elevate eyecare

Brand Guidelines

A new identity to support our vision

When we transitioned from the name TZVECL to Elevate Eyecare, we refreshed our brand to reflect who we are, where we're going and our vision for getting there. We're proud to present a simple, yet versatile, identity that distinguishes our network while complementing the existing logos of our practices.

Contents

Logo

Our new logo was carefully crafted to convey our values and be distinguishable from the rest of our industry.

Created with versatility and functionality in mind, the new logo adapts to any medium including websites, printed materials, store signage as well as merchandise like dispensing bags and cleaning cloths.

Since our local practices retain their established brands, the simple elegance of the Elevate Eyecare logo will support, not overpower, those identities.

Our new logomark is:

Complementary

Distinctive

Simple

Versatile

Keep the logo clear of competing text, images and graphics

Always surround the logo with clear space equaling the height of the upper part of the logomark.

The logo can be sized down to a minimum of 144 pixels or 1.5 inches.

elevate eyecare

elevate eyecare

1.5 inches

Our new location logo

Our individual practices' partner logos will remain and still be used for location-specific pieces such as letterheads, business cards, emails, email signatures, etc. However, every use of a partner logo must also incorporate this Elevate Eyecare location logo.

An ⌣ elevate **eyecare** Location

Pair the location logo with partner logos

Always place the location logo right-aligned and below the partner logo.

The location logo must have a space equal to 120% of the logomark height between it and the partner logo. The location logo width should be approximately 75% of the width of the partner logo.

120% logomark height

75% width of partner logo, right aligned

Location logo in use

LOREM IPSUM

DOLOR SIT AMET

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni .dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem

HIGHLANDS RANCH VISION CENTER

An elevate eyecare Location

An 🌿 elevate**eyecare** Location

An 🌿 elevate**eyecare** Location

An ⬭ elevate **eyecare** Location

An ⬭ elevate **eyecare** Location

Business Card (front)

elevate eyecare

Business Card (back)

elevate eyecare

john smith
optometrist

800.123.4567
jsmith@elevatemyeyes.com
elevatemyeyes.com

20/20 Vision Center Card

20/20
VISION CENTER
An elevate eyecare Location

Dr. John Smith
Optometrist

123 Eyecare Lane
Eyeland, SC 12345

elevatemyeyes.com
(123) 456-7890

Appointment Card

_____
has an appointment on

☐ Mon   ☐ Tues   ☐ Wed   ☐ Thurs   ☐ Fri   ☐ Sat

Date _____ at _____ ☐ AM ☐ PM

Notes _____
If unable to keep appointment call (XXX) XXX-XXXX
Kindly give 24 hours notice.

Letterhead

elevate eyecare

To:
Name Surname
Title of named

P: (789) 989-0987
E: email@emailorg.com
A: 124 Street Name, City, ST, Country, 12345

Os eseque prorehent adiorum dolorumquam sus mil ipid eos acimaxime volo dolecullam ea que omnit ut rentiis a dollabo ribus, unt ab inulpa que omnima dolor sant quae simet ratiati busciet ipsaestem inte pori aci sum fugiam alia sincias asi sus illent lignate molupta quaeped ulpa quo dicia volore illitatem fugia nemped quidelendae nus.

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dit quis arum sequiae inus andus ipis exernatium quassi nihic tem quiam, nusanis qui dolorum aut et, tem eosanto tatiment offici dit, iusanissum que endem expe minulpa porro everovitaqui ommolore sitaqui quae dolor re, aliquam, que el ipid earum dolorepratia peribus enis audior rem volende idelicti quatet etur sed quibus im quasitatus dignatur?

Name Surname
Surname Title

PO Box 4495, West Columbia, SC 29171
TZVECL Management of CO, LLC • TZVECL Management of SC, LLC • Eye Care Associates of CO, LLC • Eye Care Associates of SC, LLC

Brand elements

Green in a sea of blue

The vibrant green distinguishes Elevate Eyecare amongst the many blue logos that already populate the eyecare industry.

For our business partners, green symbolizes growth and how Elevate is revitalizing practices, growing capabilities and providing peace of mind. The calming tones connote the feelings of restfulness and security that come from a partnership with Elevate Eyecare.

For our employees and customers, green represents health; evoking feelings of stability, reliability and abundance.

All of the hues in the color palette are ADA compliant and provide enough contrast for those with color blindness to view variations the same way.

Color palette

PRIMARY

pms 2276

pms 7734

CMYK: 48,8,83,9
RGB: 133,173,84
HEX: 85ad54

CMYK: 77,0,82,65
RGB: 0,87,45
HEX: 00572D

SECONDARY

pms 327

pms 2246

pms 7478 (12%)

pms 7401

pms 7407

CMYK: 100,21,63,7
RGB: 0,131,117
HEX: 008375
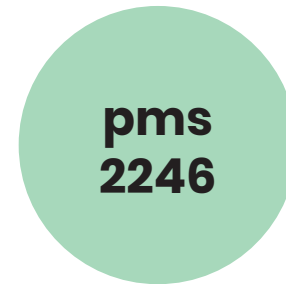
CMYK: 35,0,33,0
RGB: 167,216,187
HEX: a7d8bb
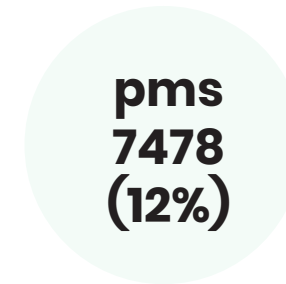
CMYK: 39,0,33,0
(12%)
RGB: 240,255,246
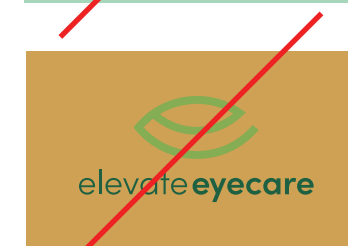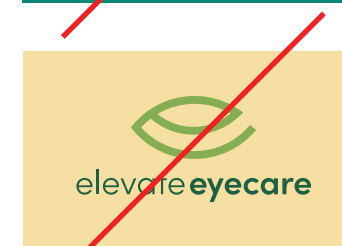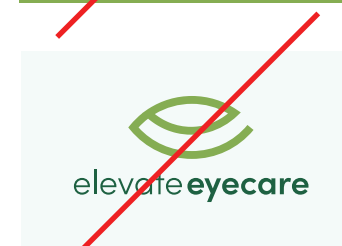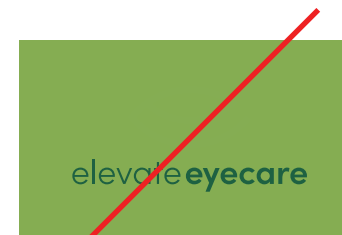
CMYK: 3,10,41,0
RGB: 1246,223,164
HEX: f6dfa4

CMYK: 20,37,79,1
RGB: 204,159,83
HEX: cc9f53

Use in logo

Always place the primary logo on white and the logo with a white logotype on the primary dark green.

Do not place the primary logo on primary light green or any of the secondary colors.

Use in type

You can check if two colors have enough contrast between them using a contrast checking tool. To get a passing grade (AA), the contrast ratio must be 4.5:1 for most body text and 3:1 for larger text.

For best results, use black and dark green against white. You can also use white on PMS 7734 and PMS 327.

Note: the following examples are not to scale. Text point size can determine if a color combination passes or fails.

SUFFICIENT CONTRAST

INSUFFICIENT CONTRAST

– LOREM IPSUM –
Lorem Ip-
Lorem Ipsum Dolor Sit Amet
Lorem ipsum dolor sit amet,

– LOREM IPSUM –
Lorem Ip-
Lorem Ipsum Dolor Sit Amet
Lorem ipsum dolor sit amet,

– LOREM IPSUM –
Lorem Ip-
Lorem Ipsum Dolor Sit Amet
Lorem ipsum dolor sit amet,

– LOREM IPSUM –
Lorem Ip-
Lorem Ipsum Dolor Sit Amet
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– LOREM IPSUM –
Lorem Ip-
Lorem Ipsum Dolor Sit Amet
Lorem ipsum dolor sit amet,

– LOREM IPSUM –
Lorem Ip-
Lorem Ipsum Dolor Sit Amet
Lorem ipsum dolor sit amet,

Use in headlines

Larger headlines allow for more leeway in contrast standards.
You may use a larger typesize, at least 32 points, with these color combinations. Even at larger sizes, avoid low contrast combinations. To be sure, always check with an online contrast checker.

Lorem Ipsum Dolor Sit

Lorem Ipsum Dolor Sit

Lorem Ipsum Dolor Sit

Lorem Ipsum Dolor Sit

Lorem Ipsum Dolor Sit

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 012345678 9

POPPINS BOLD ⬇

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

POPPINS REGULAR ⬇

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

LORA BOLD ⬇

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

LORA REGULAR ⬇

– OUR APPROACH –

Clean and approachable

We chose a sans serif font for its clean aesthetic that pairs nicely with local partners' logos without distracting the viewer. The weight differentiation provides contrast for the name and enhanced legibility. With these elements together, the typography suggests approachability and quality.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ARIAL BOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ARIAL REGULAR

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

TIMES BOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

TIMES REGULAR

– OUR APPROACH –

Alternatives

When the main brand fonts are not available for use, please use these alternatives. You may have to use alternatives when using certain email clients, presentations or other third party tools.

Type in use

Use Poppins for section labels, headlines, sub-headlines, buttons and UI elements in the header and footer.

Use Lora for body copy.

POPPINS BOLD (15 PT / ALL CAPS)

POPPINS MEDIUM (48 PT / 51 LINE)

POPPINS BOLD (20 PT / 24 LINE)

LORA REGULAR (18 PT / 22 LINE)

POPPINS MEDIUM (16 PT)

– LOREM IPSUM –

Lorem Ipsum

Lorem Ipsum Dolor Sit Amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.
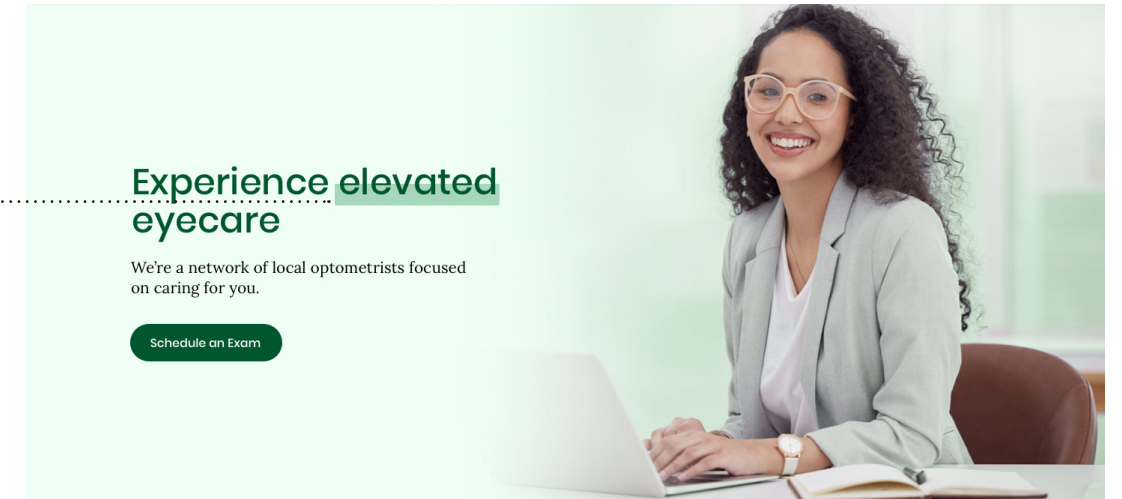
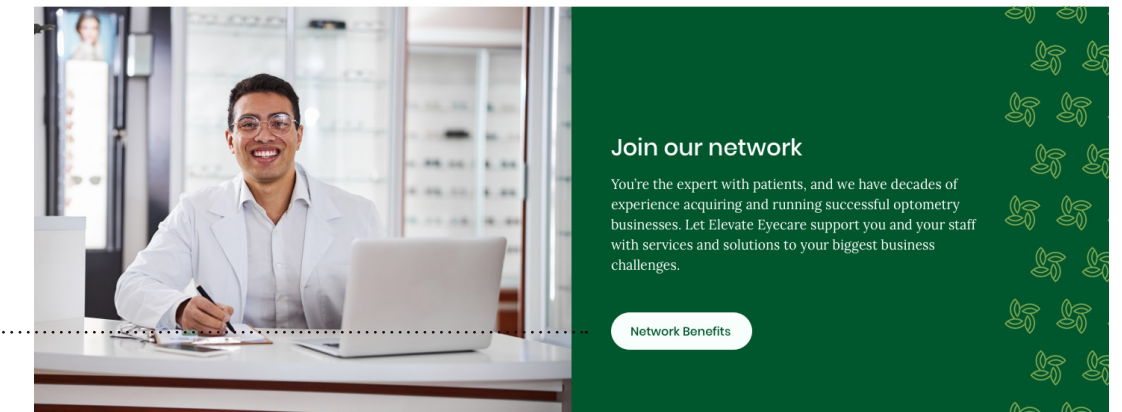Lorem Ipsum

- TYPOGRAPHY -

Website

Some examples of how type is used online. For more examples, refer to our website.

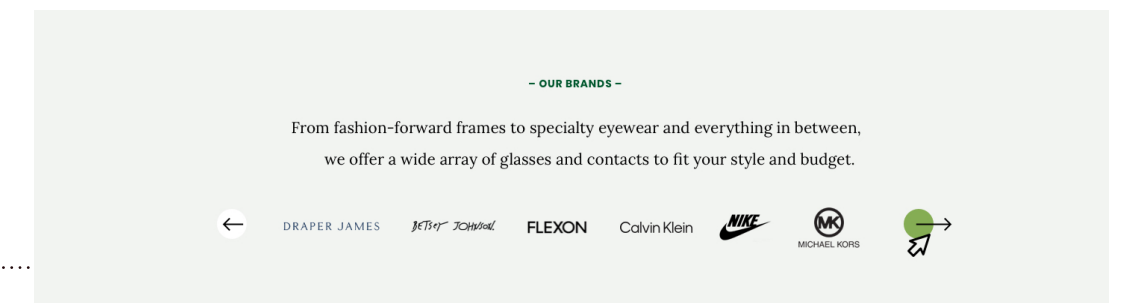**HIGHLIGHT THE MOST IMPORTANT WORD IN A HEADLINE WITH A COLOR BLOCK (# A7D8BB)**

Experience elevated eyecare

We're a network of local optometrists focused on caring for you.

Schedule an Exam

BUTTONS CAN BE REVERSED ON WHITE WHEN USED ON DARK BACKGROUNDS

Join our network

You're the expert with patients, and we have decades of experience acquiring and running successful optometry businesses. Let Elevate Eyecare support you and your staff with services and solutions to your biggest business challenges.

Network Benefits

ON HOVER, THE BUTTON STATE WILL REVERSE IN COLOR AND AN OUTLINE IS ADDED

Network Benefits   Network Benefits

Schedule an Exam   Schedule an Exam

TYPE IS GENERALLY LEFT ALIGNED BUT CAN BE CENTERED IN SPECIAL CIRCUMSTANCES WITH MINIMAL TEXT TO BALANCE THE PAGE – INCLUDING AREAS LIKE THE FOOTER AND AD BLOCKS

– OUR BRANDS –

From fashion-forward frames to specialty eyewear and everything in between, we offer a wide array of glasses and contacts to fit your style and budget.

DRAPER JAMES   BETSY JOHNSON   FLEXON   Calvin Klein   NIKE   MICHAEL KORS

Elevate Eyecare is raising the bar for practices and patients

Who We Are

Elevate Eyecare is a growing network of optometry practices with team members who are passionate about delivering the best outcomes for patients and our members. Our leadership team includes licensed optometrists and seasoned business experts with deep experience in the eyecare industry.

What We Do

We bring together a community of local providers to deliver elevated patient care. Patients benefit from our network structure because your optometrist is solely focused on your care, while the challenges of managing a business — like billing, human resources, accounting, credentialing and more — are alleviated for providers.

How We Are Different

With deep ties to each of the communities where we provide eyecare, our members are committed to giving back to local organizations making an impact where we live and work.

Core values

Patient First

We believe in patient-centered care that is delivered with the highest quality. It's our responsibility to understand the needs of our patients and recognize them as unique individuals because ultimately, we are people taking care of people.

Growth Oriented: Personal, Professional and Business

We are focused on continuous improvement of ourselves, your experience and our business. Every day we strive to learn from our patients and staff while understanding the big picture and anticipating change.
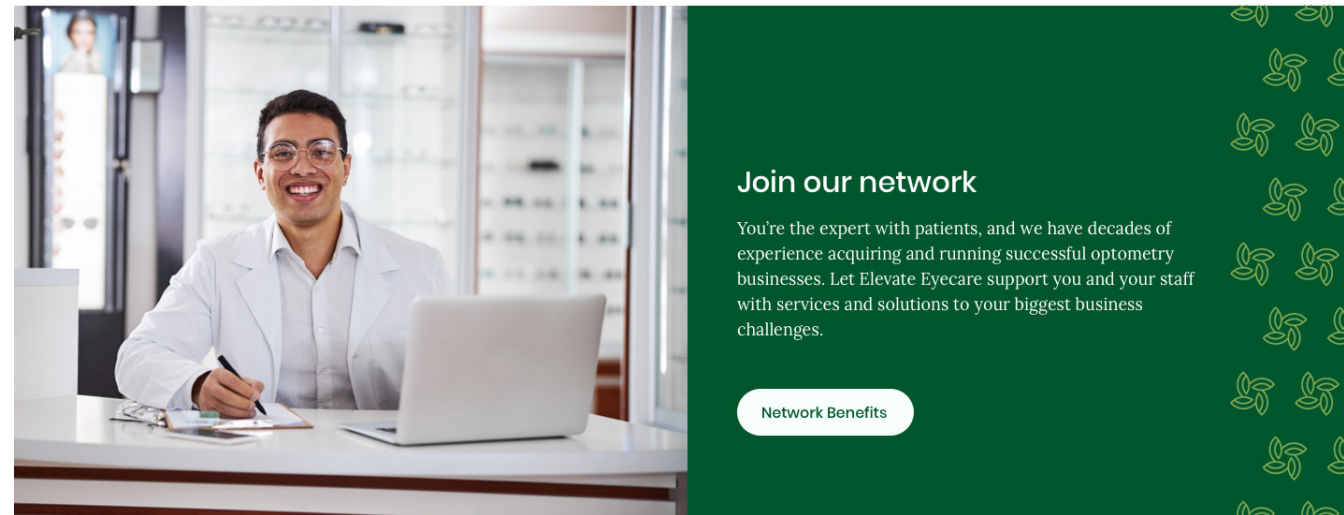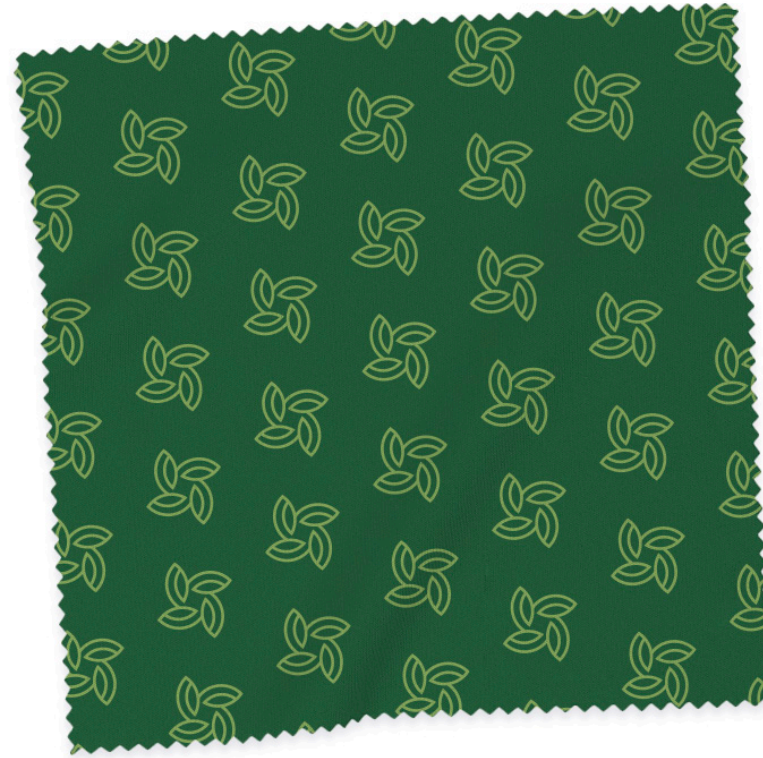
R–E–S–P–E–C–T

We value everyone and treat people with dignity and professionalism. Our staff and patients are encouraged to express opinions and ideas to further our shared goal of betterment.

Have Fun

We believe fun should be a part of everything we do. Celebrating achievements, not taking ourselves too seriously, and maintaining perspective helps create a positive environment for our patients and staff.

Join our network

You're the expert with patients, and we have decades of experience acquiring and running successful optometry businesses. Let Elevate Eyecare support you and your staff with services and solutions to your biggest business challenges.

Network Benefits

– ICONOGRAPHY –

Icons can be used to anchor text, add some visual flair to copy heavy areas or act as bullets in a list.

Get More Value From Every Visit

High-quality vision care at an affordable price

Experience Compassionate Care

Caring, local doctors you know and trust

Support Your Local Community

Our teams give back to their communities

Benefit From Modern Technologies

Advanced diagnostics and industry-leading products