

IRIS MUNDIAL

Brand identity

2021



OVERALL DIRECTION

The brand identity exudes the feeling of refined optimism while reflecting its diverse international presence.

Logo, submarks Colour palette & typography

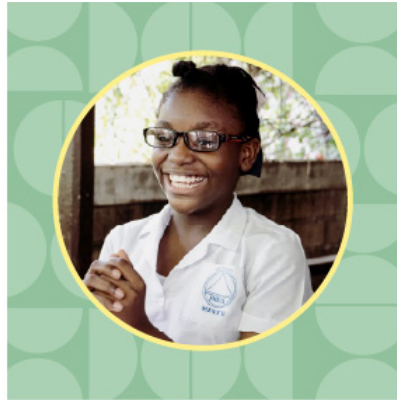
Goal : To create a professional yet lively visual identity that incorporates the new IRIS logo, and one which exudes optimism and support while encouraging participation from volunteers, who are a key and central part of the organization.

- A bright and professional colour palette
- A modern symbol
- Dynamic graphics



Primary logo :

- A modern, lively and colourful symbol represents both a globe as well as an eye (the blue “pupil” is surrounded by a half green and half yellow iris).
- The play of the different colours allows the viewer to see both an eye as well a globe simultaneously, ultimately representing IRIS Mundial’s help in ophthalmic services across the world.
- The semi-circular shapes can also be interpreted as a warm smile.
- The bottom support of the globe is in fact a repetition of the bottom portion of the “I” letterform in the IRIS logo, symbolizing the support that IRIS offers the organization.
- The typography is customized with rounded letterforms that pair well with the round shape of the globe. It contrasts with the slimmer letters that make up the IRIS logo, allowing the word “mundial” to stand out.



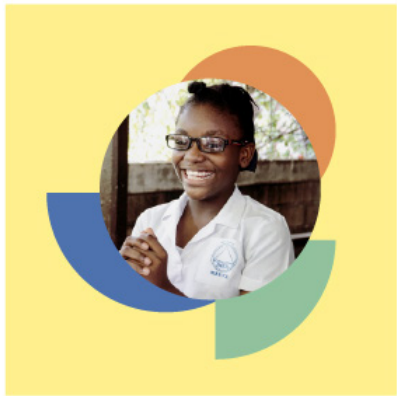
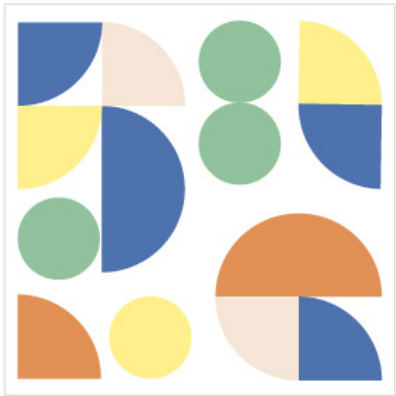

OUR MISSION

Improve the visual health of vulnerable populations in developing countries.




Our vision

Mission IRIS Mundial is a reference body promoting the Right to Sight, which aims to improve the visual health of the most vulnerable populations in developing countries.



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a warm thank you to



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