF		HEX #000000
	_____		_____
	_____		_____
	_____		_____

Colour provides a strong visual link to our visual identity across a wide range of applications. Trinity has a strong association with blue — it is the primary colour of our shield. Our primary colour palette — Trinity blue, grey and considered use of white space — is a crucial part of our visual identity, applied consistently it provides an immediate and strong visual link throughout our communications.

Hierarchy is an important consideration when selecting colours. Our colour system is extensive and flexible, but restraint should be exercised to avoid diluting our brand.

White space plays an important part in our visual identity. It allows room for layouts to breathe and brings clarity to our communications. Although not part of our primary palette, black is used in the reproduction of text and imagery in much of our communications. Use of large areas of solid black are not recommended.

Tints should only be used in tonally in conjunction with the corresponding main colour at 100%. They should never replace the main colours.

## COLOUR | SECONDARY PALETTE

	R 0 G 170 B 205
	HEX #00aacd
	75% #40bfda
	50% #80d4e6
	25% #bfeaf3
	10% #e6f7fa

	R 0 G 180 B 170
	HEX #00b4aa
	75% #40c7bf
	50% #80dad4
	25% #bfecea
	10% #e6f8f7

	R 50 G 215 B 50
	HEX #32d732
	75% #65e165
	50% #99eb99
	25% #ccf5cc
	10% #ebfbef

	R 150 G 215 B 0
	HEX #96d700
	75% #b0e140
	50% #cbeb80
	25% #e5f5bf
	10% #f5fbe6

	R 210 G 225 B 0
	HEX #d2e100
	75% #dde940
	50% #e9f080
	25% #f4f8bf
	10% #fbfce6

	R 255 G 210 B 0
	HEX #ffd200
	75% #ffd440
	50% #ffe980
	25% #fff4bf
	10% #fffbef

	R 200 G 170 B 120
	HEX #c8aa78
	75% #d6bf9a
	50% #e3d4bc
	25% #f1eadd
	10% #faf7f2

	R 255 G 100 B 30
	HEX #ff641e
	75% #ff8b56
	50% #ffb28f
	25% #ffd8c7
	10% #fff0e9

	R 220 G 40 B 30
	HEX #dc281e
	75% #e55e56
	50% #ee938f
	25% #f6c9c7
	10% #fcaee9

	R 130 G 50 B 120
	HEX #823278
	75% #a1659a
	50% #c199bc
	25% #e0ccdd
	10% #f3ebf2

	R 0 G 30 B 120
	HEX #001e69
	75% #40568f
	50% #808fb4
	25% #bfc7da
	10% #e6e9f0

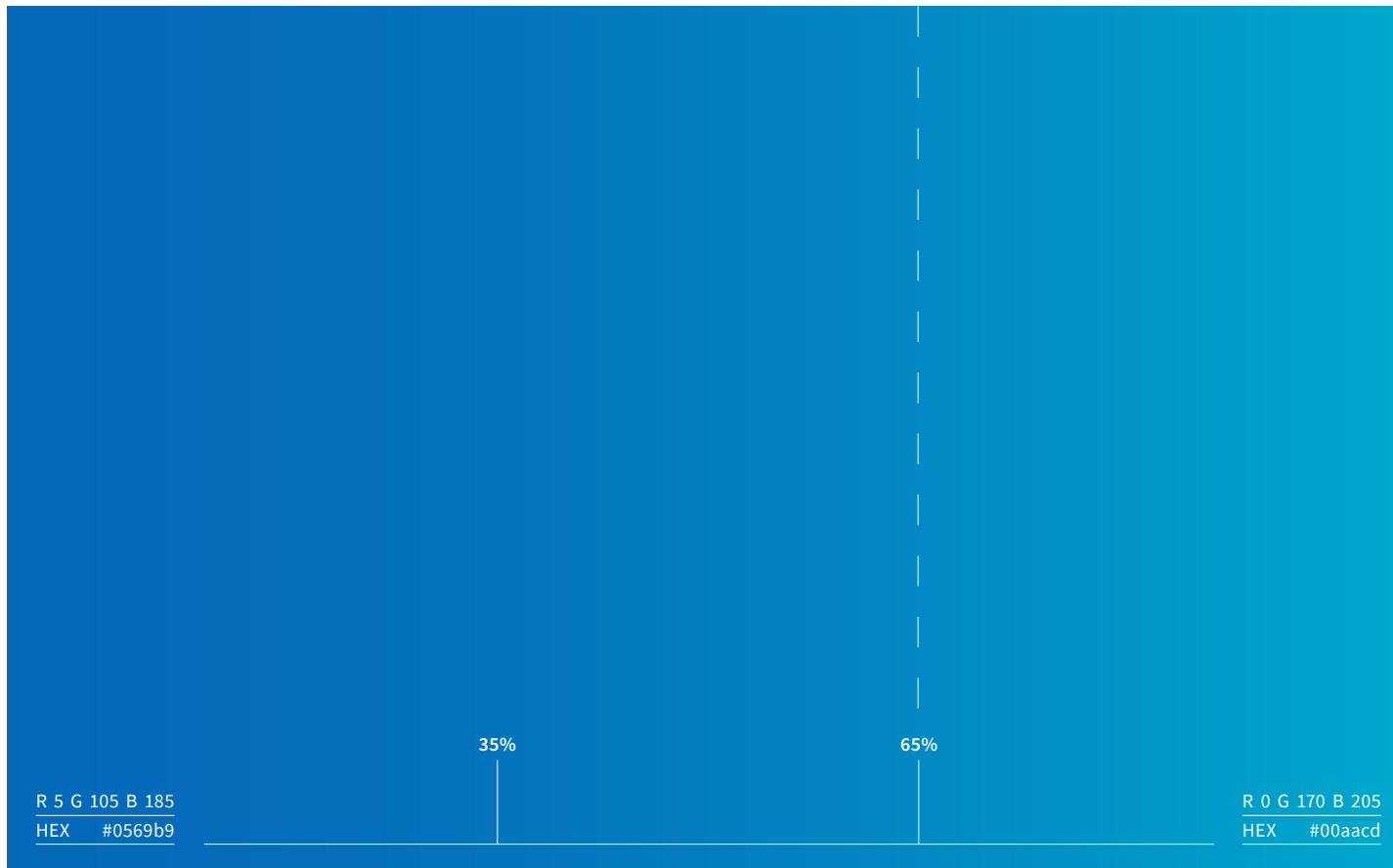
The secondary colour palette supports our primary colours. It is used for graphic elements within our communications for example in illustrations, charts, diagrams and iconography. It can also be used to add colour to items where a photographic image is unsuitable or unavailable for example posters, slides or backdrops.

It is important to remember that these are supporting colours only, they should not predominate or overwhelm our primary blue, grey and white.

Each of the colours in our primary and secondary palettes have corresponding tints to provide a range of colour options. Tints should only be used in tonally in conjunction with the corresponding main colour at 100%. They should never replace the main colours.



## COLOUR | GRADIENT



In addition to our primary blue being used as a solid colour, it can also be used in combination with the lighter blue from our secondary palette in the form of a gradient. This can be used in graphics, charts and diagrams as well as in backgrounds for applications such as presentations and video content.

The midpoint for the gradient should be kept within the range of 35% to 65%. The version in use in our presentation templates and video guidelines, in which the gradient covers the full screen, uses the 65% midpoint.

## LOWER THIRDS



### Style

Lower Thirds should always be set in Source Sans Pro. The approved style allows for a large name with a single additional lines for titles. Sizes for all resolutions are specified below the sample image.

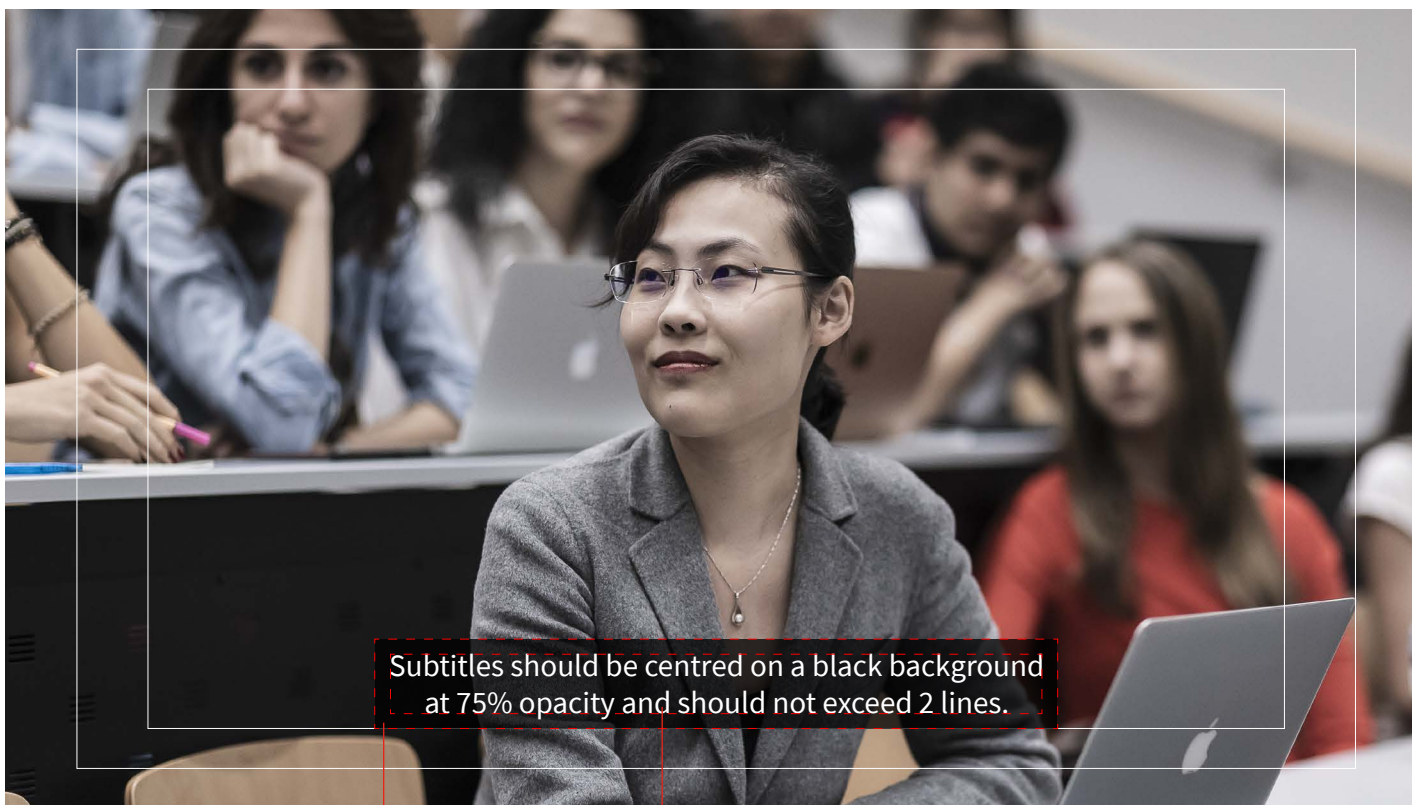
The box containing the name should always use the Trinity blue gradient with white text. The title box should be white with grey text.

### Position

Lower Thirds should be aligned to the standard 80% title safe margin but positioned with clearance between them and the bottom margin. The specific distance is specified alongside the text sizes. They can appear on the left or the right of the subject if necessary but should always remained left aligned.

	Source Sans Pro Semibold		Source Sans Pro Regular		Space between safe area and title:
	Font Size	Leading	Font Size	Leading	
720p	32px	30px	24px	30px	35px
1080p	48px	44px	36px	44px	50px
4k	96px	88px	72px	88px	100px

## SUBTITLES



Subtitles should be centred on a black background at 75% opacity and should not exceed 2 lines.

See [page 5](#) as to why you might use subtitles. If you are using them, you must adhere to the style guidelines outlined here.

### How subtitles should look

Subtitles should be white text centred on a black background at 75% opacity and should not exceed 2 lines at a maximum of 40 characters per line or 50% of the width of the screen. There should be no transition effects applied to subtitling.

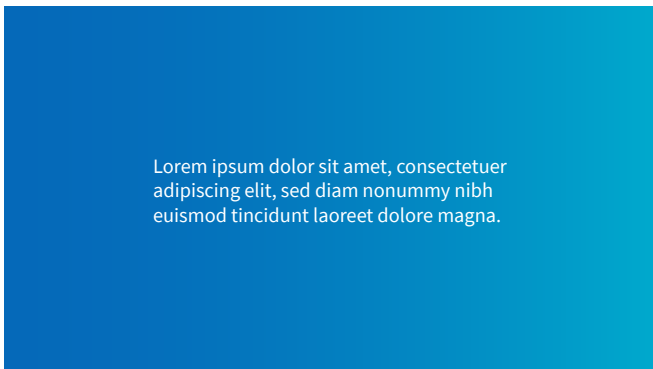
### How to add subtitles

For videos hosted on Youtube, subtitles can be added through the Youtube video manager. This is preferential as it allows viewers to turn them on and off, adjust settings for accessibility needs and also use the auto-translate feature for different languages.

If it will be hosted elsewhere, and subtitling is required, they can be added through your video editing software.

	Margin around text on black background:	Source Sans Pro Regular	
	1/2 of Font Size	Font Size	Leading
720p	14px	28px	33px
1080p	21px	42px	50px
4k	42px	84px	100px

## GRAPHIC BACKGROUNDS



Text only screens should not exceed 120 characters maximum where possible and be left aligned in the centre of the frame.

All graphic or text content should maintain a minimum clearance underneath to allow for subtitles of 5% of the video height.

### Graphic Background Options

Where graphics are to be provided on screen, there are two options.

- Full screen
- Half screen

### Full Screen Graphics:

Graphics may be presented either on a:

- Solid Trinity blue background
- Trinity Blue Gradient Background (with white)
- Trinity Blue Gradient overlay on top of a blurred image

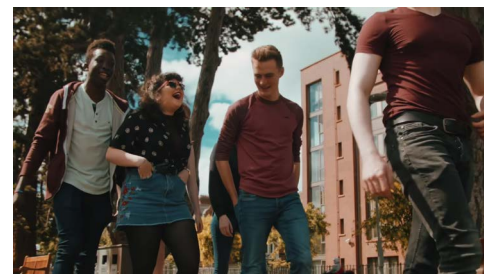
### Half Screen Graphics:

Where applicable, graphics can occupy half the screen. In such cases. The solid and gradient background guides above.

Text and graphics should only appear for long enough to give viewers enough time to read the content at a natural pace.

Templates are provided at this link: [www.tcd.ie/digital/video](http://www.tcd.ie/digital/video)

## CUSTOM POSTER FRAMES / THUMBNAILS



Thumbnails are a way to show potential viewers a glimpse of the content and are the key element that attracts attention and encourages people to click through and watch the video. All videos uploaded to platforms that contain a library, such as Youtube or Facebook require the generation of a custom thumbnail that matches the approved style shown here.

Thumbnails should never be left as the default. They should always include a single image with optional text.

There is a range of factors to consider for what should be included in the thumbnail:

### Text

When it is beneficial, text can be used but should be considered and concise, not exceeding 40 characters on two lines set in Source Sans Pro Bold with the underline as included in the template. Text included shouldn't repeat the video title, but act as a shorthand descriptor of either the content or broader category that it fits into, such as the subject grouping.

### Image Quality

Images should always be edge to edge. For videos with high quality footage or images included, a visually strong, well composed, still frame can be used without the need for additional treatment or text. For video content without high quality imagery, there is a selection of gradient image backgrounds that can be used, in combination with text, as well templates to generate your own. These should be used sparingly to avoid our video feeds becoming too repetitive.

### What to Avoid

Some things to avoid when selecting a thumbnail are presentation slides, frames with titles/subtitles or other graphics, mixing multiple images, graphs or diagrams, text other than the style and length specified here, excessive branding such as events images.

Thumbnails should always be in 16:9 aspect ratio at a resolution of 1280x720. Templates are provided at this link: [www.tcd.ie/digital/video](http://www.tcd.ie/digital/video)

## VIDEO AT HOME

With the recent requirement to produce course materials online, there are some simple techniques that can ensure your videos look as professional as possible without requiring additional tools or technology that you may not have at home. The aim of recording a lecture or class at home isn't to read a script into your laptop, it's to present your lecture to the camera as you would if you were on campus. The following will help:

### Consistency

As you will probably be recording a suite of material, it's worth spending a bit of time getting the set-up right to begin with and practicing so that you can get up and running quickly and with minimum fuss each time. Consider creating a dedicated area with consistent lighting in which you are able to control any ambient or outside noise and mark out an area for your recording device, notes and any equipment.

### Background

Do a test shot to see what's visible. What do you want to be seen? Is there a door that might open unexpectedly?

### Lighting

Lighting can have a big impact on the quality, even if you are recording on low end devices. Try to avoid strong backlighting (i.e. a window in the background or strong wattage ceiling light), in particular if you are recording on a smartphone. Indirect natural light is preferable.

### Orientation

If you are supplying video to Trinity, it must be shot in landscape (phone horizontal) format.

### Picture quality

If you are supplying video to Trinity, it must be a minimum of full HD resolution.

If using phone: If you are using an iPhone 6s or later your front facing (selfie) camera will be fine. If you have an older phone (e.g. iPhone 6 or SE) using your main phone camera will give you better quality.

If using a webcam: Although laptops have webcams, and many have reasonable picture quality, we recommend using your smartphone where possible as they are designed for easier point and shoot use.

### Position

Try to position your camera slightly above your eye-line.

### Stay steady

It's hard to hold a phone steady for long, so you will need some assistance in terms of a tripod or phone holder. Tripods are available online and there are plenty of DIY solutions too.

### Audio

The voiceover has an important role to play in online course delivery. The majority of smartphones have good microphones but please avoid all background noise if possible. If there are other people in the house, let them know in advance how long you will be recording for. Do an audio test in advance, checking that you can hear it clearly with the volume at a reasonable setting. Text that reads well on the page often sounds quite different when read aloud, so when using a voiceover it's best to practice aloud in advance. As lecturers already know, a person's posture affects their voice, so recording a voiceover while standing rather than sitting can

have a positive impact on your sound. Try speaking a little louder and more slowly than you would in conversation. Ensure you record in a controlled environment with as little ambient or outside noise as possible to distract from your voice, and allow plenty of time in order to set up and facilitate re-takes if necessary.



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