



RETN**OVATION**

Your vision is our motivation.

Brand Development Guide



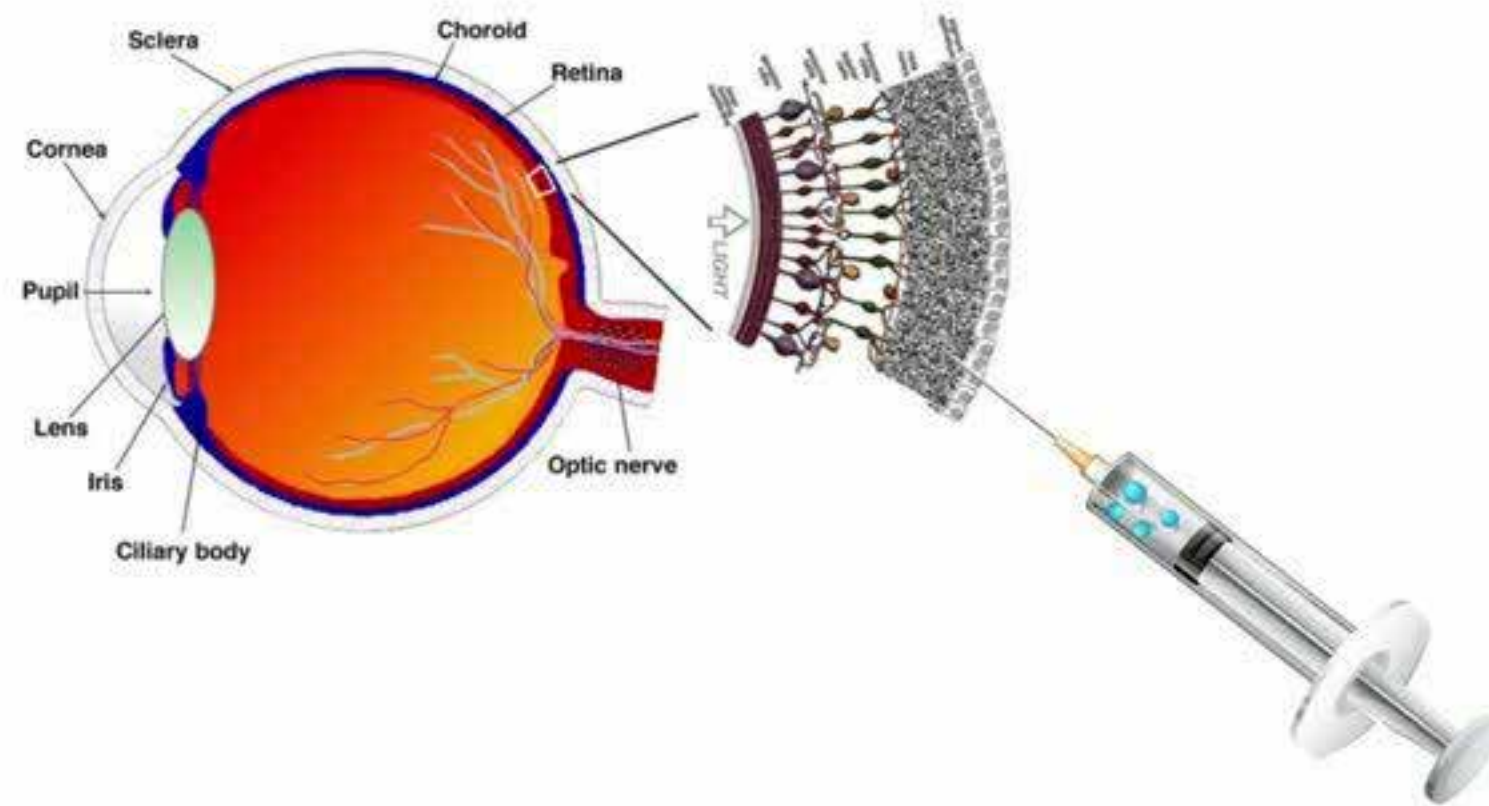
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Company Background

Description

The client company has developed patented technology that, when surgically inserted into the eye, replaces the functions of the retina, giving people who suffer from macular degeneration back their eyesight.



History

Dr. Marie Baxton, an ophthalmologist who specializes in the treatment of retinal injury and degredation, became increasingly frustrated that she could do little to help patients with macular degeneration. While there were treatments to slow the damage, retinal repair and eyesight restoration were not possible. She read an article about the advances in photosensitive nanotechnology by Dr. Susan Gray and wondered if there was a way to apply the technology to this problem. She contacted Dr. Gray, who was very intrigued by the possibilities.

They realized they needed to focus on not just photosensitivity, but also integration with the retinal nerves. With this in mind, they recruited neurologist Dr. Patricia Harvey, who has expertise in the intricacies of optic nerves. In 2011, with research grants secured, the three women proceeded to collaborate on the project.

They made a breakthrough on the technology they were developing in 2014 and were able to recruit angel investors to ramp up their work. Ten years from when they began this journey, they were able to apply for a patent for their new retinal implant, which they have dubbed the Retnovator—a shortened version of Retina Renovator. It replaces the function of damaged retinas due to macular degeneration and successfully restores eyesight in 80% of patients that have received the implant.

Baxton, Gray and Harvey are now ready to move forward on making the technology commercially available. They plan on setting aside a portion of the proceeds to make the technology available to those who would not otherwise be able to afford it and continue their research to expand the use of the technology for other types of retinal injury and degradation.

Brainstorming

Mind Map



Philosophy

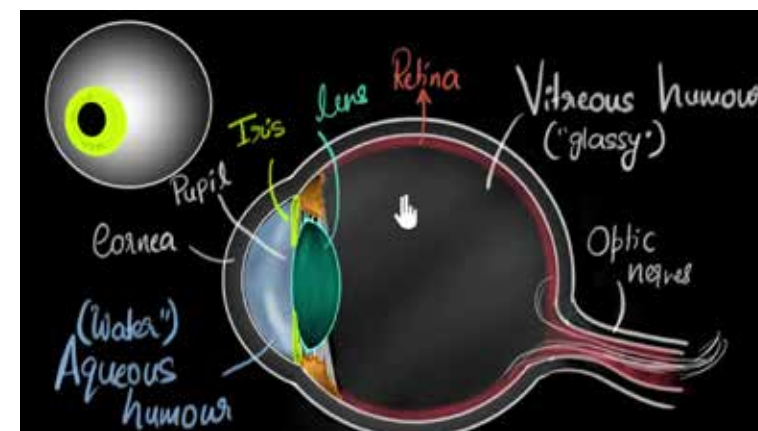
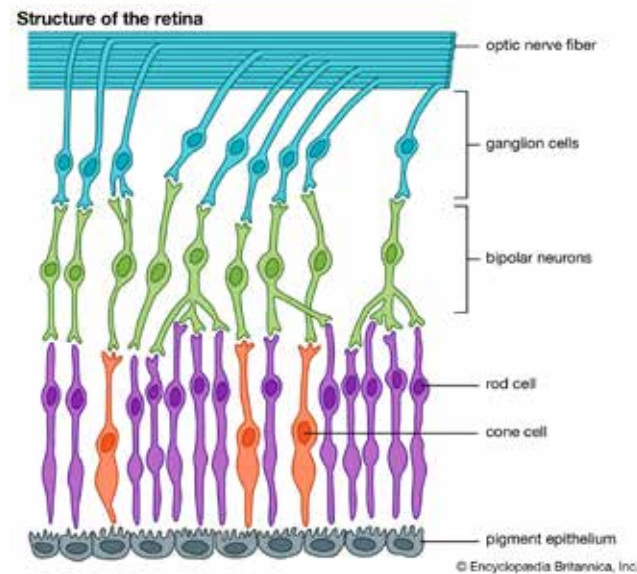
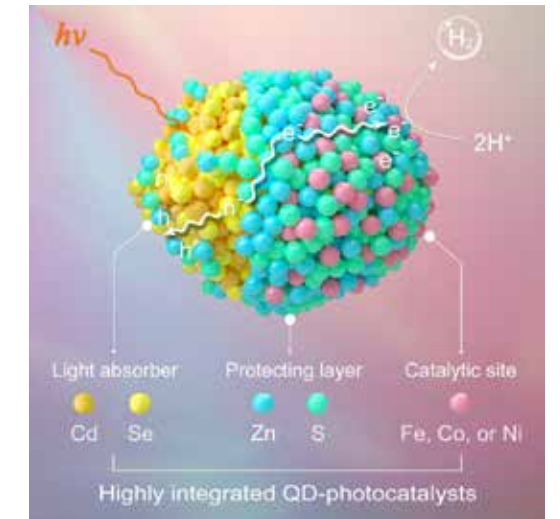
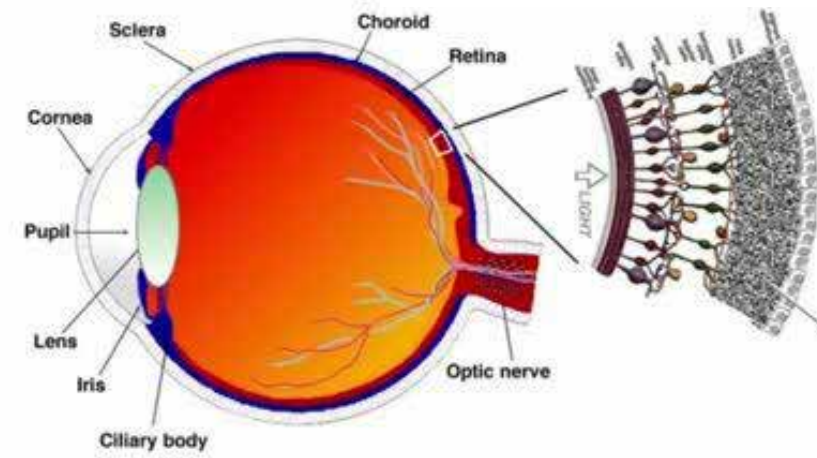
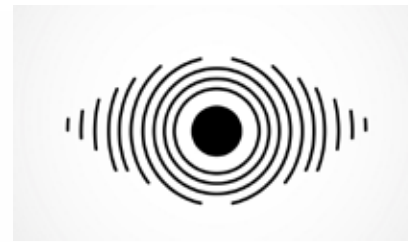
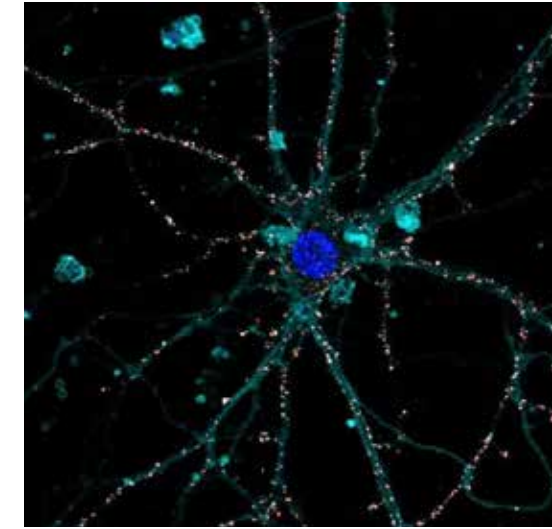
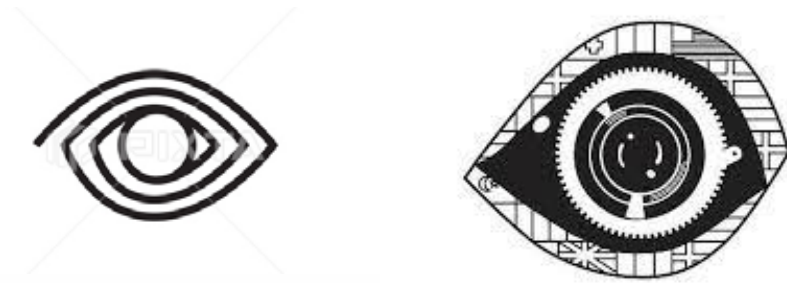
1. Innovative
2. Humanitarian
3. Visionary

Naming

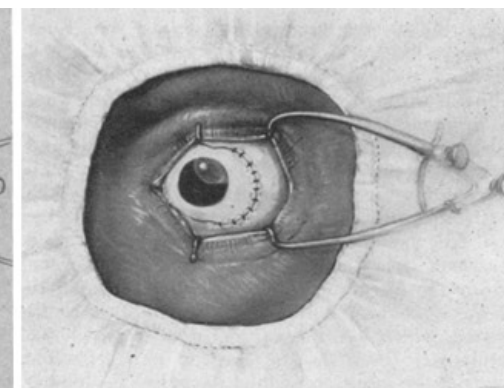
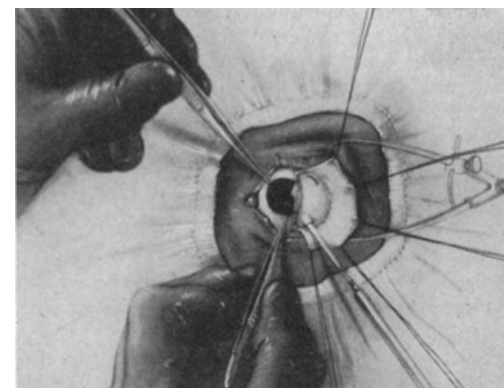
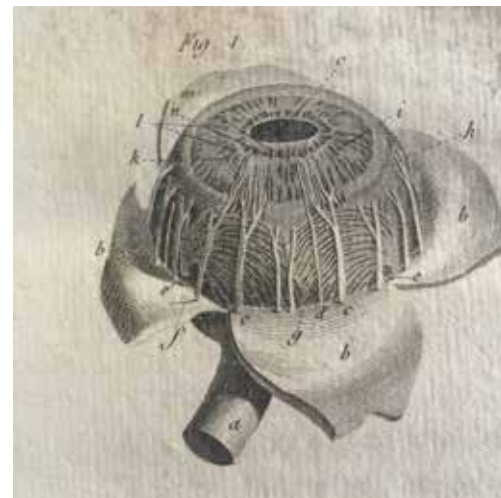
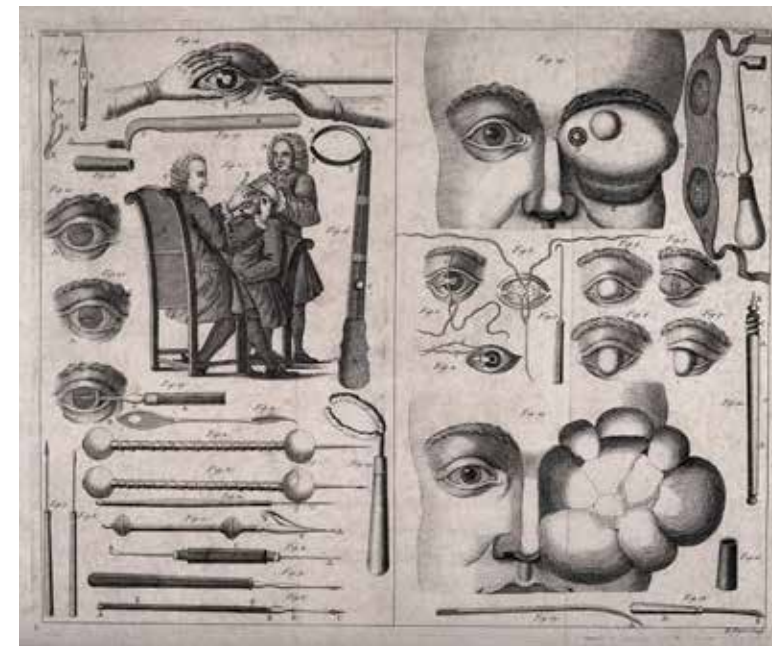
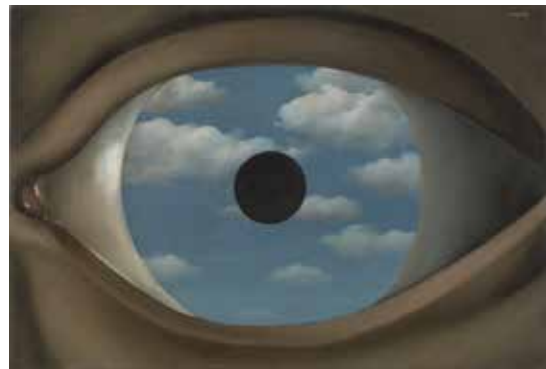
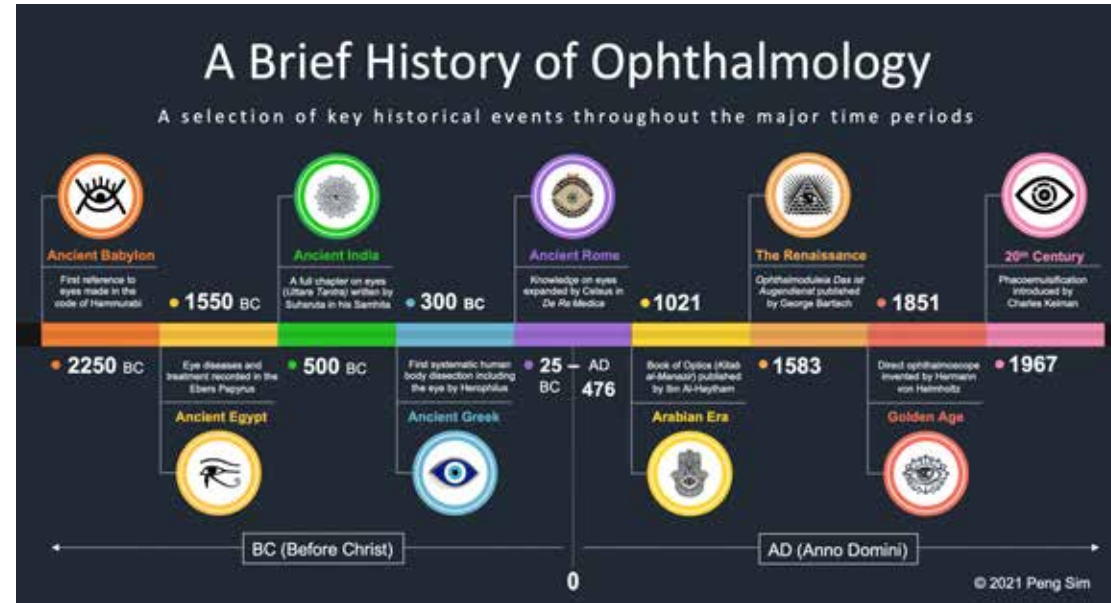
1. Retnovation
2. SightTek
3. Bioneye

Moodboards

Present



Past



Brand Identity

Logotype Development

Typefaces

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Skeletons

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Variations

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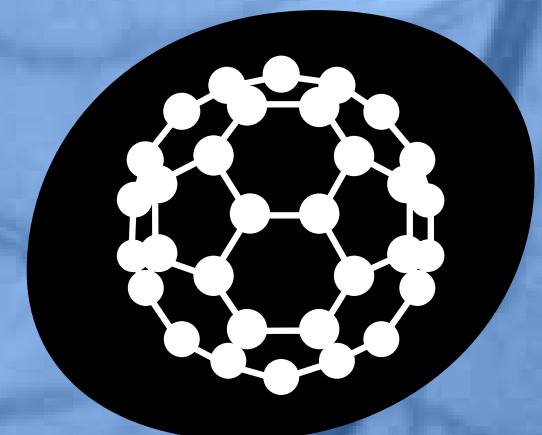
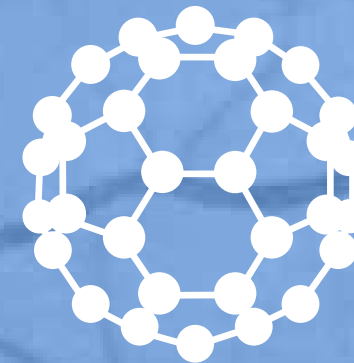
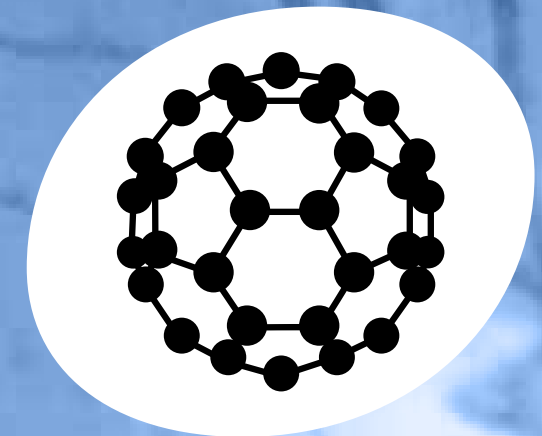
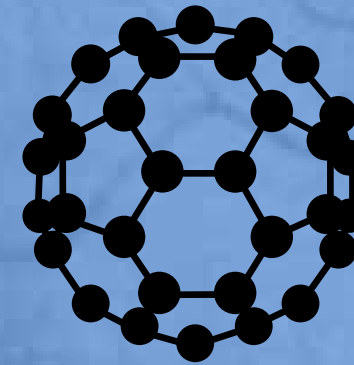
RETNOVATION

RETNOVATION

Final Logotype

Logo Mark

RETIN*OVATION*



Secondary Typefaces

The secondary typefaces are used in this document. The typeface chosen for headings and titles is the same typeface that formed the skeleton for the logotype, Forma DJR Display. It is modern and clean, but in heavier weights tends to be crowded, so it is imperative that tracking is set to 20 to give headings and titles space to breath.

The tagline and body text is Meta Serif Pro. It adds a softer element to the corporate look and feel, stressing the humanitarian focus of the company. It is very easy to read both in print and online.

Headings:
Forma DJR Display Medium with tracking set to 20.

Tagline:
Meta Serif Pro Light Italic

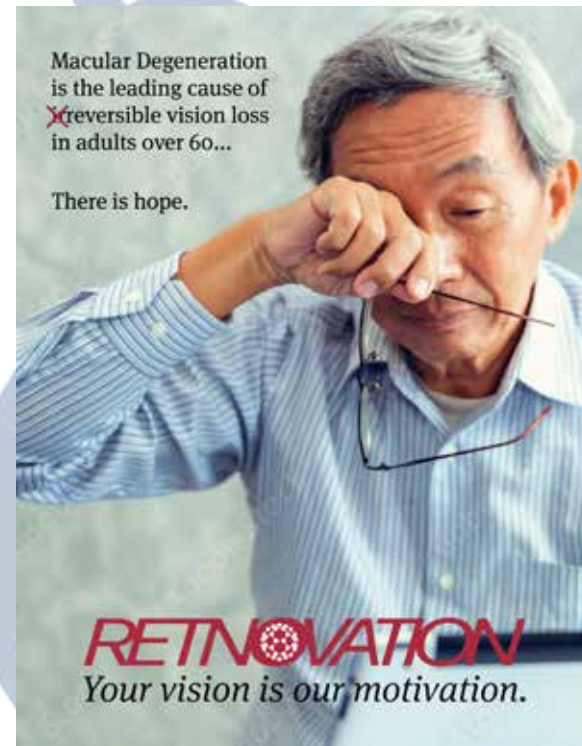
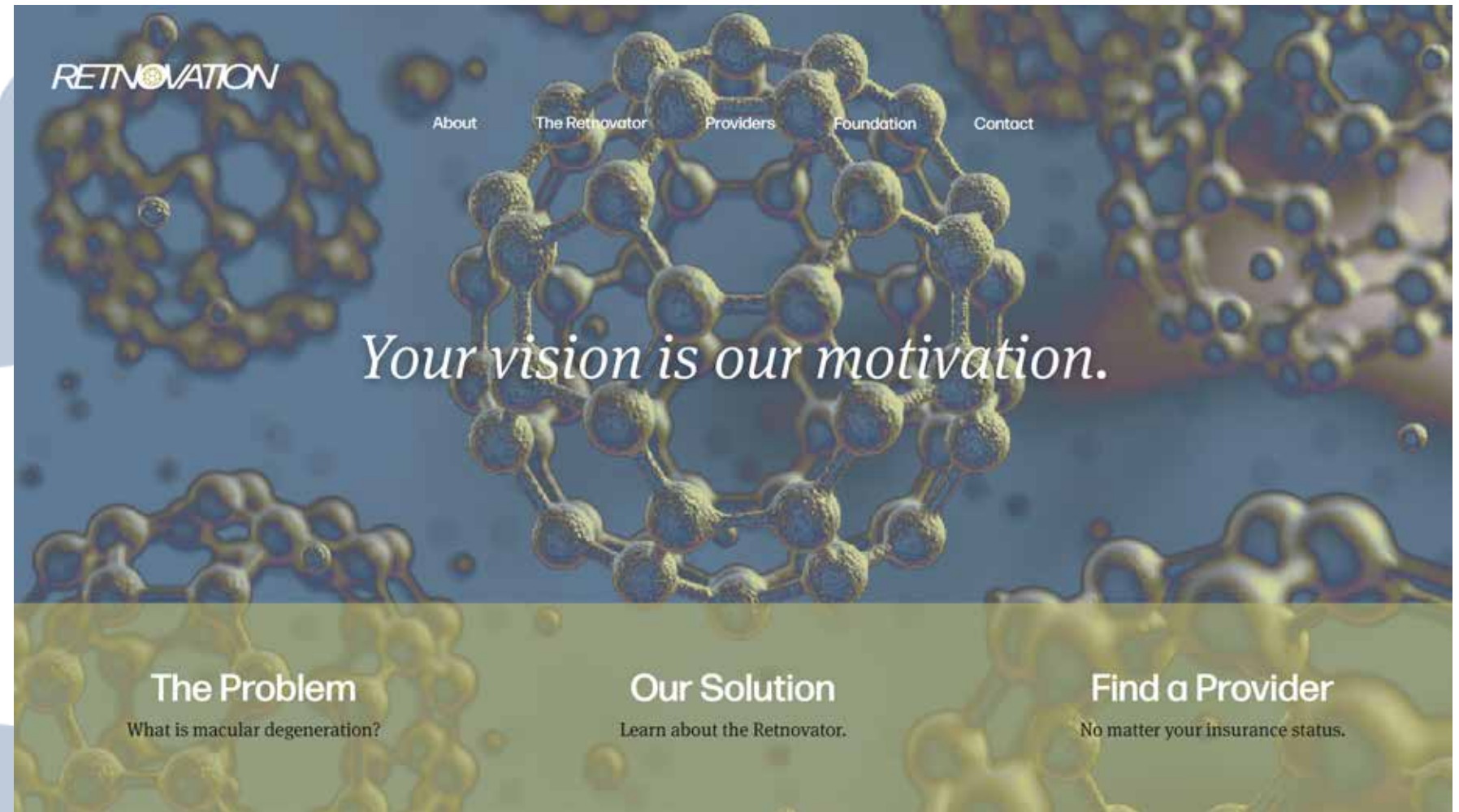
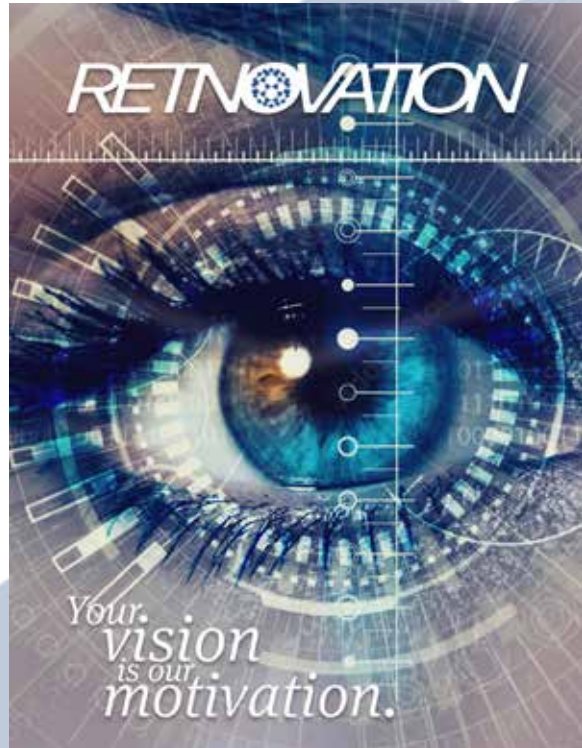
Body Text:
Meta Serif Pro Book

Color Palette



The color palette was chosen based on this painting by Pavel Tchelitchew called "The Eye", painted in 1949. While historical, this painting encompasses the innovative and visionary thinking of Retnovation as a company, while still keeping it very human. The colors chosen from the painting incorporate both a sense of trust and excitement for the viewer.

Use of Color and Imagery





The Foundation

Purpose

In order to meet the mission of providing the Retnovator to those who would not otherwise be able to afford it, a nonprofit foundation will be formed that is closely tied to the company. Design elements can ensure the tie visually, while still making the two entities distinct. The logo mark and typefaces will be shared between the company and the foundation, and the logotype will build off of the company's logotype. However, focusing on a different combination of colors from within the color palette and using a warmer, less corporate look and feel gives these design elements a distinct flavor.

Logotype



RETNOVATION
FOUNDATION

Tagline

Giftng sight is our love language.

Colors

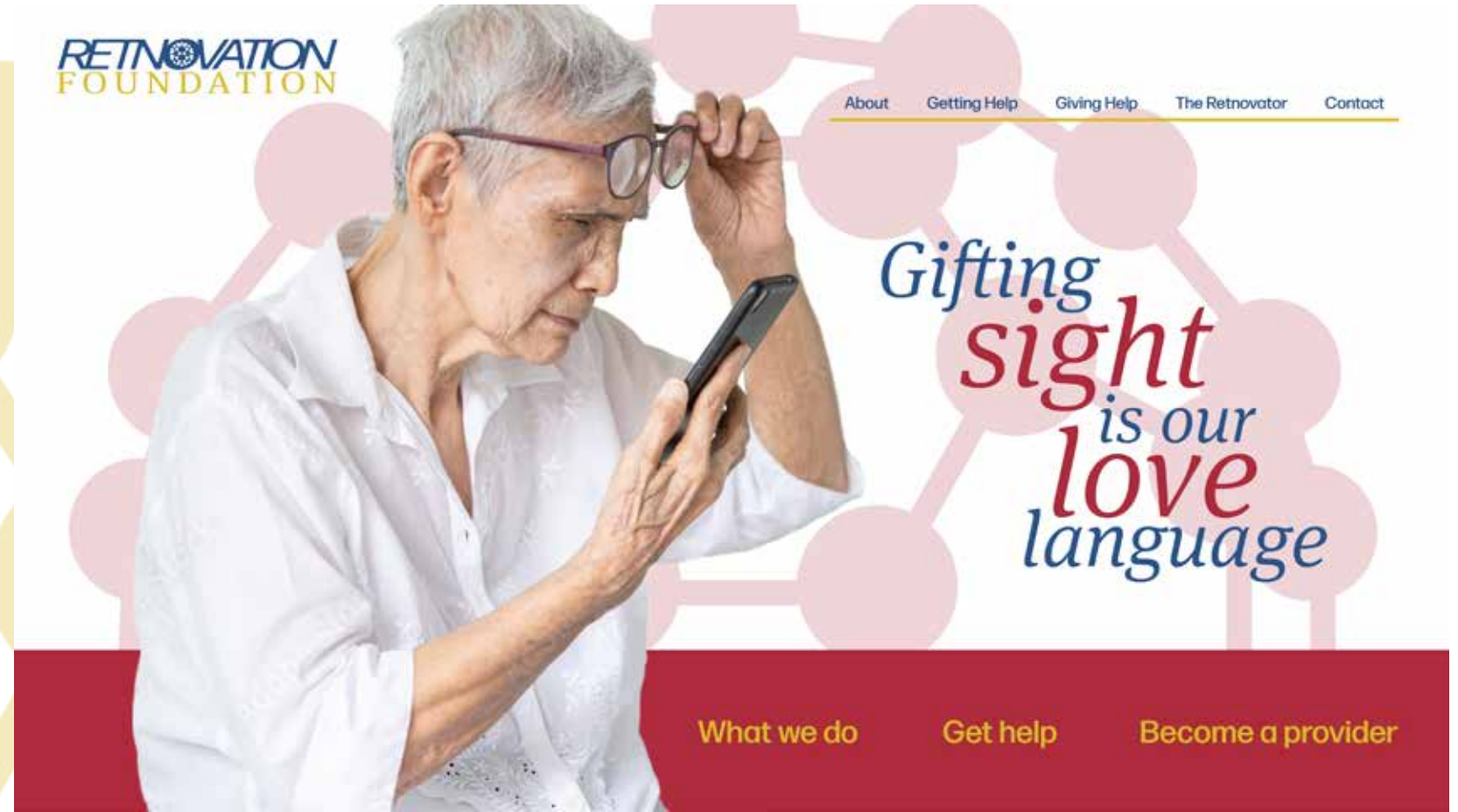
The foundation will share the company's color palette, but the focus will be on different colors. The red and gold will be more prominent.



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Imagery







**Specialization in
Graphic Design
Capstone Project**

Coursera/CalArts

2022