

BRAND CHECKLIST

**BRINGING
THE VISION
SOURCE®
BRAND
TO LIFE
IN YOUR
PRACTICE**

*Vision
Source*®
SIGNATURE EYE CARE™

WE HELP PEOPLE SEE™

These four words embody what the Vision Source® brand is all about. It's nothing new. Since 1991, Vision Source® network members have been delivering the best in eye health care to their patients. Using the Vision Source® logo and brand strategy can help bring that message to a wide audience.

To help you incorporate the Vision Source® brand and all that it represents into your practice, we've prepared the following checklist. Use it as a guide to help bring the Vision Source® brand to life in your office.

INTERNAL BRANDING

A great brand identity grows from a strong foundation. The foundation of the Vision Source® network is each of the independently owned offices of our members and that's the place to start to build the Vision Source® brand – in your office.

□ **Educate Your Staff.** Help your staff understand how your membership in Vision Source® helps you practice at a higher level through the shared strength and resources of the world's largest network of independent optometrists. Share news about the Vision Source® network with them, including Vision Source® OD magazine, The Insider, and The Gazette. If your office is not participating in the VSR program, do so.

□ **Use Vision Source® Branded Uniforms and Promotional Items.**

Through the Vision Source® Company Store (www.VisionSourceGear.store), you can order branded scrubs, polo shirts, name badges, and promotional materials like water bottles, pens, and merchandise bags.



□ **Make Vision Source® Part of Your Phone Greeting.** Just add "your Vision Source" after your practice name in your phone greeting: "Thank you for calling ABC Eye Care, your Vision Source."



□ **Use The Window Cling.** Each office is supplied with a vinyl "cling" with the Vision Source® logo on it. It adheres to the inside of a window or glass door with static electricity.

□ **Display Vision Source® Branded Point Of Sale.** Branded posters, counter cards, and banners are available in the Marketing Toolkit. Monthly and quarterly marketing materials are also available to create a year-round marketing campaigns in your practice. Just add your practice logo and information.



EXTERNAL BRANDING

Consumer research has shown that the Vision Source® brand identity can actually increase consumer preference for a practice. It stands to reason that using the logo as part of your external marketing materials can help you attract new patients.

□ **External Sign.** Signage is a great way to let consumers know your practice is part of the Vision Source® network. Work with a local company to create an eye-catching sign that incorporates the Vision Source® brand. Visit www.vsbrandcentral.com for approved logos and examples.

□ **External Marketing.** Just as the Vision Source® logo on your external sign can enhance consumer preference, adding it to your external marketing materials can do the same. Consider using the logo on:

- ▶ Newspaper/Magazine Advertising
- ▶ Yellow Pages
- ▶ Mailers
- ▶ Sponsorship Signs
- ▶ Recall Postcards
- ▶ Billboards

RESOURCES

Logos / Guidelines

Download Vision Source® logos and the Brand Standards Guide at www.vsbrandcentral.com.

Marketing Toolkit

Customizable templates for business cards, letterhead, and envelopes are available through FedEx. Log into Insight.VisionSource.com, go to Practice Management, then Marketing, and select Marketing Toolkit.

Uniforms and Promotional Items

The Vision Source® Company Store has scrubs, polos, lab coats, and promotional items with the Vision Source® logo. Go to www.VisionSourceGear.store.



Questions

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Vision Source[®]

SIGNATURE EYE CARE™

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