

# Alcon Vision Suite Brand Guidelines

## Introduction

This document is intended to provide an overview of the Alcon Vision Suite brand, introducing the brand foundational tools and brand expression. Agency partners and internal designers alike, should leverage this document when creating AVS marketing materials. Quid endanihit laccab in coria venihici dolorestrum harchitio. Agnieni doluptasit eos re endae volore plabori debitis dolore plabo. Nam, conseriate blacipicae num restes sus.

### Questions?

**If you have any questions or need further guidance about what you've in this document, please don't hesitate to reach out to: [amanda.scott@alcon.com](mailto:amanda.scott@alcon.com)**

# What is the Alcon Vision Suite?

The Alcon Vision Suite is an integrated ecosystem of products, digital innovation and services which enable customers to seamlessly power their practice, so they can unleash their full potential.

It's complete, connected care in action from the clinic to the operating room. Where every step in the workflow is supported by Alcon's best-in-class service and support teams – from clinical training, equipment maintenance and optimization, to intelligent services.

## AVS Logo Lockup

Our logo has been designed to build equity in Alcon Vision Suite as a sub-brand of Alcon.

### Symbol

The AVS symbol represents the connected ecosystem of the suite of Products, Digital Innovation and Services we provide. These three circular shapes layered together build linkage to the geometric core of the parent Alcon brand.

### Logotype

The Alcon wordmark stands on its own line as a powerful reminder of the brand's legacy. The words "Vision Suite" are locked up on the line below, establishing a clear hierarchy between masterbrand and sub-brand.



# Overview

This chapter serves to contextualize the role of Unity within the broader Alcon Vision Suite (AVS) portfolio, comprised of a comprehensive range of integrated products, services and digital innovations. The Unity brand serves as a tangible proof point of innovation within the AVS product offering.

## The Ambition

Our Vision for the Future is to be the trusted partner for our customers, delivering on our commitment of helping people to see brilliantly. We want to reassure every customer that with AVS, they can confidently expect "Complete, Connected Care".



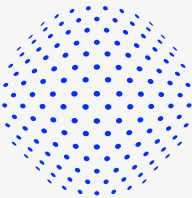
One trusted partner, to enable:

**Complete, Connected Care**

Delivered through:

An integrated ecosystem of products, digital innovation and services which enable customers to seamlessly power their practice, so they can unleash their full potential.

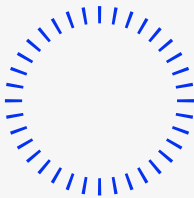
### Products



Complete product offering

Enabling surgeons to deliver exceptional patient experiences

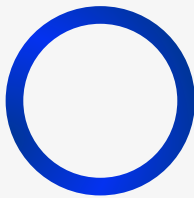
### Digital Innovation



Seamlessly Connect from clinic to OR

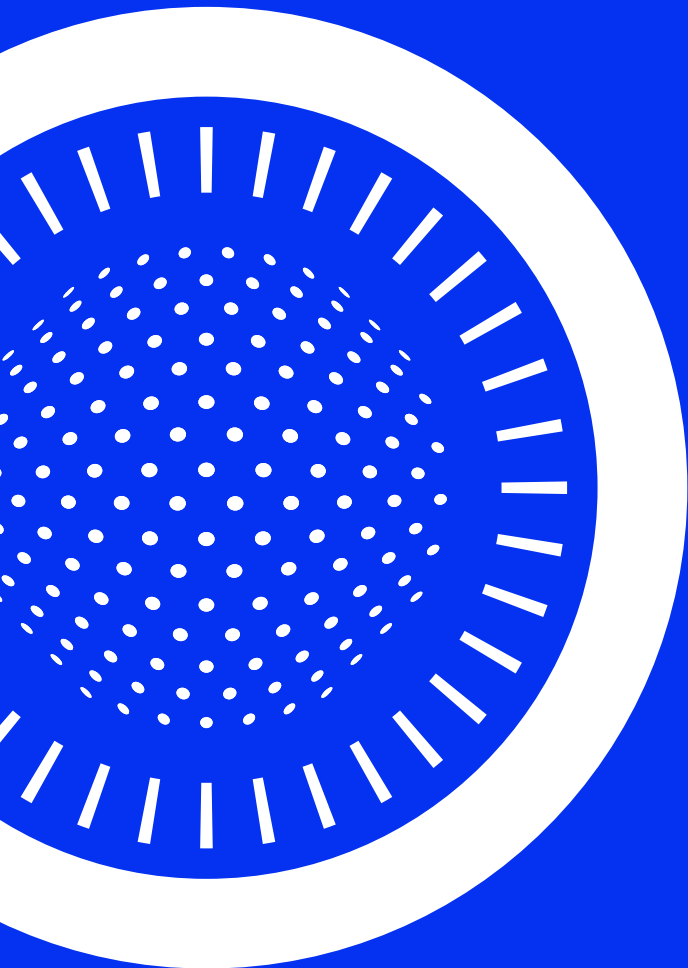
To address customers’ needs, including planning, connectivity, optimization and remote services

### Services



By your side to deliver the best Care

Every step in the workflow is supported by technical, clinical and intelligent services

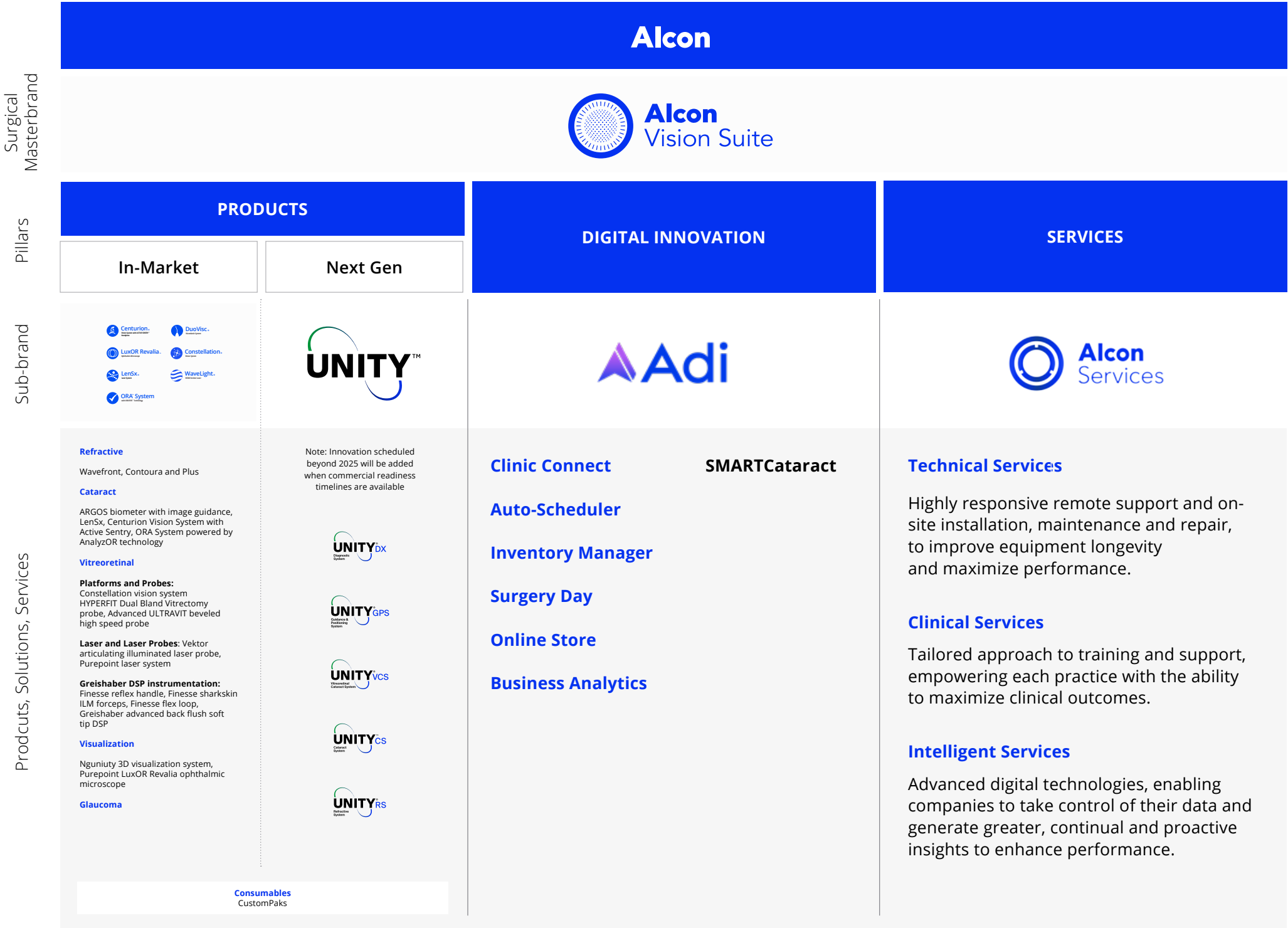


# What's inside

Brand Foundations		Verbal Strategy		Design System		In-Market Products		Brand Activation	
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# Brand Architecture Overview

Unity exists as a power brand under the surgical masterbrand of the Alcon Vision Suite.



# Product Brand: Unity Overview

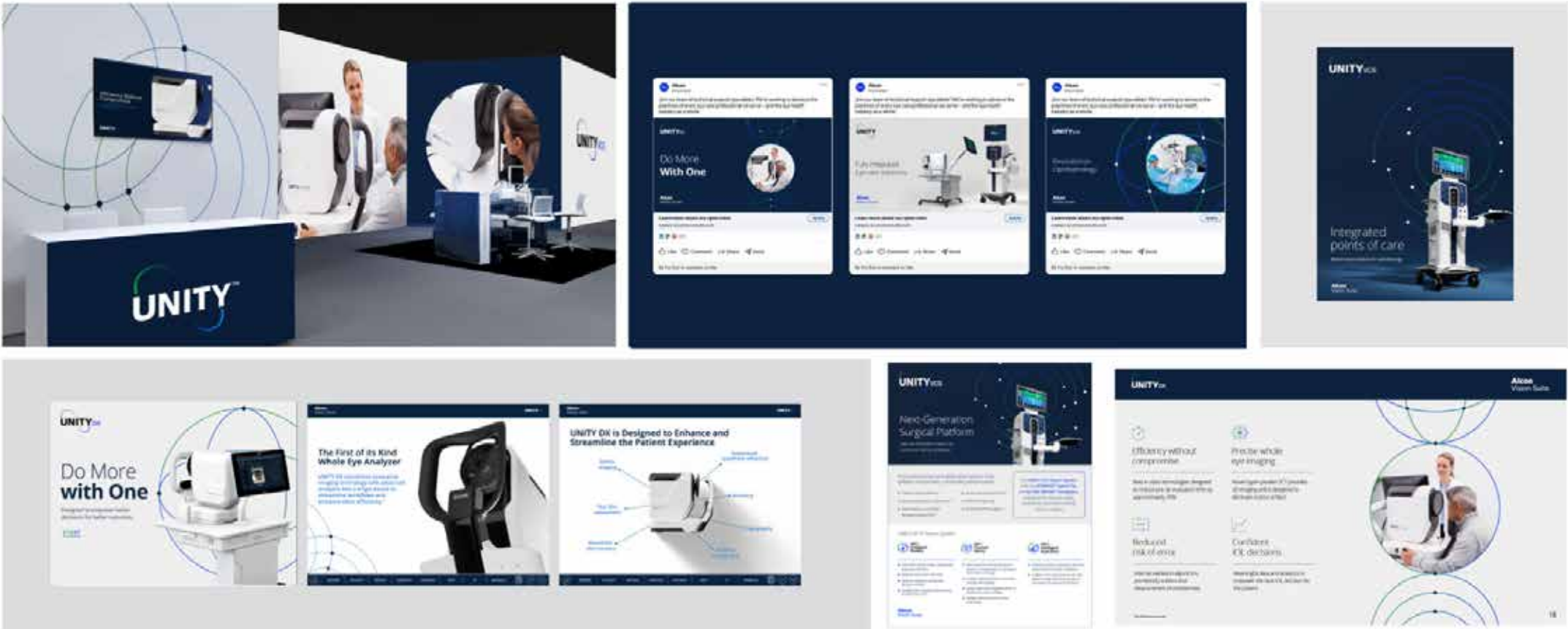
The Unity portfolio is the next generation instrumentation of the Alcon Vision Suite. The Unity brand has vast product portfolio that creates a seamless, connected experience from the clinic to the operating room.

## Shared Visual Equities

The most distinctive elements within the Unity brand outside of the Unity logo is the primary palette of blue and green. This color palette links to the graphics unity interface or GUI of the Unity products.

Alcon Vision Suite and Unity both share the use of the portal graphic, core colors such as AVS Blue and white, in addition to the circular geometry which defines the visual language of the Continuum Line in Unity creative.

For more about the Unity brand, its foundational tools and broader design system, please download the [Alcon Unity Portfolio Guidelines](#)





# Digital Innovation: Adi Overview

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## Logo Concept

The Adi logo is built to represent an abstract A for Adi and Alcon. The arrow pointing upwards signal upward movement .It also can denote a mouse cursor in a digital environment. The negative space between the two elements creates a mountain peak effect. They represent the brand’s belief in elevating products, processes, and the people Adi serves.

## Shared Visual Equities

The gradient of the logo evokes an energy that is modern, tech-forward, and it resembles the vibrance that innovation brings to the brand. This gradient includes the Alcon Vision Suite blue.





# Services: Alcon Services Overview

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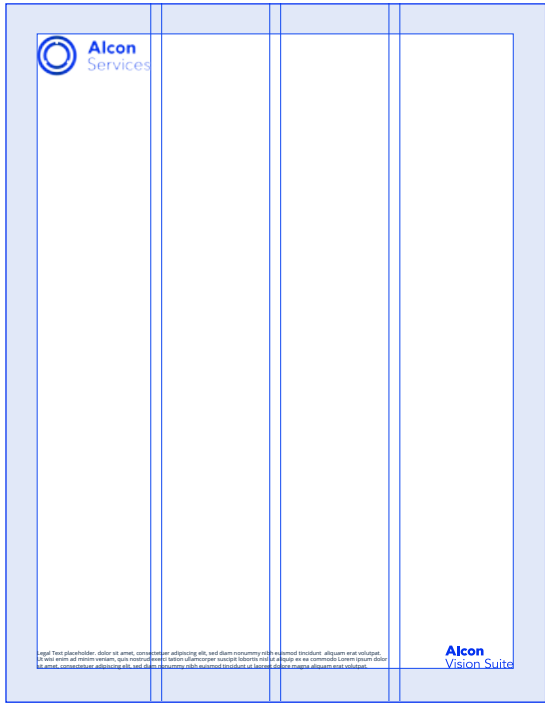
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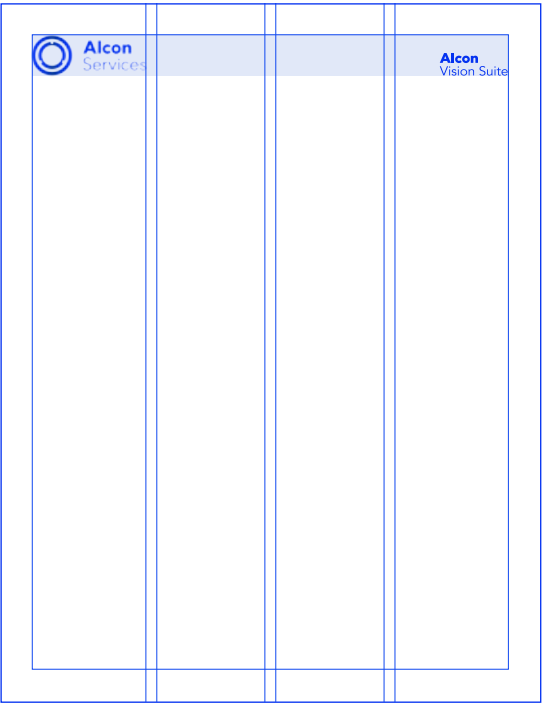
# AVS Logo Usage for Sub-brands

The placement of the Alcon Vision Suite (AVS) logo should be consistent within marketing communications. Typically, the bottom left is preferred but in instances where legal disclaimers must be balanced due to space constraints, right side placement is also permissible.

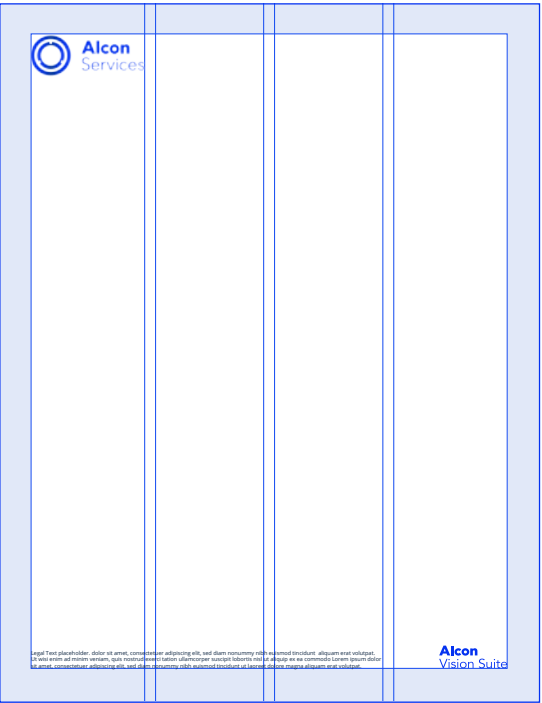
*Note: This guidance applies to all AVS sub-brands, such as Unity, ADI and Alcon Services.*



Top & Bottom - Left Aligned  
Preferred placement



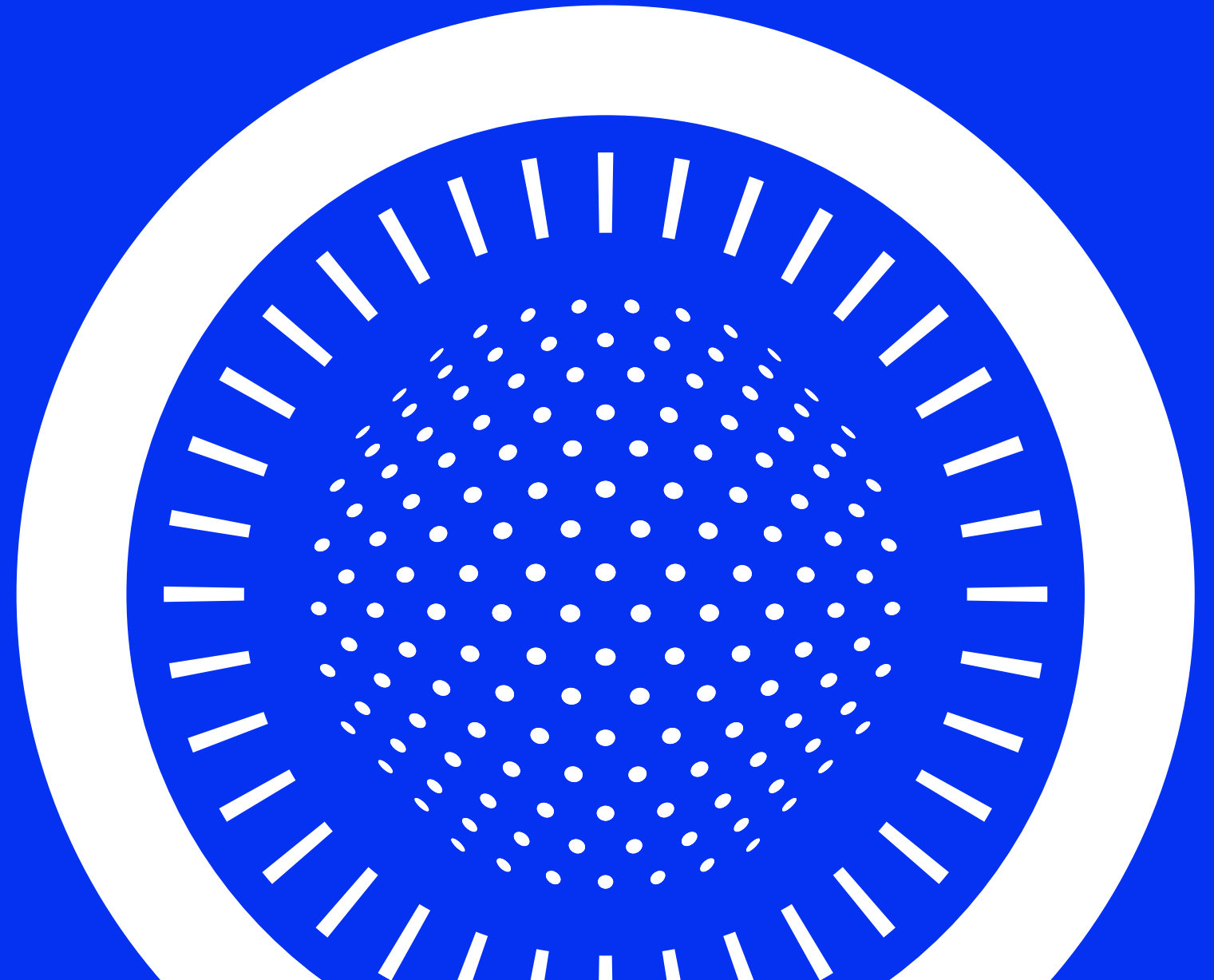
Left & Right - Top Aligned



Top & Bottom - Right Aligned

01

# Brand Foundations



## Brand Profile

Our Brand Profile offers a snapshot of the Alcon Vision Suite strategy and encapsulates the benefits of our brand for eye care professionals, as well as our key differentiators.

It enables us to stay aligned internally and should be used to guide decision-making for external marketing and communications initiatives.

Target	Enterprise minded surgeons who want to optimize the end-to-end surgical process to improve practice efficiency and the overall patient experience
Functional Promise	The ultimate in performance and practice efficiency
Emotional Promise	Amazed by the seamless, connected experience
Brand Promise	Connections that matter

Performance	Values	Symbols & Associations
<div>Best in segment portfolio of integrated products</div> <div>Cloud-based connectivity</div> <div>Superior sales and service specialists</div> <div>Top-tier training staff</div>	<div>Innovation and continuous improvement</div> <div>Reliability</div> <div>Efficiency</div> <div>Accuracy</div>	

# Brand Story

The brand story is a narrative that turns what we promise into a point of view (POV) that clarifies why our audience should become a brand believer.

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## Our Tension

Surgeons partner with multiple manufacturers for equipment, disposables, and service plans in the clinic and the operating room. One manufacturer may be good with cataract equipment, another may be known for retina, and yet another one is the go to for pre and post operative diagnostics.

That’s fine if your job is only part of the process; but surgeons are responsible throughout the continuum of care. And the sad truth is that surgeons find performing surgeries a lot easier than dealing with a bunch of equipment and services that aren’t integrated, can increase patient care time, and potentially result in careless errors, which may compromise outcomes and slow down practice efficiency. It can be frustrating for the surgeons, staff and the patients. It doesn’t make sense why it has to be so complicated.

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## Our Resolution

### Complete partnership begins and ends with Alcon Vision Suite.

We provide solutions to deliver the ultimate in care. Our offerings are designed to work together to surround and support our customers’ practices to deliver an unrivaled end to end experience. With the Alcon Vision Suite, customers will have access to the most innovative and comprehensive portfolio of market leading products – from the clinic to the operating room.

Backed by the largest and best trained clinical and technical services teams in the industry, you will have the confidence of being able to rely on support like no other. And now, you will have the ability to seamlessly plan, securely transfer, and analyze your surgical cases through our novel cloud based solution, enabling your practice to work smarter.

Only the Alcon Vision Suite helps you grow your practice by integrating best in class technologies, services and digital solutions to help power practices, and deliver improved efficiencies and patient outcomes.

**The Alcon Vision Suite: Your one stop shop for a seamless and efficient practice experience.**

# Brand Guardrails

Our brand speaks with the voice of a trusted advisor that is knowledgeable, confident, and cutting edge.

## How we Speak

Our words are:

Dynamic  
Confident  
Clear

## How we Behave

As creative thinkers and doers:

Inspiring  
Future-focused  
Proactive

## How we want our audience to feel

They will feel

Prepared  
Supported  
In-control

## How we don't Speak

Our words are not:

Overbearing  
Lofty  
Abrupt

## How we don't Behave

We are not:

Arrogant  
Out of touch  
Pushy

## How we don't want our audience to feel

They won't feel:

Overwhelmed  
Pressured  
Uninspired

## How we speak

Our tone of voice is how the brand comes character through in words, both written and spoken. As a trusted advisor, our words are clear, relatable and inspiring.

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**Our words are**

### Dynamic

We always look towards the future and spark energizing conversations with our customers about what’s possible.

### Confident

We’re knowledgeable experts, so we make declarative statements that highlight why our partners can trust us.

### Clear

We keep our communications simple, breaking down our products and their benefits in a digestible and direct way.

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**Our words are NOT**

### Overbearing

We’re all about opening new doors for our customers, but we never want our energizing spirit to come off too strong or domineering.

### Lofty

While we’re moving the industry forward, we always ground our big visions in the realistic context of our customers’ needs.

### Abrupt

We partner closely with our customers, so we never want to come off curt, casual, or robotic.



## Brand Behaviors

Our brand behavior is how our brand interacts with consumers in the real world. As a trusted advisor, we are always confident, future-focused and problem solvers.

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**We are always**

### Inspiring

We expand what’s possible for eye care professionals, helping them see they can do even more for their patients and practices.

### Future-Focused

We’re committed to progress, so we’re constantly innovating and helping shape the future of the eye care industry.

### Proactive

We’re service-oriented, so we let our customers focus on what matters to them while we stay one step ahead on their behalf.

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**We are NOT**

### Arrogant

We’re experts in what we do—just like eye care professionals. That’s why we never condescend our customers or boast about our greatness.

### Out of touch

We’re partners that pay attention. We tune into our customers and the industry—and that awareness comes through in everything we do.

### Pushy

We’re all about building strong relationships, so we respect eye care professionals’ space and avoid being overly salesy.

# Brand Emotions

Our brand emotions are the core reactions to your brand—they're what you want the target audience to feel. As a trusted advisor, we want our target to feel in-control, empowered and delighted.

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**Our target will feel**

## Prepared

We want eye care professionals to feel well equipped and ready to move their practices forward with our solutions on their side.

## Supported

Whenever our customers need us, we're there. As their partners, we want them to know they can trust us to have their back.

## In-Control

We want our customers to feel empowered and confident that they're making the right choices to accelerate their growth.

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**Our target won't feel**

## Overwhelmed

Our customers are busy building their businesses and caring for their patients, so we never want to add extra burdens to their plate.

## Pressured

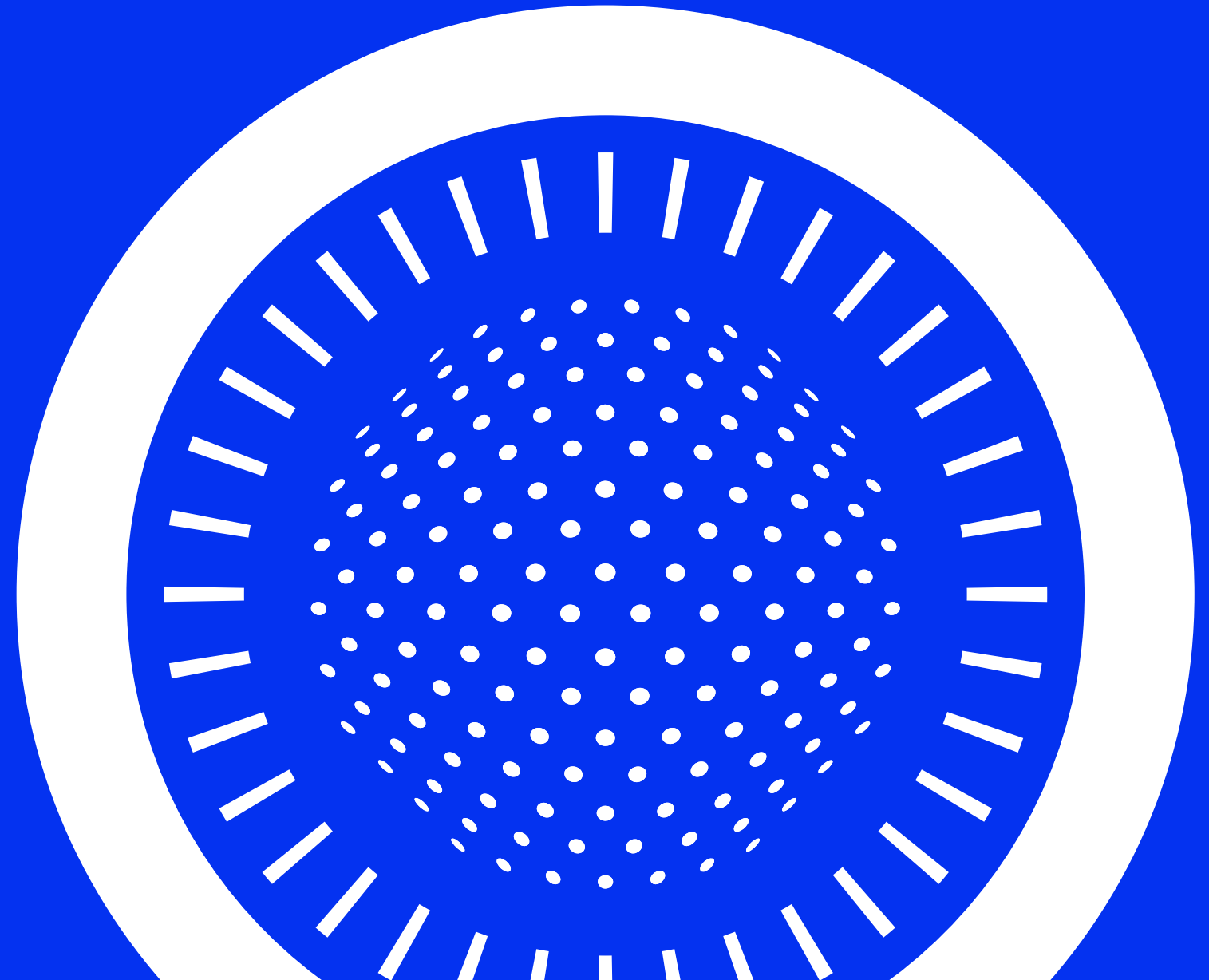
We don't want our customers to feel forced into any situation or solution, so we actively listen to their needs and take the time to be thoughtful.

## Uninspired

We never want our customers to lose their excitement for their work or the innovative progress we're making together.

02

# Verbal Strategy



## Introduction

Our tone of voice is how we say what we say, and it guides all of the writing choices we make. It is based on our brand values: innovation and continuous improvement, reliability, efficiency and accuracy.

Our voice helps us express who we are and what matters to us. As a direct link to our strategy, it also helps us communicate about Alcon Vision Suite’s customer benefits and key differentiators.

Ultimately, it answers these two questions:

What does Alcon Vision Suite sound like?

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What topics do we discuss with our audiences?

# Alcon Vision Suite Messaging Framework

The AVS messaging framework outlines the core messages to communicate across the portfolio in relation to the target audiences. Use this framework as a guide to ensure consistency across all marketing channels.

Alcon Vision Suite			
Vision	To be the trusted partner for our ophthalmology customers, delivering on our commitment of helping people to see brilliantly		
Value Proposition	An integrated ecosystem of products, digital innovation and services that enable customers to seamlessly power their practice, so they can unleash their full potential		
Purpose	Empowering patient outcomes – now and in the future. Complete, Connected Care		
Brand Promise	Complete, Connected Care		
Portfolio	Products	Digital Innovation	Services
Value	Innovative Solutions	Seamless Integration	Maximize Equipment Capability
Key Message	<p>Primary Message: A growing portfolio of innovative products, so you can be assured you have the equipment you need to deliver exceptional patient experiences.</p> <p>Secondary Message: We’re continuously evolving our product capabilities to ensure we’re at the cutting edge of ophthalmic surgery with next-generation solutions.</p>	<p><b>Primary Message:</b> A suite of integrated software solutions to ensure interoperability between the clinic and surgery center.</p> <p><b>Secondary Message:</b> Enhances team communication, optimizes operations and turns data into insights – so you can be confident in the patient information at your fingertips anytime, anywhere.</p>	<p>Primary Message: Every step in the workflow is supported by Alcon’s best-in-class service and support teams - from clinical training, product maintenance and optimization, to Intelligent Services.</p> <p>Secondary Message: With over 75 years of service delivery experience behind us, our partners are in safe hands. Enjoy the peace of mind that you’re getting the most from your Alcon solutions, and the assurance that we're fully committed to help drive optimal practice performance.</p>
Reason to Believe	<ul style="list-style-type: none"><li>• Innovative, growing portfolio of cataract, vitreoretinal, and refractive products provide solutions for your unique needs – UNITY Portfolio is the next generation of Alcon instrumentation</li><li>• Unlocking potential in patient care with next generation technology and digital integration that reduces risk of errors and improves quality of care.</li></ul>	<ul style="list-style-type: none"><li>• Streamline practice workflow including surgery scheduling, inventory management and resource co-ordination</li><li>• Seamlessly connect data systems, diagnostic devices and surgical equipment, from the clinic to the OR</li><li>• Direct to patient platform to ensure timely and clear communications with patients and enhance their experience</li><li>• Outcomes-based reporting tools for enhanced decision-making</li></ul>	<ul style="list-style-type: none"><li>• Intelligent Services that transform performance, by minimizing downtime, streamline workflow and enhance performance</li><li>• Clinical Services that maximize user proficiency, to increase confidence and optimize performance</li><li>• Technical Services that improve reliability, give peace of mind and drives business continuity</li></ul>

## Brand Promise

Our brand profile is a strategic foundation that encapsulates everything we stand for as Alcon Vision Suite. Our brand promise is one of its fundamental building blocks.

Our promise articulates the highest-level ideas we want to convey about our brand, helping us determine what we say to eye care professionals.

### Usage

It is a big and evergreen idea. Anyone writing on behalf of Alcon Vision Suite should use it as a guiding principle for developing communication topics and content. It can be used verbatim in written copy, but is also meant to inspire new language and concepts.

## Our brand promise

Complete,  
Connected  
Care

## Brand Promise

Alcon Vision Suite offers eye care professionals everything they need to optimize and grow their practice in a comprehensive, customizable, cloud-based solution. With the most complete suite of products, digital solutions and services available to ophthalmology practices today:

Complete,  
connected  
care



### We use the word complete because...

Eye care professionals are empowered to solve their practice’s biggest and broadest challenges while providing more efficient, connected and comprehensive care.

Administrative staff can dramatically streamline workflows, increasing individual and team productivity, as well as overall practice efficiency.

Patients benefit from a more cohesive experience from start to finish, resulting in greater levels of clarity and comfort with procedures.



## Brand Promise

Alcon Vision Suite is all about connection.  
Connecting people, products and processes  
in a single end-to-end surgical solution designed  
to advance ophthalmology practices.

Complete,  
**connected**  
care



**We use the word connected because...**

The products, services and patient data they need.  
At any time, accessible from anywhere.

Cloud-based digital health solutions that link the  
clinic to the operating room and beyond.

The industry's largest network of experienced  
technical and clinical support specialists.

And, finally, connecting vision-impairment patients  
to high-quality outcomes and an optimal surgical  
experience.

## Brand Promise

At Alcon Vision Suite, we're committed to providing superior support to eye care professionals—so they can deliver superior care to patients.

Complete,  
connected  
**care** ←

### We use the word **care** because...

We build strong relationships. Getting to know the priorities and challenges of each practice, we partner closely with eye care professionals to tailor our solutions and technologies to their specific needs

We're the best in the business. As the industry's largest and most highly trained network of support specialists, we're responsive, reliable and prepared with the clinical and technical knowledge that moves ophthalmology practices forward.

We're committed to progress. With a dedicated focus on R&D, we advance the practices we work with and the industry as a whole. Empowering eye care professionals to accelerate growth, deliver superior care and improve patient outcomes are our ultimate goals.

## Verbal Principles

To build a voice that reflects who we are, what matters to us and how we approach the work we do, we first have to define our voice attributes.

Our voice attributes are designed to appeal to and engage with eye care professionals, while reinforcing everything we value as a brand.

They work together as a single system to guide all of our writing choices, from word choice and cadence to punctuation and grammar.

### Principle

### How we apply this principle

Dynamic

We’re creative thinkers and doers who have one eye on the future of our customers’ businesses at all times. That means having conversations that help them identify pain points, motivate them to try new solutions and get them excited about what’s to come—for their practices and the industry as a whole.

Confident

We’re authentic and bold, never overbearing. Our deep clinical and technical knowledge means we’re prepared to tackle whatever challenges come our way. We make definitive statements about the quality and breadth of our solutions, highlighting why eye care professionals can trust us to help move their practices forward.

Clear

Our communication style is simple and direct. The ins and outs of our systems can get complicated, so we make sure our product explanations are succinct and easy to understand, helping eye care professionals quickly connect the dots between solutions and benefits.

## Principle Attributes

Our voice attributes were built from our values to ensure we communicate in a way that reinforces who we are, what matters to us and how we approach the work we do.

They are not meant to function independently. Rather, our voice attributes work together as a system that guides all of our writing choices, from word choice and cadence to punctuation and grammar.

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### How our voice was built

Because we value innovation and continuous improvement, we communicate in a <b>dynamic</b> way.	Because we value reliability and are seen as a trusted partner to our customers, we communicate in a <b>confident</b> way.	Because we value efficiency and accuracy, we communicate in a <b>clear</b> way.
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### What each attribute means

## Dynamic

We’re creative thinkers and doers who have one eye on the future of our customers’ businesses at all times. That means having conversations that help them identify pain points, motivate them to try new solutions and get them excited about what’s to come—for their practices and the industry as a whole.

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## Clear

Our communication style is simple and direct. The ins and outs of our systems can get complicated, so we make sure our product explanations are succinct and easy to understand, helping eye care professionals quickly connect the dots between solutions and benefits.

# Writing Tactics

These tactics will help us make choices that keep our writing “on voice” for Alcon Vision Suite.

Each tactic is inspired by who we are as a brand and how we connect with our customers.

This list of tactics is meant to be a starting point. As you continue to write in the Alcon Vision Suite voice, it may make sense to add more writing tactics over time.

	Writing Tactics		
Who we are	<p>We’re focused on helping eye care professionals advance their practices.</p> <p><b>Voice attribute:</b> dynamic <b>Promise theme:</b> complete, connected</p>	<p>We’re confident about the breadth and quality of our solutions and services.</p> <p><b>Voice attribute:</b> confident <b>Promise theme:</b> complete</p>	<p>We’re committed to partnering with customers every step of the way.</p> <p><b>Voice attribute:</b> clear <b>Promise theme:</b> care</p>
Writing Tactic To Try	<p>Highlight how AVS moves ophthalmology practices into the future. Use active verbs, and mix short and long phrases to build momentum.</p>	<p>Make strong and supportable claims about our expertise, products and services.</p>	<p>Emphasize how Alcon Vision Suite can be customized to the unique needs of each practice. Choose language that feels supportive and reassuring.</p>
What It Might Sound Like	<p>Streamline workflows. Increase productivity. Deliver a more cohesive patient experience. No matter what your biggest priorities are, we can help you build the practice you’ve always envisioned.</p>	<p>We offer the broadest range of ophthalmic surgical products available today. Combine that with more than 1,200 highly trained support specialists, and it’s safe to say we’ve got you covered.</p>	<p>Custom-built to solve your practice’s greatest challenges, Alcon Vision Suite includes the products, services and digital solutions you need.</p>

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	Writing Tactics		
Who we are	<p>We demystify technology, so product benefits are clearly understood.</p> <p><b>Voice attribute:</b> clear <b>Promise theme:</b> connected</p>	<p>We’re mindful of the time our customers can devote to learning new technologies and techniques.</p> <p><b>Voice attribute:</b> clear <b>Promise theme:</b> care</p>	<p>We listen closely, identifying the right solutions to each practice’s unique challenges.</p> <p><b>Voice attribute:</b> confident <b>Promise theme:</b> care</p>
Writing Tactic To Try	<p>Provide the detail needed to explain product capabilities, but simplify language as much as possible when highlighting overarching benefits.</p>	<p>Be direct and concise, creating quick connections between the solutions we provide and the benefits to patients or customers.</p>	<p>Showcase industry expertise and technical knowledge in a way that indicates our understanding of customer challenges.</p>
What It Might Sound Like	<p><b>Constellation® Vision System</b> Upgrade and integrate your OR with our advanced vitreoretinal technologies.</p>	<p>Improve safety, consistency and control during cataract surgeries with the <b>Centurion® Vision System.</b></p>	<p>The patient experience can make or break a practice. Deliver consistent, high-quality care to your patients by integrating diagnostic tools, surgical equipment and EHR systems.</p>

## Sample Introductory Copy

Here’s an example of how you might write when introducing Alcon Vision Suite.

This example communicates the big ideas we want to convey about our brand. It is organized around our brand promise and maintains a high-level focus on advancement, efficiency and transformation.

It is written in a clear and confident way, highlighting our expertise while making supportable claims about the benefits of Alcon Vision Suite.

It also highlights our commitment to partnering with customers to solve their unique challenges.

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# Experience complete and connected care.

Alcon Vision Suite is a comprehensive,customizable, cloud-based solution that offers everything you need to solve eye care’s biggest challenges, increase overall practice efficiency and deliver a high-quality patient experience.

- The broadest range of ophthalmic surgical products available today. Our surgical portfolio includes advanced technologies and devices for the treatment of cataract, vitreoretinal conditions, refractive errors, glaucoma and more.
- Cloud-based digital solutions that improve the patient experience and transform the way you work. Our software enables you to streamline workflows, increase efficiencies, and access patient data—anytime, anywhere.
- Superior clinical and technical support from a vast network of highly trained specialists. We work with you to identify your priorities and challenges, then tailor our solutions to the needs of your practice.

No matter how you want to advance your practice, Alcon Vision Suite has the products, services and digital solutions you need. Let’s get started.



# Verbal Checklist

Need a double-check? Ask these questions to ensure you're writing in the Alcon Vision Suite voice.

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01 Are you writing in a way that sounds clear, confident and dynamic?

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02 Will eye care professionals understand the full value of Alcon Vision Suite as an end-to-end surgical solution?

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03 Have you made strong and supportable claims about our products, services and digital solutions?

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04 Are you helping eye care professionals see how our solutions can also improve the patient experience?

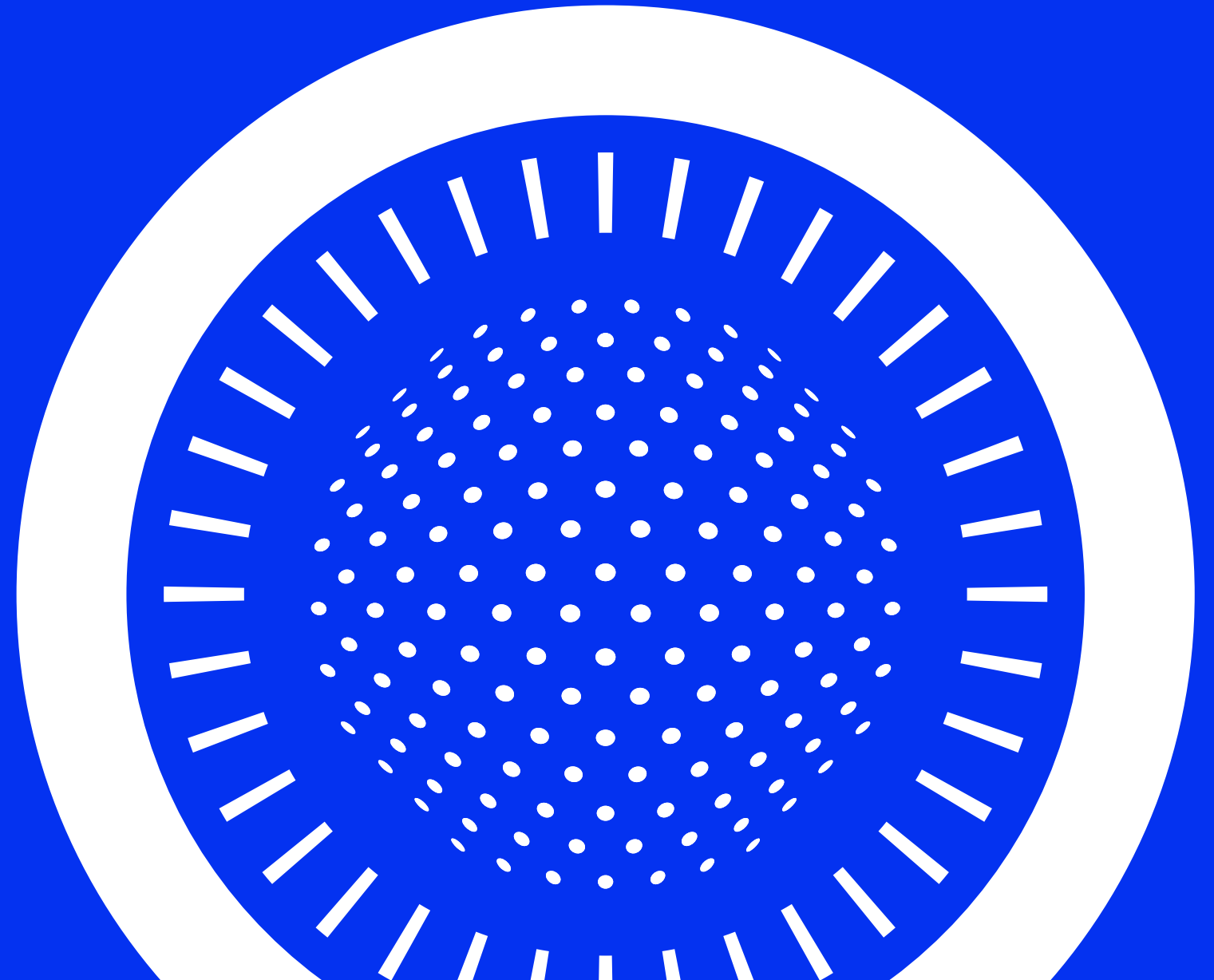
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05 Will eye care professionals feel as though we're a trusted partner who understands the unique challenges they face?

03



# Design System



# Design Toolkit

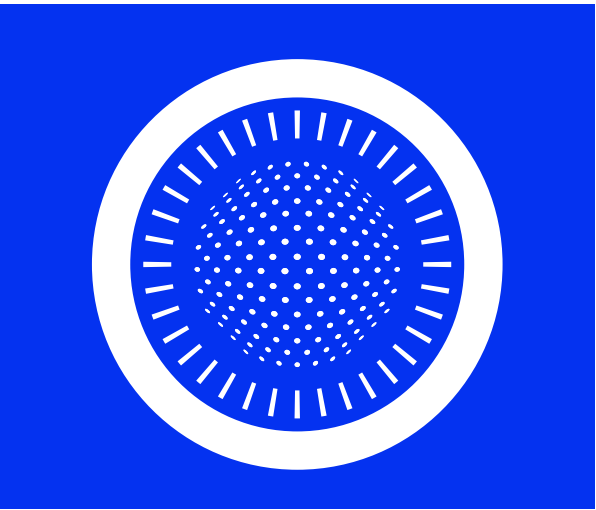
Our brand foundational tools are brought to life through the design elements within our visual identity toolkit. The unique elements within our toolkit (i.e., logo, color palette, portal graphic, losenge, photography, etc.) define our brand and offer flexibility for creative expression across all the touchpoints we create.



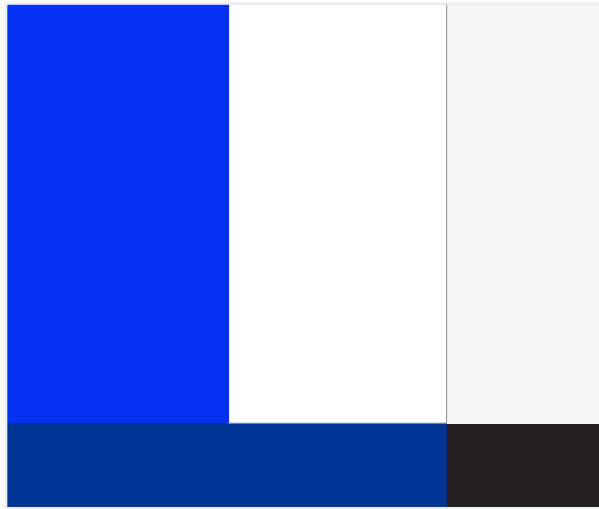
Logo



Typography



AVS Symbol



Color



Portal (Circle)



Losenge

## Creative Principles

All creative executions should embody strategic purpose that elevates the emotional promise and values found within the brand profile.

### Guardrails for Expression

Good design or a "clever" creative can be subjective. The creative principles shown to the right are a set of guardrails that should inform decision making — especially when evaluating creative developed by various teams/agencies. The goal is to use principles in a way to ensure brand expression feels connected to an overarching point-of-view.

### Principle

### How we apply this principle

## Human-centered design

---

Our work drives connections between customer, consumers and the end patients. Our focus is to capture and elevate humanity in creative. We demonstrate our understanding of the customers needs by featuring them within our creative.

## Future-forward and precise

---

We are always thinking ahead. A forward directional movement should always be used to drive focus towards the future. The portal or supergraphic use in all creative expression should be used to demonstrate complete, connected care. Complex, decorative or angular creative does not reinforce continuous care.

## Clarity through simplicity

Enabling surgeons to deliver exceptional patient experiences is at our core. To ensure brilliance, both in our brand messages and creative expression should reinforce a single-minded, succinct language. Avoid long-winded, verbose language as well as competing visual elements in layout.

# Logo Usage Overview

The Alcon Vision Suite logo is designed to build equity in Alcon Vision Suite as the surgical masterbrand. There are two different versions of the Alcon Vision Suite logo that may be used in marketing collateral to identify the AVS brand.

## Lockup Version

The Alcon Vision Suite text is locked up to the circle device to create strong link to the AVS design system. When this logo version appears in motion, a curved “mask” unveils the symbol, with the text locked up to the circle graphic device.

## Text Only Version

Our logo is designed to build equity in Alcon Vision Suite as the masterbrand of Alcon's surgical portfolio.



Positive Alcon Vision Suite Lockup



Reverse Alcon Vision Suite Lockup



Positive Alcon Vision Suite Text Only



Reverse Alcon Vision Suite Text Only

# Alcon Vision Suite Logo

The Alcon Vision Suite logo must be legible accross all applications. Please follow the established principles and guidance around sizing and clear space.

Please follow the guidance shown on sizing details, including minimum sizing.



Clear space

Alcon  
Vision Suite

Large  
300px

Alcon  
Vision Suite

Small  
245px

# Logo (Text Only) Placement

The Alcon Vision Suite logo may be placed in the left corner at either the top or bottom of the design area, depending on the arrangement of the other elements within the layout.

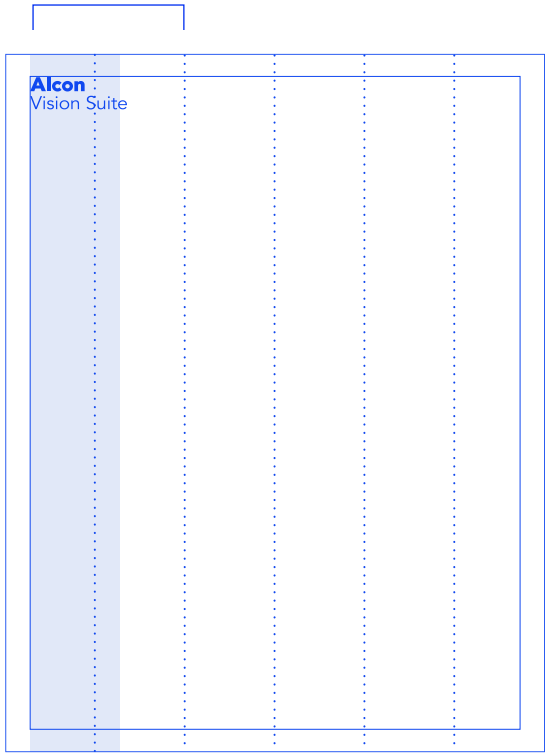
## Grid

The following examples showcase recommended margins and an instructional column guide to direct copy and image placement within a vertically-oriented format.

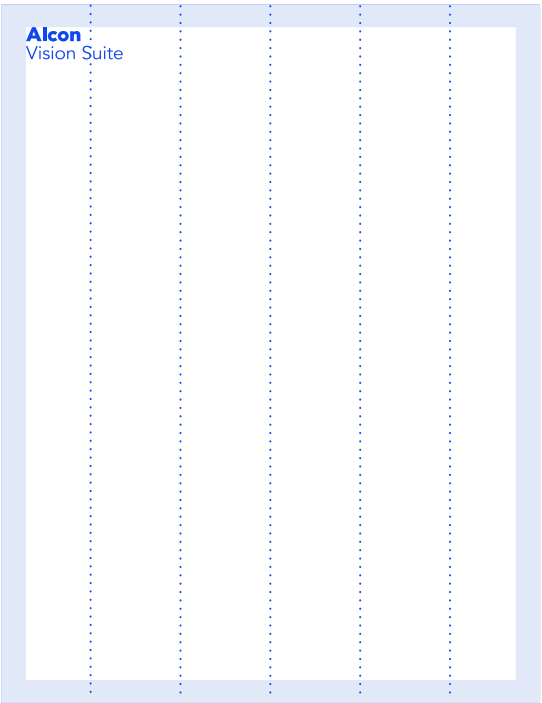
Theses examples also demonstrate the recommended scale of the Unity logo as guided by column and row structure.

Note: Measured width of the logo **should not** include the trademark symbol or endorsement text.

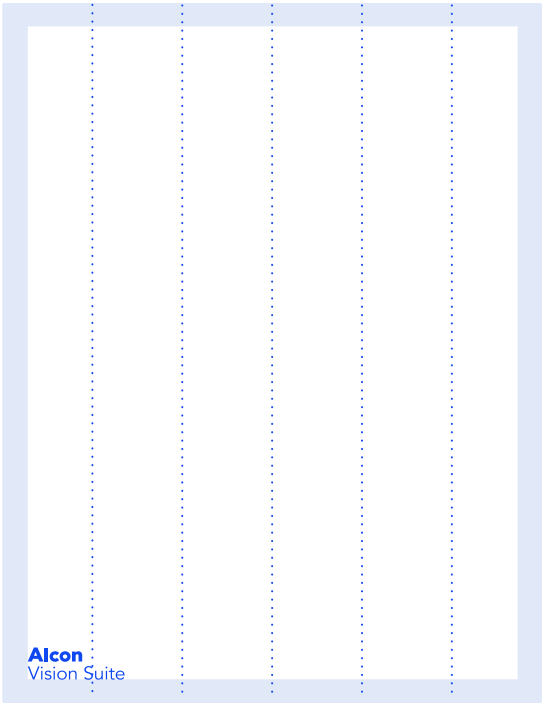
Logo is full width  
of 1 column



**Alignment**  
Logo placement inside page  
margin is preferred



**Top Left**  
Preferred Placement



**Bottom Left**



# Alcon Vision Suite Logo Lockup

The Alcon Vision Suite logo must be legible accross all applications. Please follow the established principles and guidance around sizing and clear space.

Please follow the guidance shown on sizing details, including minimum sizing.



Clear space



Large  
475px



Small  
385px

# Logo Lockup Placement

The Alcon Vision Suite logo lockup may be placed in the left corner at either the top or bottom of the design area, depending on the arrangement of the other elements within the layout.

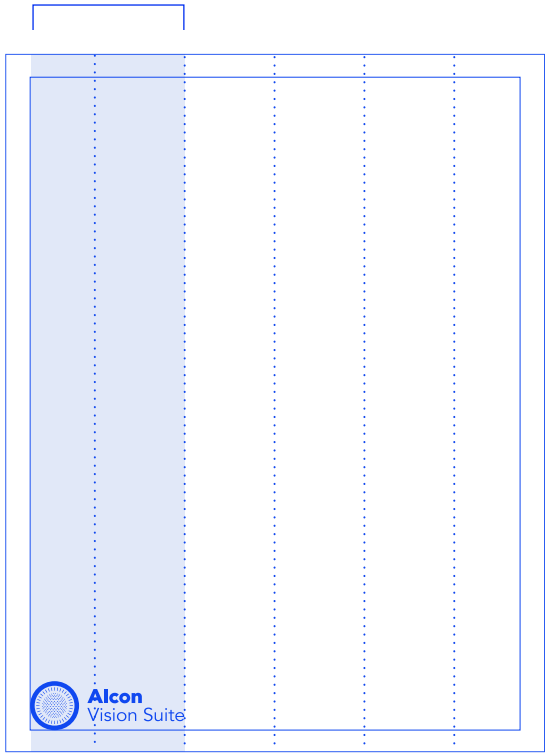
## Grid

The following examples showcase recommended margins and an instructional column guide to direct copy and image placement within a vertically-oriented format.

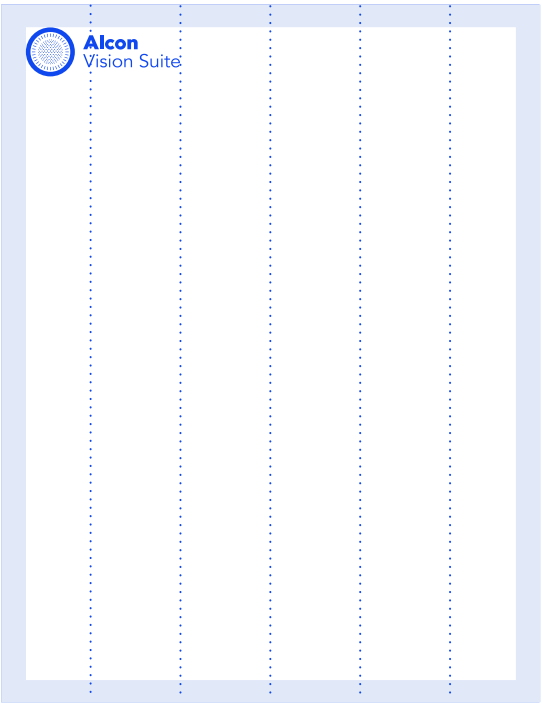
Theses examples also demonstrate the recommended scale of the Unity logo as guided by column and row structure.

Note: Measured width of the logo **should not** include the trademark symbol or endorsement text.

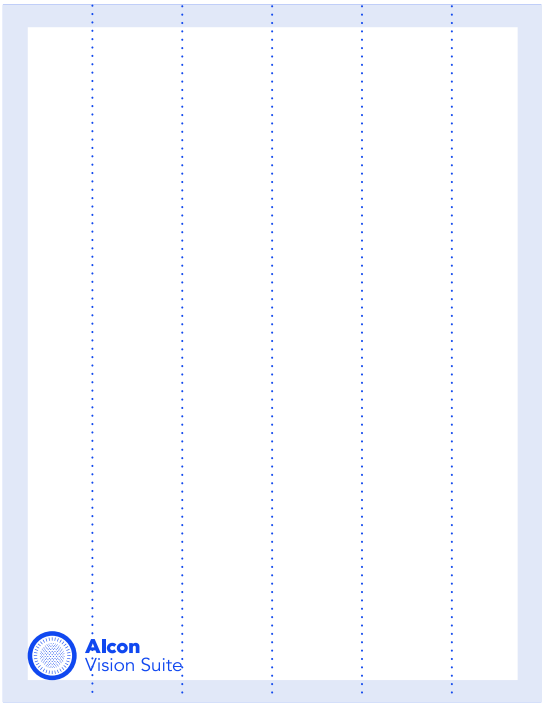
Logo is full width of 1.75 columns



**Alignment**  
Logo placement inside page margin is preferred



**Top Left**  
Preferred Placement



**Bottom Left**

## Logo Color Use

There are two color versions of the Unity logo: a positive and a reverse version.

The Unity logo (positive) with black logotype should only be used on a white background. In most cases, the Unity logo (reverse) appears on the navy background with white logotype.

When faced with print limitations, a one-color Unity logo version is available.

Note: These color versions apply to all variations of the Unity logo.



Positive



Reverse

# Unacceptable Logo Usage

Any alteration of the logo negatively affects the integrity of our brand. Please always use approved logo artwork to ensure design consistency. The following are examples of logo misuse and are not acceptable treatments.



**DO NOT** alter the arrangement of the symbol with the logo artwork



**DO NOT** leverage dropshadows with the logo artwork



**DO NOT** add gradients to the logo artwork



**DO NOT** rotate either version of the logo artwork



**DO NOT** modify the logo artwork in any way



**DO NOT** add taglines or any other text to the logo artwork

# Color Palette Specifications

To highlight Alcon Vision Suite as a distinct and bold offering from Alcon, it uses a vibrant new shade of blue as its primary color. It is inspired by Alcon's blue and white palette.

Refer to this page for the color specifications for use within the Alcon Vision Suite.

## AVS Blue

SPOT: PANTONE 661 C  
CMYK: 96 / 78 / 0 / 0  
RGB: 4 / 50 / 240  
HEX: 0432f0

## White

CMYK: 0 / 0 / 0 / 0  
RGB: 255 / 255 / 255  
HEX: FFFFFFFF

## AVS Gray

SPOT: Cool Gray 1  
CMYK: 10 / 7 / 7 / 7  
RGB: 246 / 246 / 246  
HEX: F6F6F6

## Alcon Blue

SPOT: PANTONE 289 C  
CMYK: 100 / 72 / 4 / 48  
RGB: 12 / 35 / 64  
HEX: 0C2340

# AVS Blue

## CMYK vs RGB

CMYK is a four-color process and stands for cyan, magenta, yellow and key (black). Cyan, magenta, and yellow will appear as the most colorful colors available in print. These colors will not reproduce as bright as they appear onscreen. Unfortunately the vibrancy of AVS blue onscreen appears closer to Alcon Blue.

**RGB Color**

RGB:

4 / 50 / 240

HEX:

0432f0

Example



**Pantone Color**

SPOT:

PANTONE 2728 C

Example



**CMYK Color**

SPOT:

PANTONE 2728 C

CMYK:

96 / 78 / 0 / 0

# ADA Color Compliance

The Americans with Disabilities Act (ADA) requires a high visual contrast between typography and backgrounds.

We've made sure that AVS type and color is accessible, creating guidance that meets 'AAA' accessibility rating – the highest level of accessibility conformance – across the board.

It's crucial that we maintain this rating. So, please only use the 'Pass' colour combinations shown here. And avoid all other combinations shown under 'Fail'.

Pass

Blue



White



AVS Blue



AVS Blue



Fail

AVS Gray



White



AVS Blue



AVS Blue



Color combinations marked with an “X” are not ADA-accessible combinations.  
WCAG 2.0 AA compliance differentiates between text smaller than 18pt and text larger than 18pt (or text that is bold and larger than 14pt). ADA guidelines for the US can be found here: <http://www.ada.gov/stdspdf.htm>

# Color Palette: Automated Charts

To accommodate the representation of various different types of data, there are several chart template options available to use in PowerPoint presentations.

In some instances, the Unity color palette is used across several data points to distinguish each entry. The color order has been optimized for visual clarity and should never be altered.

## Color Order

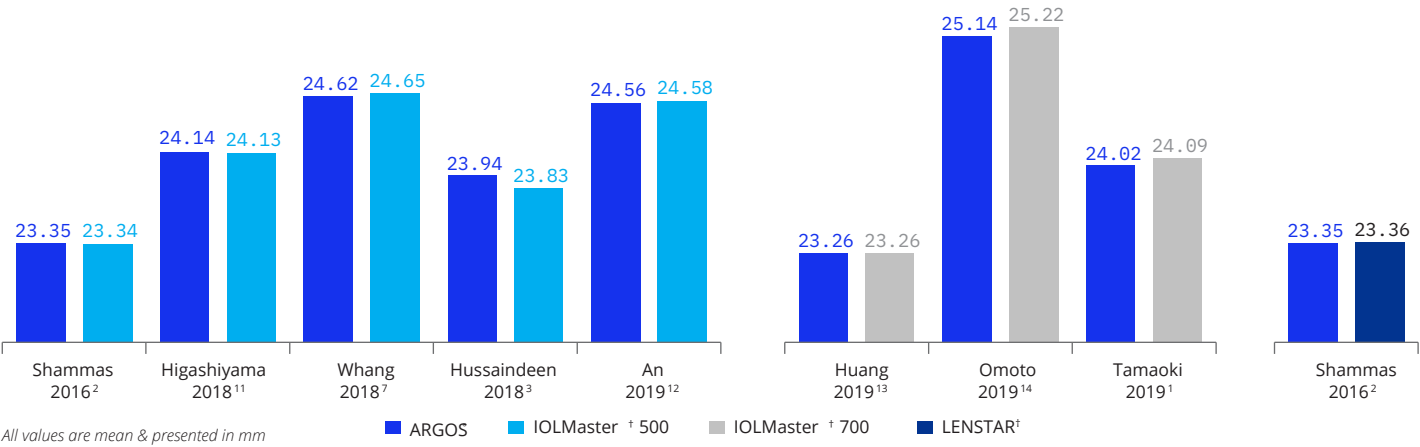
To ensure consistency, we always draw from the same graphic assets—in color, type and key elements—when visualizing data.

## Automated Chart Examples

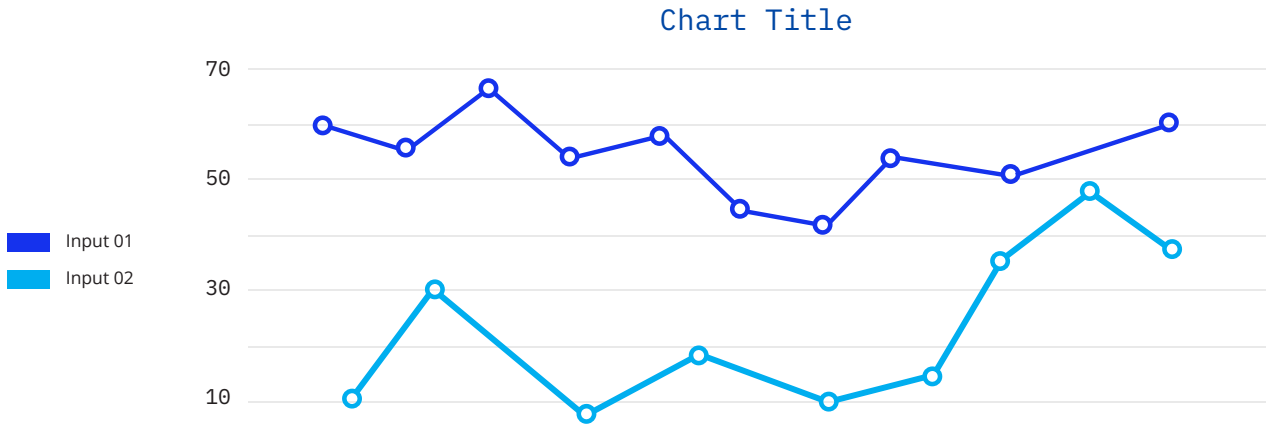
- Pie charts
- Bar charts
- Organization charts

## Bar Chart Example

Axial length measurements’ comparison



## Line Chart Example



## Color Order

01	AVS Blue HEX: 0432f0
02	Cyan HEX: 00AEEF
03	Gray HEX: C1C1C1
04	Alcon Blue HEX: 0C2340
05	Black HEX: 000000
06	Teal HEX: 007483

## Tiles/Numerals

20.35%

IBM Plex Mono  
Regular



# Extended Color Palette: Data Visualization

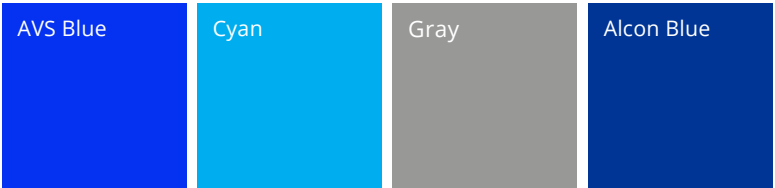
To accommodate the representation of various different types of data an extended color palette has been added to help distinguish data points and content. The use of color and simple, solid shapes allows data-rich content to be easily identifiable.

## Extended Color Use

Follow these principles to follow with regards to extended color in layout:

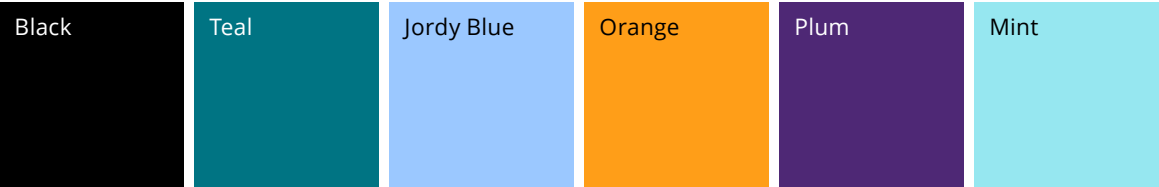
- Stay consistent with your use of colors. Do not interchange them in the same visualization.
- Avoid using too many different colors in a single graphic that can be distracting.
- Choose high contrast color schemes over lighter colors. This makes it easier for people to read information within the visualization.

## Primary palette



<b>SPOT</b> PANTONE 661 C	<b>SPOT</b> TBD	<b>SPOT</b> PANTONE 318 C	<b>SPOT</b> PANTONE 289 C
<b>CMYK</b> 96 / 78 / 0 / 0	<b>CMYK</b> 100 / 0 / 0 / 0	<b>CMYK</b> TBD	<b>CMYK</b> 100 / 72 / 4 / 48
<b>RGB</b> 4 / 50 / 240	<b>RGB</b> 0 / 174 / 239	<b>RGB</b> TBD	<b>RGB</b> 12 / 35 / 64
<b>HEX</b> 0432f0	<b>HEX</b> 00AEEF	<b>HEX</b> 96e7f1	<b>HEX</b> 0C2340

## Extended palette



<b>SPOT</b> Black 7 C	<b>SPOT</b> PANTONE 7474 C	<b>SPOT</b> PANTONE 7676 C	<b>SPOT</b> PANTONE 1375 C	<b>SPOT</b> PANTONE 2607 C	<b>SPOT</b> Black 7 C
<b>CMYK</b> TBD	<b>CMYK</b> TBD	<b>CMYK</b> TBD	<b>CMYK</b> 0 / 45 / 97 / 0	<b>CMYK</b> 84 / 100 / 17 / 11	<b>CMYK</b> TBD
<b>RGB</b> TBD	<b>RGB</b> TBD	<b>RGB</b> TBD	<b>RGB</b> 255 / 158 / 24	<b>RGB</b> 78 / 15 / 120	<b>RGB</b> TBD
<b>HEX</b> 000000	<b>HEX</b> 007483	<b>HEX</b> 7d6cb1	<b>HEX</b> FF9E18	<b>HEX</b> 4E0F78	<b>HEX</b> 96e7f1

# Extended Color Palette: Data Visualization

Data visualization helps to enhance and simplify our storytelling. It adds visual interest and dimension to complex data while also making large amounts of information easier to understand and digestible.

The AVS data visualization and infographics should harmonize with the look and feel of the Alcon Vision Suite brand.

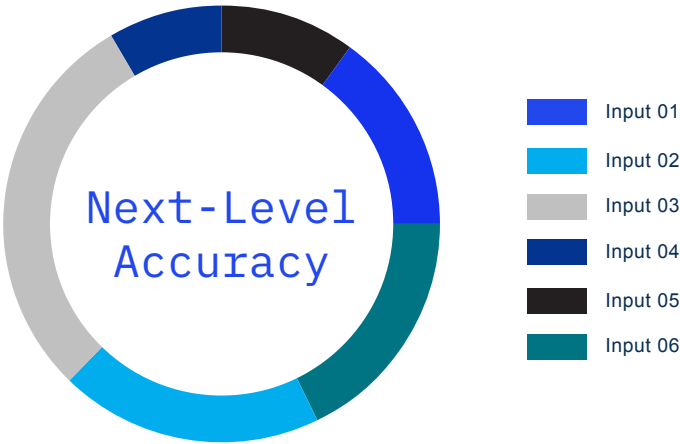
## Shape

Charts can use shapes to display data in a range of ways. Shapes should be precise with hard edges. Avod styles that are playful and/or curvilinear, such as rounded edges.

Flow Diagram



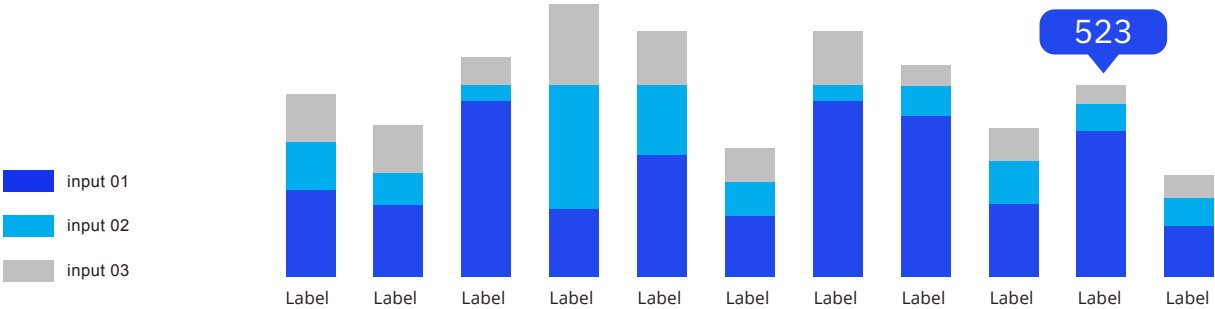
Pie Chart



Callouts

Bar Chart Title

Optimized to help procedure efficiency



Statistics



# Primary Typeface

Open Sans is the primary typeface, intended for use across all brand communications. The identified weights and styles are approved for use.

This typeface reinforces the Alcon Vision Suite brand as confident, precise and innovative. It also help to build a close association between Alcon Vision Suite and our parent brand Alcon for both our internal employees and our customers.

## Default Font

For general typesetting, use Open Sans Light or Regular for headlines and Open Sans Bold for subheads. When Open Sans isn't available (i.e., in digital or Microsoft Office applications), use Arial.

Aa

Open Sans  
Light  
Primary Typeface  
Headline Weight

Aa

Open Sans  
Bold  
Supporting Typeface  
Callout Weight

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 !@#\$%^&\*()

# Technical Typeface (for Data and Infographics)

The Alcon Vision Suit brand leverages a technical typeface is IBM Plex Mono Regular for information that is functional and non-emotive.

The use of this typographic style helps separate information in the eyes of our customers to make our design language and what we say easier to engage with. IBM Plex Mono Regular is intended to be limited for use and is best suited for representing numerical data and callouts.

01

IBM Plex  
Mono Light

Technical Typeface for  
Data Driven Content

02

IBM Plex  
Mono Regular

Technical Typeface for  
Data Driven Content

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 !@#\$%^&\* ( )

# Typographic Hierarchy

Typographic hierarchy helps to inform and guide a viewer’s eyes across the page. Please follow these typographic standards for establishing hierarchy in layout for Unity brand communications and marketing.

When typesetting headlines its preferred to use sentence case, to ensure the brand feels approachable and human.

Headline

Empowering patient outcomes, now and in the future.

Body

An integrated ecosystem of products, digital innovation and services which enable customers to seamlessly power their practice, so they can unleash their full potential.

Link

[www.alcon.com](http://www.alcon.com)

Legal

This is a global template. In accordance with ap3 and applicable laws, regulations, local industry codes and local policies, this document must be reviewed and approved via a local promotional review process before it may be used in promotion.

Headline

Open Sans Light  
Sentence Case  
Leading: 1/1 (ex. 39pt/42pt)  
Kerning: Metrics  
Tracking: -10

Body

Open Sans Light  
Sentence Case  
Leading: 1/1.35 (ex. 15pt/20pt)  
Kerning: Metrics  
Tracking: 10

Link

Open Sans Bold  
Lower case  
Kerning: Metrics  
Tracking: 0

Legal

Open Sans Regular  
Title Case  
Leading: 1/1.5 (ex. 7pt/10.5pt)  
Alignment: Justified Left  
Kerning: Metrics  
Tracking: 20

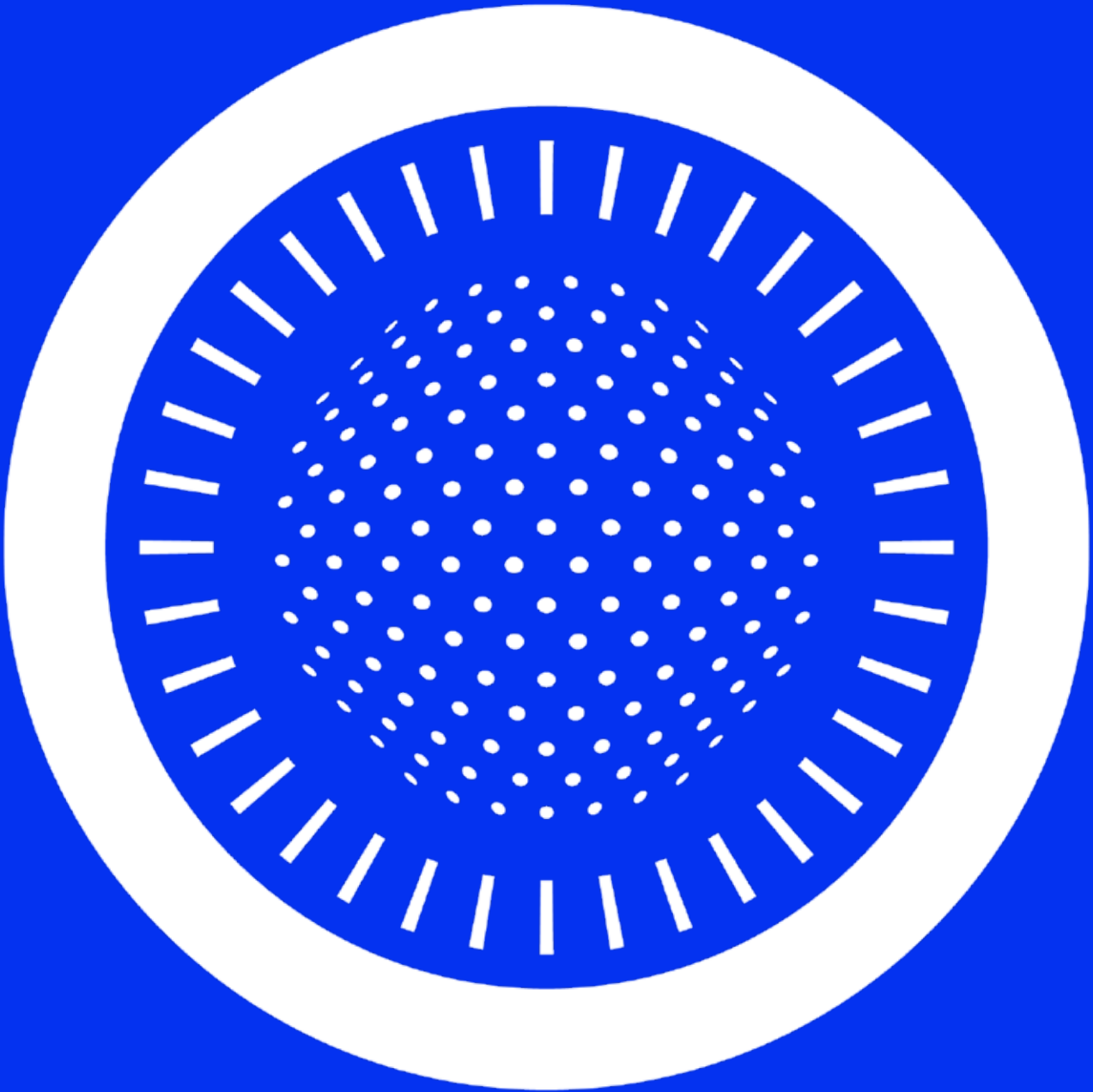
# Circle Graphic Device

In certain circumstances we may need to show all of our circles together, such as when we have limited real estate or are talking about Alcon Vision Suite as a whole rather than its individual pillars.

When this need arises the Alcon Vision Suite symbole layers the AVS Circl Graphics in the center to create an iconic symbol for the brand.

## Characteristics

- May be used without the AVS text
- Consistent representation of the AVS Circle Graphics (shown on page 7)
- Used as a supergraphic in layout
- May be cropped, yet must adhere to cropping principles
- Dssigned to be used in white when used on AVS Blue or darked toned imaged. Should be shown in AVS Blue when on a white background



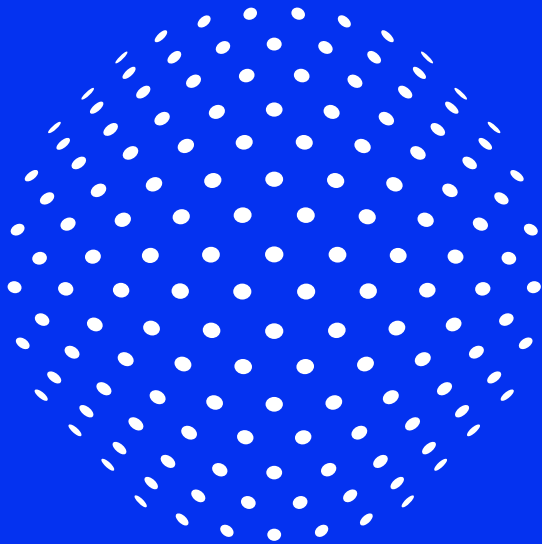
# AVS Circle Graphics

The AVS symbol is comprised of (3) different graphic elements that individually represent a component of the AVS connected ecosystem. As the suite of Products, Digital Innovation and Services, they enable customers to seamlessly power their practice.

## Circle Graphics Intent

Our circles are used to navigate the Alcon Vision Suite ecosystem, whilst enabling our brand to have distinction. The design of each circle is inspired by each pillar of our business– products, digital innovation and services.

**Please note that the circles design and naming should never be interchanged with each other.**



Products

The dots denote connections, structure and depth. By using a repeated pattern the circles show a consistent yet ever connected system representing the continuation and innovation of products.



Digital Innovation

The linear design suggests expansion and growth with a clearly designed structure and form mirroring the precision of our digital services.



Services

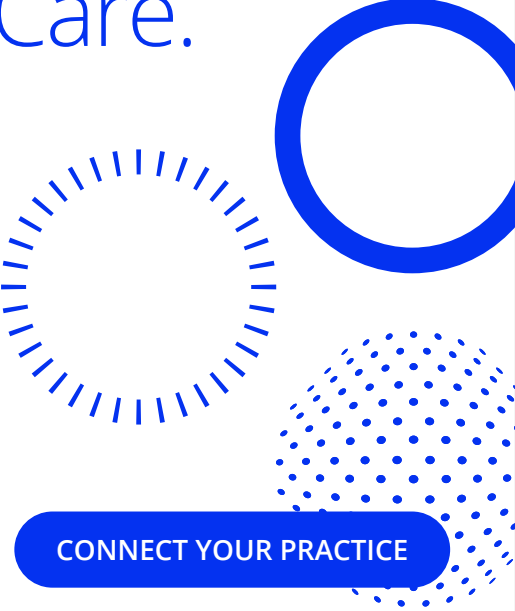
The solid circle represents our complete offer to our customers with the gradient of color representing both hard and soft services we offer our customers.

# Design System Layout Overview

Cus il mi, suntiat labo. Ipiet ut lam cus nimusEd qui aut quamet experib usaniminis rat arum faccus voles quaturepro es accum re quo es a nullant, nulla nihictat quodit elisitatur sit fugitet hit, nonsequaerit untectem labo. Apellorro temporeici reptatus.




## Complete, Connected Care.




CONNECT YOUR PRACTICE


AVS Circle as Pattern



## Optimize patient outcomes.

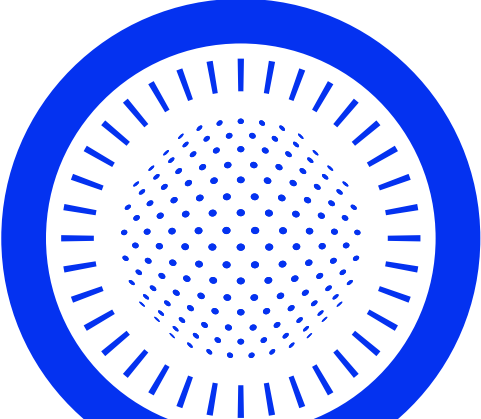


Portal



## Streamline practice workflow.

Alcon’s most comprehensive  
end-to-end portfolio.



Supergraphic

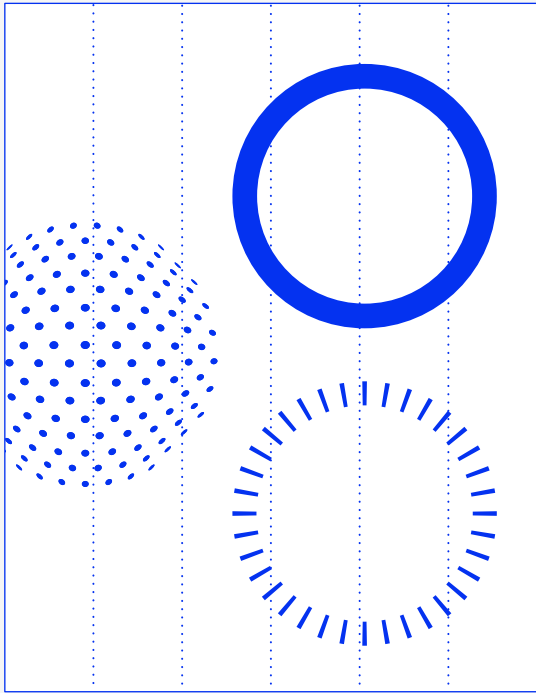


# AVS Circle as Pattern

Cus il mi, suntiat labo. Ipiet ut lam cus nimusEd qui aut quamet experib usaniminis rat arum faccus voles quaturepro es accum re quo es a nullant, nulla nihictat quodit elisitatur sit fugitet hit, nonsequaerit untectem labo. Apellorro temporeici reptatus.

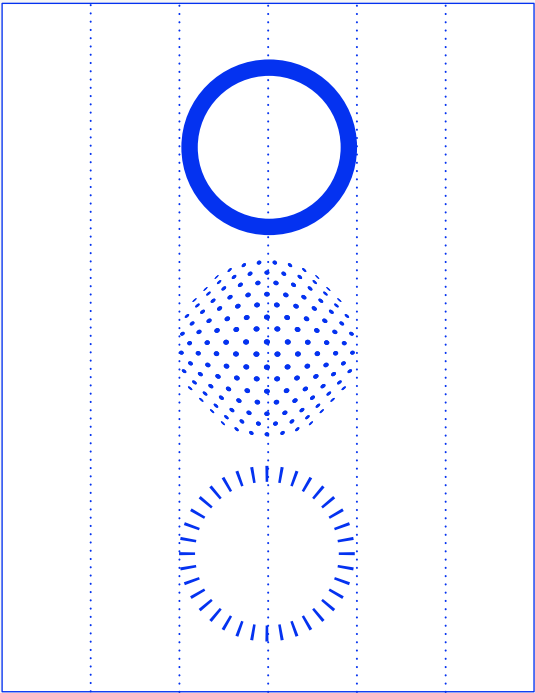
## Lorem

Voluptam erupti cor alis assum quae verios ne inctis re exerum et latem que secae quiducia ditiber ioreium quo et restrum harumquia dolor reperio que odisimi llabo. Nempelitem ide as et prat.



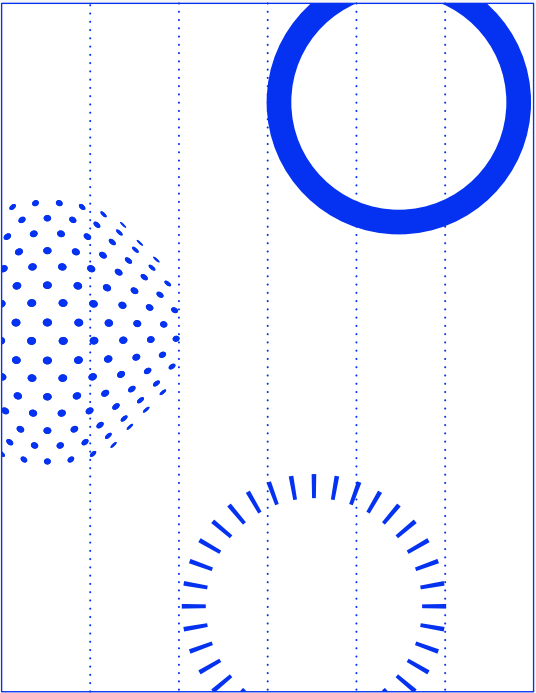
Crop 1-side

Triangular (Portrait•1X1)



No crop

Stacked (Portrait•1X1•Landscape)



Crop 1-side

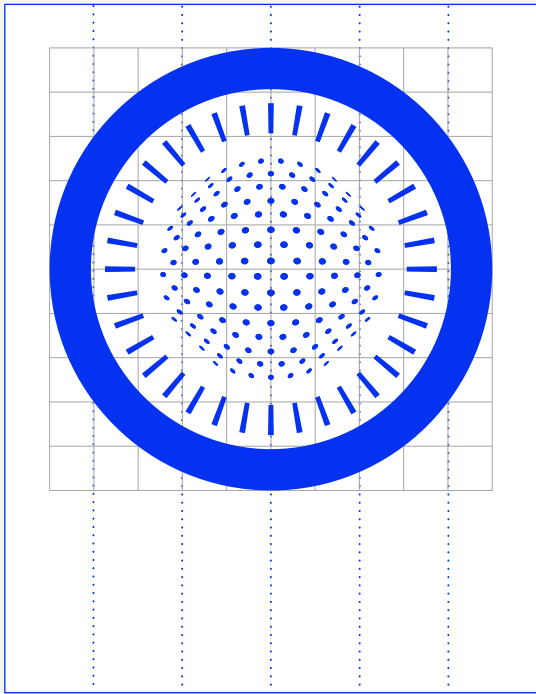
Freeform (Portrait•1X1•Landscape)

# Supergraphic Placement & Sizing

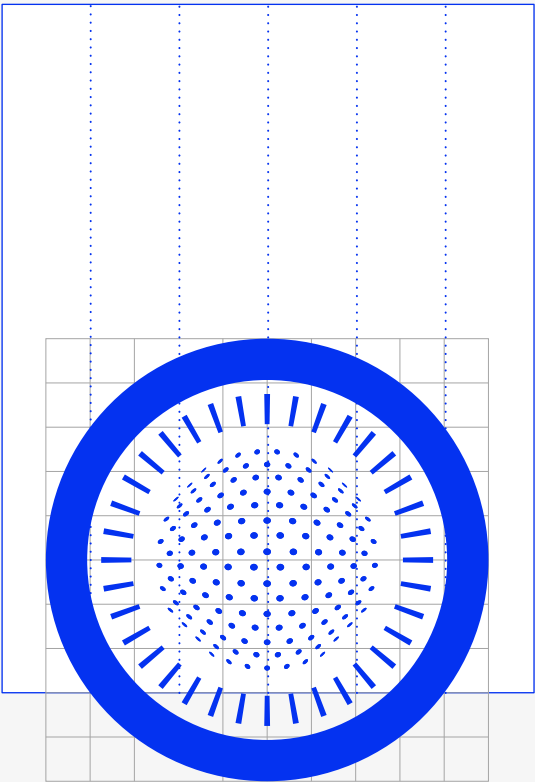
Cus il mi, suntiat labo. Ipiet ut lam cus nimusEd qui aut quamet experib usaniminis rat arum faccus voles quaturepro es accum re quo es a nullant, nulla nihictat quodit elisitatur sit fugitet hit, nonsequaerit untectem labo. Apellorro temporeici reptatus.

## Lorem

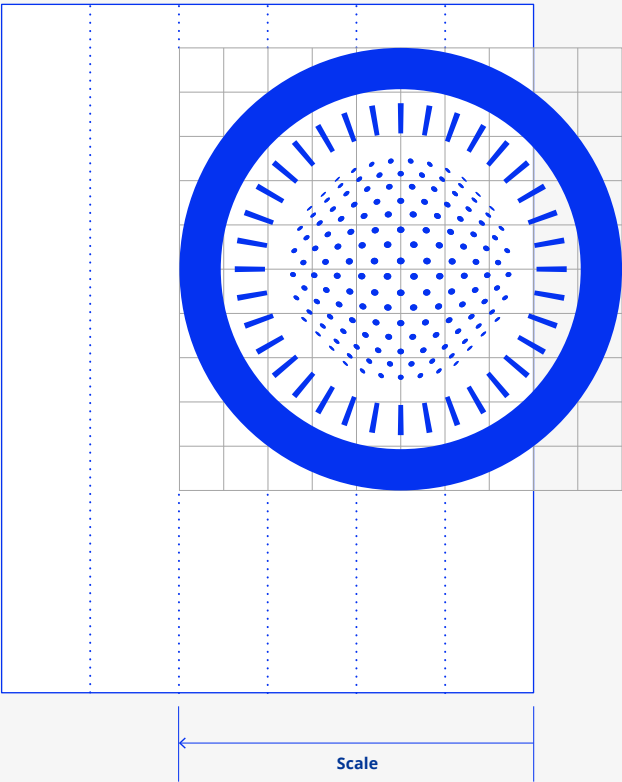
Voluptam erupti cor alis assum quae verios ne inctis re exerum et latem que secae quiducia ditiber ioreium quo et restrum harumquia dolor reperio que odisimi llabo. Nempelitem ide as et prat.



**Center Placement** (Portrait•1X1)



**Crop: Corners** (Portrait•1X1•Landscape)



**Crop: Sides** (Portrait•1X1•Landscape)

# Portal Placement & Sizing

Cus il mi, suntiat labo. Ipiet ut lam cus nimusEd qui aut quamet experib usaniminis rat arum faccus voles quaturepro es accum re quo es a nullant, nulla nihictat quodit elisitatur sit fugitet hit, nonsequaerit untectem labo. Apellorro temporeici reptatus.

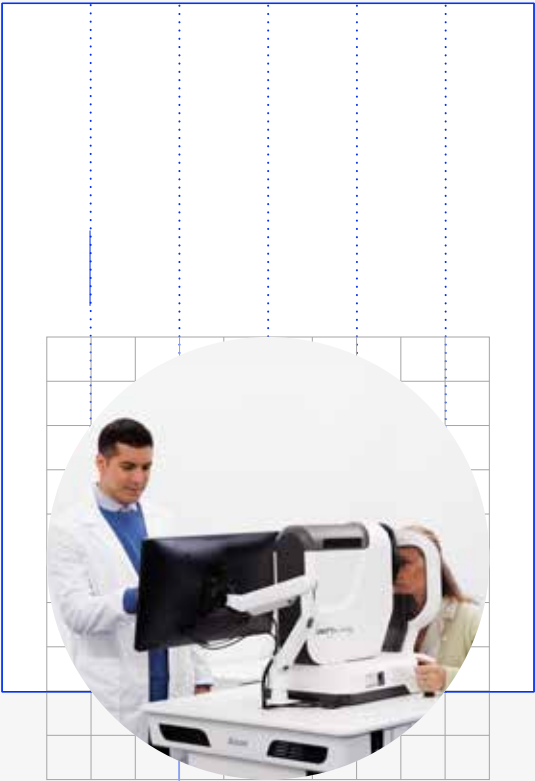
## Lorem

Voluptam erupti cor alis assum quae verios ne inctis re exerum et latem que secae quiducia ditiber ioreium quo et restrum harumquia dolor reperio que odisimi llabo. Nempelitem ide as et prat.

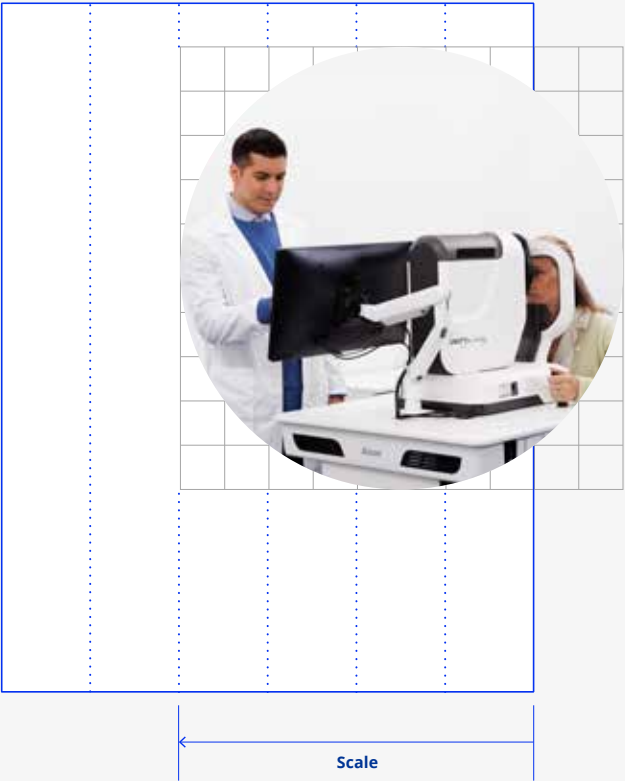


No Crop

Center Placement (Portrait•1X1)



Crop: Bottom (Portrait•1X1•Landscape)



Crop: Sides (Portrait•1X1•Landscape)

# Supergraphic Placement & Sizing

Cus il mi, suntiat labo. Ipiet ut lam cus nimusEd qui aut quamet experib usaniminis rat arum faccus voles quaturepro es accum re quo es a nullant, nulla nihictat quodit elisitatur sit fugitet hit, nonsequaerit untectem labo. Apellorro temporeici reptatus.

## Lorem

Voluptam erupti cor alis assum quae verios ne inctis re exerum et latem que secae quiducia ditiber ioreium quo et restrum harumquia dolor reperio que odisimi llabo. Nempelitem ide as et prat.

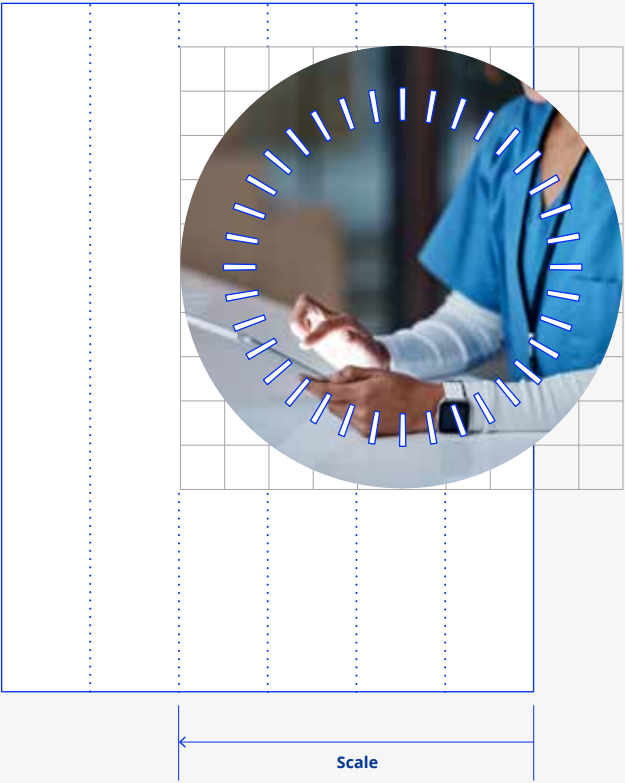


No Crop

Center Placement (Portrait•1X1)



Crop: Bottom (Portrait•1X1•Landscape)

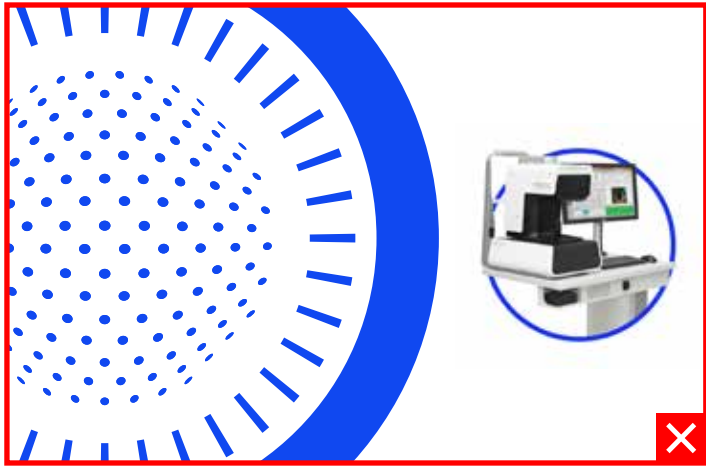


Crop: Sides (Portrait•1X1•Landscape)

# Unacceptable Supergraphic Usage

Any alteration or unapproved versions of the AVS symbol negatively affects the integrity of the Alcon Vision Suite brand. Please always use approved artwork and layout guidance in this section as intended to ensure design consistency.

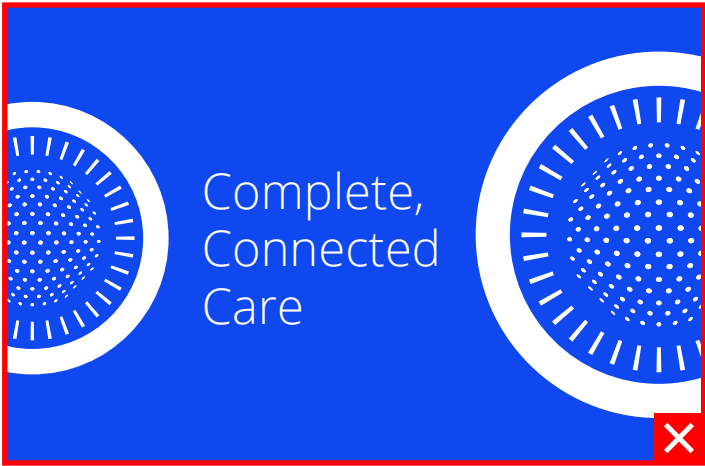
The following are examples of the AVS Symbol as a Supergraphic are not acceptable treatments.



**DO NOT** crop the Supergraphic on more than two sides.



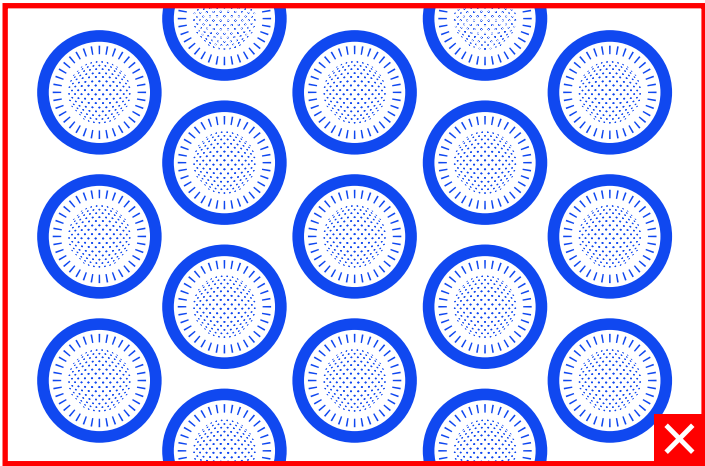
**DO NOT** change the circle position inside of the Supergraphic.



**DO NOT** use more than one Supergraphic in a single layout.



**DO NOT** use the Supergraphic small and secondary behind product imagery or photography.



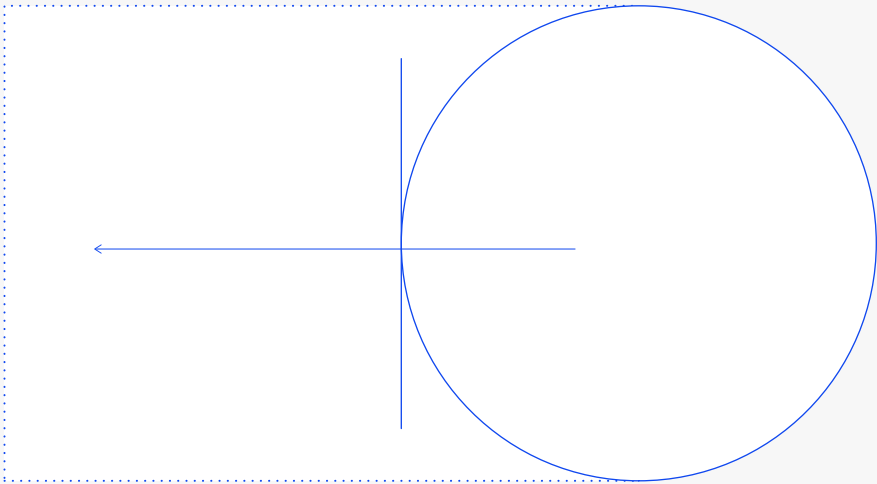
**DO NOT** use the Supergraphic as a pattern.



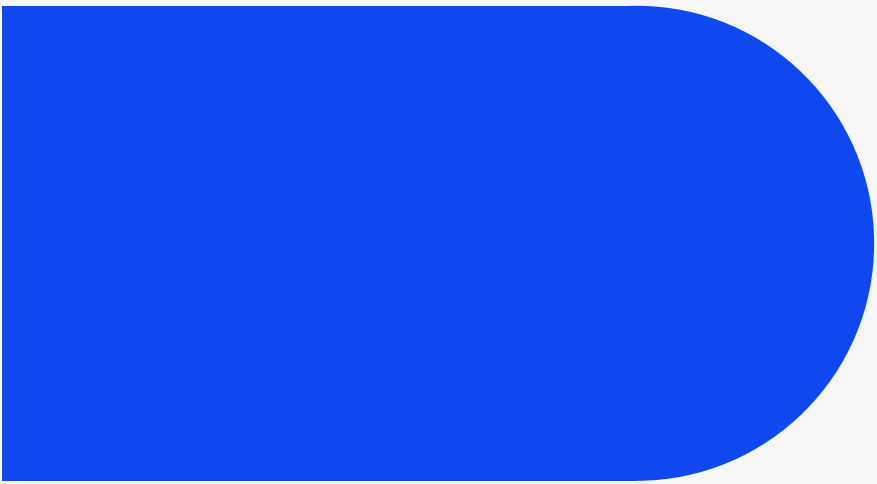
**DO NOT** layer the supergraphic inside circular holding shapes.

## Losenge Usage & Adjustment

Cus il mi, suntiat labo. Ipiet ut lam cus nimusEd qui aut quamet experib usaniminis rat arum faccus voles quaturepro es accum re quo es a nullant, nulla nihictat quodit elisitatur sit fugitet hit, nonsequaerit untectem labo. Apellorro temporeici reptatus voluptam erupti cor alis assum quae verios ne inctis re exerum et latem que secae quiducia ditiber ioreium quo et restrum harumquia dolor reperio que odisimi llabo. Nempelitem ide as et prat.



**Adjustable Length** (Portrait•1X1)



**Losenge Shape**

## Losenge as a Holding Shape for Text

Cus il mi, suntiat labo. Ipiet ut lam cus nimusEd qui aut quamet experib usaniminis rat arum faccus voles quaturepro es accum re quo es a nullant, nulla nihictat quodit elisitatur sit fugitet hit, nonsequaerit untectem labo. Apellorro temporeici reptatus voluptam erupti cor alis assum quae verios ne inctis re exerum et latem que secae quiducia ditiber ioreium quo et restrum harumquia dolor reperio que odisimi llabo. Nempelitem ide as et prat.



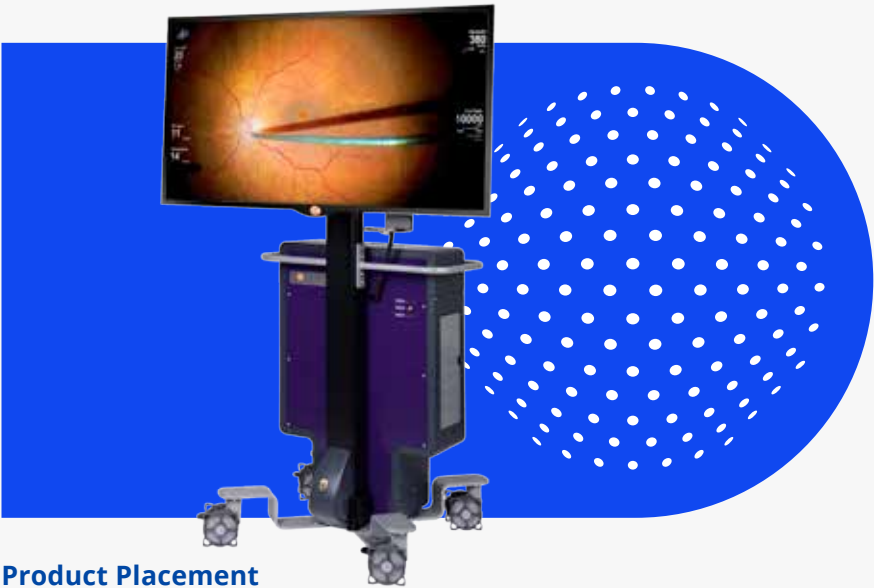
**Text Placement**



**Image Focal Point** (person) breaks out of losenge

# Losenge as a Backdrop for Product Imagery

Cus il mi, suntiat labo. Ipiet ut lam cus nimusEd qui aut quamet experib usaniminis rat arum faccus voles quaturepro es accum re quo es a nullant, nulla nihictat quodit elisitatur sit fugitet hit, nonsequaerit untectem labo. Apellorro temporeici reptatus voluptam erupti cor alis assum quae verios ne inctis re exerum et latem que secae quiducia ditiber ioreium quo et restrum harumquia dolor reperio que odisimi llabo. Nempelitem ide as et prat.





Missing NGENUITY LOGO



# Redefine what's possible

with NGENUITY® – the true Digital 3D Visualization System

The latest advancements of the **NGENUITY® Digital 3D Visualization System** go beyond the limits of an analog microscope. With DATAFUSION and Alcon Image Guidance, integrate your existing Alcon equipment to perform cataract procedures with precision, efficiency and reduced risk of retinal phototoxicity. Features enhanced contrast and color capabilities that can be digitally optimized to your personal preferences, while integrated Image Guidance with SMART Solutions allow for more informed decision-making. Request your personalized demo today.



Dots within the losenge



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Products Circle  
within the losenge



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Products Circle  
within the losenge

# Losenge as a Holding Shape for Photography

Cus il mi, suntiat labo. Ipiet ut lam cus nimusEd qui aut quamet experib usaniminis rat arum faccus voles quaturepro es accum re quo es a nullant, nulla nihictat quodit elisitatur sit fugitet hit, nonsequaerit

**DO NOT** block the Supergraphic with individuals within brand photography that prevents the symbol from building brand recognition.



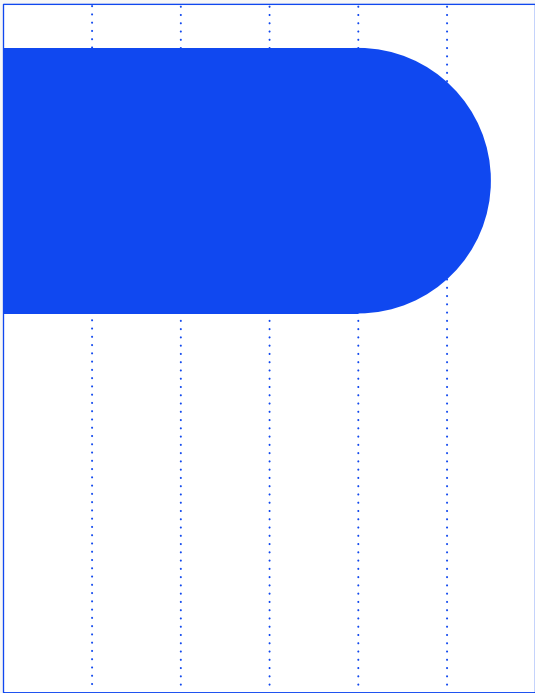
Image Placement



Image Focal Point (person) breaks out of top of losenge

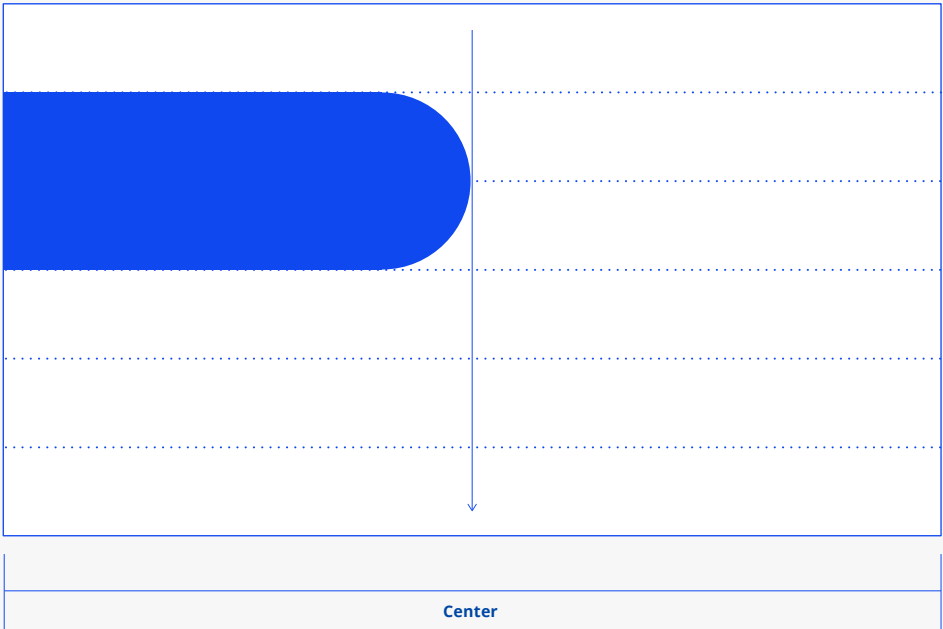
# Losenge Placement & Sizing

Cus il mi, suntiat labo. Ipiet ut lam cus nimusEd qui aut quamet experib usaniminis rat arum faccus voles quaturepro es accum re quo es a nullant, nulla nihictat quodit elisitatur sit fugitet hit, nonsequaerit untectem labo. Apellorro temporeici reptatus voluptam erupti cor alis assum quae verios ne inctis re exerum et latem que secae quiducia ditiber ioreium quo et restrum harumquia dolor reperio que odisimi llabo. Nempelitem ide as et prat.

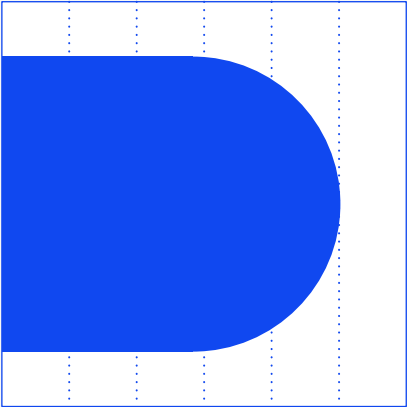


Left Side

Left Placement (Portrait•1X1)



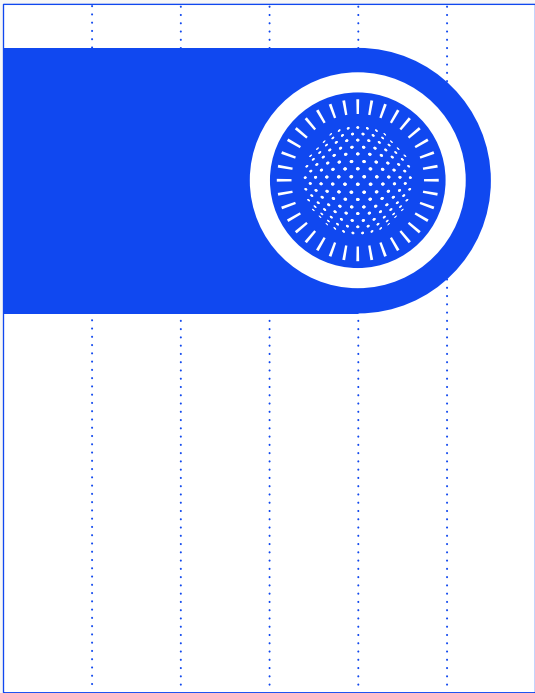
Crop: Corners (Landscape•16X9)



Crop: Sides (Square•1X1)

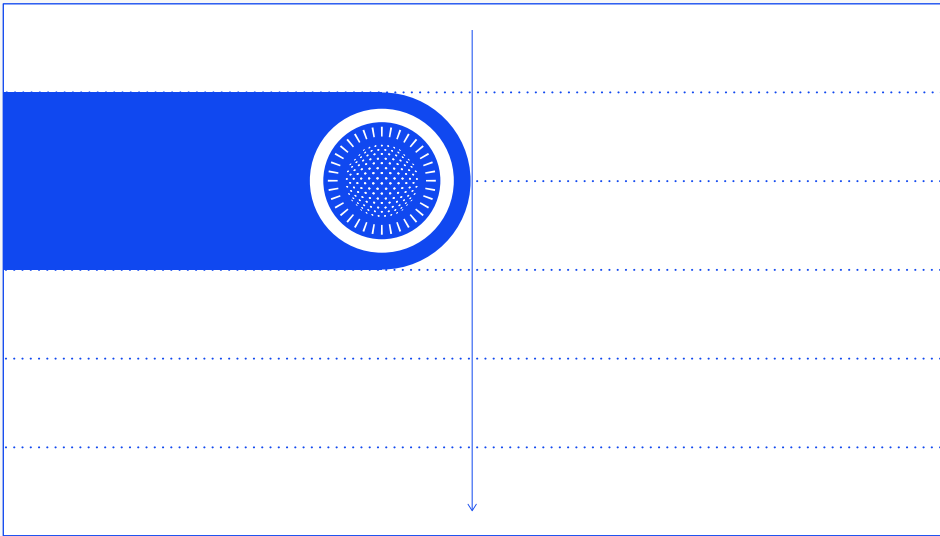
# Losenge Placement & Sizing

Cus il mi, suntiat labo. Ipiet ut lam cus nimusEd qui aut quamet experib usaniminis rat arum faccus voles quaturepro es accum re quo es a nullant, nulla nihictat quodit elisitatur sit fugitet hit, nonsequaerit untectem labo. Apellorro temporeici reptatus voluptam erupti cor alis assum quae verios ne inctis re exerum et latem que secae quiducia ditiber ioreium quo et restrum harumquia dolor reperio que odisimi llabo. Nempelitem ide as et prat.



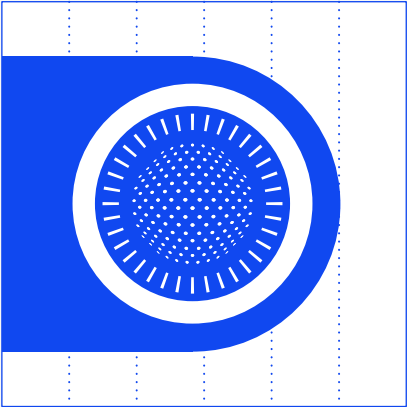
Left Side

Left Placement (Portrait•1X1)



Center

Crop: Corners (Landscape•16X9)



Crop: Sides (Square•1X1)

# Unacceptable Losenge Usage

Any alteration or unapproved versions of the Losenge as a holding shape negatively affects the integrity of the Alcon Vision Suite brand. Please always use approved Losenge assets and position artwork as intended to ensure design consistency.

The following are examples of Losenge usage that are not acceptable treatments.



DO NOT lorem ipsum



DO NOT lorem ipsum



DO NOT lorem ipsum



DO NOT lorem ipsum



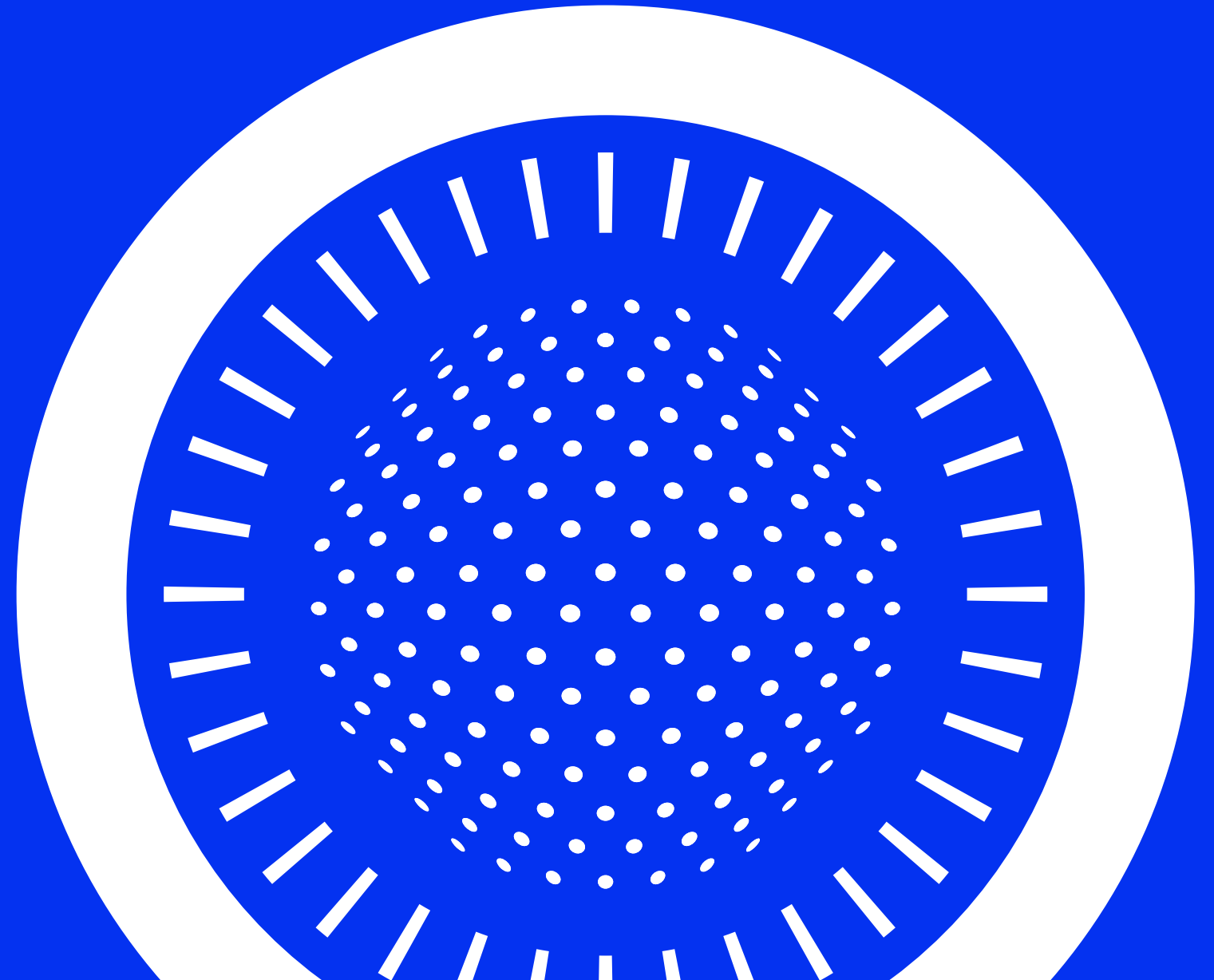
DO NOT lorem ipsum



DO NOT lorem ipsum

03

# In-Market Products



# In-Market Product Overview

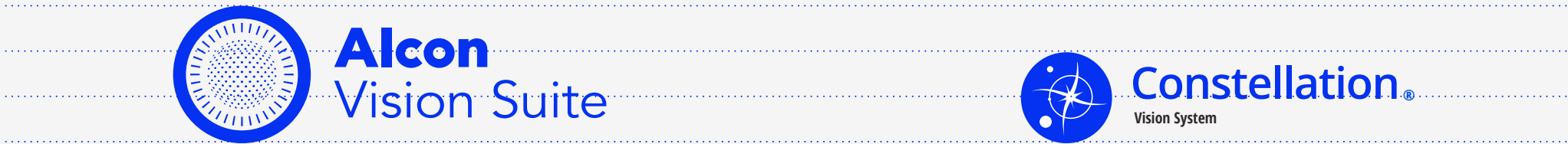
Use the following examples as a guide on what to do and what to avoid when creating new layouts with the integrated graphics.



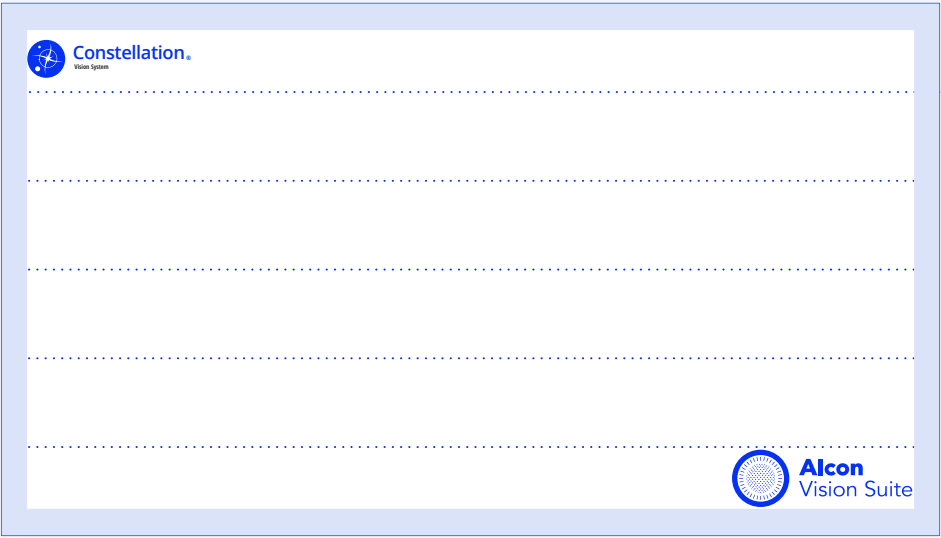
# Layered Graphics Overview

Use the following examples as a guide on what to do and what to avoid when creating new layouts with the layered graphics.

## Sizing Relationship



2/3



Legacy Logo Placement



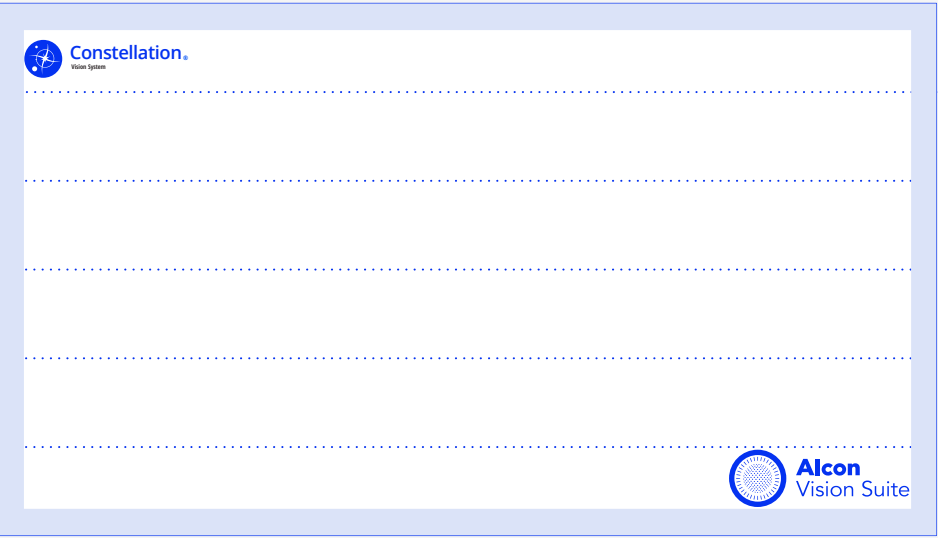
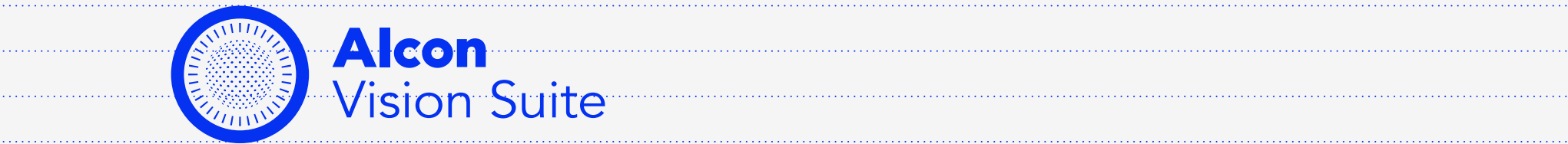
Legacy Equipment as part of Headline



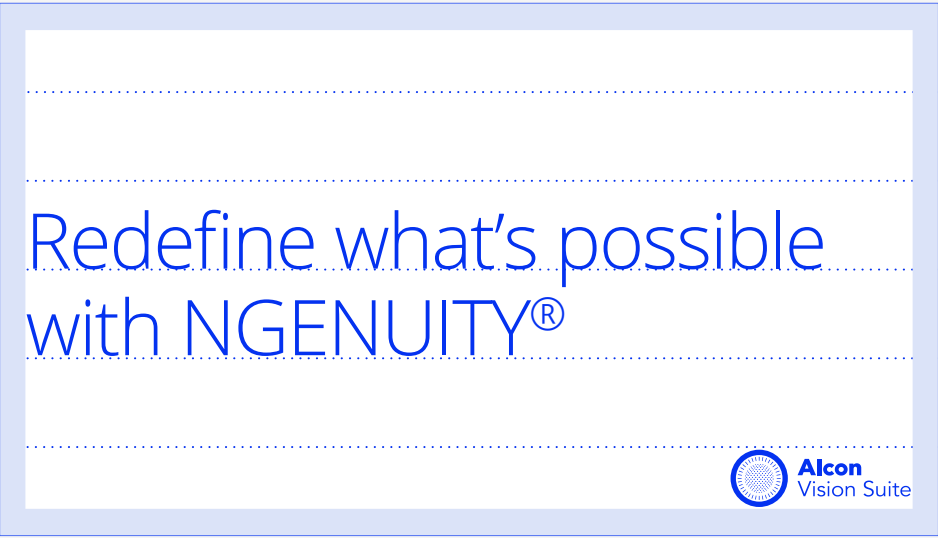
# Layered Graphics Overview

Use the following examples as a guide on what to do and what to avoid when creating new layouts with the layered graphics.

## Sizing Relationship



Legacy Logo Placement



Legacy Equipment as part of Headline

# Design System Layout Overview

Use the following examples as a guide on what to do and what to avoid when creating new layouts with the integrated graphics.





LuxOR® Revalia™  
superior  
visualization<sup>2,3</sup>

CONNECT YOUR PRACTICE

Product name in headline




Smarter  
planning starts  
in the clinic.







Product logo  
Upper left



Integrate  
your operating  
room.





Product logo  
Bottom left

## Dot Grid

Use the following examples as a guide on what to do and what to avoid when creating new layouts with the integrated graphics.

# AVS Iconography

Unity iconography is derived from the graphic structure of brand illustration, leveraging connection points and the *Continuum Line* in the design of icon depictions.

## Considerations

Unity iconography is free-form, which means the shapes of the icons are not intended to be contained within an exterior shape. Avoid placing iconography on photography or as a dominant visual in layout.

*Note: Marketing icons are not intended for navigational or functional purposes in digital or as UI/UX elements.*

# Iconography Usage

Flagship features are accessories, equipment or functionalities that are break-through innovations and competitively differentiate Unity products. Flagship features are given visual distinction and prominence over other generalized product features.

### Considerations

All flagship features are:

- Pre-approved and require review by senior brand stakeholders
- Optimally supported with ongoing marketing spend

*Note: Flagship feature artwork should not be modified or altered. Flagship features should never live outside of the Unity brand as an independent logo or asset.*

# Iconography Library

Iconography depictions within the Unity brand are literal translations of generic items or concepts that are easily identifiable. The Unity iconography library is ever-evolving, representing common themes to communicate in sales aids and PPTX presentations.

Avoid recreating iconography that is conceptually similar to concepts or ideas shown in the existing Unity library.

Consistency

Stability

Settings

Solutions

Document

Reduce Risk

Scrutiny

Puzzle

Protection

Safety

Innovation

Speed

Research

Compare Data

Integration

Patient Data

Education

Data Analysis

## Iconography Placement & Usage

It's recommended to use Unity iconography to break up information into more digestible sections within marketing creative. Text call outs featured near iconography often varies but should relate to the graphic depiction it sits alongside.

If integrating icons into marketing communications, icons should act as small, call out visuals to highlight a message and extend the visual language.

## Sizing and Alignment

[illegible]

# Alcon Vision Suite Photography Style

Our photography shows a diverse range of eye care professionals, featuring them in natural work environments to create a human connection between Alcon Vision Suite and its customers.

## Style

Our art direction helps to ensure that all of our real-world content from photography and footage are closely aligned. By using the principles on this slide, we can build an identifiable art direction language and help to filter and source new footage and photography.

## Characteristics

- We shoot in natural light
- We focus on humanity, inclusivity and accessibility
- Our images have sharp focus
- Our images have shallow depth of field
- Our images are high contrast



Professional Portraiture



Patient Care Moments



Product-In-Use



# Professional Portraiture

It's our goal to feature eye care professionals as the heroes of their own stories.

We show a diverse range of eye care professionals, using portraiture and human expression to emphasize the warm confidence of our brand. Eye care professionals are shown in natural work environments —studio shots are avoided as much as possible.

## Characteristics

- Manicured and well-groomed individuals
- A range of age and ethnic diversity
- A crisp, high-resolution image
- Natural work environments
- Uplifting and positive expressions



# Common Mistakes Professional Photography

Seeing what not to do can be just as valuable as seeing what to do. To the right are examples of what to avoid when searching for stock photography within the Patient Portraiture category.

## What to Avoid

- DO NOT cast complicated shadows over the face
- DO NOT use dramatic angles
- DO NOT use colored lighting
- DO NOT show subjects with negative emotion or negative facial expressions
- DO NOT show heavy eye makeup
- DO NOT show unnatural or staged poses
- DO NOT use overly dramatic lighting
- DO NOT show subjects that are lacking emotion or have blank facial expressions



Complicated shadows cast over the face



Dramatic angle



Colored lighting



Negative facial expression



Heavy eye makeup



Unnatural or staged pose



Overly dramatic lighting



Disengaged or lacking emotion



# Patient Care Moments

It's our goal to feature eye care professionals as the heroes of their own stories.

We show a diverse range of eye care professionals, using portraiture and human expression to emphasize the warm confidence of our brand. Eye care professionals are shown in natural work environments —studio shots are avoided as much as possible.

## Characteristics

- Manicured and well-groomed individuals
- A range of age and ethnic diversity
- A crisp, high-resolution image
- Natural work environments
- Uplifting and positive expressions



# Common Mistakes — Surgical Practice Photography

Seeing what not to do can be just as valuable as seeing what to do. To the right are examples of what to avoid when searching for stock photography within the Surgical Practice category.

### What to Avoid

- DO NOT focus on surgical equipment
- DO NOT show subjects from far away
- DO NOT show subjects that are not engaged in surgical activity
- DO NOT show an empty surgery room without any people
- DO NOT show doctors washing their hands
- DO NOT show an eye being operated upon
- DO NOT use a hospital setting
- DO NOT have a dark or ominous mood



Focus on surgical equipment



Seen from far away



Non-surgical activity



Empty surgery room



Washing hands



Eye being operated upon



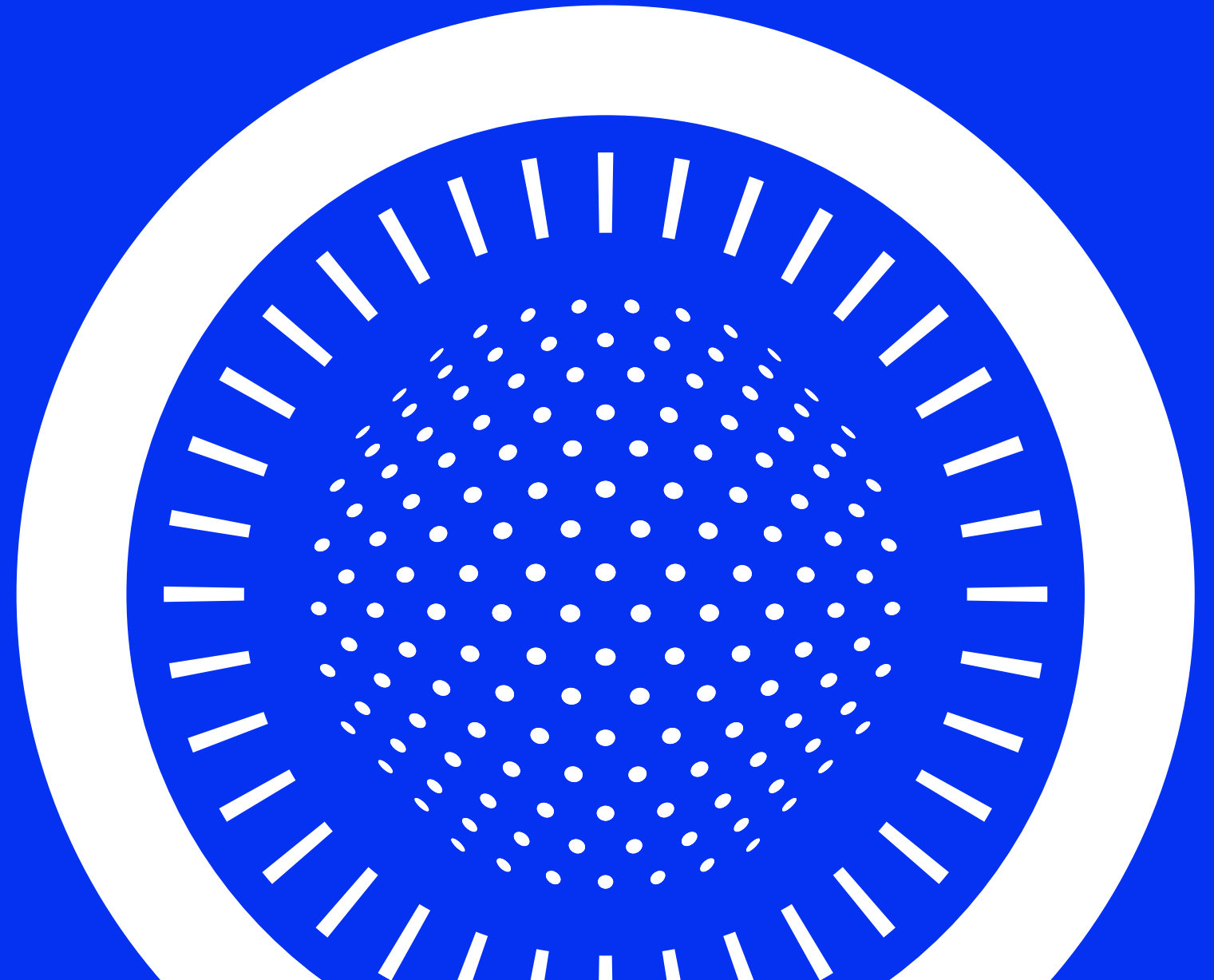
Hospital as setting



Dark / ominous mood

04

# Activation Examples



Lorem Ipsum

Lorem Ipsum

Lorem Ipsum



Lorem Ipsum

Lorem Ipsum



If you have any questions or need further guidance about what you've in this document, please don't hesitate to reach out to:  
**[amanda.scott@Alcon.com](mailto:amanda.scott@Alcon.com)**