



# **Visual identity**

Version 2- Oktober 2025

# Logo

## Our logo

The EYZ logo is the core of our visual identity. It signals eye care, innovation and accessibility – clearly, modernly and memorable. To maintain its impact, it is important that it is always used consistently and respectfully.

The dark blue color is chosen to reflect EYZ brand values: trust, quality and scientific basis. The marine tone conveys calm, security and seriousness.

At the same time, the color gives a sober and Nordic expression that distinguishes us in the market. Together with the iconic eye, the color creates a recognizable identity with both depth and direction.



### Logo color

#### BLUE

PMS: 294 C  
CMYK: 100-83-35-22  
RGB: 28-54-96  
HEX: #0D1E3C

# Logo

## Clear space and sizing

Our logo is one of EYZ's most important assets. It carries our name, our expression and our identity - and should always be used with clarity, consistency and respect.

For EYZ to be perceived as a confident and professional brand, it is crucial that the logo is visible correctly, given enough space and never distorted.

Here you will find the guidelines that help us maintain its strength in all contexts.

### Frizon/ Clear space

To ensure the logo's visibility and graphic integrity, the logo must always be surrounded by a clear zone corresponding to the height of the letter "Y" in the logo.



"Y" GUIDE SQUARE



MINIMUM LOGO SIZE 20 MM

# Logo

## Logo don'ts

Our logo should be treated with respect and used consistently. It may only be reproduced using an approved original file. No custom versions may be created. Never change the shape, color or proportions of the logo.

Approved logo files are available through our brand center.

For more information, please contact:  
**Jonas Hamsås**  
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**Do not change the color.** The logo may only be used in approved color versions – not, for example, in pink.



**Do not alter the proportions.** The logo must never be stretched, compressed, or scaled disproportionately.



**Do not use outline versions.** The logo should not be shown in outline or unfilled form.



**Do not add text.** Do not combine the logo with additional words, such as “eyecare,” without approval.



**Do not use text only.** The logo may not be reduced to just the word “EYZ.”



**Do not use the eye symbol alone.** The symbol may not be used separately from the wordmark.

# Slogan

## Nordic Eyecare

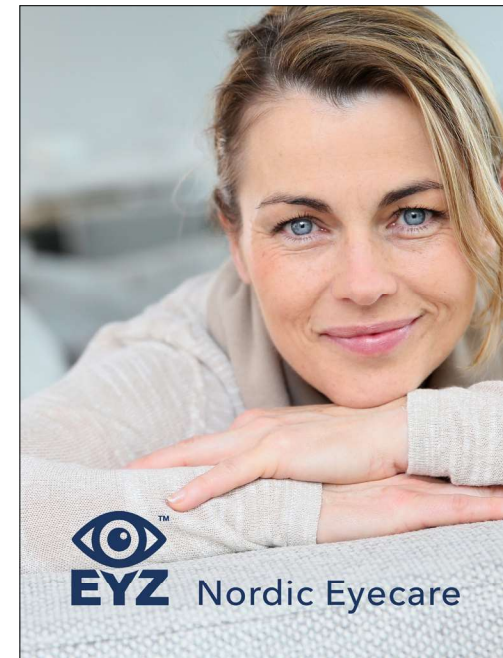
"Nordic Eyecare" is our shared slogan throughout the Nordic region. It is used in marketing and as a standalone headline in campaigns and printed materials.

### Design guideline:

The slogan shall be used under or to the right of the logo.



Logotype with slogan as one image.



Slogan to the right of the logotype.

# Color palette

## Products

The EYZ series consists of four products:  
EYZ-Clean, EYZ-Plus, EYZ-Protect,  
and EYZ-Night.



**Clean Orange**

PMS 151 C  
CMYK 0-58-95-0  
RGB 240-130-23



**Plus Cyan**

PMS Process Cyan  
CMYK 100-0-0-0  
RGB 0-159-227



**Protect Red**

PMS 1788 C  
CMYK 0-92-74-0  
RGB 230-45-57



**Night Yellow**

PMS 115 C  
CMYK 2-13-88-0  
RGB 254-216-37

# Color palette

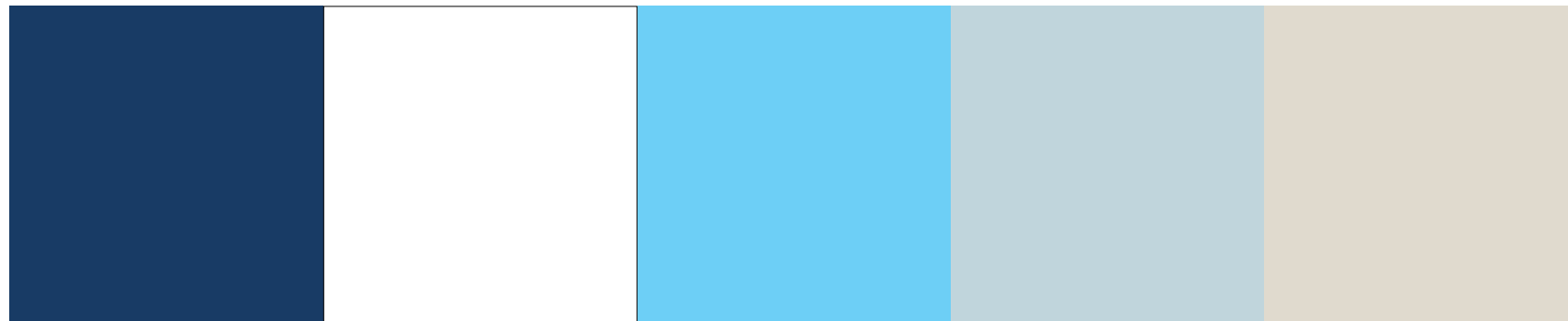
## General

The EYZ series consists of four products with distinctive, colorful packaging that are often presented together.

To make these strong shades stand out clearly, while keeping the overall look harmonious and modern, the following background colors are recommended:

White, Fresh Aqua, Nordic Mist, and Nordic Light Beige.

### Primary colors



Blue

White

Fresh aqua

Nordic mist

Nordic Light Beige

### Secondary colors





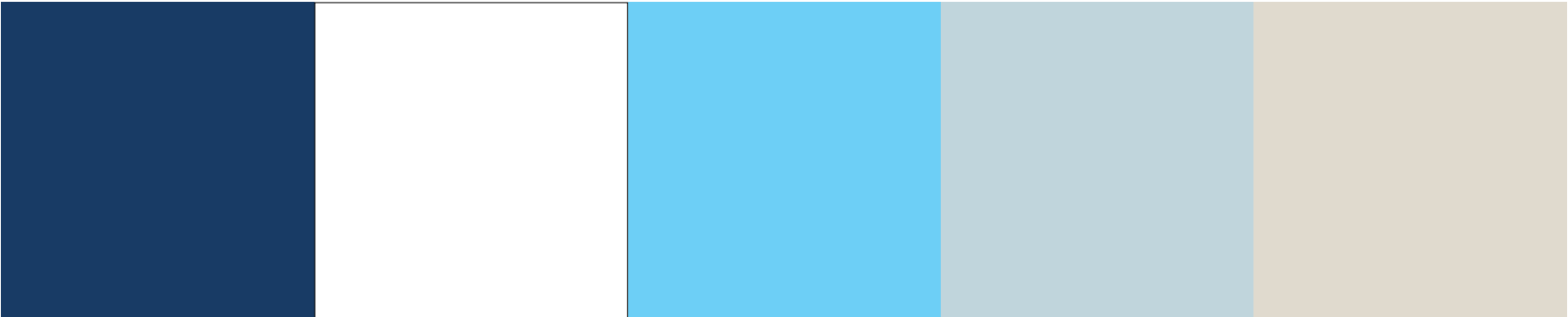
# Color palette

## Primary colors

The primary colors form the foundation of EYZ’s visual identity. They are used consistently across all communications to create recognition, clarity, and brand strength. The color palette reflects our focus on quality and care, with a dark blue that conveys security and a white that symbolizes purity and openness.

Soft tones such as Fresh Aqua, Nordic Mist, and Nordic Light Beige function as complementary backgrounds. These shades are warm and gentle, and work especially well with photographic backgrounds, where they add a sense of calm, space, and nurturing character.

### Primary colors



#### Blue

PMS: 294 C  
CMYK: 100-83-35-22  
RGB: 28-54-96  
HEX: #1C3660

#### White

CMYK: 0-0-0-0  
RGB: 255-255-255  
HEX: #ffffff

#### Fresh aqua

CMYK: 50-0-0-0  
RGB: 128-221-255  
HEX: #80DDFF

#### Nordic mist

CMYK: 24-8-10-0  
RGB: 204-220-227  
HEX: #CCDCE3

#### Nordic Light Beige

CMYK: 8-8-15-3  
RGB: 223-228-216  
HEX: #DFE4D8



# Color palette

## Secondary colors

The secondary colors in this palette are used to create variation and mood in communication. They may only be used when the products are presented individually, in their product names, or as backgrounds featuring a single product, to avoid interfering with the strong color coding of the EYZ series.

### Secondary colors



#### Plus Cyan

PMS Process Cyan  
CMYK 100-0-0-0  
RGB 0-159-227

#### Clean Orange

PMS 151 C  
CMYK 0-58-95-0  
RGB 240-130-23

#### Night Yellow

PMS 115 C  
CMYK 2-13-88-0  
RGB 254-216-37

#### Protect Red

PMS 1788 C  
CMYK 0-92-74-0  
RGB 230-45-57

# Typography

Avenir Next is a modern and highly legible typeface used consistently across all our communications – both printed and digital. Its clean shapes and excellent readability make it ideal for everything from advertising, web, and social media to internal documentation.

The typeface reflects EYZ's core values: clarity, accessibility, and professionalism.

When space is limited – for example, on small packages or labels – Avenir Next Condensed may be used. It retains the same visual character and clarity but in a narrower format, allowing more information to fit without compromising legibility.

## Primary typeface

Avenir Next

**Avenir Next Bold**

HEADLINES

**Avenir Next Demi Bold**

SUBHEADINGS, SENTENCE CASE

Avenir Next Regular

BODY TEXT, SENTENCE CASE

## Primary typeface

Avenir Next Condensed

**Avenir Next Bold**

HEADLINES

**Avenir Next Condensed Demi Bold**

SUBHEADINGS, SENTENCE CASE

Avenir Next Condensed Regular

BODY TEXT, SENTENCE CASE

## Alternative web-safe typeface

Helvetica

# Contact

For questions regarding the application of the graphic profile, please contact:

**EYZ Brand center:**

Jonas. Hamsås

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