

*VISION SOURCE™*

# BRAND CHECKLIST

**BRINGING  
THE VISION  
SOURCE  
BRAND  
TO LIFE  
IN YOUR  
PRACTICE**



1849 KINGWOOD DR., STE. 101  
KINGWOOD, TX 77339  
T: 1-888-558-2020 F: 281-312-1153  
[www.visionsource.com](http://www.visionsource.com)

*VISION  
SOURCE™*

# WE HELP PEOPLE SEE

Those four words embody what the Vision Source brand is all about. It's nothing new. For 20 years, Vision Source network members have been delivering the best in eye health care to their patients. What's new is that Vision Source now has a logo and a strategic direction that truly bring that brand message home.

To help you incorporate the Vision Source brand and all that it represents into your practice, we've prepared the following checklist. Use it as a guide to help bring the Vision Source brand to life in your office.

## INTERNAL BRANDING

A great brand identity grows from a strong foundation. The foundation of the Vision Source network is each of the independently owned offices of our members and that's the place to start to build the Vision Source brand – in your office.

**Educate Your Staff.** Help your staff understand how your membership in Vision Source helps you practice at a higher level through the shared strength and resources of the world's largest network of independent optometrists. Share news about the Vision Source network with them, including Vision Source OD magazine and The Insider. If your office is not participating in the VSR program, do so.

**Use Vision Source Branded Uniforms and Promotional Items.** Through the Vision Source Company Store ([www.companycasuals.com/visionsource](http://www.companycasuals.com/visionsource)), you can order branded scrubs, polo shirts and name badges, plus promotional items like water bottles, pens and merchandise bags.

**Make Vision Source Part of Your Phone Greeting.** Just add "your Vision Source" after your practice name in your phone greeting: "Thank you for calling ABC Eye Care, your Vision Source"



**Use The Window Cling.** Each office is supplied with a vinyl "cling" with the Vision Source logo on it. It adheres to the inside of a window or glass door with static electricity.

**Display Vision Source Branded Point Of Sale,** including your Premier Practice display, the We Help People See counter card and the monthly eye health flyers



**Add The Brand to Business Cards and Letterhead.** Vision Source partners FedEx Office and Office Depot have business card and letterhead templates that feature the new Vision Source brand. You can add your practice information and order on line. To order, or to set up an account, go to:  
FedEx Office: <https://psg.kinkos.com/visionsource/>  
Office Depot: <https://business.officedepot.com/portalLogin.do>



## EXTERNAL BRANDING

Consumer research has shown that the new Vision Source brand identity can actually increase consumer preference for a practice. It stands to reason then that using the logo as part of your external marketing materials can help you attract new patients.

**External Sign.** Vision Source has a program in place that will reimburse practices for a portion of the costs of a new sign that incorporates the new logo. For information and the required form, log in the Member area of [visionsource.com](http://visionsource.com) and, from the navigation bar, choose Resources > Marketing > Marketing Gallery. Click on the file titled External Sign Co-op Program and download the pdf file.



**External Marketing.** Just as the Vision Source logo on your external sign can enhance consumer preference, adding it to your external marketing materials can do the same.

Consider using the logo on:

- ▶ Newspaper/Magazine Advertising
- ▶ Yellow Pages
- ▶ Mailers
- ▶ Sponsorship Signs
- ▶ Recall Postcards
- ▶ Billboards

## RESOURCES

### Logos / Guidelines

VisionSource.com has logos (jpg format), the Brand Standards guide, the Design Control Document and the External Sign Co-op Program guidelines available for download. Log in to the Members' area and, from the navigation bar, choose Resources > Marketing > Marketing Gallery. To download any item, right click on the file name and choose Save Target As.

### Business Cards / Letterhead / Envelopes

Customizable templates for business cards, letterhead and envelopes are available at:

FedEx Office: <https://psg.kinkos.com/visionsource/>

Office Depot: <https://business.officedepot.com/portalLogin.do>

### Uniforms and Promotional Items

The Vision Source Company Store has scrubs, polos, lab coats and promotional items with the new logo. Go to: <http://www.companycasuals.com/visionsource>

### Questions

Randy Sones

N2itive Marketing

281-312-4219

[rsones@n2itivemarketing.com](mailto:rsones@n2itivemarketing.com)

**WE HELP PEOPLE SEE**

At Vision Source – Saxonburg Family Eye Care, we bring focus into your life. From infants to elders, we offer the personal care of family eye doctors combined with the latest technology to provide comprehensive eye health care services:

- Eye Health Examinations
- Treatment of Eye Injuries and Disease
- Testing for Glaucoma, Cataracts, Macular Degeneration and Diabetes
- Eyeglasses and Contact Lenses
- Sunglasses – Rx and Non-Rx

**VISION SOURCE™**  
SAXONBURG FAMILY EYE CARE  
324 Main Street • Saxonburg, PA 16056  
724-352-2433 • [www.saxonburgeye.com](http://www.saxonburgeye.com)

**DR. AMY PETERSON**  
**DR. JEFF PETERSON**  
Optometrists



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