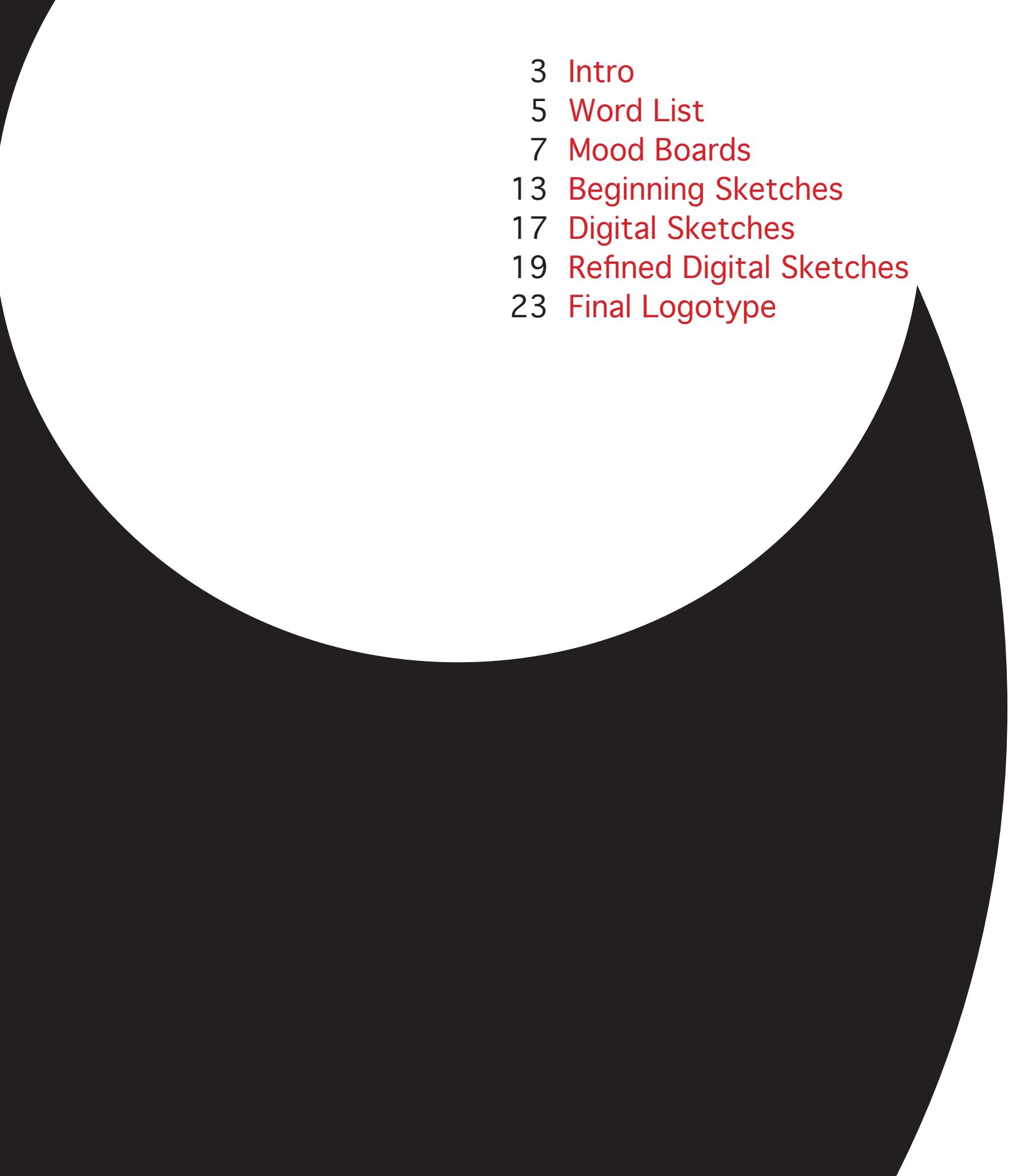
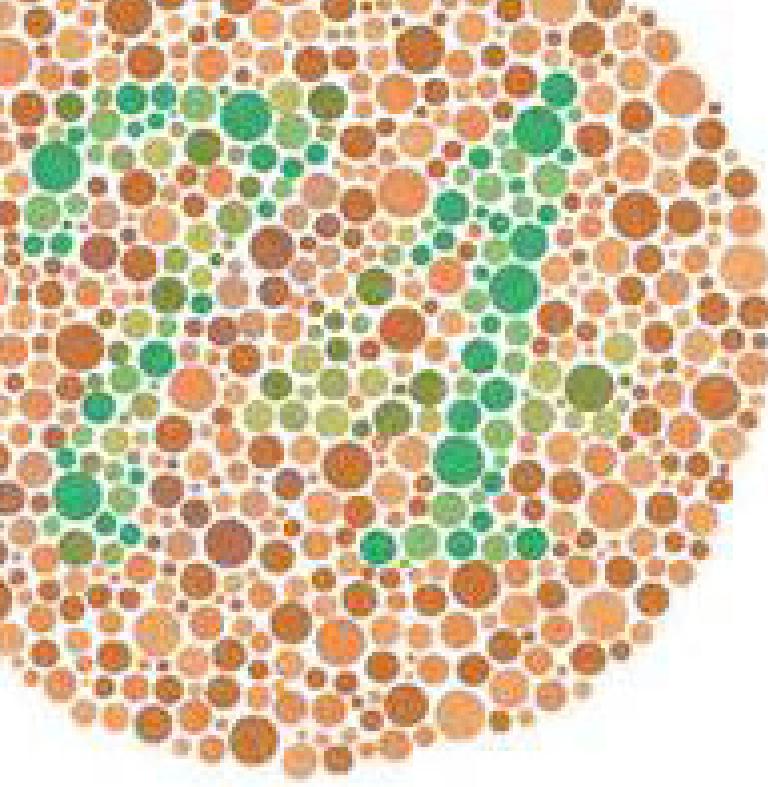
The background features a large, abstract graphic composed of overlapping circles in black and white. A prominent black circle is positioned in the center-right area, partially overlapping a white circle. To the left of this central cluster, another white circle overlaps a black circle. The overall effect is a dynamic, organic shape.

# EnChroma Logotype

Amanda Winitzer

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## Technology

EnChroma's Digital Color Boost sets a new standard for what is possible in eyewear. This technology is astronomical literally. The same machines for making optical parts in satellites and lasers also make EnChroma's lenses with Digital Color Boost. But there is more to the picture than just machines. EnChroma's technology is based on a solid foundation in the science of color vision. The story begins ten years ago. EnChroma scientists engaged in a NIH funded research grant to develop an optical method for correcting color blindness. To fully understand the problem, they created a mathematical model of how the human eye understands color. Then, using a computer, thousands of possible lens designs could be tested to arrive at the perfect solution.

## Enchroma

EnChroma offers a line of sunglass lenses made with Digital Color Boost. These special lenses provide brightness, contrast and clarity of color never seen before. Digital Color Boost works using a series of precise "cutouts" along the spectrum of light. By removing the wavelengths of light between the primary colors, Digital Color Boost amplifies the color signal sent to the brain. Standard sunglasses darken the view to cut glare, but also reduce color definition. EnChroma lenses provide protection without compromise.

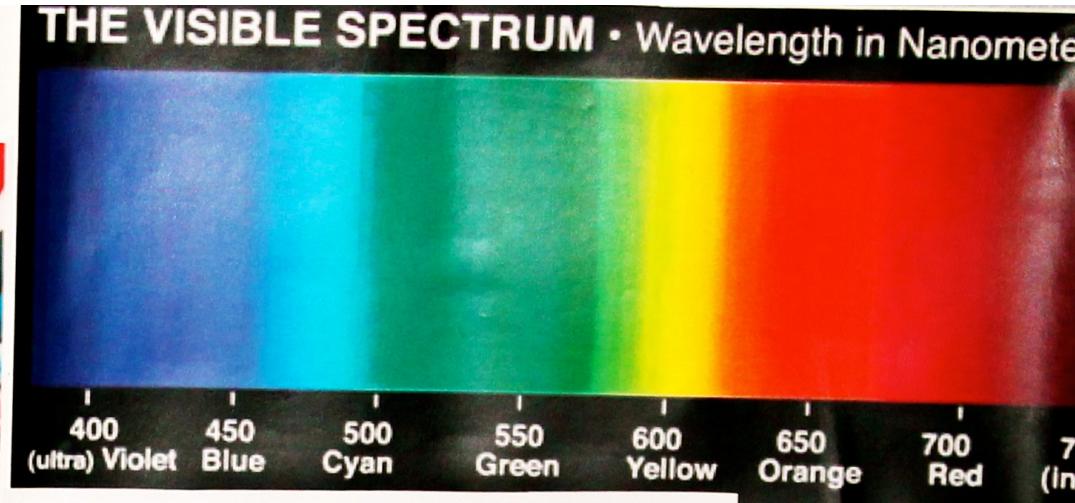


## Color Blind Correction Lenses

Human vision is based on cone cells special light-sensitive nerve cells found in the eye. There are about six million cone cells inside the eye. These are divided into three types, which correspond to the three primary colors: red, green and blue. Color perception occurs by comparing the relative stimulation of the three types of cone cells. In other words, the amount of each primary color present determines what shade of color is seen. Humans with normal color vision see about one million unique shades of color. Red green color blindness is caused by a genetic defect carried on the X chromosome. The condition affects 1 in 12 males (8%) and 1 in 200 females (0.4%).

Vision.Glasses.Frames.Sight.Blind.**Colors**.Spectrum.  
**Eyes**.Perception.Optics.Red.Green.Correcting.Pupil.  
Cornea.Enhance.All seeing eye.Imagination.Creative.  
Experience.Sense.View.Binoculars.Display.Look.  
Looking.Magnify.Perceive.Lifestyle.Fit.Prescription.  
Details.Lenses.Sunglasses.Shades.Bifocals.  
Persuasion.Thought.Deficiency.Bright.Shades.Tones.  
Highlights.**Shape**.Texture.Discover.Photos.**Aperture**.  
Glare.Recognition.Rainbow.Stream.Pigments.Beam.  
Flash.Color Wheel.Digital.Visual.Monochrome.  
Analogous.Confusion.Mixed Up.Muted.**Eyelashes**.  
Greyscale.Circles.Serious.Helpful.Empathetic.

# Forms of Color Blind



## Normal Vision

## Deutanopia

## Tritanopia

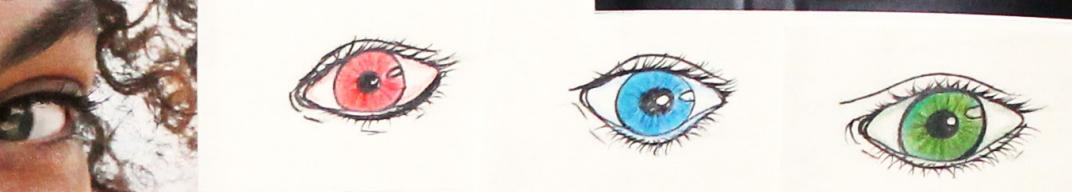
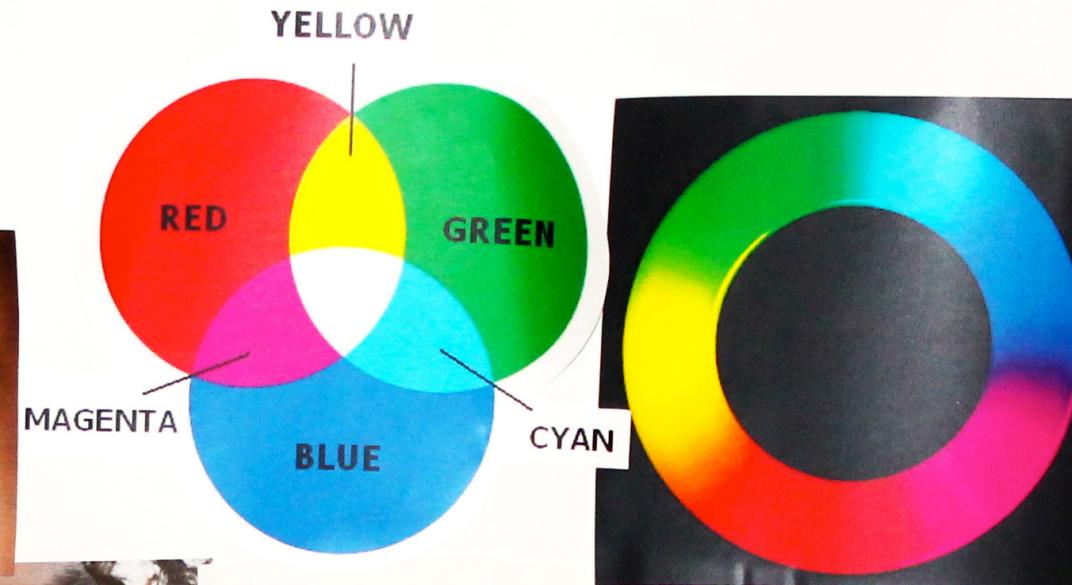
## Protanopia



## Mood Boards

I started to develop mood boards based of my list of words. I picked out key words such as color, eyes, shape, aperture, shape, and eyelashes. Each of my mood has a theme. The first one focus on colorblind in general. The next one is about eyes and apertures. I used a lot of colors and found the symbol for Google Chrome to be particularly inspiring for this project. In my last mood board I expiremented with different typefaces. I orginally wanted to stick to a san serif for its clarity to relate to a vision impairment company.

# Eye and Apertures





EnChroma/Verdana

EnChroma/Courier

**EnChroma/Courier Bold**

EnChroma/ Helvetica

MILAN

CHANEL

SIGNATURE

STYLE

Fun, Fearless Style

OMGel!

SMART

HEALTHY

Best

EYES

LINE  
NEW YORK

E  
E  
ME  
ЭШМ  
ЕЭМЭ  
—  
тээшш  
еэшмээ  
—  
сүннээ

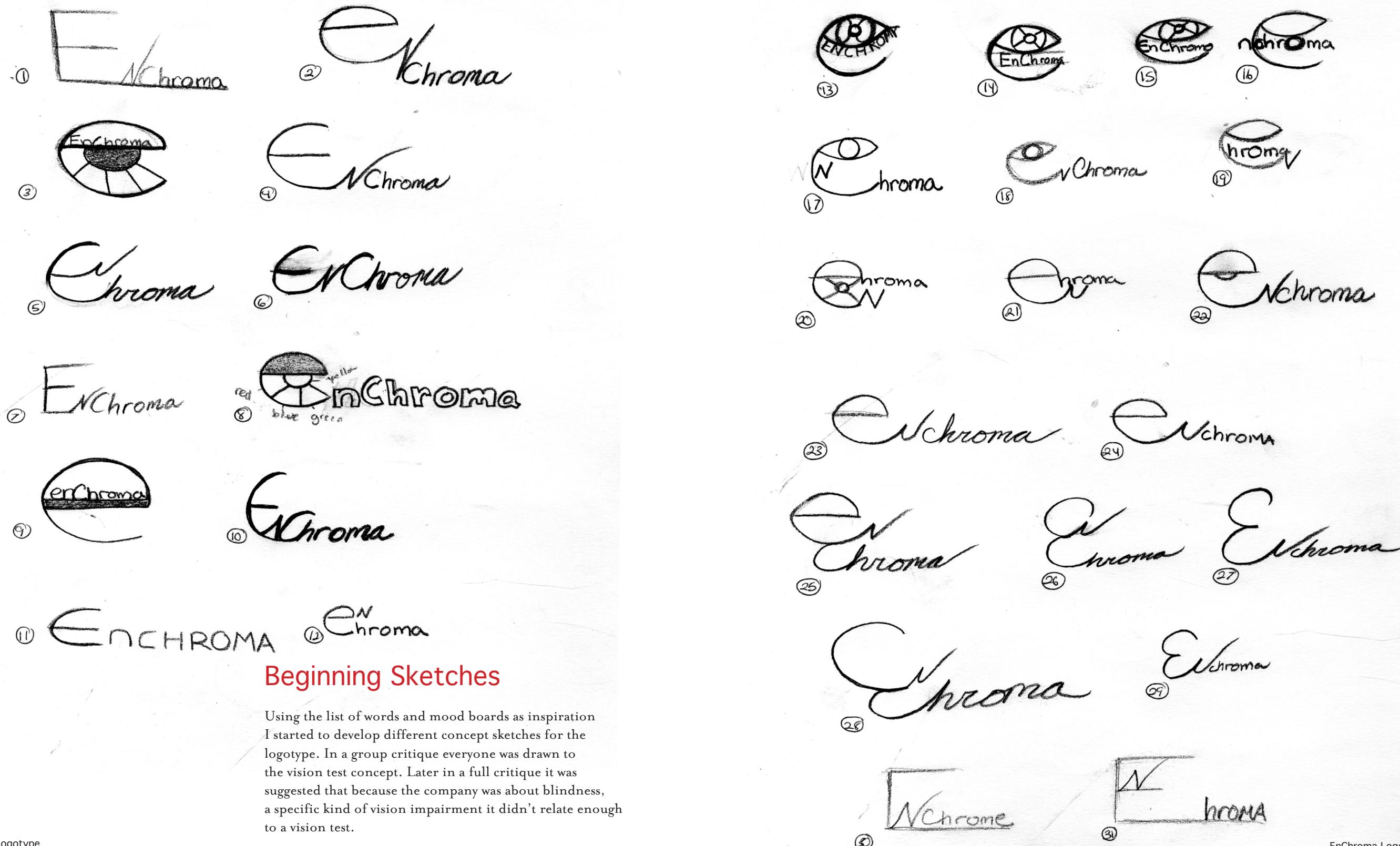
STOCKING

YOUR ORDER

DECAY

FREE

E  
F P  
T O Z  
L P E D  
P E C F D  
E D F C Z P  
T E L O P Z D  
D E F P O T E C  
L E F O P G Y  
E V A T O R  
L A M M A T O R



## Beginning Sketches

Using the list of words and mood boards as inspiration I started to develop different concept sketches for the logotype. In a group critique everyone was drawn to the vision test concept. Later in a full critique it was suggested that because the company was about blindness, a specific kind of vision impairment it didn't relate enough to a vision test.

E  
Nchroma  
③②

eChroma  
③③

Enchroma  
③④



ENCHROMA  
③⑤

EnChroma  
③⑦

EnChroma  
③⑧

Orchoma  
③⑨

EnChroma  
④⑩

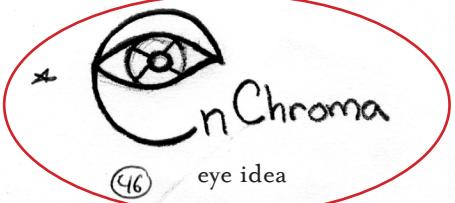
Orchoma  
④⑪

EnChroma  
④⑫

Orchoma  
④⑬

EnChoma  
④⑭

enCHROMA  
④⑮



Eyelash Idea  
After the first critique on my sketches they liked the idea of the company name formed into eyelashes. I went forward exploring this concept more.

\* E  
NCH  
ROMA  
④⑯

E  
NChroma  
④⑰

E  
NCH  
ROMA  
④⑱

NCH  
ROMA  
④⑲

E  
EnChroma  
④⑳

E  
NCHROMA  
④㉑

ENChroma  
④㉒

ENCHROMA  
④㉓

EnChroma  
④㉔

EnChroma  
④㉕

ErChroma  
④㉖

EnCHROMA  
④㉗

EnChroma  
④㉘

E  
Chroma  
④㉙

E  
nChroma  
④㉚

EnChroma  
④㉛

Vision Test Idea

Students in the class responded best to this concept but it was suggested not to push this one further because the company is about color blindness and is to specific to make this concept work.

eNChroma

CnChroma

EnChroma

EnChroma

EnChroma

EnChroma

EnChroma

Enchroma

EnChroma

EnChroma

Digital Sketches

After a critique on my hand sketches I narrowed down to two concepts to move forward with my logotype design. One plays off the idea of apertures and colors while the other plays off of eyes or eyelashes. I explored several different typefaces. Using all san serifs for the first concept and exploring san serif typefaces as well as playing with script to get the eyelash effect.

# ENCHROMA

I decided on this concept to further my design.

# ENCHROMA

# ENCHROMA

# EnChroma

## Refined Digital Sketches

After a critique on my first set of digital sketches I decided to stick to the sans serif typeface and play more with the “o” in EnChroma. I experimented with various typefaces and different weights to find the one that I thought best fit for the company.

# EnChroma

# EnChroma

# EnChroma

# EnChroma

# EnChroma

ENCHROMA

ENCHROMA

ENCHROMA

ENCHROMA

This became my final logotype design.

ENCHROMA

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# ENCHROMA

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# ENCHROMA

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# ENCHROMA

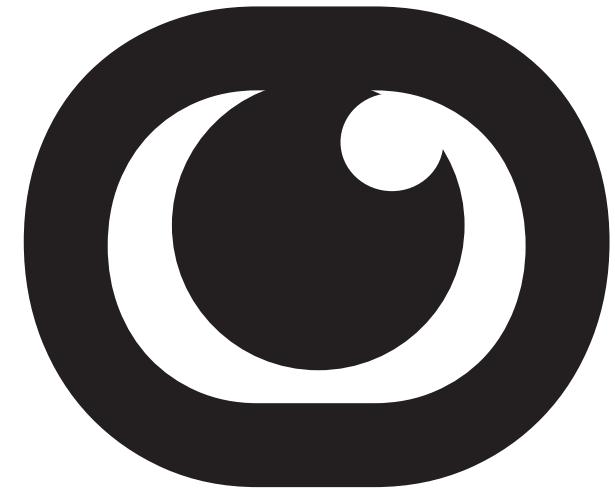
# ENCHROMA

# ENCHROMA

ENCHROMA

## Final Logotype

After making a series of refinements I chose my final design for the EnChroma logotype. The typeface I used is called "Good Times." I thought it fit the serious scientific side of the business while still having an element of fun. The company is about the joy of being able to see life in full color so I wanted to make sure to make sure that was reflected in my design. I created an eye with in the "o" to help define that its a vision company. From there I applied the logotype to several different types of stationary and commonly found optomistrist items including glasses' cases, cleaners, clothes, as well as letterheads, pens, and business cards.



# ENCHROMA

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ENCHROMA

# ENCHROMA

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ENCHROMA

ENCHROMA

Pens

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Envelopes

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Business Cards



ENCHROMA

Glasses Case &  
Cleaning Cloth