



**I. Project Goal:                    *COMPLETE REDESIGN OF EXISTING RACK CARD***

- A. We are a private optometry practice in College Station, Texas seeking a complete redesign of our existing rack card. The current rack card feels dated and resembles a traditional healthcare brochure. We want the new design to communicate a premium, modern, luxury eye care experience while remaining professional and approachable.
- B. When someone picks up this rack card, we want them to think:
  - 1. "This practice looks modern, advanced, trustworthy, and premium. I would expect exceptional care and a high-end eyewear experience."

**II. Primary Objective:**

- A. Elevate the perceived value of our practice.
- B. Position Eye Care Center as the premier medical eye care and luxury eyewear destination in the area.
- C. Increase optical sales and interest in our designer frame selection.
- D. Create a strong first impression that reflects advanced technology, quality care, and exceptional customer service.
- E. Modernize the overall appearance without losing warmth or professionalism.
- F. Present more upscale and luxury than corporate competitors

**III. Final File Requirements:**

- A. Vistaprint-ready
- B. 4" x 9" rack card
- C. 0.125" bleed on all sides
- D. Print-ready high-resolution files
- E. Editable source files included

**IV. Design:**

- A. The design should feel:
  - 1. Modern
  - 2. Elegant
  - 3. High End
  - 4. Minimalist
  - 5. Professional



6. Premium
- B. The design should NOT feel:
1. Busy
  2. Cluttered
  3. Generic healthcare
  4. Template-based
  5. Cartoonish
  6. Overly corporate
- C. Visual Direction:
1. Use our actual building photography rather than AI-generated buildings.
  2. Use authentic photos of our doctors without altering facial features.
  3. Emphasize clean typography and generous white space.
  4. Use large, bold headlines and strong visual hierarchy.
  5. Reduce excessive text and improve readability.
  6. Showcase our optical department as a luxury eyewear destination.
- D. Design should aim to provide:
1. Front/back print-ready layout
  2. Luxury editorial style version
  3. Minimalist medical-modern version
  4. A version optimized specifically for optical sales conversion
  5. A Vistaprint-ready bleed-safe design layout
  6. A luxury “Apple-store-inspired” optical aesthetic
- E. Front Side Priorities:
1. The front should immediately communicate:
    - a) "Your Vision. Our Focus."
    - b) Key messages:
      - Comprehensive Eye Care
      - Advanced Technology
      - Personalized Care
      - Over 1,000 Designer Frames & Sunglasses
  2. The front should be visually impactful and create an emotional connection before patients read detailed information.
- F. Back Side Priorities:



1. Include:

- a) Doctor photos
- b) Medical and vision services
- c) Contact information
- d) Hours
- e) Website
- f) Location
- g) Services should be organized in a clean, easy-to-scan format rather than long centered lists.

**V. Practice Information:**

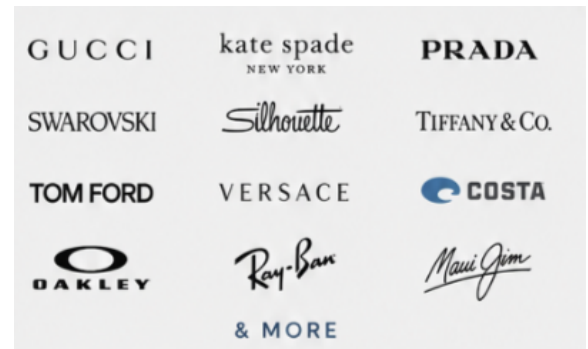
- A. Name: Eye Care Center
- B. Slogan: Your Vision. Our Focus.
- C. Address—903 William D. Fitch, College Station TX 77845
- D. Phone—979.779.9000
- E. Hours—M, T, Th, F 8-5:30. W-9-5:30
- F. Website—[www.YourEyeCareCenter.com](http://www.YourEyeCareCenter.com) (Please capitalize Y, E, C, C beginning letter of each word for emphasis)
- G. Can call or Text for Appointment 979.779.9000

**VI. Other details MUST be included needed on Rack Card**

- A. Walk-Ins Welcome!
- B. Aggie Owned & Operated
- C. Make your appointment online:
  - 1. [www.YourEyeCareCenter.com](http://www.YourEyeCareCenter.com)
- D. Call or Text for Appointment

**VII. Luxury Optical**

- A. Prominently feature our luxury frame selection—The optical section should feel more like a luxury boutique advertisement than a traditional healthcare flyer.
- B. Type: “Over 1000 Designer Frames & Sunglasses”
- C. When using the brands, make sure to use the same font/color/etc of the brands such as:
  - 1. Need brands listed —————>
  - 2. Also need brand Ovvo
  - 3. Wide spacing



903 William D Fitch College Station, TX 77845  
O. (979) 779-9000 F. (979) 690-1510  
[YourEyeCareCenter.com](http://YourEyeCareCenter.com)



4. Recommend a 2-column luxury logo wall
5. Recommend minimalist styling

**VIII. Services:** (prefer to organize in visually inspiring manner) Something like below :

1. Comprehensive Eye Exams
2. Speciality Contact Lens Service
3. Pediatric Exams
4. Surgery Co-Management
5. Cataract, Glaucoma, Macular Degeneration
6. Dry Eye & Allergy
7. Migraine & Headache
8. Eye Muscle Alignment
9. Eye Injuries & Infections
10. Ocular Disease Management

COMPLETE EYE CARE FOR THE ENTIRE FAMILY	
MEDICAL EYE CARE	VISION SERVICES
 Dry Eye Treatment	 Comprehensive Exams
 Glaucoma Care	 Contact Lens Exams
 Diabetic Eye Exams	 Pediatric Eye Care
 Eye Infections	 LASIK Co-Management
 Cataract Management	 Designer Eyewear

**IX. Other optional details for card:**

- A. Complete Eye Care For the Entire Family
- B. Bullet points or descriptors: Medical. Optical. Luxury Eyewear. South College Station. Towerpoint. Expert eye care. Advanced Technology.

**X. Doctor Feature Section:**

- A. Use:
  1. Circular cropped doctor headshots
  2. White background
  3. Minimalist names underneath
- B. Doctors: (list in this order)
  1. Dr. Belinda Dobson, O.D.
  2. Dr. Brittany Bruton, O.D.
  3. Dr. Jon House, O.D.
  4. Dr. Isis Kaldas, O.D.

**XI. Branding:**

- A. Use our existing Eye Care Center Logo
- B. Use our actual building photography



C. Showcase our optical department as a luxury eyewear destination

D. CMYK colors:

1. Mustard: 0/18/100/15
2. Lighter Blue: 33/0/8/0
3. Darker Blue: 29/0/0/60
4. Brown: 39/75/89/49
5. Green: 43/26/88/3
6. Dark Gray: 70% of black color
7. Light Gray: 30% of black color
8. Hex Color #627482. 98 / 116 / 130

E. Color Strategy:

1. Primary colors –
  - a) Dark Blue = sophistication
  - b) Mustard = premium accent
  - c) Light Gray = clean medical feel
2. Use Very Sparingly –
  - a) Green
  - b) Brown