



HiSite

E Y E W E A R



Don't Glare...Wear!

yourHiSite.com

Name: Quinton Coffman
Date: 07/19/16
Class: Design Production Team

Product Name-Hisite SPORTS SUNGLASSES / MODERN / POINT FORWARD / DIAMOND

Our story- Hisite was started by Sharron Hisite in 1975 out of his garage with an initial investment of \$300. The first style came out in 1975 the (Gamma rays) it well known for its grip. The grip hugs the face for protection and comfort. 2001, was the year the sunglasses became available. Currently we are still trying to come up with New designs for eyes protection and maximum comfort.

Company Mission/Vision-

Eye-Care- Is one of the programs that Hisite provides to their customers. The mission is to help families provide prescription glasses to their children. Everyone has heard the saying "No child should be left behind". Our responsibility is to take care of our costumers and the people in need of Eye-Care. Buying our sunglasses glasses will help children everywhere.

How?

- Reel Simple Results

- 10% of our revue is donated to family's everywhere who can't afford prescription wear.
- Each old quality frame that you bring in is melted down and made into our very own Hi-site product. Not only does this benefit the child, but you personally receive a 15% coupon that you can use our product during your next purchase.

Note: This doesn't include Gamma Rays and Polar Peepers.

Our Tag Line-

- Don't Glare, Wear

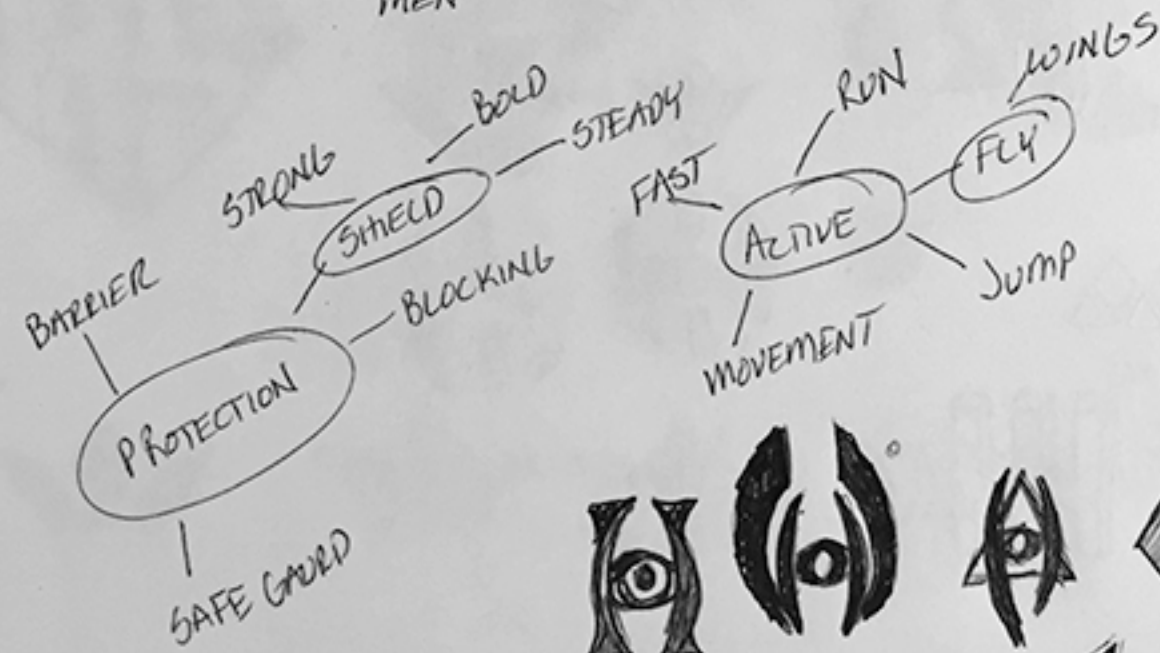
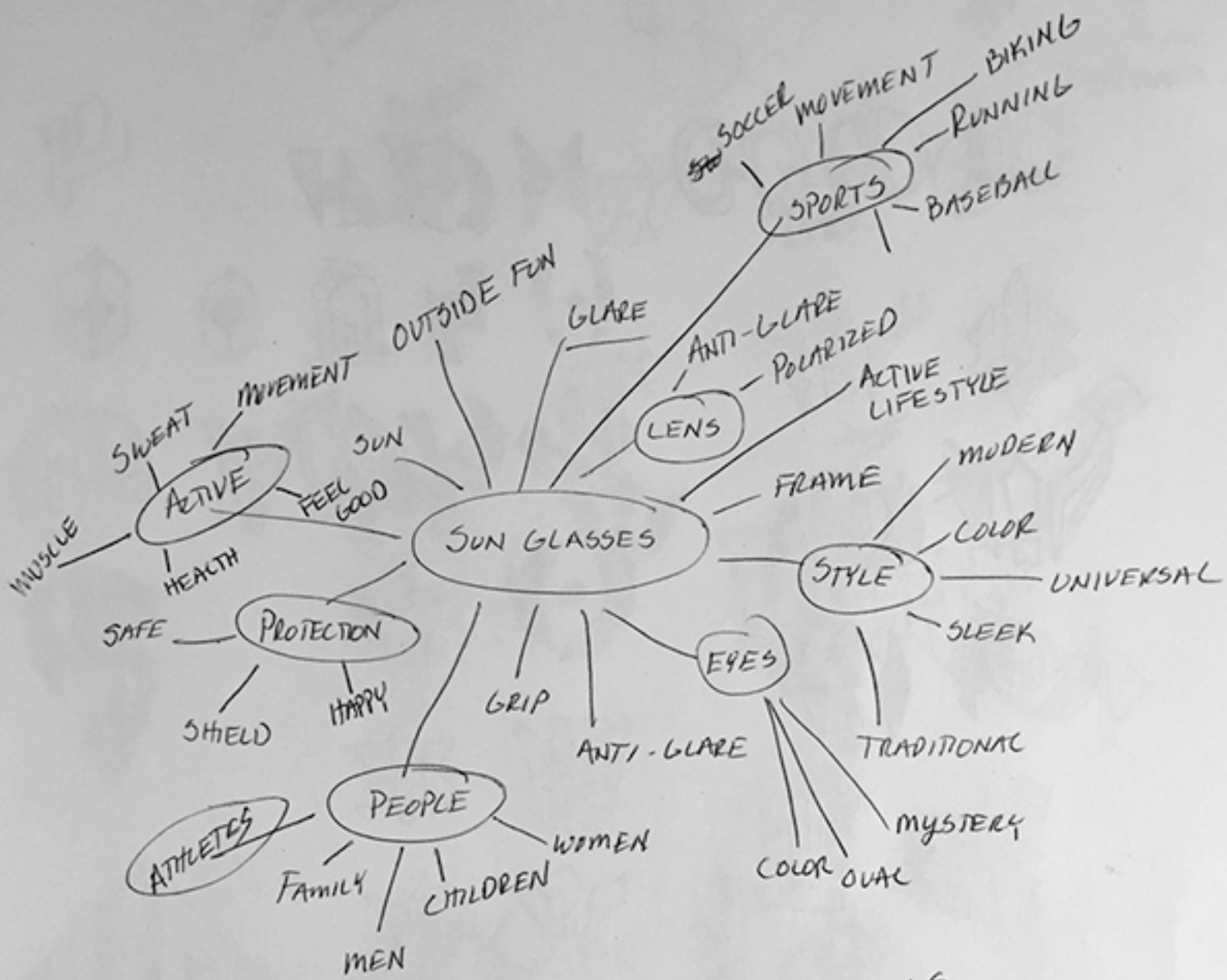
Target Market-

DON'T GLARE . . . WEAR!

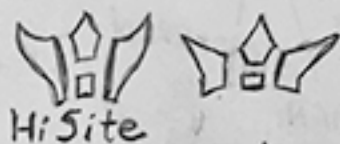
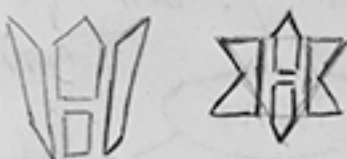
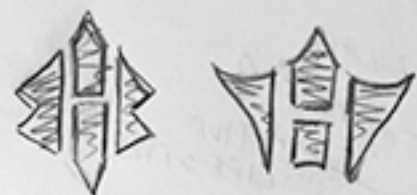
Hisite sells a number of different styles, the majority of their consumers have an active lifestyle and live in climates where the sun can be irritating and sunglasses are needed. Hisite target market is mainly men, ages 15-45, middle to upper class, and has a household income of 100K or more.

Industry- Wolman Optical, Luxottica

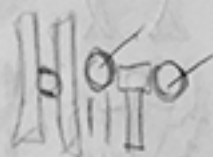
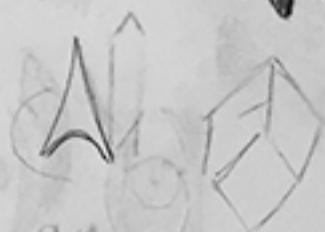
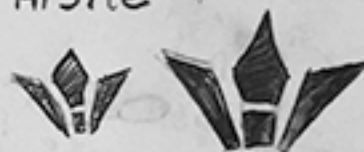
Our competitors - Zappos, Orical, Oriental wear, Oakley, Revo



Active
Movement
Protection
Strong
Gard
ARROW/POINT



Hi Site



owl



Owl -
WEALTH
ATTENTION TO DE
Power
Higher self
seeing things
From a higher
Perspective
elegance

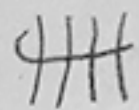
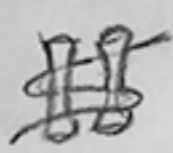
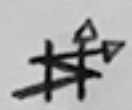
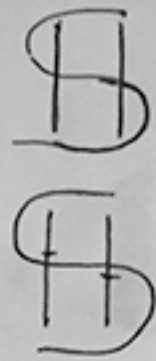
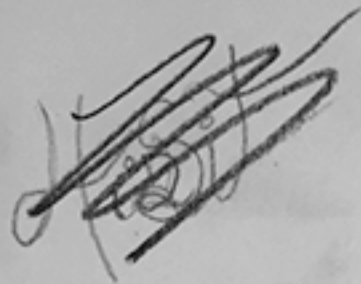
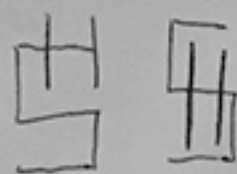


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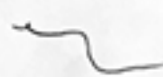
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HISITE
EYEWEAR

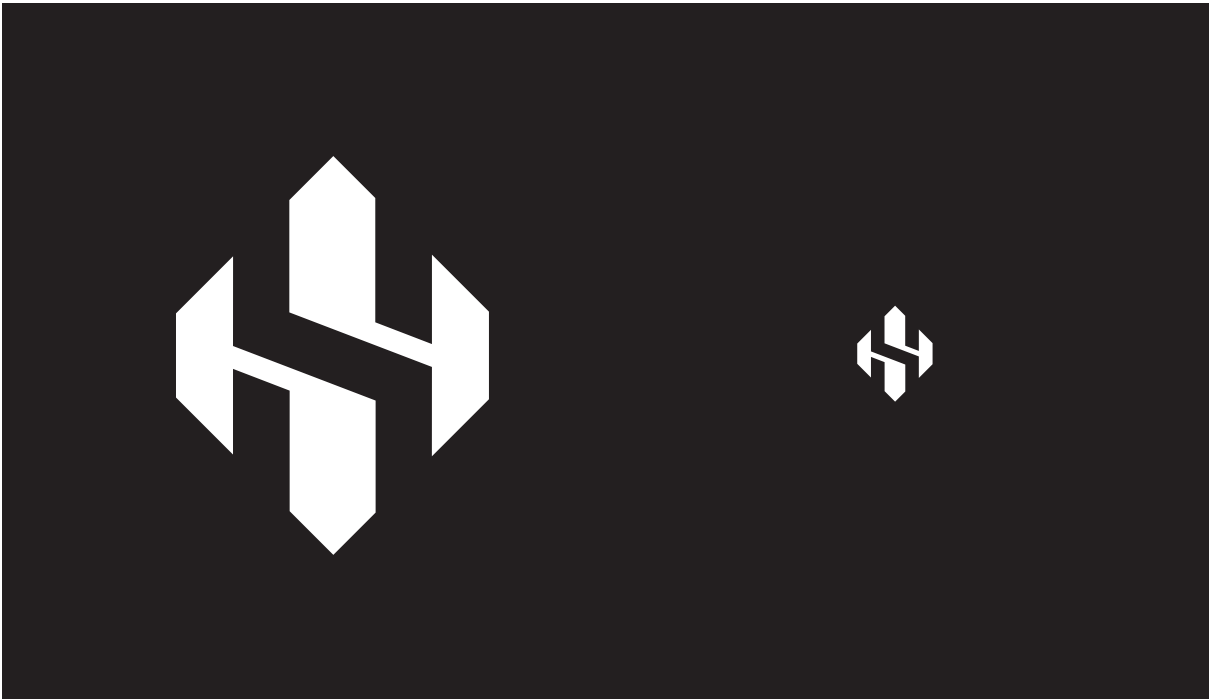
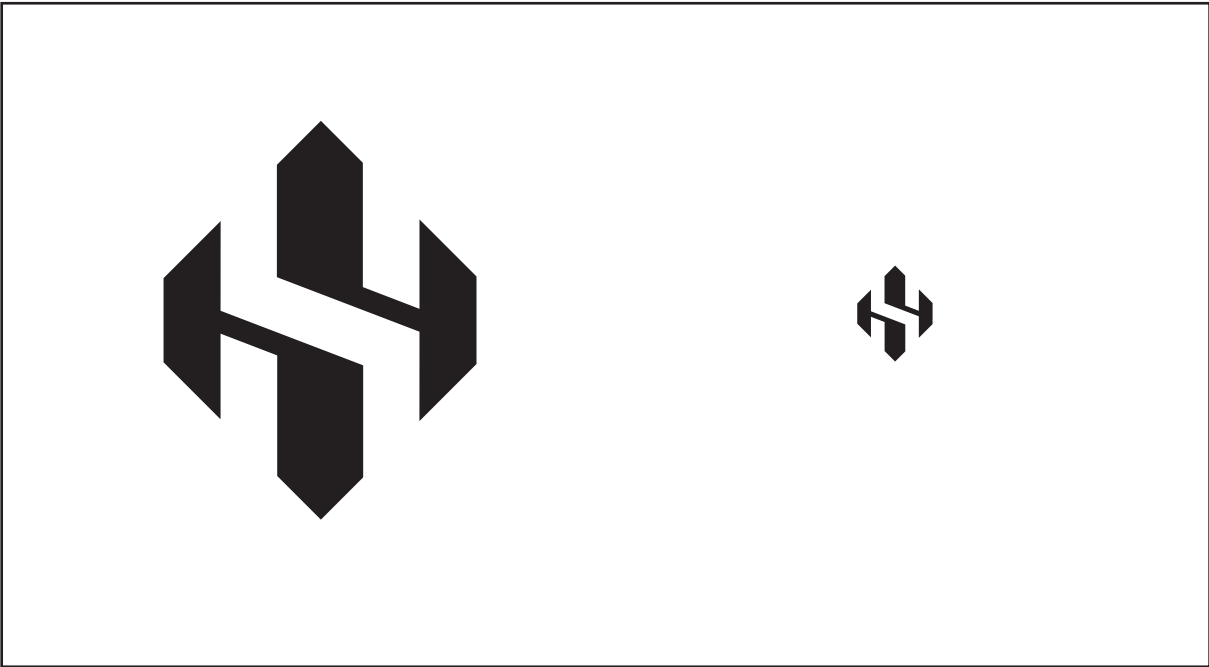


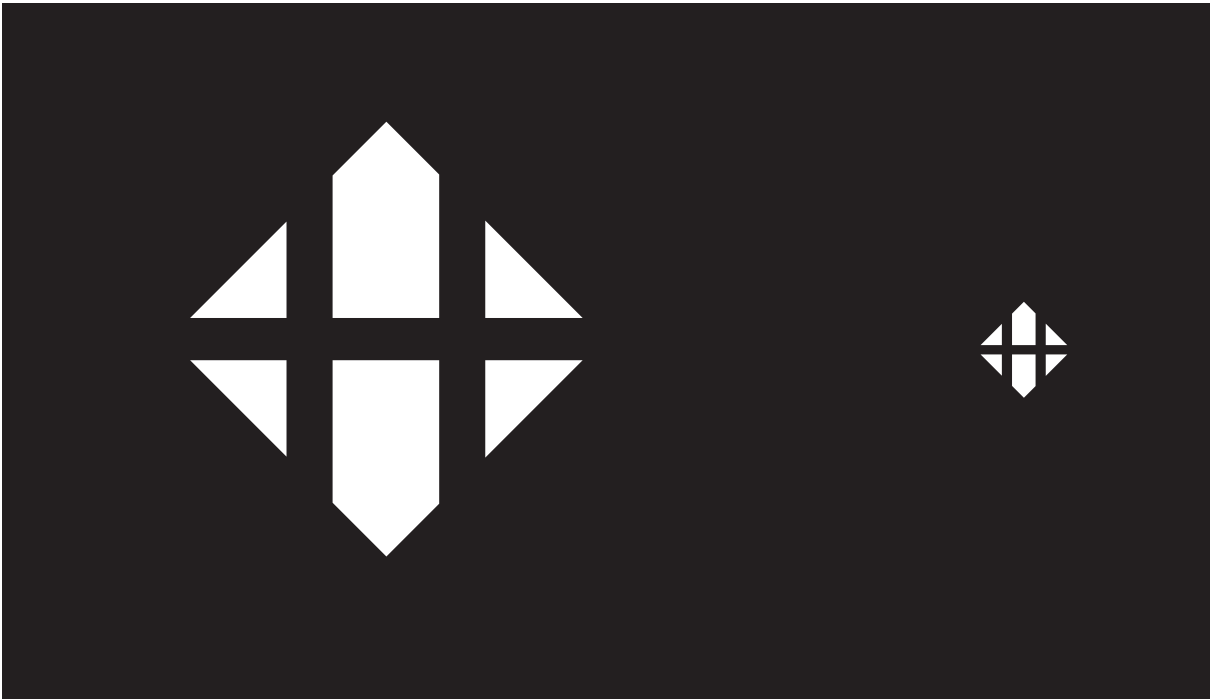
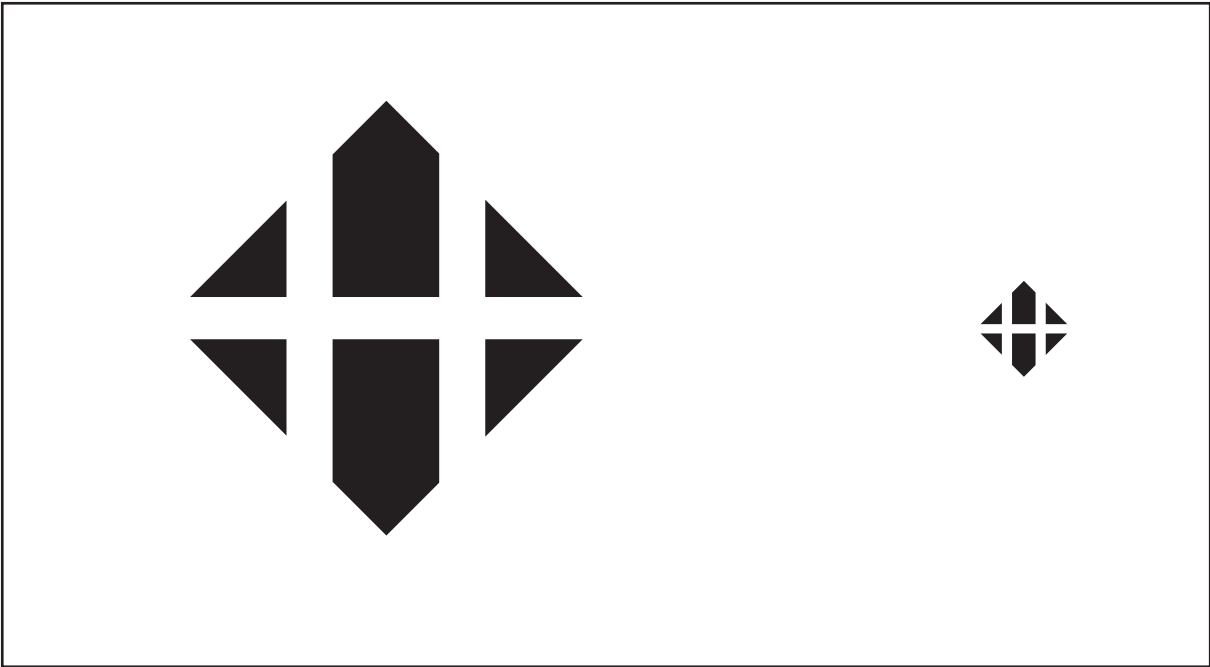


Swater

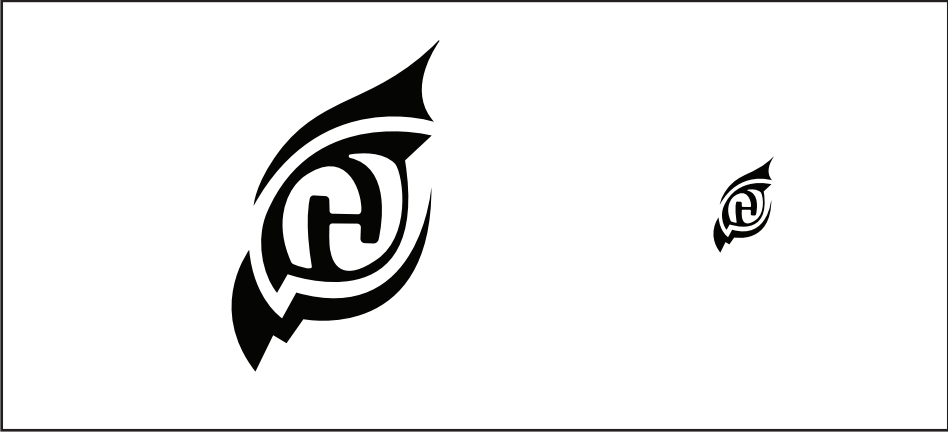


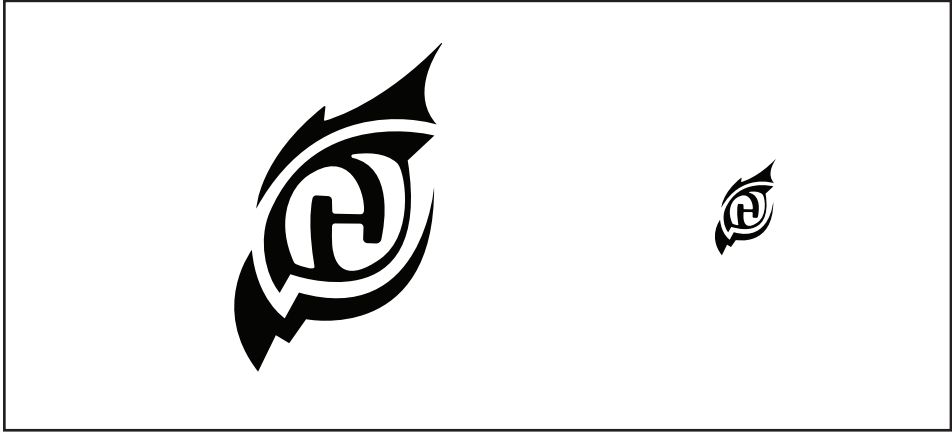
Play

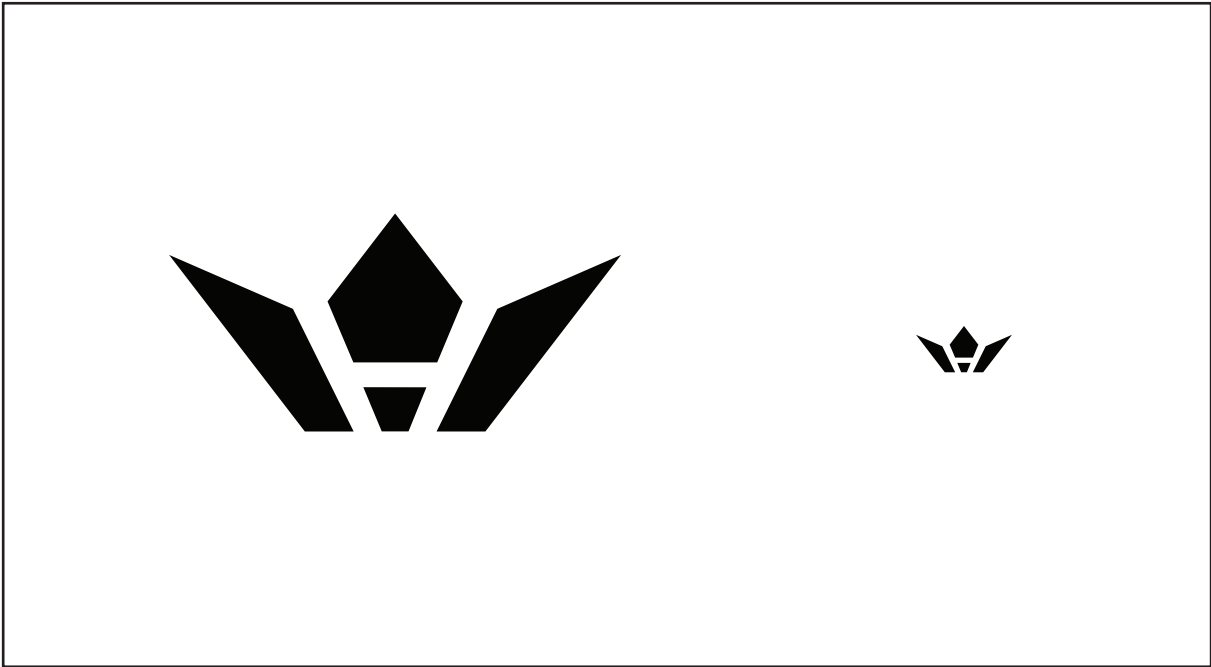


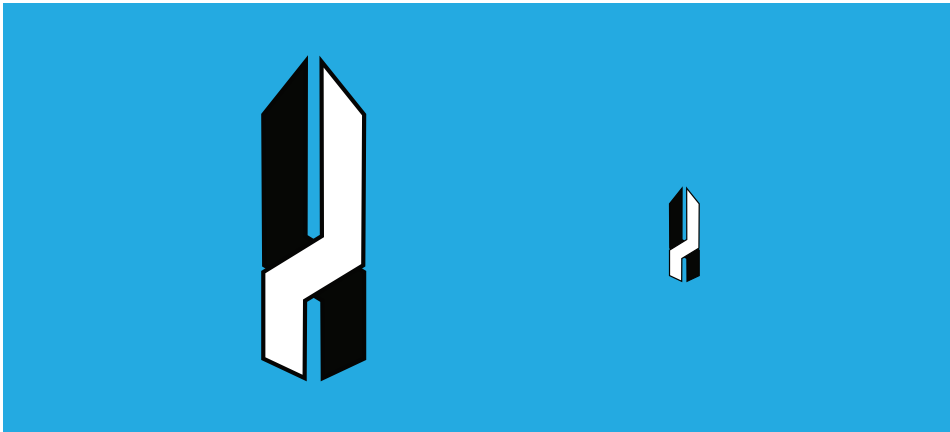
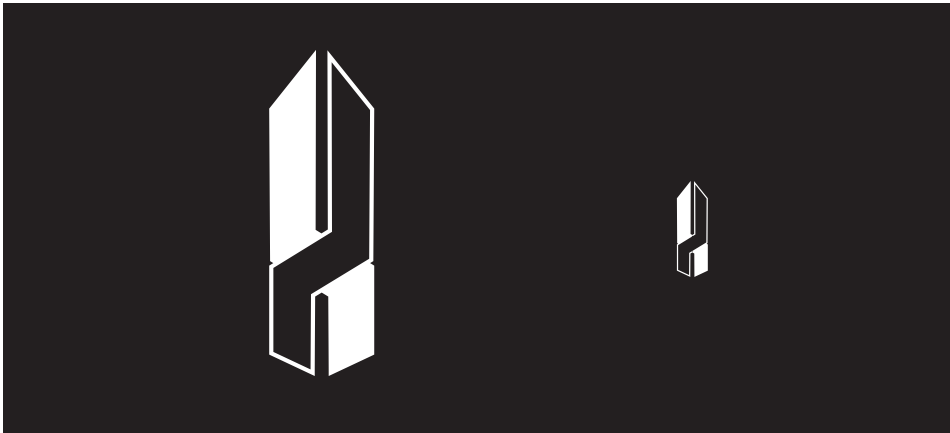
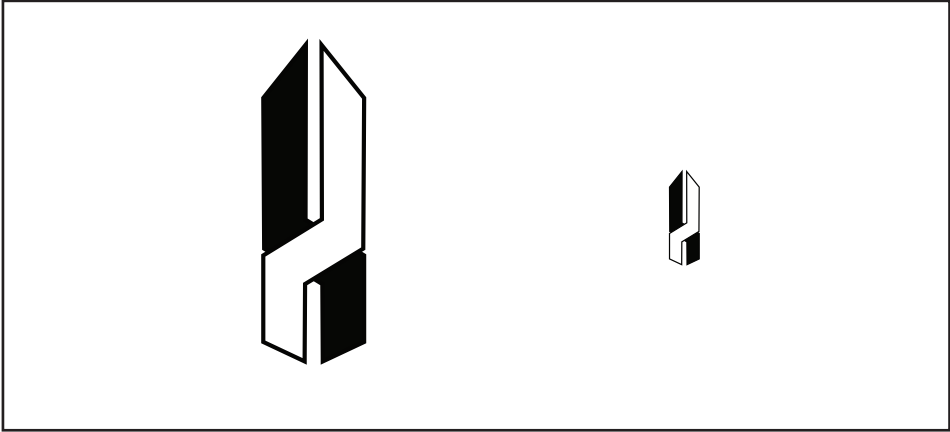


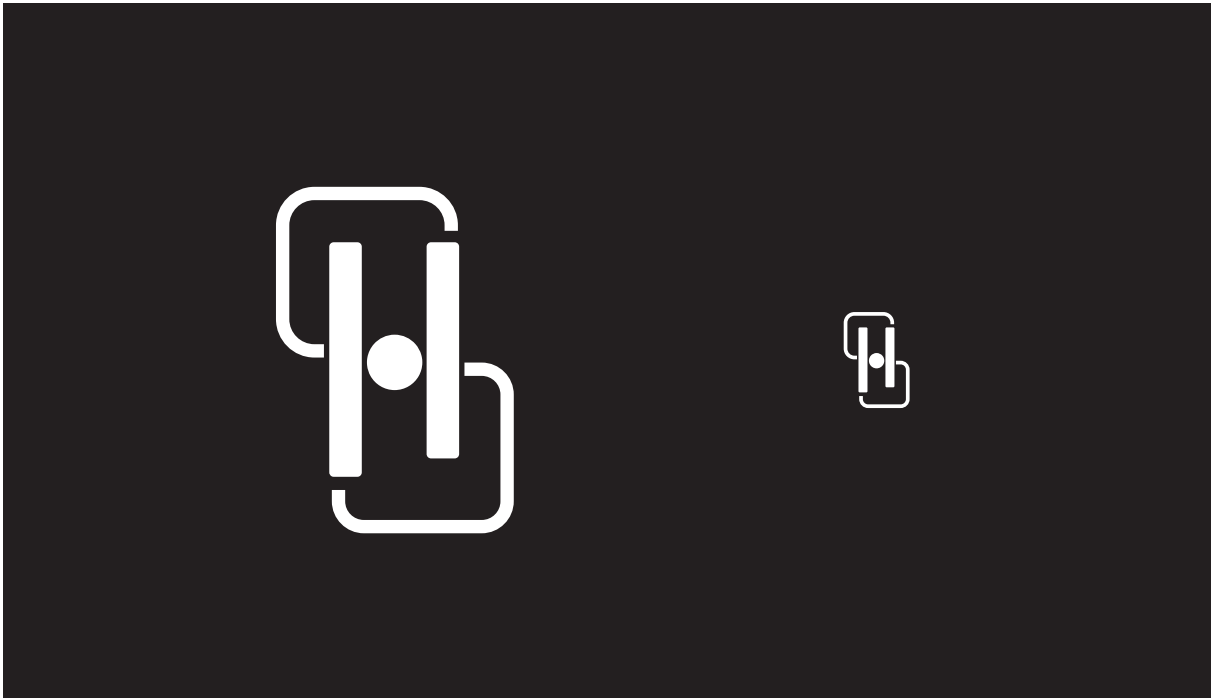
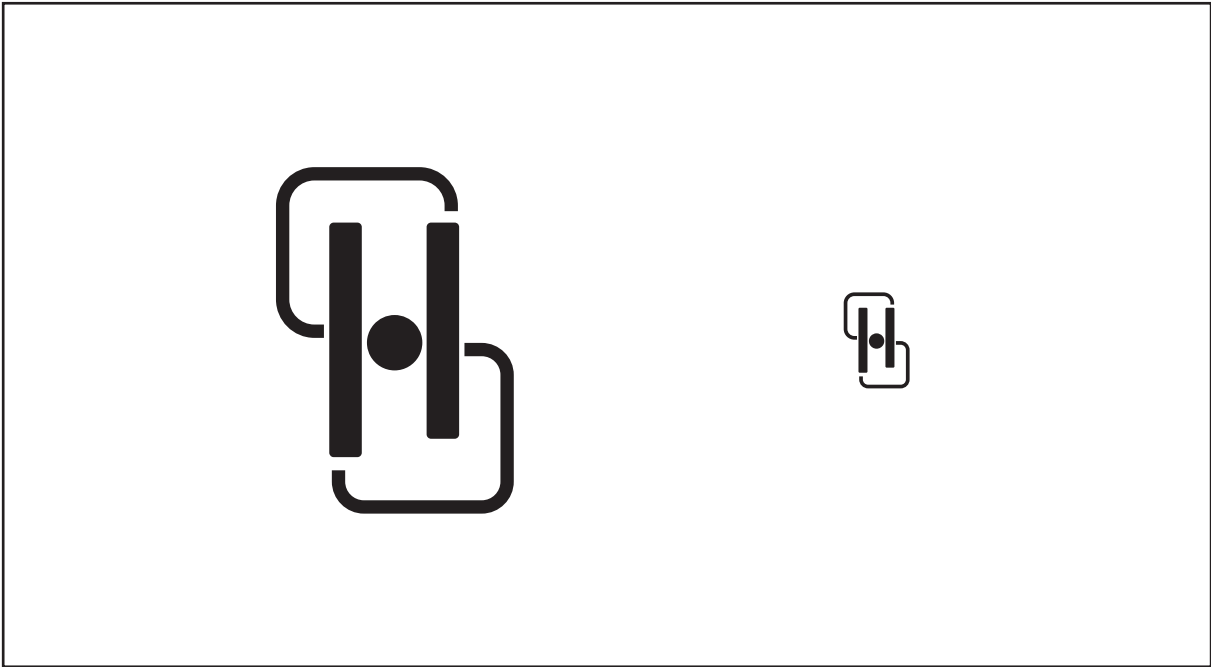


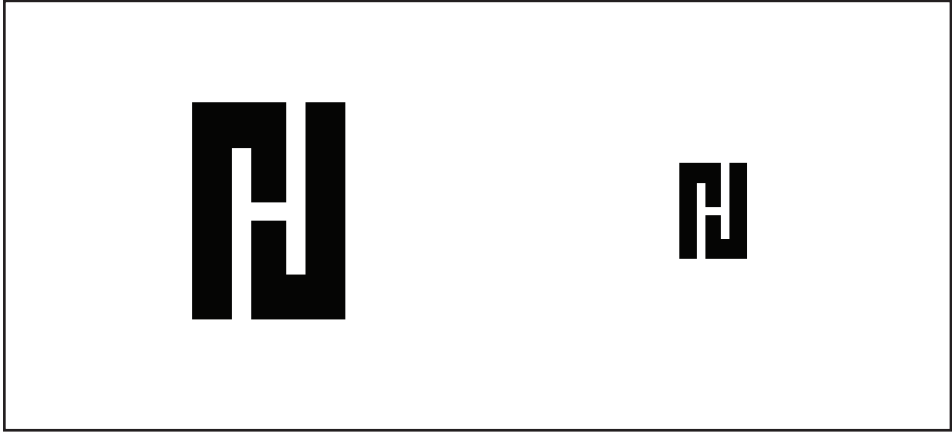












ADDITIONAL COLOR SCHEME 1



ADDITIONAL COLOR SCHEME 2



ADDITIONAL COLOR SCHEME 3





Name HiSite Blue
RGB 39 170 225
CMYK 70 15 0 0
HEX 27AAE1
Pantone 2995c



Name Dark Navy
RGB 40 55 86
CMYK 91 79 41 34
HEX 283756
Pantone 2955c



Name Cool Gray
RGB 186 186 186
CMYK 27 22 22 0
HEX BABABA
Pantone Cool Gray 4c



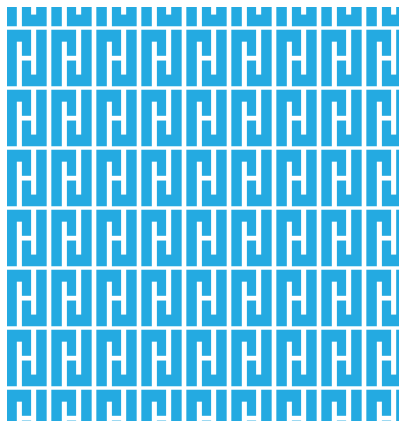
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Vertical Pattern:
HiSite Blue & White Ground



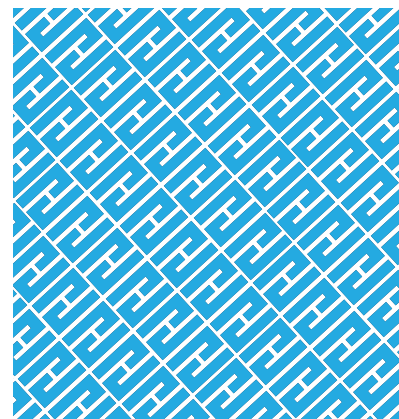
45° Angle (Bias) Pattern:
Dark Navy & White Ground



Vertical Pattern:
Dark Navy & Cool Grey Ground



45° Angle (Bias) Pattern:
HiSite Blue & White Ground




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E Y E W E A R


HiSite
E Y E W E A R

 HiSite
E Y E W E A R



Don't Glare...Wear!

Quinton Coffman, CEO

HiSite Eyewear, LLC
15 South 9th Street
Minneapolis, MN 55402

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☎ // 1.612.123.4567
✉ // qcoffman@gmail.com
🌐 // yourHiSite.com

08/01/2016

Quinton Coffman, CEO
HiSite Eyewear, LLC
15 South 9th Street
Minneapolis, MN 55402

Dear Quinton Coffman,

We have worked hard together to establish an appropriate brand that expresses the nature and personality of your business. However, branding goes far beyond the design of your identity marks and stationery. In order to maximize the time, effort and dollars you have invested in this brand development project, it will be necessary for you and all your employees to be vigilant in your use of these materials. You may argue that no one will really notice if a margin is a quarter inch wider or narrower, or if the typeface you use is a slightly different serif than the one used here. However, these seemingly small details all work together to establish a "look" that places your business appropriately in its category, and creates the impression of order and professionalism.

The following is a guide for the use of this stationery system. Business cards will be printed as a shell on the weekly gang run and you will have your printer change the name and title as appropriate. For your business cards, set the name in 10 point ScalaSans Regular upper and lowercase. The title will be set in 10 point ScalaSans Regular and in all uppercase.

Envelopes should be addressed using 8 point, 10 point leading, and set in ScalaSans Regular and should be placed .3 inches from the right edge and .4 inches from the bottom edge of the envelope insert sheet. Set the address information justified left and place envelope insert sheet so address is readable through the envelope window.

When writing a business letter on this stationery, you will start the date 2.5 inches from the left edge and 1.5 inches from the top edge. Type will be set in 8 point, 10 point leading, in ScalaSans Regular justified left. Skip only a single line between the date and address block. Skip a single line between the address block and the salutation, and between the salutation and body of the letter. The rest the letter will be set in 8 point, 14 point leading, in ScalaSans Regular justified left, skipping one line between each paragraph. Skip a single line between the body of the letter and the complimentary closing and four lines between the complimentary closing and your typeset name, leaving room for your signature. The letter should set no closer to the bottom edge than 1.25 inches. If the letter runs longer, then you should use a second page.

Strict and consistent use of these formal guidelines will be instrumental in making the most of this identity system.

Sincerely,

William "Bo" Baker
Sr. Graphic Designer & Owner, Emperor Design Group