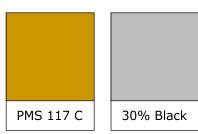


GRAPHIC DESIGN STANDARDS

### **COLOR PALETTE**

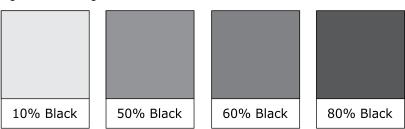
## **FONTS**

### **Primary Color Palette**



### **Secondary Color Palette**

Used for various copy blocks to establish a Hierarchy or to create sufficient contrast against the background color.



## ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

**AVENIR 95 BLACK** 

## ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

**AVENIR 85 HEAVY** 

# ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

**AVENIR 65 MEDIUM** 

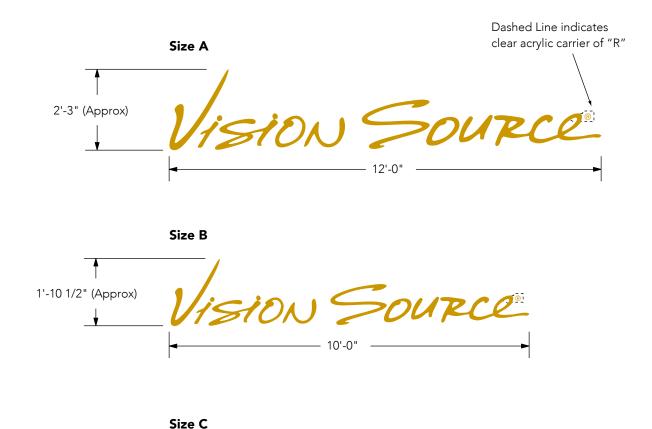
# ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

**AVENIR 55 ROMAN** 

## ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

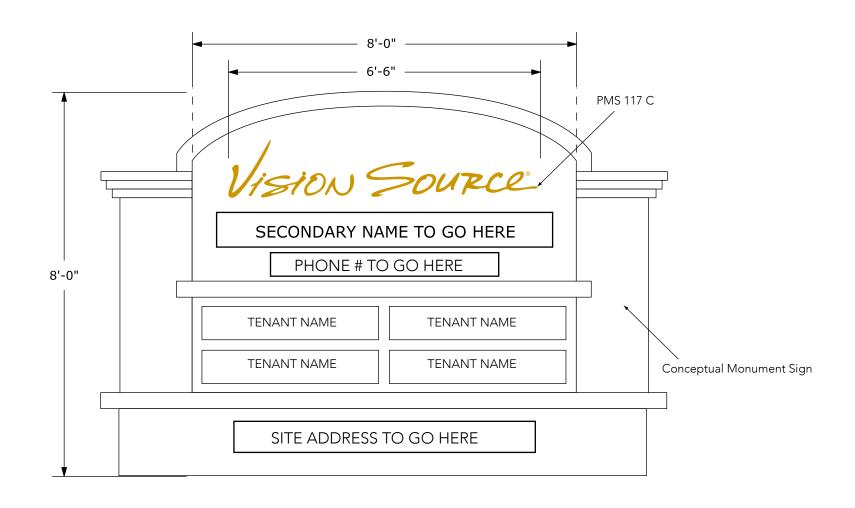
**AVENIR 35 LIGHT** 

1'-6" (Approx)



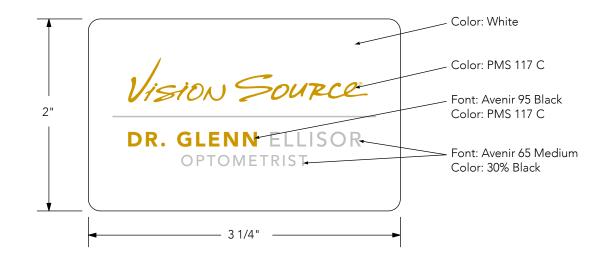


- Halo-lit dimensional letters to be 30mm thick translucent white acrylic with embedded 6500k white LEDs. Intent is to cast a white light onto the face of the building from behind the letters. The white halo-lighting will occur regardless of the color of the face and edge color of the letters. See logo color recommendations next:
- FOR MEDIUM TO DARK COLORED BUILDINGS: Face of letters to be painted PMS 117 C. Edges of letters to match PMS 117 C. Refer to Notes for recommended supplier.
- FOR LIGHT COLORED BUILDINGS: Face of letters to be painted Black. Edges of letters to be Black. Refer to Notes for recommended supplier.
- "®" (if required to be on the Building Signage) to be white vinyl printed to match PMS 117 C or Black and CAD cut to shape; depending upon Halo-Lit Letter color chosen. Vinyl letters to be applied to clear acrylic carrier and attached to backside of "e".
- Letters to be individually mounted to building with concealed transformers and no raceway if at all possible. If conditions require a raceway, or other structure, then raceway is to be as inconspicuous as possible and painted out to match building color.
- Signage vendor to determine appropriate size and configuration per site based on municipal codes and building architecture. Adjustments/adaptations of size MUST be made proportionally per proportions indicated. Sizes shown to the left represent the recommended Large, Medium, and Small sizes; final size will depend upon the signage square footage allowance of each location.
- Signage vendor to coordinate all electrical requirements, access and mounting details with General Contractor
- Signage vendor responsible for obtaining all necessary permits.
- Interbrand Design Forum to provide production art.

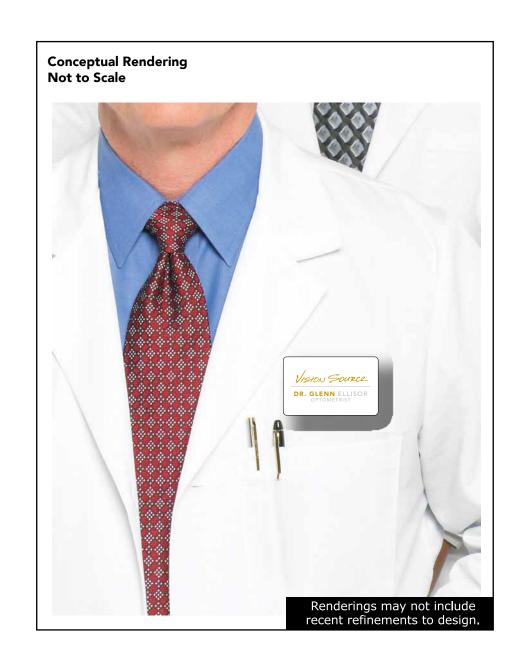




- Monument Sign to receive Vision Source™ dimensional logo.
- Dimensional letters to be laser cut from 3/4" thick acrylic. There are (2) logo colors available. See logo color recommendations next:
- FOR MEDIUM TO DARK COLORED MONUMENT SIGNS: Face of letters to be painted PMS 117 C. Edges of letters to match PMS 117 C.
- FOR LIGHT COLORED MONUMENT SIGNS: Face of letters to be painted Black. Edges of letters to be Black.
- Letters to be mounted flush to Monument Sign face. If Monument Sign is double sided, then the Vision Source™ dimensional logo is to be placed on both faces.
- Monument Signs will vary per site as dictated by local jurisdictions, landlords, etc. The Vision Source™ logo is to be made as large as possible in accordance with the allowable space on the Monument Sign as well as the clear space dictated by the logo guidelines. The Vision Source™ logo must be scaled proportionally when making size adjustments.
- Monument Sign to be externally illuminated.



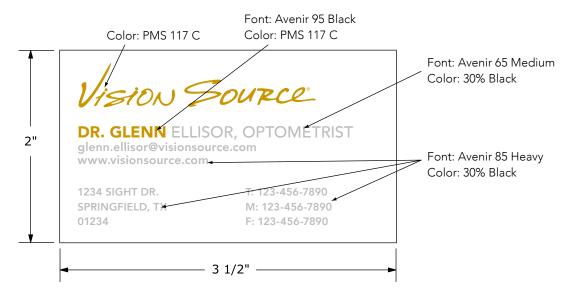
- Name Badges to be plastic name badges. Badges to be white plastic with Full Color printed logo and name. Logo, Stripe, Dr's name, and Title to be printed to match fonts and colors as noted.
- Name Badge to have rounded corners and straight edges (no bevel to the edge).
- Name Badge to have magnetic fasteners on their backs.
- Refer to Notes for recommended supplier.



#### Letterhead - Back **Letterhead - Front (Text Side)** Font: Avenir 95 Black Font: Avenir 95 Black Font: Avenir 85 Heavy Font: Avenir 55 Roman Color: White Color: PMS 117 C Color: 50% Black Color: Black Color: PMS 117 C Color: 10% Black • Letterhead to be pre-printed sheets; fronts to have "Vision VISION SOUR Source" logo, "P:", "F:", and "VS" pre-printed as well as 1714 KINGWOOD D entire back to be pre-printed. P: 281-359-2020 F: 281-359-7019 • For double-sided letterhead, recommended paper stock to be White 80# Text. If single-sided Suspendisse laoreet iaculis sem sit amet tincidunt. Vivarius eu facilisis mi. Aliquam ultrices, metus vitae imperdiet aliquam, nibh mauris letterhead is preferred, then imperdiet elit, id rhoncus mauris velit a dolor. Nunc ac libero orci. Vivamus posuere dignissim sodales. Pellentesque quam odio, tristique recommended paper stock to be vel consectetur egestas, fringilla vel mi. Vivamus sed purus eget mauris iaculis ullamcorper et id felis. Ut venenatis posuere nisl, et iaculis nunc pretium eget. Pellentesque habitant morbi tristique White 24# Writing. senectus et netus et malesuada fames ac turpis egestas. Sed luctus, • Colors and fonts to match as ligula eget hendrerit consectetur, elit orci semper lacus, sit amet facilisis metus enim eget sem. Sed vitae orci ut massa convallis 11" scelerisque non et magna. Aenean varius eros in mi semper molestie indicated. lacinia justo volutpat. Aenean tempor congue orci sit amet imperdiet. Vestibulum egestas, lacus consequat facilisis gravida, tellus est consequat nibh, nec euismod nisi purus et lacus. Cras interdum neque sed nulla ultrices pulvinar. Duis malesuada, erat nec adipiscing ultrices, nunc lectus convallis lectus, vel tincidunt tellus diam tempor enim. Duis quis massa sapien, sit amet sagittis quam. Sed ante erat, ornare at suscipit vel, scelerisque blandit justo. Integer adipiscing suscipit eros vel hendrerit. Phasellus in elit accumsan nibh facilisis sodales. Quisque porttitor tempus pellen. Glenn Ellisor Color: 10% Black Color: White 8 1/2" **Envelope - Front Envelope - Back** Font: Avenir 85 Heavy Color: PMS 117 C Color: 50% Black Color: PMS 117 C • Envelopes to be pre-printed; fronts to have "Vision Source" VISION SOURCE logo pre-printed and backs to 1714 KINGWOOD DR. KINGWOOD, TX 77339 have "VS" pre-printed. • Recommended stock for 4 1/8" envelopes is Commercial No. 10 Matching Envelopes. • Colors and fonts to match as indicated.

9 1/2"

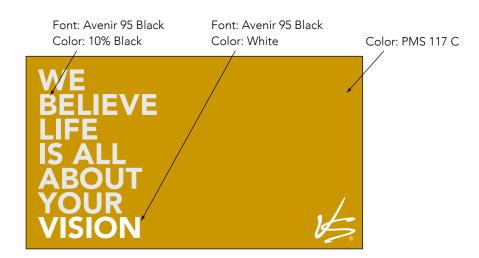
### Front (Text Side) - OPTION A



### Front (Text Side) - OPTION C



#### Back



### Front (Text Side) - OPTION B



DR. GLENN ELLISOR, OPTOMETRIST

www.visionsource.com

1234 SIGHT DR. T: 123-456-7890 SPRINGFIELD, TX M: 123-456-7890 01234 F: 123-456-7890

#### Front (Text Side) - OPTION D



DR. GLENN ELLISOR, OPTOMETRIST

glenn.ellisor@visionsource.com www.visionsource.com

1234 SIGHT DR. T: 123-456-7890 SPRINGFIELD, TX F: 123-456-7890

01234

- Business Cards to be double-sided; please note there are (4) options for the Front but the Back design remains constant.
- Recommended stock for Business Cards is White 100# Cover.
- Finish of cards to be matte.
- Colors and fonts to match as indicated.