**INNOVATIVE CUSTOM CONTACT LENS MANUFACTURER.**

We need a logo design and key message for a new company.

The company is manufacturing custom contact lenses individually for a particular patient taking into account anatomical specificity of patient cornea and/or sclera. To product a custom lenses we use a number of diagnostic equipment (cornea topographer, optical coherence tomographer), highly precise digital manufacturing & quality control equipment, and mathematical design software. So, the manufacturing process is very precise, innovative and smart.

The name of company is “Smart Optix”

So, the final design should communicate: innovative and high technology production, individual product, smart approach.

Product portfolio: contact lenses manufactured individually for a patient: overnight wear lenses (orthokeratology), scleral lenses, cornea lenses for different prescriptions: myopia, hyperopia, presbyopia, astigmatism, keratokonus , keratoglobus, also for vision correction after surgery (crosslinking, cornea transplantation, keratotomy, failed laser correction, etc.).

**Target Audience**

Main segment: optometrists/ophthalmologists (doctors) of third party clinics/optics who are fitting custom and/or complicated contact lenses to its patients. Doctors will order custom lenses directly from the Smart Optix. Decision maker is doctor (not patient).

Secondary segment: patients, who need special contact vision correction with custom contact lenses. Someday our company becomes well-known among potential patients and they will be looking for information about our product.

**Our competitive advantages**:

Smart staff

Smart process

Smart contact lens designs

(High level technological production, best product quality, professional services for doctors (consultation).

**Imaging**: could a focus on a product (contact lens). E.g. a lens could be gathering from many pieces, but image should not be sophisticated and overload.

Logo should be scalable, and do not loose general recognizability in a small scale (e.g. in the package, vials).

Please don’t to visualize human eye.

**Colors**. Logo could be colored (different colors), could be gradient.

It’s recommended that logo is recognizable in mono color (e.g. grey) in case we will have no possibility to place color logo to some promotional material (e.g. packaging, pens, etc.).

In the future we would like to have a possibility to draw a specific product line using some parts or elements of the logo (or just its graphical concept, idea) and/or colors. The idea to make consistent/ successive a company logo and future identity of a specific product.

**Fonts** should be strict, businesslike, but not too much sharp & angled. Should be easy for reading and understanding.

**Some ideas for thinking**.

Examples of technology, innovation, but could be simpler.

<http://www.dreamstime.com/3230172_lightbox-det_9fa3bba59f3067ab54cabcba69853027>

<https://www.dreamstime.com/vs1489_info>,

<https://www.megapixl.com/vs1489-stock-images-videos-portfolio>

**Examples of coloring,**

**1.**

<https://www.dreamstime.com/royalty-free-stock-photos-global-infinity-computer-technology-concept-business-background-abstract-image31491358>

<https://www.dreamstime.com/stock-illustration-abstract-technology-background-business-development-direction-futuristic-style-elegant-tech-presentations-image60533164>

<https://www.dreamstime.com/royalty-free-stock-photography-global-infinity-computer-technology-concept-business-background-abstract-image36801017>

<https://www.dreamstime.com/stock-photo-futuristic-internet-computer-technology-business-science-high-background-image38937700>

**2.**

<https://www.dreamstime.com/stock-photo-abstract-green-triangle-ecology-business-technology-backgrou-high-tech-eco-infinity-computer-concept-background-image43621963>

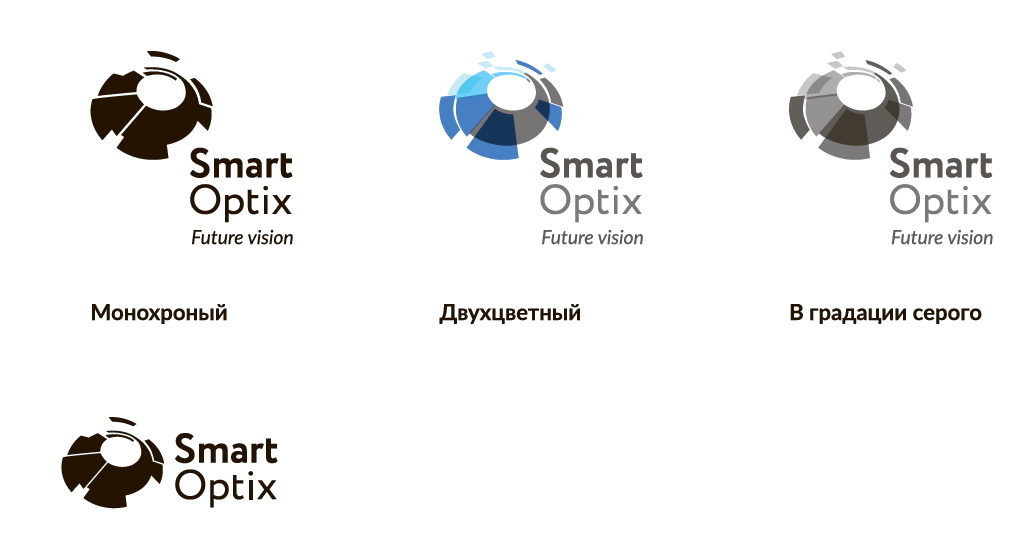
<https://www.dreamstime.com/royalty-free-stock-photos-global-infinity-computer-technology-concept-business-background-abstract-image37036908>

**IDEAS & CONCEPTS** Some examples (not finally accepted) and ideas (should be not so much sophisticated).

1. Below 2 concepts that were not accepted and finalized, although they were close to brief…

**Concept #1.** Tried to image constructing, gathering of custom contact lens on an eye.

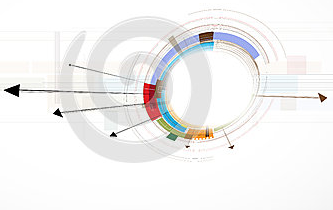


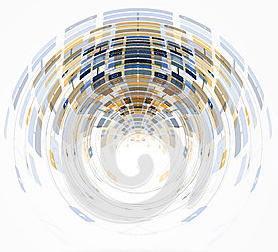
 

**Concept #2.** Tried to image different contact lenses that could be manufactured individually. But it imaging are turned out as crooked, unreal, nails-like… good idea – bad realization

1. Some ideas that could be worked over and a bit simplified. It’s just our understanding of modern and technology style.



**MANUFACTURING PROCESS & MARKET ANALYSIS**

1. **How custom contact lenses are manufactured (the process)**

<https://www.youtube.com/watch?v=uEe5gmdxy64>

<https://www.youtube.com/watch?v=r19M9PZbK58>

<https://www.youtube.com/watch?v=62tha1Kxa2c>

<http://valleycontax.com/connect_video_gallery.php>

1. **Competitors** (to my understanding most of competitors’ logos are boring, non-modern, old-fashioned):

Art Optical Contact Lens

[Home | Blanchard Contact Lenses](http://blanchardlab.com/)

[Visionary Optics - Uniquely Specialized Contact Lenses](https://www.visionary-optics.com/)

[Orion Vision Group – Custom Prosthetic and Cosmetic Contact Lenses](http://www.orionvisiongroup.com/)

[Advanced Vision Technologies | Your Go To Website For Specialty Contact Lenses](http://www.avtlens.net/)

[Welcome To Six Six Contacts Limited : Six Six Contacts Limited](http://www.sixsixcontacts.co.uk/)

[Valley Contax | Welcome to the Future of Custom Lenses.](http://valleycontax.com/index.php)

[ABB Optical Group - Wholesale contact lens distributor.](https://www.abbconcise.com/)

[HORUS Contact Lens](http://www.horus-cl.com/en/index.html)

[Corneal-lens Corporation | the vision of the future](http://corneal-lens.co.nz/)

[No7Lab](http://www.no7contactlenses.com/)

[Capricornia Contact Lenses](http://capcl.com.au/)

[Essilor | Essilor Lenses | Essilor of America](http://essilorusa.com/)

[Xcel Contacts Website html](http://xcelcontacts.com/)

[Home - InnoVision](http://www.innovisioncontacts.com/)

[Laboratorios Lenticon - Estamos cambiando la web](http://lenticon.com/)

[Alden Optical](http://www.aldenoptical.com/)

[Conforma -- GP Products](http://conforma.com/gp/)

[Custom Craft Lens Service, Inc. / Welcome / Welcome](http://customcraftlens.com/#/welcome)

[Hybrid Contact Lenses with Advanced Technology - SynergEyes](http://www.synergeyes.com/)

[TruForm Optics > Welcome](http://tfoptics.com/index.htm)

[Home | Rite-Style Optical Co. - Optical Laboratory in Omaha, NE](http://www.ritestyle.com/)

[AVTLENS](http://avtlens.com/)

[Cantor Nissel](http://www.cantor-nissel.co.uk/index.php)

[VISCON Innovative Contact Lens](http://www.viscon.net/index.htm)

[Welcome to Lens Dynamics, Inc.](http://www.lensdynamics.com/)

[BYO - Procornea](http://www.procornea.com/consumers/products/byo)

[Custom Craft Lens Service, Inc. / Welcome / Welcome](http://www.customcraftlens.com/)

[Contact Lenses - ABBA Optical, Inc.](http://www.abbaoptical.com/)

[artmostoceania.com.au](http://artmostoceania.com.au/)

[EssilorContacts | Home](http://essilorcontacts.com/Home/)

**PLEASE HELP US!**