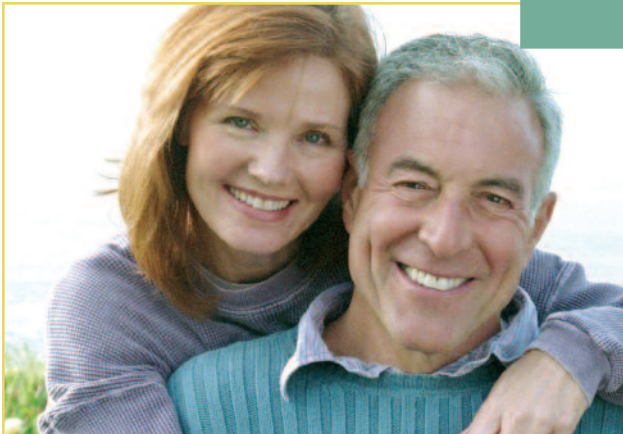




In Focus.

EyeMed Brand Standards



EyeMed
VISION CARE®

Logo Guidelines

The EyeMed logo was designed to retain the equity of the EyeMed name while simplifying the image. The use of a single color (blue) helps simplify the image and ensures consistency throughout the current visual marketing strategy. The design places more emphasis on the EyeMed name which has become prominent in the vision care market.

The logo features the word "EyeMed" in a blue serif font with a horizontal line underneath. Below it, "VISION CARE" is written in a smaller, blue, all-caps sans-serif font, followed by a registered trademark symbol (®).

Correct Logotype

The preferred EyeMed logotype is shown to the left in PMS 287 blue or CMYK equivalent (see Color Palette on page 8).

The logo features the word "EyeMed" in a black serif font with a horizontal line underneath. Below it, "VISION CARE" is written in a smaller, black, all-caps sans-serif font, followed by a registered trademark symbol (®).

Correct Logotype

If the logo cannot be used in color, a black and white version of the logo is acceptable. When using it with the warmer advertising colors, black or white are the preferred colors.

The logo features the word "EyeMed" in a white serif font with a horizontal line underneath. Below it, "VISION CARE" is written in a smaller, white, all-caps sans-serif font, followed by a registered trademark symbol (®). The entire logo is set against a solid blue rectangular background.

Correct Logotype

The EyeMed logo can also be used in white, reversed out of a dark background. Please make sure there is enough contrast so the logotype is legible.

Trademark Agreement

To utilize the EyeMed name and/or logo in advertising or print, you must complete a Trademark Agreement with EyeMed. To obtain the agreement and copies of the logo, please contact the EyeMed Marketing Department at eyemedmarketing@eyemedvisioncare.com.

Logo Usage Standards



Correct and preferred usage of logotype

The EyeMed logo is an important part of the brand identity. Consistent, proper usage of the logotype is vital as EyeMed moves forward, for audiences will recognize it as a mark that stands for excellence in the field.

Unacceptable uses of the Logotype



DO NOT use out of date logotypes



DO NOT create new versions of logotype



DO NOT change the scale or proportions



DO NOT skew or distort logotype



DO NOT substitute incorrect colors