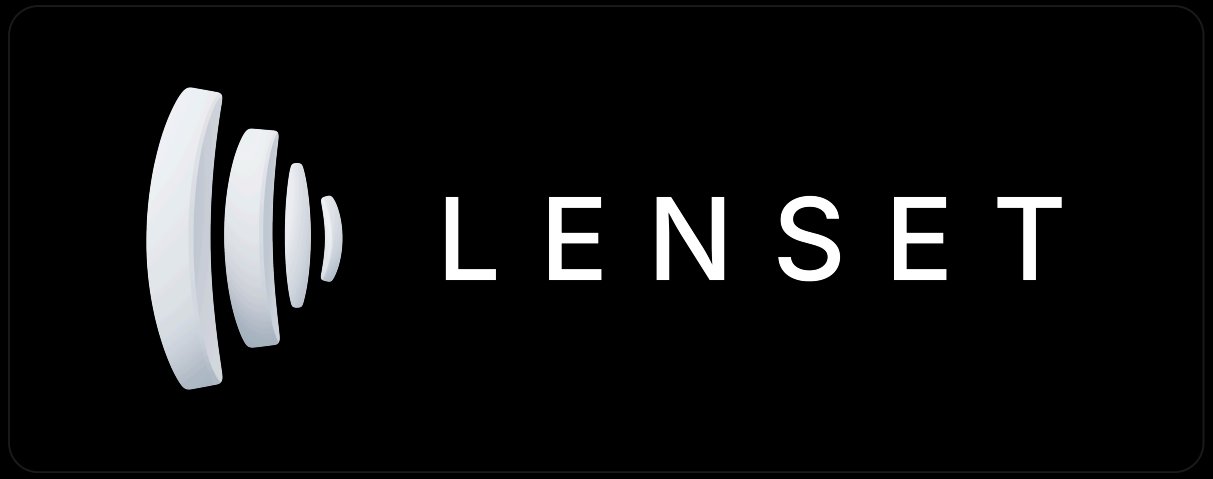
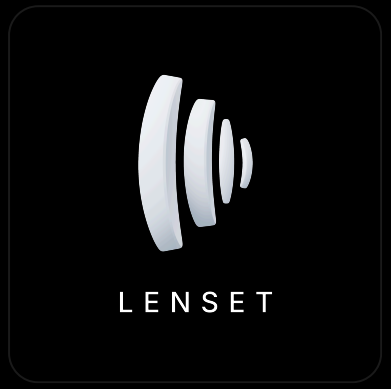




Logo, stacked · square and tall spaces



Mark · on its own, small sizes, favicons



App icon · only for the app itself

Use the files as supplied.

- **White, on black** or another dark background. The horizontal logo is the default.
- Never retype the wordmark, recolour, stretch, rotate, outline or add effects to any of them.
- **Clear space:** a tenth of the mark's height on every side. The files carry it already.
- **Minimum size:** mark 20 px or 5 mm tall, horizontal logo 120 px or 30 mm wide.
- **App icon:** the rounded file for print and articles, the square one for anything the system rounds.
- **Lenset** is one word with a capital L. The company is Eyvin Studios AB.





32 px



20 px · minimum



120 px · minimum

Black, white and one gold. One typeface.

Black
#000000
Backgrounds, the app, the website

White
#F5F5F7
Headlines, body text, the mark

Gold
#E8B04A
Labels and accents only, never a background or the logo

Grey
#86868B · secondary text

Dark grey
#6E6E73 · captions

Card
#111111 · panels on black

L E N S E T

WORDMARK · Inter Medium · capitals · tracking 0.34 em

BUILT FOR FILMMAKERS

LABEL · Inter Semibold · capitals · tracking 0.15 em · gold

The director’s viewfinder that knows your glass

HEADLINE · Inter Semibold · tracking −0.025 em

Frame through your favorite cameras and lenses, with vignettes captured from real lens tests.

BODY · Inter Regular · line-height 1.6 · grey on black

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