

A close-up, shallow depth-of-field photograph of a precision optical instrument, likely a spectrometer or a high-precision microscope. The image shows several circular adjustment knobs with fine scale markings. The foreground knob is in sharp focus, showing a scale from 0 to 20. Behind it, several other similar knobs are visible but increasingly out of focus, creating a sense of depth. The instrument has a metallic, silver-colored finish. The lighting is soft and even, highlighting the textures and curves of the mechanical parts.

Vision Source[®]

BRAND STANDARDS

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How to use this document

This document is a collection of information, artwork, drawings, and specifications that will enable development teams to implement the Vision Source concept with consistent branding. The Table of Contents will help you locate the information appropriate to your needs.

It is important that all guidelines and specifications are followed as indicated in this document. Variations or interpretations of the design can result in an inconsistent execution and a diluted brand experience. Digital files of the documents herein can be requested from Vision Source Corporation or its development team.



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1

Brand Strategy

Vision Source employs an innovative brand strategy that promises to deliver the brand personality through signature elements, to create a unique and ownable experience for the customers, and to continue to build awareness and affinity for Vision Source.

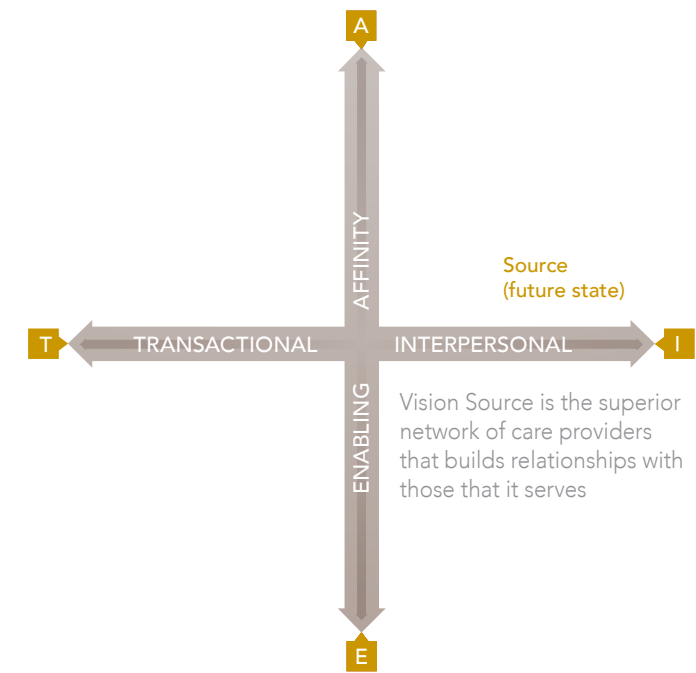
Values

BE: Neighborly
Heroism

DO: Connection
Facilitators

SAY: Care
Advocates

Positioning



Brand Platform

Connections that power passion

Brand Proposition

We are inspired experts who are connected by an eagerness to serve and a passion for ongoing improvement. Everyday, we aim to delight our patients with superior care

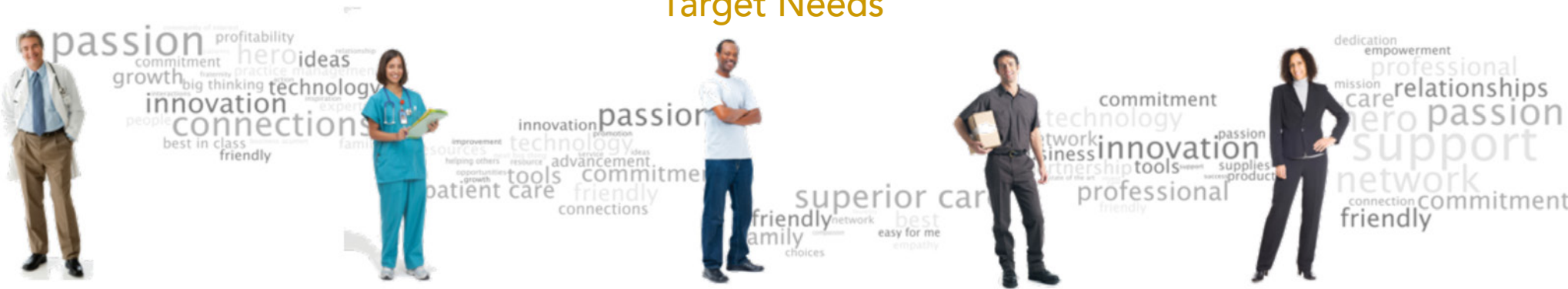
Key Attributes

- Passionate
- Connected
- Forward Thinking/Innovative
- Committed
- Friendly/Approachable

Our brand is unique in many ways. Not only is Vision Source a customer brand, we also serve doctors and their practices. It is critical to understand the values that make us special as well as the needs of all our stake-holders to create our brand positioning.

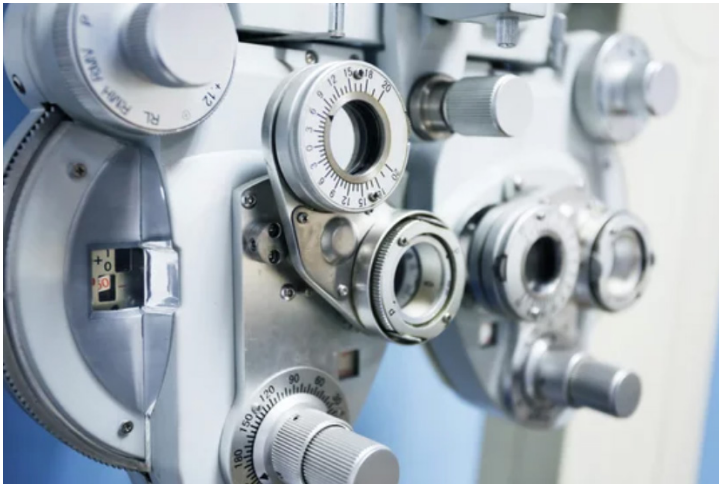
At the end of the day, everything we do as an organization is done in the spirit of “Connections that power passion.” This is our mantra, spirit, and soul while also representing the guiding principle for how we serve others every day.

Target Needs





The Vision Source verbal filter takes the key attributes of the brand and creates a hierarchy to express its character. These words, in concert with the Brand Filter, will serve as the guide and inspiration for the brand tone-of-voice and all the visual expressions of the brand.



The Vision Source Brand Filter provides a visual interpretation of the brand. This expression represents the fusion of the brand’s essential values with its positioning — the way the brand will come to life in the markets it serves. All visual expressions of the brand, from advertising to in-location communications, should draw inspiration from this visual direction.

2

Brand Standards

Every brand has a unique set of visual and verbal assets that contribute to its overall brand identity. Consistency across all touchpoints is critical to delivering the positioning and signaling to those we serve that we are the trusted leader in our category.

These Brand Standards provide the foundation for leveraging the identity and key brand assets in marketing collateral, presentations and other materials to maintain the integrity of our brand.

Vision Source®

Signature

Our identity is based on the expressive, human nature of the doctor’s signature. It implies passion and professionalism as well as a personal touch. The Signature is the ambassador of our brand and should be used in all brand communications strictly within approved Brand Standards.



One color core logo



Secondary stacked logo



Monogram

The core logo is the primary logo and should be used to represent the brand whenever possible. The one color core logo is preferred for most applications. However, for applications with limited color capabilities, there are alternate color options.

Additional versions of the identity are primarily for exterior building signage or extenuating circumstances and should be used only with approval from Vision Source Corporate.

One color core logo (preferred)



50% black logo



100% black logo



White logo on colored background



One color core logo

X		X
X		X
1/2 X		1/2 X

Clear space is the area surrounding the identity that must be kept free of any text or graphic elements. It ensures that the identity stands out in any context.

The clear space is measured by the cap height of the logotype, shown as the value x in this exhibit. The minimum clear space must always be 1x on all sides of the identity, except where noted. The clear space area surrounding the identity must be kept free from any text or graphical elements.

The clear space rules apply to all configurations and variations of the identity.

X		X
X		X
X		X

Secondary stacked logo

X		X
X		X
1/2 X		1/2 X

Monogram

To preserve the integrity of the Vision Source brand, the Signature must always be applied correctly. Altering, distorting or redrawing the Signature in any way weakens the power of the brand and what it represents. Some common misuses are shown below.



Do not alter the colors of the identity



Do not change the position of the identity



Do not skew or off-set the identity



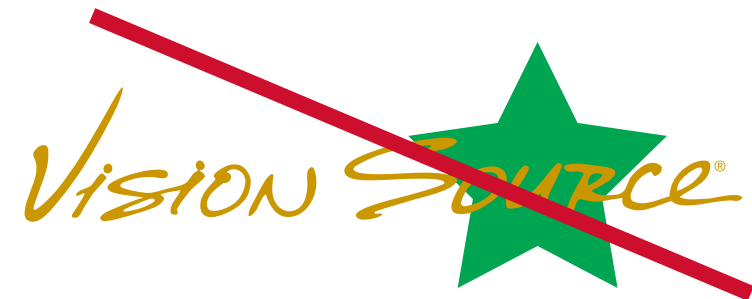
Do not use colors outside the color palette



Do not place the identity on a photograph or pattern where identity is not clearly visible and legible.



Do not rescale or adjust any part of the identity



Do not place the identity over other graphic elements



Do not remove elements of the identity

Primary

Avenir Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Medium Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Heavy Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Black Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary Typeface

Typography is an important component of our design system and creates a distinctive style for our communications. The Vision Source corporate typeface is Avenir. It is a contemporary, highly legible font in light, regular and bold weights and italic counterparts.

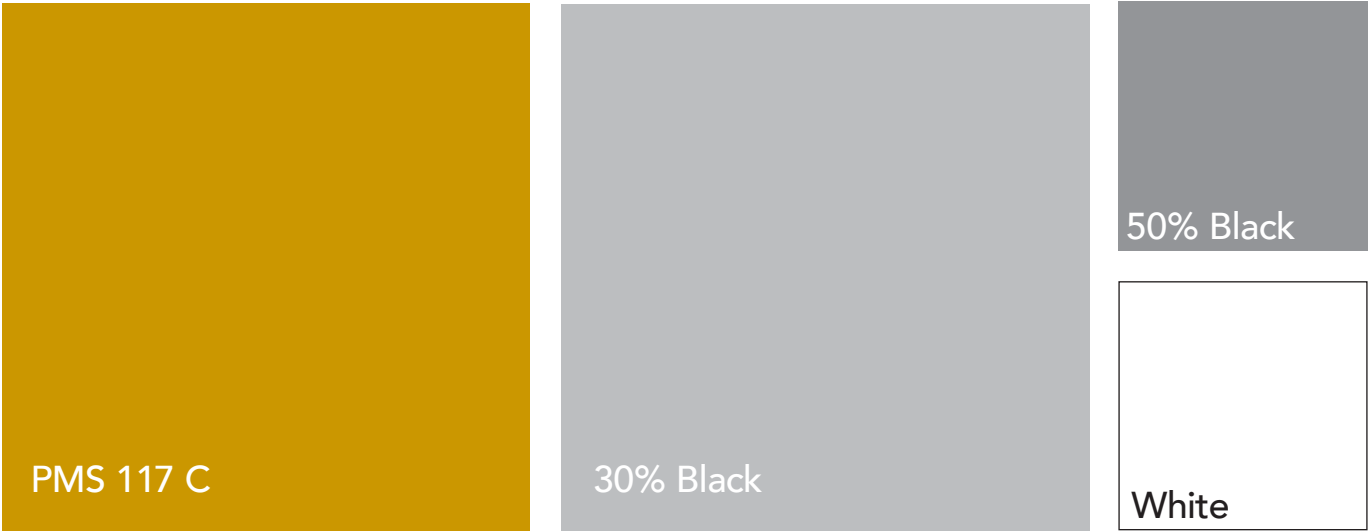
When applied consistently across the entire range of our corporate and marketing communications, this typography unifies the appearance of all Vision Source touchpoints and helps our audiences recognize and become familiar with our brand.

Alternate Typefaces

In cases where Avenir is not available for corporate documents, Arial is the alternate typeface that is acceptable. Arial is similar to Avenir in its san-serif letterforms and legibility.

Arial should not be used on any customer facing communications with the exception of web usage where Avenir is not a system font.

Primary Color Palette



Color plays a prominent role in all of our communications and is one of the cornerstones of our visual vocabulary. Our colors will eventually be used by both doctors and patients to quickly identify our brand.

Our color palette is fresh, unique, inviting and provides a flexible range for all our communications.

All the secondary colors complement our gold (PMS 117 C). PMS 117 C should be used as a dominant color throughout applications. The 30% black should be used as an accent for larger forms of communication, whereas the 50% black can also be used as an accent or for smaller bodies of text to help retain legibility.



Natural Expression

The unique and consistent photography or image style of the brand is another key tool to communicate the voice and message. One of the key differentiators of the images we use is that our subjects are caught in expressive and slightly candid moments, creating a much more engaging and honest image for our customers to connect with.

Lighting and Crop

Along with the emotive quality of our images, the consistent look and feel will help build and reinforce our brand. Where ever possible, our subjects should be on a white background, or at minimum a solid color, as well as, have high key lighting their features, which heightens the drama of the image.

Cropping the images in interesting and unique ways also brings a sense of motion to our images. Always try to create compositions that are not centered or do not look portrait-esque.

Tier 1: Primary
Vision Source-Doctor



When considering signage, several tiers have been developed to ensure proper integration with the new Vision Source brand. All new construction should utilize the Tier 1: Primary option, but in instances where the local brand is so entrenched, the Tier 2 and 3 provide guidance on how to continue to using the local name while bringing it in-line with the Vision Source brand look and feel.

Tier 2: Secondary
Vision Source-Local Brand



Tier 3: Local Brand
Local Brand-Vision Source



3

Brand Applications

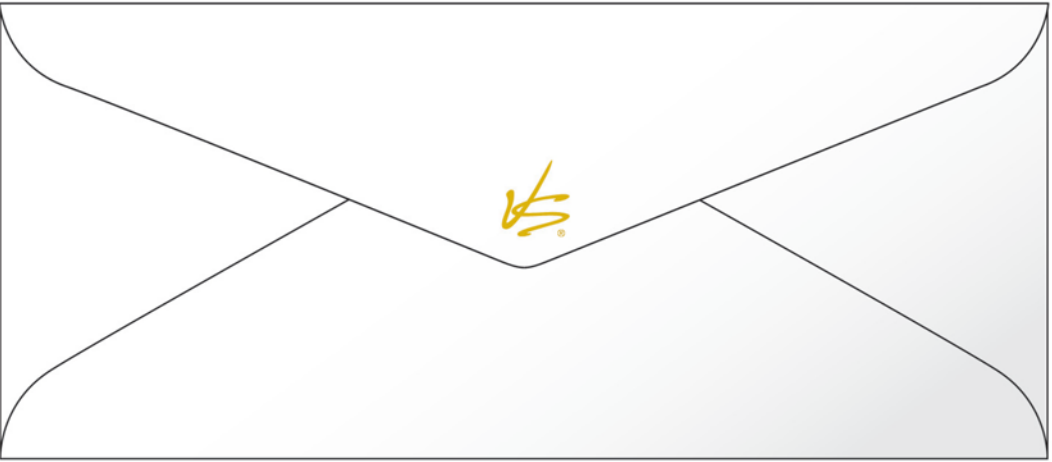
The following examples demonstrate how the brand comes to life across multiple touchpoints and should serve as inspiration for future applications.



Conference Bag



Retail Bag









Vision Source[®]
SIGNATURE EYE CARE

LEARN. LIVE. EXPLORE

Experience the very
life has to offer with

- Personalized Eye Care
- Latest Eye Wear
- Advanced Vision Care Techn

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MEDICAL SERVICES FOR YOUR EYES

In addition to comprehensive eye health examinations, glasses and contacts, we also provide the following medical services:

- Diabetic eye disease
- Cataracts and glaucoma

Vision Source[®]

MEDICAL SERVICES FOR YOUR EYES



In addition to comprehensive eye health examinations, glasses and contacts, we also provide the following medical services:

- Treatment of eye injuries and eye trauma
- Treatment of eye infections, red eyes, and ocular allergies
- Treatment of dry eye syndrome
- Treatment of computer vision syndrome
- Detection and management of strabismus (lazy eye)
- Detection and management of glaucoma and cataracts
- Detection and management of diabetic eye diseases and macular degeneration
- Detection and treatment of keratoconus
- Laser vision correction consultation and co-management

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MEDICAL SERVICES FOR YOUR EYES

In addition to comprehensive eye health examinations, glasses and contacts, we also provide the following medical services:

- Diabetic eye disease
- Cataracts and glaucoma
- Macular Degeneration
- Infections, red eyes, allergies
- Injuries and eye trauma
- Strabismus
- Computer vision syndrome
- Keratoconus
- Contact lens and vision adaptation

Have an eye health emergency of regular office hours, please call **Glenn at 281-359-2022**

XYZ FAMILY EYE CARE

Glenn Ellisor, OD
Optometrist

1234 Sight Drive
Springfield, TC 01234
T: 281-359-2020
F: 281-359-2020
Emergencies: 281-359-2020
Visionsource-kingswood.com

Vision Source[®]

OFFICE HOURS

MON	8:30AM - 5:30PM
TUE	8:30AM - 5:30PM
WED	8:30AM - 5:30PM
THU	8:30AM - 5:30PM
FRI	8:30AM - 5:30PM
SAT	8:30AM - 5:30PM
SUN	CLOSED

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MEET YOUR WHOLE FAMILY'S VISION NEEDS

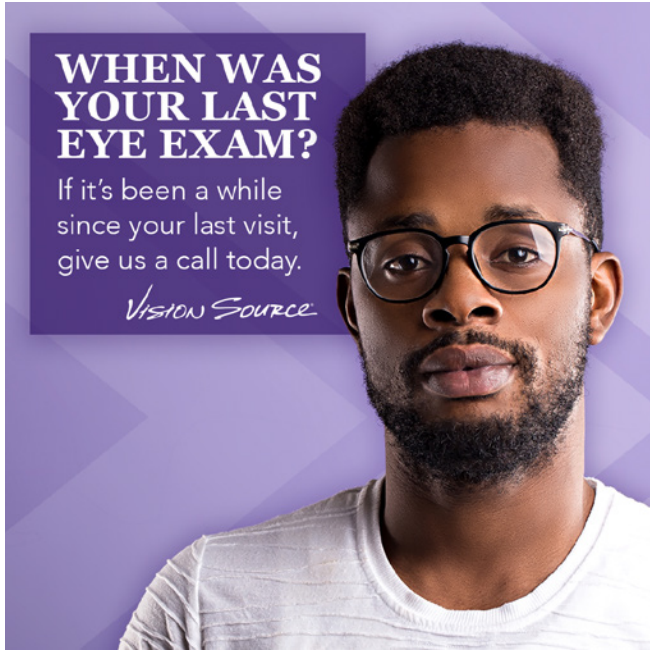
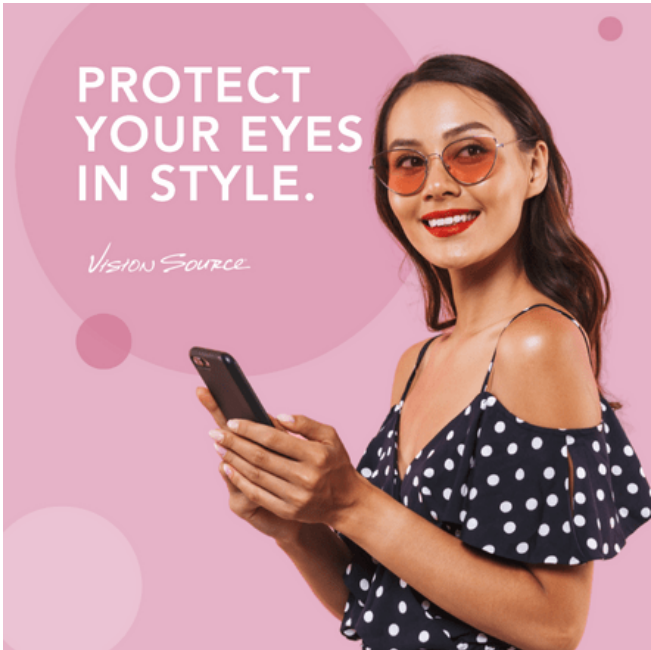


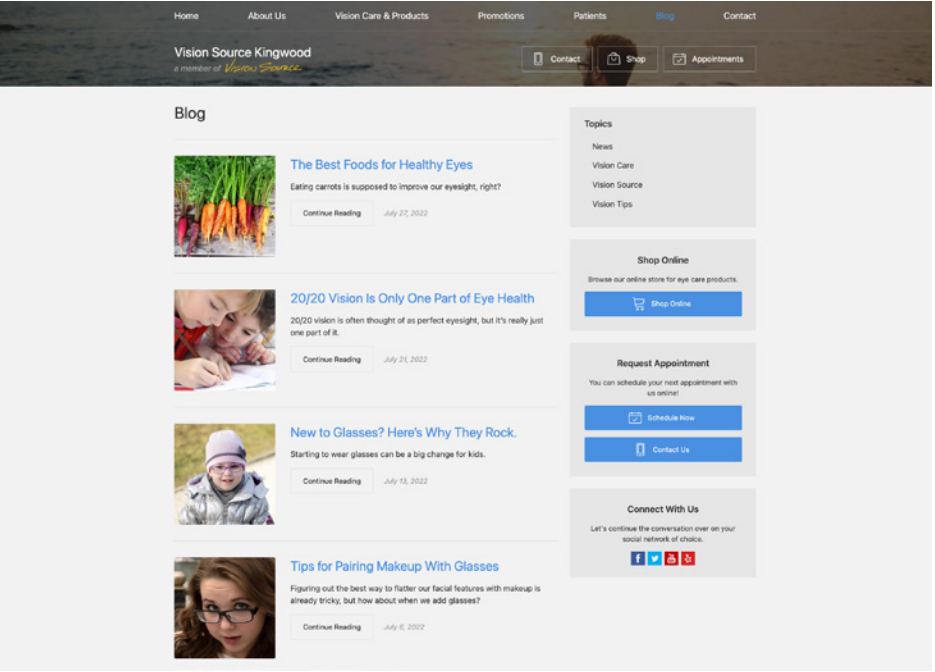
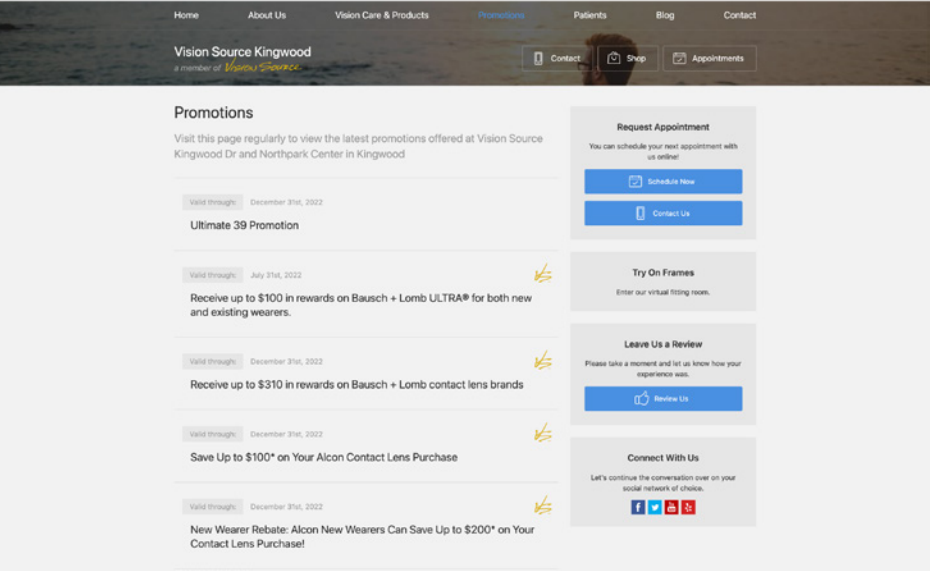
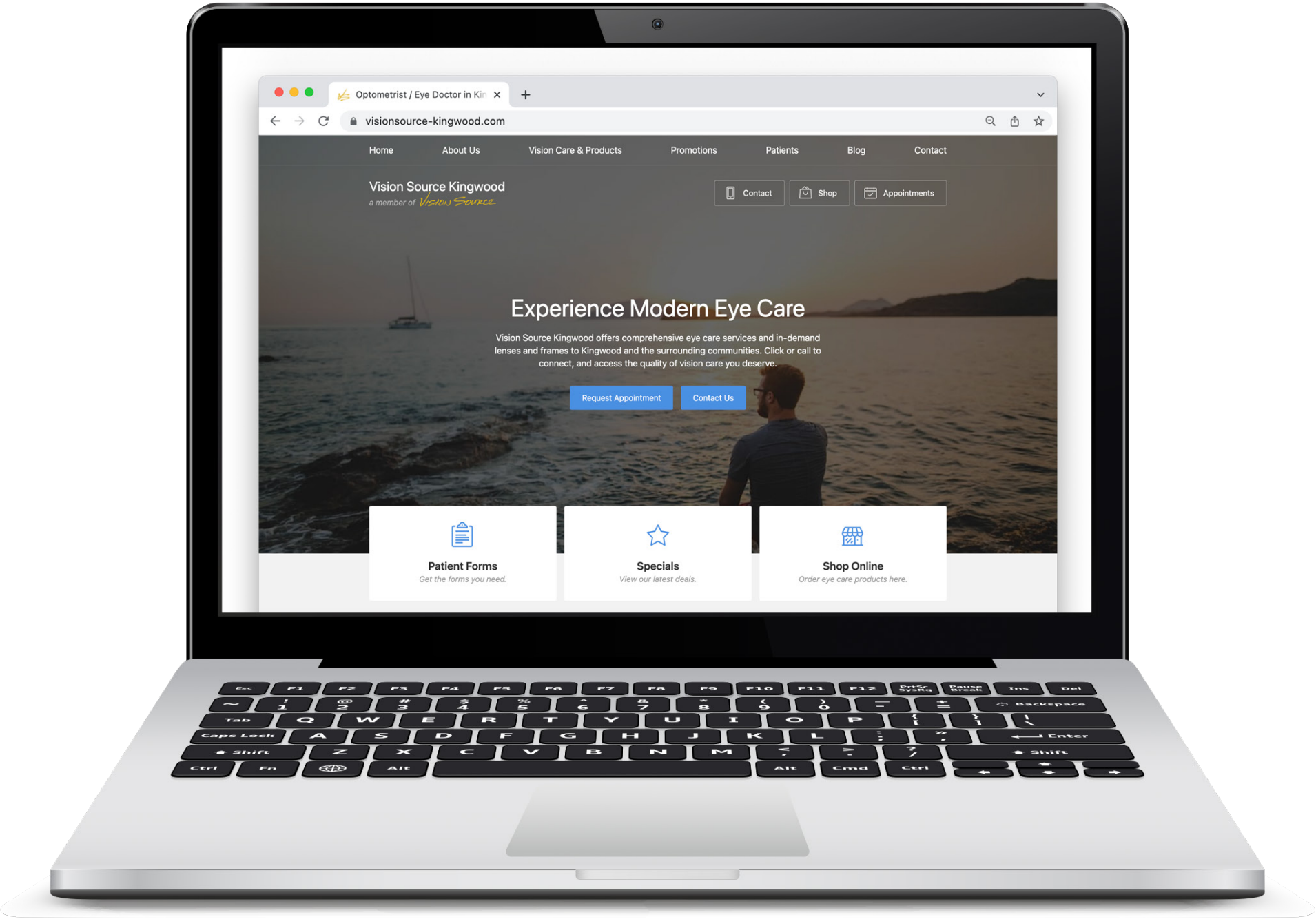
XYZ FAMILY EYE CARE

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Thank you

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