



THE EYE SURGEONS

VISIONARY EYE CARESM

The goal of this manual is to provide the necessary specifications or “design layouts” related to the AIO logo in order that we may consistently and effectively identify ourselves and provide easy recognition.

The design layouts serve as guidelines which must be followed whenever using the AIO logo in print or online. Like all guidelines, we cannot anticipate all circumstances. In the event that the guidelines do not cover a specific circumstance, we have flexibility built in to these guidelines.

The key requirement to situations not covered in these guidelines is that such changes require specific review and approval by the Marketing Department.

Artwork

Where specified, original artwork is available. Do not attempt to recreate the logo or any of the graphical elements. Artwork is available in a variety of formats for print and online use on the AIO website.

Approval Process

This manual provides guidance on the application of AIO corporate identity. However, it can not cover every eventuality. Any variation or situation that is not covered here requires approval by the Marketing Department.

Logo with Tagline



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It is important that the logo be produced only from its original artwork. The logo may not be recreated in any form, such as typesetting or scanning.

When resizing the logo, the red dividing line may not be smaller in width than .3pt. This dividing line can be resized separately in order to maintain its minimum width.

The Logo with Tagline should not be made smaller than 1" in overall height. In cases where logo needs to be smaller, use the Logo Only and separate Tagline.

When the logo and tagline are used together, the logo must include the ® symbol and the tagline must include the SM symbol.

Logo Only



The Logo Only can be used at any size but must have the Tagline visible somewhere on the application.

In extremely small sizes, the Logo Only should be used in place of the Logo with Tagline.

The Logo Only must include the ® symbol.

Tagline

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When used in conjunction with the Logo Only, the Tagline should be sized relative to the Logo.

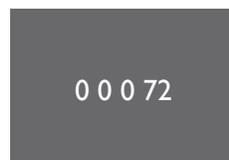
The Tagline must include the SM symbol.

AIO Logo Color

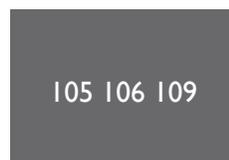
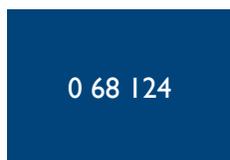
Spot Color Logo



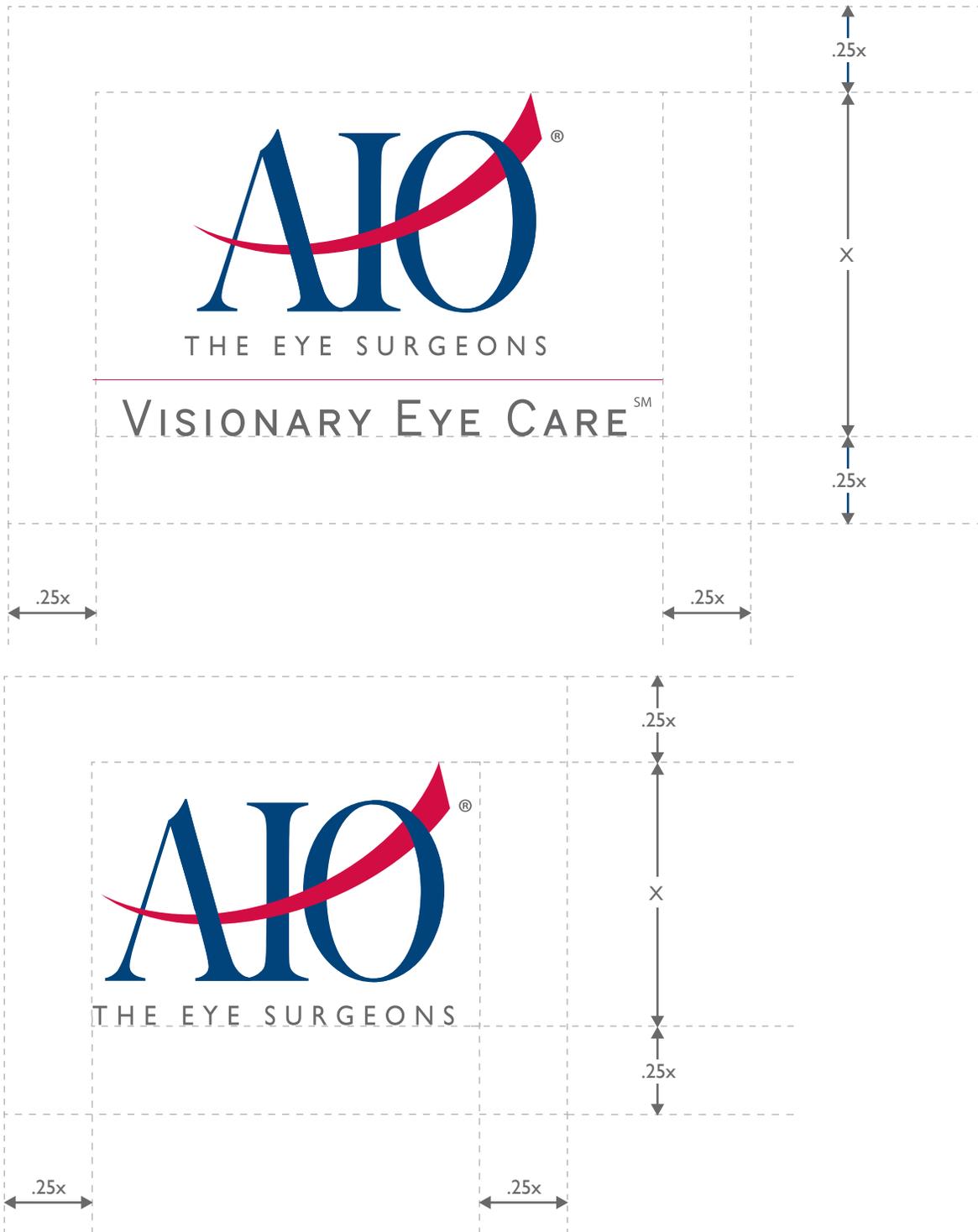
CMYK Color Logo



RGB Color Logo



Exclusion Zone



Any media or material must not appear too close to the logo, giving it a cluttered appearance.

The dotted line, or exclusion zone, may be measured by measuring the height of the logo and maintaining a space around the logo of 1/4" of that height.

Logo Formats

Four-color Logo



The four-color logo is preferred. The four color logo can only be printed on solid white or certain faded background patterns/images.

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One-color Logo



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The logo can also be used in a solid black version as well as PMS 295 versions for items that require a one color logo.



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Reversed Logo



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The logo can also be used in a white and red version called a reverse. This is to be used on dark-colored backgrounds.

District Pro Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue/ 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

