



VISION
TRENDS

Vision Trends **Style Guide**
2017



Vision Trends **Logo**

Logo Examples:

Color:



Grayscale:



Black:



White:



White space around logo must be maintained proportionately



Create a square based on the X height of the "T." The minimum space between the logo and other layout elements is that distance from the outer edges of the left, bottom and right sides. The top margin extends from the X height of the small caps.

Example of white space around logo that should be maintained.



Vision Trends **Color Palette**

Primary Colors:



PMS 287C



100C, 87M, 20Y, 10K



100% Black

Secondary/Accent
Colors:



PMS 7489C



60C, 6M, 90Y, 7K



PMS Cool Gray 6 C



6C, 6M, 4Y, 35K



0C, 0M, 0Y, 40K



PMS 550C



42C, 12M, 16Y, 3K



PMS 7418C



15C, 82M, 66Y, 0K



PMS 141C



3C, 20M, 70Y, 0K



PMS 2925C



94C, 18M, 0Y, 0K

Vision Trends **Fonts**

For all fonts, include tracking of 20%, no ligatures.

Primary Fonts:

Helvetica Neue Roman is the primary typeface, in all of the samples shown below, for Vision Trends.

Helvetica Neue 45 Light and 46 *Light italic*

Helvetica Neue 55 Roman and 56 *Roman italic*

Helvetica Neue 65 Medium and 66 *Medium italic*

Helvetica Neue 75 Bold and 76 *Bold italic*

Helvetica Neue 85 Heavy and 86 *Heavy italic*

Helvetica Neue 95 Black and 96 *Black italic*

Plus Helvetica Neue Condensed and *Condensed Oblique* for all fonts listed above.
(tracking on condensed fonts can go from 0 for regular to 20 for italics)

Secondary/Accent
Fonts:

The Garamond font family should be used as a secondary typeface.

Vision Trends **Photography**

Imagery used for Vision Trends should convey independence, entrepreneurial spirit and transparency while encompassing diversity in race, sex and age. Images should attempt to reflect the actual makeup of the Vision Trends corporate culture and personnel. Ideally, backgrounds should be slightly blurry and foregrounds should have good contrasts to draw focus to the front and the message you are trying to convey. *See the following page for brand platform information.*

Examples:



Duotones:

Duotones are made using the Vision Trends PMS colors and then converting the images to CMYK. Density of black versus color needs to be determined on an image by image basis.

PMS 2925C



PMS 7418C



PMS 141C



PMS 7489C

Vision Trends **Brand Platform**

Founded by independent optometric doctors, Vision Trends' brand position embodies the unique values of full practice independent optometry, while building a critical common thread to connect independent doctors as affiliates.

Communicating the Vision Trends position in the marketplace should be Clear, Concise and Compelling. Target audiences include the current or prospective member practice, current or prospective vendor partner, optometric educational institutions, non-profit organizations, the press and the general public.

Please direct questions regarding usage of Vision Trends' creative assets and/or brand platform to **admin@vtrends.us**.

Vision Trends: A fiercely independent optometric doctor alliance.

Fiercely Independent

We are unique to the industry!

We aren't owned by a large company pushing products, nor a venture capital firm determined to grow their own profits at your expense.

Entrepreneurially Driven

We are committed to Practice Building...

Delivering innovative, differentiated product and service solutions. This is a critical component in our strategy to create sustainable, long-term member profitability.

Truly Transparent

Our members come first... Always!

We are quick to respond and offer solution-based approaches to our members' unique business challenges. Simply put, we make Vision Trends membership easy.

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