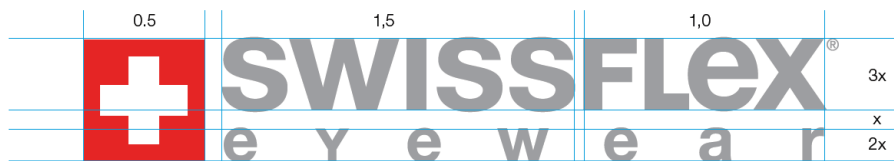


Brand Identity of Swissflex Eyewear

1. Logo



Font: Helvetica Neue

Colors: red CMYK 00/94/100/0 - RGB 227/28/24 - Pantone 1795 U
 grey CMYK 00/00/00/50 - RGB 165/166/167 - Pantone Cool Grey 9 U
 white



2. Fonts

Typefaces: Helvetica New (Regular, Light, Thin)
 For promotional text: Helvetica, Tahoma

3. Imagery

Key message: best wearing comfort by visualization of 'SF gesture' + claim 'like wearing nothing' + points of differences + logo
 Key appearance red color gradient, beige color gradient



Digital formats and layouts are available in the login on the SF-website.
 All docs, pos-material, ... produced by the distributor have to be approved by Eye-Systems.