

2014.06.25

ESSILOR GROUP ADOPTS A NEW CORPORATE IDENTITY

Essilor reveals a new corporate identity to help promote the Group's activities in enhancing universal access to visual health and vision correction.

Essilor's new logo is just one part of a strong corporate brand platform to communicate more widely about the Group's mission and business strategy. It follows a program of international internal consultation to find the best way to define the characteristics of the Group and unite teams behind a common sense of purpose: improve lives by improving sight.

Essilor's new logo draws on the 165 year history of the Group - its origins and culture as a multi-local, pioneering and people-driven company. For our external audiences it will help to differentiate between the institutional initiatives from Essilor's commercial activities at a local level. Internally, it's a way to federate 55,000 people working in an international network of local subsidiaries and autonomous partners.

Across the Essilor Group, all our actions are driven by a single truth: vision matters. Good eyesight has a positive impact on our health, safety, education, career, social lives and daily well-being. Of the 7 billion people, 4.3 need visual correction and 2.5 do not receive it.

Over the coming weeks, a new advertising campaign will bring to life our mission through telling the stories of some of the people whose experiences are transformed thanks to the gift of clear sight. A new occasion to communicate on Essilor's mission: improving lives by improving sight.

A young girl with dark hair and glasses is smiling and looking upwards. She is wearing a blue V-neck sweater over a checkered shirt. The background is a classroom with desks and a window with a grid pattern. The lighting is warm, suggesting sunlight coming through the window.

OUR MISSION IS **TANYA'S VISION.** IT'S EVERYONE'S VISION.

BETTER VISION MAKES TANYA LEARN BETTER.

Like one in four children around the world, Tanya was having issues at school due to poor vision. Making it hard for her to read, concentrate and learn. With 160 years of expertise and 55,000 dedicated employees worldwide, Essilor Group provides corrective, protective and preventive vision solutions for Tanya and 4,3 billion people in need. As a pioneer, this is our mission: improving lives by improving sight.

ESSILOR
SEEING THE WORLD BETTER

Introducing the logo

Simple, elegant and monochrome, the corporate logo is relevant to today's Group's profile: a leading player embedding a diverse network of brands and partners with specific identities. The bold horizontal line under the brand name suggests a horizon, evoking ambition, future perspectives and a vision turned towards the future.

It is easy to distinguish from the dominant blue colors of the existing "Essilor blue" commercial brand.