



Always worth it.

Brand Refresh 2022



What happens when you **focus** on what's important?





When you choose what matters?

You define what's at your **core.**



Welcome to **who we are.**
And what we **stand for.**



You come alive outside. Inspired by the freedom to move, to follow your own path.

Most days, it's easy to feed this insatiable hunger for the outdoors, existing in the moment or thriving on physical challenge. But let's face it, other days its tough to get up, get out, and overcome the obstacles of everyday life.

What's different about you is that you choose what matters. You choose to go one step further even when it seems impossible- to do more, care more and feel more. You're drawn outside to a place where time disappears, and ambition multiplies.

That's why you choose Optic Nerve. Because we understand your healthy addiction to the outdoors and love for our playground, planet earth. And that's why we exist, to create a clearer view of what matters, producing purposeful eyewear for the outdoor inspired.

We know what it's like to go the extra mile. With excruciating thoughtfulness around features and innovation, we make sure nothing stands in your way. A little extra flare, a lot more affordable, all with a steadfast commitment to sustainability - so you can focus on what's important.

With Optic Nerve eyewear you have no reason not to go. So don't hold back. Race, charge, explore or simply exist. Go a little too far, lose yourself and feel more alive - because getting outside is **always worth it.**



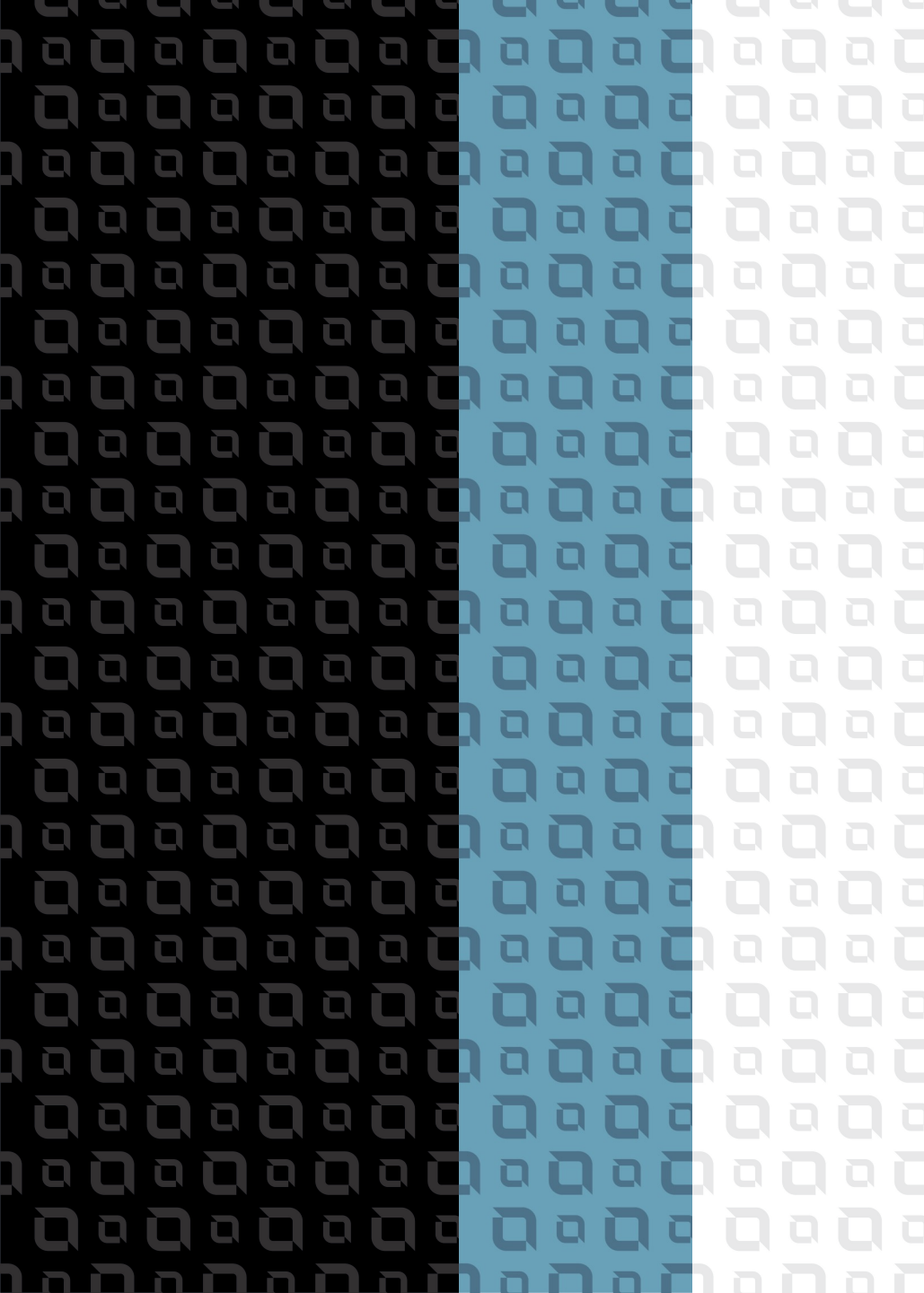
Our logo is symbolic of where we're going. The icon uses line strokes of both the letter "O" and "N", allowing soft and hard edges to work in harmony. The shape brings into focus what's important, encouraging us to choose what matters – because it's always worth it.

The word "Optic" remains airy and optimistic while the word "Nerve" is weighted more heavily to demonstrate determination and independence.

A skier wearing a black helmet and blue goggles is captured in a dynamic pose, carving through deep snow in a forest. The skier's red and black ski is visible, kicking up a spray of snow. The background is filled with snow-covered evergreen trees, creating a serene winter atmosphere. The entire image is overlaid with a semi-transparent blue filter.

Always worth it.

Our tagline embodies our brand essence and communicates why we're unique. It describes our insatiable passion for the outdoors and our ambitious spirit. These are words to remember us by.



Graphite

Alpine Start

Blue Bird

Pow Day

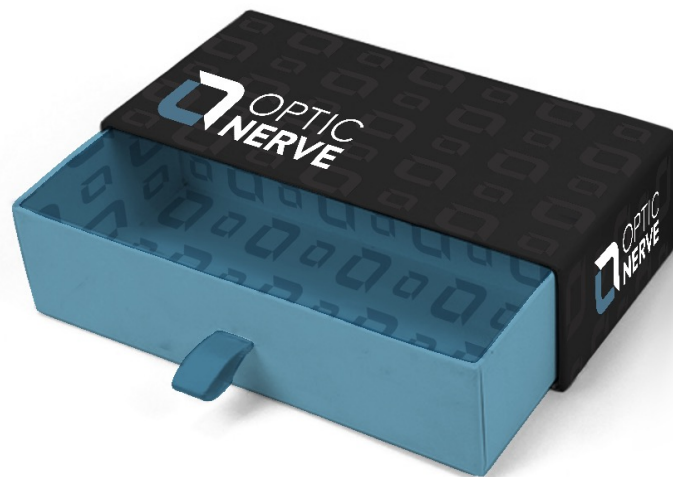
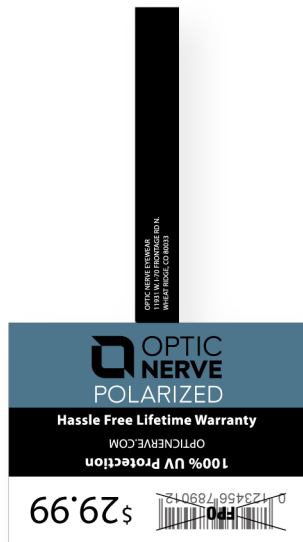
First Light

You'll notice a
change over the
next year.

And we're pretty
stoked about it.



Always worth it.



Are you ready?





Always worth it.