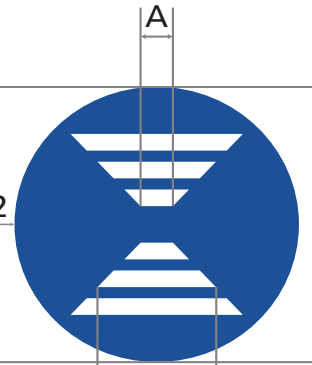


Safilens

VISION INNOVATORS



B/2

A

B

## Corporate Identity Quick Reference Guide



## Introduction

The Safilens brand is more than a company brand. It's a set of values, attributes and artwork that reflects the spirit of our company.

Since yesterday, our today has been to think about tomorrow. We work with experience, but we never stop looking forward, in our search for products, services and solutions that will genuinely improve people's quality of life. Our philosophy is encapsulated in just one word: TRUST. The results demonstrate the importance of this approach: high performance products, immediate responses to the needs of clients, technological leadership in the sector.

This book is an overview of our guidelines, illustrating how to apply the visual components of our brand. It includes directions on how to use our signatures, colors and typefaces.

This document may be distributed to external suppliers, but it should not be viewed as a comprehensive information source or as a replacement for the full corporate design policy.

For **Safilens srl** employees who produce or order communications media, please note that you are finally responsible and accountable for ensuring that the full corporate design rules are met.

External partners are provided with Safilens logo master files and typefaces only for the fulfillment of contracts placed by **Safilens srl**, or other companies that operate under the Safilens name and logo. Use by third parties is only permitted subject to the written authorization of **Safilens srl**, and in accordance with the permitted rules.

For further information or to obtain artwork, please contact:



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## The Safilens Brand Attributes

Our brand attributes are at the core of our brand. They summarize our promise to our customers: Innovation, technology, excellence. We create products for seeing far into the distance. Everything that bears the Safilens name should live up to these attributes.

Safilens was founded in 2001 to create innovative, high quality products in the contact lens sector. This solid, innovative company can draw on its founders' experience of over thirty years, to provide solutions that are always in line with the evolution of the market and of the needs of people who wear contact lenses. The true value of the company is the excellence of its Research & Development department.

### **Optimizing:**

Every Safilens customer has different needs. We find the right solution for each customer's enquiry.

### **Inventive:**

Global business constantly changes. So does Safilens. As we invent new solutions, we lead the way in high quality products in the contact lens sector.

### **Personal:**

Safilens customers are people, not products. We get to know each customer's needs and offer them the tools they need to improve their life.

## The Safilens LOGO SIZES and Payoff

The Safilens logo is the visual expression of our brand positioning. It consists of 3 components: the company name, company symbol and company payoff. In particular the Big “**S**” of Safilens srl company reproduces 2 stylized optical lenses oriented in opposite directions, the Safilens symbols reproduces a stylized hourglass.

### Safilens Payoff

As a basic rule, the Safilens logo is always accompanied by the payoff “**Vision innovators**”.

The message asserts our payoff to be an innovative company and supplements the Safilens logo.

### Reproduction of the Logo and Payoff

The logo components and payoff must not be redrawn or recreated from separate graphic and type elements. The correct reproduction of the logo and payoff can only be achieved by using the official master artwork files (available in vector and bitmap formats).

The official master artwork files for the Safilens logo and claim can be downloaded from the Safilens srl Internet site [www.safilens.com](http://www.safilens.com) at “Presskit” link in the main page footer.

The Safilens logo must appear at least once on all communication media. The payoff always appears beneath the Safilens logo in the dimensions and font shown below. The graphic design of the logo components and the payoff, and the relationship between them, must be kept the same in all applications.

The payoff has already been successfully printed at very small gadgets. Therefore, before omitting the payoff, other production techniques or the possibility of increasing the logo size should first be considered. Changes to the logo and payoff design are not allowed (e.g. graphic effects, shadows or other graphic elements). The logo and payoff may not be reproduced as an illustration.

As a basic rule, the logo and payoff must be used horizontally. They may only be rotated through 90° if they are to be displayed on tall, narrow formats. They should always read from bottom to top.

## Clear Zone

A clear zone equal to "B" measure must be left free around the logo and payoff. No other text, images or graphic elements may appear in this space.

A space measure equal to half "B" (B/2) must be left free to separate Safilens diciture to the "hourglass" symbol inside the whole logo design.



## The Corporate Color

The visual corporate identity is made up by the link between a solid and sober typeface with a blue tone, characteristic of the Mediterranean zone, and a symbol shaped (balloon) containing a stylized hourglass, on a white background.

### Definitions for color printing

Percentages C/M/Y/K (Cyan, Magenta, Yellow, Black) and Pantone®<sup>1</sup> definitions:

	C/M/Y/K	Pantone®
Safilens Logo	100/75/0/0	287

### Definitions for black and white printing

The brand may be used mainly in four-colours. For those applications where it is not possible to use four-colours, other options in black & white one ink have been defined.

On black or white solid tone backgrounds, the logo is to be printed in 45% black or Cool Grey 8 from the Pantone® Matching System.

### Logo sizes

No maximum size is established; the distribution must respect the exclusion zone.

For sizes smaller than 40mm wide, use version without payoff.

Minimum size. The brand must not be reproduced in sizes smaller than 20mm wide.

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1 Pantone is a trademark of Pantone Inc.



## Black, white and gray backgrounds

If the logo is used on black, grey or white backgrounds, the “frostedglass” effect causes the hourglass symbol to appear in gray. In these cases a white background should be applied to the hourglass Safilens logo symbol.

## Particular cases

If, due to the display technology or reasons of cost-effectiveness, it is not possible to use the Safilens corporate color as a background color, then other back- ground colors may be used. In these circumstances, the same “frosted glass” principle applies; the logo color – either black or white – is chosen so that the greatest possible contrast is achieved.

## Corporate Fonts and Identity Typeface

The Frutiger font is the lettering used in all communications of Safilens corporate.

This lettering exist in many variations from light to bold and italic, from condensed to extended.

This variety allows for the creative use anyway and communication material.

### Typeface

Frutiger Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Frutiger Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**Frutiger ExtraBlack Condensed**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**





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