



THE LENS

Brand Guide

SEE LOGO FILES

PRIMARY LOGOS

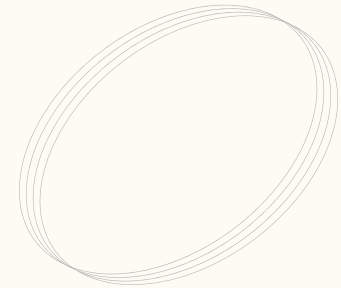
THE LENS

THE LENS

LOGO + MARK

THE LENS

LOGOMARK



FAVICON LOGOMARK + ICON

**FOCUSED ON NEW ORLEANS
AND THE GULF SOUTH**



[SEE LOGO FILES](#)

PRIMARY LOGOS

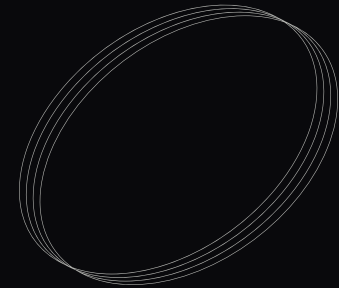
THE LENS

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LOGO + MARK

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LOGOMARK



TAGLINE

**FOCUSED ON NEW ORLEANS
AND THE GULF SOUTH**

FAVICON LOGOMARK + ICON



**Royal
Blue**

HEX: #3772FF
RGB: 55 114 255
CMYK: 76 58 0 0

**Mantis
Green**

HEX: #7AC74F
RGB: 122 199 79
CMYK: 56 0 92 0

Tomato

HEX: #FF6C52
RGB: 255 108 82
CMYK: 0 72 68 0

Black

HEX: #09090C
RGB: 9 9 12
CMYK: 75 69 65 85

**School Bus
Yellow**

HEX: #FFD800
RGB: 255 216 0
CMYK: 1 12 100 0

**Paper
White**

HEX: #FDFBF4
RGB: 253 251 244
CMYK: 0 1 3 0

**Pale
Turquoise**

HEX: #CDF7F4
RGB: 205 247 244
CMYK: 17 0 6 0

**Tea
Green**

HEX: #C6F2AE
RGB: 198 242 174
CMYK: 23 0 41 0

Melon

HEX: #FDBFB4
RGB: 253 191 180
CMYK: 0 30 22 0

Silver

HEX: #B6B7B3
RGB: 182 183 179
CMYK: 29 22 26 0

**Vanilla
Gold**

HEX: #E8DDAE
RGB: 232 221 174
CMYK: 9 9 36 0

Platinum

HEX: #E7E7E7
RGB: 231 231 231
CMYK: 8 6 6 0

TYPEFACE USAGE

H1

AGENDA
MEDIUM ULTRA
CONDENSED

DOWNLOAD FONT

BODY

INTER REGULAR

DOWNLOAD FONT

CTA & H2

UNBOUNDED BOLD

DOWNLOAD FONT

H2 - H4

AGENDA
MEDIUM ULTRA
CONDENSED

CUSTOM TITLES

CATEGORIES

AGENDA
VARIABLE
VECTORS

DOWNLOAD FILES

OPINION
LATEST NEWS
ON OUR RADAR

Our reporting has more urgency than ever.

Across the nation, there's been an increase in programs looking at ways to help lift up young people – and move them from poverty into more secure futures.

Support The Lens Your Support Matters

Protecting Louisiana Workers is a Hot Topic

[SEE LOGO FILES](#)



BEHIND THE LENS PODCAST LOGO



WIDE ANGLE LOGO

WIDE ANGLE



ON THE RADAR LOGO

ON OUR RADAR



SHORT FOCUS LOGO

SHORT FOCUS



[SEE LOGO FILES](#)

Extended Brand Graphics



BEHIND THE LENS PODCAST LOGO



WIDE ANGLE LOGO

WIDE ANGLE



ON THE RADAR LOGO

ON OUR RADAR



SHORT FOCUS LOGO

SHORT FOCUS



WEBSITE XD ASSETS

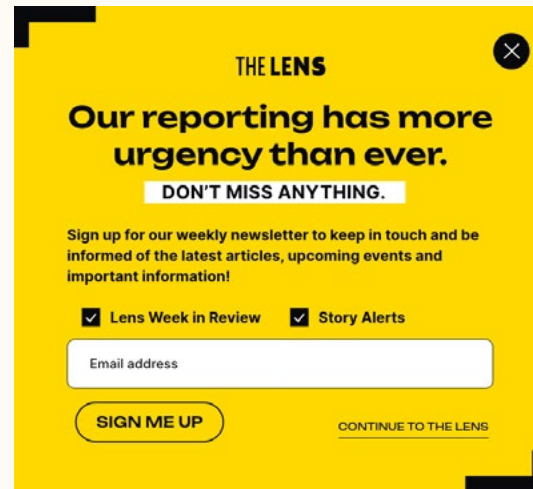
All website assets and their corresponding development code can be accessed via the button to the right. Assets include: navigation, buttons, headers, CTAs, Pop-ups, etc.

[SEE ALL WEBSITE ASSETS](#)

POPUP: DONATE



POPUP: NEWSLETTER



POPUP: PHOTO FOCUS



FREQUENT CATEGORY COLORS:

-  ENVIRONMENT
-  CRIMINAL JUSTICE
-  OPINION
-  SCHOOLS
-  BEHIND THE LENS
-  GOVERNMENT & POLITICS

CATEGORY: HOVER STATES

-  ENVIRONMENT
-  CRIMINAL JUSTICE
-  OPINION
-  SCHOOLS
-  BEHIND THE LENS
-  GOVERNMENT & POLITICS

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Social Media & Email

SOCIAL MEDIA TEMPLATES



EMAIL SIGNATURE TEMPLATES



SEE SIGNATURE TEMPLATES