INDEPENDENT LENS

BRAND GUIDELINES

DRAFT AUGUST 25, 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.

ICON

WORDMARK

ANGLE

INDEPENDENT LENS

BRAND ELEMENTS
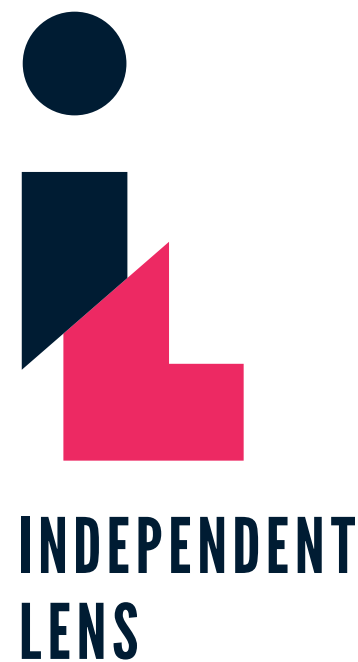## PRIMARY & VERTICAL LOGO

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.

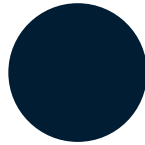When in doubt you should use the primary horizontal logo.

PRIMARY LOGO

INDEPENDENT LENS

VERTICAL LOGO
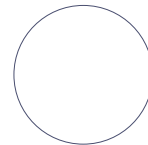

INDEPENDENT LENS

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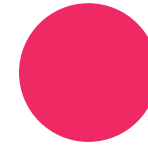
CUSTOM BLACK:
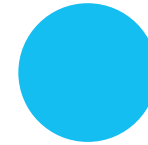PMS 303
c100 m47 y22 k82
r0 g29 b52
#001d34

WHITE:
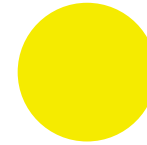c0 m0 y0 k0
r255 g255 b255
#ffffff

HIGHLIGHT COLORS

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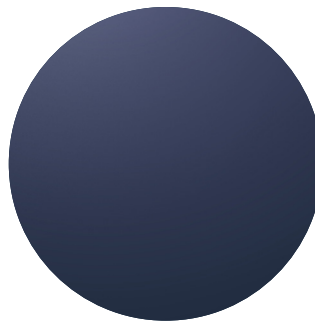r238 g41 b100
#ee2964

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

YELLOW:
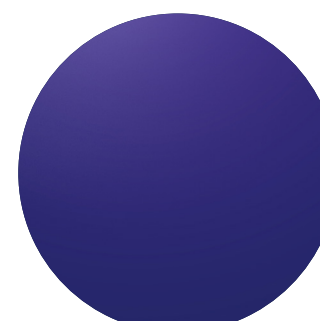PMS 3965
c7 m0 y100 k0
r245 g235 b0
#f5eb00

GRAY GRADIENT

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

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

PURPLE GRADIENT

PURPLE LIGHT:
PMS 7672
c85 m84 y0 k6
r76 g52 b148
#4c3494

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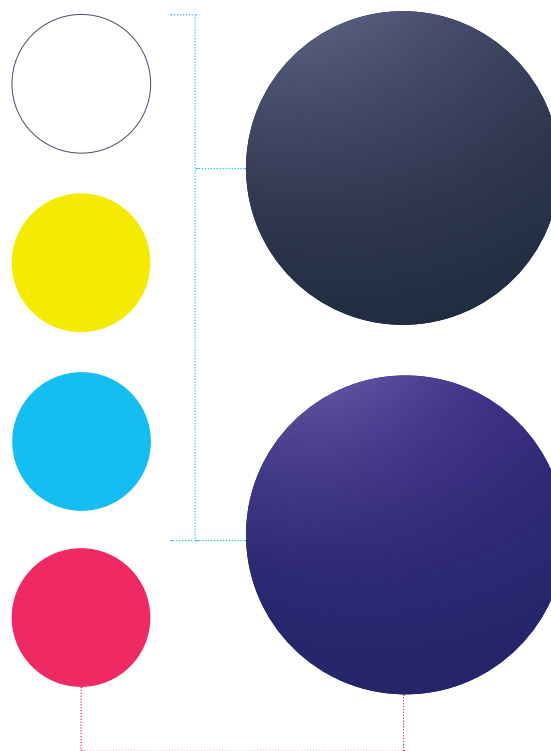c97 m99 y0 k14
r35 g37 b104
#232568

BRAND ELEMENTS
ACCESSIBILITY RULES

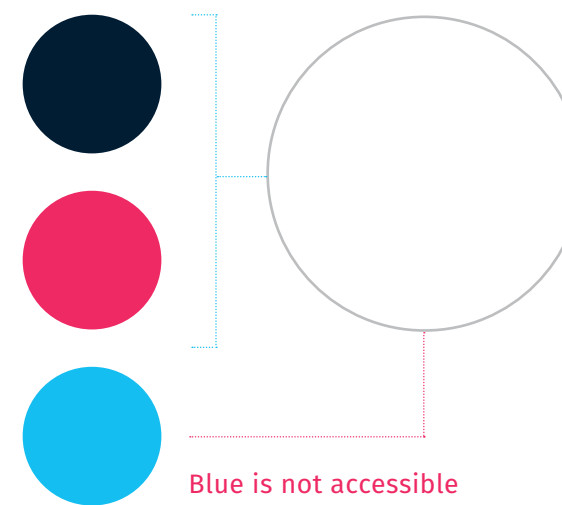It is important that all key information is fully legible and accessible.

⚑ 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.

PRIMARY

LEAGUE GOTHIC

SECONDARY

BEBAS NEUE

TERTIARY

Fira Sans

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

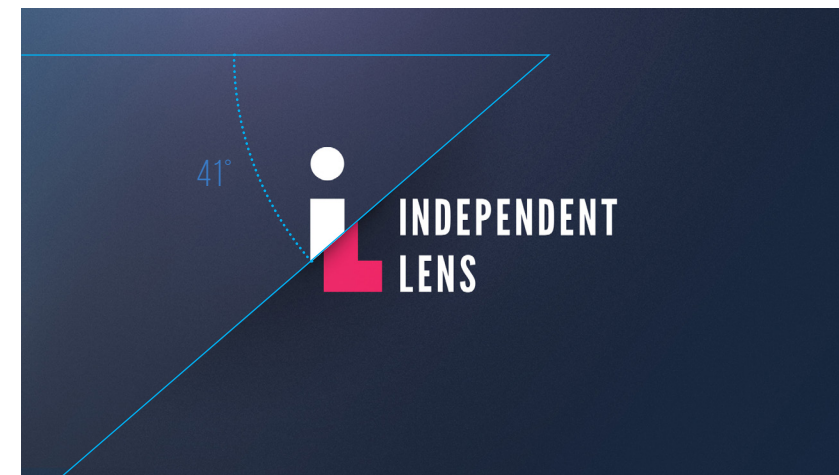The Angle should be 41° off the horizontal axis.

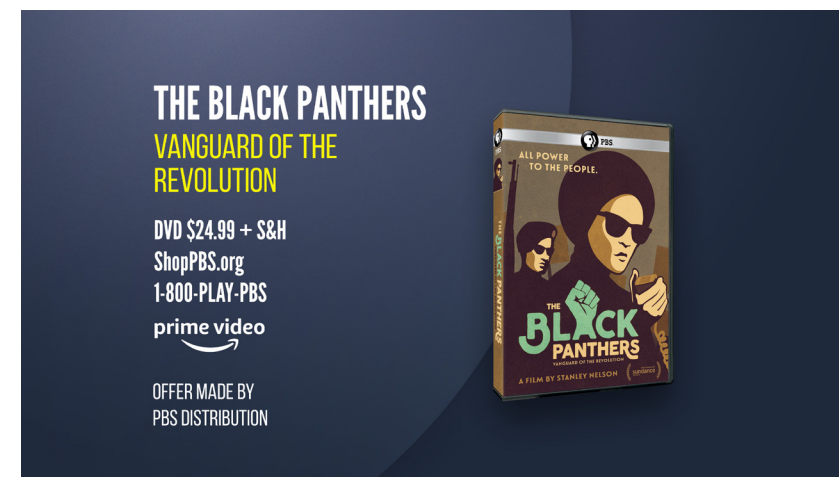⚑ Never rotate or change the direction of the 41° angle.

CIRCLE

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

ANGLE SAMPLE: TITLE SEQUENCE

41°

i
L INDEPENDENT LENS

CIRCLE SAMPLE: FUNDING POD & OFFER

INDEPENDENT LENS

Sr. Director of Creative Services
LOUISE COUSINS

Sr. Director of Marketing & Publicity
DANIEL ROSS

Sr. Director of Engagement
SHERRY SIMPSON DEAN

Sr. Director of National Partnerships
FRED WONG

Director of Station Relations
KATIE KOSKENMAKI

Director of Distribution
JORDANA MEADE

Art Director
MICHAEL SILVA

THE BLACK PANTHERS
VANGUARD OF THE REVOLUTION

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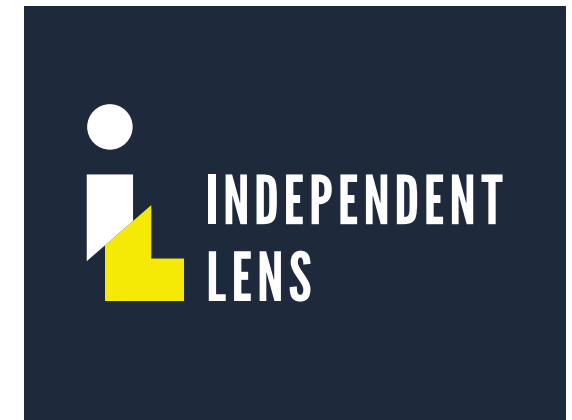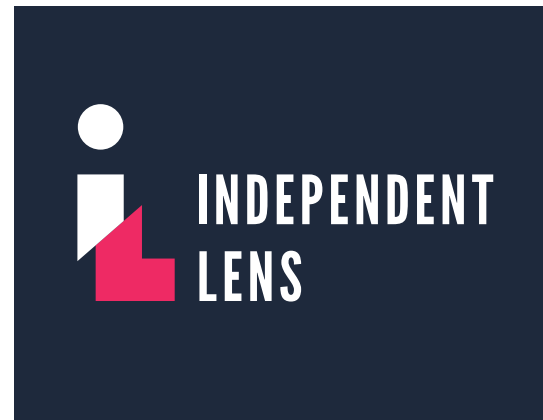prime video

OFFER MADE BY
PBS DISTRIBUTION

LOGO USAGE
PRIMARY COLORS

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.

LOGO DARK BACKGROUNDS

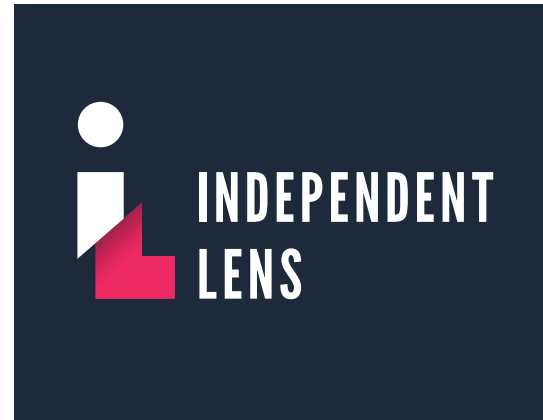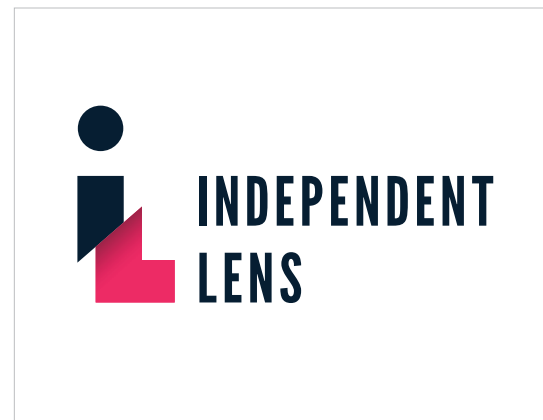**LOGO LIGHT BACKGROUNDS**

LOGO USAGE
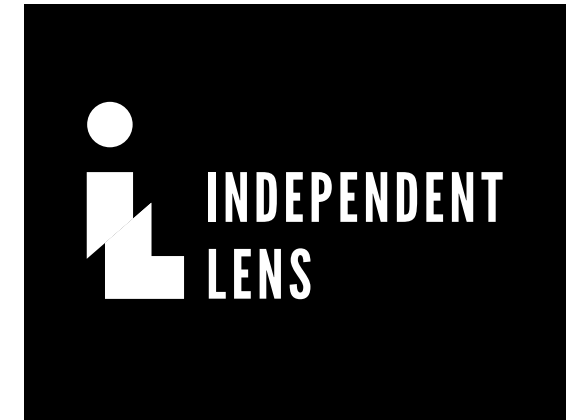## SHADOW

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.

LOGO DARK BACKGROUNDS
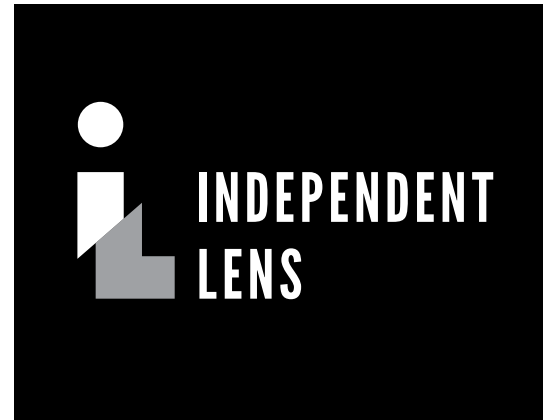

LOGO LIGHT BACKGROUNDS
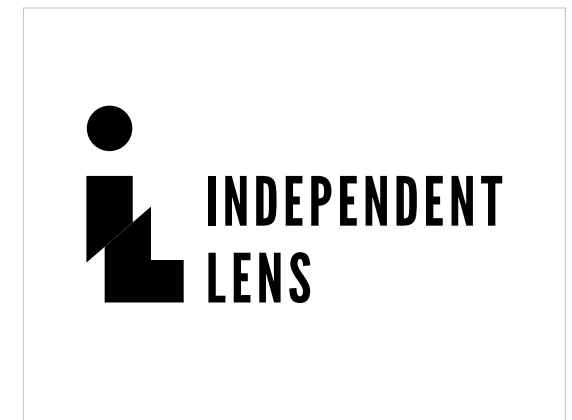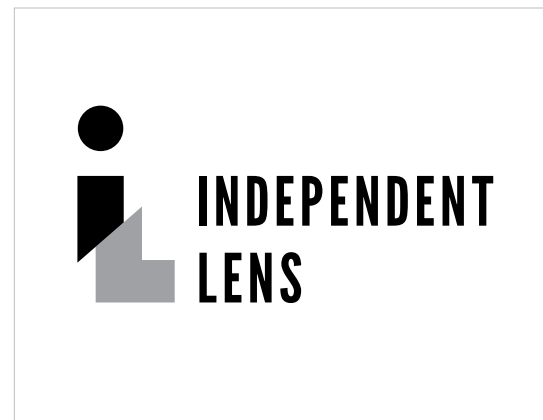
LOGO USAGE
BLACK & WHITE

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 DARK BACKGROUNDS

LOGO LIGHT BACKGROUNDS

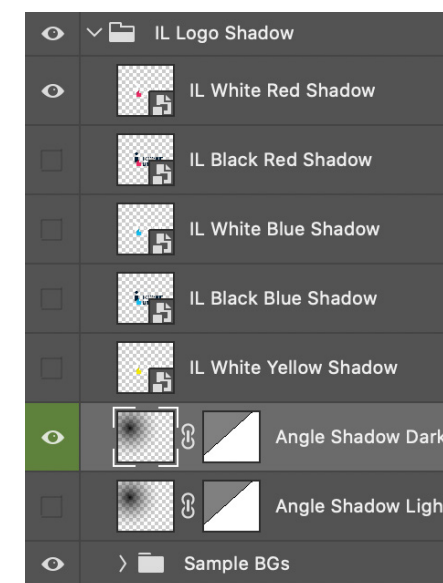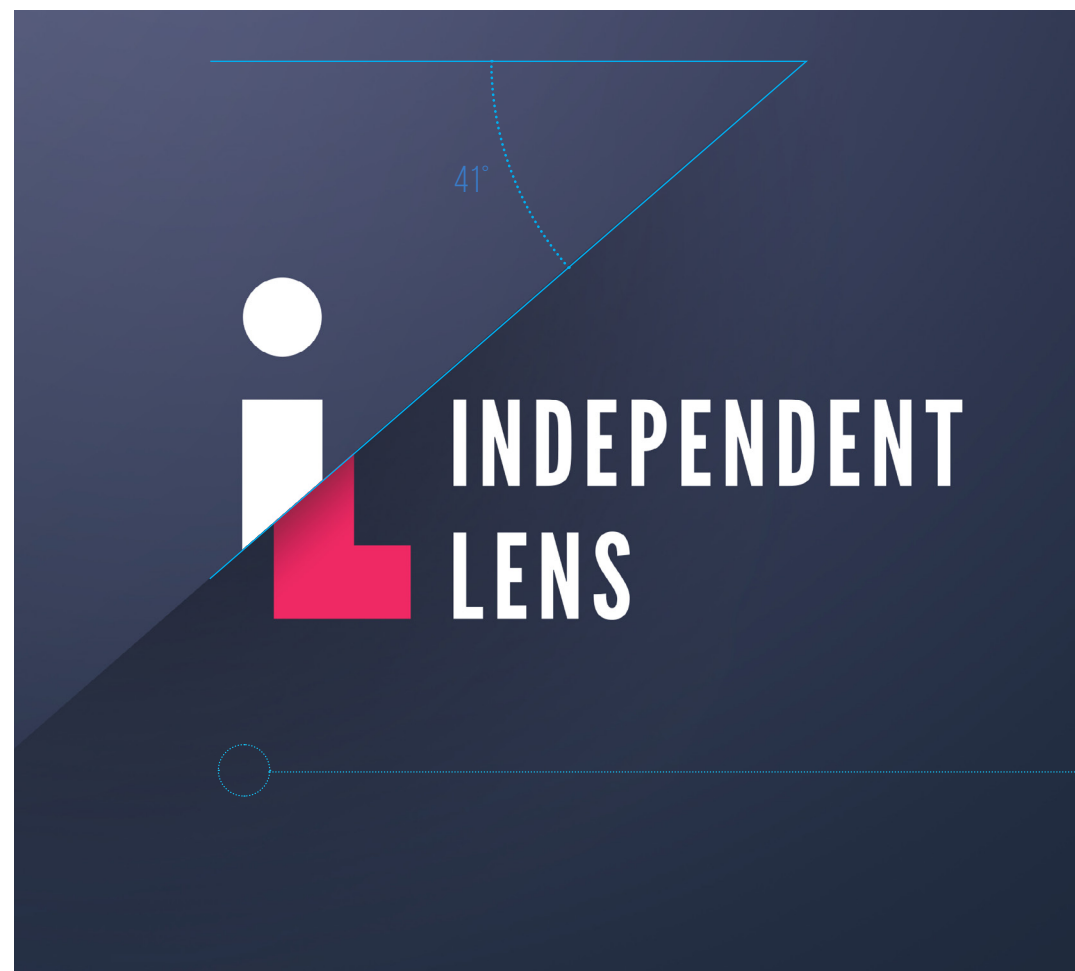# LOGO USAGE
41° ANGLE SHADOW

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.

MASTER SHADOW SETUP

41°

iL
INDEPENDENT
LENS

IL Logo Shadow
IL White Red Shadow
IL Black Red Shadow
IL White Blue Shadow
IL Black Blue Shadow
IL White Yellow Shadow
Angle Shadow Dark
Angle Shadow Light
Sample BGs

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.
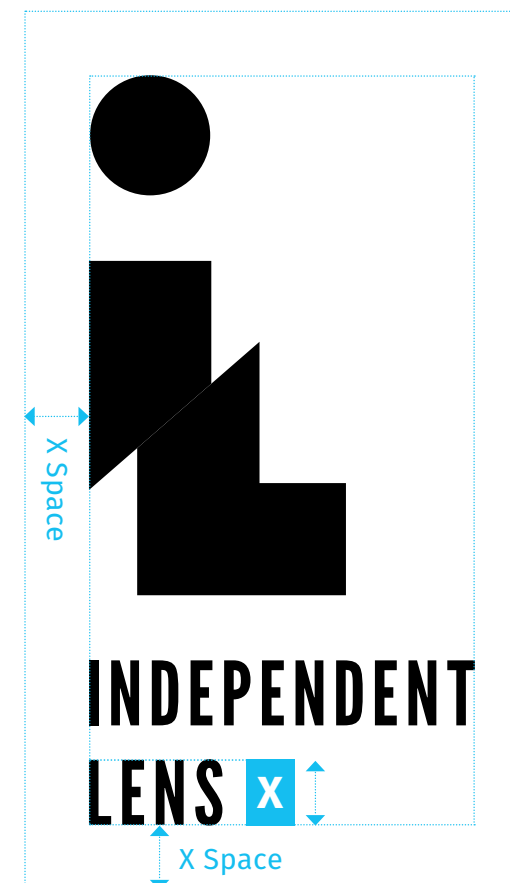
X SPACE

The X Space is the height of a single line of typography in the wordmark
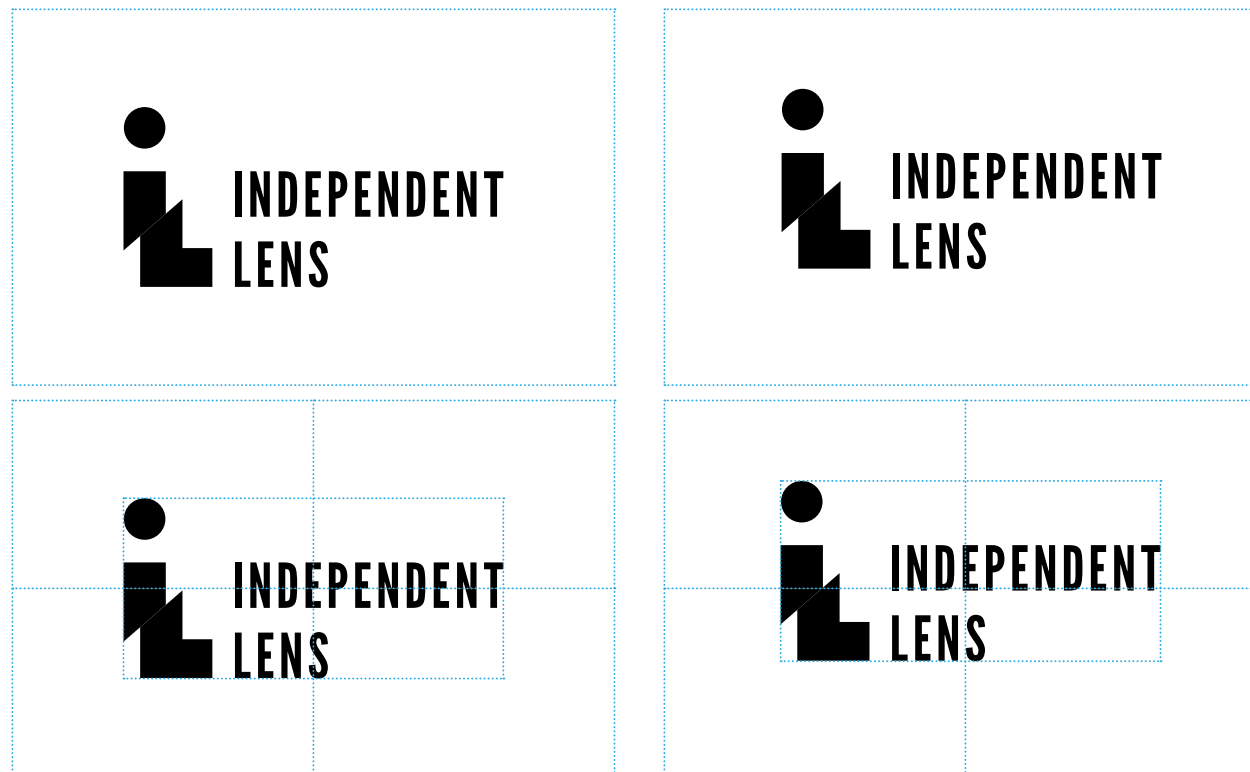
PRIMARY LOGO

X Space

X Space

INDEPENDENT LENS X

VERTICAL LOGO

X Space

X Space
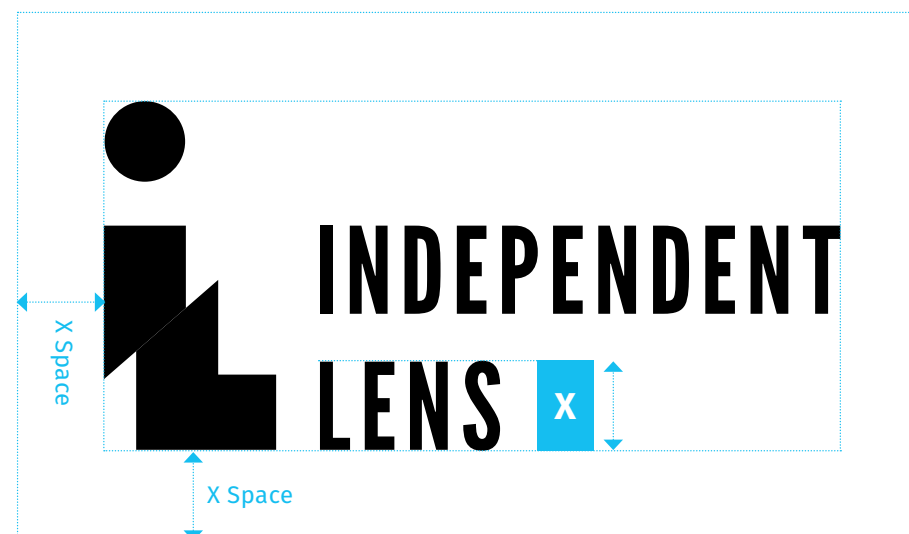
INDEPENDENT LENS X

LOGO USAGE
CENTERING

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.
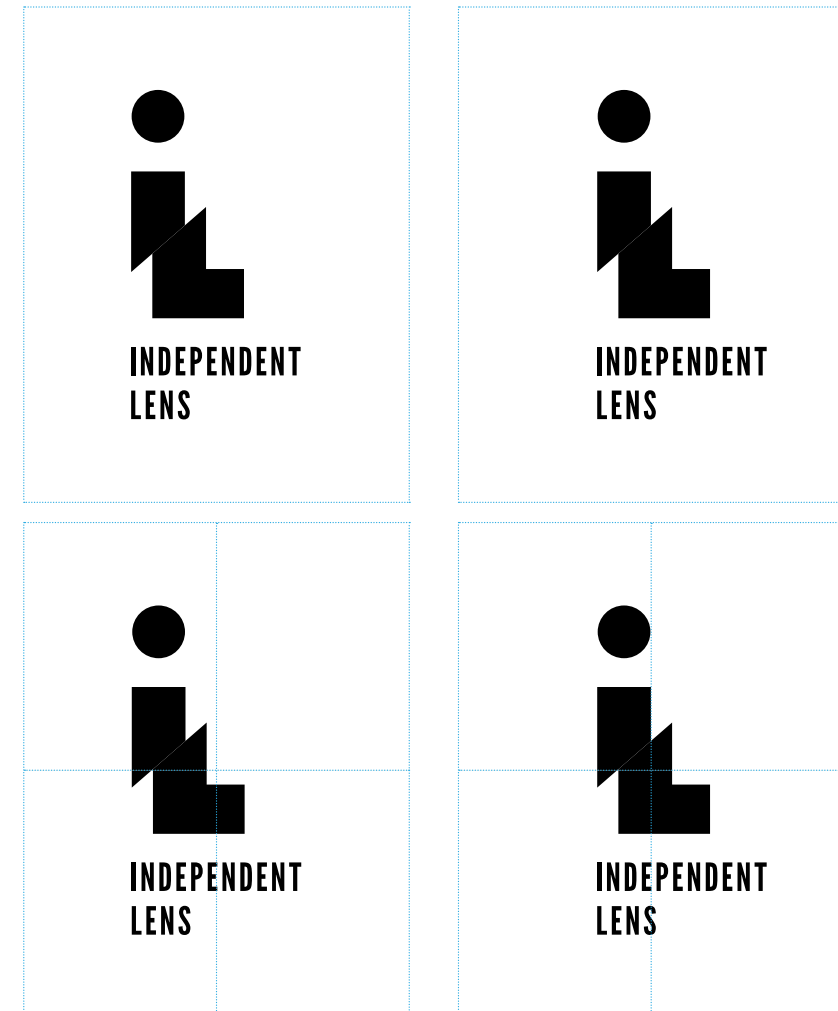
PRIMARY LOGO

MATHEMATICALLY CENTERED

OPTICALLY CENTERED
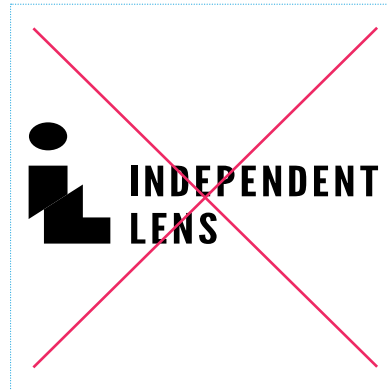
VERTICAL LOGO

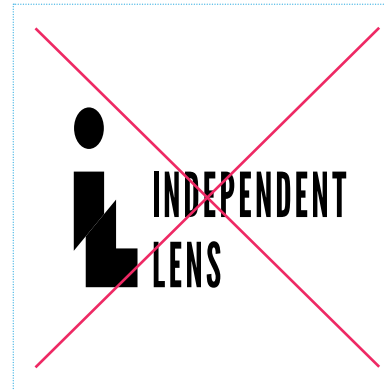**MATHEMATICALLY CENTERED**

OPTICALLY CENTERED

LOGO USAGE
DON'T

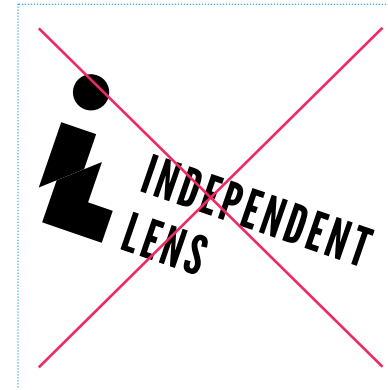Do not alter the logo or word mark in any way. Use it as defined in the Logo Usage Guidelines.
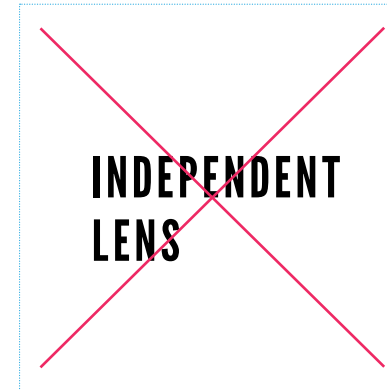
DON'T STRETCH

DON'T COMPRESS

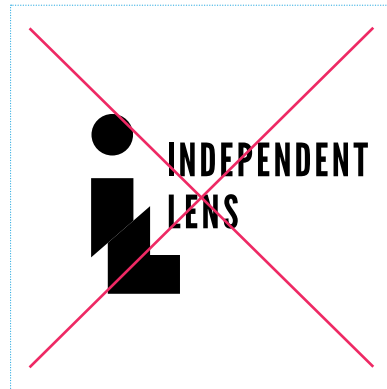**DON'T ANGLE**

DON'T USE ONLY TYPE

DON'T REARRANGE

DON'T "FIX" IT

DON'T CHANGE THE FONT