

2019 BRAND IDENTITY GUIDELINES

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The brand guidelines are a blueprint for the way in which our brand expresses itself. The following pages set the tone for how we want our patients and all people to perceive us. They set an expectation for what we, as a brand, expect from ourselves, and will help us hold ourselves accountable when it comes to executions.

If you have questions regarding the use of these guidelines, please contact your Pearle Vision Marketing Department.

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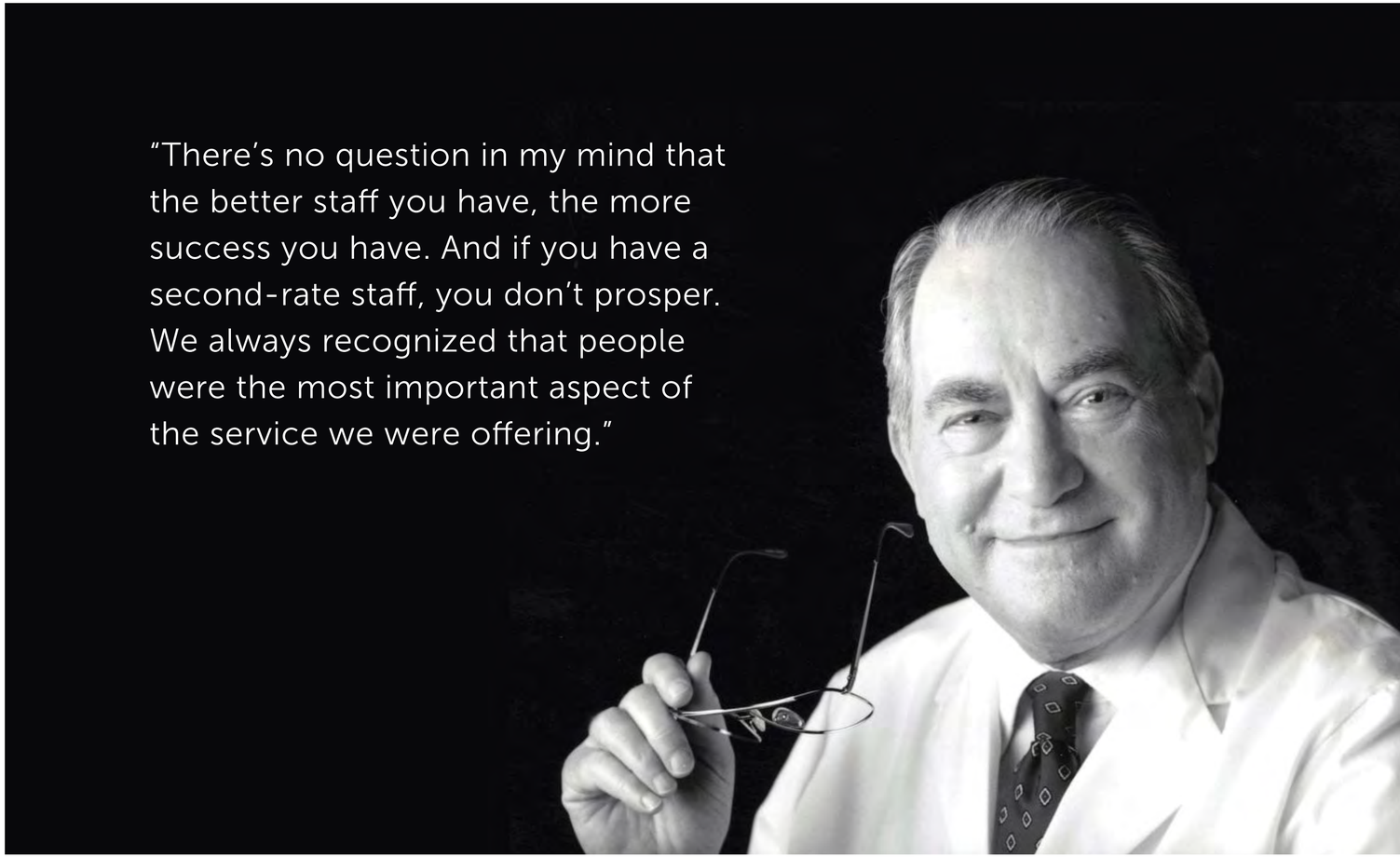
THE PEARLE VISION LEGACY

Our Commitment to Genuine Eye Care Began with Dr. Stanley Pearle

Dr. Pearle founded the Pearle Vision business in 1961 with a small office in Savannah, Georgia, with five employees—and a commitment to excellence. "Pearle Optical" offered three basic services: the convenience of an Independent Doctor of Optometry, prescription fulfillment right there in the lab, and the biggest selection of frames in Savannah.

Delete scare quotes? Unnecessary.

An innovative man, Dr. Pearle didn't stop with Georgia. He was the first optical retailer to create an optical company on a large scale with nationwide advertising. In 1981, Pearle Vision began offering franchises. More than 50 years and hundreds of company and Licensed Owner stores later, Dr. Stanley Pearle's vision is a household name.



BRAND MANIFESTO

True over 50 years ago, true today. Nobody cares for eyes more than Pearle.

True over 50 years ago, true today.
Nobody cares for eyes more than Pearle.

It's more than a set of words. It's our promise.
The promise of genuine eye care from your neighborhood doctor.

Dr. Pearle didn't just care for eyes, he cared for people—
the lives behind each prescription and each pair of glasses.

We're a team of experts who are serious about caring for eyes,
from the exam room to the retail floor. It's what mattered then
and it's what matters now.

At Pearle Vision, every appointment is about more than just seeing
clearly. It's about earning a patient's trust.

They'll find us located right down the street, in the neighborhood,
proudly serving families and the generations that follow.

That's what Dr. Pearle promised in 1961—and at every EyeCare
Center that carries his name, it's a promise we live by today.

Genuine Eye Care From Your Neighborhood Doctor

GENUINE MEANS

We are genuine to the legacy of Dr. Pearle.
We are genuine to the vocational pride of our doctors, opticians, and associates.
We are genuine to the dedication of our people.
We are genuine to our patients' eye care needs.
We are genuine to our commitment to the local community in which we operate.

WHAT NEIGHBORHOOD MEANS TO US

It's not just where we're located, it's a mindset. It's how we deliver care; we look beyond the prescription and care for the patient as a whole person.



BRAND VALUES & BEHAVIORS

Unwavering Commitment to Quality of Care

From the moment a patient walks through our doors, we treat them with the utmost care and consideration. We want all of our patients to feel personally cared for by the entire Pearle Vision team, which is why we are sure to seamlessly transition them along their journey with us. We ensure that each and every individual knows we care for them as people, beyond their prescription or new pair of glasses. So they can trust that they are getting our personal approach to care at every touchpoint along the way.

Patients First

We believe every person who walks through our doors is a patient, not a customer. A person, not a potential sale. With that in mind, we always put our patients first and provide them with above-and-beyond care, instead of merely just providing them with service.

Can delete “just”; unnecessary

Expertise

We believe in continued knowledge of eye health, and in providing expert advice and guidance through every step and choice—from the eye exam to the retail floor—creating one informed, seamless experience superior to other brand-name eye care experiences.

Trusted Relationships

We believe in respecting each individual, listening to their unique needs, and building relationships based on open and honest communication. We are dedicated to treating every person like a valued patient, and we guide them toward the right decisions, rather than try to sell them products or services they do not need.

“services”

Holistic Health & Well-Being

We believe in seeing patients’ eyes in the context of their whole life and whole health. It is our responsibility to focus on both short-term and long-term holistic eye health and well-being, and provide recommendations with that in mind.

BRAND

PERSONALITY

WE ARE		NOT QUITE
Warm	Welcoming Caring	Overbearing Parental
Expert	Professional & Knowledgeable Proud & Passionate	Clinical or Sterile Egotistical
True	Authentic Genuine	Self-righteous Disconnected
Complete	Holistic Part of your community	Myopic Mom and Pop
Polished	Sophisticated Refined	Elitest Intimidating

Adjectival form: “Mom-and-Pop”

BRAND

VOICE

Honest & Genuine

We are true to our patients and to our principles—promoting open, honest conversation and communication in all that we do.

Caring & Trustworthy

Caring for eyes and people is in our heritage and our personality. We are warm, approachable and have earned the trust of our patients and our community.

Knowledgeable & Informative

We are experts in our industry. We are informative and helpful, offering advice and guidance in a way that’s relevant and easy to understand, so that our patients can make smart decisions.

WE ARE	NOT QUITE
Sincere & Open	Obligatory or Blunt
Personable & Conversational	No-nonsense, sociable
Well-trained & Relevant	Formal, Trendy

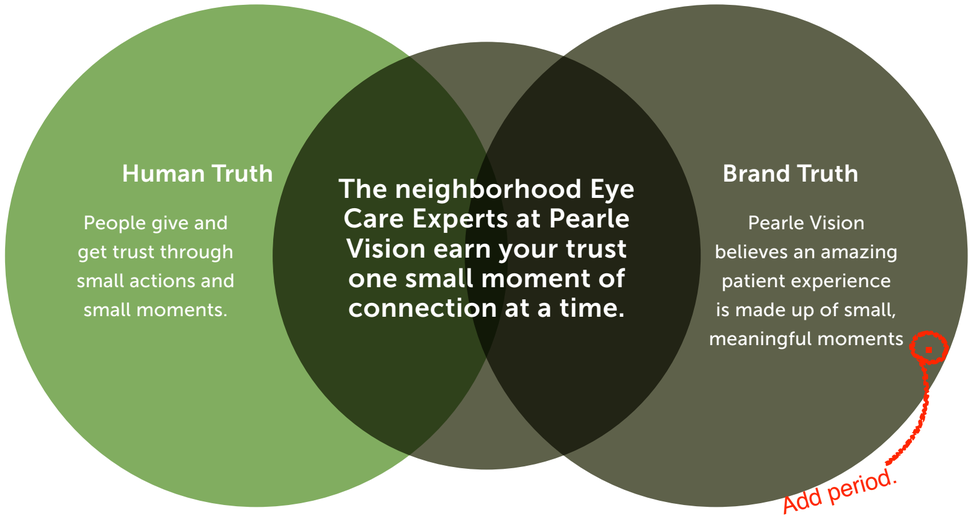
“Sociable” doesn’t quite work, because it means “marked by or conducive to friendliness or pleasant social relations.” Perhaps “chatty” or “verbose” or even “talkative” would be more appropriate?

The Small Moments Brand Platform

Our eye care experts at Pearle Vision know that caring for you means seeing the whole picture. That's why we take the time to truly listen and understand what really matters to each and every one of our patients. Maybe your Austin doesn't need just any pair of glasses, but a pair of glasses in his favorite color. Maybe Carol doesn't just need an eye doctor – she needs someone to listen to her. And maybe the real reason behind Harper's eye exam is that she wants to know that she doesn't have diabetes like her mom. We go the extra inch every step of the way to give you exactly what you need, because we care about your eyes as much as the person behind them.

That's why, at Pearle Vision, we take the time to focus on the important things: the small things that matter most.

Commas



Add period.

This clause is ambiguous. It could be read two ways. It's unclear whether it's saying that Pearle cares about the patient's eyes as much as the patient cares about his/her own eyes, or Pearle cares about the patient's eyes as much as Pearle cares about the whole person. If it's the former, then it could be changed to: "because we care about your eyes as much as you do." If it's the latter, then it could be changed to: "because we care about your eyes as much as we care about you."



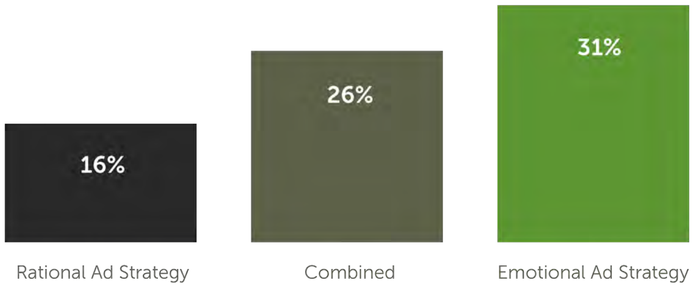


Why Our Small Moments Brand Platform Works

We know people make emotional purchase decisions before looking for rational reasons to validate their choices (System 1, our emotional, quick decision-making part of the brain leads System 2, our rational, logical part of the brain). The small moments campaign is based on this research - that if you can make people FEEL something, you can make them DO something.

"quick-decision-making"

% of Brands Reporting Exponential Growth



Campaign Strategy

Sources:
'Marketing in the Era of Accountability', Binet & Field, IPA, 2008
'The Long and Short of It', Binet & Field, IPA, 2013





Small Moments Extends Through Everything We Do



THE EXAM ROOM

Connection leads to elevated eye care

From asking about your health history, to remembering your child's name, to celebrating with you when you achieve 20/20 clarity, our doctors know the small moments are actually the big moments. They take the time to see patients, listen to them, and ensure that every moment of their eye care journey is clear and easy to understand. They review results with the patient when they're done, answer any questions a patient may have, and make sure the patient knows they're always the priority. From creating a welcoming atmosphere to never rushing through a comprehensive exam, the doctors at Pearle Vision take delight in making sure every small detail of your experience is picture-perfect.

lowercase O



THE RETAIL FLOOR

Connection leads to elevated eye wear experience.

"eyewear" is one word.

At Pearle Vision we consider the retail floor to be an important part of the eye care experience, which is why our expertly trained eye care experts are there to make the journey of understanding and choosing eye wear as simple and clear as possible. From guiding patients to pick out the perfect lenses and contacts for their lifestyle, to helping someone adjust to wearing glasses for the first time, they win patient trust by first listening, connecting and understanding. Then, they use their wealth of expertise and knowledge to get patients equipped with the right frames, lenses and fit ~~for them~~. At Pearle Vision, opticians are not salespeople, they are eye care professionals who are there to ensure your eye care journey ends with the just-right-for-you eye wear.



COMMUNICATIONS AND ADVERTISING

Connection comes through in everything we say and do

Dr. Pearle's mantra that "people come first" is at the core of all we say and do. In every piece of communication and advertising that comes from Pearle Vision (internally and externally), we reinforce a neighborhood, small moments feel. When on display, small moments look natural, and tell a story of connection that emphasize authenticity and care. To this end, in all communications, whether referring to the exam or retail part of the journey, customers are referred to as "patients" and communications always feel warm, friendly and authentic. Additionally, all language choices and imagery reinforce an elevated, personalized experience through everything from the CTA to television spots to local social posts. Our most powerful communication is the way the people of Pearle Vision live and breathe care in the ways they do their jobs.

Add comma.

Add hyphen: "small-moments feel."

Add comma.

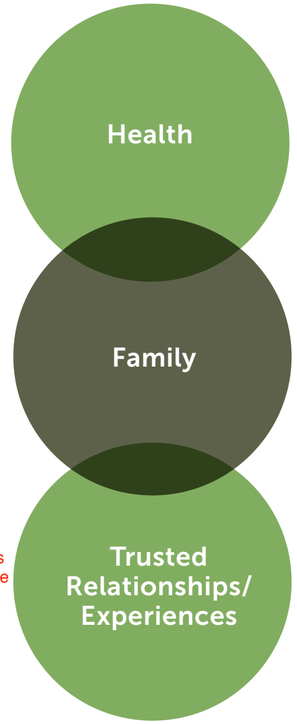
The Multi-Generational Chief Health Officer

(MGCHO, 35-64)

MGCHO is a roost-ruler, a doer, a believer in kindness and going the extra inch. She's master of her domain and keeps herself and her family in tip-top shape, inside and out. She invests deeply in relationships and believes health and family come first — and would never skip a mammogram or an annual checkup. She values quality relationships, products and keeping up appearances, as well as places and people who give her exactly what she needs. She's a mentor, a mother, a wife, a daughter, a neighbor, a friend and a top-notch lasagna maker.

Needs to be "that" to go with "places and people." Another option, but more clunky: "places that and people who give her . . . ."

The MGCHO has values that transcend generation





Each Segment of the CHO Has Unique Needs and Perspective

The brand should always strive to communicate in the relevant channels about the things that matter to her (family, health, connection).

Note: "EPICENTER CHO" is our "Bullseye target"



EMERGING CHO
(35-44)



EPICENTER CHO
(45-54)



PROGRESSING CHO
(55-64)

AUDIENCE

WHO WE TALK TO

Emerging CHO

(35-44)

Delete serial comma to be consistent with other pages.

The emerging CHO is a stylish, tech-savvy young mom who's busy raising kids, maintaining a strong sense of self, and managing a busy household. She cares deeply about getting her children the best of the best, and prioritizes the health of her family above all else. She's also starting to notice she's not as young as she once was, and is taking proactive measures to keep herself young, fit and able to chase around her kids. She craves strong relationships with doctors and brands she trusts, and will soon need an optometrist who can help her navigate her changing eyes as she ages.

IN A NUTSHELL

In the throes of taking care of her family's health.



AUDIENCE

WHO WE TALK TO

Epicenter CHO

(45-54)

The epicenter CHO is starting to realize her vision just isn't what it used to be. However, she's okay with ignoring it for now because she doesn't want to admit she's getting older. She tries to stay up with new technology but isn't the first to the game. She's starting to incorporate more and more healthcare appointments in her life as her body gets older, but she's still full of energy and life. She needs medical practitioners who make her feel young and vibrant instead of middle-aged, and help her understand the value of proactivity vs. sweeping signs of aging under the rug. She cares about getting quality products and having quality relationships, and will be loyal for life if she lets you in the inner circle.

Replace with "versus"

IN A NUTSHELL

Shifting vision as middle age sets in.



Progressing CHO

(55-64)

The progressing CHO is watching her kids leave the nest and starting to get more time to focus back in on me, myself and I. She wants to be around to watch her grandchildren grow up and have time to travel and see the world after she retires, so she's willing to put in the extra effort now to keep things in tip-top shape. She needs to be more careful about getting screened for eye health issues and staying on top of her eyes, and is willing to put in the time if she finds a brand and doctor she trusts. And regardless of whether her kids have left the nest, she's still the person scheduling doctor's appointments and making sure the whole family is getting all of the check ups they need to stay healthy.

"Checkups" should be one word.

IN A NUTSHELL

Eye health becomes the name of the game.





BRAND ASSETS

Usage

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

Replace with “e.g.”

The official site URL is “pearlevision.com”

Add period.

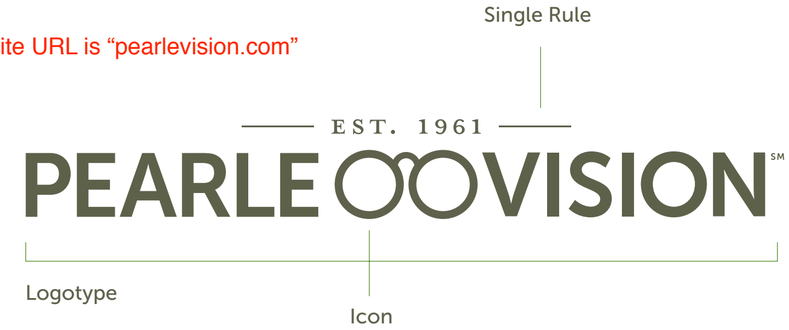
LOGO DESIGN ELEMENTS

Fonts: Museo Sans 700 and Mrs. Eaves Roman Color: PMS 418

COLOR

Alternate two-color logo variant can be used where appropriate.

PRIMARY BRAND LOGO: HORIZONTAL



HORIZONTAL ALTERNATIVE



“vertical”

SECONDARY BRAND LOGO: VERTICAL

The verticle version may be used if it enhances the touchpoint and more strongly leverages the brandmark.

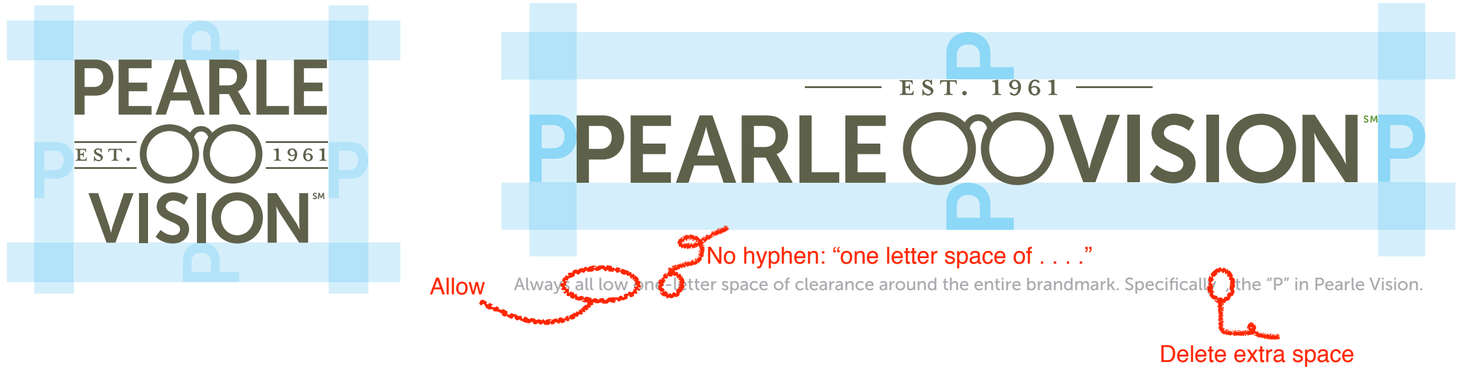


VERTICAL ALTERNATIVE



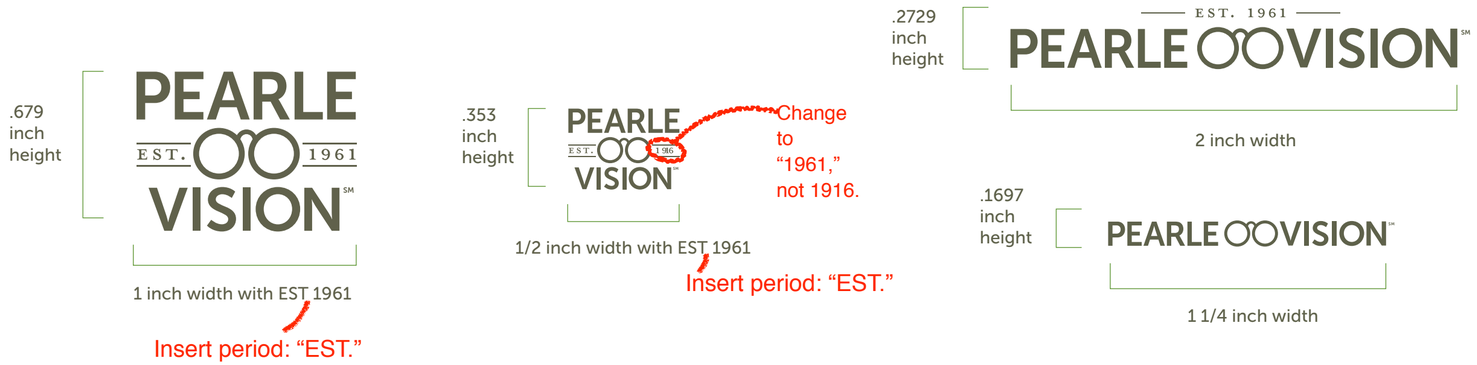
Clear Space

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



Minimum Size

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



Add hyphen: “location-specific brandmark”

Location Specific Brandmark

The “LOCATION” name and location specific brandmark must be supplied and approved by the brand in advance of any use. 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 at the expense of the Licensed ~~Operator~~.

Insert: “Owner”

VERTICAL STACK

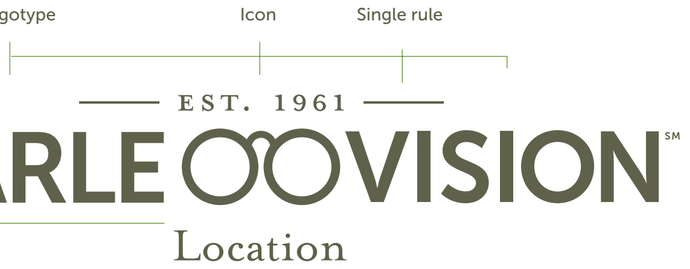


Double rule

Location typeface
Mrs. Eaves Roman in PMS 418

The height of “Location” should be 26% of the “P” in the Pearle Vision brandmark. The width of the location name will vary per number of characters in the location name.

HORIZONTAL



Always all low one capital letter space of clearance between the entire brandmark and the location copy. Location name is always centered under brandmark.

Location typeface:
Mrs. Eaves Roman in PMS 418

The height of “Location” should be 45% of the “P” in the Pearle Vision brandmark.

The width of the location name will vary per number of characters in the location name.

Naming Convention Guidelines and Usage

OUR LOCATION SPECIFIC BRANDMARK

Vanity URLs will be used as the basis for the naming convention. *Example: www.pearlevision.com/legacyvillage*

Only the location-only descriptor can be used; never include doctor name or store owner name.

Don't be too general with the location name; needs to be specific to town.

Use the most established or easily recognizable description of the neighborhood.

If there are multiple locations in a neighborhood, the brand will look for ways to differentiate; vanity URLs for each location will help guide the naming construct.

If neighborhood descriptor doesn't resonate, it can be substituted with a recognizable landmark (i.e. mall name).

Pearle Vision marketing will issue the name and location specific brandmark to each LO upon request and must provide final approval.

Examples of location specific brandmarks are Pearle Vision Voice of America, Pearle Vision Kenwood, and Pearle Vision Legacy Village.

WHERE A LOCALIZED VERSION OF THE BRANDMARK CAN AND CANNOT BE USED

All usage at all times for all uses of the local brandmark must be approved in advance by your FMM.

Media specifically funded by a specific location outside of the national or co-op designated media plan may utilize the localized brandmark. Approved vehicles include: newspaper, direct mail, email, event signage, flyers.

CAN: The local brandmark may be used on a store-specific Facebook page.

CANNOT: The local brandmark cannot appear on storefront or interior store graphics.

CANNOT: The local brandmark cannot use the OD owner or Licensed Operator in the naming convention.

An example of incorrect usage is: Pearle Vision Dr. Smith's.

be

Replace with "e.g."

Insert: "Owner"

Add hyphen: "location-specific"

No serial comma for consistency with previous pages.

OUR BRANDMARK

Staging

White is the preferred background for this brandmark; however, when there are needs to reproduce on a color other than white, see examples to the right:

Alternative Uses

First choice of brandmark is full color as shown above. If full color is not an option, use one of the alternative brandmarks to the right. In black and white applications, first choice is grayscale. Black and white version can only be used when the mark is less then 5/8" horizontal dimension.

Any alternative use of the logo outlined here should be approved by the brand marketing team.

Full Color On White



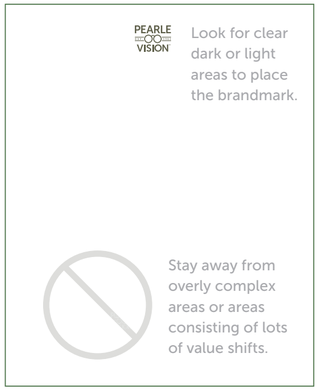
PMS 370 On White



On PMS 370



On Images





Reversed



Grayscale



Grayscale Reversed



Black and White



Grayscale



Black and White

Social Post Guidelines

- Never have people's faces covered by headline, text, and graphics, etc.
- Ensure headline's legibility. Don't add a drop shadow under the headline. When it's on a bright image background, simple have a soft shadow on top of the image part or adjust the image contrast.
- Headline placement is flexible based on each image and vertical / horizontal ratio.
- Try to present one message at a time. And try to give some breathing space in the layout.
- Keep in mind, social posts need to follow the 20% grid rule. (details in following pages)

Remove serial comma for consistency with other pages.

"simply"

Add comma.

Better to say "breathing room," per the common usage?

Add period.

Capitalize the D.

On White



On PMS 370



On PMS 370



Improper Use of Logo

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.
Outline the brandmark.



OUR COLORS

Primary Colors

Primary colors (Bottle, Frame and White) create an elevated neutral space that would feel at home in any premium specialist office. These colors are the Brand's new main color expression. The colors in the secondary color palette (Warm Grey, Pebble Gray, Slate) compliment the cool tones of the primary palette. They are used to further accent the elevated Brand aesthetic and add depth and richness to the Primary palette and should never be used separately from the primary color palette.

Add appostrophe: "specialist's"

Wrong word. Substitute: "complement"

lowercase as elsewhere

PRIMARY

Bottle
PMS 370
CMYK 56 / 0 / 10 / 27
RGB 94 / 151 / 50
HEX #5e9732

Frame
PMS 418
CMYK 3 / 0 / 31 / 75
RGB 995 / 96 / 75
HEX #5f604b

White
CMYK 0 / 0 / 0 / 0
RGB 0 / 0 / 0
HEX #ffffff

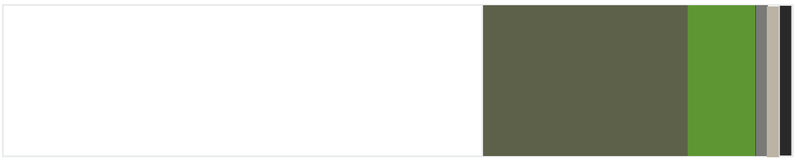
SECONDARY

Warm Gray
PMS 7413
CMYK 0 / 0 / 5 / 64
RGB 121 / 122 / 119
HEX #797a77

Pebble Gray
PMS 7406
CMYK 28 / 25 / 34 /0
RGB 187 / 179 / 164
HEX #bbb3a4

Slate
PMS 379
CMYK 71 / 65 / 64 / 67
RGB 41 / 41 / 41
HEX #292929

COLOR PROPORTIONS



Strategic Uses of Green Within Channels

The Pearle Vision green is a crucial visual branding device, but it's important not to ~~over-saturate its use~~. To ensure that we have an ever-present strategy for the historic (but secondary) color, we have identified guidelines on where/how to use.

"overuse the color."

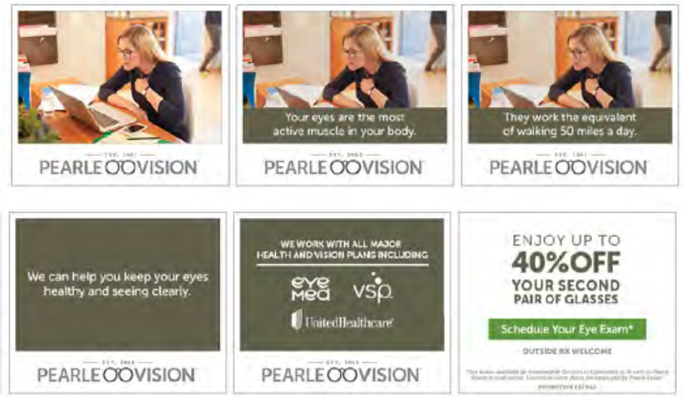
AS CTA'S (WITHIN DIGITAL WORK TO INCENTIVIZE ACTION)

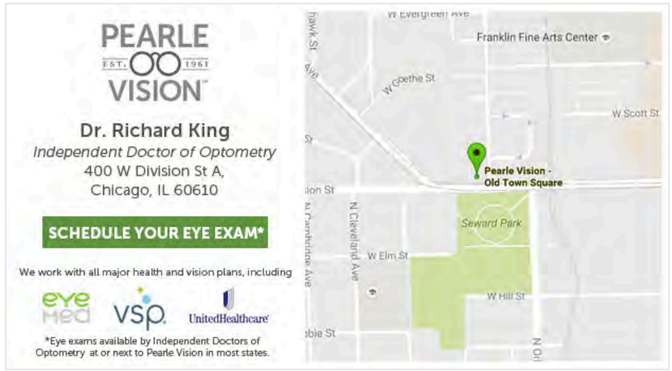
This would be applicable on

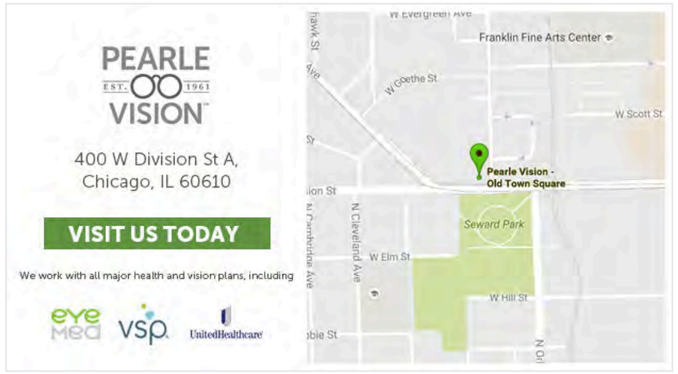
- Display (below)
- CRM
- Website (where applicable)
- TV end frames (show example)

WITHIN PHOTOGRAPHY (SEEN IN MORE DETAIL IN PHOTOGRAPHY SECTION)

- Greenery in outdoor settings
- Nuances of green clothing on talent and within environment
- Occasionally casting talent with natural green eyes
- Within the ECC imagery and environment to help familiarize consumer with the ECC







TYPOGRAPHY

Mrs. Eaves and Museo Sans are our corporate typefaces. All are available in a variety of weights.

PRIMARY TYPEFACE

Museo Sans

900
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

700
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

500
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

300
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

100
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

AaBbCc123
Museo Sans 900

Gia sita vellore ndelliquae moluptas ut occum etur modis excepelendus eat ant.Iqui intio auta dolum et ex endae vella estorem quiae libus dolor sum et modia pore vid el id et hilluptusam, tem. Faccumqui ut pernat unture.

AaBbCc123
Museo Sans 500

Gia sita vellore ndelliquae moluptas ut occum etur modis excepelendus eat ant.Iqui intio optatiamet auta dolum et ex endae vella estorem quiae libus dolor sum et modia pore vid el id et hilluptusam, tem. Faccumqui ut pernat unture.

AaBbCc123
Museo Sans 100

Gia sita vellore ndelliquae moluptas ut occum etur modis excepelendus eat ant.Iqui intio optatiamet auta dolum et ex endae vella estorem quiae libus dolor sum et modia pore vid el id et hilluptusam, tem. Faccumqui ut pernat unture.

SECONDARY TYPEFACE

Mrs. Eaves

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()_*

AaBbCc123
Mrs. Eaves Bold

Gia sita vellore ndelliquae moluptas ut occum etur modis excepelendus eat ant.Iqui intio auta dolum et ex endae vella estorem quiae libus dolor sum et modia pore vid el id et hilluptusam, tem. Faccumqui ut pernat unture.

AaBbCc123
Mrs. Eaves Roman

Gia sita vellore ndelliquae moluptas ut occum etur modis excepelendus eat ant.Iqui intio optatiamet auta dolum et ex endae vella estorem quiae libus dolor sum et modia pore vid el id et hilluptusam, tem. Faccumqui ut pernat unture.

AaBbCc123
Mrs. Eaves Italic

Gia sita vellore ndelliquae moluptas ut occum etur modis excepelendus eat ant.Iqui intio optatiamet auta dolum et ex endae vella estorem quiae libus dolor sum et modia pore vid el id et hilluptusam, tem. Faccumqui ut pernat unture.

WEBSAFE TYPEFACE

Arial

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()_*

AaBbCc123
Arial Bold

Gia sita vellore ndelliquae moluptas ut etur modis excepelendus eat ant.lqui intio auta dolum et ex endae vella estorem quiae libus dolor sum et modia pore vid el id et hillup tusam, tem. Faccumqui ut pernat unture.

AaBbCc123
Arial Regular

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AaBbCc123
Arial Italic

Gia sita vellore ndelliquae moluptas ut occum etur modis excepelendus eat ant.lqui intio opta tiamet auta dolum et ex endae vella estorem quiae libus dolor sum et modia pore vid el id et hilluptusam, tem. Faccumqui ut pernat unture.

TYPOGRAPHY STRUCTURE

Over Head — CATEGORY HEADLINE

Headline

Create Unity for All Communications

Subhead

Lorem ipsum sita vellore ndelliquae moluptas ut occum etur modis excep lendus eat ant.Iqui intio optatiamet

Body

Tate voloritas sit quia voloresti alis ra nisque comnis etur aliciducit, utem ium et modi to occus magnimi, ut optatio nsendip saepror atet aligend itiatur, volorpo ribeatuque

Highlight 1

Tate voloritas sit quia voloresti alis ra nisque comnis etur aliciducit, utem ium et modi to occus magnimi,

Highlight 2

Tate voloritas sit quia voloresti alis ra nisque comnis etur aliciducit, utem ium et modi to occus magnimi,

Caption

Tate voloritas sit quia voloresti alis ra nisque comnis etur aliciducit, utem ium et modi to occus magnimi,

Large quote

“As dolorro et ventem harum iunt as si am labore niendam, consequ atquas aut eiur? Qui non repellandi nis pelia des”

Small Quote

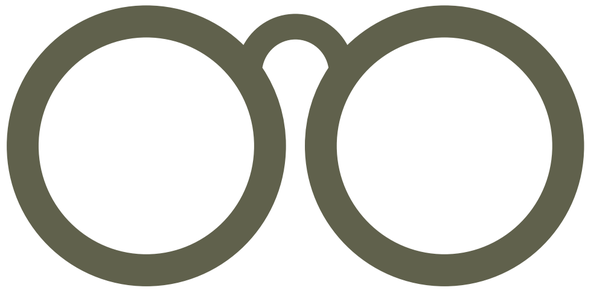
Lorem ipsum sita vellore ndelliquae molptas ut occum etur modis excep lendus eat ant.Iqui intio optatiamet

List

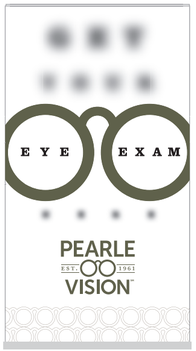
- Tate voloritas sit quia voloresti alis ra nisque comnis etur aliciducit, utem ium et modi to occus magnimi
- ut optatio nsendip saepror atet aligend itiatur, volorpo ribeatusdae voloreh enimusa piciis aut rem harcialabo. Fictae dolor adi con pro que
- Tate voloritas sit quia voloresti alis ra nisque comnis etur aliciducit, utem ium et modi to occus magnimi

The Optical Icon

Our optical icon, in its positive form, can be used as a graphic element and/or holding device for information. Only copy that is unique to Pearle Vision, or differentiates Pearle Vision from the optical category, can be featured within the glasses icon. General category communications, i.e., sales or value messages, should not be featured within the glasses icon.



Example





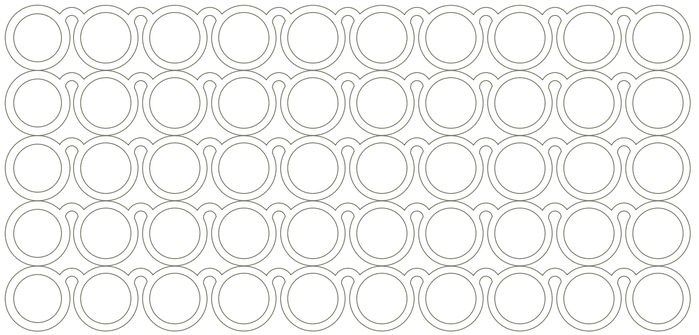
Cropped

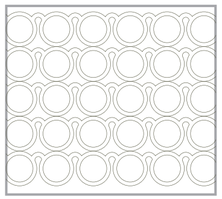
Pattern

Our optical icon pattern is used in collateral material as an accent. It should always appear as an outline over imagery or on white. It reinforces the connection between consumers and their neighborhood Pearle Vision doctor. It also creates a rigidity and an expertise that a science like optometry commands.

The optical icon pattern can be in 418 gray or reversed to white. The only background colors for the pattern are those represented in the accepted color palette (darker background colors reverse the pattern to white, for lighter background colors, the pattern is printed in 418 gray).

Note
The connected frame pattern is fully connected. It is not a simple repeat of the connected frame icon.





Improper Use of Icon

DO NOT

Use brandmark for general category communications, i.e., sales or value messages. These should never be held within the glasses icon.

Overuse. Our icon must remain sacred and is only to be used once in its positive form to create impact. See acceptable example to the right.

Change to: “e.g.”

Make two words:“be held”

Acceptable example

- Independent Doctors of Optometry
- Personalized Eye Health & Wellness Reports
- Digital Retinal Imaging

Acceptable example



OUR RULE LINES

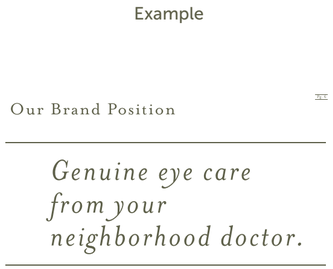
Using Our Rule Lines

Our brandmark is comprised of multiple elements. One such element is the rule line. Rule lines help organize, connect or separate, create movement and/or provide design emphasis. Our rule lines can change their weight (the thickness of the line) depending on the desired effect. They can be used in multiples or as a single design element.

PEARLE EST. 1961 VISION℠

Double Rule Line
(DERIVED FROM OUR STACKED BRANDMARK)

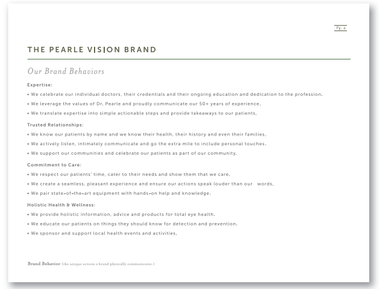
Example



EST. 1961 PEARLE VISION℠

Single Rule Line
(DERIVED FROM OUR HORIZONTAL BRANDMARK)

Example



OUR BRAND PHOTOGRAPHY

Photography Principals & Where We Are Today

Today, our brand embodies a "sophisticated suburbia" look and feel. To achieve this elevated aesthetic, our imagery focuses on a "stylized reality," both in environment and in casting. Our mission in photography is to create polished, relatable moment with the onlooking MGCHO, in an effort to support message recall and further brand relevancy.

Pearle Vision photography feels natural, utilizing natural light and realistic situations, employing storytelling at its purest. By keeping things simple and straightforward, we capture the true essence of the subject without relying on retouching, over-scripting or intensive post-production work. The settings are real world, unfussy, tactile spaces.

Images have a strong focal point. Depth of field should not be too shallow. Emphasize visual clarity. People radiate warmth, especially in skin tones. Across all media and advertising, imagery represents people from all walks of life, conveys connectedness to the viewer and the environment that they are in. The camera represents the eyes of the viewer. Subjects are caught in a wonderful moment. The viewer should have the sense that they are in the room as the moment is unfolding.

Our imagery focuses on a "stylized reality" both in environment and in casting, creating the "I know her, I am her, that's me" moment to drive the attention / lean-in to support message recall and further brand relevancy.

EACH IMAGE SHOULD INCLUDE/PORTRAY

- A situation, event or story that's relatable to the MGCHO and her sophisticated-suburban lifestyle.
- Coming from a brand of premier quality and trust.
- MGCHO's sense of style and careful, purposeful choices in how she carries herself.

WARMTH

Warmth reflects our brands' authenticity as a neighborhood / suburban based brand and drives relatability for those who consider optical retail as generic and cold.

OUR MGCHO

- She is purposeful in her choices whether it be her family, job, wardrobe, etc. At all times of day in every facet of her life.
- She is warm and approachable, always greeting people with a smile and firm handshake.
- She leads an active lifestyle and weekends are no exception.
- She takes care of herself showing pride in her appearance no matter where she is heading.
- A social butterfly who's well traveled and highly educated, she never runs out of stories to share with friends.
- Health and well being are important to her and she makes sure her children know the importance of getting some fresh air and exercise.

HER COMMUNITY

- Her neighborhood is suburban with a cozy community feel. Children play football in the front yard while our MGCHO is working in her garden or catching up on work from the week.
- Her home is her castle and she is the ruler. Overseeing all aspects of daily chores like she runs her company.
- Her house is warm and comfortable in a neutral color palette that is calming and relaxing. She loves decorating with plants and flowers as they bring life into the home.
- She enjoys cooking and entertaining family and friends especially during the Holidays.
- Always the perfect host making her guests feel welcome in her home.



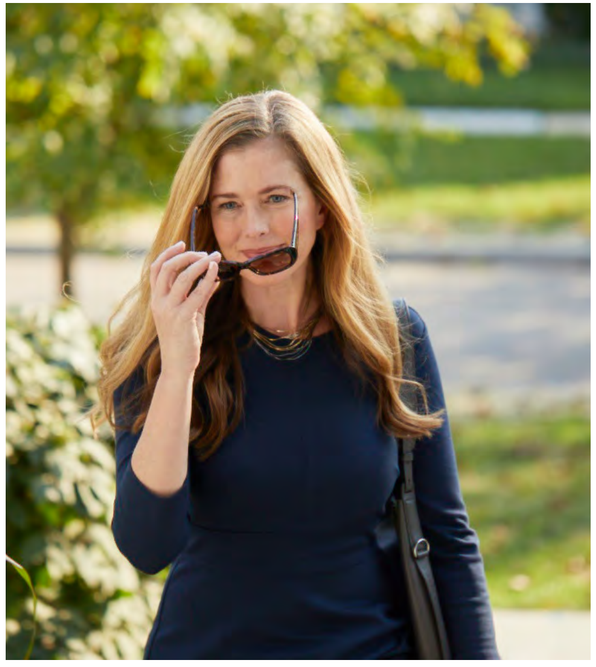














Lighting

In order to portray the warm, cozy design aesthetic of sophisticated suburbia, the following lighting guidelines should always be kept top of mind:

- Controlling the softness of lighting, particularly in-store
- Using natural lighting anywhere we can
- Intentionally having rays of sunlight cascade naturally into indoor settings
- Being cognizant of not distorting or washing out the talent or frames by casting unwanted shadows

When natural lighting isn't available, specifically at night, production lights or environmental elements such as campfires should be used to get the warm feeling/tone across.

Uses of Green

The Pearle Vision green is a crucial visual branding device. Here are a few ways to integrate and emphasize our unique brand color. Please note that green accents should be incorporated as much as possible in lifestyle imagery and for moments of care. It is a rule of thumb to always try to incorporate green.

- Greenery in outdoor settings
- Nuances of green clothing on talent, whether it's on our hero or characters in the background
- Pops of green on props (place settings, straws, towels, device covers, décor, water bottles, mugs, accessories, fruits and veggies, etc.)
- Occasionally casting talent with natural green eyes





EYEWEAR PROMINENCE

Frames

When it comes to Pearle Vision, relating to our target market is of utmost importance, as is integrating eyewear by giving it a genuine role in each shot. That's why it's important to carefully choose authentic, intimate moments of candor, and incorporate eyeglasses in the following ways:

Taking a break from your device:
Glasses can be...

- Sitting near our hero or on a desk
- In her hands, candidly being removed from her face/head

**Avoid having glasses or hero product being on our hero's head*

Rx sunglasses:

- Sunglasses are only to be worn in realistic settings, such as driving, running/hiking or patio seating

**Outdoor shots will be a mix of both eyeglasses and Rx sunglasses*

Style:

- While the CHO isn't necessarily cutting edge high fashion, she definitely likes to look good and we should strive to showcase stylish frames that showcase a wide variety of looks

EYEWEAR PROMINENCE

No Frames

When it comes to Pearle Vision, relating to our target market is of utmost importance, as is integrating eyewear by giving it a genuine role in each shot. That's why it's important to carefully choose authentic, intimate moments of candor, and incorporate eyeglasses in the following ways:

Implied Contacts:
contacts can be implied by...

- Including a contact case or contact solution in plain sight
- Including a contact case with other standard miscellaneous items on her bathroom/vanity counter
- Actually showing them by staging a closeup eye scenario (like applying mascara) and showing the outline of the contact in her eye

Difficulty seeing:

- No eyewear will be included where we show our CHO/kids struggling to see in day-to-day scenarios





Extending From MGCHO to Family

Although we love our MGCHO alone by herself where it seems appropriate, there will be times when her kids, spouse, extended family, and even pets should be included. When the latter happens, make sure to establish a genuine, comforting relationship between the talent– however many there need to be to make the scene come to life naturally.

MGCHO: will be present, but doesn't always have to be the hero. She is warm, approachable and is always greeting you with a smile.

Men: can play a natural role in CHO's life by doing activities with her such as cooking, exercising, texting, being in love, etc.

Kids: studying with parents, sitting in family room too close to TV/ device, being clumsy from not seeing, etc. *Cho may or may not be present during these shots

Capitalize: "CHO"

(Add period, for consistency on this page.)

Gen: show generations of women brunching, drinking, having a girls night etc.

Add appostrophe: "girls' night"

Multicultural

~~**Multi-Cultural:**~~ Diversity is an integral part of our brand in a way that's not forced but reflective of society.

Enhance and adjust focal points by intentionally blurring out certain details when necessary.



OUR PHOTOGRAPHY

"EYE CARE" as two words? Or is this branding?

EYECARE CENTER

Doctors and Associates

(Lowercase x4)

Because we are extending care from the exam room to the retail floor, the entire Pearle Vision team (Doctors, Opticians, Retail Associates, etc.) should be seen as caring people who listen and truly understand their patients, but are not overly familiar with them. Our Eye Care Experts are likely not a friend or family member, but the interactions should still feel warm and genuine. This can help us visually ease the barrier of eye exam and retail shopping anxiety. To evolve this section, we want to remove the focus from the very clinical optometrist equipment in the foreground, but ensure that there are category cues visible towards the background so we can hone in on the candid, "in-between" moments.

Lowercase

EXAMPLES ARE

- Smiling with a patient who is about to try on the perfect pair of glasses
- A doctor on a bended knee trying to comfort a child
- Doctor greeting a family as if they have known them for years
- A doctor explaining results to a patient, face-to-face
- Staff holding two options of fashionable frames for CHO
- Child trying on glasses, candidly posing in front of mirror because they like what they see







**It will be a rule of thumb to always incorporate green in all doctor-patient scenarios*

Shooting for Digital

To ensure that imagery can be utilized within the continually-evolving digital space, the following are tactics should always be considered as production is planned:

- Pay attention to the angles and ensure that there are shots with extreme horizontals and extreme verticals
- Shoot with a range of negative space for copy real estate
- If there's multiple talent, shoot them close and farther apart from one another to account for specific layouts
- Keep in mind that it's often better to shoot wider than tighter, because we can always zoom in as long as we have high-res images

















TOUCHPOINT EXAMPLES

20% Grid Rule

- Social posts include overlay text, but may not include more than 20% text (or 5 boxes) in the image to ensure people see high-quality content.
- The logo counts as one box, and it is always placed in the top left corner box.
- Use the "Image Text Check" Tool (https://www.facebook.com/ads/tools/text_overlay) to determine how much text is in the post.



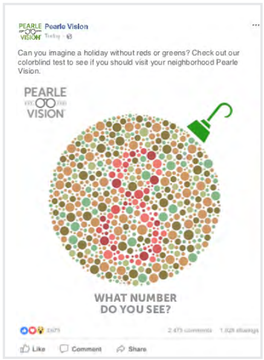
The example in this 5x5 grid shows text and logo is in 4 boxes (under 5 boxes).

Remove period before parenthetical; insert period at the end.

Typography

- All type should be Museo sans.
- Most important part of the headline should be the largest, at the weight 900, and in all caps
- Secondary pieces of the headline can be at a thinner weight but 900 tends to be the most legible at scale
- Headlines that overlay images should be white (#ffffff)
- Headlines can be PMS 370 green (#5e9732) if white is illegible
- Copy can utilize a colored drop shadow for legibility but the drop shadow should always feel integrated with the rest of the image
- Images should be 1200x628 px for website traffic/ remarketing and 1x1 for engagement-based creative
- Be sure to keep the 20% rule in mind (more info on following slide)
- Utilizing Facebook's text overlay tool is always the best way to go to confirm it will pass their guidelines
- The more centralized your text is, the more likely it will pass the algorithm and the larger it will allow you to scale (for example, in these images, all of the copy is in one lockup rather than in multiple places across the image)





DISPLAY TEMPLATES







END FRAMES


UP TO
40%
OFF
LENSES WITH
FRAME PURCHASE
We Work With All
Major Health and
Vision Plans, Including
eyemed
vsp
UnitedHealthcare


UP TO
40%
OFF
ON YOUR SECOND
PAIR OF GLASSES
We Work With All
Major Health and Vision
Plans, Including eyemed


PEARLE
EST. 1961
VISION
SCHEDULE YOUR EYE EXAM AT PEARLEVISION.COM
Outside RX Welcome


UP TO
40%
OFF
LENSES WITH
FRAME PURCHASE
WE
DIRECT
BILL
MOST INSURANCE
PLANS


PEARLE
EST. 1961
VISION
ARRANGE YOUR EYE EXAM AT PEARLEVISION.CA
We Direct Bill Most Insurance Plans


DESCUENTO DE HASTA
40%
OFF
EN LENTES CON LA
COMPRA DE UNA MONTURA
Se Acepta la Mayoria
de los Planes de Visión,
como MMM/PMC, y
MCS y Triple-S


PEARLE
EST. 1961
VISION
EXÁMENES DE LA DISPONIBLE PEARLEVISIONPR.COM
Exámenes de la Vista Disponibles Sin Cita Previa

EXTERIOR





EST. 1961

PEARLE VISION

2019 Pearle Vision Brand Identity Guidelines