

Branding Products for Solutions

Who are we?

Augen is a all-in-one contact lens
subscription brand.

Our audience?

The 125 million contact wearers
around the world.

Brand Strategy

Mission/Purpose

Why we exist

Augen wants to enhance the journey of wearing contact lenses.
Providing contact wearers a more sustainable and efficient experience.

Values

What we care about/
What we offer

Sustainability: Augen wants to tackle the environmental impact contact lenses has on our planet.

Efficiency: Wearing contacts can be a tedious process, Augen strives to change that.

Self-Care: Contacts are a part of some people’s everyday life, so every aspect of the process should feel like a “treat” for yourself.

Personality

Who we are/
How we behave

Environmentally Conscious

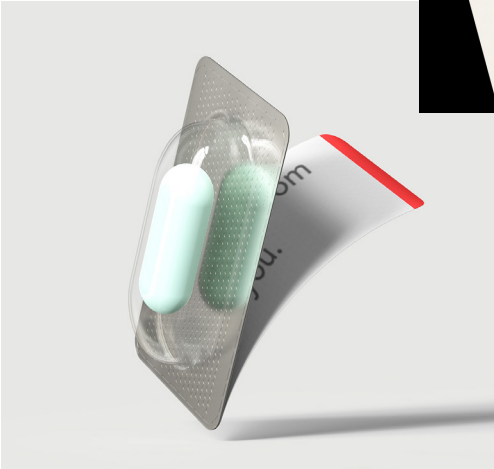
Efficient

Serene

Environmentally
Conscious



Efficient



Serene



Sustainability inspired organic material and neutral colors as the focal design elements of the brand. The minimal usage of these elements convey a sense of efficiency and serenity.

Logo & Brand System

Augen

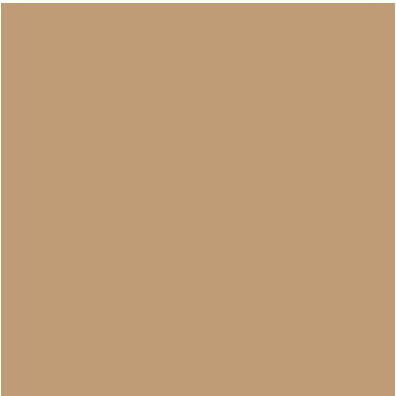
Halogen Medium

Body/Secondary Text

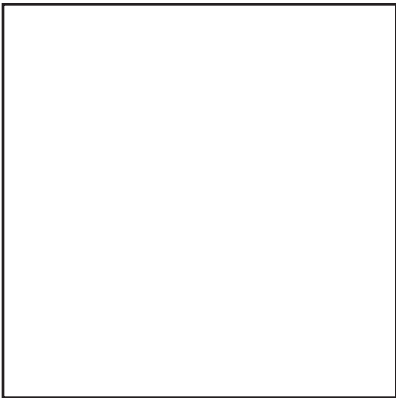
Calluna

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Nunc scelerisque viverra mauris in aliquam sem fringilla. Auctor eu augue ut lectus arcu bibendum. Sit amet porttitor eget dolor morbi non arcu risus quis. Convallis aenean et tortor at risus viverra adipiscing. Suscipit tellus mauris a diam maecenas.

Color Scheme



#bd9b76



#ffffff



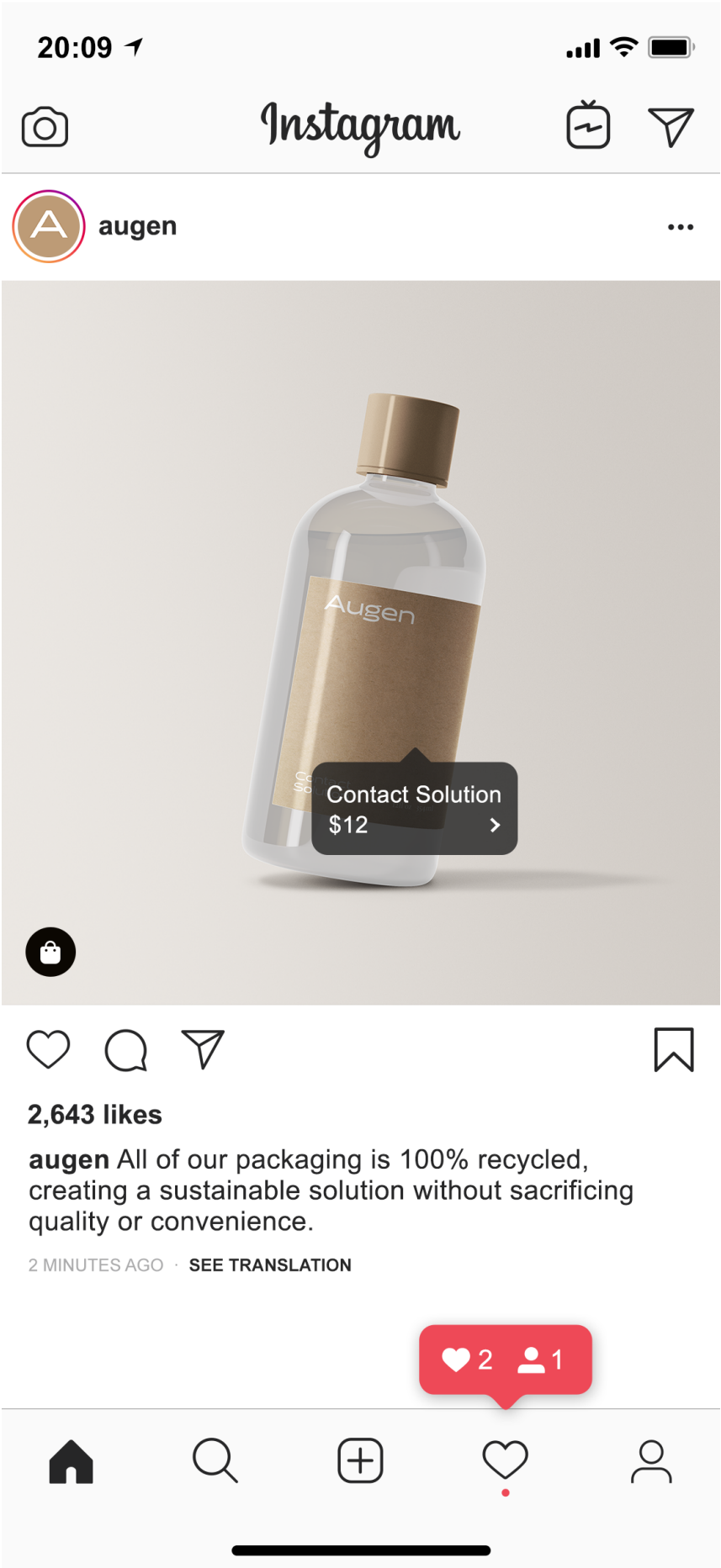
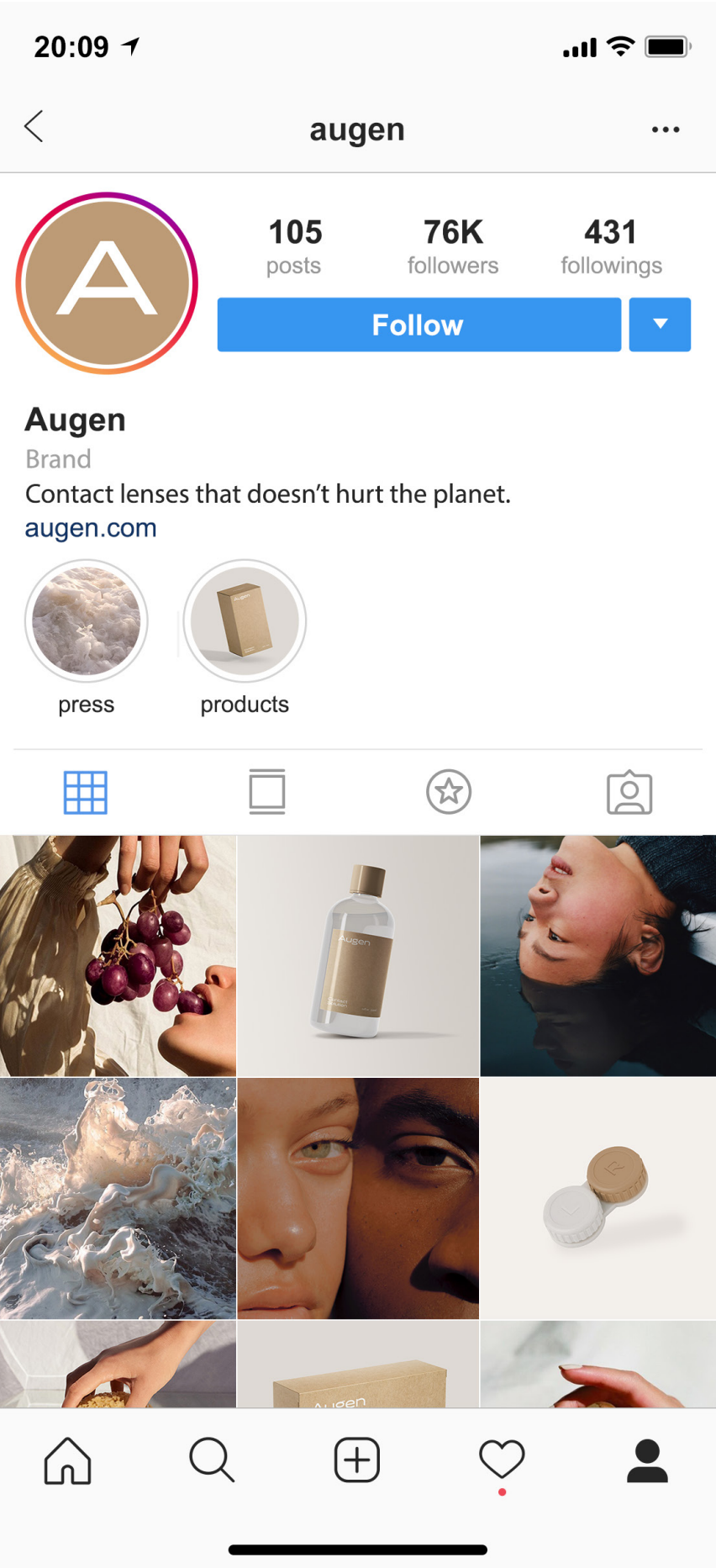















Augen

Shop All About Account

A close-up photograph of two people's faces, focusing on their eyes and noses. The person on the left has light-colored eyes, and the person on the right has dark eyes. They are both looking towards the camera.

Wearing contacts shouldn't feel tedious, and it definitely shouldn't come at the cost of our planet.

[Take The Quiz](#)

We use 100% recycled paper and plastic throughout all of our products, eliminating the consumption of single-use plastics.

A small, rectangular, light brown cardboard box for Augen contact solution. The box is standing upright and casting a soft shadow to its left. The word "Augen" is printed on the front face, and "Contact Solution" is printed near the bottom.

Augen

Wearing contacts shouldn't feel tedious, and it definitely shouldn't come at the cost of our planet.

