

00 · COLOPHON

A Guide To Our Visual Identity

This document defines the visual and verbal identity of Beauty Through The Lens L.L.C. — a New Jersey-based professional photography company creating lasting memories through creative, artistic, and professional imagery.

These guidelines serve designers, collaborators, print vendors, and community partners tasked with representing the brand across every surface — from client galleries to charity mini-sessions.

PREPARED FOR

Beauty Through The Lens L.L.C.

BUSINESS STRUCTURE

Limited Liability Company (LLC)

INDUSTRY

Professional Photography Services · NAICS 541921

LOCATION

State of New Jersey

DOCUMENT VERSION

v1.0 · 30 pages · Issued 2026

01 · CONTENTS

Table of Contents

I	<i>The Brand</i>		
	Introduction		04
	Mission Statement		05
	Vision Statement		06
	Core Values		07
	Brand Pillars		08
	Personality & Voice		09
II	<i>Audiences & Services</i>		
	Target Market		10
	Services Overview		11
	Community Engagement		12
III	<i>Logo System</i>		
	Primary Logo		13
	Construction		14
	Clear Space & Sizing		15
	Variations		16
	Misuse		17
IV	<i>Color</i>		
	Primary Palette		18
	Secondary Palette		19
	Cause Palette		20
	Color in Use		21
V	<i>Typography</i>		
	Type System		22
	Hierarchy		23
VI	<i>Expression</i>		
	Photography Style		24
	Ornament & Motif		25
	Do & Don't		26
VII	<i>Applications</i>		
	Social Media		27
	Stationery		28
	Digital & Web		29
	Contact		30

I · THE BRAND

Introduction

Beauty Through the Lens L.L.C. is a New Jersey-based professional photography company dedicated to creating lasting memories through creative, artistic, and professional photography. We specialize in capturing life's most meaningful moments while showcasing the beauty found in people, places, architecture, vehicles, pets, and special events.

We combine technical expertise with a personalized client experience — every session reflects the unique story of the customer in front of the lens. Beyond photography, our business is committed to giving back to the community by supporting awareness initiatives for epilepsy, breast cancer, and suicide prevention, making social responsibility a core part of our brand identity.

COMPANY MOTTO

Creating Lasting Memories Through Beautiful Photography.

I · THE BRAND

Mission Statement

“ *Beauty Through the Lens L.L.C. exists to preserve life's most treasured memories through high-quality photography while building meaningful relationships with clients and supporting causes that strengthen our communities.*

THREE COMMITMENTS

Preserve

the moments that matter most to our clients.

Relate

by building trusted, ongoing relationships.

Strengthen

the communities we live and work within.

I · THE BRAND

Vision Statement

“ *To become one of New Jersey's most recognized photography companies by providing exceptional customer experiences, artistic excellence, and community engagement that inspires people to see beauty through every lens.*

HORIZON

New Jersey's most recognized photography company

Measured by client experience, artistic reputation, and community footprint.

I · THE BRAND

Core Values

01

Creativity

We approach every frame as a new problem worth solving beautifully.

02

Professionalism

We arrive prepared, communicate clearly, and deliver on time.

03

Integrity

We honor our word, our contracts, and our clients' trust.

04

Compassion

We meet every subject with patience and respect.

05

Community Service

We give back — in time, images, and awareness.

06

Excellence

We refuse to settle for adequate in craft or care.

07

Customer Satisfaction

We measure success by the client's felt experience.

08

Inclusion

We serve every family, body, and story with equal care.

I · THE BRAND

Brand Pillars

Four pillars carry every expression of the brand — from a client email to a billboard. If a piece of communication does not stand on all four, it is not yet on-brand.

01*Professionalism*

Punctual, prepared,
contract-clear.

02*Creativity*

A distinct point of
view in every frame.

03*Compassion*

People before
pictures. Always.

04*Storytelling*

We photograph the
narrative, not just
the subject.

I · THE BRAND

Personality & Voice

If the brand were a person, these are the traits and their opposites — the guardrails that keep our tone consistent across booking emails, captions, and print.

<i>Considered</i>	<i>not fussy</i>
<i>Warm</i>	<i>not sentimental</i>
<i>Confident</i>	<i>not loud</i>
<i>Compassionate</i>	<i>not saccharine</i>
<i>Refined</i>	<i>not cold</i>
<i>Rooted</i>	<i>not provincial</i>

II · AUDIENCES & SERVICES

Target Market

We speak clearly to two audience tiers throughout New Jersey and neighboring states.

PRIMARY CUSTOMERS

- Families
- Parents
- Graduates
- Entrepreneurs
- Architects

- Couples
- Pet owners
- Small businesses
- Realtors
- Automotive enthusiasts

SECONDARY CUSTOMERS

- Schools
- Churches
- Nonprofits
- Local governments
- Community organizations

SERVICE REGION

New Jersey & neighboring states

On-location sessions within 30 miles included. Beyond 30 miles: \$0.75 per mile.

II · AUDIENCES & SERVICES

Services Overview

Five practice areas span personal and commercial photography — a broad range that keeps the studio active year-round while sharing one visual voice.

01 *Portrait*

Individual · Graduation · Lifestyle

02 *Family*

Family sessions · Holiday · Pet portraits

03 *Event*

Birthdays · Baby & bridal showers · Community events

04 *Commercial*

Business branding · Product · Social media content

05 *Specialty*

Architecture · Vehicles · Nature · Fine art

II · AUDIENCES & SERVICES

Community Engagement

Community engagement is not marketing — it is a value. Beauty Through the Lens hosts fundraising mini-sessions, donates a portion of selected session fees, and partners with nonprofit organizations across New Jersey in support of three awareness causes.



Epilepsy

Awareness

Purple ribbon



Breast

Cancer Awareness

Pink ribbon



Suicide

Prevention Awareness

Teal & purple ribbon

HOW WE SHOW UP

- Fundraising mini-sessions during awareness months.
- Portion of selected session fees donated to partner nonprofits.
- Long-term partnerships with New Jersey community organizations.

III · LOGO SYSTEM

The Primary Mark

The primary logo combines the Celtic-knot camera crest with the script wordmark and the descriptor “Memories Through Photography.” Use this full lock-up wherever possible.

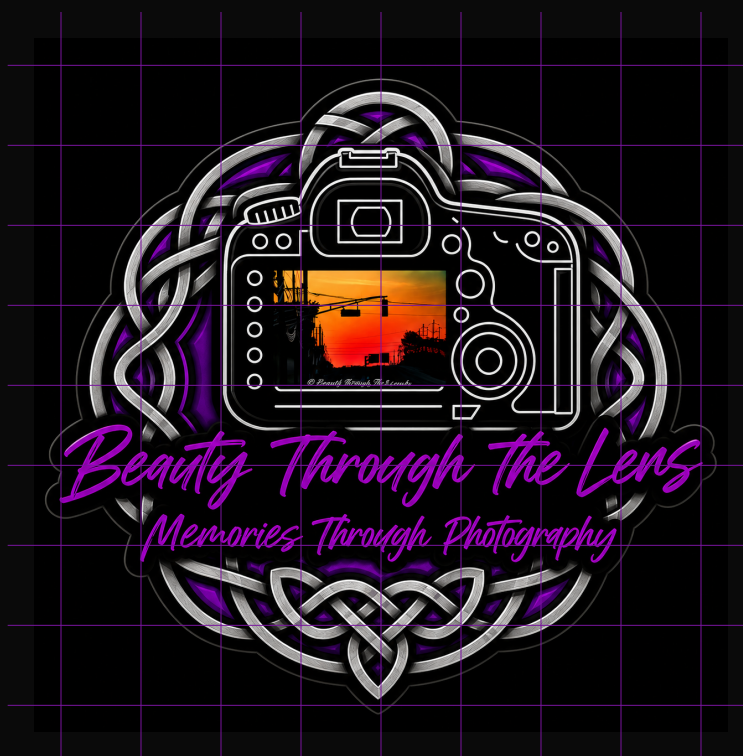


Fig. 01 — Primary logo, full color, on brand obsidian.

III · LOGO SYSTEM

Construction

The mark is built on a modular X-height derived from the camera aperture. All spacing, alignment, and clear-space rules follow multiples of X.



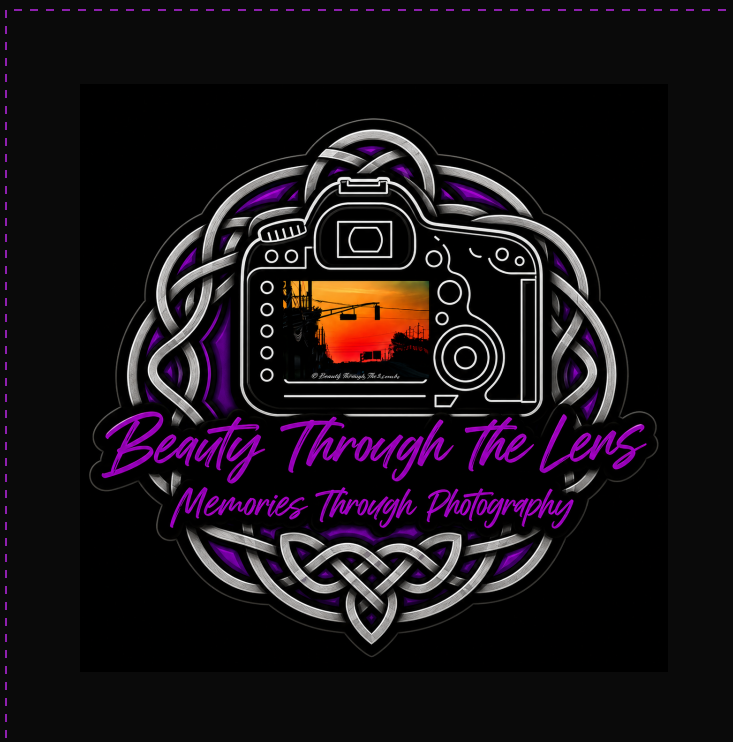
One grid unit = X. Wordmark cap-height and knot loop diameter are both 4X.

III · LOGO SYSTEM

Clear Space & Sizing

Maintain a minimum clear space of 1X on all sides of the mark. Never allow other typography, imagery, or edges to intrude into this zone.

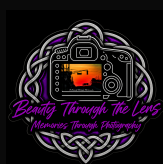
1X CLEAR SPACE



Minimum Sizes



Print · 0.75 in



Digital · 96 px



Favicon · 32 px

III · LOGO SYSTEM

Variations

Four approved treatments. Choose based on background contrast and reproduction method.

**Full Color / Black**

Preferred

**Full Color / Purple**

Secondary

**Reversed / Cream**

Light surfaces

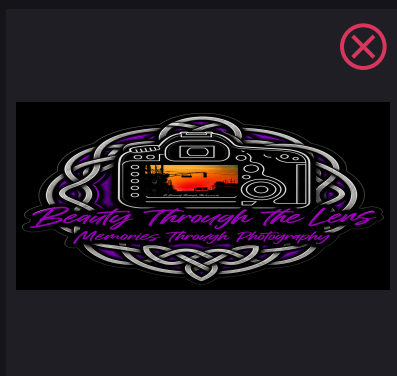
**Mono / Charcoal**

Editorial

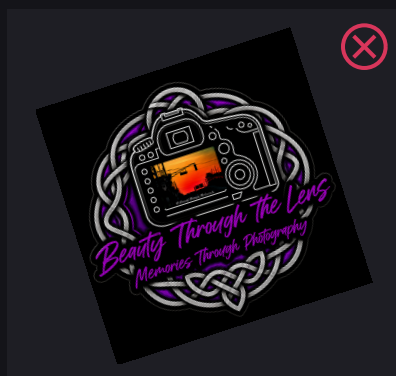
III · LOGO SYSTEM

Logo Misuse

The mark must not be modified, redrawn, or manipulated.



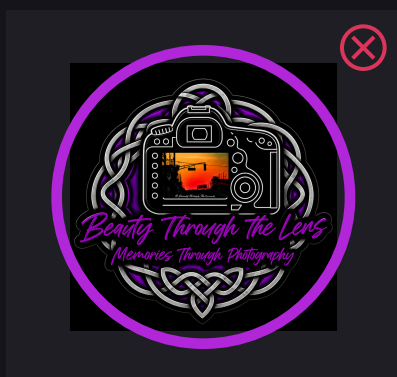
Do not stretch



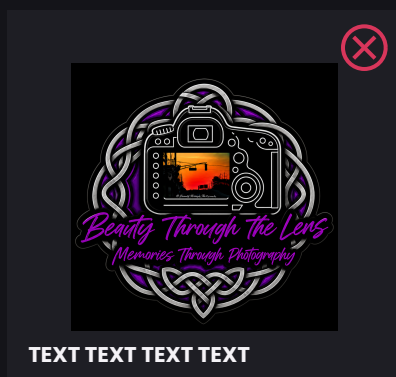
Do not rotate



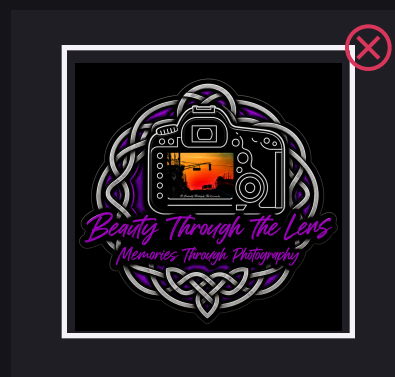
Do not recolor



Do not add effects



Do not crowd

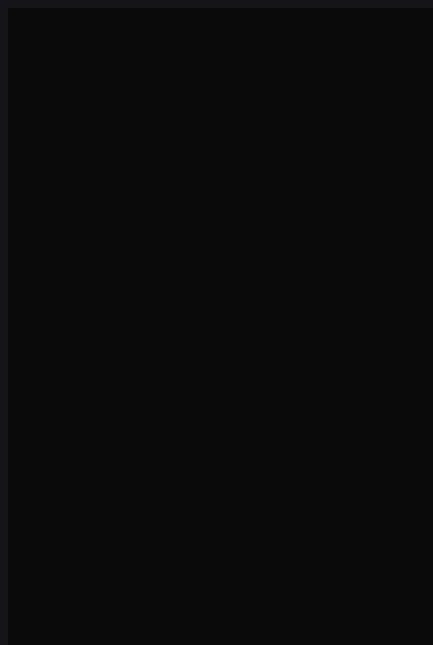


Do not outline

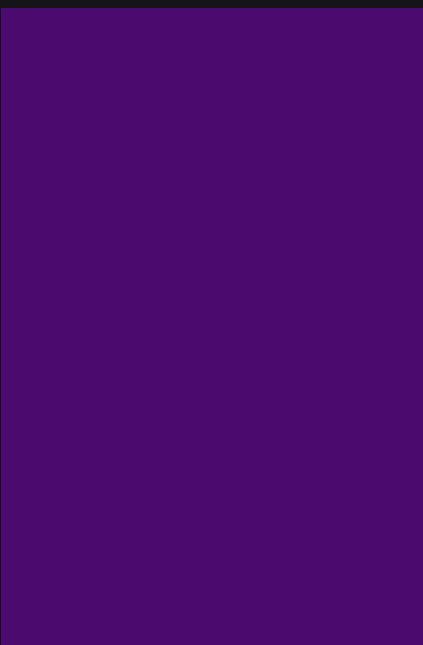
IV · COLOR

Primary Palette

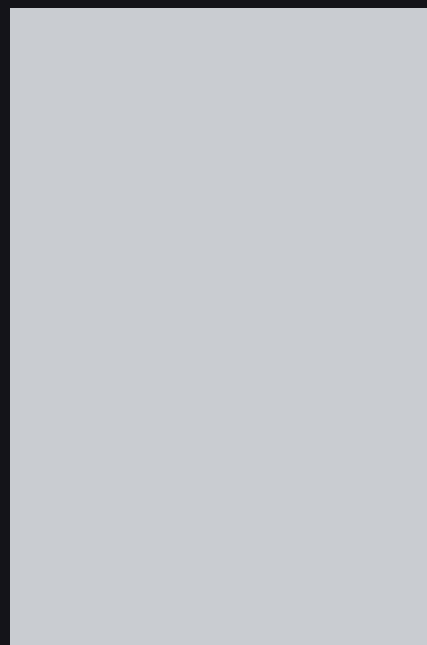
Three hero colors carry the identity: obsidian black as our stage, royal purple as our voice, and forged silver as our light.

**Obsidian**

HEX #0A0A0A
RGB 10 · 10 · 10
CMYK 70 · 65 · 65 · 90

**Royal Purple**

HEX #4B0A6E
RGB 75 · 10 · 110
CMYK 78 · 100 · 0 · 22

**Forged Silver**

HEX #C9CCD1
RGB 201 · 204 · 209
CMYK 22 · 16 · 15 · 0

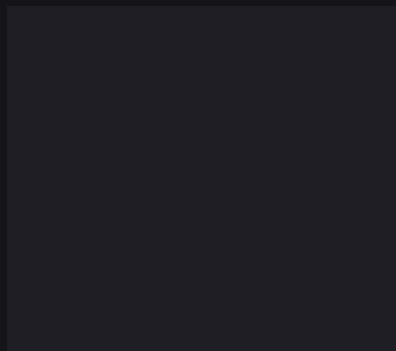
IV · COLOR

Secondary Palette

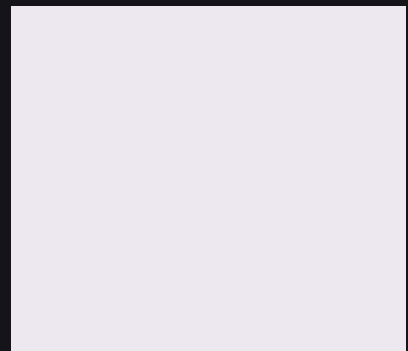
Extends the palette for editorial layouts, data, and applications. Use with restraint — never let a secondary overpower the hero purple.

**Neon Violet**

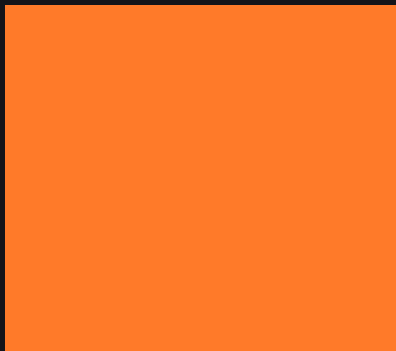
HEX #B026D8
RGB 176 · 38 · 216

**Deep Charcoal**

HEX #1E1E24
RGB 30 · 30 · 36

**Warm Cream**

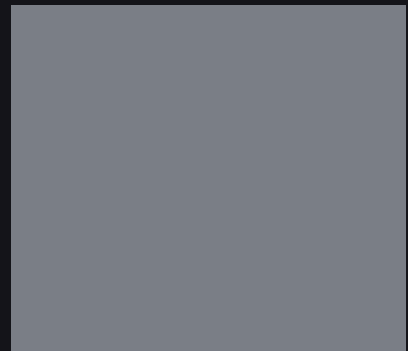
HEX #EDE7F0
RGB 237 · 231 · 240

**Ember**

HEX #FF7A29
RGB 255 · 122 · 41

**Signal Gold**

HEX #FFD166
RGB 255 · 209 · 102

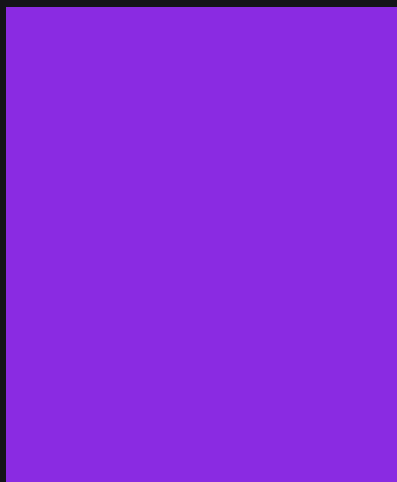
**Cold Steel**

HEX #7A7E86
RGB 122 · 126 · 134

IV · COLOR

Cause Palette

Three ribbon colors are reserved for our community engagement work. Use them only on materials tied to the corresponding awareness cause — never as decorative accents.

**Epilepsy**

HEX #8A2BE2
RGB 138 · 43 · 226
Purple ribbon

**Breast Cancer**

HEX #F5A9C7
RGB 245 · 169 · 199
Pink ribbon

**Suicide Prevention**

HEX #4FB3A5
RGB 79 · 179 · 165
Teal & purple ribbon

USAGE RULE

Cause colors appear only on materials directly supporting that awareness cause.

IV · COLOR

Color In Use

The 60-30-10 rule keeps compositions grounded. Sixty percent obsidian, thirty percent silver or cream, ten percent purple accent.



Preferred pairings



V · TYPOGRAPHY

Type System

Aa

DISPLAY · Kaushan Script

Titles, headers, hero words, and short editorial pull-quotes. Poppins' geometric proportions provide a modern counterpoint to the logo's brush script.

Aa

BODY · POPPINS REGULAR

Long-form reading, captions, and interface copy. Set at 9.5–11pt with 1.4 leading.

Beauty Through The Lens

SCRIPT · KAUSHAN SCRIPT · WORDMARK ONLY · TITLES · HEADERS · SHORT EDITORIAL PULL-QUOTE

Kaushan Script matches the brush lettering in the logo. Reserved exclusively for the wordmark — never re-type it as body copy or subheads.

Hero Words: Beauty Through the Lens LLC., memories, through, photography, portraits, landscape, automotive, architecture, nature, macro, wildlife, insects, pet, golden hour, blue hour

V · **TYPOGRAPHY**

Type Hierarchy

H1 · 40 / 48

Creating Lasting Memories

H2 · 24 / 30

A study of dusk and stillness

H3 · 16 / 22

Section subhead in bold sentence case

Body · 10 / 14

Long-form copy runs here. Kept below 65 characters per line to preserve rhythm across print and screen.

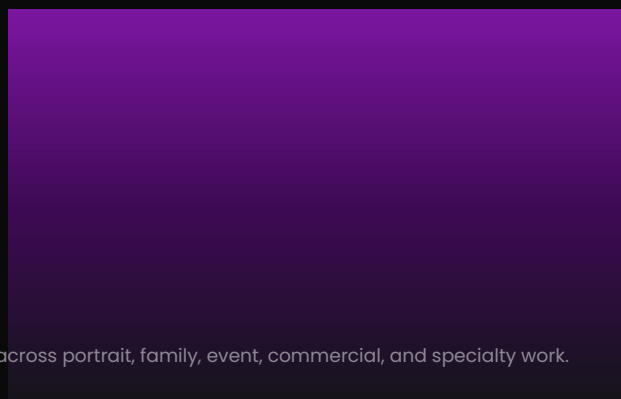
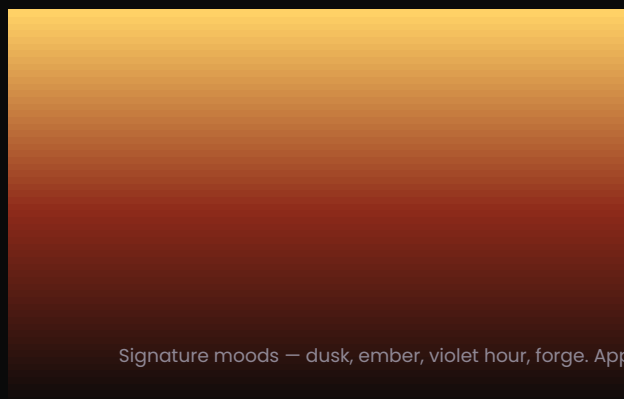
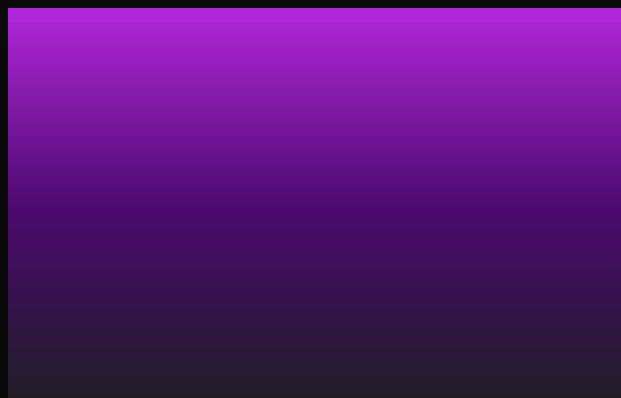
Caption · 8 / 12

Small metadata, figure references, and image credits.

VI · EXPRESSION

Photography Style

Our imagery favors low-key lighting, long shadows, and warm highlights — the visual language echoed in our own sunset frame. Composition is patient; subject is inevitable.

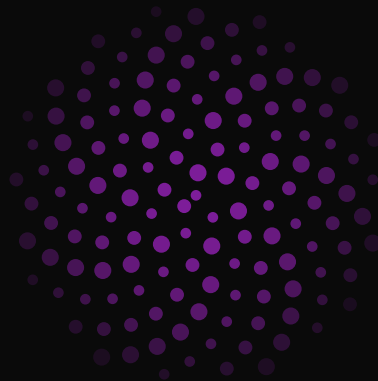


Signature moods — dusk, ember, violet hour, forge. Applies across portrait, family, event, commercial, and specialty work.

VI · EXPRESSION

Ornament & Motif

The Celtic knot in the mark is our signature ornament — a symbol of continuity and craft. Use isolated fragments as decorative accents; never as replacements for the primary mark.



Ornamental pattern derived from the knotwork rhythm — for backgrounds and packaging.

VI · EXPRESSION

Voice · Do & Don't

We write the way we photograph — patiently, precisely, with concrete images over abstractions.

DO

DON'T

Lead with the client's story, not our gear.

Open with equipment specs or brag lines.

Reserve the script for the wordmark alone.

Retype the wordmark in another script font.

Use cause colors only for cause work.

Decorate general marketing with ribbon colors.

Keep 60:30:10 color proportion.

Let secondary colors dominate a layout.

Say "Book a session."

Say "Click here now!!"

Credit partner nonprofits when featuring cause work.

Imply endorsement without written partnership.

VII · APPLICATIONS

Social Media

Seven channels carry the brand: website, Google Business Profile, Facebook, Instagram, TikTok, Pinterest, and LinkedIn. One avatar, one bio line, one purple CTA across every platform.



@beauty_through_the_lens_85

Memories through photography

BOOK A SESSION

Instagram



@beautythruthelens

Memories through photography

BOOK A SESSION

TikTok



Beauty Through The Lens
Memories through photography

BOOK A SESSION

Facebook

Additional channels: Google Business Profile, Pinterest boards, LinkedIn company page.

CONTENT PILLARS

Client galleries

Behind the scenes

Photography tips

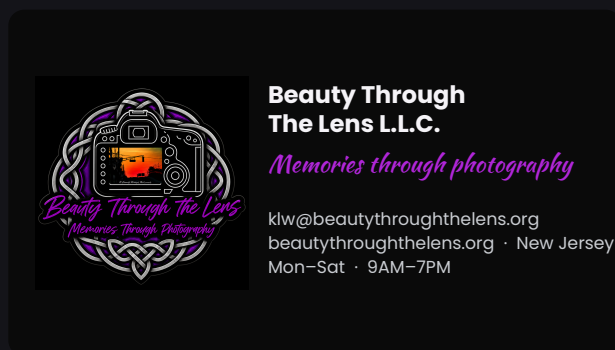
Community events

Charity initiatives

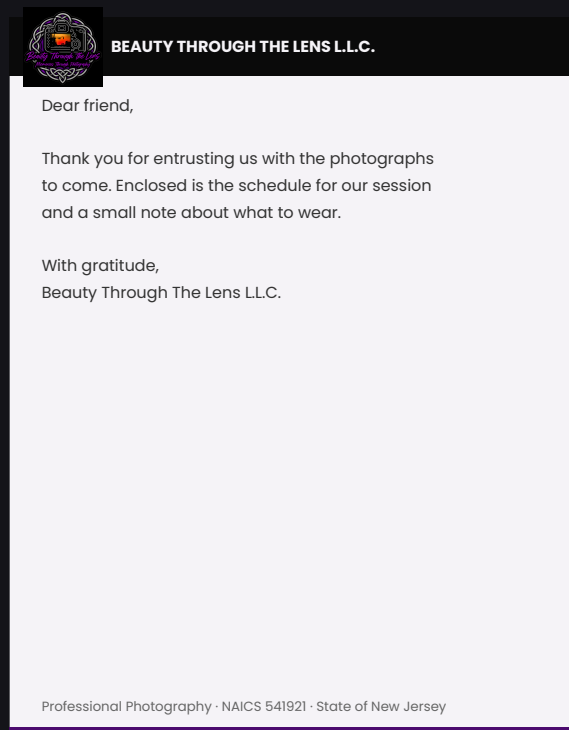
VII · APPLICATIONS

Stationery

Stationery favors deep black surfaces with silver marks and a purple base rule. Letterhead uses white with a black masthead and purple footer bar.



Business card · 3.5 × 2 in

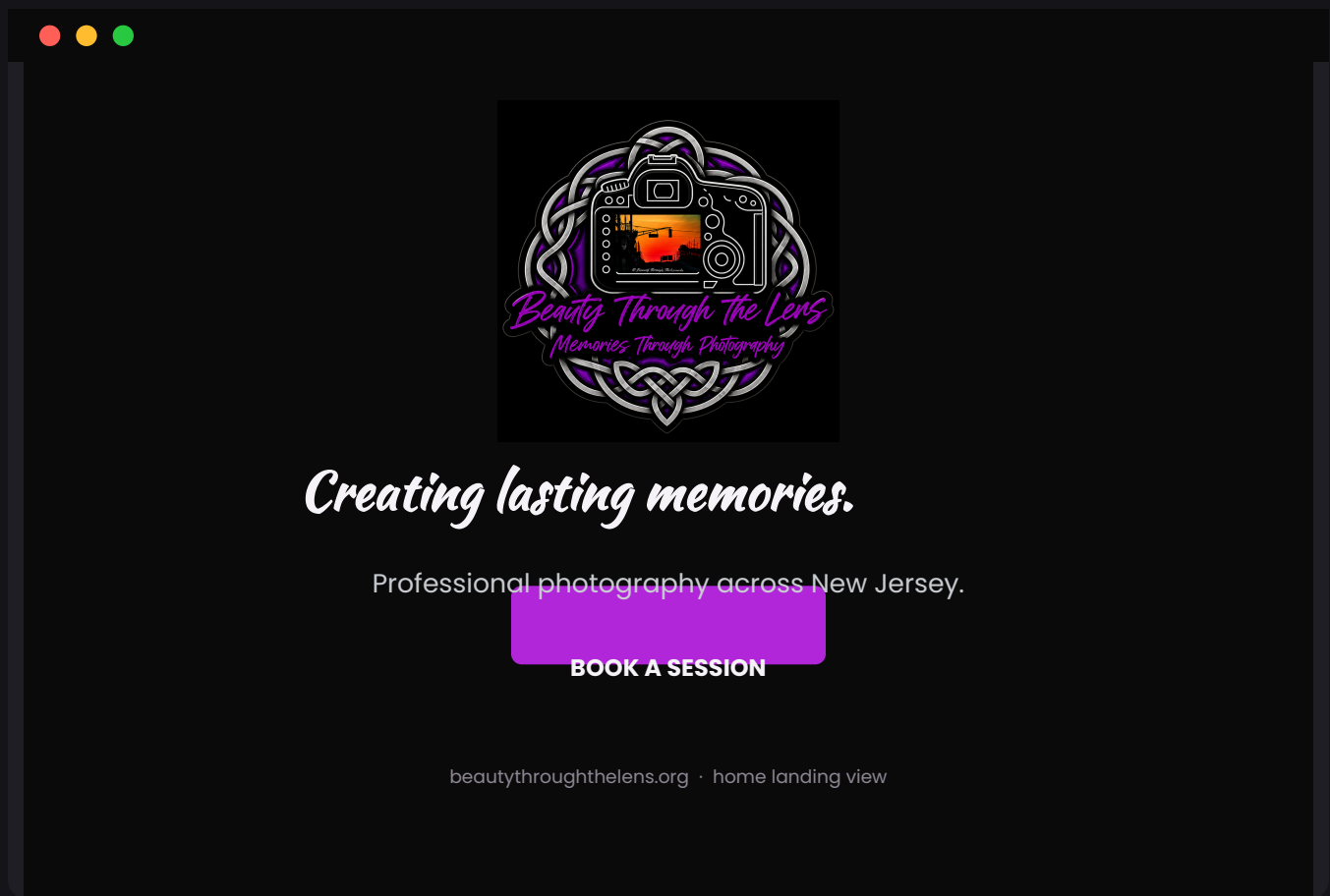


Letterhead · US Letter

VII · APPLICATIONS

Digital & Web

The homepage centers the mark against pure obsidian. A single purple call-to-action anchors the fold. Never introduce a competing accent color on the primary landing.



CLIENT JOURNEY · 11 STEPS

- 1 Inquiry
- 2 Consultation
- 3 Quote
- 4 Booking
- 5 Contract
- 6 Deposit
- 7 Session
- 8 Editing
- 9 Gallery
- 10 Prints
- 11 Follow-up



Thank you.

For questions about brand usage, licensing, community partnerships, or press:

klw@beautythroughthelens.org · beautythroughthelens.org

Mon–Sat · 9AM–7PM · State of New Jersey

“Creating Lasting Memories Through Beautiful Photography.”

BEAUTY THROUGH THE LENS L.L.C. · BRAND GUIDELINES v1.0 · © 2026