



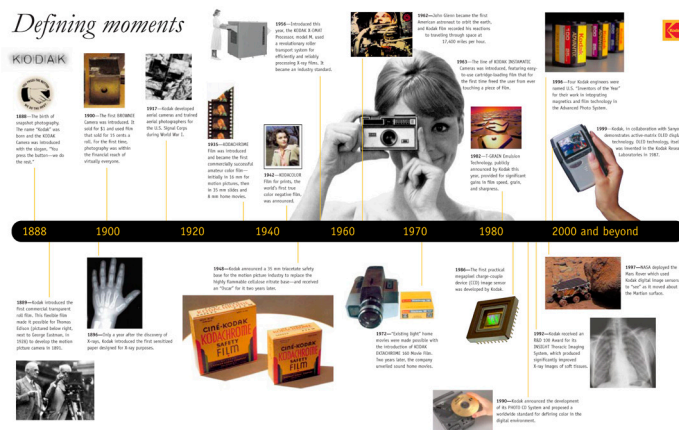
KODAK Lens

Brand book 2019

Kodak has a rich heritage that is known by many generations. A heritage that started when George Eastman, famously coined the phrase;

...taking a complex situation and then making it simple and accessible to everyone, giving them new opportunities they did not have before. Since then, KODAK has enabled generations to capture those moments and create memories that go beyond any functional benefits a product can bring. The emotionality of being able to share moments, share life, is even more relevant today with the fast-paced social media and digital revolution that we all face.

As such, it is imperative that our communications are consistent with the brand equity already built and equally consistent among the materials we create across the globe. The KODAK Lens Brand Book not only shares with you our brand essence of See the Colors of Life, referencing the heritage of color technology and innovation from KODAK, but shares those values that make it the global brand today: Magical, Optimistic, Easy and Trusted.





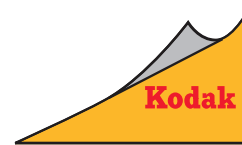
2016-present



C. 1907



C. 1935



1960



1971



1987

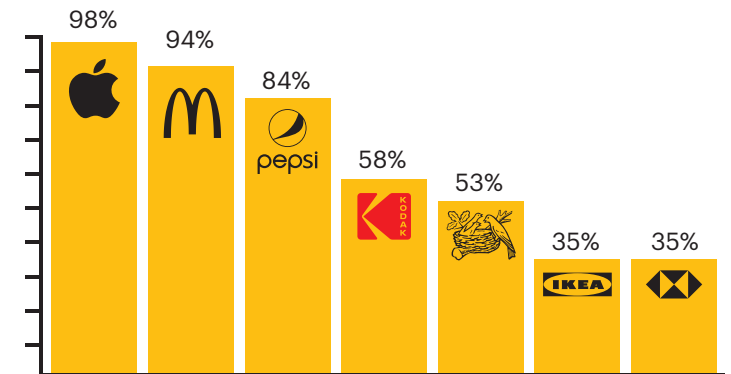


2006

Return of a classic

Many of you will have seen Eastman Kodak Company return to the use of an updated version of the classic KODAK 'K' Icon, which retains strong recognition globally (**58% consumer awareness**).

We are proposing KODAK Lens to have a closer alignment with this application, in line with other KODAK licensees, capitalizing on growing brand awareness and interesting collaborations, while retaining the specific positioning around See the Colors of Life we have developed for KODAK Lens.

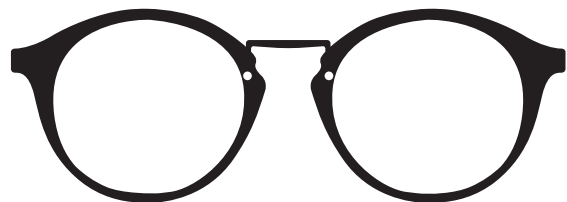


Brand overview

Return of a classic

The proposed move should be seen as an evolution of the current KODAK Lens branding rather than a revolution, and we hope that materials developed will sit comfortably alongside existing materials.

Many of the key brand pillars will continue to be the backbone of any KODAK Lens materials but we hope the examples shared here show a more flexible system to accommodate two key lines of communication - that of KODAK Lens and See the Colors of Life, and more product specific messages.



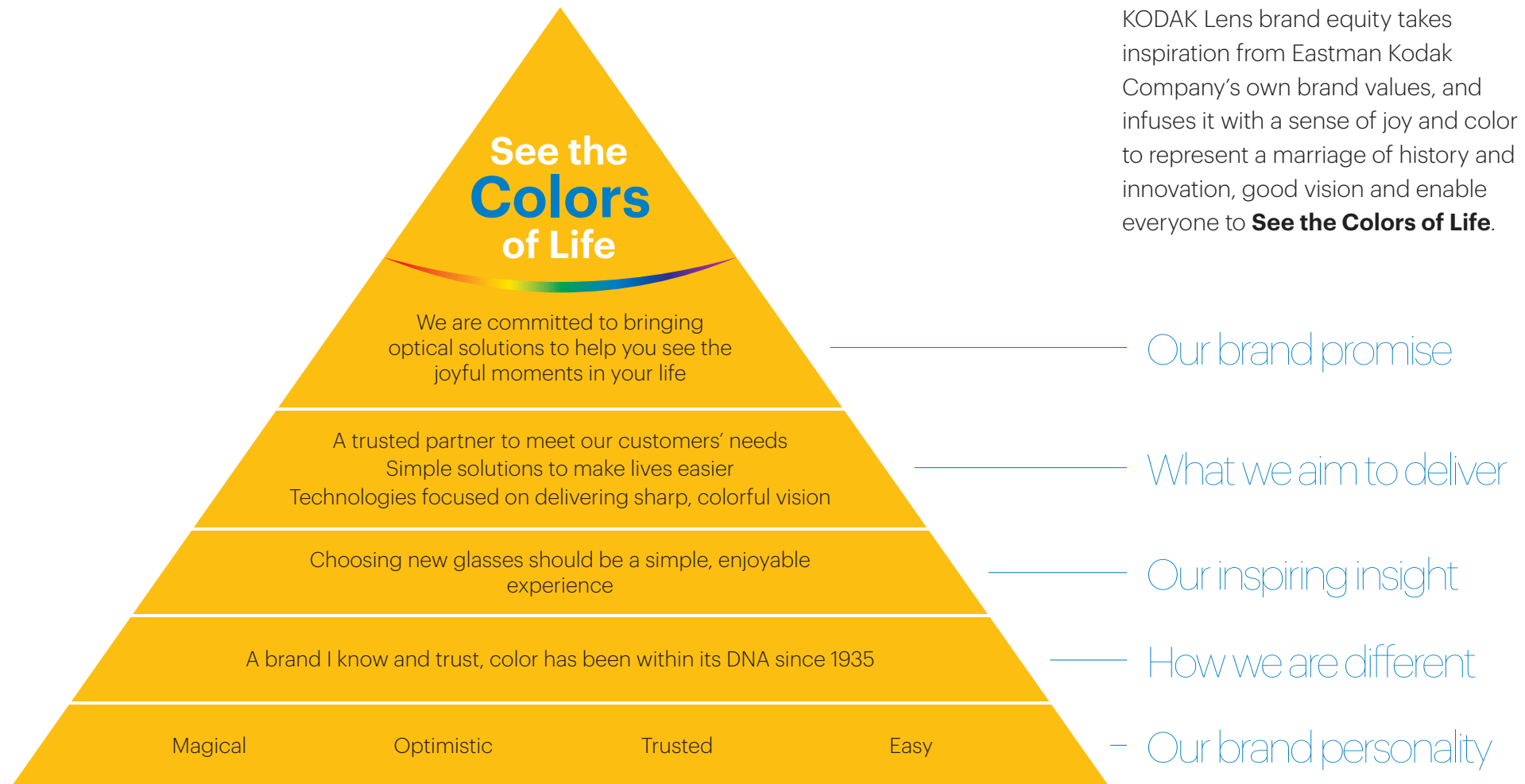


**Seeing sharp, vivid colors is key
for a great quality of vision.**

We are committed to bringing optical solutions
to help you see the joyful moments in your life.

See the Colors of Life





Brand essence

See the Colors of Life

A universal slogan that captures the brand heritage which in its literal interpretation can mean improved vision, but has a wider connection with experiencing all that life has to offer.

Our Mission

To make complex lens technologies simple, providing good value solutions to enhance lives through better vision.

**Seeing sharp, vivid colors is key
for a great quality of vision**

**We are committed to bringing
optical solutions to help you see the
joyful moments in your life**



Brand deliverables

8



Technology

Technologies which deliver sharper and more colorful vision:

By providing quality high performance anti-reflective coatings, digital design technologies and special tints, we can enable our customers to see the world in vibrant, crisp detail.



Simplicity

Simple solutions to make our customers' lives easier:

Technologically-advanced products made easy to understand through simple terminology and offers.



Trust

Trusted partner to meet our customers' needs:

As a business and professionals, we act with integrity, listen to our customers and support retail shopping experiences to enable long-term loyalty.

Insight

Choosing new glasses should be a simple, enjoyable experience

Objective

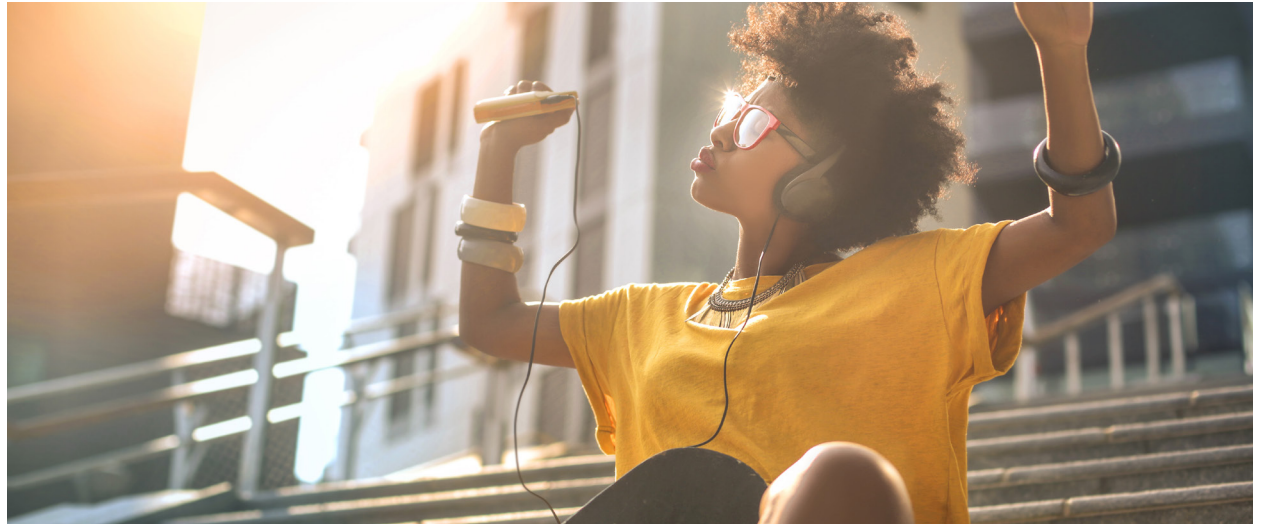
Deliver simple offers and quality packages to increase customer satisfaction

Desired Response

"I am wearing KODAK Lenses, the selection was simple, quality of vision fantastic and such great value!"

Reasons To Believe

- Clinical study proving color vision perception improvement with KODAK Lenses
- Clear selection of lens technologies
- Clear price points



How we are different

- We are committed to developing technical solutions that help spectacle wearers enjoy sharper and more colorful vision in their environments.
- We have defined test methodologies that ensure our new products fulfill this goal. These tests combine real wearer experience and calibrated color-rendering assessments like the Rabin Cone Contrast Test (1).
- In a research conducted in 2015 with 48 wearers at Manhattan Vision Associates, we have established that 72% preferred KODAK Lenses vs. standard lenses due to sharper and more colorful vision.
- We will continue to test our future products with the ambition of continuing to bring sharper and more colorful vision.

Brand personality

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Magical

Beautiful or delightful in a way that seems removed from everyday life. Creating and sharing these magical moments in life with friends and family through products that inspires.

“Wow, that’s amazing!”



Optimistic

A disposition or tendency to look on the more favorable side of events or conditions and to expect the most favorable outcome.

Be positive, inspire positivity in what we do.

Trusted

To have trust or confidence in; rely or depend on.

By being humane and having integrity. Build upon the heritage of a trusted brand that spans the decades.



Easy

Not hard or difficult; requiring no great labor or effort:

**“You press the button,
we do the rest.”***

Advertising slogan coined by George Eastman, the founder of Kodak in 1888.



*This remains a trademark of Eastman Kodak Company any use of this line requires permission from Eastman Kodak Company. Please do not use any modified version of this quote.

Brand governance

Brand development

In an effort to coordinate consistent use of the KODAK Lens brand, this guide book has been created and should be followed.

In order to assist with the application and approval process, Regional Brand Guardians have been appointed and should be your first point of contact with any queries or significant design changes.

Regional Guardians:

| | |
|---------------------|-------------------------|
| AMERA and GC | Jamie Bullingham |
| Europe | Tim Vizer |
| LATAM | Mark Ireland |
| N. America | Samar Shamieh |



Approval

Brand Guardians have been appointed because of their long-standing appreciation and development of the KODAK Lens brand, and the process of working with Eastman Kodak Company. Eastman Kodak Company has developed an approval portal for all marketing materials utilizing the KODAK brand.

In order to comply with our license agreement, we must seek approval for all new instances of brand use, prior to publication.

In the first instance, the Brand Guardians should be consulted for both approval from a KODAK Lens point-of-view and to help speed the process of the approval with Eastman Kodak Company by pointing out likely concerns of the branding team.

Responsibility

Local: It is the responsibility for each local team to share materials (and those being created within their location by third parties) with the Regional Brand Guardian or Global Brand Team to ensure compliance with the KODAK Lens Brand Guidelines. The Regional Brand Guardian will then take responsibility for seeking approval from the Eastman Kodak Company Brand Portal.

Global: Global materials will be the responsibility of the Global Design Co-ordinator. Once approved, these will be made available for all to use as appropriate, without need for further approval.

Mass Media

Any mass media campaigns need to seek approval from regional and global directors prior to production and branding portal approval.

Application summary



Application fundamentals

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7 Image

Scenes should be bright, vibrant, colorful and aspirational.

People should be happy, smiling, enjoying life, enjoying KODAK Lenses

[See Pages 51-60](#)

6 Category Visual

It is essential that we visually back up the category text and reinforce the communication's message that we are a lens manufacturer - offering vision solutions

[See Page 18](#)

1 Logo

The Kodak logo should appear only once, in accordance with recommendations in this guide book

[See Pages 32-35](#)

2 Trade dress color

There should be strong bold use of the recognizable KODAK trade dress yellow, which forms an essential backdrop to the Kodak logo.

[See Page 36](#)



5 Typeface and Text

Inline with Eastman Kodak Company wherever practical, use Graphik fonts

[See Pages 44-50](#)

4 Small print

It is essential that the following appear on all branded materials:

The Kodak trademark, logo and trade dress are used under license from Kodak.

©2019 Signet Armorlite, Inc.

[See Page 50](#)

3 Category text

The category text which identifies KODAK Lens is an essential element to clearly show the market sector is **eyeglass lenses**.

[See Pages 38-41](#)

8 See the Colors of Life

The See the Colors of Life message should appear on all communications from the KODAK Lens brand, but its position and appearance has a degree of flexibility.

[See Page 43](#)

9 Spectrum smile

The representation of the visible spectrum has been shaped like a smile and is a great way to enhance the See the Colors of Life message.

[See Page 42](#)

1 & 2 Logo - **MANDATORY**

14



This is the Kodak logo.

It should **always** sit on top of Kodak Yellow (**2** Trade dress color).

The logo should have plenty of negative space around it and should not be placed symmetrically within the background.

The yellow field should always feel airy.

3 Category text - **MANDATORY**

15

KODAK Lens

This is the category text which identifies the market segmentation assigned to us as a licensee of KODAK. It is an essential part of all our communications, with the exception of specific product communications where the product name may be used.

KODAK Eyewear

For specific regions in AMERA and Greater China where license to sell KODAK frames has been granted in conjunction with KODAK Lenses it has been agreed to use KODAK Eyewear to identify this broader segmentation.

4 Licensed trademark - **MANDATORY**

16



The following statement should appear on all KODAK Lens materials

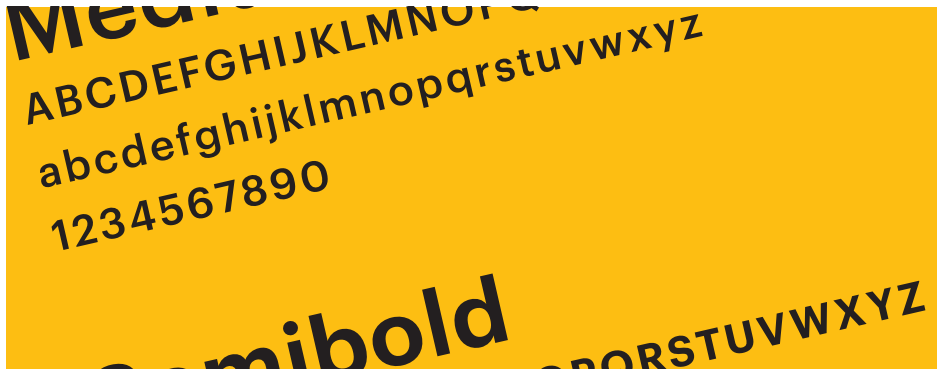
The Kodak trademark, logo and trade dress are used under license from Kodak. ©2019 Signet Armormite, Inc.

The disclaimer should always be legible for its intended audience and location and must appear no smaller than 5pt. In exceptional circumstances where there is not enough space to display the disclaimer at 5pt it may be shortened to:

Licensed TM: Kodak.

5 Typeface Graphik - **MANDATORY**

17



We use the typeface graphic in 4 fonts

Graphik Light

Graphik Medium

Graphik Semibold

Graphik Bold

6 Category Visual - **ESSENTIAL**

18



We must ensure that we convey the link between KODAK the brand and Eyeglass Lenses the product. This can be visually demonstrated by:

- Frame overlay, used to create an area of focus and color within an image
- Close-up of happy people wearing glasses where the spectacles form a dominant portion of the image
- Frame graphic, used in conjunction with previous two or where no other image is used. Shape, color size can be adopted for local application

7 Colorful image - **ESSENTIAL**

19



Where appropriate a colorful image is an essential part of any KODAK Lens communication, and should offer an immediate insight into the world of KODAK Lens. Subject should be well lit, in sharp focus and in general, a joyful image.

8 Tagline - **APPLICATION DEPENDENT**

20

KODAK Lens
See the Colors of Life

See the Colors of Life remains an important part of the overall message about KODAK Lens and where communications are essentially brand-only messaging, the tagline should be used. And used in conjunction with the category text.

When the communication comes from a sub brand or retailer or is product specific, the tagline should be treated as an optional message and only used where it will enhance and not complicate the main message.

9 Spectrum smile - **OPTIONAL**

21



The well-liked smile graphic has been retained, but is now seen as an optional graphical element which can be used to enhance communication pieces.

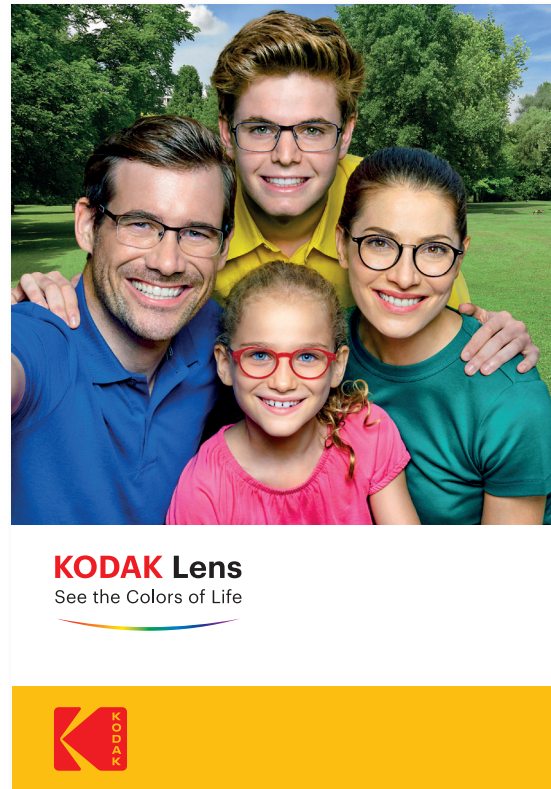
Application examples



Application examples

Brand Communications

Where non-specific communications are used to increase brand awareness, KODAK Lens should be used in conjunction with the **See the Colors of Life** tagline, it is also recommended to include the spectrum smile element.



The spectrum graphic can be applied in close proximity to the tagline



or as a separator between other elements

Application examples

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Brand Communications

Where non-specific communications are used to increase brand awareness, KODAK Lens should be used in conjunction with the **See the Colors of Life** tagline, it is also recommended to include the spectrum smile element.



The proportions of the elements of trade dress yellow, image and field of white are deliberately flexible enough to allow for local taste and application

Application examples

25

Brand Communications

Where non-specific communications are used to increase brand awareness, KODAK Lens should be used in conjunction with the **See the Colors of Life** tagline, it is also recommended to include the spectrum smile element.



As is the relative positioning of the elements to allow for designs to work within their environment and position elements for maximum impact

Application examples

26

Product Communications

When communicating about a specific product, the KODAK Lens and tagline is dropped in favor of the product name and specific product message.

The spectrum smile becomes an optional element.



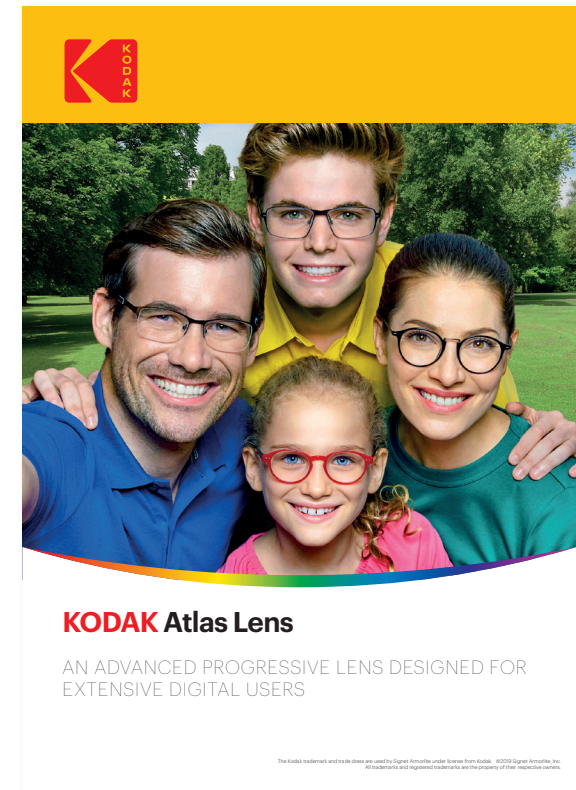
Application examples

27

Product Communications

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Application examples

Product Communications

When communicating about a specific product, the KODAK Lens and tagline is dropped in favor of the product name and specific product message.

The spectrum smile becomes an optional element.

UV Protection and HEV Blue Light Filter

Greater color contrast

Colors appear brighter

KODAK Lens
See the Colors of Life

KODAK Sun Lenses

KODAK KolorUp Sun Lens is included in the KODAK Sun Lens portfolio. Options include an assortment of materials, colors, and treatments to accommodate a majority of outdoor activities.

| Design | 1.49 | Polycarbonate |
|-------------------------|------|---------------|
| Unique SHC | ✓ | ✓ |
| Unique R | ✓ | ✓ |
| Precision PS | ✓ | ✓ |
| Precision Shave PS | ✓ | ✓ |
| Digital Single Vision | ✓ | ✓ |
| Signature™ Precision D1 | ✓ | ✓ |

Extra Protection

For the highest level of lens and vision protection, add a KODAK Anti-Reflective Lens Coating. Options include additional UV protection, glare reduction, scratch resistance and increased clarity.

Reduces Light Intensity Without Loss Of Color

KODAK KolorUp Sun Lens reduces the overall intensity of light levels by selective filtering of light. This creates greater color definition and increases the ability to view specific wavelengths. Lower frequency wavelengths may produce a heating effect. KODAK KolorUp Sun Lens combats this heating and allows more contrast and a softening of harsh light, without a loss of color perception.

SA For over seventy years, Signet Armortite has introduced ongoing innovation in the optical industry with quality products and proprietary technologies.

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KODAK KolorUp™ Lens
SELECTIVE SUN FILTERS

See Life In Bright, Vibrant Color

For many years, the KODAK Lens brand has been committed to providing eyecare professionals with a complete family of products to answer every patient concern. Our latest addition to the KODAK Sun Lens family is KODAK KolorUp Lens - a unique range of sun filters to enhance color vision outdoors.

KODAK KolorUp Sun Lens includes a color filter and color equalizer. Available in three tint colors, KolorUp Sun Lens brightens colors and enhances color recognition. KolorUp Sun Lens is a great two lens option for patients because it provides the necessary protection against sun glare for outdoor activities while providing an extra level of color recognition and enhancement.

Benefits

- Enhances Color Contrast
- Equalizes color wavelengths for greater definition
- Brightens Color Recognition
- Moderates light within the color spectrum to brighten the perception of specific colors, in particular red signals which is important for safety.
- Comfortable and Protected Vision Outdoors
- Reduces uncomfortable glare and protects from UV rays.
- In-Mass Manufacturing Technology
- Proprietary in-mass technology produces tints more consistent in color
- Consistent Performance
- Maintains consistent tint unaffected by surfacing no matter the prescription
- Polycarbonate Availability
- Impact-resistant and lightweight for superior protection in outdoor activities

Neutral Tint

In nature, colors can appear muted and diluted, this visual disturbance is caused by an imbalance of the way the retina detects wavelengths.

KODAK KolorUp Sun Lens

This special technology provides a higher level of visual comfort, reduces glare and enhances the overall color experience.

Available Options

KODAK KolorUp Sun Lens is available in three color options: gray, gray-green and brown. The polycarbonate material is lightweight for comfortable long-term wearing and impact resistant, making it highly suitable for outdoor activities. Lens design availability includes full-backside progressives and single vision lenses.

Easy viewing of digital devices outdoors

Color The World

KODAK KolorUp Sun Lens enhances color vision.

The human eye has three visible photoreceptors: red, green and blue for color recognition. Color sensitivity is highest for yellow and green wavelengths (where red and green receptors overlap). This can cause a lessening of color perception. KODAK KolorUp Sun Lens moderates light in this specific wavelength zone which enhances the perception of color and reduces the presence of harsh light. This special technology provides a higher level of visual comfort, reduces glare and enhances the overall color experience.

Consistent Color

Traditional clip tinting can lead to a lens that is inconsistent in color and will fade over time. KODAK KolorUp Sun Lens is created using a special in-mass technology. This unique manufacturing process guarantees greater color consistency throughout the lens.

The in-mass tint will not fade over time.

KODAK KolorUp Sun Lens maintains a consistent tint no matter how thin the prescription lens.

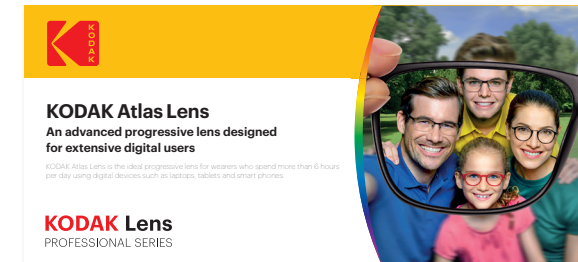
Application examples

29

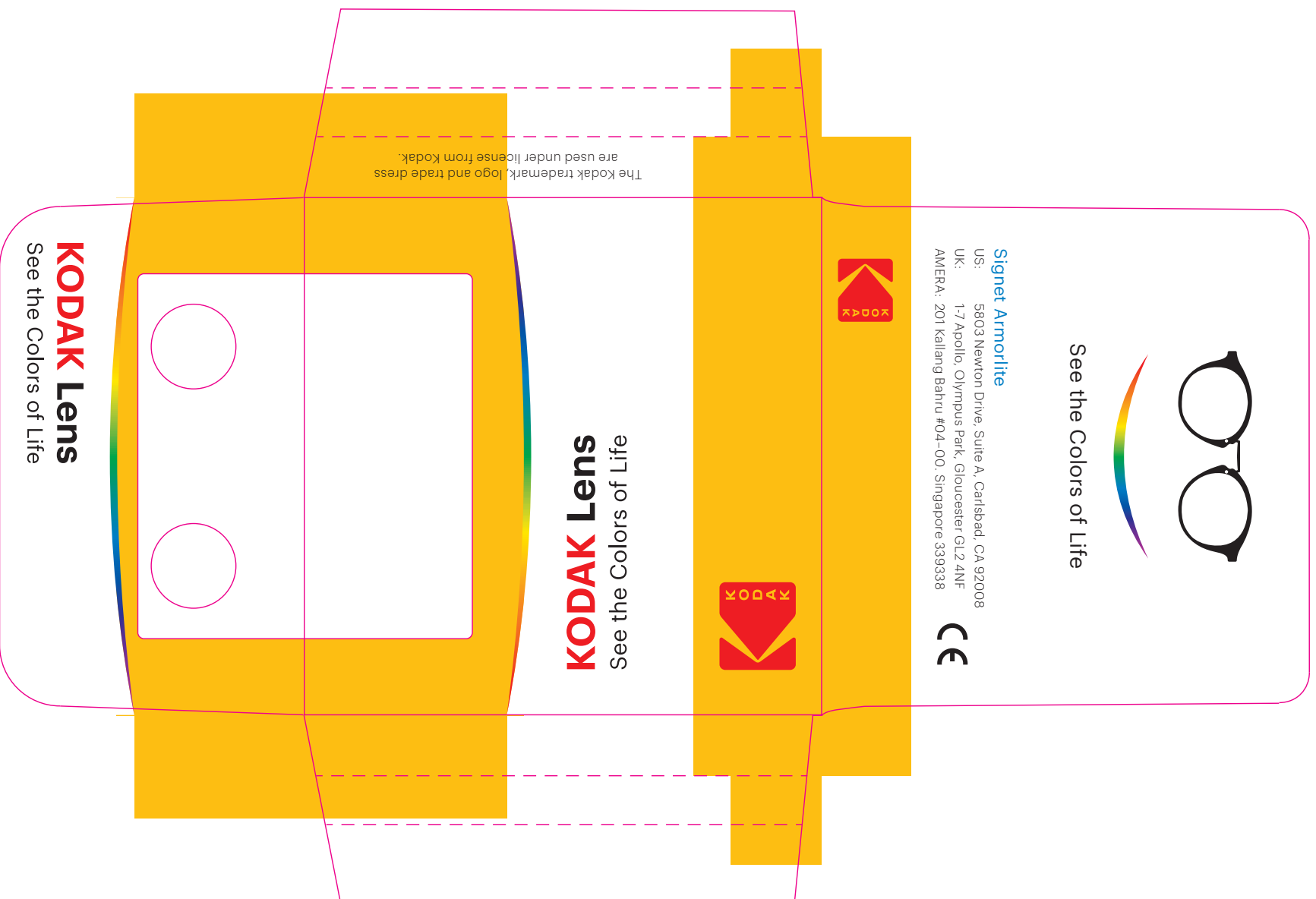
Sub brand Product Communications

When communicating about a specific product from a sub brand, the KODAK Lens and sub brand are used in the Red/Black format. The product name should revert to all black.

The spectrum smile remains an optional element.



Application examples



Application specifications



Kodak logo

32



This is the Kodak logo.

It should **always** sit on top of Kodak Yellow.

The logo should have plenty of negative space around it and should not be placed symmetrically within the background.

The yellow field should always feel airy.



We apply a minimum space around the logo equivalent to 30% of the logo.

Digital



Print



The minimum size of the Kodak logo is 50 pixels (80px with space around) high for digital media.

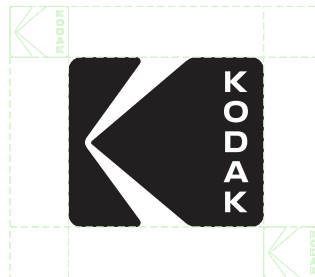
For print media the minimum height for the Kodak logo is 9.5mm (15.2mm with space around).



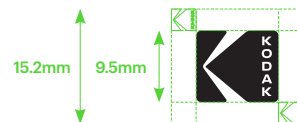
For specific applications where minimum size is not achievable, the Kodak logo should be replaced by the Kodak icon.



When reproduction methods are restricted, the Kodak logo should be rendered in black over a field of white.



We apply a minimum space around the logo equivalent to 30% of the logo.



For print media the minimum height for the Kodak logo is 9.5mm (15.2mm with space around).

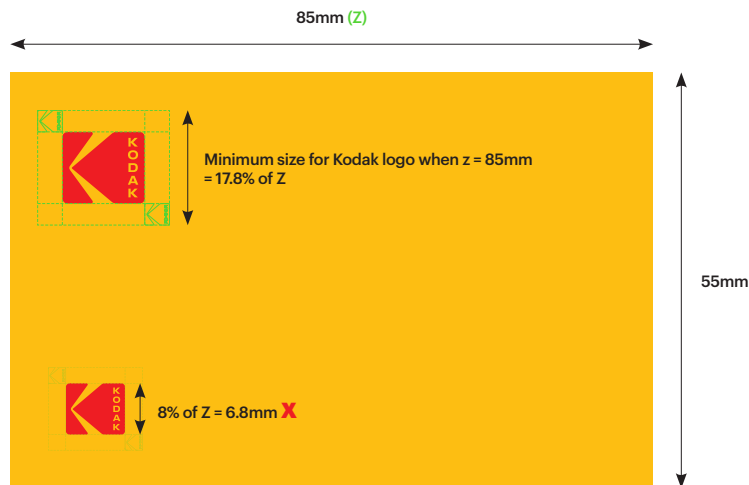


For specific applications where minimum size is not achievable, the Kodak logo should be replaced by the Kodak icon.

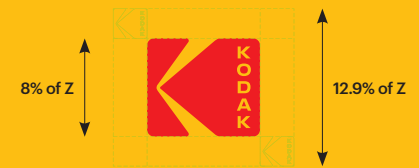
In order to maintain consistency across collateral and advertising materials, it is recommended that the Kodak logo should appear at 8% of the longest side (**Z**) and with clear space be 12.9% of **Z**

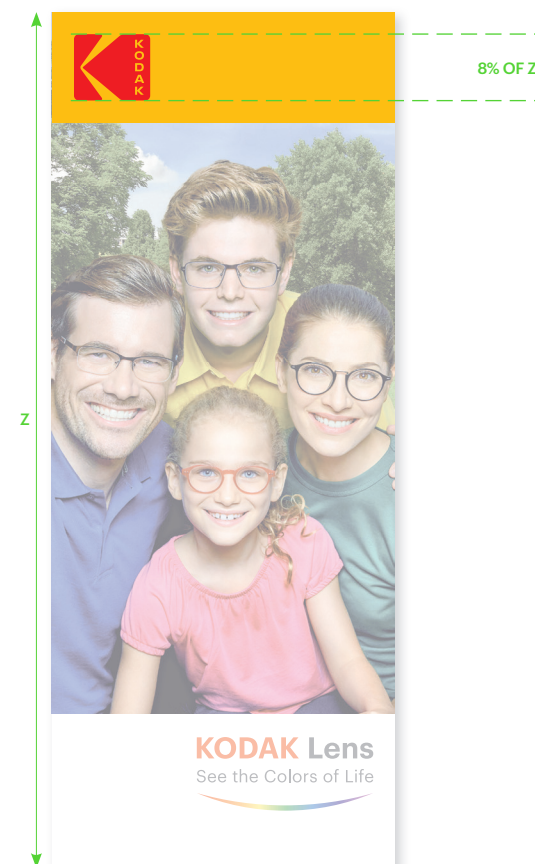
However design application should also influence the proportions of all brand elements in context and minimum size guidelines should also be referenced.

For instance, common dimensions 85x55mm would leave the Kodak logo below minimum size and force use of the icon. Recommendation in this instance would be to use the minimum size.



'Z' = Longest side





Fundamentals color

Trade Dress colors

Kodak Trade Dress Yellow and Red are trademarks of Eastman Kodak Company.

Kodak Trade Dress should be mixed to match the targets provided in Visual Targets for Trade Dress Yellow and Red, available from brandstudio@kodak.com.

When Kodak Trade Dress colors cannot be custom mixed to meet the visual targets they can be printed to match the following:

PANTONE (closest PANTONE match):

PMS
485

PMS
1235

CMYK values are as follows:

| C | M | Y | K |
|---|-----|-----|---|
| 0 | 100 | 100 | 0 |

| C | M | Y | K |
|---|----|-----|---|
| 0 | 27 | 100 | 0 |

The closest RGB values are as follows:

| R | G | B |
|-----|---|---|
| 237 | 0 | 0 |

| R | G | B |
|-----|-----|---|
| 255 | 183 | 0 |

For web applications, the closest hex values are as follows:

ED0000

FFB700

The Kodak Trade Dress Red should be kept exclusively for the logo, with the exception of designs which do not include the Kodak logo where it can be used sparingly.

Non-Kodak branded content should not appear on or incorporate Kodak Trade Dress colors.

When communicating about KODAK Lens products and services the Kodak Trade Dress Yellow should be used often and boldly.

Note: These color chips are not to be used as a reference for color proofing. The colors, CMYK and RGB breakdowns shown on this page and throughout this guideline, have not been evaluated by Pantone, LLC. for accuracy and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards refer to the current edition of the PANTONE formula guide.








PANTONE® is the property of Pantone, LLC.

See the Colors of Life

We want to let end consumers know about the bright vivid world out there just waiting to be viewed through their KODAK Lenses.

The See the Colors of Life introduces the opportunity to extend the palette with the full visible spectrum in keeping with our optics product.

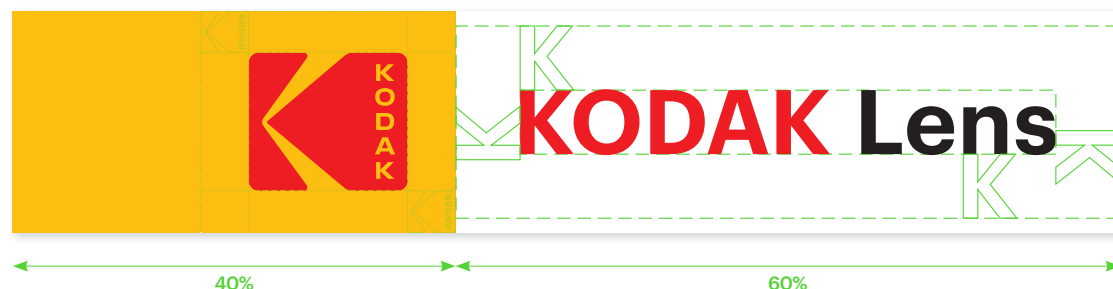
Although part of the visible spectrum and included in the See the Colors of Life palette, caution should be taken when using red and yellow that they will not impede the impact of the KODAK trade dress colors.

| | | | | |
|---|-------------|------------------------|---------------------|-------------------|
|  | PMS 1797 | C M Y K 0 100 100 0 | R G B 237 28 36 | Websafe ff0000 |
|  | PMS 158 | C M Y K 0 60 100 0 | R G B 232 119 34 | Websafe e87722 |
|  | PMS 108 | C M Y K 0 5 100 0 | R G B 254 219 0 | Websafe fedb00 |
|  | PMS 2426 | C M Y K 90 0 100 5 | R G B 0 140 21 | Websafe 008c15 |
|  | PMS 3005 | C M Y K 100 40 0 0 | R G B 0 119 200 | Websafe 0077c8 |
|  | PMS 2747 | C M Y K 100 100 0 0 | R G B 46 49 146 | Websafe 333399 |
|  | PMS 247 | C M Y K 35 95 0 0 | R G B 187 22 163 | Websafe bb16a3 |

KODAK Lens category block

Kodak logo should be positioned asymmetrically within the yellow field observing the clear space guidelines

Category text should be written in Graphik (semibold caps) Kerning should be set to optical and tracking to +20 (thousandths of an em) KODAK should be in caps the approved category identifier in Lower case with an initial cap.



Yellow field should be 40% of the width of the brand block

The category text should be positioned centred within the white space with a minimum space around equivalent to the Cap K

The KODAK Lens category needs to be clearly identified on each piece of communication featuring the Kodak logo.

When communicating as the product range we should use only KODAK Lens (or KODAK Eyewear as appropriate) and as such have created some specific blocks tying the elements together. **The Kodak logo should always appear on a field of trade dress yellow and the text element should always appear on a field of white.** The category text should be written in Semibold Graphik typeface, KODAK in caps in trade dress red and the category text in black.

Proportions will be determined by the space allowed but we should always try to follow the basic rules.

Sub-brands

Below is a list of approved KODAK Lens sub-brands. They should only appear in this approved format.

No other sub-brands should be used without approval from the KODAK Lens Global Brand Team and Eastman Kodak Company.

KODAK Lens Vision Centre

KODAK Lens Vision Center

KODAK Lens Optician

KODAK Lens Professional Series

KODAK Lens Expert

If the logo is to be used as part of a full KODAK Lens communication, the sub-brand should be used within the white zone, which would normally carry the standard KODAK Lens logo.

KODAK Eyewear

KODAK Lens
VISION CENTRE

KODAK Lens
PROFESSIONAL SERIES

KODAK Lens
See the Colors of Life

KODAK Lens category block

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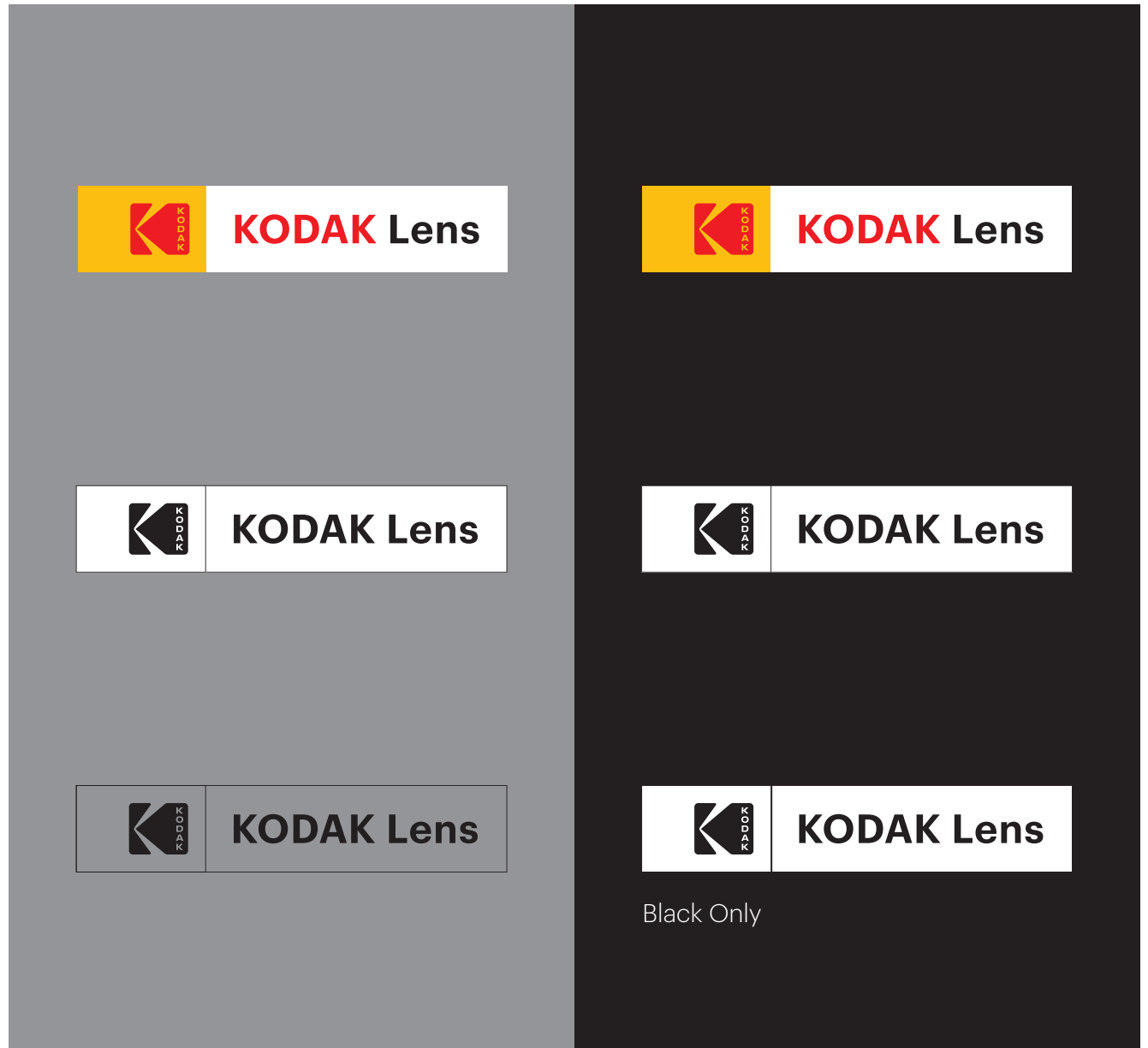
Multi Colored Print



2 Colored Print



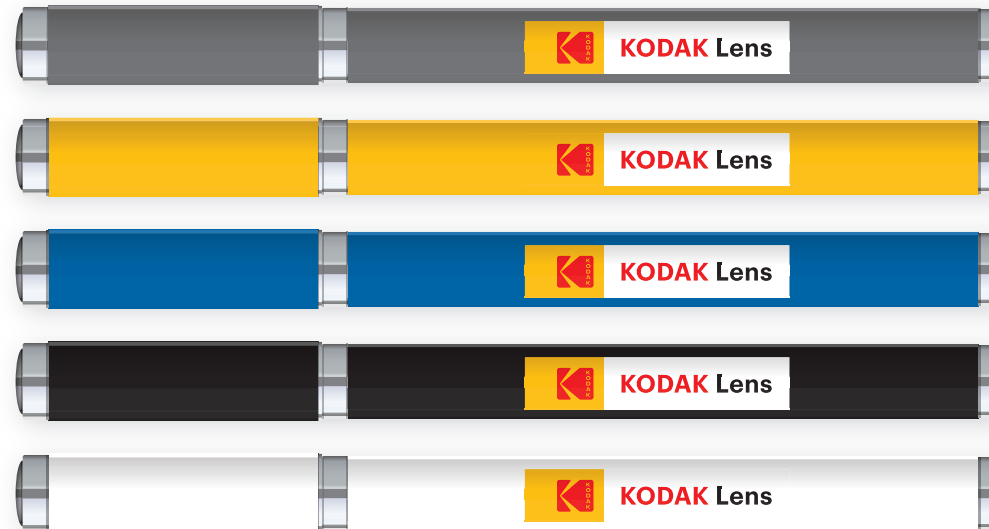
Mono Print



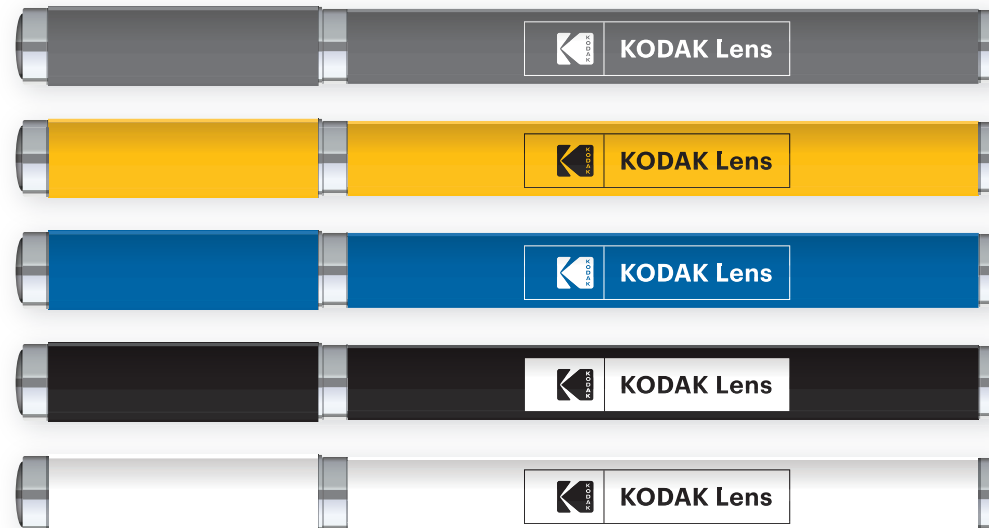
KODAK Lens category block

40

Multi Colored Print



Mono Print



Dark Colors

Light Colors

Dark Colors

Black Only

KODAK Lens category block

41



4 Color Print is preference



Note the Kodak logo should never be reversed out.
The logo should always be applied in black where
Trade dress red and yellow options are not available

Fundamentals spectrum smile

Spectrum Smile

The representation of the visible spectrum is a graphic element which can be used as a division between elements of the communication piece. It can be used to enhance the color of an image. Or to emphasize a specific element.

The gentle curves are there to remind the viewer of a smile, while breaking up what can often be very linear designs.

The graphic should only be used once per visible face of any communication, and never in close proximity to the Kodak logo.



KODAK Lens
See the Colors of Life



Divide graphic elements



KODAK Lens
See the Colors of Life



Tied up with the
See the Colors of Life tagline



KODAK Lens
See the Colors of Life



Too close to the Kodak logo



KODAK Lens
See the Colors of Life



Graphic moves away from logo and
is associated with KODAK Lens

Fundamentals tagline

43

See the Colors of Life

Should ideally be closely associated with the KODAK Lens text but no closer than 70% of x height.

The tagline text should not be more visually dominant than the KODAK Lens category text. When applied in this lock up with the category text the tagline should be the same width.

The tagline graphic is available from KODAK Lens Global Brand Team.

KODAK Lens
See the Colors of Life

KODAK Lens
See the Colors of Life



KODAK Lens
Ieraugi dzīves košās krāsas

KODAK Lens
Ieraugi dzīves košās krāsas



KODAK Lens
Disfruta el Color de la vida

KODAK Lens
Disfruta el Color de la vida



KODAK Lens
See the Colours of Life

KODAK Lens
See the Colours of Life



Fundamentals typeface

Consistent use of a typeface is a key component of the identity system. The typeface selected for KODAK Lens, See the Colors of Life and any associated communications is Graphik

Using Graphik exclusively lends the same look and feel across all KODAK Lens communications.

For Non-Arabic languages and online text applications, a standard sans serif font (e.g., Arial) can be substituted.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Graphik is available to purchase from Commercial Type

commercialtype.com/catalog/graphik/graphik

Fundamentals text

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Type placement

When referring to licensed KODAK products, type can appear on the trade dress yellow, but should only be placed above or below the Kodak logo but never to the right or left.



Fundamentals text

Trademark Treatment

The KODAK brand and trade dress are trademarks of Eastman Kodak Company, and as such should always be included in the trademark tagline.

In copy, trademarks should always be followed by a generic descriptor/ product noun. In addition, they should be distinguished from the surrounding text as follows:

Kodak does not use ® or ™ symbol with Kodak.

In collateral, the trademarks of others should be treated with their appropriate ® or ™ symbols when specifically required by third party, otherwise proper trademark treatment should be used (all caps).

Never use words such as type, style or look-alike with a trademark (e.g., KODAK type lens).



A **Kodak** Lens for everyone

Do not use logo within text



A Kodak Lens for everyone

Do not use a substitute font



A **Kodak** Lens for everyone

Do not highlight with trade dress color



A KODAK Lens for everyone

Do use capitals



A **KODAK LENS FOR EVERYONE**

Where capitals would not be distinguishable do use a heavier weight

Product Names

Product names should always include the KODAK brand, and Lens descriptor, for example:

KODAK Unique II Lens

or agreed local translation of Lens such as:

Lentes KODAK Unique II

The full name must be used at least once (preferably the first time) in text. Thereafter, it may be shortened to the sub-brand and the generic product noun, for example:

Unique II Lens

To meet worldwide legal and regulatory requirements, certain identifying information must be included on products and materials distributed by Signet Armorlite.

New Name Requests

New product names should follow the naming procedure and should be approved by:

1. **Regional KODAK Lens Brand Board**
2. **Global Director KODAK Lens & Signet Armorlite Brands**
3. **Eastman Kodak Company (approval and submission to the official Kodak names (EKNAMES) list through the Brand Licensing Portal)**

Please pass all requests to Lynne Roberts (lroberts@signetarmorlite.com) to manage this process with Eastman Kodak Company, along with supportive evidence from legal counsel/trademark searches

Before submitting proposed sub-brands to Kodak, Signet Armorlite must order a full legal search for each proposed sub-brand using an outside trademark search service (such as Thomson & Thomson or CT Corsearch) for each major country in which the products bearing the sub-brand would be sold. In addition, Signet Armorlite will obtain a legal opinion from in-house or outside attorneys confirming that the proposed sub-brand does not infringe any third party rights and is available for use in each country.

All new names are submitted via an EKNAMES request through the Brand Licensing Portal on the Kodak Brand Studio site.

KODAK must never be abbreviated, this includes KLVC, KLAS, if a product or brand is to be shortened the KODAK can be omitted such as:

| | | |
|--------------------------|---|---------------|
| KODAK Lens Vision Centre | = | Vision Centre |
| KODAK Unique Lens | = | Unique Lens |

Approved KODAK Lens Names

Below is the approved and registered list of KODAK Lens products and the correct way to display, these are the only product names which should be published with the KODAK Lens branding.

| | | |
|---|--|---|
| KODAK AFT Lens | KODAK Easy Lens | KODAK Precise Short Lens |
| KODAK Anti-Reflective Lens | KODAK Easy Plus Lens | KODAK Precise Short PB Progressive Lens |
| KODAK Anti-Reflective Lens Coating | KODAK EvoSun Lens | KODAK Precise Transitions Lens |
| KODAK Atlas Lens | KODAK Exclusive Digital Lens | KODAK Progressive Lens |
| KODAK Bifocal Lens | KODAK Exclusive HD Lens | KODAK Progressive Transitions Lens |
| KODAK BlueReflect Lens | KODAK Exclusive Lens | KODAK Single Vision HD Lens |
| KODAK BluProtect Lens Coating | KODAK Finished Single Vision Lens | KODAK Single Vision Lens |
| KODAK Clean& CleAR UV Lens | KODAK Intro Lens | KODAK Single Vision Transitions Lens |
| KODAK Clean&CleAR Anti-Reflective Lens Coating | KODAK Kids Lens | KODAK Softwear Lens |
| KODAK Clean&CleAR Lens | KODAK KolorUp Lens | KODAK Sun Lens |
| KODAK Clean&CleAR UV Anti-Reflective Lens Coating | KODAK Lens | KODAK Swift Lens |
| KODAK CleAR Anti-Reflective Lens Coating | KODAK Lens Authorised Supplier | KODAK Thin&Lite Lens |
| KODAK CleAR Lenses | KODAK Lens Cleaning Cloth | KODAK Tinted Lens |
| KODAK CleAR+ Anti-Reflective Lens | KODAK Lens Expert | KODAK Total Blue Lens |
| KODAK CleAR+ Anti-Reflective Lens Coating | KODAK Lens Intelligent Dispensing Software | KODAK Transitions Lens |
| KODAK CleAR+ Lens | KODAK Lens Optician | KODAK Tuff Lens |
| KODAK Concise Digital Lens | KODAK Lens Professional Series | KODAK Unique DRO HD Lens |
| KODAK Concise Lens | KODAK Lens Vision Centre | KODAK Unique DRO Lens |
| KODAK Digital Aspheric Lens | KODAK Night Vision Lens | KODAK Unique HD Lens |
| KODAK Digital Lenses | KODAK Photochromic Lens | KODAK Unique II HD Lens |
| KODAK Digital Progressive Lens | KODAK Polycarbonate Lens | KODAK Unique II Lens |
| KODAK Digital Single Vision HD Lens | KODAK PowerUp Lens | KODAK Unique Lens |
| KODAK Digital Single Vision Lens | KODAK Precise Digital Lens | KODAK UP Lens |
| KODAK Digital Solartec Lens | KODAK Precise Lens | KODAK UVBlue Lens |
| KODAK Drive Lens | KODAK Precise PB Progressive Lens | KODAK UVSun Polarised Lens |
| KODAK DSII Lens | KODAK Precise Short Digital Lens | KODAK Varifocal Lens |

Fundamentals text

Web domain names

Any web domains utilising 'kodak' need to be approved by Eastman Kodak Company and approval should be sought from the regional brand guardian in the first instance before registering the domain name.

Only Essilor Owned entities can register web domains with 'kodak' in the address and must be linked to our category e.g.

www.kodaklens.com

www.kodaklens.co.uk

www.kodaklens.es

www.lenteskodak.com.br

If a customer has a KODAK Lens Opticians store and wishes to create their own website and have KODAK Lens in the domain, the URL should be linked to the main country domain and include the store town location as follows. Website content should be approved in the normal procedure.

www.kodaklens.co.uk/bristol

If a customer has a KODAK Lens Opticians store and wishes to create their website, but keep their own name in the domain and not mention KODAK Lens, the registration process will be the responsibility of the customer but approval for the website content should be approved in the normal procedure.

Fundamentals text

Small Print - Licensing

The following statement should appear on all KODAK Lens materials

The Kodak trademark, logo and trade dress are used under license from Kodak. ©2019 Signet Armorlite, Inc.

The disclaimer should always be legible for its intended audience and location and must appear no smaller than 5pt. In exceptional circumstances where there is not enough space to display the disclaimer at 5pt it may be shortened to:

Licensed TM: Kodak.

We should also treat all other trademarks used with similar respect, with at least a minimum acknowledgement of:

All trademarks and registered trademarks are the property of their respective owners.

Application imagery



Specifications imagery

52

KODAK has always prided itself on customer values and those of family and trust...

Imagery chosen to represent KODAK Lens should be warm and friendly, images should be full of vibrant colors. Photographs should be bright and show a variety of colors... enhanced and richer in appearance seen through a KODAK Lens.

Ethnically diverse to match target audience.

Multi-generational, families, happy people.



Images can be treated to show a more focused vibrant world seen through KODAK Lenses



Images should be vibrant and full of color



Isolated portions of color should be avoided, we want to give the impression of a whole world of color

It is important imagery quickly establishes KODAK Lens in the eyeglass category, through use of frame over or models obviously wearing eyeglasses.

Specifications imagery

Images featuring people should be as part of a colorful environment.

When showing people wearing spectacles, they should be shown looking directly through the spectacles and not over the top or removing them.

We wish to be taken seriously as a provider of quality lenses, and innovators in technological advancements, as such images which show spectacles in a humorous or derogatory way should also be avoided where possible.

Subjects should be enjoying wearing their KODAK Lenses and the benefits these bring, even if the image implies the point-of-view of the viewer.



Specifications imagery

54

Use of a Frame Overlay in an image

The frame should be clear that it is a spectacle frame, the positioning can be adaptable to suit imagery and message, beyond the frame the image should be out of focus and colors less vibrant.

The use of the frame is optional if the location in which the image appears is in the eyecare category (retailer, event, publication) and supporting messaging clearly communicates that the product being advertised is an eyeglass lens (Kodak logo, category/product text).



The use of the Frame Overlay image is seen as a key part of brand messaging and is strongly recommended to be used on all materials where relevant.

**Only to be used on KODAK Lens brand or product materials.
Not to be used on co-brand or retailer offer messages.**

Specifications imagery

Use of a Frame overlay

Care should be taken over the positioning size and percentage of visible frame depending on application and the orientation of the image, but the frame and more importantly the clear focused portion of the image seen through the KODAK Lens should be maximized.

On portrait or square images, a half frame is acceptable as long as it is clear that it is a spectacle frame and could not be confused as something else.

The use of the fingers holding the frame gives a sense of scale and perspective and quickly helps establish depth of field so while not to dominate the image should be clearly visible.



Do not try to fit too much of the frame into an image and make the area of focus too small

Specifications imagery

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Segmentation

It is recommended, in order to better communicate and identify the KODAK Lens product range with a consumer, to segment imagery into which mirror the consumers own perceptions or aspirations of themselves in terms of gender ethnicity, age groups and lifestyle.

Age Groups

<18
18-34
35-50
>50

Lifestyles

Outdoor adventurer
Avid screen viewer
Clarity seeker
Progressive thinker

Subjects should be seen to be enjoying wearing their KODAK Lenses and the benefits the lenses bring.



Imagery examples

57



shutterstock_87135751



shutterstock_132132113



shutterstock_377928289



shutterstock_467735858



shutterstock_1211747068



shutterstock_1179671239



shutterstock_756239509



shutterstock_1114438565



shutterstock_1141077083

Imagery examples

58



shutterstock_127662053



shutterstock_223139332



shutterstock_485036284



shutterstock_1322132210



shutterstock_1287794047



shutterstock_1163213179



shutterstock_1161107155



shutterstock_1215173707



shutterstock_1155937606

Imagery examples

59



shutterstock_507881926



shutterstock_1018793773



shutterstock_1070976938



shutterstock_1171731730



shutterstock_1175168467



shutterstock_1179148513



shutterstock_1204337734



shutterstock_1289419966



shutterstock_1331464268

Imagery examples

60



shutterstock_526290019



shutterstock_533724421



shutterstock_1100752658



shutterstock_1104317546



shutterstock_1211701294



shutterstock_1287465478



shutterstock_1382427320



shutterstock_1375127138



shutterstock_1191616510

Application Retail



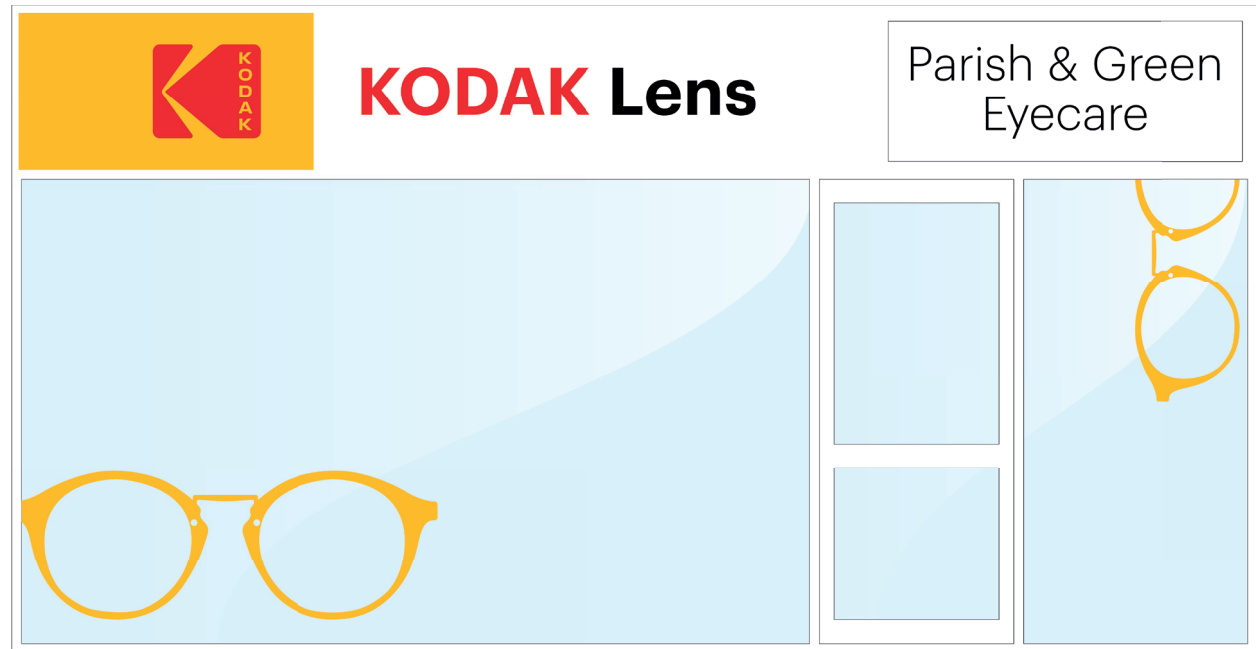
Application retail

62

Store front

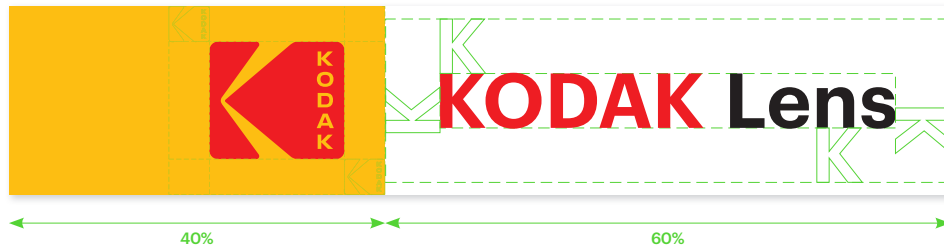
It is essential that the store front depicting any KODAK Lens branding also makes it clear the category to which the product applies, that these are spectacle lenses and not related to camera product.

It is also essential that any store fronts devoted to KODAK Lens make it clear who the retailer is.



Application retail

63

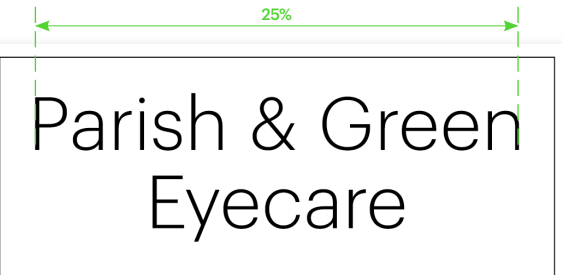
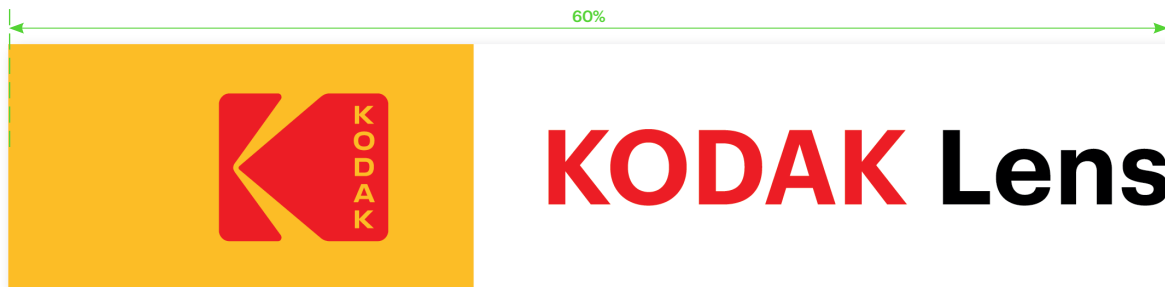


Brand Block

For consistency the basic brand block, described on page 38 is used for the basis of the store front fascia. We strongly recommend the fascia is kept to just the three elements of Kodak logo, KODAK Lens category text and the store ownership.

KODAK Lens branding should take up to 60% of the over all fascia

Owner identification should take up a minimum of 25% of the fascia

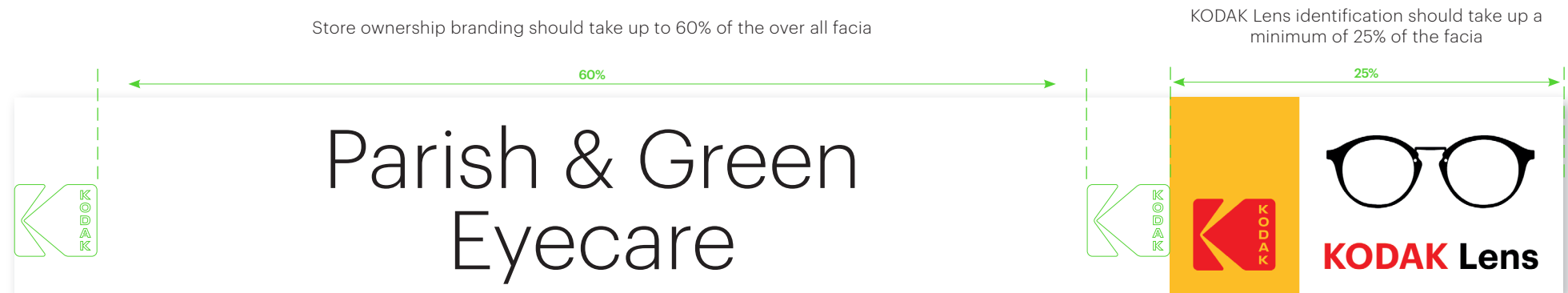


Store ownership should be isolated from the KODAK Lens branding through the use of a black keyline.

The ownership should be displayed in Graphik light in black on a field of white.

Retailer Identity

For opportunities where the local retailer is keen to maintain more of their own identity on the fascia the recommendation would be:



The ownership should be displayed in Graphik light in black on a field of white.

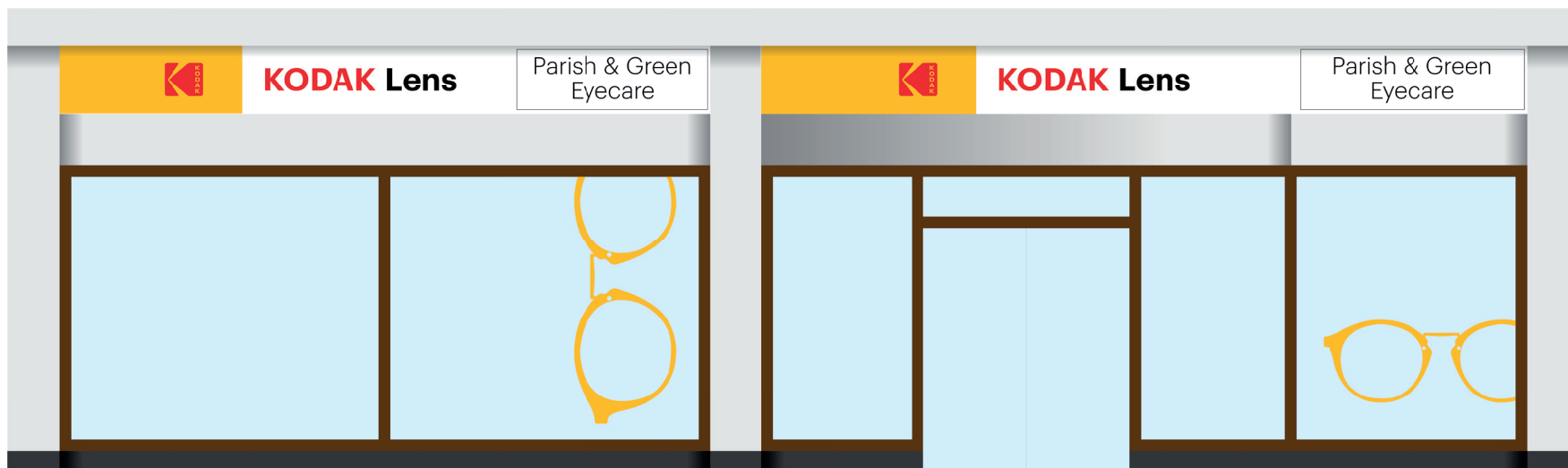
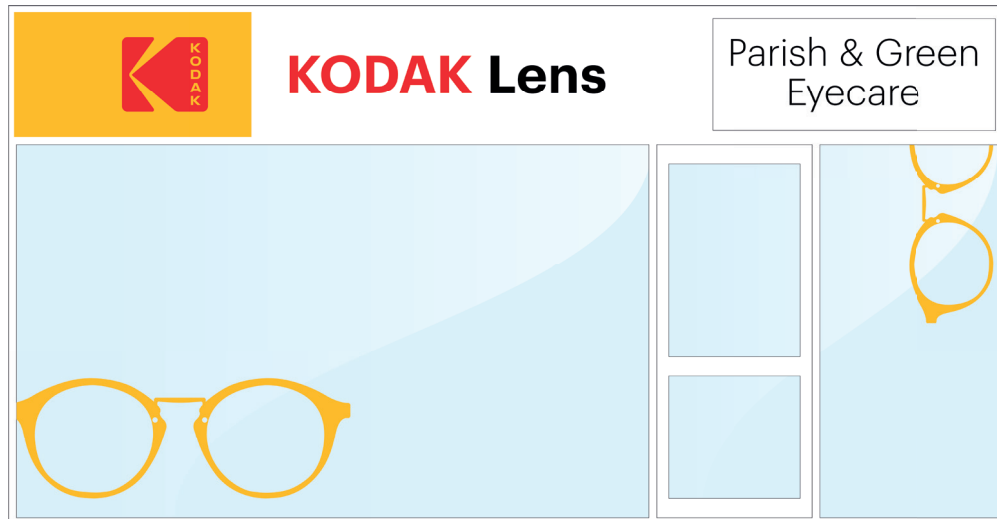
Facia layout

We know that no two retail situations will be exactly the same and there will be local regulations which must be taken into account. The exact layout will need to be adjusted on a case by case basis and should visually balance the elements.



Application retail

66



Application retail

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Full branding

Where a full fascia describing the KODAK Lens category is used it is possible to use additional elements such as projection signage to further emphasize



Application retail

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Store front

Where KODAK Lens is not promoted on the fascia, the category text must be used alongside the use of the Kodak logo.

Additional category prompts such as the spectacle frame can also be used and should be displayed in black to link with category text and not detract from the trade dress red used to identify the brand.



Application examples

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Retail Communications

Retail communications should follow existing guidelines with the additional caveat that only KODAK Lens or KODAK Eyewear products are promoted using trade dress colors, where additional brands are being promoted such as frames and additional complementary color should be selected.



Application examples

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Retail Communications

Opportunity to use sub brand and co-branded with store ownership



Application examples




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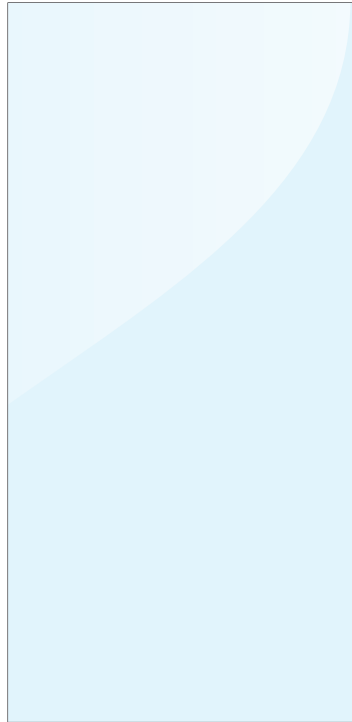
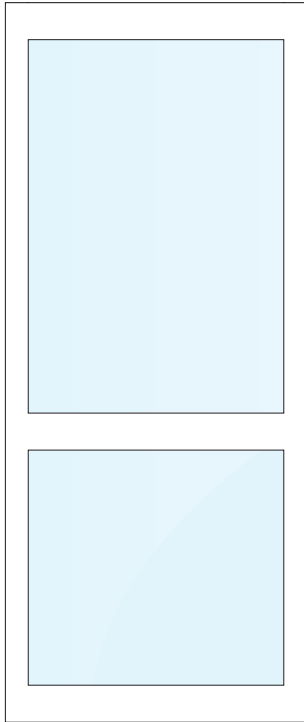



KODAK Lens

Parish & Green Eyecare

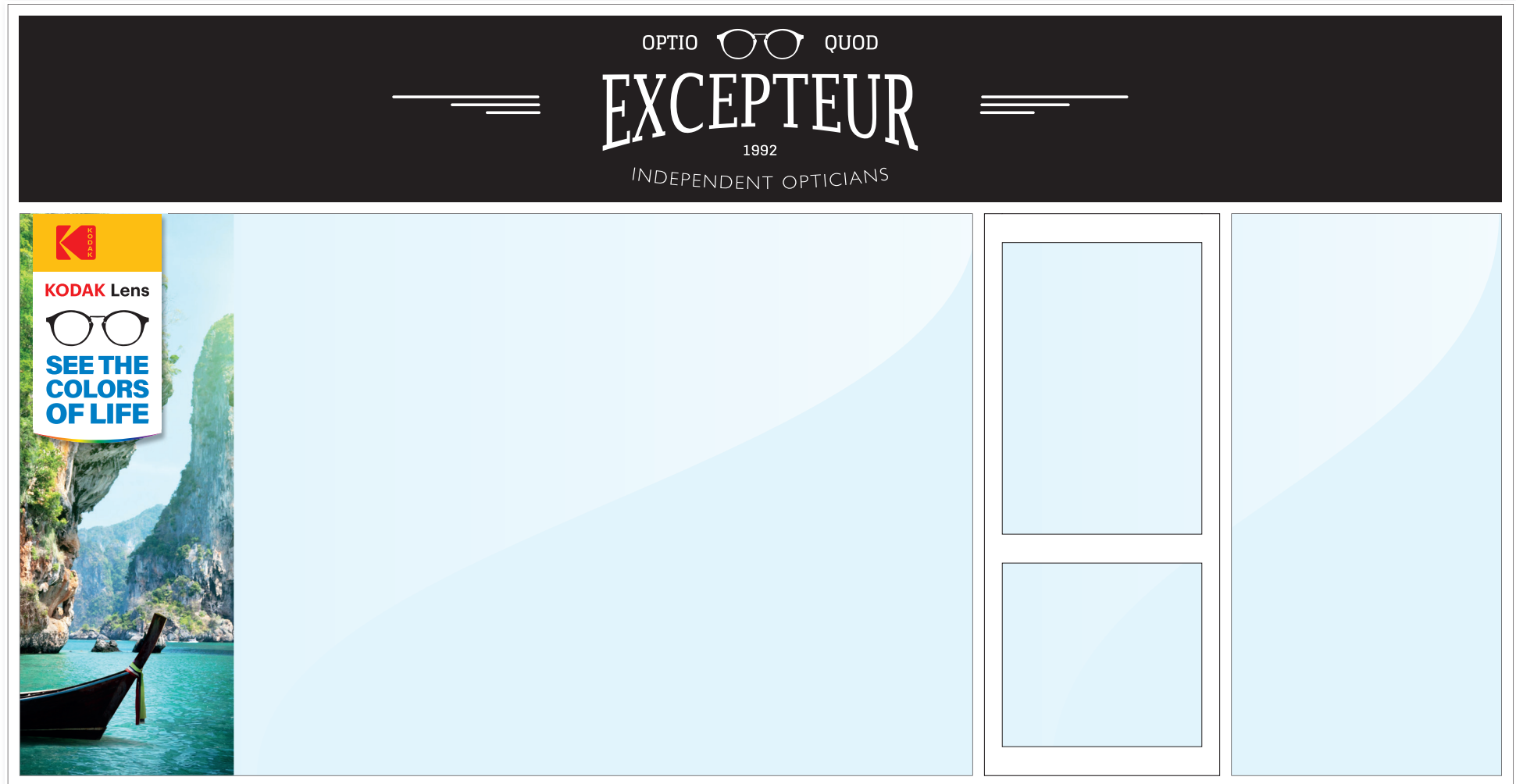
SEE THE
COLORS
OF LIFE





Application examples

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Application examples

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Application business



Application business

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B2B Communications

When communicating from business to business about KODAK Lens we must make it abundantly clear that the communication comes from a KODAK licensee and not Eastman Kodak Company.

All stationery should clearly show the parent company and state the relationship to Signet Armorlite and or use of license.



Business Cards

Front clearly identifies parent company



Reverse carries KODAK Lens branding and clearly states KODAK trademark, logo and trade dress are used under license.

Letterhead should remain consistent with existing corporate branding with the additional use of KODAK Lens and the license entitlement.



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KODAK Lens
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