



# Cristall Opticians

Brand Guidelines

# Your neighborhood optician.

A tagline that captures Cristall Opticians' essence. Rooted in location, driven by care. "Your Neighbourhood Optician" reflects their promise to deliver eye care that's local, familiar, and personal. At Cristall, you're never just an order number—you're a neighbour they know by name.

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# Introduction

# Introduction

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This document is the official guide for using Cristall Opticians' logo and visual identity elements. Developed through a strategic brand refresh, it ensures clarity and consistency across all applications: print, digital, signage, and merchandise.

The refreshed identity honours Cristall's legacy while positioning the brand for the future, reflecting its core values: dependable, community-rooted, and people-first.

Guidelines include correct usage of the logo, wordmark, and icon, along with specifications for colour variations, safe space, minimum sizing, and lock-ups. Misuse rules are also defined to protect brand integrity.

In addition, the document outlines standards for the brand's colour palette, typography, and visual applications, forming a unified and recognizable identity.

# Introduction

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## Company Background:

With over 13 years of trusted service in Brandon, Cristall Opticians is more than just a business—it's a legacy. In a city of 50,000, where word-of-mouth reputations matter and familiarity builds loyalty, Cristall has become a respected household name in local vision care.

A rebrand was never about reinventing who they are—it was about better reflecting the values their customers already know: trust, warmth, and attention you can't find in big-box chains. By keeping their name, we honour their history. By refreshing their brand, we celebrate their legacy.

## Vision:

To be Brandon's most trusted, community-rooted optician, where everyone feels seen, understood, and valued.

## Mission:

To provide trustworthy, people-centred eye care for Brandon and the surrounding communities. While Cristall Opticians may not compete with national chains on price or size, they exceed expectations in connection, conversation, and care.

# Logo

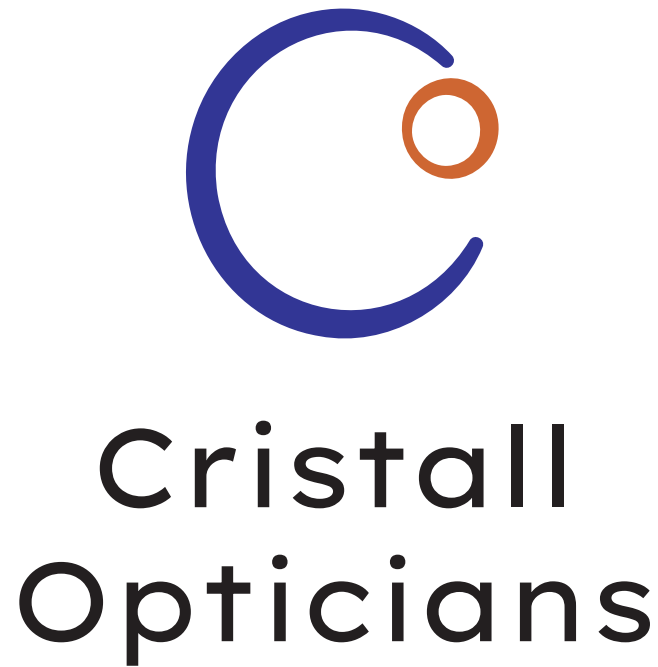
# Primary Logo

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## Primary Logo

This is the preferred version for most applications. It features the deep navy icon with a warm orange accent, paired with the wordmark in black.

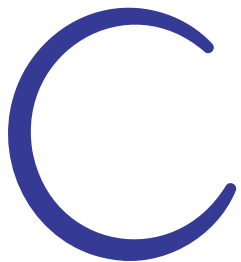
Use this version on white or light neutral backgrounds for maximum clarity and brand recognition.



Primary Full Colour

## Concept

The logo is created using a stylized “C” and “O” to represent the initials of Cristall Opticians. The pairing resembles the highlight in a clear lenses or eye.



### Stylized “C”

The navy blue “C” not only represents Cristall, but also the iris of an eye. The “C” can also be seen as the community that surrounds and builds the company.

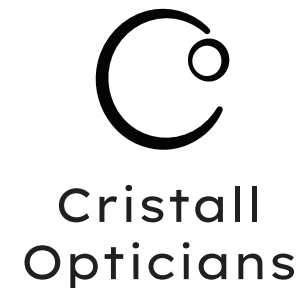


### Stylized “O”

The warm orange “O” not only represents Opticians, but also the highlight reflected in an eye.



Secondary Full Colour



Single Colour - Black



Single Colour - White



# Logo Variations

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The Cristall Opticians logo is designed for versatility and clarity across a range of media. The icon and wordmark may be adapted using the approved brand colour palette, depending on the context and background application.

## Secondary Logo

Best suited for small horizontal spaces.



Primary Full Colour



Secondary Full Colour



Single Colour - Black



Single Colour - White

## Icon

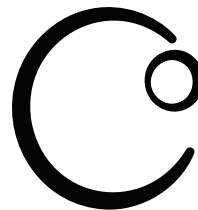
Best suited for small spaces, and areas where the primary logo is already present.



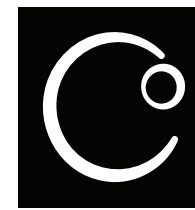
Primary Full Colour



Secondary Full Colour



Single Colour - Black



Single Colour - White

# Safe Zones

To ensure the logo remains visible and unobstructed, a clear space must be maintained around all versions of the Cristall Opticians logo.

This safe zone is measured by the small circular element. No text, imagery, or other graphic elements should encroach upon this area. This rule applies to all logo variations—full lock-ups, icon-only versions, and wordmark applications.

## Print Applications:

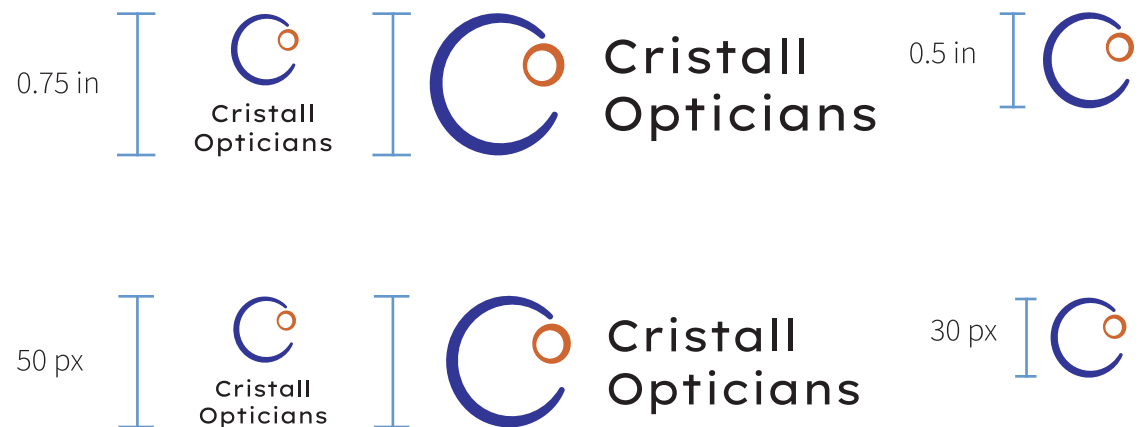
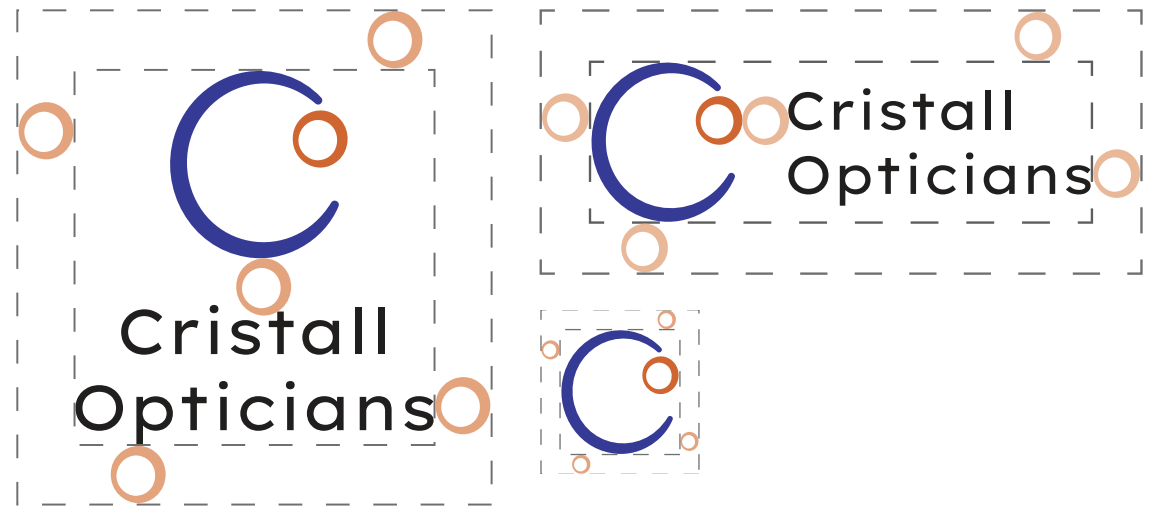
**Full Logo (Icon + Wordmark):** Minimum height of 0.75 inches, measured from the top of the icon to the bottom of the wordmark.

**Icon-Only:** Minimum height of 0.5 inches, suitable for tags, stamps, or collateral.

## Digital Applications:

**Full Logo:** Minimum height of 50px

**Icon-Only:** Minimum height of 30px



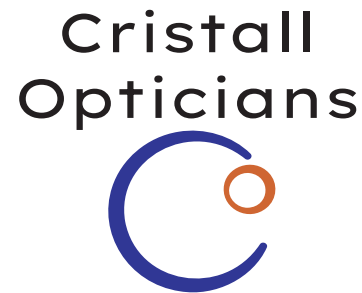
# Improper Use

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Please avoid using the logo in any of the following ways.



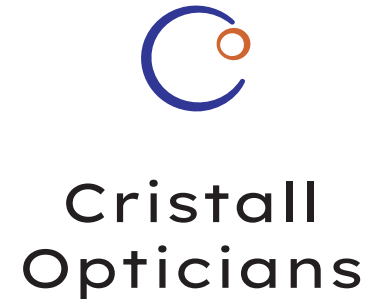
Do not recolour elements



Do not rearrange elements



Do not rotate the logo



Do not resize elements



Do not stretch the logo verically



Do not stretch the logo horizontally



Do not add a drop shadow

# Typography

# Typography

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## Primary Type Palette

The selected typefaces were chosen for their clarity, accessibility, and balance between professionalism and warmth. When used consistently, they enhance visual harmony across all brand communications.

### Headers

#### Lexend Exa – Regular

Used for main headings and section titles.

Set in sentence case and used in any brand colour that allows for clear contrast

### Sub Headers

#### Source Sans 3 – Regular

Used to introduce or divide key content areas.

May be used in any brand colour that provides proper contrast.

### Body Copy

#### Source Sans 3 – Light

Used for all standard paragraphs, disclaimers, and long-form content.

Set in black on light backgrounds or white on dark backgrounds for clarity.

Lexend Exa | Regular

## Headers

Source Sans 3 | Regular

## Sub Headers

Source Sans 3 | Light

Body Text - With over 13 years of trusted service in Brandon, Cristall Optician is more than just a business – it's a legacy. In a community of 50,000 where word-of-mouth reputations, and familiarity matters.

# Typography

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## System Fonts

The selected system fonts have been chosen to use when the primary type palette is not available. These fonts have been carefully chosen to maintain the look and feel of the primary type palette.

## Windows

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Century Gothic | Regular

### Headers

Calibri | Regular

### Sub Headers

Calibri | Light

Body Text - With over 13 years of trusted service in Brandon, Cristall Optician is more than just a business – it's a legacy. In a community of 50,000 where word-of-mouth reputations, and familiarity matters.

## Mac

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Futura | Medium

### Headers

Helvetica | Regular

### Sub Headers

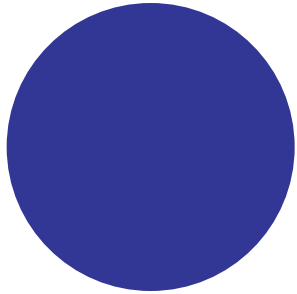
Helvetica | Light

Body Text - With over 13 years of trusted service in Brandon, Cristall Optician is more than just a business – it's a legacy. In a community of 50,000 where word-of-mouth reputations, and familiarity matters.

# Colour Palette

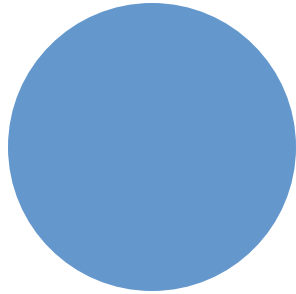
# Colour Palette

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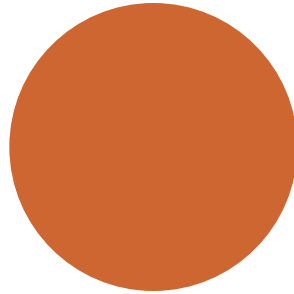
**Dark Blue**

R:52 G:56 B:150  
C:96 M:95 Y:0 K:0  
#343896



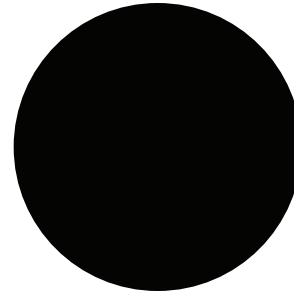
**Light Blue**

R:101 G:152 B:203  
C:61 M:31 Y:3 K:0  
#6598cb



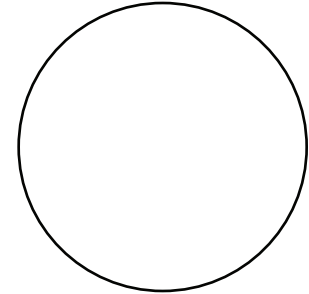
**Orange**

R:206 G:102 B:50  
C:15 M:71 Y:67 K:90  
#ce6632



**Black**

R:0 G:0 B:50  
C:75 M:68 Y:67 K:90  
#000000



**White**

R:255 G:255 B:255  
C:0 M:0 Y:0 K:0  
#ffffff

## Dark Blue

Dark blue is the primary colour of the logo and can be used as a secondary background colour.

## Light Blue

Light blue is designed as a transitional and a secondary colour for the full colour logo.

## Orange

Orange is the accent colour of the primary logo and can be used as an accent colour in designs.

## Black

Black is the primary colour for all text on a light or neutral background.

## White

White is the primary background colour. It is also the primary colour for all text that is on a dark or coloured background.



# Application

# Application

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## Ephemera



# Application

## Print





# Application

## Website

[HOME](#) [SERVICES](#) [ABOUT](#)  [schedule your visit now](#) 



### Eye Care the Way It Was Meant to Be

At Cristall Opticians, you're more than just an order number. We offer trusted, people-first care—rooted in community, conversation, and clarity.

[schedule your visit now](#)  
[Discover the difference](#)

### Tired of being rushed and overcharged?

"Big chains treat you like a transaction. Cristall treats you like a neighbor. We know how frustrating impersonal appointments and expensive eyewear can be—so we've created an experience built on warmth, honesty, and long-term care."



### 13+ Years Serving Brandon's Vision

*We don't just work in the community—we're part of it*

With over 13 years of serving Brandon, we're the opticians who know your name and understand your needs. We've built real relationships with our community, providing thoughtful service and honest value.

 Experience eye care the way it was meant to be

 Leave with confidence—your vision is in caring, experienced hands

 Brandon families have trusted us for 13+ years

### Getting Clear Personalized Eye Care Is Simple

1  
Book your visit online or by phone

2  
Enjoy a relaxed no-pressure exam with clear guidance

3  
Leave with eyewear that fits your life—and your budget




### SEE THE DIFFERENCE IN STYLE, COMFORT, AND CARE


From timeless frames to custom-fitted lenses, we offer curated styles that reflect your personality and needs—without the pressure or upsell.


[Find more Eyewear](#)


[Find more Sunglasses](#)


[Find more Contact](#)


Eco friendly

Same-day lenses

Designed in Canada

Budget-friendly options




Available in-store

Customizable to your needs

Your vision matters. Let's take care of it



Want to explore a bit more before you book?

-  See what's included in a comprehensive exam
-  Take a look at our newest eyewear arrivals
-  Discover why Brandon families have trusted us for 13 years

## You Deserve to Feel Seen Clearly and Personally

Whether it's your first pair or your tenth, we'll help you feel confident in your vision, your look, and your care provider.

"I've been wearing glasses for over 40 years, and I've never felt more genuinely cared for than I did at Cristall. They took their time, never rushed me, and never pressured me into anything. Just honest service and a pair of frames that finally feel like me. It's the kind of place where you feel truly welcomed and looked after."



George R  
Retired School Principal



"My daughter was nervous about her first eye exam, but the team at Cristall made her feel right at home. They explained everything in a way she understood and even helped her pick out glasses she was excited to wear! As a mom, I felt listened to and supported the entire time. We won't go anywhere else."

Maya T.  
Parent of a 9-year-old

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1112 ROSSER AVE, BRANDON, MB R7A 0L4

HOURS: MON-FRI 8:30AM-5:30PM

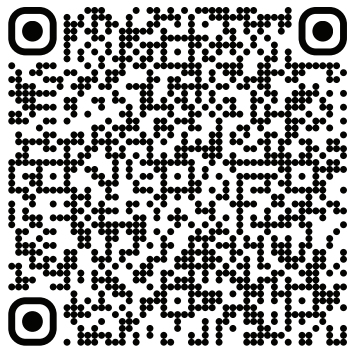
(204) 729-8307

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# Application

## Social Media



Facebook Banner



Instagram Post



## Brand Guidelines