ONESIGHT PARTNERSHIP

Introducing A B See, a Pearle Vision OneSight Partnership

Since this is a partnership, it technically should be styled with a hyphen: "Pearle Vision-OneSight Partnership"

MISSION

Insert hyphen

Unlock the potential of every school age child in every community in which we own and operate a Pearle Vision.

VISION

We understand the importance of an annual eye exam for a child is more than just about them seeing clearly. Especially for ~~those~~ Insert: "the 25 percent of" kids with an undiagnosed vision issue, an annual eye exam has the power to help unlock their true potential and help them achieve their dreams.

That's why Pearle Vision is partnering with OneSight to provide access to the highest quality of eye care and eyewear to these children in need.

Insert hyphen: "STAND-ALONE"

STANDALONE A B See LOGO:



HORIZONTAL TRI-LOGO:



POWERED BY
PEARLE VISION EST. 1961
+
OneSight

VERTICAL TRI-LOGO:



POWERED BY
PEARLE VISION EST. 1961
+
OneSight

Usage

Anything established as a brand standard on a national level or with exposure to a national audience (e.g. Interior and Exterior Storefront, PearleVision.com, Packaging, TV, National Facebook & Twitter, etc.). Anything related to branding and the overarching brand umbrella of Pearle Vision.

Insert comma: "e.g.,"
Lowercase: "interior"
Lowercase: "exterior" and "storefront"
Lowercase: "packaging" and "national"
Insert: "and"

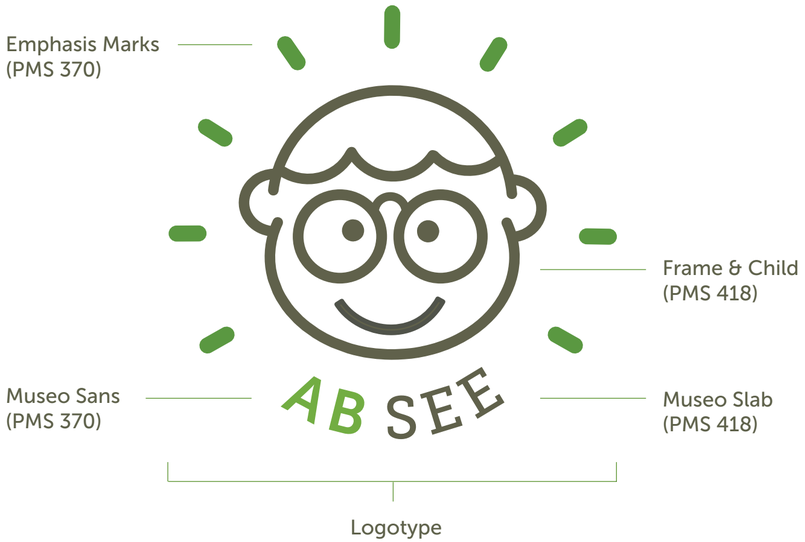
LOGO DESIGN ELEMENTS

Fonts:
Museo Sans 700: PMS 370
Museo Slab: PMS 418

COLOR

Alternate two-color logo variant can be used where appropriate. Please refer any questions to the marketing department.

PRIMARY LOGO:



Usage Variations

There are three different logo color variations. Depending on the context to which the logo is applied, you will need to use the correct version for visibility standards.

Insert: “in”

PRIMARY

The primary ~~ABSEE~~ logo should be used whenever necessary.

For consistency with other pages, style it as such: “A B See”

BLACK

The black ~~ABSEE~~ logo should be used when one color is needed.

No hyphen: “one color”

WHITE

The white ~~ABSEE~~ logo ~~will~~ be utilized when the context background is too dark to use the primary logo, and legibility becomes an issue.

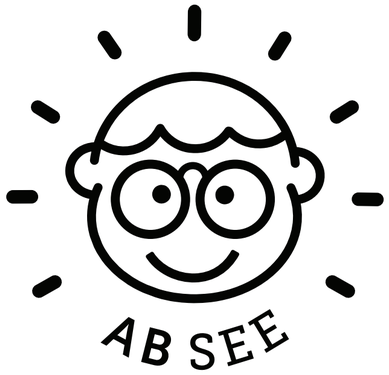
Insert: “should” for consistency with previous paragraphs.

No comma.

PRIMARY LOGO:



BLACK LOGO:



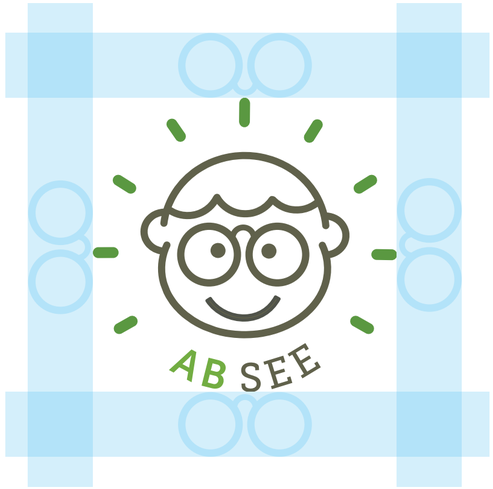
WHITE LOGO:



A B See LOGO

Clear Space

The minimum, unobstructed area around the logo. Keeping complex graphics and typography out of this area will help make sure that the logo is sufficiently prominent.



Always allow one letter space of clearance around the entire logo. Specifically around the A B See type.

Minimum Size

The smallest size the logo can be reproduced. Attempting to reproduce the logo at sizes that are too small may result in illegibility, therefore negating the value of the logo as a communication tool.



Improper Use of ABSEE Logo

Style it like so: “A B See”

DO NOT

Insert ellipses: “DO NOT . . . ”

Change placement of elements.
Change the proportions of elements.
Change the order of colors.
Change the colors.
Rotate, skew or change the baseline.
Remove/replace monocles.

Insert comma

Replace slash with “or”: “Remove or replace monocles.”

Any alteration or modification of the localized logo construct provided by the brand is prohibited. The brand reserves the right to request reprinting or correction of any materials showcasing the localized logo lockup.









A B See TRI-LOGO

Tri-Logo Breakdown

VERTICAL STACK



POWERED BY

PEARLE VISION EST. 1961 + OneSight

Put in double quotes: “Powered By”

Powered By typeface
Museo Slab in PMS 370

Delete “the”

The location of the ‘Powered By’ should be in the middle of the Pearle Vision and OneSight logo.

Insert “and above” to be precise?

HORIZONTAL

Icon | Logotype | Partner Lockup



POWERED BY

PEARLE VISION EST. 1961 + OneSight

A B See logo and the Partner Lockup must be ~~seperated~~ by a frame color divider. The divider must never be longer than the primary A B See logo and never smaller than the ~~PEARLE VISION~~ logo.

Lc Lc Lc Lc

Delete comma

Style it: “Pearle Vision”

Misspelled: “separated”

Put in double quotes: “Powered By”

Powered By typeface:
Museo Slab in PMS 370

The location of the ‘Powered By’ should be in the middle of the Pearle Vision and OneSight logo.

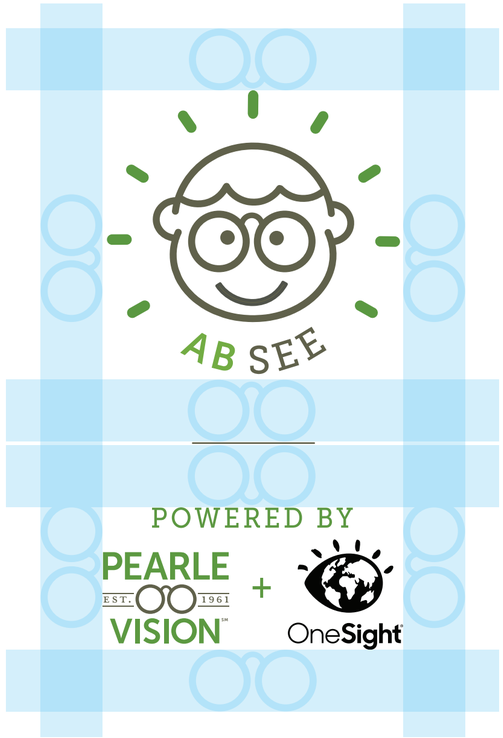
Insert: “and above” to be precise?

A B See TRI-LOGO

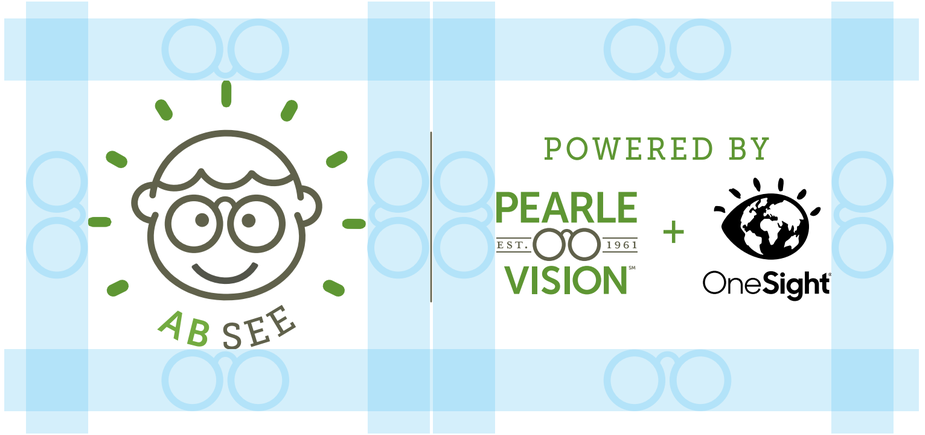
Clear Space

The minimum, unobstructed area around the logo. Keeping complex graphics and typography out of this area will help make sure that the logo is sufficiently prominent.

VERTICAL STACK



HORIZONTAL



Always allow one monocle space of clearance around the entire logo. Specifically, the space between both sides of the divider.

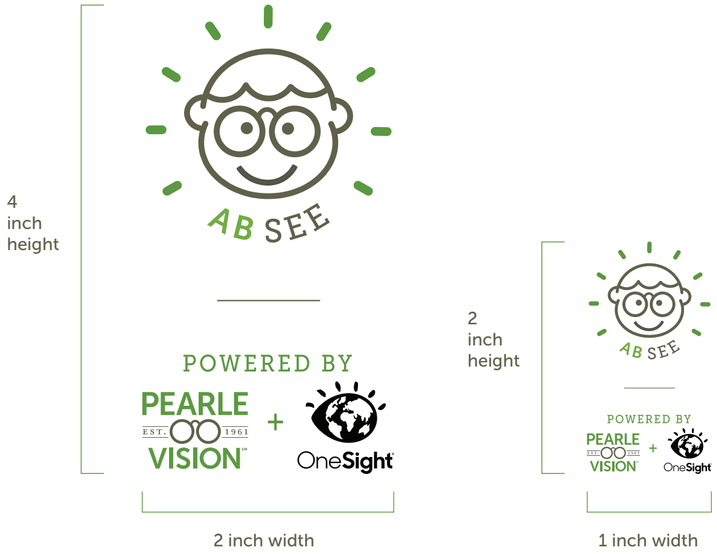
Replace period with a comma to make one complete sentence: "· · · logo, specifically"

A B See TRI-LOGO

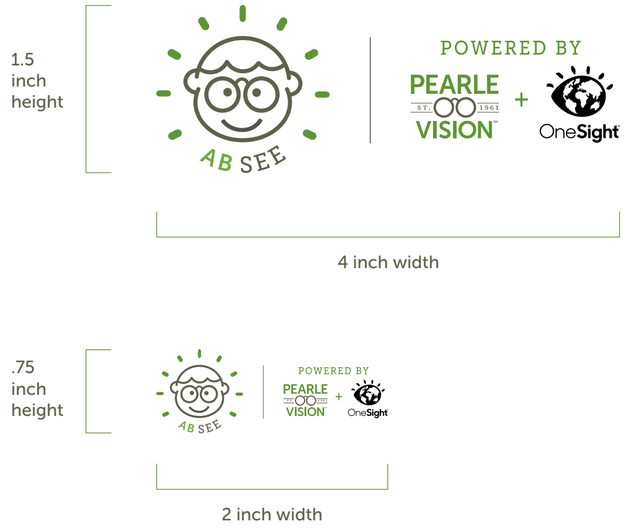
Minimum Size

The smallest size the logo can be reproduced. Attempting to reproduce the logo at sizes that are too small may result in illegibility, therefore negating the value of the logo as a communication tool.

VERTICAL STACK



HORIZONTAL



Improper Use of Tri-Logo

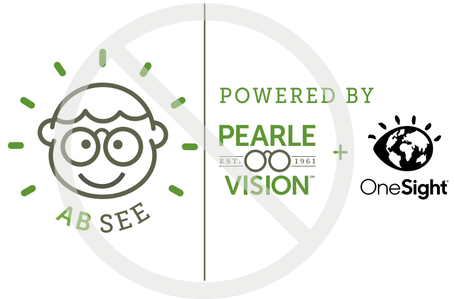
DO NOT Insert ellipses: “DO NOT . . . ”

Change placement of elements.
Change the proportions of elements.
Change the order of colors.
Change the colors.
Rotate, skew, or change the baseline. Insert comma



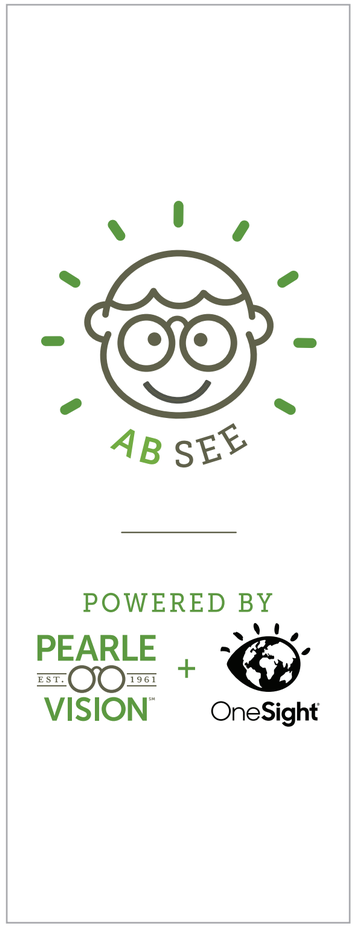




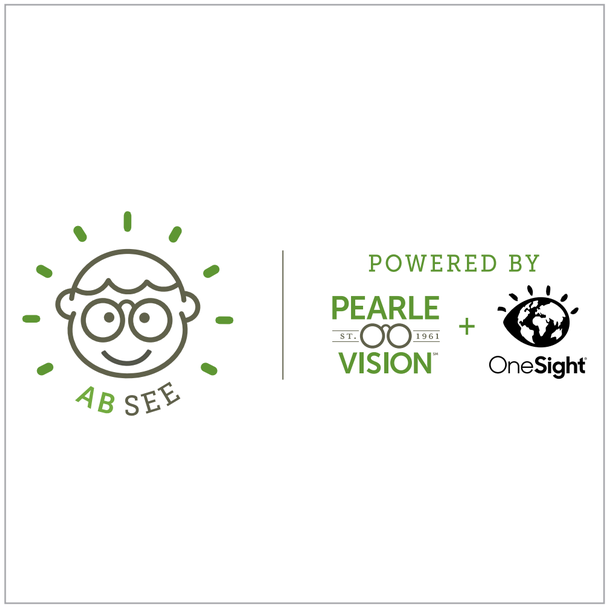


A B See DISPLAY TEMPLATES

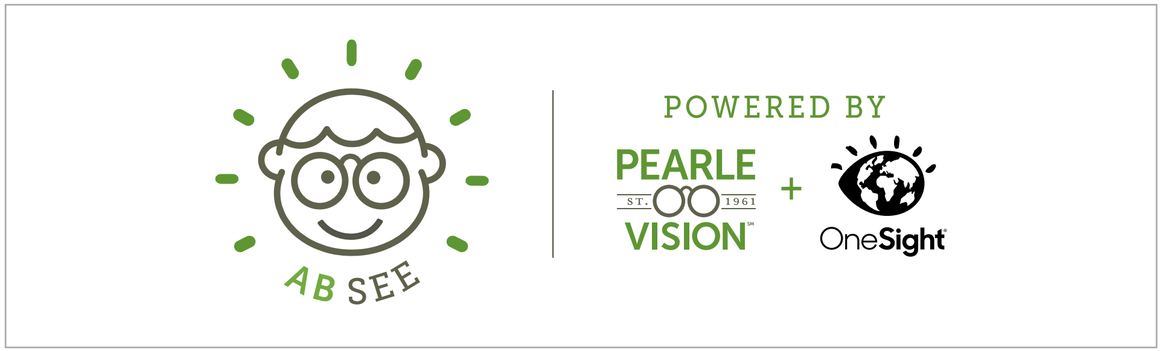
VERTICAL



SQUARE



HORIZONTAL



EST. 1961

PEARLE VISION℠

2019 Pearle Vision Brand Identity Guidelines