

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

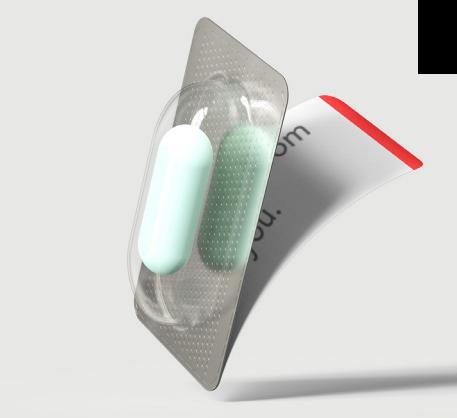
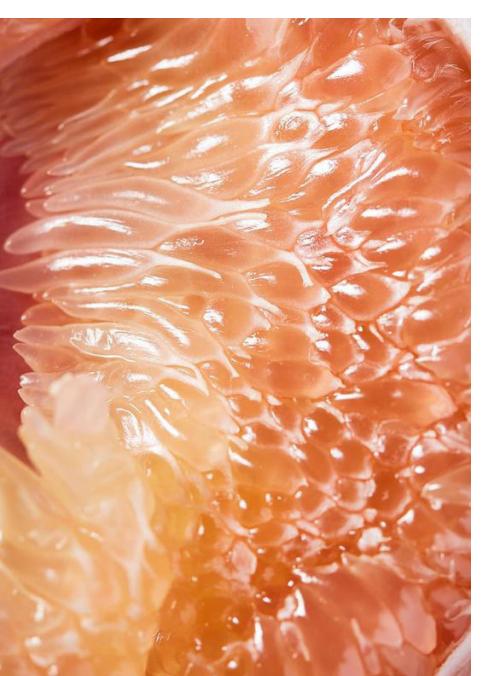
Who we are/ How we behave

Environmentally Conscious

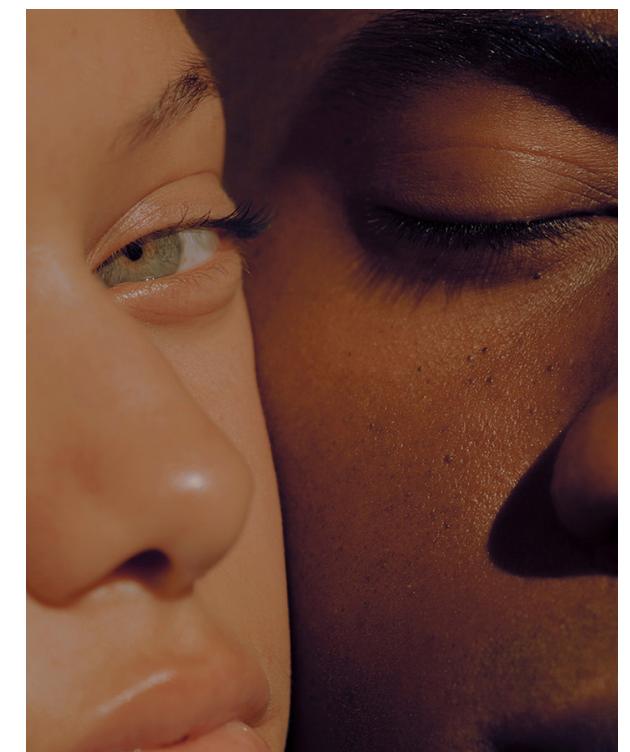
Efficient

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

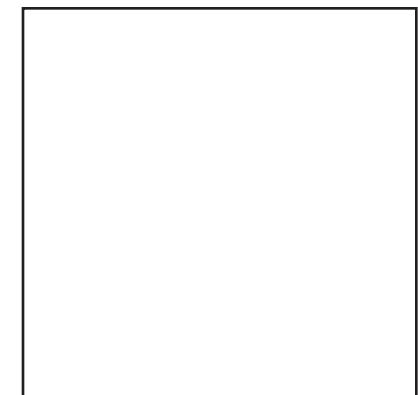
Calluna

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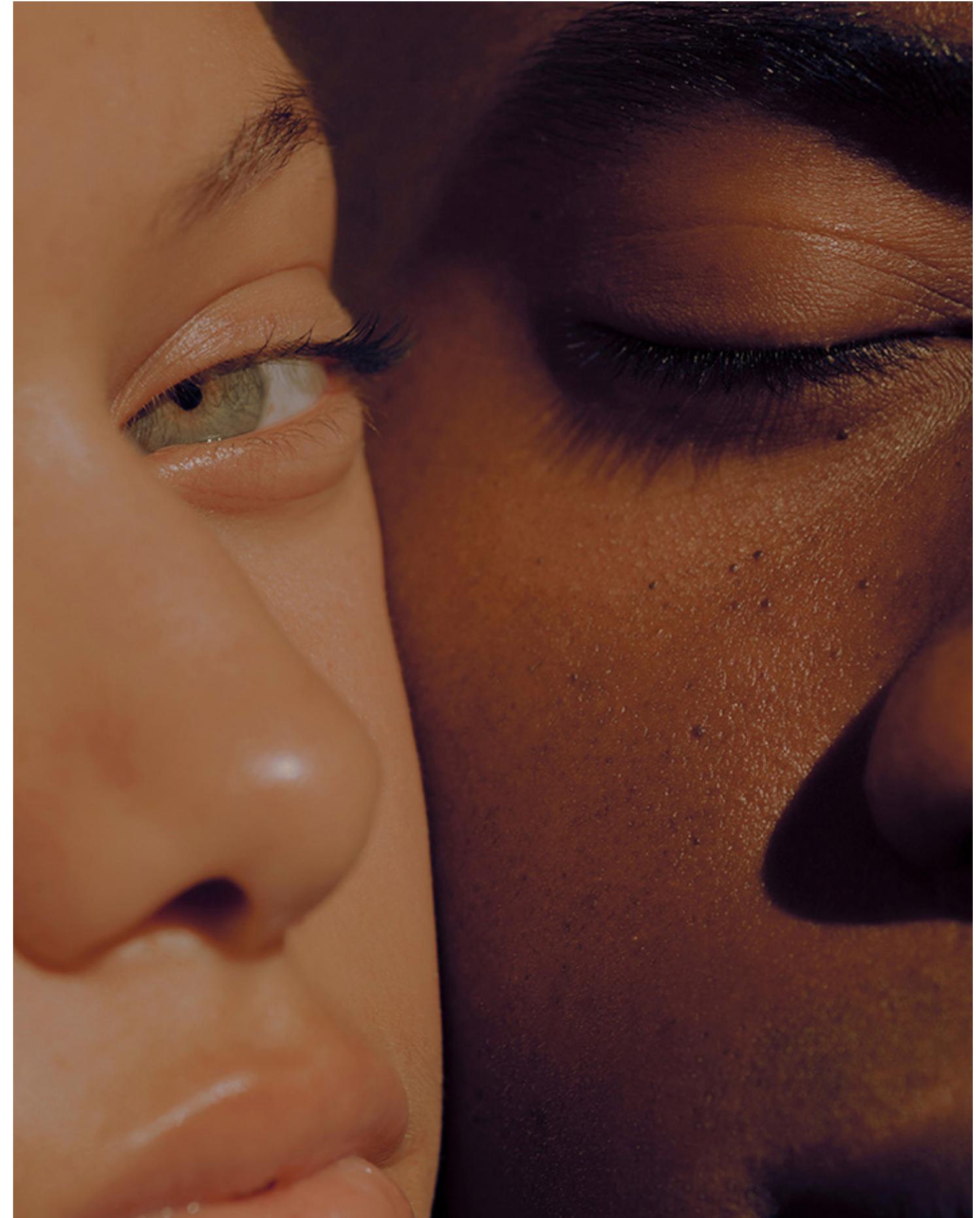
Color Scheme

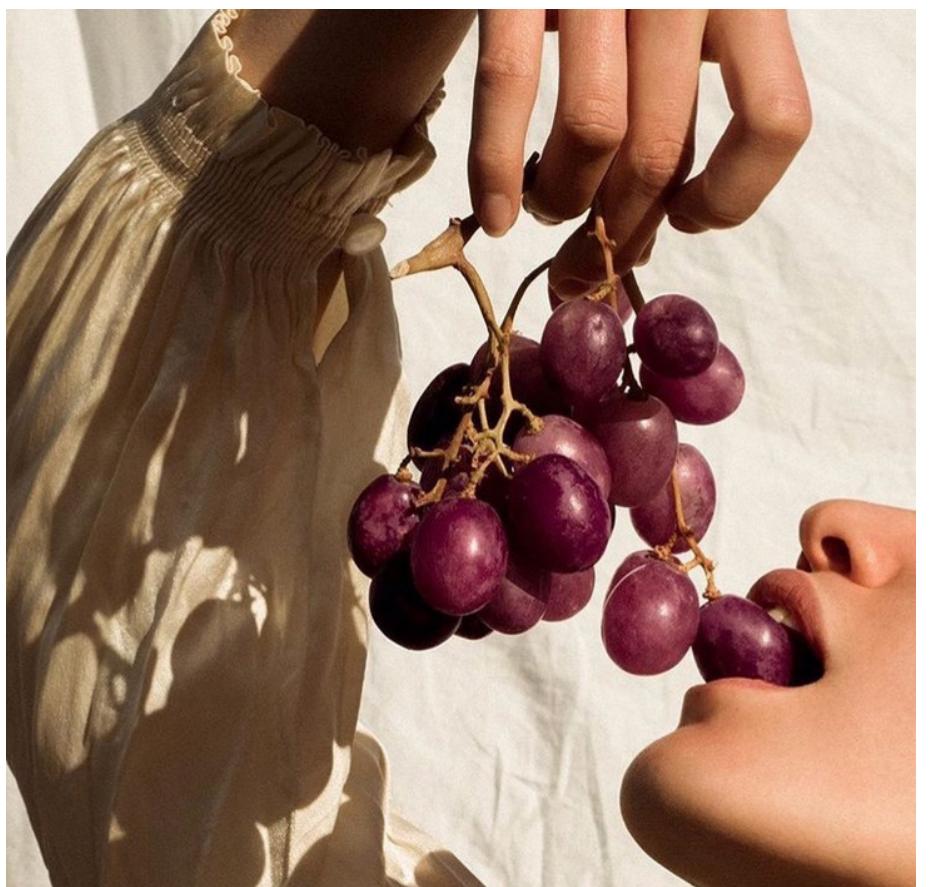
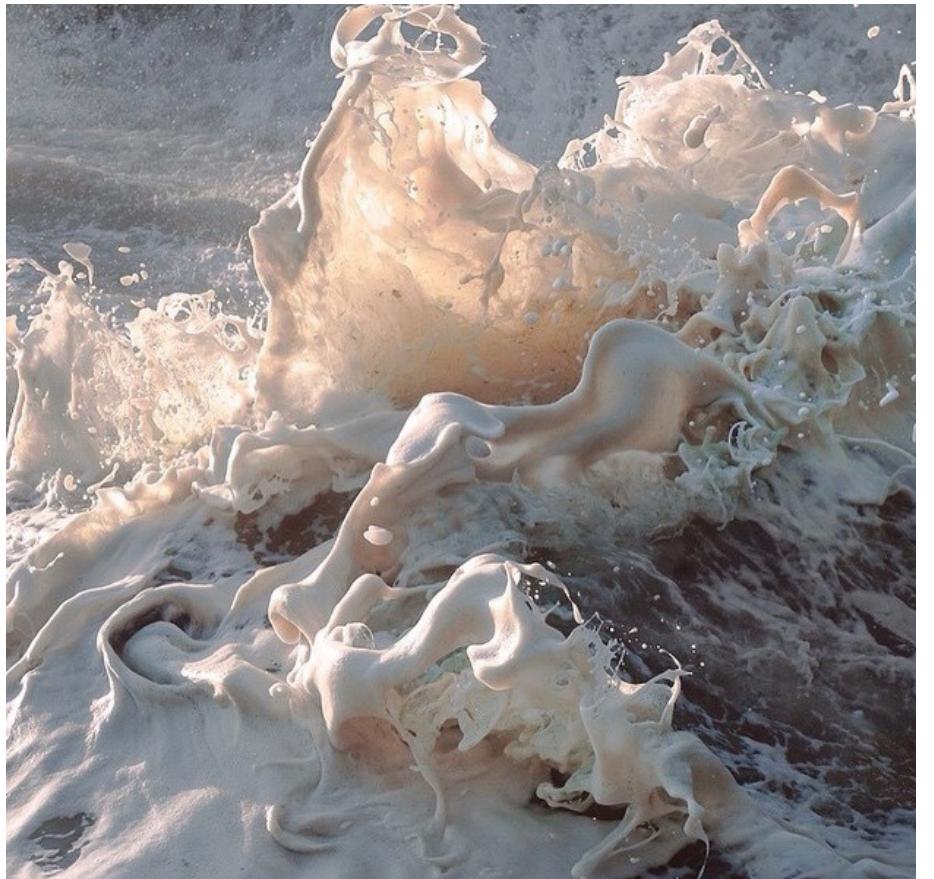


#bd9b76



#ffffff













20:09 ⓘ

augen ...



105 posts 76K followers 431 followings

Follow

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

 press  products





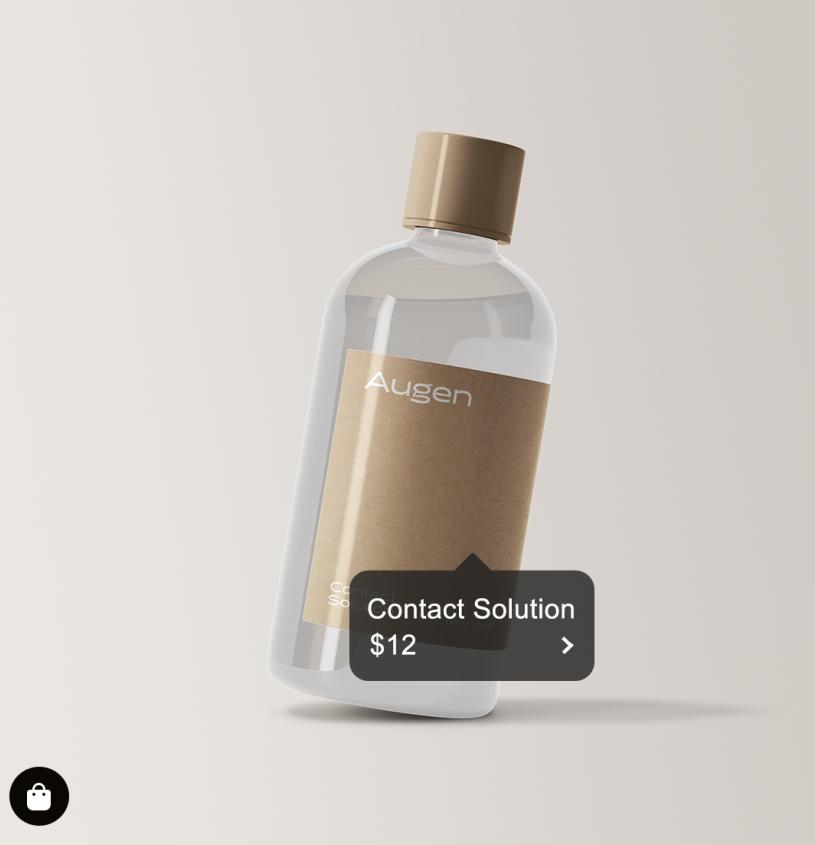
    

20:09 ⓘ

Instagram ⚡️ 📺



augen ...



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  1

20:09 ⓘ

Instagram ⚡️ 📺



augen ...



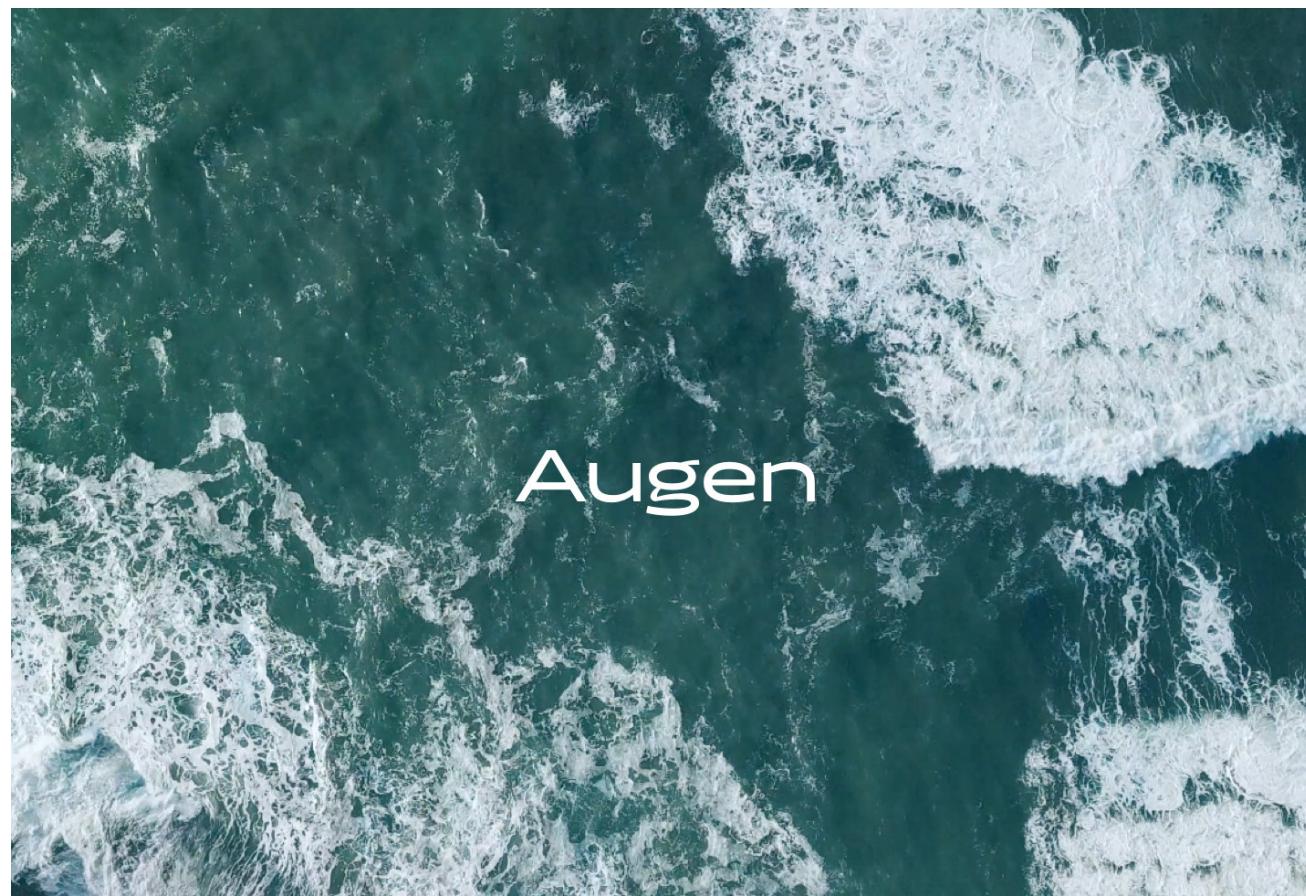
3,184 likes

augen It's the small moments that matter.

9 MINUTES AGO · SEE TRANSLATION

 1  9 



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](#)

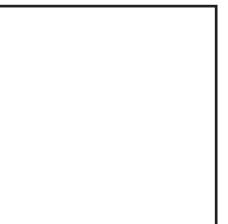
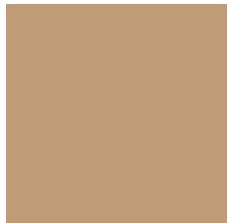
A close-up photograph of two people's faces. On the left is a white person's face, and on the right is a Black person's face. They are positioned close together, looking towards each other. The background is a solid tan color.

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

A tall, rectangular cardboard box for Augen contact lens solution. The box is made of brown paper and has "Augen" printed on the top flap and "Contact Solution" on the side. It is positioned on a light brown surface against a matching background. The text "We use 100% recycled paper and plastic throughout all of our products, eliminating the consumption of single-use plastics." is written in white on the left side of the box.

Augen

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



Augen

Shop All About Account

A close-up, high-contrast photograph focusing on a person's eyes. The lighting is dramatic, highlighting the texture of the skin and the shape of the eyes.

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

[Take The Quiz](#)

Thank you.