



WATER LENS

BRAND GUIDELINE

CONTENT

PRESENTATION OUTLINE

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- The Logo
- Color Palette
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- Store Location



STALVEY

INTRODUCTION

A point-and-shoot lens, also called a compact lens, is a still lens designed primarily for simple operation. Point-and-shoots are by far the best selling type of separate lens" Source: wikipedia.com





KEY FEATURES

Provide a DSLR-quality image.

A compact travel lens that uses multiple systems to shoot photos at the same time to give you a quality photo.



LOGO

Icon of a camera lens

The logo represents the 52 megapixel resolution, optical zoom, a DSLR-like sensor quality, and a wide-aperture lensing



BRAND COLORS

In any color variation, the image must contain the blue color which is the primary color of the brand.



TYPE

BEBAS NEUE

FOR HEADLINE, TITLE,
BRAND NAME

Raleway Bold / Use for subheading

Raleway Regular / Use for body text

{sample: AUTO, P, Live View Control, Digital IS, Portrait, Face Self-timer, Low Light, Fish-eye Effect, Miniature Effect, Toy Camera Effect, Monochrome, Super vivid, Long Shutter}



SUMMARY

**brand guidelines should
always be followed**

the brand image is sharp and clean

Main brand colors are blue, white and black

fonts to be used in all marketing materials should
only be the ones mentioned in the guideline



**Saturate yourself with
your subject and the
camera will all but take
you by the hand.**

Margaret Bourke-White



STORES

Florida

4555 Arrowood
Drive
Jacksonville

Idaho

2752 Science
Center Drive,
Sweet

California

3772 Black Oak
Hollow Road
Sunnyvale

Massachusetts

3186 Kennedy
Court
Bedford

