PROMOS x MRS MEDICAL RAPID SOLUTION

TOO MANY COMPANIES WANT THEIR BRANDS TO REFLECT SOME IDEALIZED, PERFECTED IMAGE OF THEMSELVES. AS A CONSEQUENCE, THEIR BRANDS ACQUIRE NO TEXTURE, NO CHARACTER.





BRAND IDENTITY



1 **A Complete Brand Identity**

We developed a cohesive visual identity for MRS, ensuring consistency across all touchpoints.

2 **Modern & Professional Design**

The branding reflects MRS's commitment to precision, innovation, and trust in the optical and medical field.

3 **Strategic Color & Logo Development**

A carefully selected color palette and logo design enhance brand recognition and credibility.

4 **Branded Materials & Digital Presence**

From packaging to digital assets, we crafted a strong, professional image for MRS Optical.

HELLO

A BRAND IS THE SET OF EXPECTATIONS, MEMORIES, STORIES, AND RELATIONSHIPS THAT, TAKEN TOGETHER, ACCOUNT FOR A CONSUMER'S DECISION TO CHOOSE ONE PRODUCT OR SERVICE OVER ANOTHER.

About Project

Details

The Medical Rapid Solutions branding project reflects a commitment to clarity, precision, and trust in the medical field. The logo and visual identity were designed to convey professionalism and innovation, using a refined color palette that balances reliability with a modern touch. The typography and brand elements reinforce a sense of expertise while maintaining an approachable feel, ensuring that MRS stands out in a competitive industry.

About Project

Details

From digital assets to print materials, every aspect of the branding aligns with the company's mission to provide efficient and high-quality medical solutions. The versatile logo adapts seamlessly across different applications, whether on corporate documents, online platforms, or promotional materials. This cohesive brand identity not only enhances recognition but also strengthens MRS's connection with its audience, building long-term trust and credibility.



IDENTITY GUIDE

PERSONAL BRANDING IS ABOUT MANAGING YOUR NAME EVEN IF YOU DON'T OWN A BUSINESS IN A WORLD OF MIS-INFORMATION, DISINFORMATION, AND SEMI-PERMANENT.

About +
An overview of the branding process and its impact on Medical Rapid Solutions.

Timeline -
Key stages and milestones in the development of the brand identity.

The Strategy +
The thought process behind the brand's positioning, messaging, and visual direction.

Logotype -
The design concept and meaning behind the logo.

Colors +
The chosen color palette and how it reflects the brand's identity.

Typeface -
The typography selection and its role in brand communication.

Alternative Versions +
Adaptations of the logo for different backgrounds and applications.

Social Media -
A preview of branded content tailored for digital platforms.

Image Gallery +
A showcase of the brand identity in real-world applications.

Let's Connect -
Contact information and ways to collaborate.

ABOUT THE IDENTITY	02/2021



ABOUT

BRANDING IS YOUR FUNDAMENTAL PROMISE OF WHOM YOU SERVE, HOW YOU MAKE THEM FEEL AND WHAT'S DIFFERENT ABOUT HOW YOU DELIVER.



The most trusted partner for all optical shops and retailers. If you're seeking a complete lens supply solution, MRS Lenses is your GO-TO!



THE BRAND GETS STRONG WITH THE IDENTITY.



OUR VALUES	MRS OPTICAL

We Understand Your Interests
We Guarantee Quality

We provide a full range of top quality eye equipment for different types of businesses. Simply choose the right option and we will take care of the rest. Medical Rapid Solution is the leading company in the field of optical lenses and professional equipment for opticians and eye clinics. For more than a decade, MRS has been collaborating with the largest eye clinics in the country, guaranteeing a high standard and offering a guaranteed product.

TIMELINE

TRUSTED FROM LABS, WHOLESALERS, AND DISTRIBUTORS.
BRANDS SHOULD THINK OF THEMSELVES NOT AS STORYTELLERS BUT STORYBUILDERS.
WE PLANT SEEDS OF CONTENT AND LET OUR COMMUNITY BUILD ON IT.



WHY BUSINESSES CHOOSE TO PARTNER WITH US	KNOW-HOW

As a leader in the supply chain for labs, wholesalers, and distributors, we are committed to delivering and maintaining the highest quality at all times. At MRS Optical, we ensure long-lasting satisfaction for every new partner who trusts us with their business.

Kristi Panariti

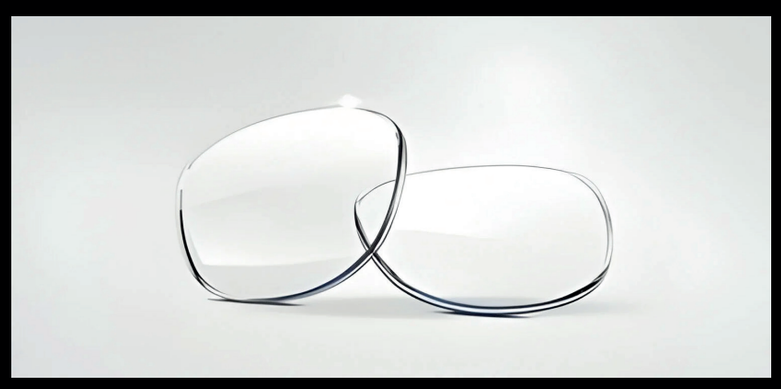
Founder MRS Optical

THE STRATEGY

TOO MANY COMPANIES WANT THEIR BRANDS TO REFLECT SOME IDEALIZED, PERFECTED IMAGE OF THEMSELVES.



FRAMES	01



LENSES	02

About the Product

We only collaborate with the best brands in terms of quality. Making sure that our customers only get the absolute best for what they pay for.



EQUIPMENTS	03

LOGOTYPE

THE MRS OPTICAL LOGOTYPE IS DESIGNED TO REFLECT PRECISION, TRUST, AND PROFESSIONALISM—KEY QUALITIES IN THE OPTICAL AND MEDICAL FIELD. THE TYPOGRAPHY IS CLEAN AND MODERN, ENSURING READABILITY AND VERSATILITY ACROSS VARIOUS APPLICATIONS. THE BALANCE BETWEEN SHARP AND ROUNDED ELEMENTS IN THE DESIGN SYMBOLIZES BOTH TECHNICAL EXPERTISE AND APPROACHABILITY, REINFORCING MRS'S COMMITMENT TO HIGH-QUALITY OPTICAL SOLUTIONS.

About the logo

Its clean and modern typography ensures readability and professionalism, while the color palette reinforces a sense of trust and innovation. The design strikes a balance between sophistication and approachability, making it both distinctive and versatile.



ABOUT THE LOGO	MEDICAL RAPID SOLUTIONS	MRS

PRIMARY COLOR

WHY THESE COLORS AND HOW THEY ARE PERCEIVED IN THE EYES OF EVERYONE MATTERS THE MOST

The Medical Rapid Solutions (MRS) logo uses deep and light blue (#1E72B8, #39A8DF) to convey trust, professionalism, and innovation—key qualities in healthcare and optical solutions. Blue is associated with cleanliness and precision, making it ideal for a medical brand.

Dark gray (#3D3D3C) adds sophistication and stability, while white (#FFFFFF) represents clarity and simplicity. This balanced palette ensures a modern, professional, and trustworthy brand identity, reflecting MRS's commitment to quality and excellence.

#1E72B8

French Blue
CMYK : 85 50 0 0
RGB : 30 114 184

#39A8DF

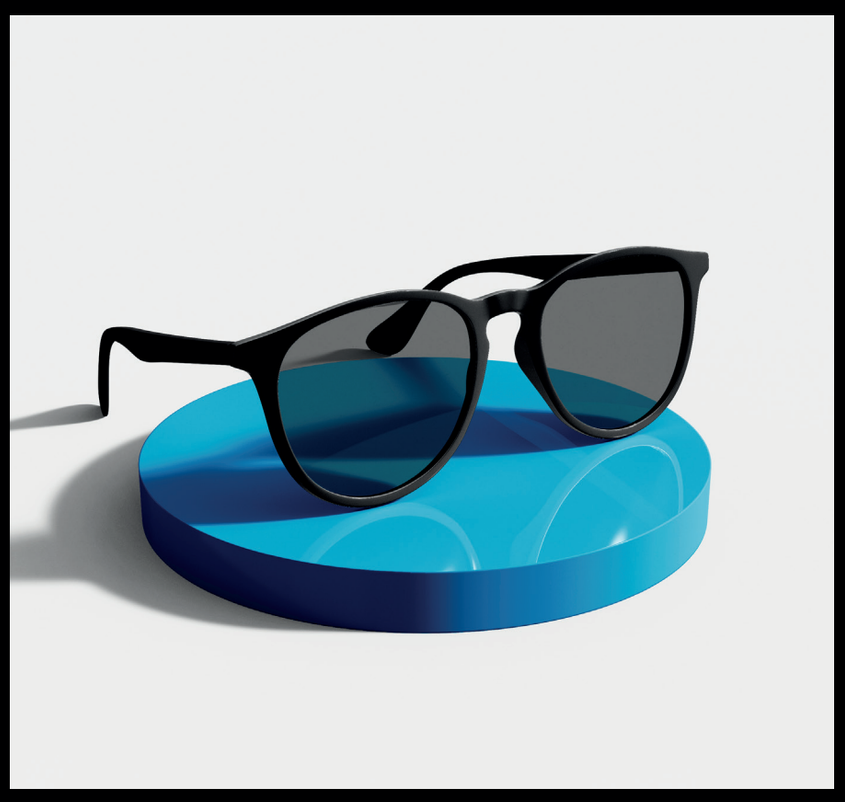
Picton Blue
CMYK : 70 17 0 0
RGB : 57 168 223

#3D3D3C

Onyx
CMYK : 66 55 55 59
RGB : 61 61 60

#FFFFFF

White
CMYK : 0 0 0 0
RGB : 255 255 255



Trustworthy, Bold, Serious

ABOUT THE COLORS | BRAND

TYPEFACE

The Fonts.

Ubuntu

ABCDEFGHIJKLMNOPQRSTU-
VWXYZ

abcdefghijklmopqrstuvwxyz

1234567890&%$#
@+?}

Aa

Ubuntu Light

Ubuntu Regular

Ubuntu Medium

Ubuntu Bold

The Fonts.

Poppins

**ABCDEFGHIJKLMNOPQRSTU-
VWXYZ**

abcdefghijklmnopqrstuvwxyz

**1234567890&%$
#@+?}**

Aa

Poppins Light

Poppins Regular

Poppins Medium

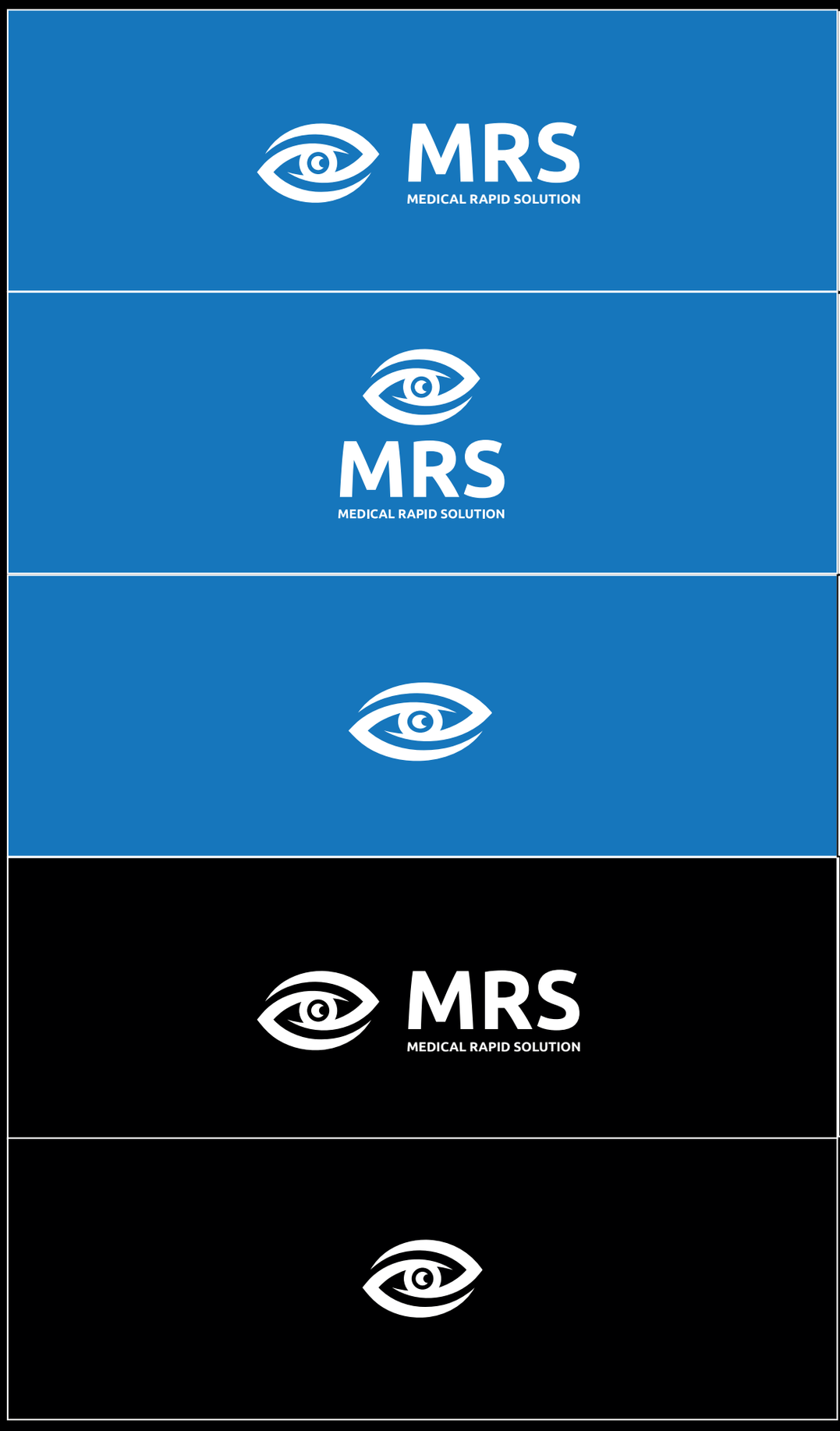
Poppins Semibold

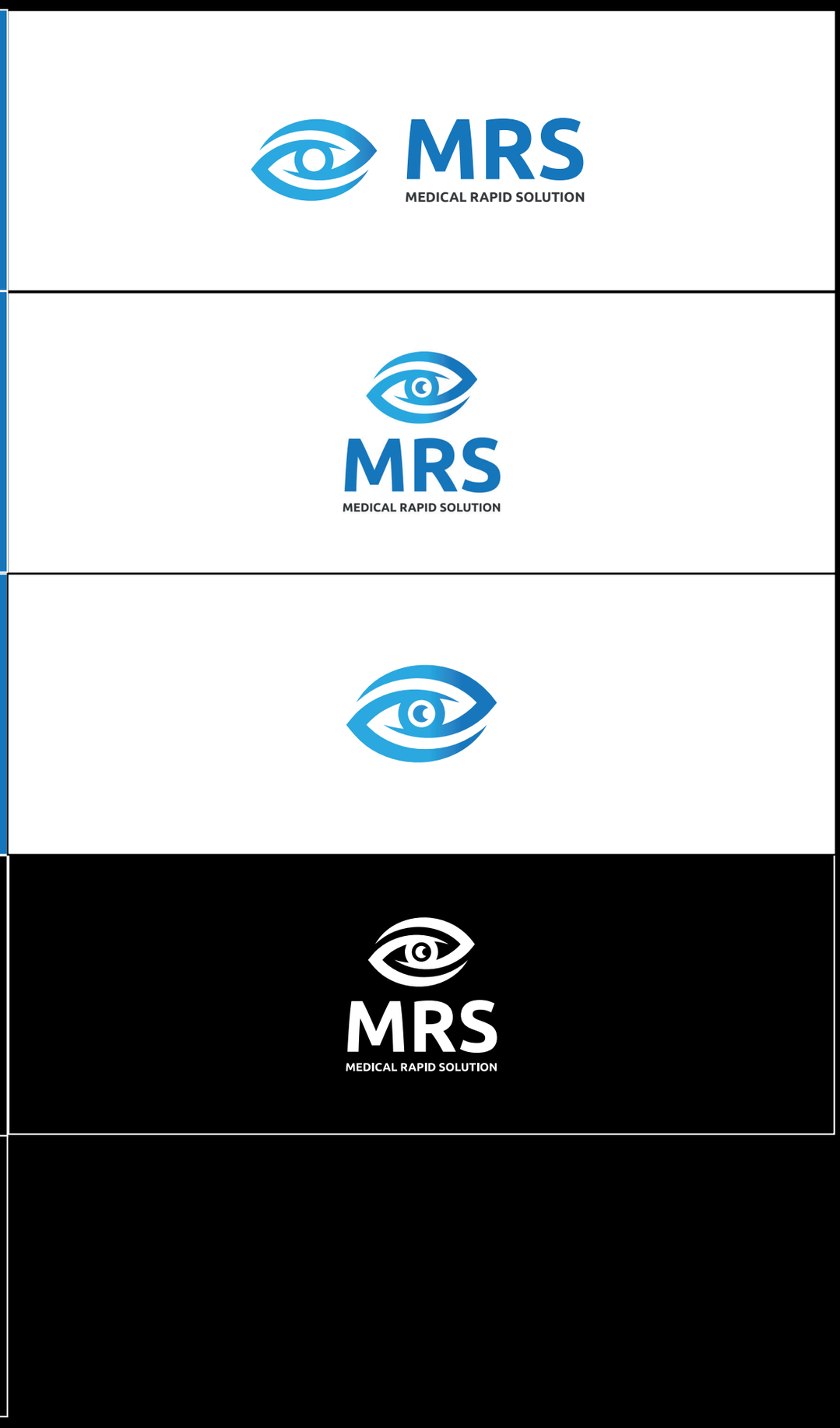
Poppins Bold

ALTERNATIVE VERSIONS

The alternative logos adapt to different backgrounds for versatility. On white, they ensure clarity and professionalism, while on blue, they create a bold, modern impact.

About the logo





A BRAND'S STRENGTH IS BUILT UPON ITS DETERMINATION TO PROMOTE ITS OWN DISTINCTIVE VALUES AND MISSION.



Business Card

Administrator BC



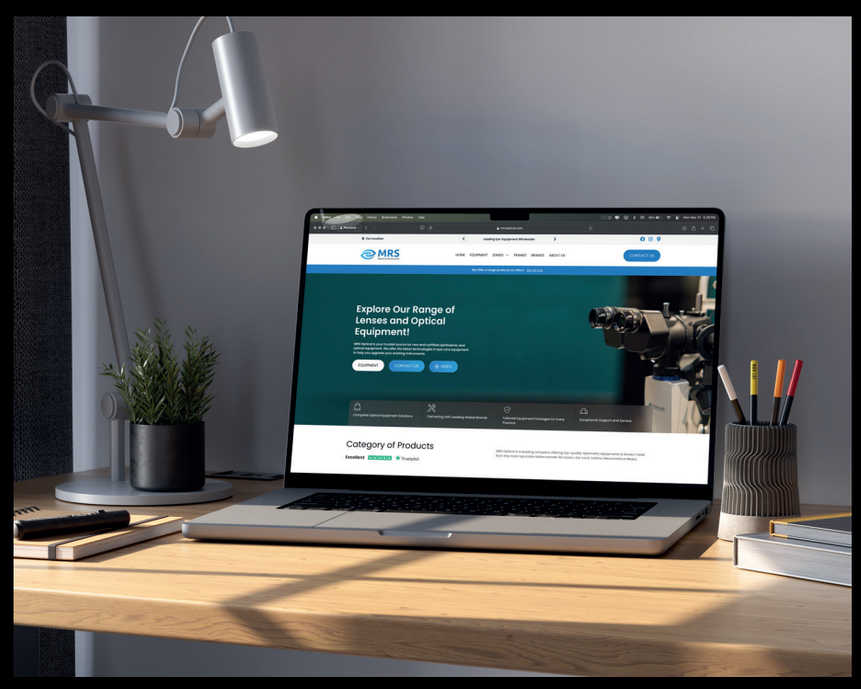
Indoor Logo

Metal Logo on Wall



MRS Frames

Attention in every detail



Website Page Mockup

Website Look by branding



Branded Flag

Outdoor Advertising

SOCIAL MEDIA

Digital preview

About the detail

The design adapts seamlessly to different formats, maintaining a strong and professional presence online.




EMPOWER
YOUR VISION
mrsoptical.com
@mrsoptical
Eagle Vision.
For your



















PHOTOSHOOT GALLERY	ADVERTISING FEELING, NOT JUST PRODUCT	W/ MRS

PARTNERS

WE ONLY COLLABORATE WITH THE BEST BRANDS IN TERMS OF QUALITY.
CHOOSE THE BEST BRANDS TO TRUST & COLLABORATE.

Medical Rapid Solution
// Top Brands

Essilor

Essilor® is a world leader in prescription glasses, with a legacy of French design and innovation since 1849.

Ital-Lenti

Designed for every visual correction and to allow everyone to exploit the full potential of their eyes.

Solano

Solano Eyewear means top-quality & stylish eyewear, known for its innovative designs and durability.

Nano Vista

Nano Vista specializes in indestructible and flexible children's eyewear, offering comfort and durable frames.

Meccanotticca Mazza

Meccanottica Mazza offers innovative, reliable ophthalmic equipment, partnering with global brands for top safety standards.

Topcon Healthcare

A global leader in ophthalmic equipment, providing innovative diagnostic tools and solutions with over 90 years of experience.

LET'S GET CONNECTED

WE HAVE A DEDICATED TEAM WORKING THROUGH WEEKDAYS PROVIDING PROFESSIONAL SUPPORT TO ANY INQUIRIES. MAKE YOUR QUESTIONS READY, WE ALREADY HAVE THE ANSWERS AND THE PRODUCTS READY.







Office Hours

Monday - Saturday
09.00 - 19.00

Social Media

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Email

info@mrsoptical.com



PROMOS

CREATIVITY MAY WELL BE THE LAST LEGAL UNFAIR COMPETITIVE ADVANTAGE WE CAN TAKE TO RUN OVER THE COMPETITION.

PROMOS Branding

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Xh. Strati

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