

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

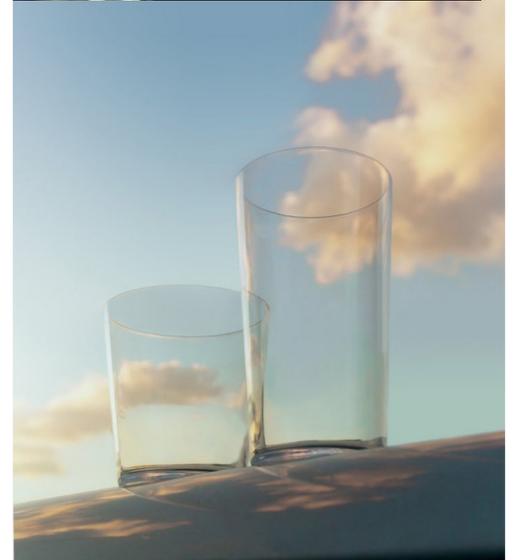
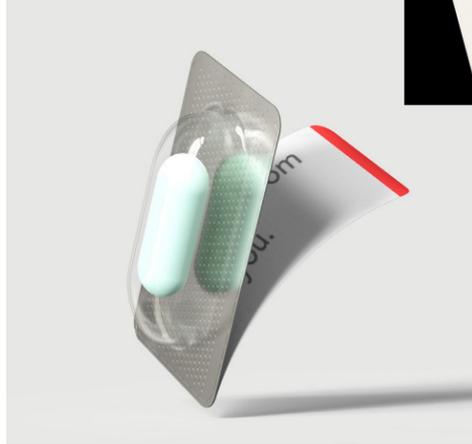
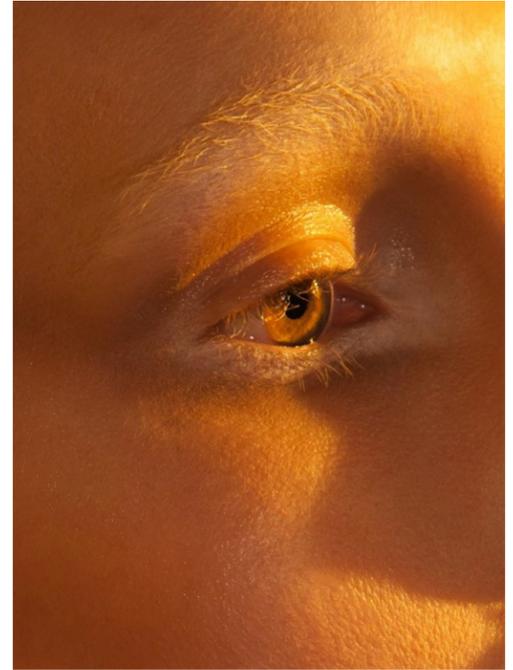
Efficient

Serene

Environmentally Conscious

Efficient

Serene



Concept

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

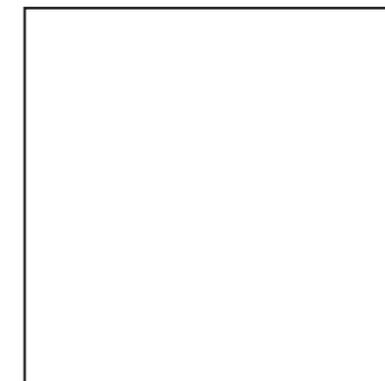
Calluna

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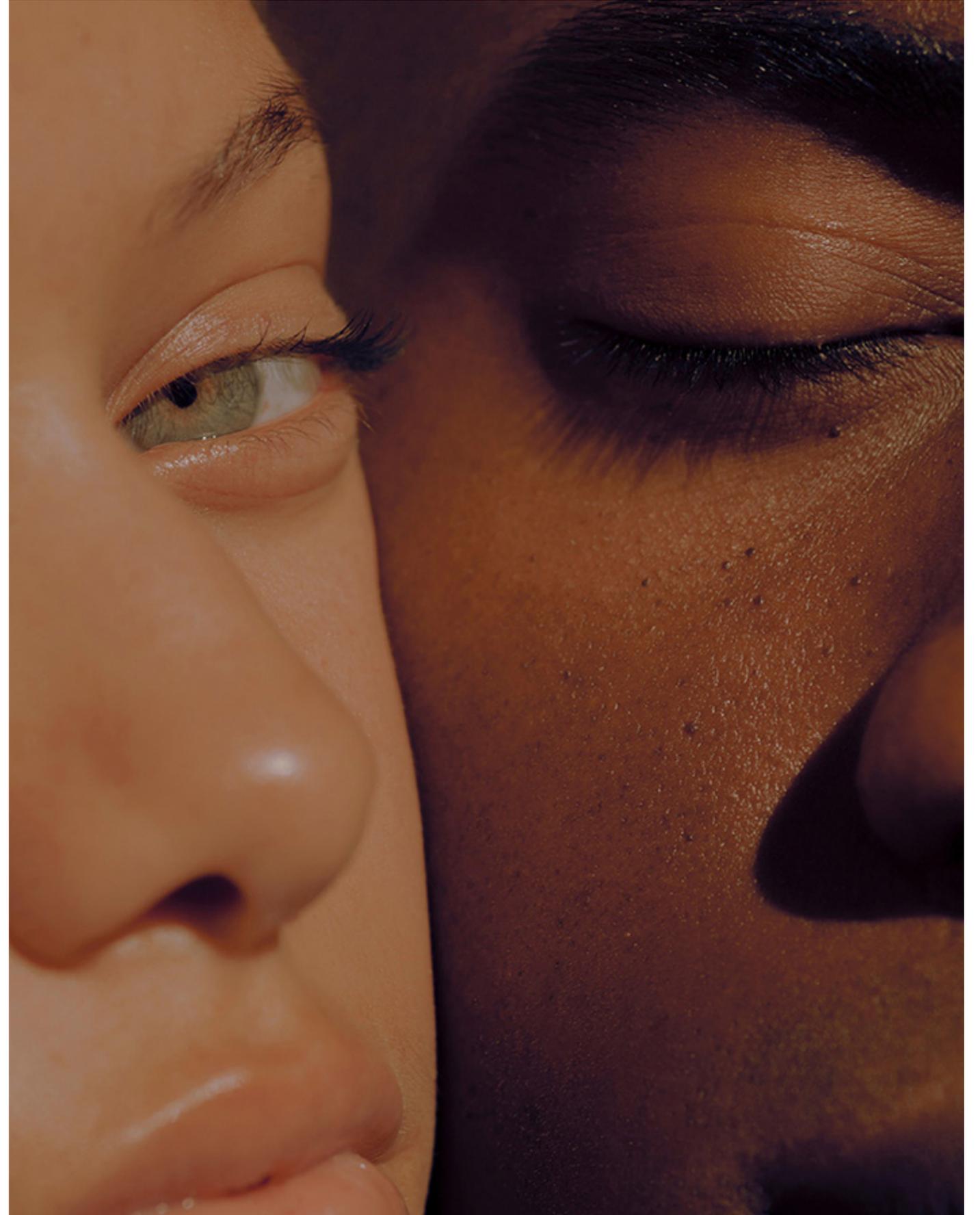
Color Scheme

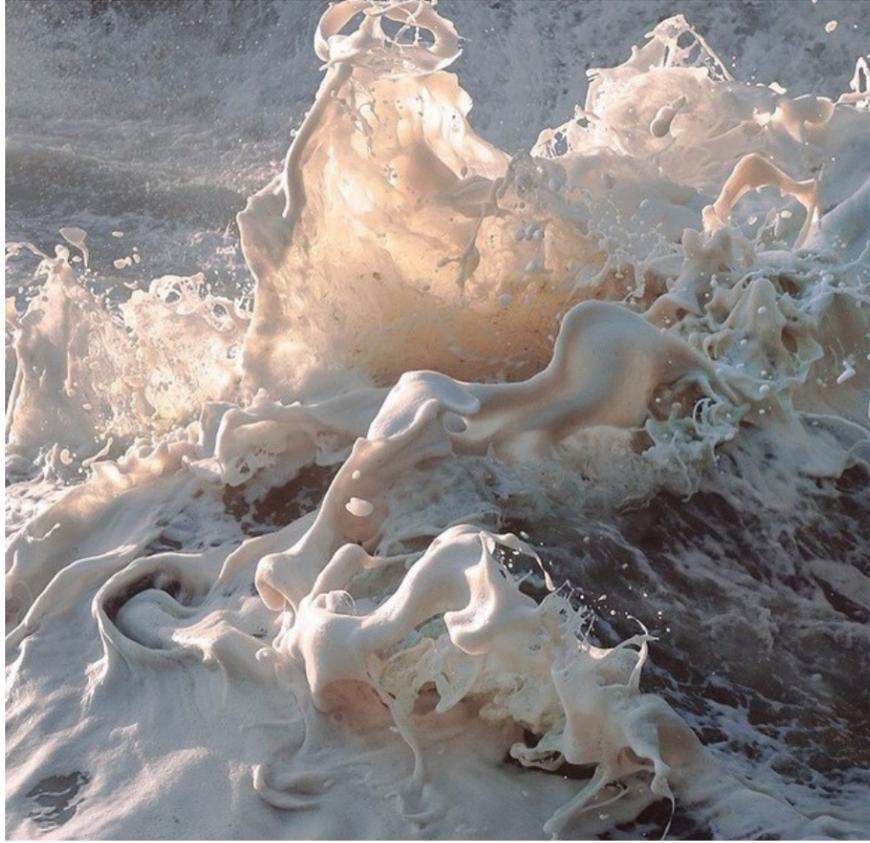


#bd9b76



#ffffff













20:09

augen

A

105 posts 76K followers 431 followings

Follow

Augen
Brand
Contact lenses that doesn't hurt the planet.
augen.com

press products

Home Search Post Activity Profile

20:09

Instagram

augen

Contact Solution \$12

2,643 likes

augen All of our packaging is 100% recycled, creating a sustainable solution without sacrificing quality or convenience.

2 MINUTES AGO · SEE TRANSLATION

2 likes 1 comment

Home Search Post Activity Profile

20:09

Instagram

augen

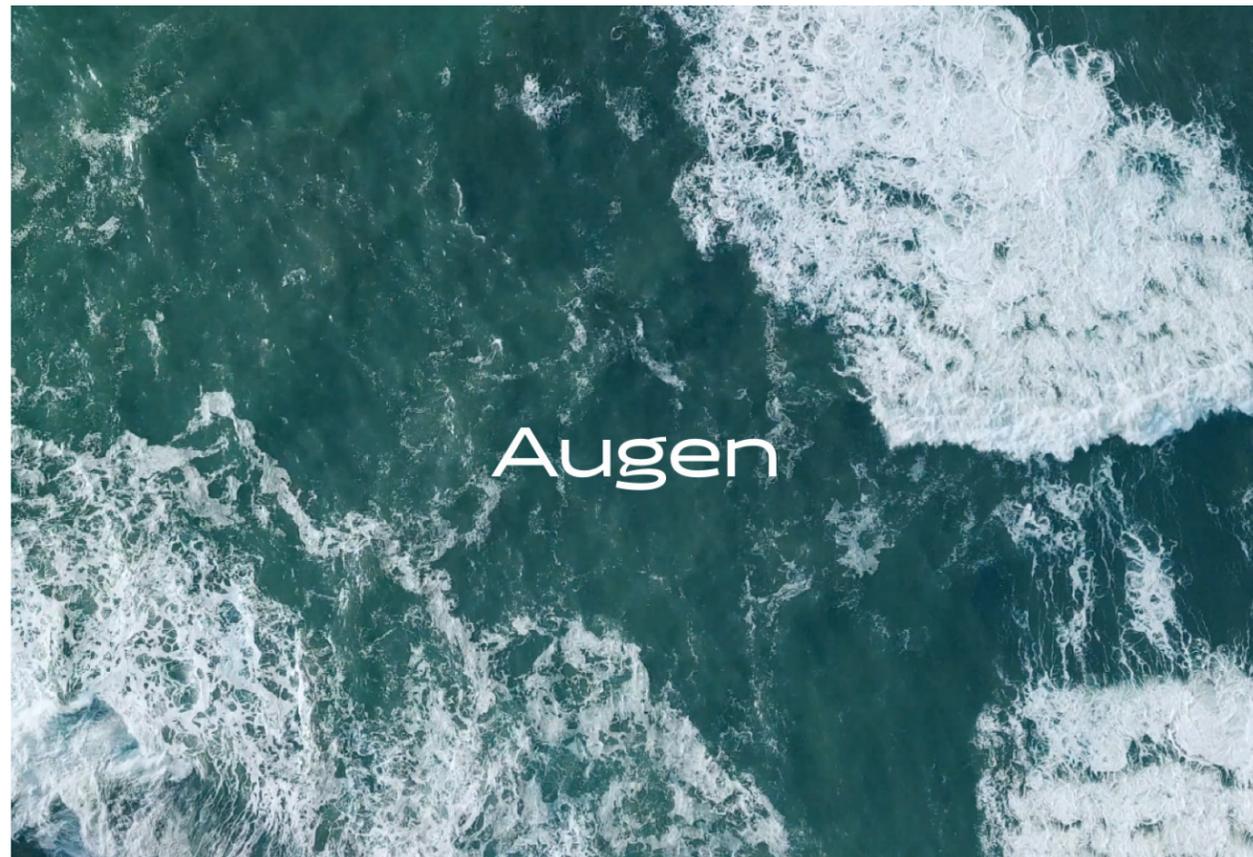
3,184 likes

augen It's the small moments that matter.

9 MINUTES AGO · SEE TRANSLATION

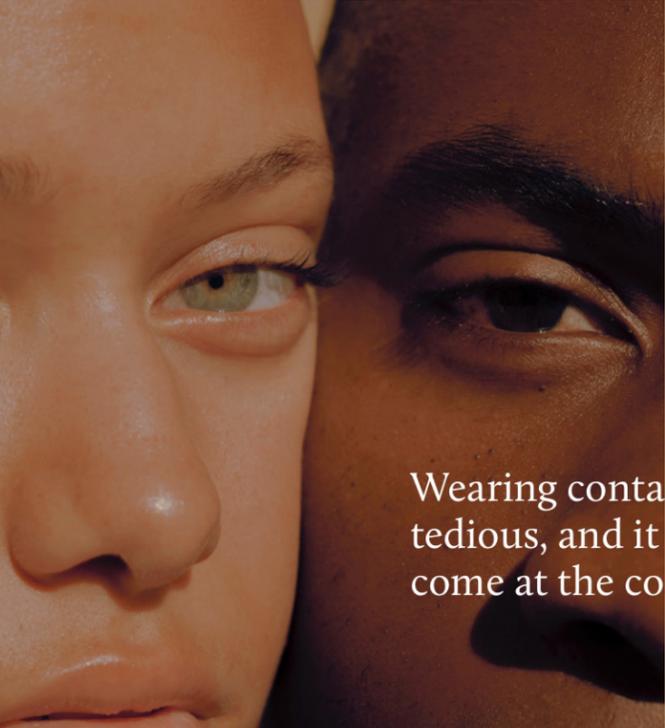
1 comment 9 likes 5 comments

Home Search Post Activity Profile



Augen

Shop All About Account



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

[Take The Quiz](#)

A promotional banner for Augen. It features a close-up of two people's faces, one with light eyes and one with dark eyes, looking towards the camera. The background is a solid, muted brown color. The Augen logo is in the top left, and navigation links "Shop All", "About", and "Account" are in the top right. The main text is centered on the right side, and a "Take The Quiz" link is below it.

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



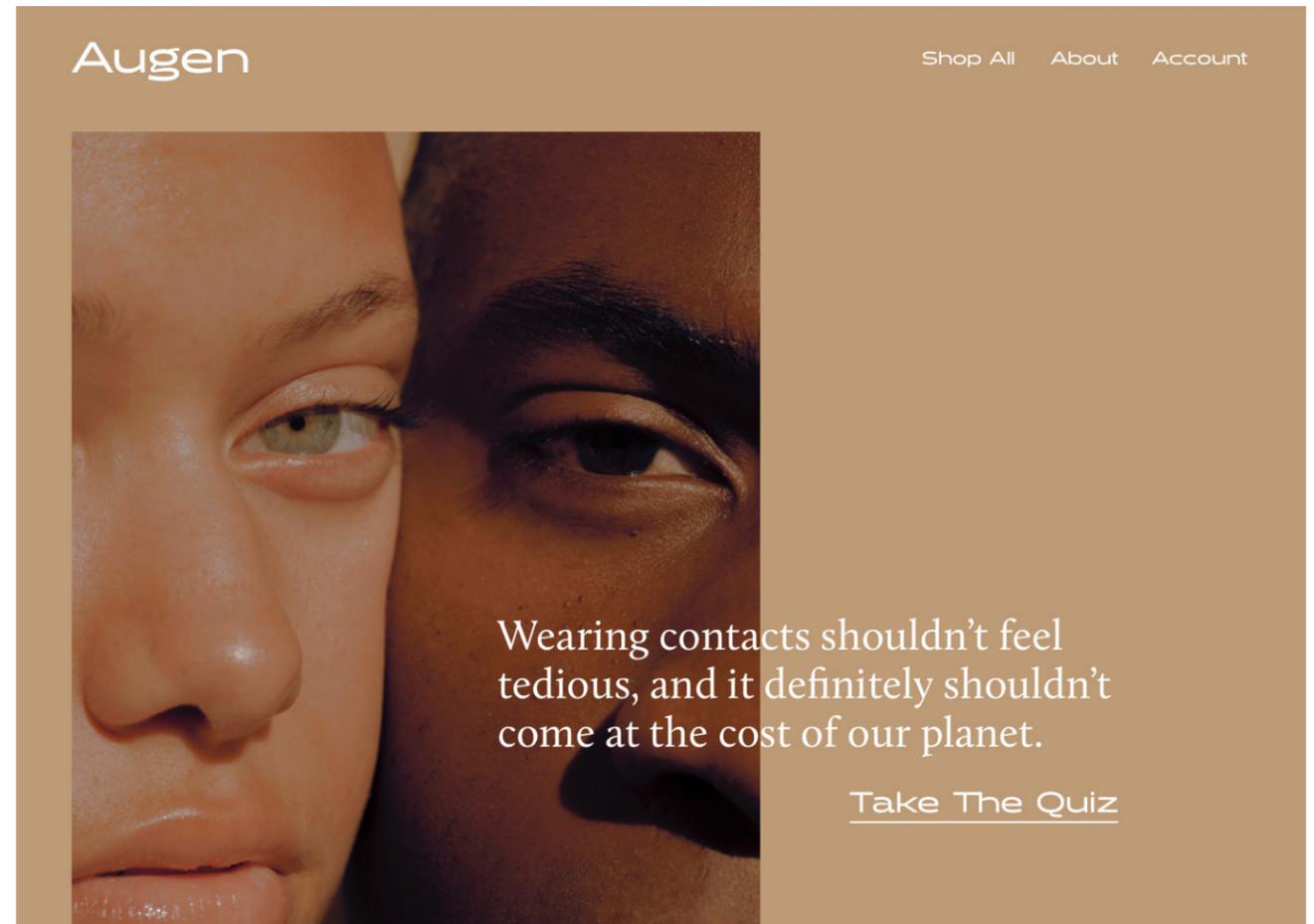
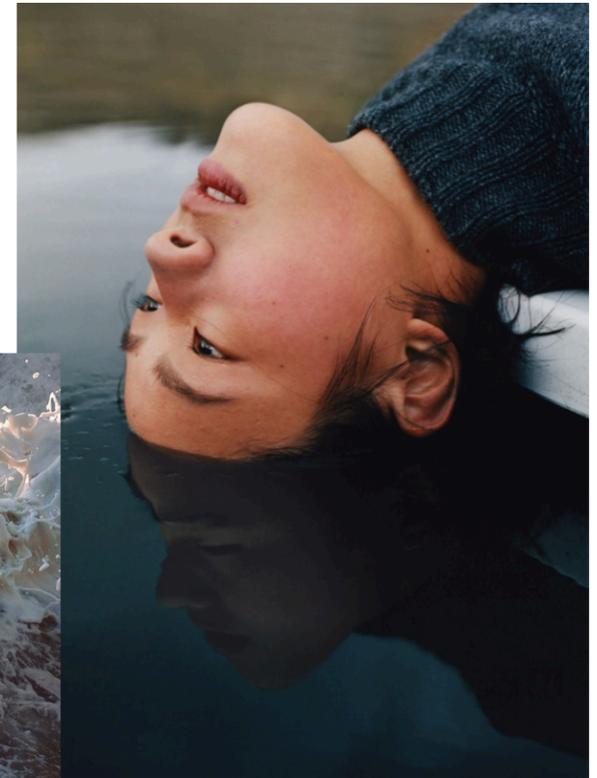
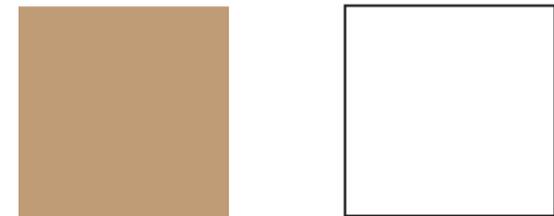
Augen

Contact Solution

A promotional banner for Augen highlighting sustainability. The background is a solid, muted brown color. On the left, there is a paragraph of text. On the right, there is a photograph of a brown cardboard box for "Augen Contact Solution". The box is shown at an angle, with the Augen logo and product name visible.

Augen

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



Thank you.