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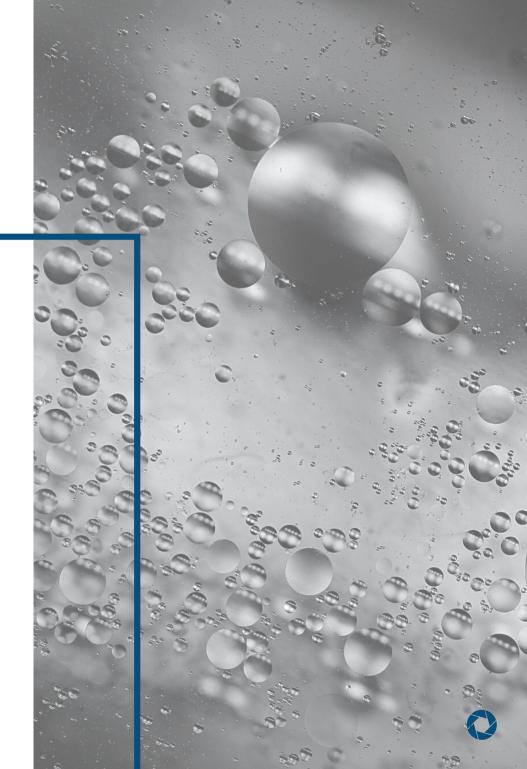
LENS

BRAND GUIDELINE

CONTENT

PRESENTATION OUTLINE

- Intro
- The Logo
- Color Palette
- Brand Typeface
- Store Location



STALVEY

INTRODUCTION

A point-and-shoot lens, also called a compact lens, is a still lens designed primarily for simple operation. Point-andshoots 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 wideaperture 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, Fisheye 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

California

2752 Science Center Drive, Sweet

3772 Black Oak Hollow Road Sunnyvale

Massachusetts

3186 Kennedy Court Bedford

