

## LICENSED OPTICIAN<sup>OM</sup> VISUAL IDENTITY

The information contained in this quick reference guide covers the brand usage requirements for the Licensed Optician<sup>OM</sup> visual identity. Here you will find standards for logos, colours, fonts and the proper use of the Licensed Optician<sup>OM</sup> name.

Brands are built over time through consistent and repeated use. While we encourage your use of the Licensed Optician brand, we also ask that you adhere to the brand standards described herein. Any deviation in use, no matter how small, fragments the brand in the public perception. We thank you in advance for upholding the brand integrity.

### **Our Brand**

Ophthalmologists and Optometrists tend to eye health, but it is Opticians who are entrusted with the care of the most precious gift of all – improving our sight. Every time we improve someone's sight, we improve a life – from helping a child see a picture, to helping a young woman navigate her dark world of shadows. Opticians restore the confidence that comes with clear vision.

Licensed Optician professionals listen intently and seek to understand a client's needs and how they use their vision in daily life so as to make their activities easier. Exposing clients to the Licensed Optician<sup>OM</sup> identity will enhance their experience and your mutual relationship.

Opticianry also has a deep appreciation for technology in design and fashion in terms of 'form and function' – much like an architect. An Optician could be thought of as a "vision architect" because an architect balances technical requirements and style, in the same way Opticians address a vision need by balancing technology and design. Opticianry has the most balanced view of all eye health professions because it cares about vision (seeing well) and image (looking good), and recognizes that the two are strongly connected.

The profession of Opticianry presents a number of interesting contradictions, such as:

- Provides a balance in context between health, retail and business.
- Remains accessible when other medical/health related services often are not.
- Technical knowledge is complemented by cutting edge expertise in fashion and design.
- Interacting with Opticians is efficient and speedy from the client's perspective; however the results have a significant and lasting impact.

Ours is a brand we can be proud of because Opticians make a difference in the health and well-being of the general public and society overall.

### **Our Logo**

The Licensed Optician<sup>OM</sup> logo is the clearest representation of our brand. The icon, colours, font choice and white space are meant to reflect the friendly accessibility of Opticians.

You can download the logos and templates at your convenience by registering in the 'Optician Login' section on [LicensedOptician.ca](http://LicensedOptician.ca). The usage and co-branding standards for our logo are as follows:

**Always use the most appropriate logo**

**Master logos (horizontal)**



Master (horizontal) version of the Licensed Optician logo with:

- OM indication
- No tag line or licensee



Master (horizontal) version of the Licensed Optician logo with:

- OM indication
- 'Vision Refined' tag line
- Authorized Licensee Organization (OCC)

**Stacked logos (vertical)**



Stacked (vertical) version of the Licensed Optician logo with:

- OM indication
- No tag line or licensee



Stacked (vertical) version of the Licensed Optician logo with:

- OM indication
- 'Vision Refined' tag line
- Authorized Licensee Organization (OCC)

**French logos**



## Licensed Optician Visual Identity Elements



## Make sure the logo always stands out

### Minimum logo size

- The master logo should never be reproduced smaller than **35mm** in width.
- The stacked version should be used when the area for the logo is less than **35mm** in width. The stacked logo is not to be used when the area is less than **25mm** in width.

The stacked version of the logo has been developed for use when:

- The master logo would need to be reduced to fit below **35mm**.
- The format and/or context dictates.

Examples of appropriate use include: co-branding situations where the logo appears with other logos, and narrow advertising columns where space is limited.

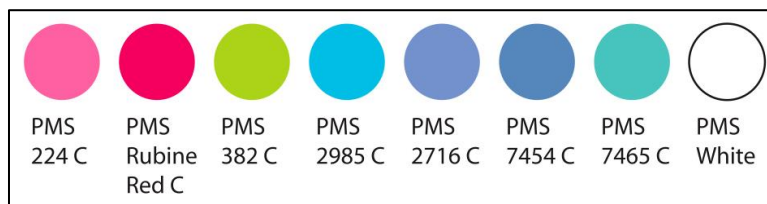
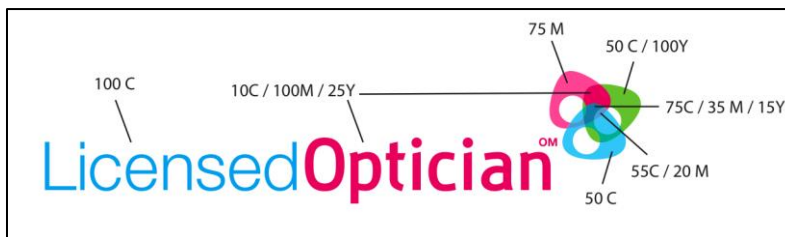
### Background

In order for the logo to have the most impact, retaining the existing white background is required.

### Logo colours

The Licensed Optician<sup>OM</sup> visual identity colours cannot be altered. When printing the logo, the preferred methods include: the eight-colour CMYK process or Pantone colours.

CMYK Values:



Pantone Colours:

- Intense Pink Colour – PANTONE RUBINE RED C
- Lime Colour – PANTONE 382 C
- Light Blue Colour – PANTONE 305/306 C

## **Logo fonts**

The Licensed Optician visual identity fonts cannot be altered. Typefaces for text:

- “Licensed” - Helvetica Neue Light (45pt)
- “Optician” - Globale Bold (52 pt)
- “Opticians Council of Canada”/Endorser - Helvetica Neue bold

## **Give the logo a little breathing space**

An exclusion zone has been established in order to protect our logo from being infringed upon.

A clear space should always be provided around the logo as shown below. There must always be white space surrounding the logo and that white space should be a MINIMUM of the equivalent of the height of the "d" in "Licensed." White space should be measured from the outermost point of the logo.



## **Boost your organization’s credibility with co-branding**

In order to keep our Licensed Optician<sup>OM</sup> message consistent, we must keep our branding exercises clear and simple. Our broad range of Opticianry organizations, associations and supporting industry partners can all capitalize on the Licensed Optician<sup>OM</sup> brand by allowing it to complement their own logo and branding efforts.

Submissions for review and approval of any Licensed Optician<sup>OM</sup> co-branding must be made to either the OCC Communications Coordinator at [requests@opticianscouncil.ca](mailto:requests@opticianscouncil.ca) or to the NACOR Executive Director, Jodi Dodds [jdodds@nacor.ca](mailto:jdodds@nacor.ca).

## **How to co-brand**

The Licensed Optician<sup>OM</sup> logo comes in master and stacked form. All co-branding may use either logo, in equal proportion to the co-brand, as in the following example:

- Sizing – cannot be a dominant feature, text cannot exceed 2/3s of the smallest text of the business name on the sign.



## Legal Information

### Official Marks

The following components for the Licensed Optician brand are registered Official Marks:

- “Licensed Optician”
- “Registered Optician”
- “Refracting Optician”
- “Vision Refined”
- “Vision Architect”
- Design Mark (Three-colour graphical icon)

- ✓ All uses of the Official Marks must include an “OM” that appears on the right of the image as superscript.
- ✓ All uses must indicate the following in ‘mice type’ (smallest font possible that maintains legibility):  
**Official Mark Used Under License**

### Licensed Optician<sup>OM</sup> brand in action!

Some effective ways that the Licensed Optician<sup>OM</sup> visual identity was showcased in 2012 are shown below. Please contact the Opticians Council of Canada to talk about ways that you can successfully feature the brand at special events, conferences, or in everyday business at your dispensary.

