



Vision Express

Brand Book Product/ Price-Led

v 1.0



Foreword

“Creating a compelling customer experience and staying consistent with the brand standards outlined in this document has a vital part to play in the future success of Vision Express.”

Being part of a global group in optical retailing places a big responsibility on all of us to consistently live up to our promises. It's all about the consistency and quality of care we deliver. Creating a compelling customer experience and staying consistent with the brand standards outlined in this document has a vital part to play in the future success of Vision Express and Grand Vision.

As we get ready to embark on the next step of our journey, we are delighted to present our Brand Book.

James White
Head of Brand Marketing

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01.

Introduction

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1.1 Vision. Taken Seriously.



Transparency
creates trust

Fairness
creates respect

Empathy
creates care

This book is dedicated to the eyes you're reading it with. So are we.

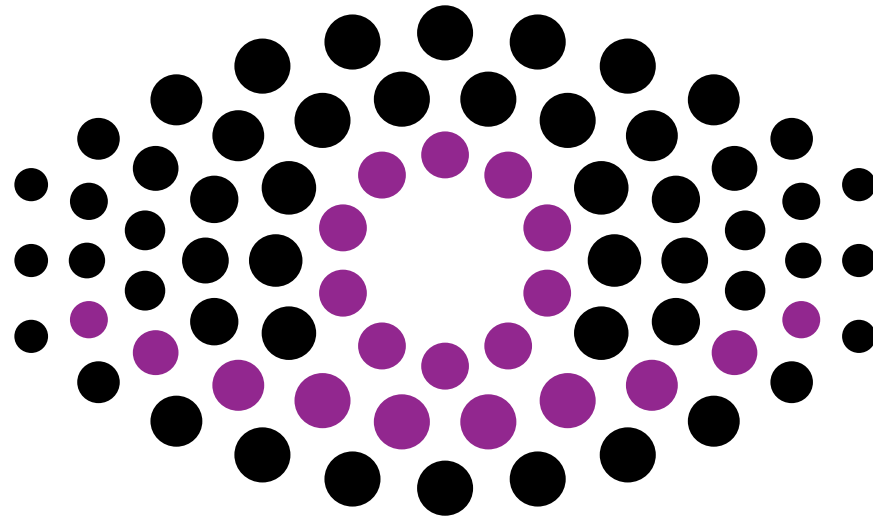
Your eyesight is the most important sense you possess. It's your window to the outside world. And your inner world too. What you see inspires your emotions. It forms your memories and supplies the raw materials of your imagination. Intricate and beautiful, your eyes are astonishing in so many ways. But perhaps what's really surprising is how often they're taken for granted.

If cared for properly, your eyesight could last a lifetime. At Vision Express, delivering this care is why we exist, we are 'dedicated to help people enjoy vision for life'. It's why we promise the highest standards of care. It's why we believe in Vision. Taken seriously.

1.2 Caring eye

The Caring Eye symbol is an icon of our positioning "WE TAKE CARE OF YOUR EYES". It is used throughout the world by GrandVision brands.

The human figure with open arms in a warm hug and attentive service is part of the eye formed by points, which give it a feeling of lightness and openness.



1.3 Branding/SSP matrix

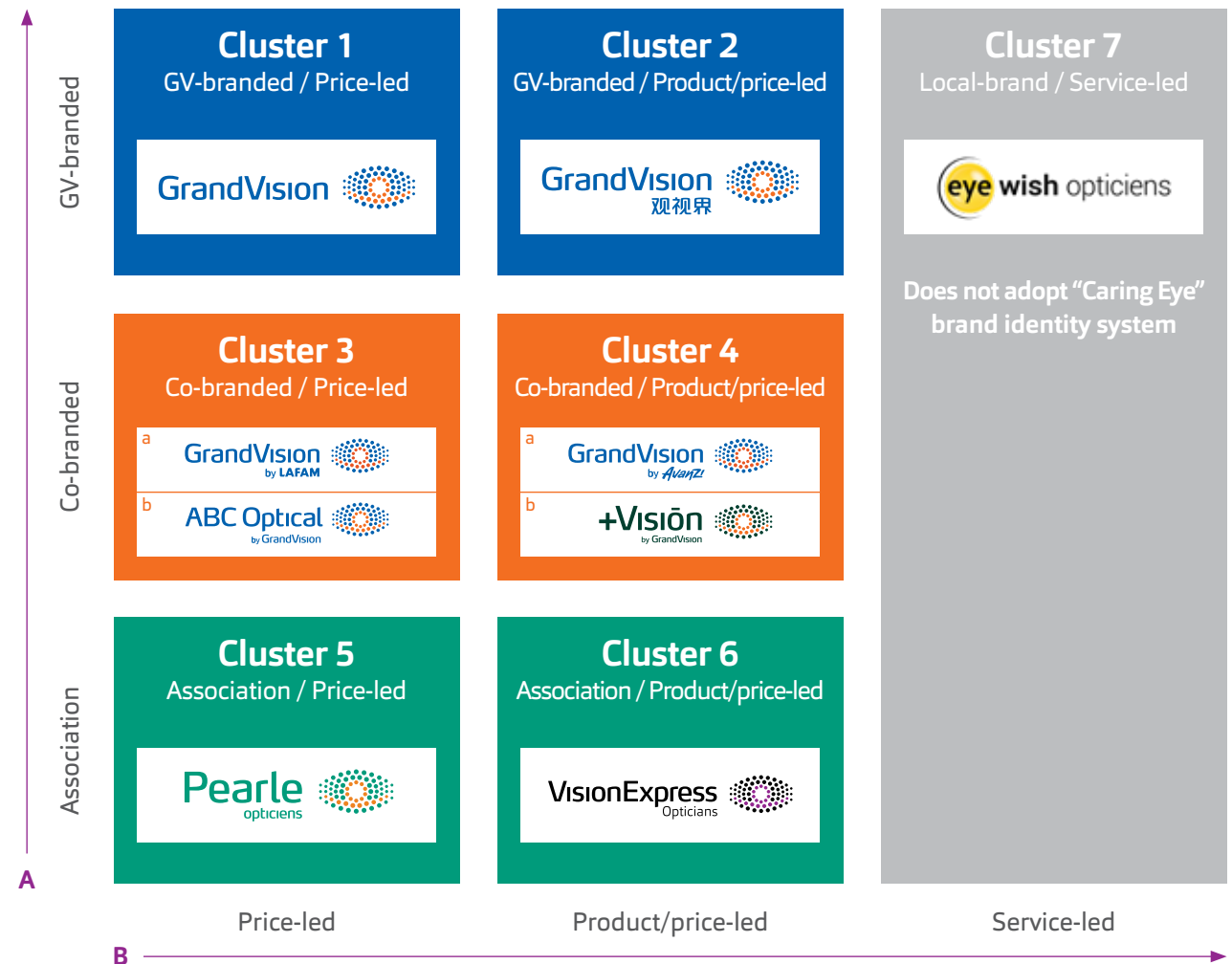
The "Caring Eye" brand identity will be implemented across all of the group's mid and mid-low brands, and to do so, seven brand clusters have been identified based on the following A/B axis:

A. Existing brand equity vs. strength of global GV brand:

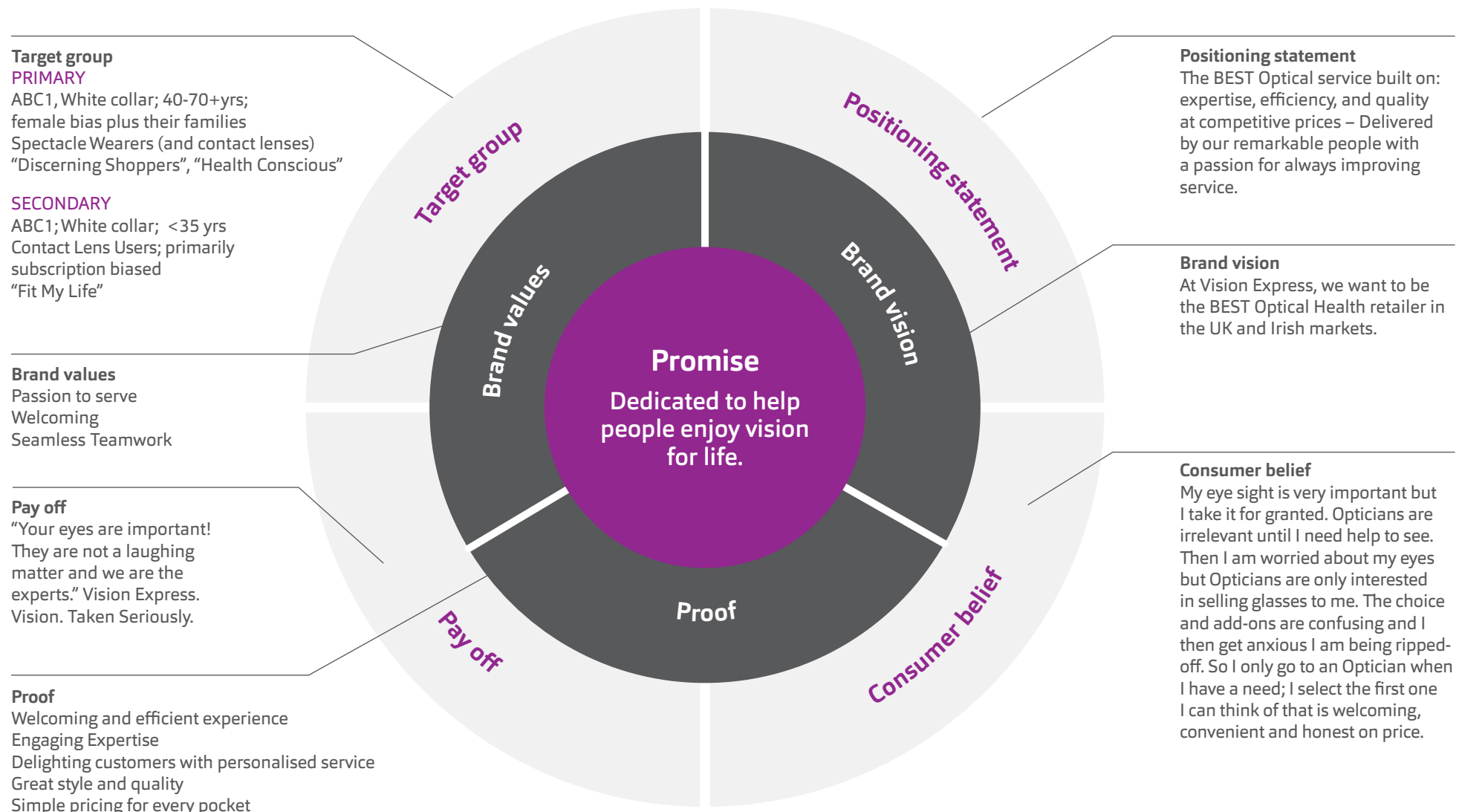
Vision Express is and 'Association' brand: a strong local brand which retains its name and colour equity.

B. Type of SSP appropriate for the market:

Vision Express is a product/ price - led brand: prominent product messaging with price-based navigation.



1.4 Brand promise



02.

Brand identity

2.1 Logo
2.2 Logo variations
2.3 Logo horizontal basics
2.4 Logo vertical basics
2.5 Logo don'ts

2.6 Typography
2.7 Colour palette
2.8 Photography
2.9 Photography - People images

2.10 Photography - Product images
2.11 Photography - Care images
2.12 Pledge seals
2.13 Tone of voice

2.1 Logo

The Vision Express logo uses custom crafted typography that balances the structure and strength of the Vision Express name with the humanity and care reflected in the unique roundness of the letterforms.



2.2 Logo Variations

1. The horizontal lockup is the default lockup for all applications.
2. The vertical lockup may only be used at the store front, when there are space constraints.
3. The caring eye can be used as a brand expression in applications where a full logo has already been seen.
4. Vision. Taken Seriously.

Full colour

Full colour reversed

Full colour reversed on brown/black

Horizontal lockup



Vertical lockup



Caring eye



2.3 Logo Horizontal basics

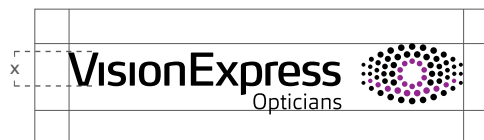
As our most important visual brand asset, our logo must be used correctly and protected at all times so it can become a powerful symbol of eye care excellence.

General guides for using the logo:

1. The logo should have plenty of space around it. The absolute minimum required space is the height of the 'V' around the sides, top and bottom respectively.
2. The minimum size for the logo to be printed is 6mm height.
3. The height of 'V' in the logo is equal to 'X'. When building the logo, make sure all the elements are being scaled proportionally in reference to 'X'.
4. Refer to colour palette (2.8).

Be sure to always use the artwork files supplied along with these guides.

1.



2.



3.



2.4 Logo Vertical basics

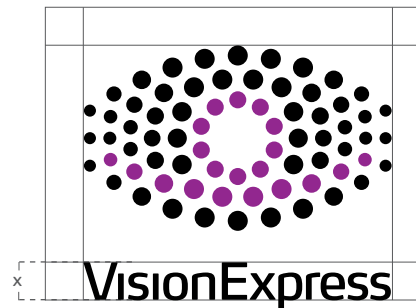
The vertical lockup should only ever be used at the store front, when there are space constraints.

General guides for using the vertical logo:

1. The logo should have plenty of space around it. The absolute minimum required space is the width and height of the 'V' around the sides, top and bottom respectively.
2. The height of 'V' in the logo is equal to 'X'. When building the logo, make sure all the elements are being scaled proportionally in reference to 'X'.
3. Refer to Vision Express colour palette (2.8).

Be sure to always use the artwork files supplied along with these guides.

1.



2.

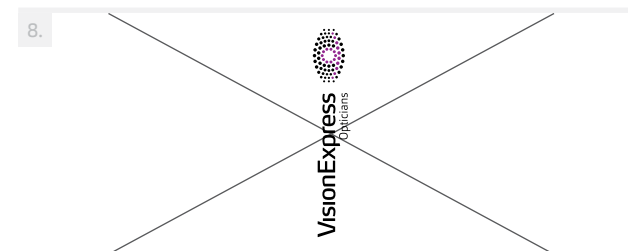
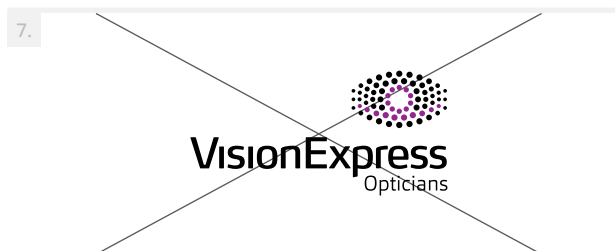
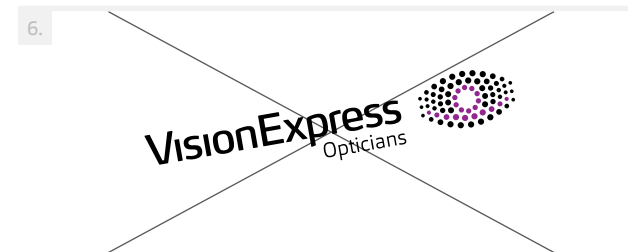
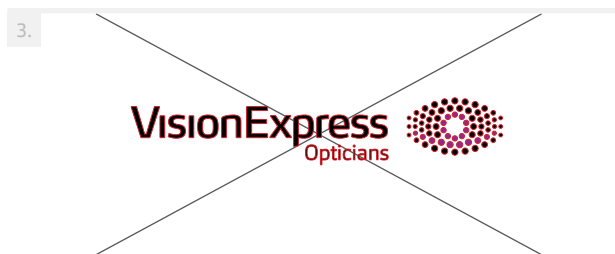
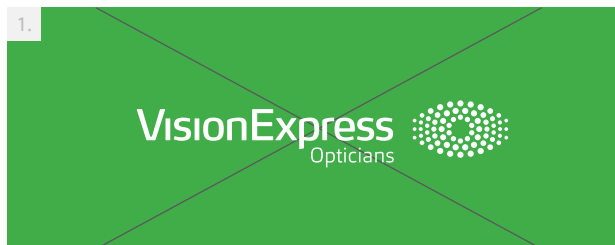


2.5 Logo Don'ts

The below are examples of what NOT to do with the Vision Express logo.

1. Do not reverse the logo out of colours that are not in the Vision Express colour palette.
2. Do not place the logo on a background that gives it poor contrast.
3. Do not give the logo an outline.
4. Do not change the colour of the logo.
5. Do not pull or stretch the logo in any way.
6. Do not put the logo on an angle.
7. Do not change the original lockup of the logo.
8. Do not present the logo in a vertical format.

Be sure to always use the artwork files supplied along with these guides.



2.6 Typography

In line with our brand positioning, our choice of typography is aimed at maximizing clarity and conveying approachability and warmth.

We use Orgon* - the use of 6 different weights will help clarify information hierarchy in our communication, making it easy to read and understand.

Messaging should always be sentence case, apart from promotional messaging, where they should be used in uppercase.

Orgon Extra Bold + Black

For promotional materials only.

Orgon Bold

Recommended to be used as headings or titles.

Orgon Medium

Recommended to emphasise key info and details.

Orgon Regular

Recommended to be used for body copy.

Orgon Light

Recommended to be used for body copy in text-heavy applications such as brochures or annual reports.

* Only in instances where Orgon is not available (eg. email communications), Arial will be the default substitute font.

The font used for creating logos is NOT Orgon, it is Max Pro Book.

Note. The font used for creating logos is NOT Orgon, it is Max Pro Book.

Orgon Black ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Orgon Extra Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Orgon Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Orgon Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Orgon Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Orgon Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

2.7 Colour palette

Vision Express

The core brand colours give strength to the identity and immediacy on the high-street.

Core colours

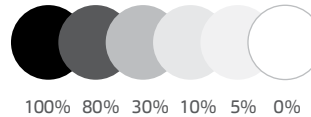
VE Purple

Pantone 2415 C
50C 100M 0Y 0K
149R 27G 129B



Black-Gray-White

Use 80% for body text. 30% can be used for secondary information. Use 10% & 5% as background tints.



Storefront colours

Interior walls

Dulux 85RB 09/
313 Damson Dream 2

VE brown/black

Pantone 440 C
0C 15M 10Y 90K
64R 53G 53B



Exterior signs

MACal 9859-31 Pink Violet (Vinyl)
Violet 8T01 (Perspex)

Vision Express segment colours

These colours are used to differentiate swiftly between gender sections within store, and also with targeting promotional materials.

Men's

Pantone 343
91C 43M 60Y 52K
0R 69G 66B



Women's

Pantone 269
80C 97M 26Y 13K
83R 45G 109B



Kid's

Pantone 113
2C 8M 80Y 0K
254R 224G 80B



Vision Express product colours

These colours designate contact-lenses or sunglasses, and the associated materials.

Sunglasses

Pantone 158
0C 61M 97Y 0K
245R 128G 37B



Contact Lenses

Pantone 2995
90C 11M 0Y 0K
0R 164G 228B



Vision Express values colours

These colours can be used when representing the core Vision Express values: 'Passion', 'Welcoming' and 'Seamless Teamwork'.

Passion

Pantone 248
30C 89M 0Y 0K
180R 65G 152B



Welcoming

Pantone 158
0C 60M 100Y 0K
245R 130G 32B



Seamless Teamwork

Pantone 367
50C 0M 99Y 0K
141R 198G 64B



2.8 Photography

The imagery we use is a crucial aspect of our visual identity, and our photography style must convey and reinforce our brand personality: Bold, Clear, Warm.

Use of product in lifestyle photos

Lifestyle shots should reflect the product they are communicating. For instance, glasses communications should feature people wearing glasses, and when communicating contact lenses, they should not.



2.9 Photography People images

In our photography, people should appear fresh and healthy. The aim should not necessarily be to tell a narrative or set a scene, but to complement the actual messaging with simple images that convey the appropriate emotion.

1. Backgrounds should always be clean, simple and light. This could be a deliberate plain studio backdrop, or something more natural.
2. People in our photography should be relatable. Models can be used to create professional and attractive imagery, but they should not be styled in a way that could create a disconnect with the audience.
3. Eyes should always look clear, bright and healthy.

Clean, clear background



NOT messy or cluttered



Relatable, regular people



NOT unrelatable



Fresh, and healthy-looking



NOT tired-looking



2.10 Photography Product images

Our products are at the core of our brand and images used to represent them must stay true to our brand values. Product images must convey a sense of authenticity, professionalism and inclusiveness.

1. Backgrounds should always be clean, simple and light. This could be a deliberate plain studio backdrop, or something more natural.
2. Products should be naturally shot, and not look as though they were treated or comped together.
3. These images should really show off the product. Keep things big and bold, showing plenty of the product design. Don't show the product in a small or reduced way.

Clean, clear background



NOT messy or cluttered



Authentic



NOT obviously fake



Frames are big and bold in the frame of the image



NOT shown small within the frame of the image



2.11 Photography Care images

Care images represent our team of optometrists and customer care staff and the services they provide.

1. Backgrounds should always be clean, simple and light. This could be a deliberate plain studio backdrop, or something more natural.
2. The services, process and machinery should look comfortable and easy: We should not show people with lights being shone directly into their eyes, customers should look relaxed etc.
3. Staff should always be depicted as attentive and friendly, but not overly familiar or casual.

Clean, clear background



NOT messy or cluttered



Comfortable, easy



NOT uncomfortable, scary



Attentive staff



NOT indifferent



2.12 Pledge seals

2x Global pledge seals

These marks act as consistent seals of assurance, representing tangible promises of quality and care, that we make to all of our customers.

The shorthand (circle) versions of the global pledge seals can be used to make optimal use of smaller spaces, where the long lozenges of the primary versions are not appropriate.

Every Vision Express store should use these two pledge seals.



+



1x Local pledge seal


This pledge seal works alongside the global Vision Express pledge seals, above, though is uniquely tailored for each different brand.



Pledge seals must be placed at all of the following points of the SSP customer journey:

1. Storefront
2. In-store walls
3. Lens package communications
4. Contact lens display
5. Lens mat
6. Sales area
7. Exit area

2.13 Tone of Voice



Vision Express are empathetic experts. We're an authority in our field and we know how important eyesight is in peoples' lives. While other opticians are about hard selling deals and hurrying customers through eye tests, we're committed to taking care of the nation's eye health.

Clarity

We don't go around the houses to make a point. We don't use flowery language or a long word where a short one will do. We keep things simple and exude calm.

Expertise

We're proud of our knowledge and talk with authority. We use facts if they're helpful and relevant, and try to share our fascination with the subject. Rather than hard selling, we create a motivation to act.

Empathy

We understand why eyesight matters to people so we put our messages in an emotional, engaging context. We're approachable and encouraging, and we always talk to you, the reader.

03.

SSP customer journey

3.1	Storefront	3.13	Pre-test area signage	3.25	Contact lens poster & wall acrylic
3.2	Storefront logo signage	3.14	Displays men	3.26	Sunglasses
3.3	Storefront pledge seals	3.15	Displays women	3.27	Welcome desk / Collection desk
3.4	Storefront key offer entry pricing	3.16	Displays children's	3.28	Sales area lens box
3.5	Storefront store directory	3.17	Displays price panels A	3.29	Sales area lens mat
3.6	Storefront small storefront layout	3.18	Price navigator simplicity driven	3.30	Sales area desk insert
3.7	Eye test room	3.19	Price navigator children's	3.31	Sales area toblerone
3.8	Eye exam poster	3.20	Displays promotional	3.32	Sales area carrier bags
3.9	Professional certificate	3.21	Displays long poster	3.33	Sales area brand statement
3.10	Eye test room door plaque	3.22	Contact lens 6-tier display	3.34	Store exit
3.11	Eye test room equipment	3.23	Contact lens tier panels	3.35	Store exit small storefront layout
3.12	Waiting area signage	3.24	Contact lens fitting area	3.36	Store exit posters

3.1 Storefront

Make sure the artwork files used are aligned with local furniture dimensions.



3.2 Storefront Logo signage

Our storefronts should have a strong presence and prominent logo. Proportions should be based on the size of the panel.

The main banner signage (to be seen from the front, above the door) should proportion the logo so that the Caring Eye symbol is .55 of the panel height.

Side-mounted signage (to be seen from the side, from the street) should proportion the logo so that the Caring Eye symbol is .35 of the panel width.

Proportions of the wordmark should be based on the above, but will vary across brands.

Alternative signage can be used in instances where a large, solid banner of colour is not permitted.* Instead, the logo should be constructed with a transparent or semi-transparent panel behind that follows the shape of the logo and holds the symbol together in a precise way.

All signage can be made with or without backlighting.

*** Alternative signage must always be created in local colours, not with white/reversed lettering.**

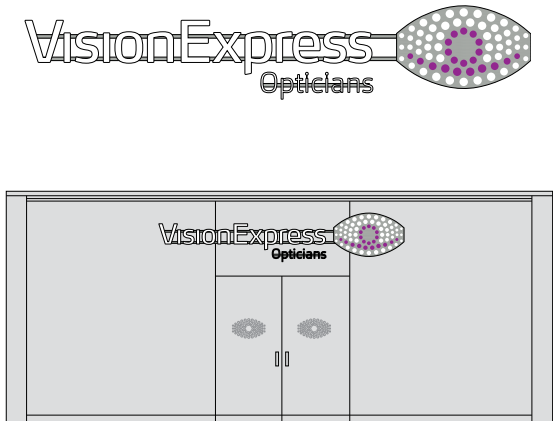
Main banner signage



Side-mounted signage



Alternative signage



3.3 Storefront Pledge seals

The storefront pledge seals should be made from high quality double-sided vinyl stickers so that they can be read from the outside and also the inside.

Use only dimensions specified in the provided artwork files.

3x pledge seals



3.4 Storefront Key offer entry pricing

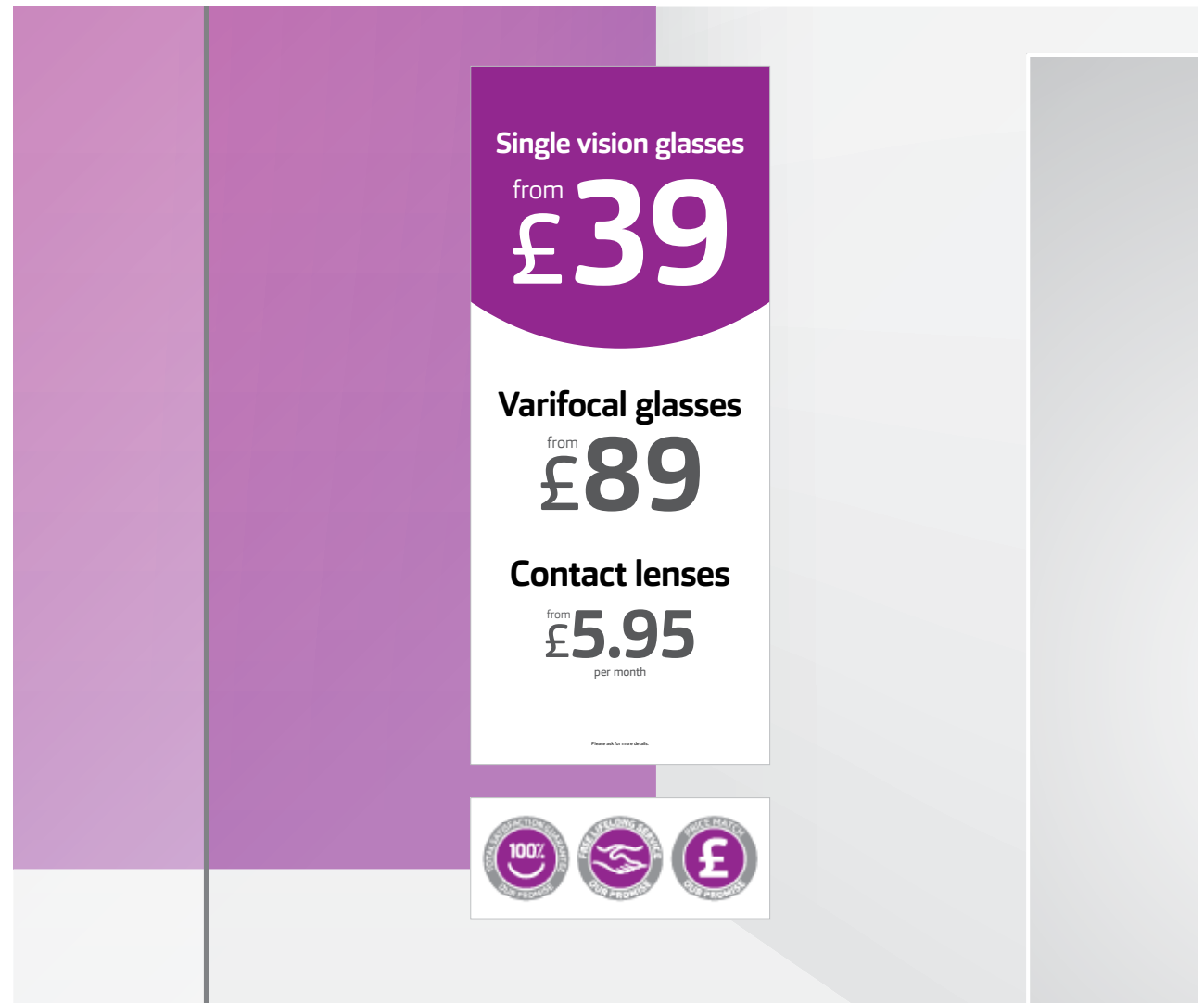
Design is non-adaptable, but additional prices can be added due to commercial policy (approve with GDA).

Our key offer and an integral message to build our honest, up-front personality.

These posters will be one of the first things visible by our customers and should set the tone by reinforcing the core brand colour, using the eye care circle to bring emphasis to the primary price point, and generally presenting the information in a clear and simple way.

For references on materials please refer to the Signage manual.

Use only dimensions specified in the provided artwork files.



The poster is a vertical rectangular sign with a purple and white color scheme. It features three main sections for pricing, each with a title, a 'from' indicator, and a large price point. The top section is for 'Single vision glasses' at 'from £39'. The middle section is for 'Varifocal glasses' at 'from £89'. The bottom section is for 'Contact lenses' at 'from £5.95 per month'. At the bottom of the poster, there are three circular icons: '100% SATISFACTION GUARANTEED', 'FREE EYE EXAM SERVICE', and 'PRICE MATCH'. The background of the poster is a light grey with a subtle geometric pattern.

Single vision glasses
from **£39**

Varifocal glasses
from **£89**

Contact lenses
from **£5.95**
per month

Please ask for more details.

100% SATISFACTION GUARANTEED
FREE EYE EXAM SERVICE
PRICE MATCH


3.5 Storefront Store directory


The store directory is designed to communicate our key services, opening times, contact details and accepted payment methods.


In stores with smaller storefronts the opening times should be displayed along with the NHS services vinyl.


Note. Use only dimensions specified in the provided artwork files.


All-day hours


**Eye tests**

**Complete glasses**

**Sunglasses**

**Contact lens experts**

**Lens experts**

**Same day service**

We are open:

Monday	8.00am - 6.00pm
Tuesday	8.00am - 6.00pm
Wednesday	8.00am - 7.00pm
Thursday	8.00am - 6.00pm
Friday	8.00am - 6.00pm
Saturday	8.00am - 7.00pm
Sunday	10.30am - 5.00pm

visionexpress.com | 0118 941 4200
All major UK credit and debit cards accepted

NHS services vinyl

**Providing NHS services**

Small store fronts

We are open:

Monday	9.00am - 5.30pm
Tuesday	9.00am - 5.30pm
Wednesday	9.00am - 5.30pm
Thursday	9.00am - 5.30pm
Friday	9.00am - 5.30pm
Saturday	9.00am - 5.30pm
Sunday	Closed

visionexpress.com | 01773 825 361
All major UK credit and debit cards accepted

3.6 Storefront Small storefront layout

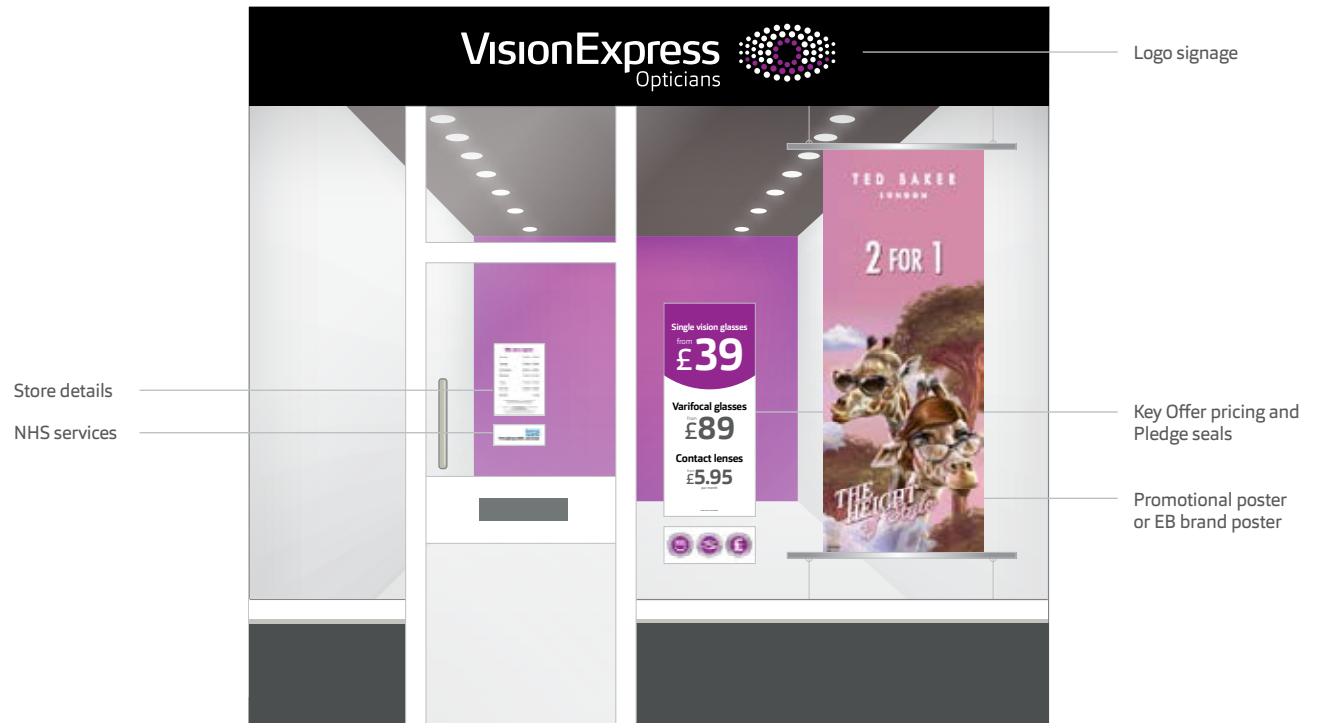
Make sure the artwork files used are aligned with local furniture dimensions.

This reorganised storefront and the revised communications should only ever be used in exceptional cases, where there is not enough space for the regular storefront elements.

In these cases, the hierarchy of importance to the elements should be as follows:

1. **Logo signage.** Scaled down so that the caring eye symbol is equal to .45 of the panel height.
2. **Promotional / EB poster.**
3. **Pledge seals/ Entry price points.**
4. **Store details/ NHS services.**

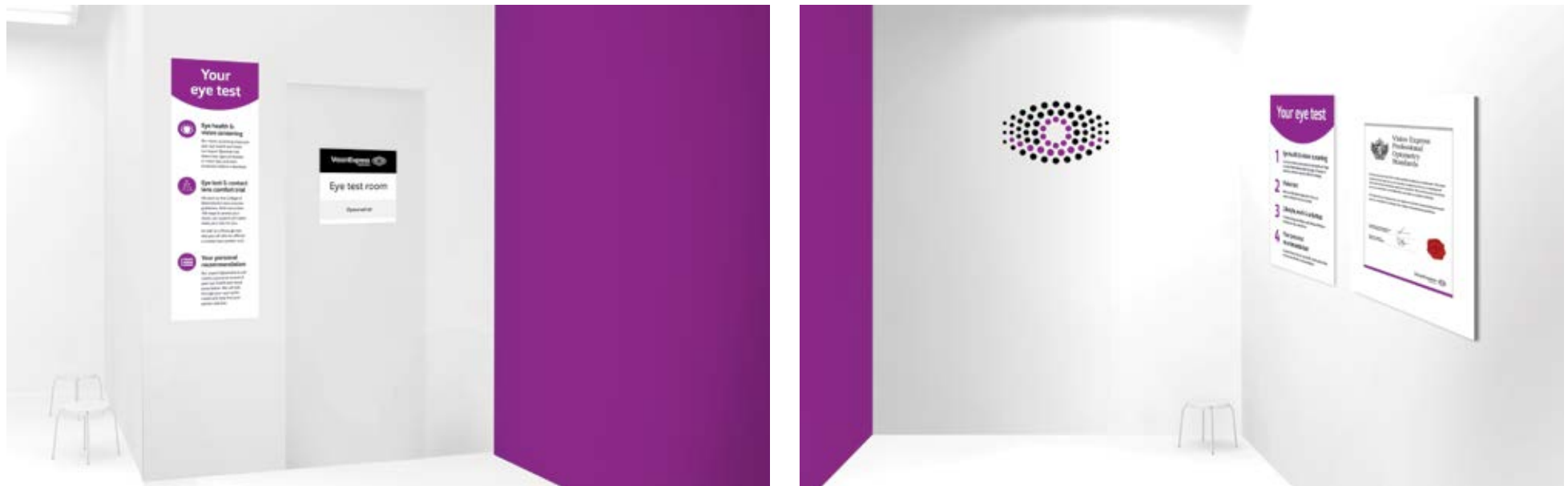
Note. For references on materials please refer to the Signage manual.



3.7 Eye test room

The eye test room should have one fully-painted wall inside in the core brand colour.

One wall should also feature the Caring eye logo.



For materials and fitting requirements refer to the Signage manual.

3.8 Eye test room Eye exam 4 steps poster

Inside the eye test room, everything should be done to reassure the customer. Essential to this are the steps to the complete eye exam.



3.9 Eye test room Professional certificate

This A3 certificate should be mounted into an A2 frame and displayed on the wall next to the eye test 4 steps poster.

A3 certificate



3.10 Eye test room Door plaque

These 'frames' should be mounted on a thick board or foam board to give an extra level of depth, and to give the overall display an authoritative feel.

For materials and fitting requirements refer to the Signage manual.



3.11 Eye test room Equipment

To assert our group's professionalism, decals of the logo can be placed onto the modern eye care equipment used by our optometrists (do not place the logo onto cash tills, printers or other common-place hardware).

Where possible, try to position the logo in a way that will be most visible to the customer, centralising it where possible on a particular panel of the hardware.

Use horizontal or vertical lockups where appropriate, considering the shape and size of panel/space where the logo will be placed.

Note. Be aware of the basic logo usage rules.

Logo stickers do NOT have to cover all supplier marks.

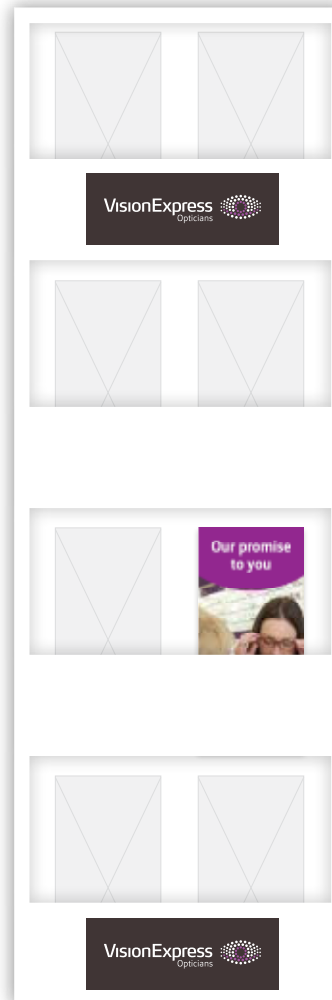


3.12 Waiting area Signage

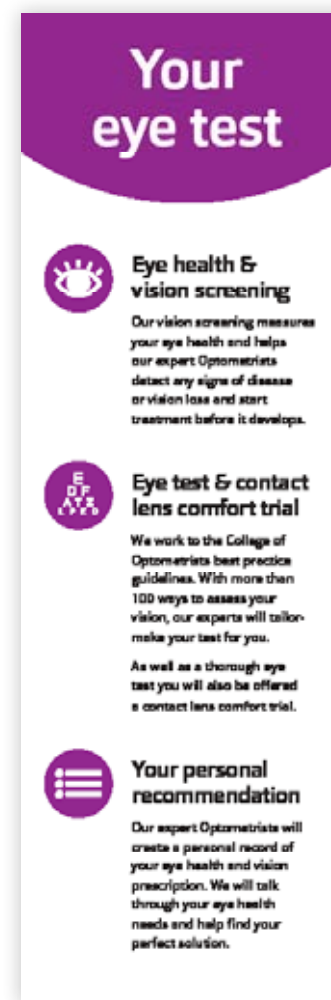
The waiting area should feature a combination of the below items wherever applicable (some stores may not have space for all items).



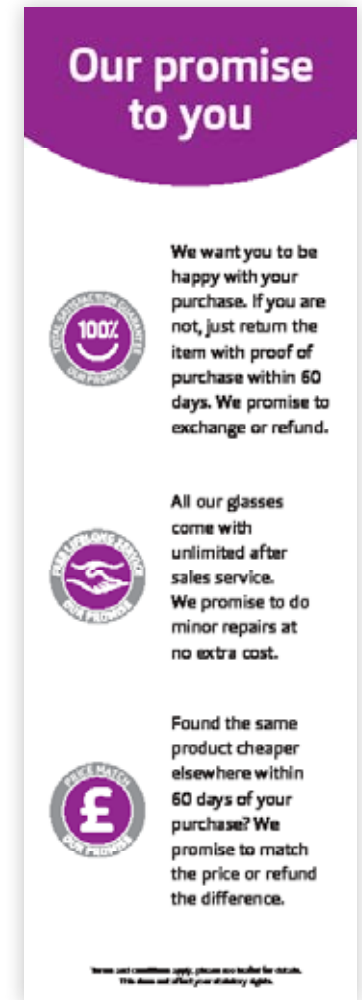
'Human eye' graphic



DL flyers



'Your eye test' wall panel



'Our promise to you' wall panel

3.13 Pre-test area Signage



**Your
eye test**

Eye health & vision screening

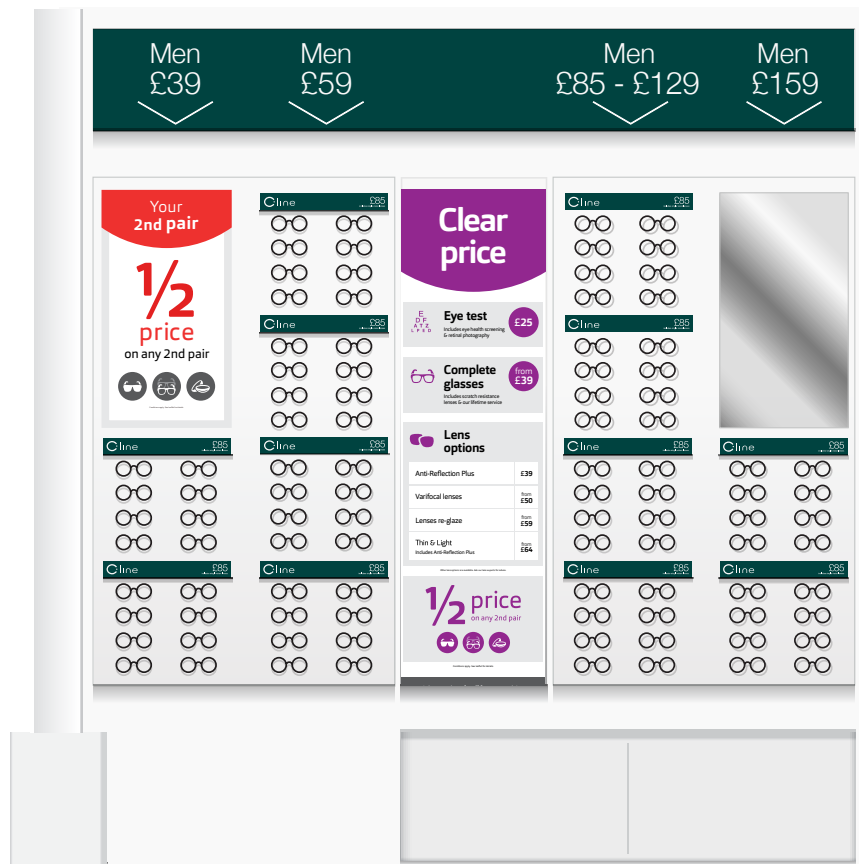
Our vision screening measures your eye health and helps our expert Optometrists detect any signs of disease or vision loss and start treatment before it develops.

Eye health screening wall acrylic

3.14 Displays Men

Further direction on brand visuals, rights, EB guidelines + other materials are available from the EB team.

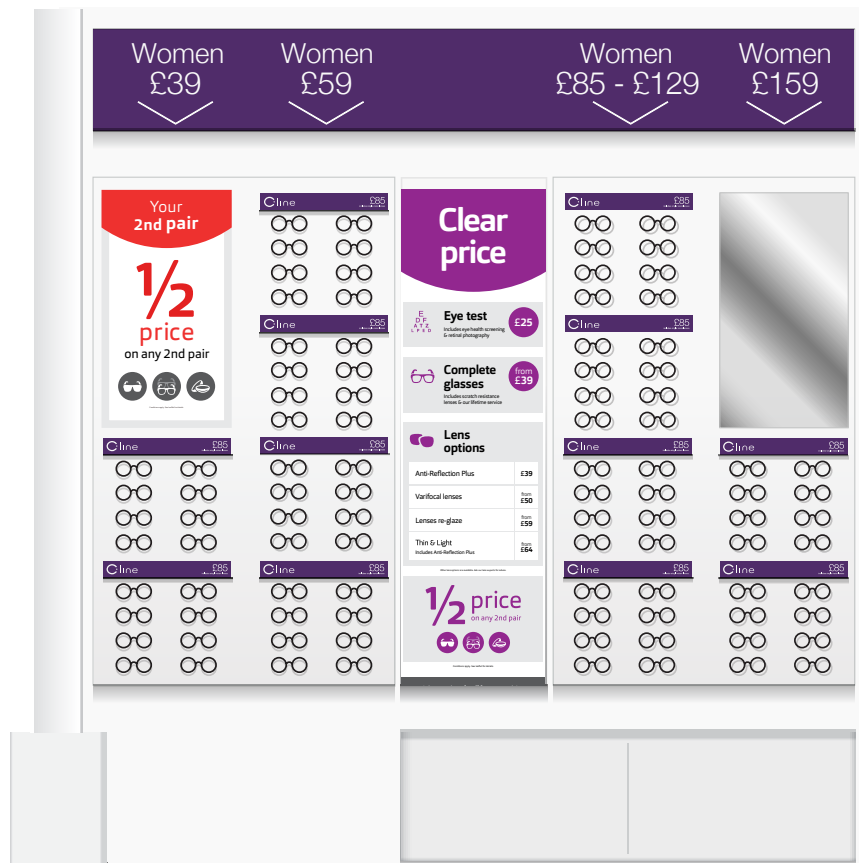
Colours are used to distinguish gender.
Refer to Segment colours in 2.8 colour palette.



3.15 Displays Women

Further direction on brand visuals, rights, EB guidelines + other materials are available from the EB team.

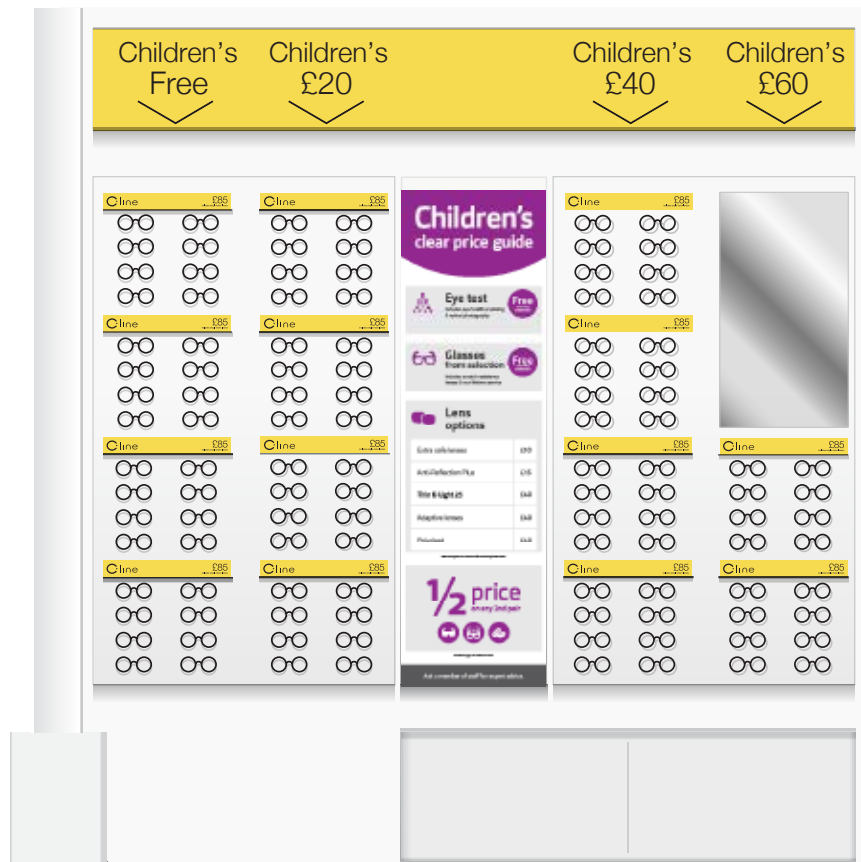
Colours are used to distinguish gender.
Refer to Segment colours on 2.8 colour palette.



3.16 Displays Children's

Further direction on brand visuals, rights, EB guidelines + other materials are available from the EB team.

The yellow colour is used to distinguish the children's section. Refer to Segment colours on 2.8 colour palette.



3.17 Displays Price panels A

The colours are used to match the top of the price panels to help distinguish the gender, and aid customer navigation.

The EB/NEB branding are prioritised on the left, whilst prices appear on the right.

Compact logo versions

Please be aware that the following 3 brands have compact logo versions that should be used on these price panels:

- C-line
- Julius
- Sensaya

Men's



Women's



Children's



3.18 Displays Price navigator - Simplicity-driven

The price navigator is designed to communicate our entry price points for our main products and services.

Clear price

E
D
F
A
T
Z
L
P
E
D

Eye test

£25

Complete glasses

from £39

Lens options

Anti-Reflection Plus	£39
Varifocal lenses	from £50
Lenses re-glaze	from £59
Thin & Light Includes Anti-Reflection Plus	from £64

1/2 price

on any 2nd pair

Ask a member of staff for expert advice.

Lens options

Anti-Reflection Plus	£39
Varifocal lenses	from £50
Lenses re-glaze	from £59
Thin & Light Includes Anti-Reflection Plus	from £64

Vision Express Brand Book Product/Price-Led v1.0

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3.19 Displays Price navigator: Children's

This price navigator is designed to communicate our entry price points for our main products and services for children.

Children's
clear price guide

Eye test
Includes eye health screening
& retinal photography

Free
with NHS
entitlement

Glasses from selection
Includes scratch resistance
lenses & our lifetime service

Free
with NHS
entitlement

Lens options

Extra safe lenses	£10
Anti-Reflection Plus	£15
Thin & Light 25	£40
Adaptive lenses	£40
Polarised	£40

1/2 price
on any 2nd pair

Read more about our services and products
Read more about our services and products

Ask a member of staff for expert advice.

Children's
clear price guide

Free eye test
with NHS entitlement

Free glasses from selection
with NHS entitlement

Lens options

Extra safe lenses	£10	Adaptive lenses	£40
Anti-Reflection Plus	£15	Polarised	£40
Thin & Light 25 <small>Includes Anti-Reflection Plus</small>	£40		

1/2 price
on any 2nd pair

Conditions apply. See leaflet for details.

Ask a member of staff for expert advice.

Children's
clear price guide

Free eye test
with NHS entitlement

Free glasses from selection
with NHS entitlement

Lens options

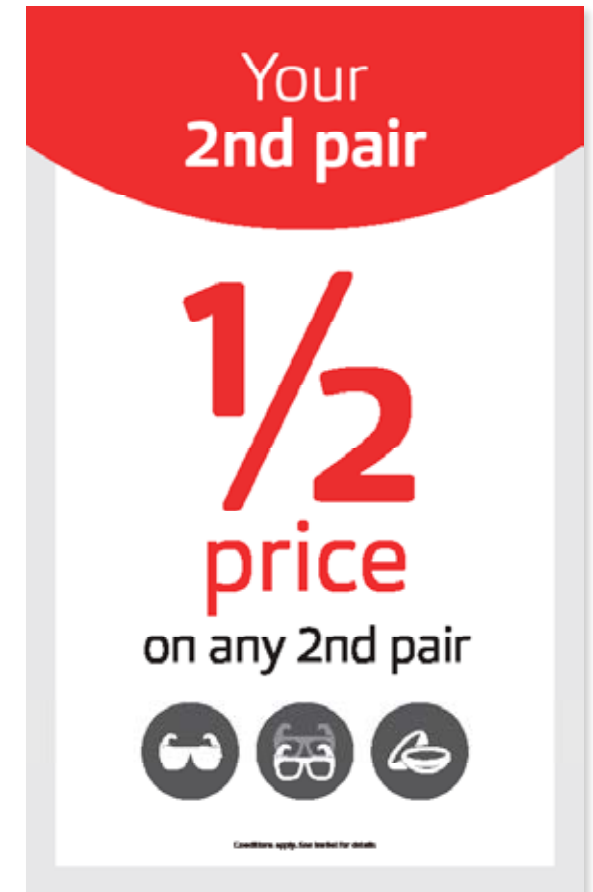
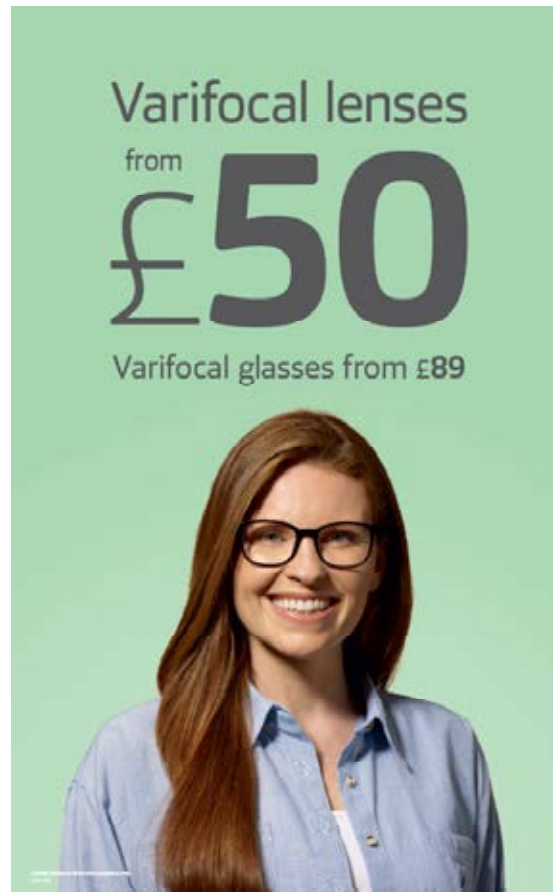
Extra safe lenses	£10
Anti-Reflection Plus	£15
Thin & Light 25	£40
Adaptive lenses	£40
Polarised	£40

1/2 price
on any 2nd pair

Read more about our services and products

3.20 Displays Promotional

Space exists on the retail walls to display price-led promotions.



3.21 Displays Long poster

Where there is space for a long poster on displays, there is the opportunity to use it to display either EB/NEB messaging.

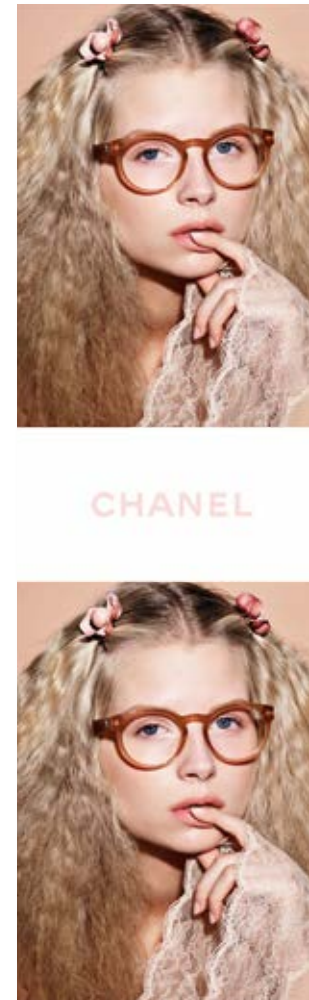
The EB/NEB long poster can contain messaging preferably for the platinum and premium brands (Enzzo, Heritage, Fuzion, Julius, Sensaya, LightFly), though better and best brands can also be used. The appropriate image assets should always be used (refer to marketing tools book for more details).

Note. EB/ NEB messaging should not be localised.

EB message



NEB message

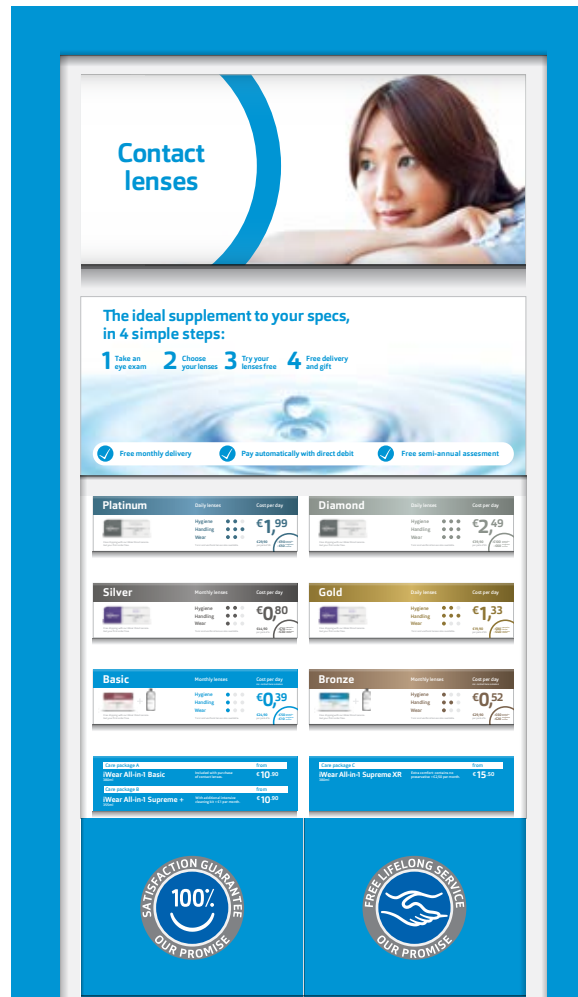


3.22 Contact lenses 6-tier display

The contact lens display should use the designated contact lens colour to differentiate it from the other product areas, as well as using fresh and soft feeling imagery on the benefits panel (particularly water imagery).

The tiers panels can be purely exclusive brands (or non exclusive brands). Alternatively, they can accommodate a mix of exclusive and non exclusive brand lenses.

Exclusive brand only




3.23 Contact lenses Tier panels

Tiers should be ordered from Basic (lowest price, using the brand’s designated Contact Lenses colour), with the contact lens A4 poster displayed. If space allows, the contact lens wall acrylic should also be displayed.

Exclusive brand only

Basic



Free shipping with our iWear Direct service. Get your first order free.

Monthly lenses

Hygiene
Handling
Wear

Toric and varifocal lenses also available.

Cost per day

inc. contact lens solution

€0,39

€24,90 per pack of 6.

-€50 spectacles voucher
-€10 sunglasses voucher

Order of tiers (Basic > Diamond)

Platinum

Daily lenses

Hygiene
Handling
Wear

€1,99

Silver

Monthly lenses

Hygiene
Handling
Wear

€0,80

Bronze

Monthly lenses

Hygiene
Handling
Wear

€0,52

Diamond

Daily lenses

Hygiene
Handling
Wear

€2,49

Gold

Daily lenses

Hygiene
Handling
Wear

€1,33

Basic

Monthly lenses

Hygiene
Handling
Wear

€0,39

Packages & extras panel

Care package A

iWear All-in-1 Supreme XR 380ml

Extra comfort: contains no preservative + €2,50 per month.

from €15,50

Care package B

iWear All-in-1 Supreme XR 380ml

Extra comfort: contains no preservative + €2,50 per month.

from €15,50

Local Promotion to be placed here

€10,90

Lorem ipsum dolor sit amet, consetur adipita piscing elit. Pelet esque nam imperdiet massa.

Lorem ipsum dolor sit amet conetur.

3.24 Contact lenses Fitting area

The contact lens area should be marked by one fully painted wall (in the designated contact lens colour), and the partition in front of the sink should feature a text decal pointing the way. All decals to be vinyl-cut.



Contact lens fitting area (outer partition)



Contact lens fitting area (inner corner)

3.25 Contact lenses poster & wall acrylic

At the contact lens fitting area, everything should be done to reassure the customer. Essential to this are the steps that map out the process in a transparent and simple way.



Contact lenses

Discover freedom & comfort

-  **Free contact lens assessment**
Our experts will help you find the most suitable lenses for you
-  **Complete Contact Care**
Discover the many benefits of our convenient direct debit scheme
-  **Pay As You Go**
Pay for your lenses as and when you need them with this flexible option



 **Freedom & comfort**

Discover Contact lenses

- Free** Contact lens assessment
- Contact lenses from **£5.95**
- Save £100** with Complete Contact Care

Conditions apply. See website.

3.26 Sunglasses

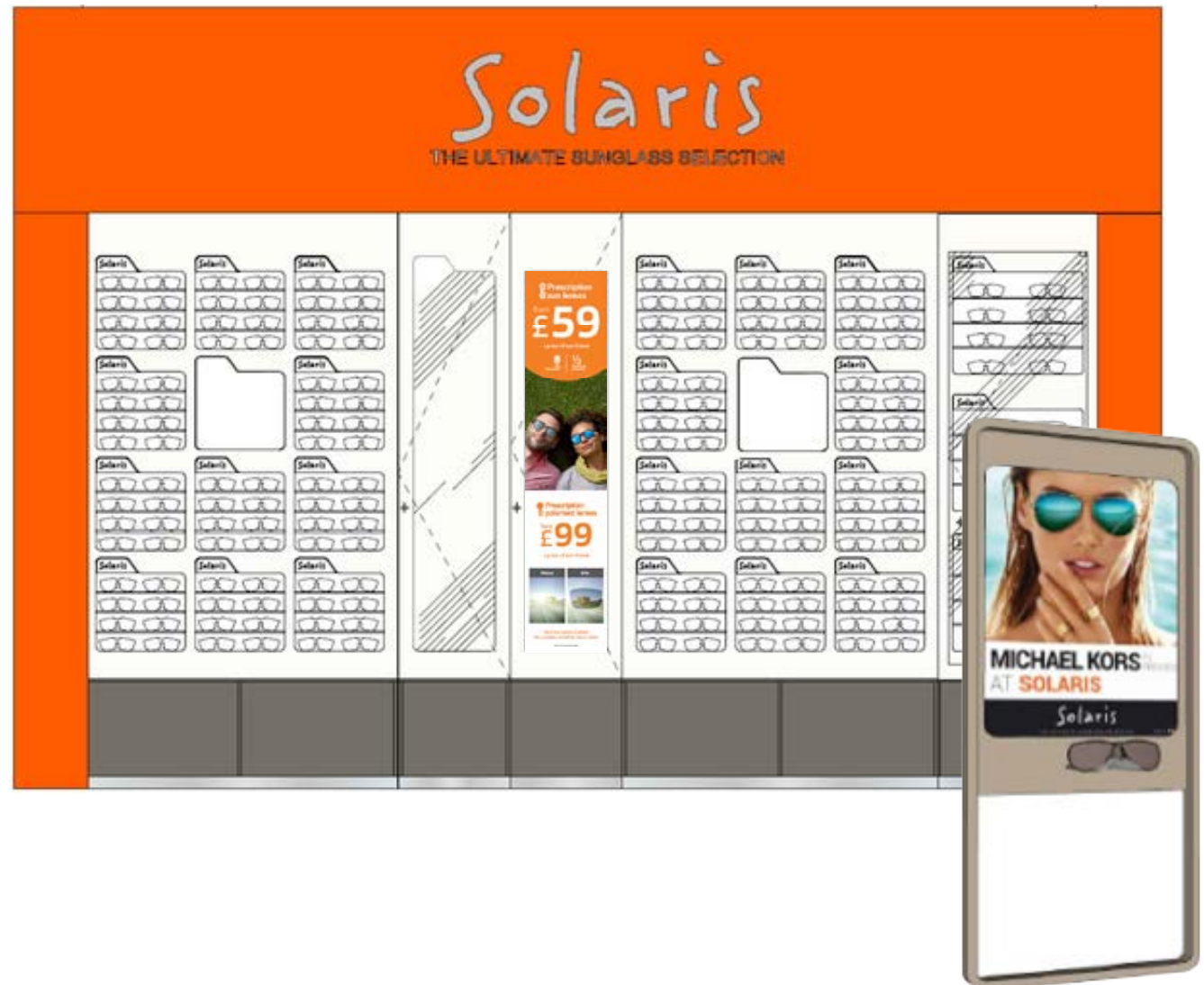
Solaris sun areas should feature Solaris branding.

All sun areas should feature the entry prescription sun price point POS.

Some Solaris areas also have space for Solaris event zones to display NEB messages.



Entry price prescription sun message



3.27 Sales area Welcome desk/Collection desk

The welcome desk should be locally-branded and positioned at the front of the shop, facing outwards with a 'welcome' message which can be seen from the entrance.

The hierarchy should be set so that the letter-height of the welcome message is around 50%–70% the height of the letters in the logo (depending on brand).

Behind the welcome desk, the collecting desk should be placed in alignment, and display the Vision. Taken Seriously light box.

Welcome desk

Collection desk



3.28 Sales area Lens box

The lens box should be used by staff to demonstrate the benefits of our various lens packages. There should be a pair sample spectacles for each tier inside with one lens without any treatment, and one lens with the treatments (relative to that tier).

The box itself should be made from a hard, matte board, with a debossed circle detail and logo.

Your lenses

Anti-Reflection Plus

Selection reducing glare for an improved appearance including scratch resistance and easy clean for additional protection and convenience.

Frame set	Right lens	Left lens	Prescription
1	Standard	Anti-Reflection Plus	Plano

Thin & Light

Thinner and lighter lenses for improved appearance and more comfortable wear.

Frame set	Right lens	Left lens	Prescription
2	Standard	Thin & Light 25	+2.00
3	Standard	Thin & Light 35	+3.00
4	Standard	Thin & Light 50	+5.00
5	Standard	Thin & Light 20	-2.00
6	Standard	Thin & Light 30	-3.00
7	Standard	Thin & Light 50	-5.00
8	Standard	Thin & Light 15	+1.00
9	Standard	Thin & Light 25	+2.50
10	Standard	Thin & Light 50	+5.00
11	Standard	Thin & Light 10	-1.00
12	Standard	Thin & Light 20	-2.00
13	Standard	Thin & Light 50	-5.00

Anti-Reflection Plus Blue/Adaptive lenses

Anti-Reflection Plus Blue reduces the blue light emitted by digital devices. This lens includes our lightweight of scratch resistance, easy clean and anti-static technology which ensures lenses are easier to clean and last longer without needing to be cleaned for longer.

Available in three colours: Blue, Green or Grey.

Frame set	Right lens	Left lens	Prescription
14	Anti-Reflection Plus Blue	Adaptive	Plano

Variview lenses

Essential £50

Our entry level varifocal lens with fine scratch resistance.

Includes:

- Scratch resistant

Enhanced £115

The Enhanced is an upgrade from the Essential lens with great vision and scratch resistance with anti-static lenses.

Includes:

- Scratch resistant
- Anti-Reflection Plus

Performance £170

A great example of our technology, our enhanced design, good for distance, intermediate and near vision with some anti-static.

Includes:

- Scratch resistant
- Anti-Reflection Plus

Advanced £220

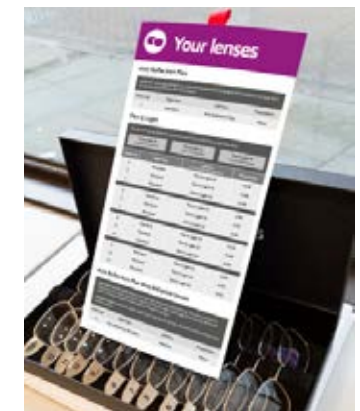
The Advanced lens has been optimised to improve natural vision, provide great fields of view at all distances with enhanced anti-static.

Includes:

- Advanced design
- Scratch resistant
- Anti-Reflection Plus

We want you to be happy with your purchase. If you are not, just return the item with proof of purchase within 60 days. We promise to exchange or refund.

100%



3.29 Sales area Lens mat

Lens range

Single Vision £inc. An essential every day lens for near or distance prescriptions.	 Near or Far	<ul style="list-style-type: none"> Scratch-resistant
Reader +£65 An additional reading lens, comfortably extending the depth of reading vision.	 Near	<ul style="list-style-type: none"> Scratch-resistant Anti-reflection
Office +£105 Our advanced office lens for near and intermediate viewing distances.	 Near & Intermediate	<ul style="list-style-type: none"> Scratch-resistant Anti-reflection Advanced design
Variview from +£50 Variview range offers innovative lens choices which allow you to see all distances more clearly.	 Near Intermediate Far	<ul style="list-style-type: none"> Scratch-resistant Anti-reflection (excluding Essential) Advanced design

Essential From £50

Enhanced £115






Performance £170

Advanced £230

Individual £335

Front

Your lens options

Anti Reflection Plus +£39		<ul style="list-style-type: none"> Reduced reflections Easy clean Scratch-resistant
Anti Reflection Plus Blue +£59		<ul style="list-style-type: none"> Reduced reflections Easy clean Enhanced scratch-resistance Anti Static 'Blue' Filter to help reduce blue light from digital devices
Thin & Light From +£64		<ul style="list-style-type: none"> Reduced reflections Easy clean Scratch-resistant Thinner and lighter than standard lenses Available in: <div> ↔ 25% ↔ 35% ↔ 45% </div>
Polarised +£65		<ul style="list-style-type: none"> Protection from glare Protection from UVA/UVB rays Ideal for daytime driving Available in 3 colours: <div> Green Brown Grey </div>
Adaptive +£70		<ul style="list-style-type: none"> Protection from glare Protection from UVA/UVB rays Designed for everyday use so you can switch from outdoor to indoor Available in 3 colours: <div> Green Brown Grey </div>

Back



3.30 Sales area Desk insert

A4 poster inserts are displayed insert into each dispense desk to remind customers of 'Our promise' satisfaction guarantee.



3.31 Sales area Toblerone


This tool can be used to display information on Grand Advantage breakage protection and the 1/2 price 2nd pair offer within the sales area.

The overall size of the tool is 175mm x 270mm, but it can fit any size up to 130mm x 220mm.

**Your
2nd pair**

**1/2
price**


on any 2nd pair



Conditions apply. See leaflet for details.

**Grand
Advantage**

Glasses breakage protection from £9




- ✓ **Two years** breakage protection for prescription glasses and sunglasses
- ✓ **One year** breakage protection for non-prescription sunglasses
- ✓ **10% discount** off selected purchases for you and your friends/family
- ✓ **75% saving** - on replacements/repairs - you simply pay 25% of the cost
- ✓ **No claim reward discount** off your next purchase after policy expires

Conditions apply. See leaflet for details.

**Grand
Advantage**

Glasses breakage protection from £9

Total cost of your glasses	Cost of Grand Advantage cover
up to £100	£9
£101 up to £200	£19
£201 up to £300	£29
£301 and over	£39



Conditions apply. See leaflet for details.

3.32 Sales area Carrier bags

Advertising on the back is OPTIONAL. In most cases, the logo can be used on front + back.

Our carrier bags are designed to be bold so they stand out in busy environments, and strongly underline the brand colours and logo.

The front should always feature the vertical logo lockup, with the Human eye on the reverse.

Note. Produce using recycled materials.



3.33 Sales area Brand statement

The brand statement can be placed at the sales area, or anywhere else at the back of store (near the eye test room, etc.).

For references on materials please refer to the Signage manual.

VisionExpress
Vision. Taken Seriously.



Brand statement

**At Vision Express, we believe everyone
deserves to enjoy great vision for a lifetime.
Vision Express. Vision. Taken Seriously.**



3.34 Store exit

Make sure the artwork files used are aligned with local furniture dimensions.

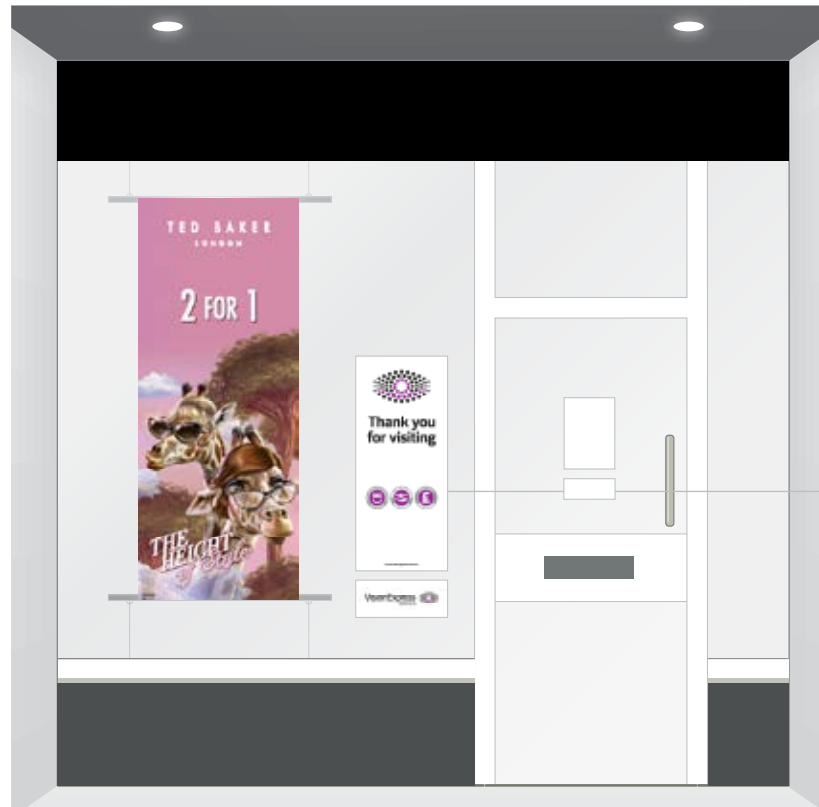


3.35 Store exit Small storefront layout

Make sure the artwork files used are aligned with local furniture dimensions.

The reverse side of the store front poster should show an exit message, which gives thanks to our customers and reminds them of our brand pledges.

For references on materials please refer to the Signage manual.



3.36 Store exit Posters

The reverse side of the store front posters should show an exit message, which gives thanks to our customers and reminds them of our brand pledges. If complete pair entry pricing stickers are not used on the front of the small storefront, then the pledge seals should be shown on the exit poster instead.

For references on materials please refer to the Signage manual.



04.

Exclusive & non exclusive brand visuals

-
- 4.1 Storefront
 - 4.2 Brand posters

4.1 Storefront

For direction on visuals, rights and rotation plans, guidelines + other materials are available from the EB team.



4.2 Brand posters

Direction on visuals, rights and rotation plans, guidelines + other materials are available from the EB team.

EB and NEB brand poster should integrate the logo with payoff into the visual according to brand cropping guidelines.

The default size is the regular format, however, Long posters are available for stores with allocated space. Long posters offer an impactful brand expression for our exclusive brands.

Note. Avoid cropping the heads of the models.

Regular format



Long posters



05.

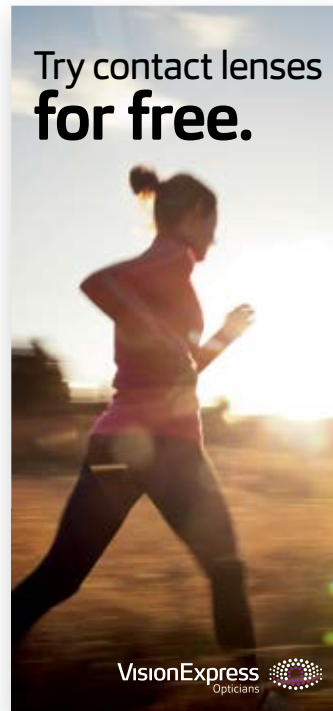
Promotional visuals

5.1 Store materials

5.1 Store materials

Fully adaptable to local designs and requirements and changeable from campaign-to-campaign.

Promotional messaging should be bold, impactful, instantly visible and different to other messaging. Existing local campaigns and assets can still be used to create a varied and flexible suite of visuals.



06.

Miscellaneous touchpoints

-
- 6.1 Doors & labelling
 - 6.2 Staff board
 - 6.3 Screensavers

6.1 Doors & labelling

Note. Doormats and bins of any kind should NOT be branded in any way (no name, no eye care symbol).

Please help yourself



6.2 Staff board

Staff information boards are designed to display key business information and store performance details.

Our customers & our people

Heroes

Heroes

Ways of working

Brilliant basics

Scheduling: this week

Scheduling: next week

Seamless teamwork

Welcoming

Passion to serve

Planning & execution

YourVE

CEO message

Briefing documents

RM newsletter

Financial update

RM visit report

Seamless teamwork

Welcoming

Passion to serve

Additional information

Passion for product

Managers notes

Week:

Sales: £ vs LY

WTD

MTD

In-store hero:

Last week's highlights:

This week's focus:

VisionExpress

Opticians

Seamless teamwork

Welcoming

Passion to serve

6.3 Screensavers

The screensavers should display our 3 pledges played on a loop.



07.

System Summary

7.1 Standards summary

7.2 Contact information

7.1 Standards summary

Our logo

Always use the provided artwork and respect the minimum size and clear space requirements.



Logo variations

Always use the appropriate lockup depending on the logo usage.



Typography

Never use fonts other than the specified ones.
Make sure different weights of the fonts are being used.
Never have large leading and tracking.

Brand font

Orgon

BLACK for promo titles.
EXTRA BOLD for promos.
BOLD for heading and titles.
MEDIUM for emphasis.
REGULAR for bodycopy.
LIGHT for long body of text.

Substitute font

Arial

BOLD for heading and titles.
REGULAR for bodycopy.

Colour palette

Use the core brand colours wherever possible, supplemented with segment colours and product colours depending on its purpose.

Brand colours

Purple



Black-Gray-White



Brown/ black



Segment colours

Men's



Women's



Kid's



Product colours

Sunglasses



Contact Lenses



Pledge Seals

These marks act as seals of assurance.



Photography

The imagery we use is a crucial aspect of our visual identity, and our photography style must convey and reinforce our brand personality: Honest, Clear, Down-to-earth, Attentive, Supportive.

Our brand communication will use three categories of imagery, namely Lifestyle, Product and Care.

Lifestyle



Product



Care



7.2 Contact information

For more information about Vision Express branding, please contact:

James White

Head of Brand Marketing

T. 0115 988 2130

M. 07876 394464

E. James.white@visionexpress.com

