INDEPENDENT LENS

BRAND GUIDELINES

DRAFT AUGUST 3, 2020
HOW TO USE THIS GUIDE

Welcome to the Independent Lens Brand Guidelines. In this document you’ll find guidelines for using elements of the Independent Lens brand. We’ve also provided examples of the brand in use across a range of media. No brand guide can cover every potential usage, but we hope the guides and examples we’ve provided help you when you’re considering how best to represent the brand in your specific situation.
BRAND ELEMENTS

LOGO

The basic elements of the Independent Lens logo are the icon, wordmark and the lightning bolt angle.

ICON & LIGHTNING ANGLE:
iL “Lightning bolt that strikes up conversations”

WORDMARK:
The Independent Lens wordmark is based on the font, League Gothic.

The wordmark should never be used on its own.
BRAND ELEMENTS

PRIMARY & VERTICAL LOGO

The primary logo should be used 99% of the time for brand consistency. The vertical logo is only to be used in vertical formats where the logo is the featured element.

When in doubt you should use the primary horizontal logo.
BRAND ELEMENTS
COLORS & GRADIENTS

There are three highlight colors and two primary gradient backgrounds.

Custom black and white are used interchangeably for the logo and information based on the background color.

**CUSTOM BLACK:**
PMS 303  
c100 m47 y22 k82  
r0 g29 b52  
#001d34

**WHITE:**
c0 m0 y0 k0  
r255 g255 b255  
#ffffff

**RED:**
PMS 2040  
c0 m96 y43 k0  
r238 g41 b100  
#ee2964

**BLUE:**
PMS 298  
c67 m2 y0 k0  
r21 g190 b240  
#15bef0

**YELLOW:**
PMS 3965  
c7 m0 y100 k0  
r245 g235 b0  
#001d34

**GRAY GRADIENT:**
PMS 2378  
c83 m63 y26 k34  
r73 g78 b111  
#494e6f

**GRAY LIGHT:**
PMS 2380  
c91 m71 y36 k56  
r30 g41 b60  
#1e293c

**GRAY DARK:**
PMS 2380  
c91 m71 y36 k56  
r30 g41 b60  
#1e293c

**PURPLE GRADIENT:**
PMS 7672  
c85 m84 y0 k6  
r76 g52 b148  
#001d34

**PURPLE LIGHT:**
PMS 2372  
c97 m99 y0 k14  
r35 g37 b104  
#232568

**PURPLE DARK:**
PMS 2372  
c97 m99 y0 k14  
r35 g37 b104  
#232568
BRAND ELEMENTS

ACCESSIBILITY RULES

It is important that all key information is fully legible and accessible.

Red on dark backgrounds and Blue on light backgrounds should not be used for key information, only supporting art elements.

ON DARK BACKGROUNDS

ON LIGHT BACKGROUNDS

Red is not accessible on dark backgrounds.

Blue is not accessible on light backgrounds.
**BRAND ELEMENTS**

**TYPOGRAPHY**

The main brand font for *Independent Lens* is League Gothic.

**PRIMARY:**
League Gothic Regular is reserved for the main headings, titles and call to action typography. In most scenarios it is used in all caps.

**SECONDARY:**
Bebas Neue Regular is used on secondary headlines, tune ins and short information.

Bebas Neue should never be used on its own or larger than League Gothic. It is always a compliment to League Gothic.

**TERTIARY:**
Fira Sans is used for body copy, information and legal.
BRAND ELEMENTS

ANGLE & CIRCLE

The angle and circle elements from the logo are used throughout the brand to hold or frame content.

ANGLE

The primary graphic divide is the Angle, and should always be used at its exact orientation as seen in the logo. The Angle should be 41° off the horizontal axis.

Never rotate or change the direction of the 41° angle.

CIRCLE

The circle is a secondary element and it is used as a graphic overlay.

ANGLE SAMPLE: TITLE SEQUENCE

CIRCLE SAMPLE: FUNDING POD & OFFER

THE BLACK PANTHERS
VANGUARD OF THE REVOLUTION

DVD $24.99 + S&H
ShopPBS.org
1-800-PLAY-PBS
prime video

OFFER MADE BY PBS DISTRIBUTION
The logo has three highlight colors that can be chosen based on the tone of the content or promotion.

Note that the yellow highlight logo should never be used on light backgrounds.
The logo with shadow is used in conjunction with the angle shadow setup.

Note that the yellow highlight logo should never be used on light backgrounds.
The logo can be used in black and white only if color is not available. There are two versions the greyscale version with and without the shadow and the black or white version.

Use the white logo on dark backgrounds and the black logo on light backgrounds.
LOGO USAGE

41° ANGLE SHADOW

The *Independent Lens* logo with shadow is used with the 41° angle graphic element to create dimension and depth.

ANGLE SHADOW:
The Angle should be 41° off the horizontal axis.

When using the angle with a shadow you should use the matching logo with shadow.

The master radial shadow can be increased or decreased in size and opacity based on the content or color it overlays.

Unlock the Angle Shadow Mask then scale and position the shadow layer.
LOGO USAGE

SAFE AREA

Think of the Safe Area as the logo’s personal space. When other elements start to encroach on this minimum amount of clear space, things start getting uncomfortable.

X SPACE

The X Space is the height of a single line of typography in the wordmark.
Special care is required when centering the *Independent Lens* logo. The logo is weighted to the bottom and left and should be moved up and slightly to the right to appear centered.

**Primary Logo**

**Mathematically Centered**

**Optically Centered**

**Vertical Logo**

**Mathematically Centered**

**Optically Centered**
LOGO USAGE

DON'T

Do not alter the logo or word mark in any way. Use it as defined in the Logo Usage Guidelines.
STATIONARY
PULL OUT BANNER
POWER POINT

PowerPoint cover

INTERIOR PAGE HEADLINE AND SUB-HEADLINE

INTERIOR PAGE HEADLINE 2
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

Interior page with photo

INTERIOR PAGE HEADLINE AND SUB-HEADLINE
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

• List style lorem ipsum dolor sit amet
• Lorem ipsum dolor sit amet
• Consectetur adipiscing lorem ipsum dolor sit amet

Interior page with text and bullets
WEBSITE BANNERS
SOCIAL MEDIA

SOCIAL ICONS

The master social icon size is 1200 x 1200 pixels and is designed to work at a variety of sizes across all social media outlets.
SOCIAL MEDIA
FACEBOOK COVER

FACEBOOK COVER SIZE
820 x 360 pixels.

MAX DESKTOP SAFE AREA
820 x 312 pixels.

MOBILE SAFE AREA
640 x 360 pixels.
SOCIAL MEDIA

TWITTER HEADER

TWITTER HEADER SIZE
1500 x 500 pixels

CONTENT SAFE AREA
1000 x 354 pixels
SOCIAL MEDIA

YOUTUBE CHANNEL ART

YOUTUBE CHANNEL ART SIZE
2560 x 1440 pixels (this size is utilized for TV’s).

DESKTOP MAX SAFE AREA
2560 x 423 pixels

DESKTOP MIN. & MOBILE SAFE AREA
1546 x 423 pixels
PBS STANDARD DELIVERABLES
POSTER, MEZZANINE & SIGNATURE

The PBS Standard Deliverables are a set of assets that series provides to PBS for use on PBS' streaming platforms (PBS Video, PBS Video App, YouTube TV, etc.).

For more information on specs, please refer to Text and Image Specs at PBS.org.
PBS STANDARD DELIVERABLES

YOUTUBE

PBS YOUTUBE DELIVERABLE SIZES
2520 x 1080 pixels and 2560 x 1440 pixels
PRINT AD

The Key Art is the hero in the show specific deliverables. The logo and tune in highlight color should be adjusted to compliment it.

Do not make your own unique highlight colors. Use the brand red, blue or yellow only.
SOCIAL COVERS

FACEBOOK

FACEBOOK COVER SIZE
820 x 360 pixels.

MAX DESKTOP SAFE AREA
820 x 312 pixels.

MOBILE SAFE AREA
640 x 360 pixels.
SOCIAL COVERS

TWITTER

TWITTER HEADER SIZE
1500 x 500 pixels

CONTENT SAFE AREA
1000 x 354 pixels
SOCIAL MEDIA SHAREABLE IMAGES
TWITTER & INSTAGRAM

Twitter 1024 x 512 pixels

Instagram 1080 x 1080 pixels