

# ARMITAGE

OPTICIANS

Brand style guide  
v1.2 February 2020

## Our Ethos.

At Armitage Opticians, we truly care about delivering excellent personal service and the correct advice to all our patients. It is ingrained in our DNA as a company. We see our patients as people we really care about and are passionate about building trust with them to establish a long term relationship. We're a premium service brand.

Our focus is on providing an **outstanding** level of service for our patients. We do this by first seeking to understand the patient's lifestyle and needs from a position of care. We then work with our patients in order to provide the best product to meet each individual patient's needs by demonstrating our expert knowledge. We create continuous care for our patients through multiple touchpoints with the same staff, helping to build a better customer relationship.

## Our Ethos.

Here at Armitage Opticians we build a strong patient relationship through taking up the role of a **trusted advisor**. By really getting to know and understand our patients we can learn to recommend products that will truly **improve their quality of life**. We take a consultative approach to the way we sell our services. We understand that **Information is key**, so we ask the right questions to help understand our patient and their needs. During this process we focus on **educating** our patient about our products and how our solutions will meet their needs. Through our informative and consultative approach, we always empower our patients to give them the confidence in making the right decision. This builds **trust** and a **likeability factor** whilst ensuring that we build and maintain long term patient relationships. We recognise that being friendly and honest is very important for our commercial success.

Our mission is to deliver high quality knowledge, care and service to our patients for the long term. We focus on and cultivate our relationships both with our patients and each other for the long term.

# Customer Personas



# Busy mums

## Aged 45-60

Part of Generation X (b. 1965-1980) with a cross-over into the Baby Boomers generation (b. 1944-1964).

Female

She's a business manager or business owner

Married with adult children

## LIFESTYLE

- Busy working parent with very little time for hobbies
- She keeps fit & enjoys meals and drinks with friends
- They have a decent combined household income

## SHOPPING HABITS

- Does her weekly shop at Sainsburys: it has good choice, quality products and is local
- For clothes, she shops in her local city centre for ease and there's great choice

**She makes a lot of the buying decisions and consults her children or husband for their opinion while also going online to look at reviews.**

## HOW TO MARKET TO HER

- Email is the preferred channel, she doesn't have time to read long copy so keep it short with a clear call-to-action
- She's loyal but loves freebies and coupons so show her some love and she'll return the favour with long-term loyalty
- She uses Facebook so reach out with engaging posts. Don't sell- give helpful information to build trust

## WANTS, NEEDS & FRUSTRATIONS

- Wants an Optician with flexible appointment times
- Wants friendly, helpful staff to build up a relationship with

- Likes to support local business and is loyal- she's been coming to Armitage for years and has built up a level of trust
- She'll spend money but wants to know she's getting a good service and products for the price
- Researches through search engines, reviews and social media before buying

**31% say social media influences their purchases but they complete the transaction elsewhere**

- She's skeptical about marketing tactics. Flashy advertising won't win her but practicality and proof of performance will



**She lives in a large semi-detached or detached house.**



**She has a grown up family and both her husband and children come to the practise.**



**Owns a Mercedes or similar car and they are a two car household.**



**She needs an Optician as she's getting tired eyes, headaches and reduced or blurred vision but wants style not just function.**

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# Wealthy retired couples

## Aged 61-79

Part of the Baby Boomer generation (b. 1944-1964).

## Males and Females

Typically married couples with adult children and grandchildren

Retired

## LIFESTYLE

- A family of multiple generations
- They're retired, own their own home and car
- They are active and enjoy various hobbies such as going on holiday, walking, watching sport, going to the gym, seeing friends and looking after younger family members

## SHOPPING HABITS

- They like to shop locally but place an emphasis on quality, choice and service

**Price is a concern but where the price is justified, the quality is of most importance to this couple**

## HOW TO MARKET TO THEM

- About 82% of Boomers belong to at least one social media site, with Facebook being their most popular site of choice. They spend about 27 hours a week online
- More than half of this group who use social networking sites visit a company website or continue their research on a search engine as a result of seeing something on social

## WANTS, NEEDS & FRUSTRATIONS

- They want an excellent, thorough examination from an Optician, with attention to detail and quality
- The cost of glasses is a pain point but when the cost is reflected in the quality and care, it's justified.

- They do a lot of online research, often completing the purchase in store but would consider buying online if they receive good service and price
- They care about style as well as quality

- Simple, straightforward reward programs work to encourage loyalty
- They prefer the personal engagement of traditional stores when making purchases
- 67% would prefer to buy a product in their local retailer than order it online

**78 % say they'll continue to participate in a reward program because it's easy to understand**



**They own their own home**



**A family of multiple generations, often the whole family come to the practise**



**They've downsized their car and it's the equivalent of a Vauxhall Astra or Skoda Yeti**



**They want a good quality of care that will help to keep their eyes healthy**

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## Older retired men and women

### Aged 80+

Part of the Silent generation (b. 1925-1942).

Males and Females - often married couples

Retired

Married or widowed with adult children and grandchildren

### LIFESTYLE

- A family of multiple generations
- They're retired, own their own home and car
- They like to see friends and spend time with family
- Hobbies include things such as gardening and sewing
- Their goals are for their grandchildren to have good lives and for themselves to be healthy

### SHOPPING HABITS

- They make their own purchasing decisions and often consult their partner

**They shop in stores such as Morrisons as they are local but also buy from a local greengrocers and butchers**

### HOW TO MARKET TO THEM

- They are among the wealthiest of the generations
- Their life needs and priorities have evolved but they remain active consumers of lifestyle and entertainment industries, healthcare, financial services, and housing

**Appeal to them with messages that focus on craftsmanship, reliability, and guarantees**

### WANTS, NEEDS & FRUSTRATIONS

- They like to build relationships with the staff in store and want to see the same person with every visit
- Will spend time making their decision and want to be supported in this decision making process
- They get frustrated by glasses that don't fit well and aren't comfortable

- They'll support local stores and recommend to others, those that give a good, consistent service
- This group are retired and shop locally due to convenience



**They own their own home**



**They are part of a large family with grandchildren, often the whole family come to the practise**



**They've downsized their car and it's the equivalent of a Vauxhall Astra or Skoda Yeti**



**They want to feel comfortable at their Opticians appointment and be made to feel that the Optician is listening to their needs**

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# Young Professionals

## Aged 25-35

Either Gen Z (b. 1998-2010) or Gen Y (Millennial) (b. 1981-1997).

Males and Females  
Working  
Usually University or College educated  
Some married, some with young families

## LIFESTYLE

- Busy lifestyles, working hard and enjoying busy social lives
- Not as large incomes as other generations - conscious of where they spend their money
- Enjoy socialising, going to the gym, holidays or weekends away

## SHOPPING HABITS

- They do a lot of online research before buying, with a need to be armed with all the information on a product before making a big purchase
- Completing purchases in-store appeals to their want for experience but also their need for instant gratification

## HOW TO MARKET TO THEM

- These guys love consumer generated content- they will leave reviews and talk about and to brands
- They love to get involved with their favourite brands so creating content they can share or getting them to generate your content is a great way to appeal to them

## WANTS, NEEDS & FRUSTRATIONS

- They want an experience, seeing stores as a social and brand experience and not just somewhere to buy products
- They're skeptical of marketing tactics and tend to reject retailers who constantly push products, preferring authentic interactions with sales assistants who also buy the products themselves

**When they shop for something both online and in a store, they are much more likely to make a purchase in a store than they are online**

- Word of mouth is a key influencer in their purchases, asking friends and wanting real reviews online

**68% admit to being strongly influenced by social media posts while 84% say user-generated content has at least some influence on what they buy**



Many still rent with housing being expensive



Many still live with parents or very recently moved out of home



They own cars and have dreams of upgrading their car to a better model one day



Looking after themselves is important so tapping into eyecare will appeal to these generations.

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**The elements that  
make up our brand**

This is the Armitage Opticians logo. It is simple and strong, contemporary with a nod to the heritage of the company.

It is important that the logo is always placed with enough space around it so that it stands out on what it has been used on. It should always have at least a space the height of the 'E' around it.

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The following clear space and minimum size guidelines must be followed for the logo to ensure it's always legible.

To protect the clarity and visual integrity of the logotype, a clear space, which refers to the minimum blank area surrounding the logo, has been specified.

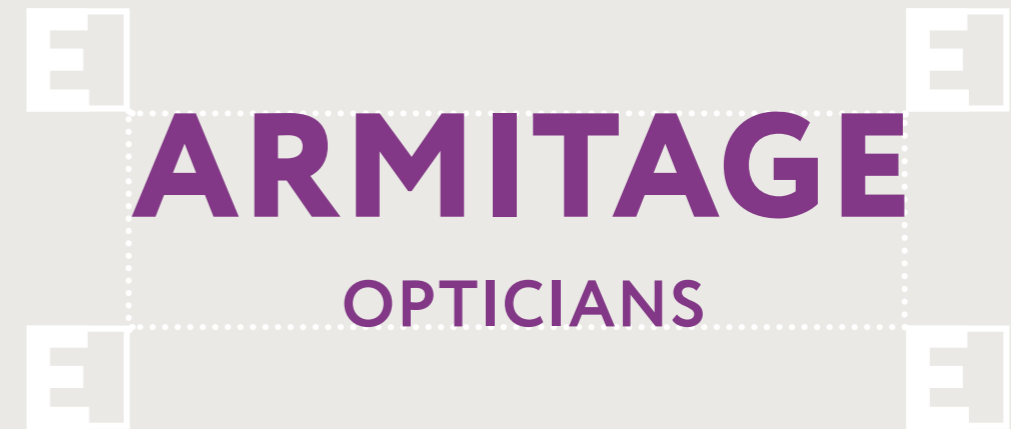
This area must remain free of any other graphic elements and/or text. Where possible, maintain more clear space around the logo than the minimum size specified. This space should be no less than the width and height of the 'E' in the Armitage logo.

Avoid putting any text or graphics within one 'E' distance on all sides of the logo.

#### Minimum Size

Make sure that the logo is always legible.

The minimum size may vary depending on the process or materials used. The minimum recommended sizes for the identity are detailed on this page.



**MINIMUM RECOMMENDED SIZE: 26MM WIDTH OR 75 PIXELS**



The Armitage brand has two contemporary sans-serif fonts which can be used together and one serif font to be used in small amounts. Graphie has been chosen for its legibility and because it is a very contemporary font.

It makes a strong a unique heading font.

**This is Graphie. It the main heading font for Armitage Opticians. It comes in Light, Regular, Bold and Extra-Bold weights and also *has italic versions.***

---

For use on the web, Poppins is a very similar Google font.

The Armitage brand has two contemporary sans-serif fonts which can be used together and one serif font to be used in small amounts. Gotham has been chosen for its legibility and because it is a very contemporary font.

The lighter weights are suitable for body or smaller copy and the bolder weights are great for sub-headings or stand-out text.

**This is Gotham. It is body copy font for Armitage Opticians.**  
It comes in Light, Book, Medium and Bold weights *and also has italic versions.*

---

For use on the web, Montserrat is a very similar Google font.

The Armitage brand has two contemporary sans-serif fonts which can be used together and one serif font to be used in small amounts. Poynter has been chosen for its classic serif style but is very much a contemporary font also.

It is bold and confident but can be used in the regular weight for a softer feel. It has been chosen to add a touch of heritage to small amounts of text when necessary and should never be used in large amounts or for main headings.

**This is Poynter Oldstyle. It is a font chosen for occasional use such as pricing or quotes.**  
It comes in Bold and Regular weights.

---

For use on the web, Yrsa is a very similar Google font.

Logo and primary brand colour

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The main brand colour is Rich purple. Where possible the logo should appear in this colour or reversed out of purple in white.

The purple logo can also appear on a Pebble background colour.

Black is the chosen colour for body copy and any instances where the logo cannot appear in purple (if it clashes with the background colour) or if colour cannot be reproduced.

Primary palette

Purple

C60 M94 Y14 K0  
R130 G56 B134  
HEX #823886

80%

60%

40%

20%

White

C0 M0 Y0 K0  
R255 G255 B255  
HEX #FFFFFF

Black

C0 M0 Y0 K100  
R0 G0 B0  
HEX #000000

Pebble

C7 M5 Y7 K0  
R234 G233 B229  
HEX #EAE9E5



There is a tonal range of colours for the secondary palette that offer change with the seasons and subject matters. These colours have been chosen because they work well with the primary Armitage Rich Purple.

You should only use one secondary colour with the Rich Purple or 2 of these secondary colours together. The following page shows the colour pairings for the secondary colours.

The logo should never appear in a secondary colour.

## Secondary palette

### Pale Lilac

C9 M14 Y2 K0  
R234 G224 B237  
HEX #EAE0ED

### Pale Blue

C16 M8 Y3 K0  
R221 G228 B240  
HEX #DDE4F0

### Pale Peach

C6 M20 Y18 K0  
R240 G213 B205  
HEX #F0D5CD

### Teal

C90 M49 Y48 K23  
R15 G93 B104  
HEX #0F5D68

### Deep Purple

C58 M90 Y36 K21  
R110 G51 B96  
HEX #6E3360

### Navy

C94 M72 Y39 K26  
R29 G68 B99  
HEX #1D4463

These are the colour pairings for the Armitage secondary colours. They have been chosen to provide consistency in the brand but give some diversity to colour.

The pairings shouldn't be mixed up and only one colour pairing should be used at any one time.



Pale Lilac & Teal



Pale Blue & Deep Purple



Pale Peach & Navy

There are secondary versions of the logo in black or white, to be used on marketing collateral that uses the secondary colour palettes where the rich purple logo doesn't fit or isn't legible.

The purple version should always be used for brand related items such as signage or appointment cards and on the website.

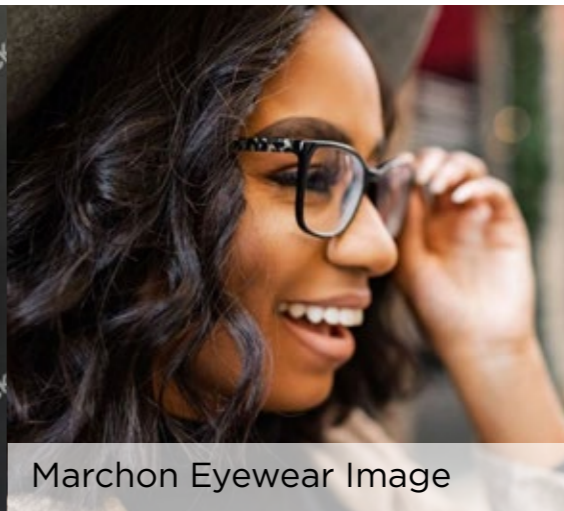
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Photography should be natural, soft and real. It should primarily show our target audience (45+) though the age of the people in the photography should be considered depending on the target audience of any communications.

The following page shows examples of the style of photography the Armitage brand should use.





Marchon Eyewear Image



Marchon Eyewear Image



When selecting imagery, always consider the following:



Always consider the audience or the subject matter the imagery is intended for



Imagery should feel real, never airbrushed and where possible in a lifestyle situation, not in a studio



Imagery of family groups is encouraged and should show interaction and natural situations

# The brand in use

The following pages show how the Armitage Opticians elements should be used together to create the brand.



# ARMITAGE

## OPTICIANS

**We treat you like the individual you are.**

We are a small team of friendly, welcoming, real people who are here to help. Call us and have a conversation or come in and have the tour. We're based in an old house which is quite a striking building - you'll love the environment as it's relaxing and grand.

We can give you an overview of our frame styles and answer any questions you may have. It's simple; we offer straight forward, professional advice.

# Complimentary eyewear consultation

Book your no obligation  
Expert eyewear consultation now

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**“Fantastic opticians  
with brilliantly  
helpful staff.”**

**“The glasses are always high quality  
and the eye test itself is very  
thorough. Definitely recommend to  
all. Thank you Carol for all your help.”**

Primary colour palette

**We're looking forward  
to seeing you on...**

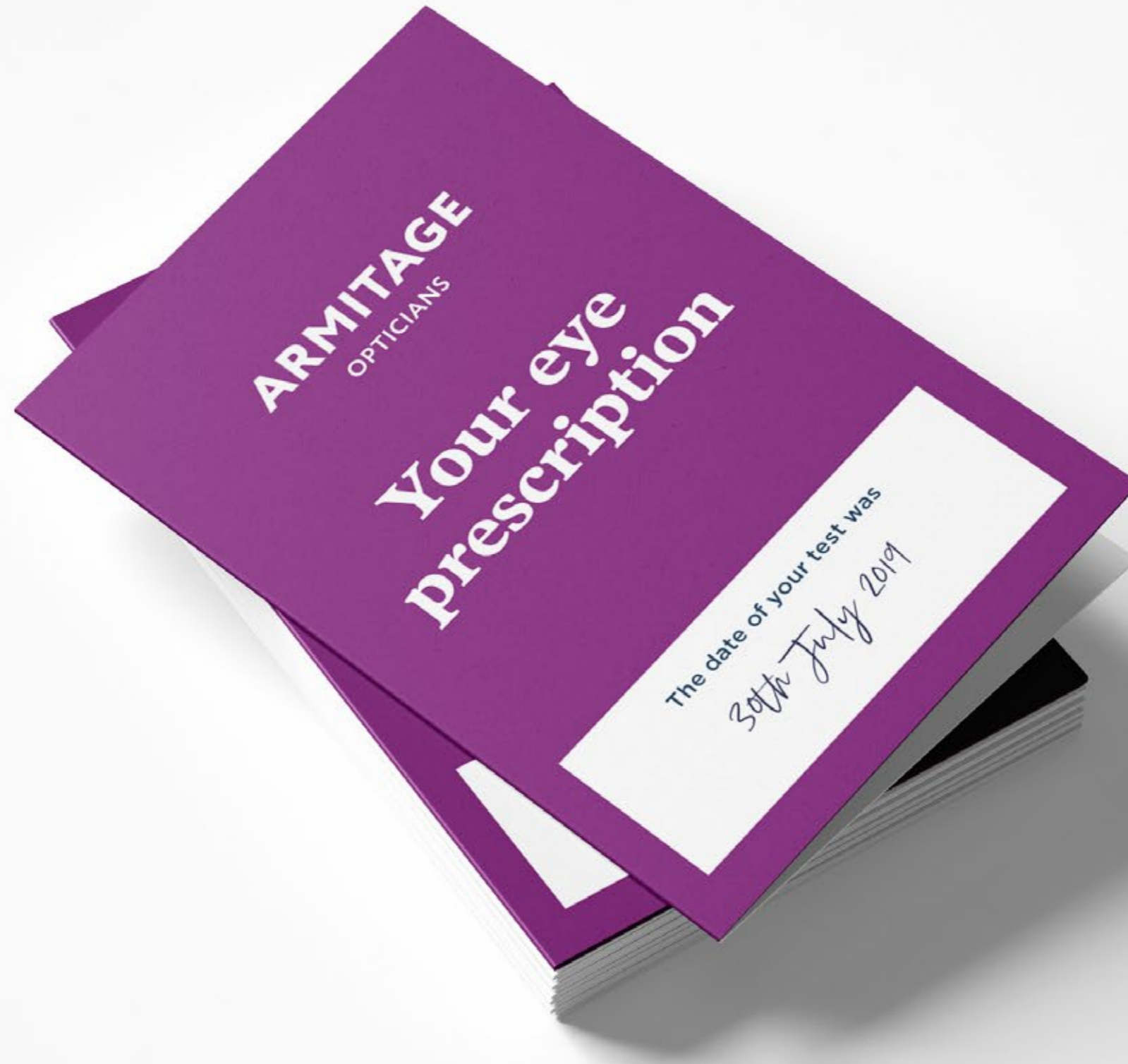
*Tuesday 30th July - 2pm*

**at 14 Market St, Heckmondwike WF16 0JU**

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Primary colour palette




Primary colour palette



Secondary colour palette



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**Our priority  
is you.**

We offer bespoke solutions: safety spectacles for work, custom contact lenses, prescription sunglasses and much more.

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**Fabulous  
frames.**



from  
**£99**





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# Thanks.

Contact

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for any questions