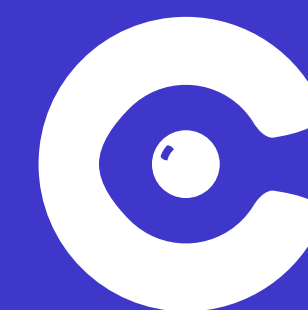




**SEE BETTER
LIVE BETTER**



CLARITI
ADVANCED VISION CORRECTION

Introducing the New Logo

We are proud to present the innovative new logo design for Clariti - Advanced Vision Correction, a leading company in the field of laser vision correction surgeries, including the state-of-the-art iLasik procedure. Our fresh and modern design takes inspiration from the natural beauty of the human eye, incorporating elements such as the pupil, the eyeball, and the letter "C" to create a visually stunning and memorable logo.

One of the key features of our new design is the vibrant color palette that has been carefully chosen to reflect the essence of Clariti's cutting-edge services. The striking shades of pink, purple, and various tones of blue immediately captures users' attention.

We carefully selected our logo font based on the font used in the widely recognized, Snellen Chart. By incorporating this font into the "Clariti - Advanced Vision Correction" brand name, we create a powerful connection between the company's identity and the world of vision improvement.

Overall, our new logo design for Clariti - Advanced Vision Correction combines aesthetics, functionality, and meaningful symbolism to create a cohesive and impactful brand identity. The vibrant colors, the eye-inspired elements, and the use of the Snellen Chart font work together to deliver a logo that is both visually captivating and representative of the company's mission to improve the lives of their patients through advanced vision correction solutions.

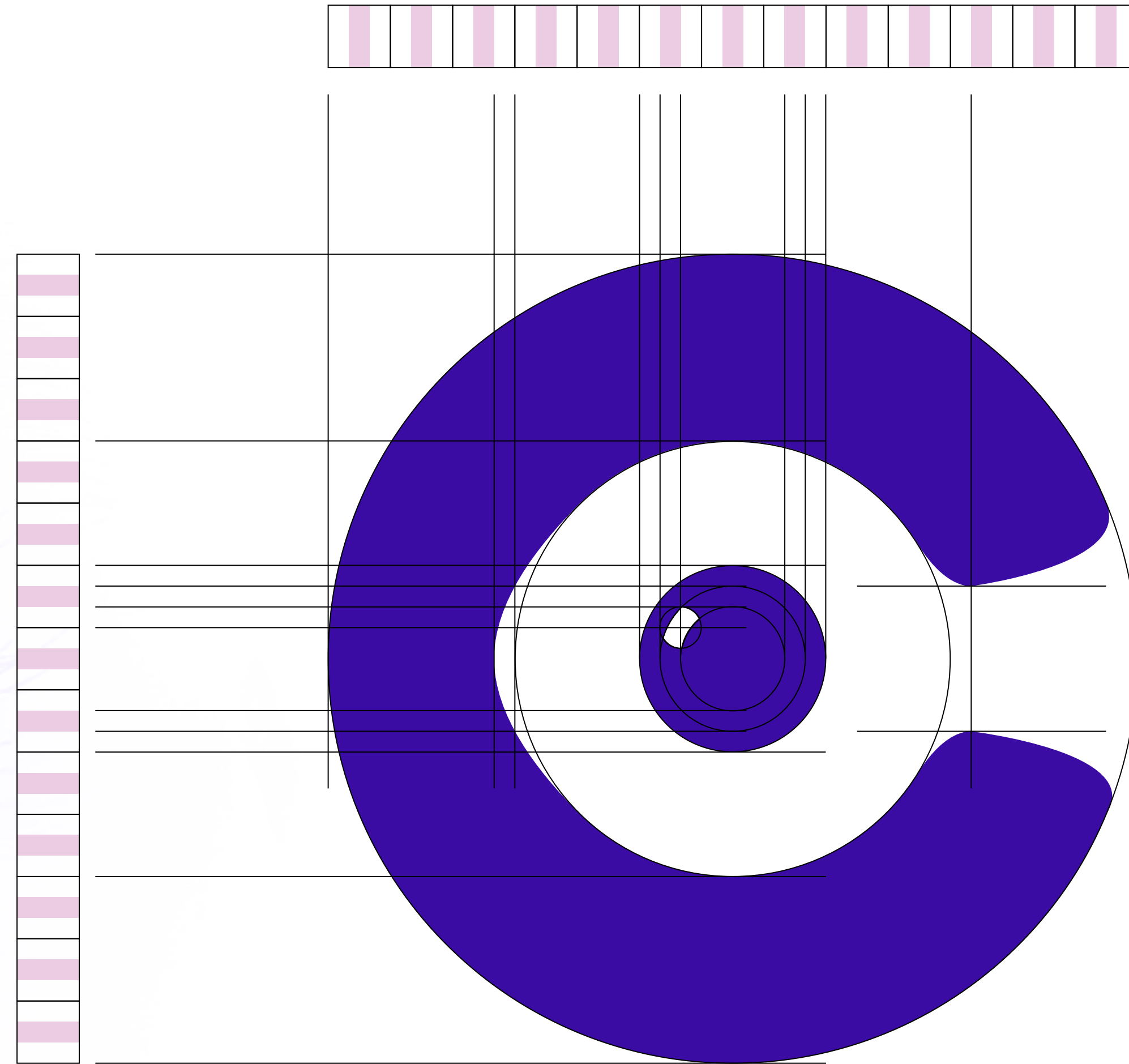
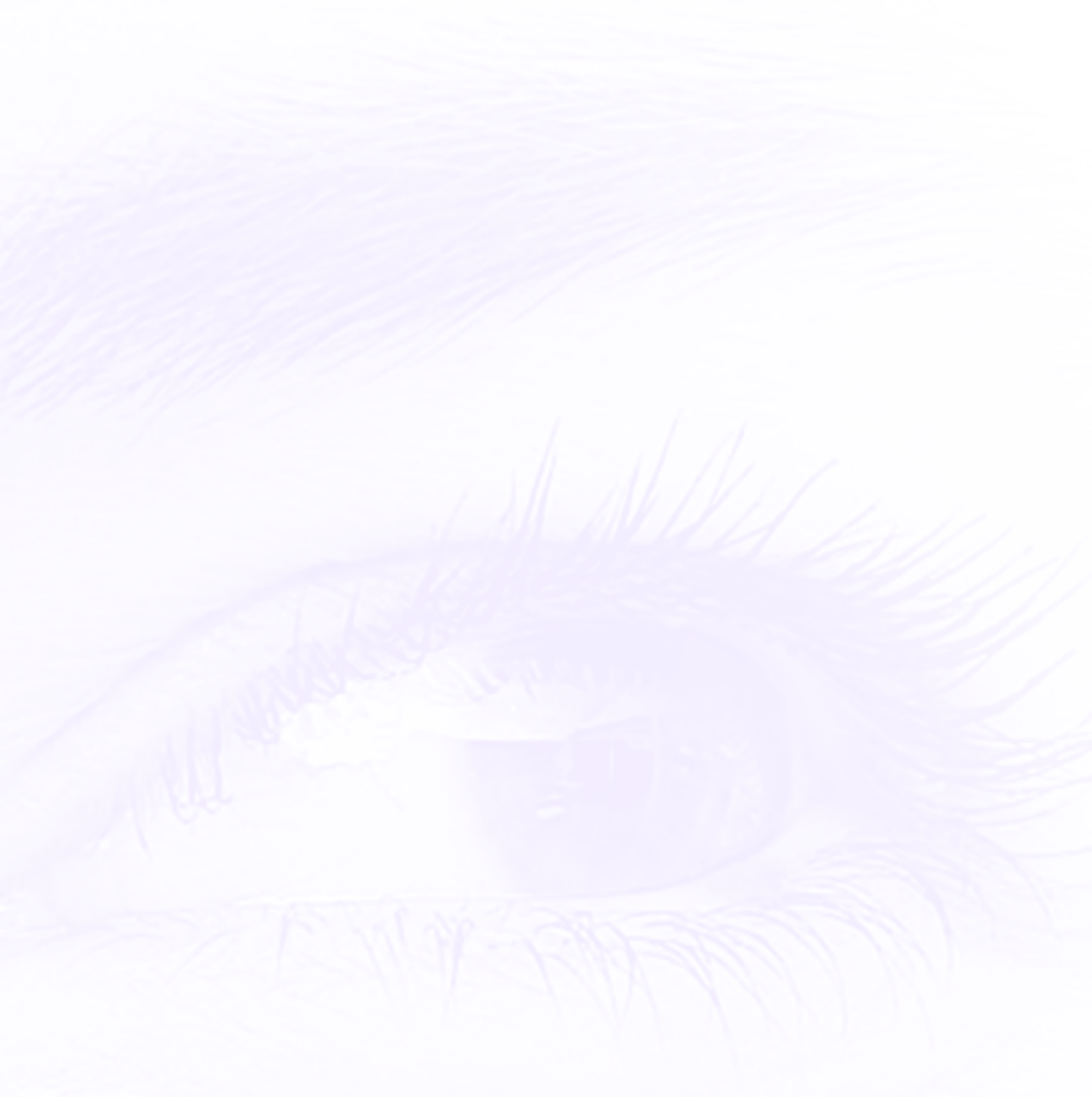
INSPIRATION

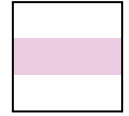

Eye Pupil

Eyeball

Letter C

Logomark



 = **x**
 = **y**

$$1x = 3y$$

E

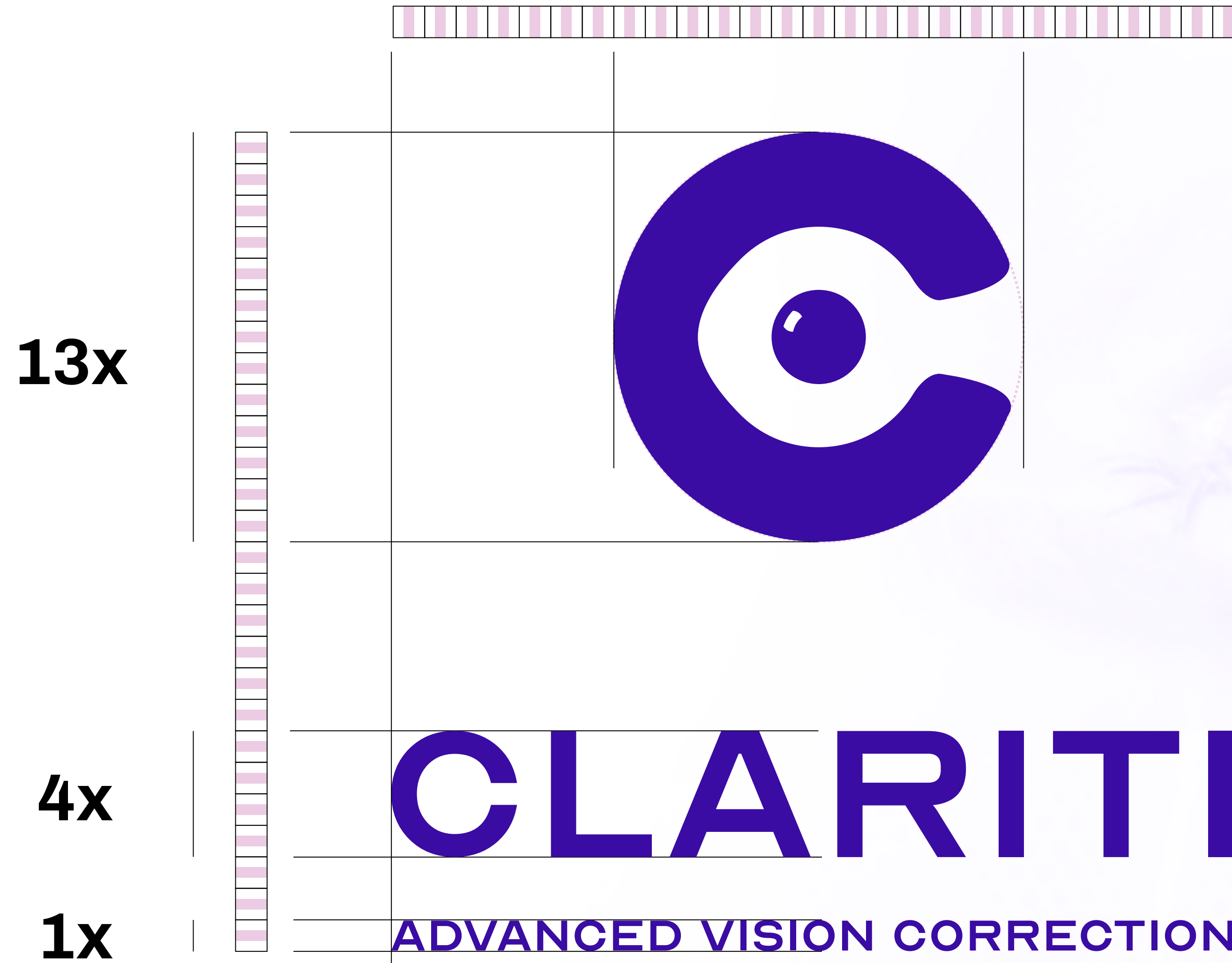
Logotype

CLARITI

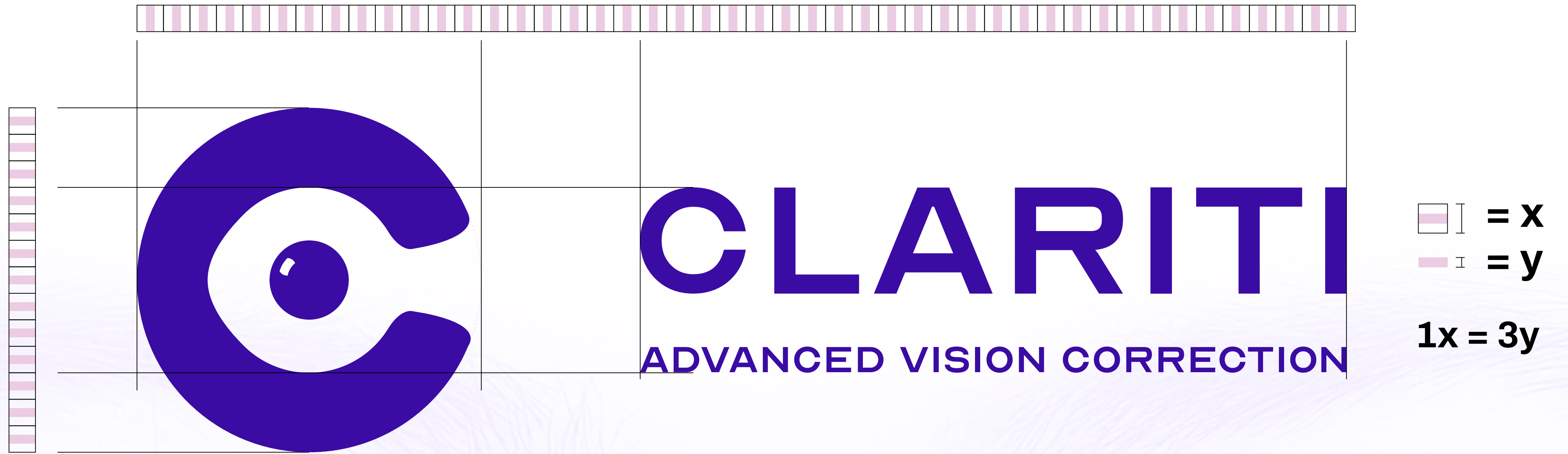
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Grid / Scale/ Spacing



Horizontal Scale



A close-up photograph of a human eye, looking directly forward. The image is heavily stylized with a color gradient overlay that transitions from a deep purple on the left to a bright cyan on the right. The eye's iris and pupil are visible, though somewhat obscured by the lighting and color effects. The eyelashes are clearly defined. The overall mood is vibrant and intense.

We are vibrant!

Palette Color

#F72585

#B5179E

#7209B7

#560BAD

#480CA8

#3A0CA3

#3F37C9

#4361EE

#4895EF

#4CC9F0

Color Application



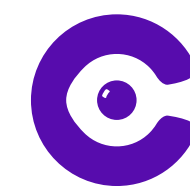
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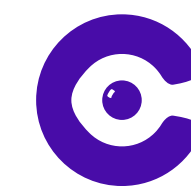
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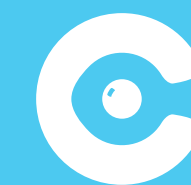
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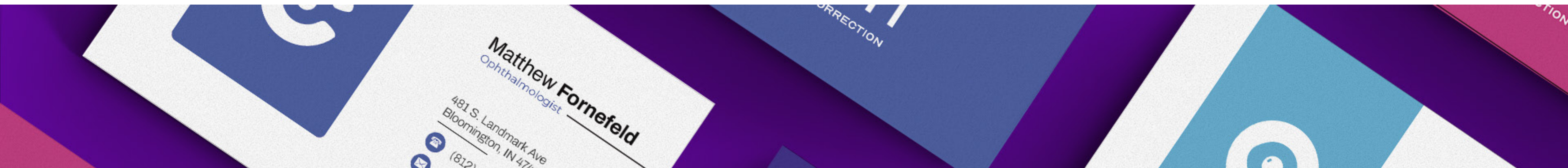
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Ophthalmologist

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Instagram



Clariti



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ADVANCED VISION CORRECTION



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No
More
Glasses

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SAVE
20%
OFF.

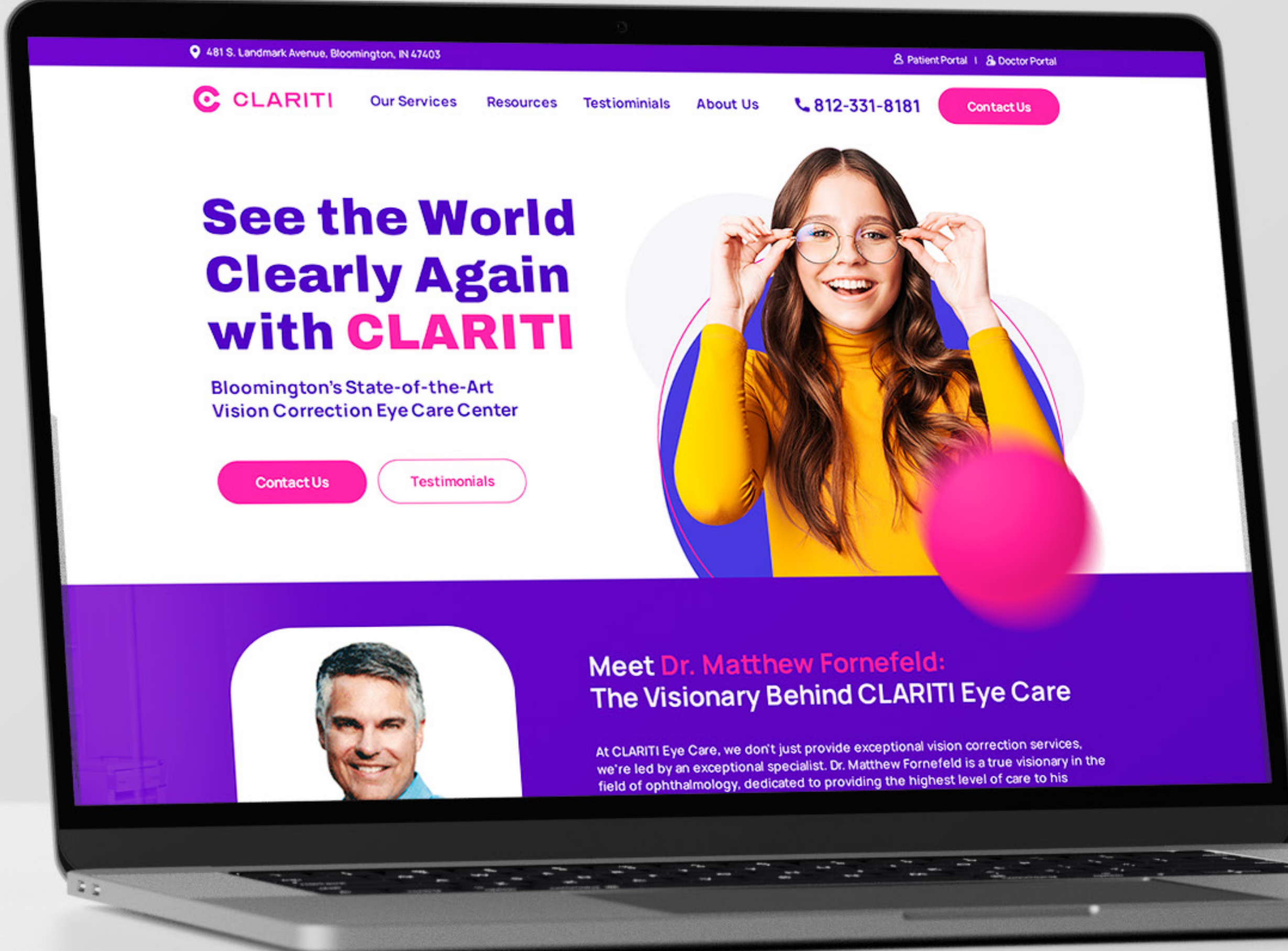


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A blurred background image of a woman looking at a laptop screen. The text is overlaid on this image.

Ready to See a
NEW WEBSITE?



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Patient Portal | Doctor Portal

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See the World Clearly Again with **CLARITI**

Bloomington's State-of-the-Art Vision Correction Eye Care Center

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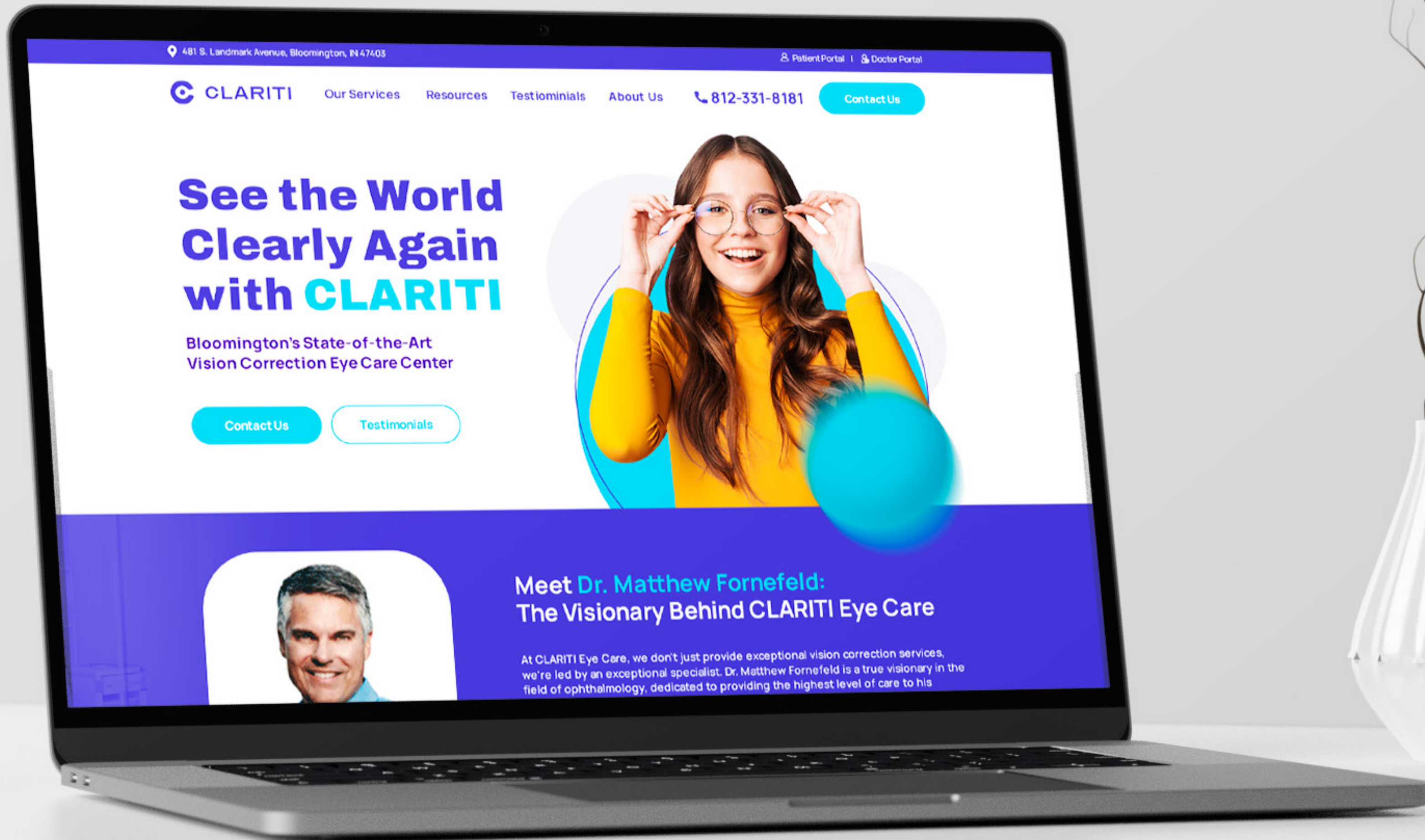


Meet **Dr. Matthew Fornefeld:** The Visionary Behind CLARITI Eye Care

At CLARITI Eye Care, we don't just provide exceptional vision correction services, we're led by an exceptional specialist. Dr. Matthew Fornefeld is a true visionary in the field of ophthalmology, dedicated to providing the highest level of care to his



Pink & Purple Option



**Blue
Option**



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See the World Clearly Again with CLARITI

Bloomington's State-of-the-Art Vision Correction Eye Care Center

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20 Years of Advancing Vision Correction Technology

Meet Dr. Matthew Fornefeld: The Visionary Behind CLARITI Eye Care

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[Learn More About Dr. Fornefeld](#)

Transforming Lives with
Advanced Vision Correction

Our Services

Our services are designed with one goal in mind: to help you achieve clearer, brighter vision and a better quality of life.



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LASIK: Clear Vision Starts Here

Are you tired of relying on glasses or contact lenses to see the world clearly? LASIK can help! Our state-of-the-art LASIK technology can correct a wide range of vision problems, from nearsightedness to astigmatism.

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Ready to See the World Clearly? Schedule Your Consultation Today!

Contact Us

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Contact Us using the form

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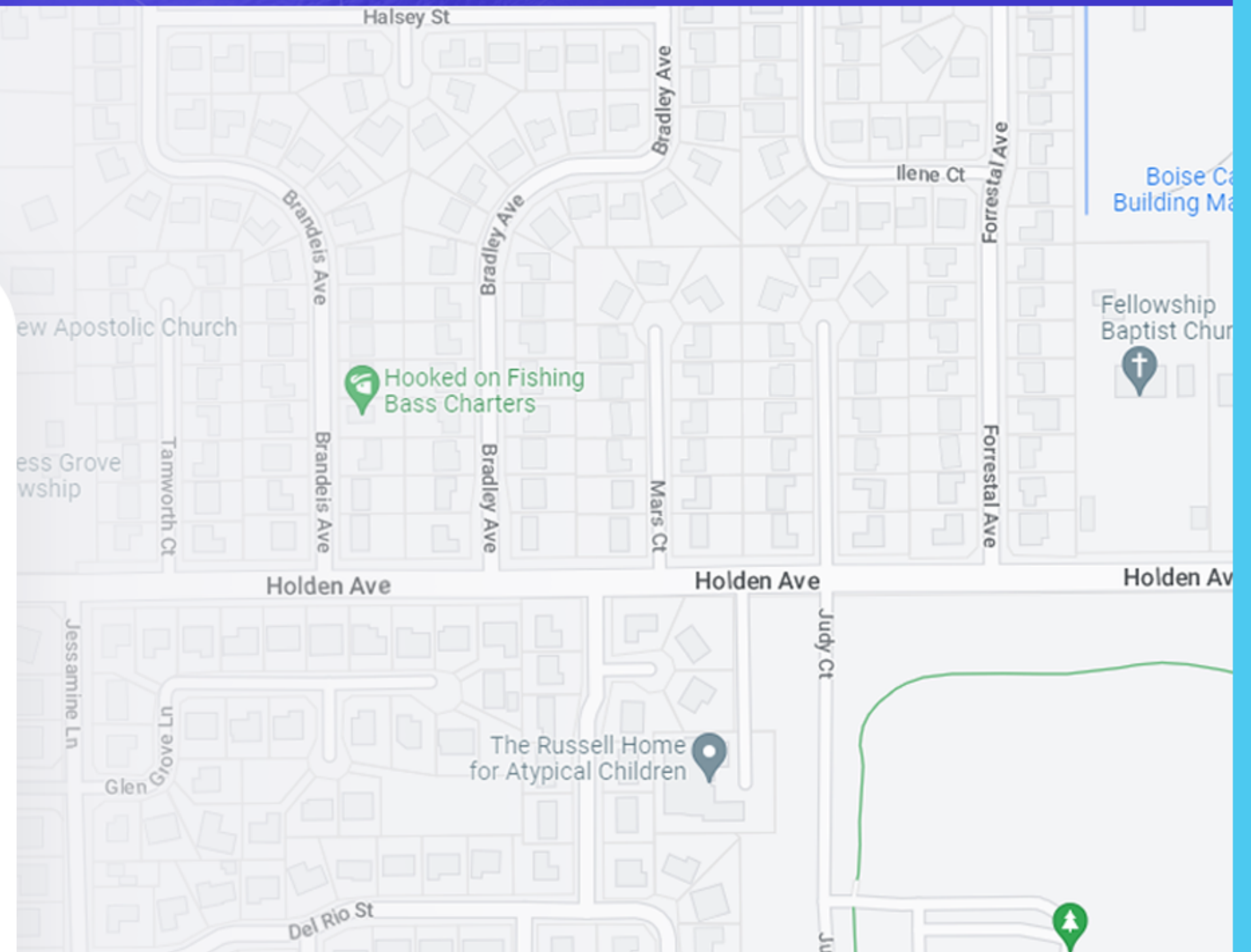
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Your email

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Your phone

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