

Clarity

BRANDING GUIDE



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COMPANY OVERVIEW

At *Clarity* we are benefiting the cleanup of ocean waste while also giving glasses to those without the ability to purchase correctional eyewear. We acquire our plastic through a business contract with *The Ocean Cleanup*, an ocean waste cleanup company located in California. This plastic is recycled and then crafted into designer glasses that are sold to the general public. Setting us apart from other eyewear companies, every pair purchased sends a second pair to those who do not have the means of acquiring their own. Our company sells

two main products: prescription eyewear and sunglasses. Selling both of these products allows us to appeal to more of the general public and not limit ourselves to only those who need corrective eyewear. The environmental issue of plastic waste in our oceans and the dire need for millions of people who have vision problems but do not have the ability to purchase correctional eyewear, is the motivation behind our business. We strive to make all lives better through our company's mission: Sea Clean. See Clear.



LOGO DEVELOPMENT

1 LOGO



Our first logo design originated from the company name, "Ocean Eyes". When we decided to revise our business name, we knew something had to change.

2 LOGO



The second logo incorporated the last design alongside our new company name and slogan. Looking at this redesigned logo, we concluded that this wasn't the look we wanted.

3 LOGO

CLARITY
SEA CLEAN SEE CLEAR

After the second revision, we decided that we wanted to start with a clean slate. We took on the modern look with a bold font. However, we were not satisfied with the outcome.

4 LOGO



Our final logo was everything we set out for. We incorporated a classic wave to connect our slogan and lowered the "C" and "Y" to surround it. Clarity was complete.

FONT S

-Century Gothic-

A B
C D E F
G H I J K L
M N O P Q R
S T U V W X Y Z

-chalala-

a b
c d e f
g h i j k l
m n o p q r
s t u v w x y z

-GEOTICA THREE-

A B
C D E F
G H I J K L
M N O P Q R
S T U V W X Y Z

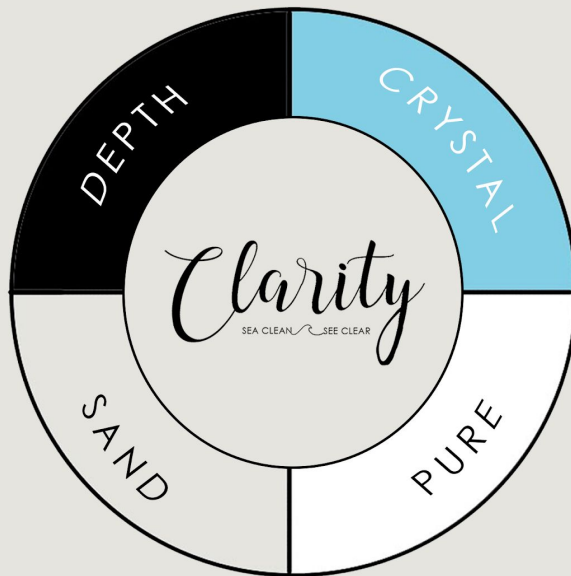
COLOR PALETTE



R-0
G-0
B-0



R-229
G-228
B-223



R-130
G-206
B-229



R-255
G-255
B-255

BUSINESS CARD



The importance behind our business card is to reach future customers and to raise awareness of ocean pollution. To achieve both of these tasks, we incorporated a simple yet sleek look with a compelling and graphic image of ocean pollution. Our cards are made from 100% recycled material. Through our business card, we are making the world a better place for all.

LETTERHEAD



Clarity

SEA CLEAR, LIVE CLEAR
P: (844) 355-5795
E: clarity.sc@international.org
3000 East Gap Creek Rd, Greer, SC 29615

At Clarity we are benefiting the cleanup of ocean waste while also giving glasses to those without the ability to purchase corrective eyewear. We acquire our plastic through a business contract with The Ocean Cleanup, an ocean waste cleanup company located in California. This plastic is recycled and then crafted into designer glasses that are sold to the general public. Setting us apart from other eyewear companies, every pair purchased sends a second pair to those who do not have the means of acquiring their own. Our company sells two main products: prescription eyewear and sunglasses. Selling both of these products allows us to appeal to more of the general public and not limit ourselves to only those who need corrective eyewear. The environmental issue of plastic waste in our oceans and the dire need for millions of people who have vision problems but do not have the ability to purchase corrective eyewear, is the motivation behind our business. We strive to make all lives better through our company's mission: Sea Clean. Sea Clear.

Clarity
SEA CLEAR, LIVE CLEAR

PACKAGING

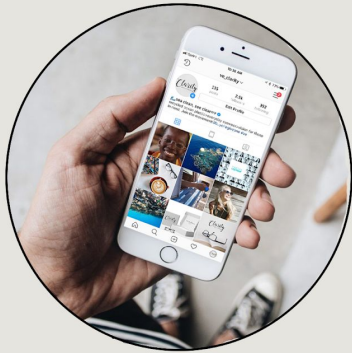
To the left is our individual glasses packaging. When you purchase our glasses, they will arrive in this protective case to ensure the safest possible delivery.



To the right is our shipping packaging. We use 100% recycled boxes to remain environmentally conscious while also providing quality deliverance.



AND MORE...



SOCIAL MEDIA

Social Media is a crucial part of our business. We primarily use Instagram to communicate with our customers and generate more sales.



CATALOG

Our catalog consists of our most popular items that we sell. Catalogs are updated and sent out monthly to promote our business.



NAME TAG

All employees receive a name tag at the beginning of their employment. Our name tags are here to promote safety and easy communication.