

Eyebuydirect

By: Nolan Goren

Essence of the Brand

Essence - Ray-Ban Meta believes everybody has a story behind them, and that there is always a Ray-Ban.

Tone - The online company aims to make their consumers feel stylish and uses descriptive language to represent what their aim is

Benefit - The price ranges from a couple hundred dollars and comes in many colors and types

Value - “We see smart glasses as a stepping stone to true augmented reality glasses, and an important element of this is building something you’ll want to wear regularly for extended periods of time. We also think it’s important for people to get accustomed to the use of smart glasses in everyday life in preparation for AR glasses to become an essential technology one day.”

Abilities - The smart glasses allow for a minute of livestream recording and higher quality photos with a 12-megapixel camera. In addition, these glasses have two classic silhouettes and 150+ options for the lens. In addition, there is a three-way microphone system, a flexible PCB for a longer lifespan, and a charging case that can prevent the glasses from bending. Ray-Ban Meta uses the latest technology that activates from one saying the phrase “Hey Meta.”

Deliverables: Font

DIN Alternate Bold

Deliverables: Color Palette (Part 1)



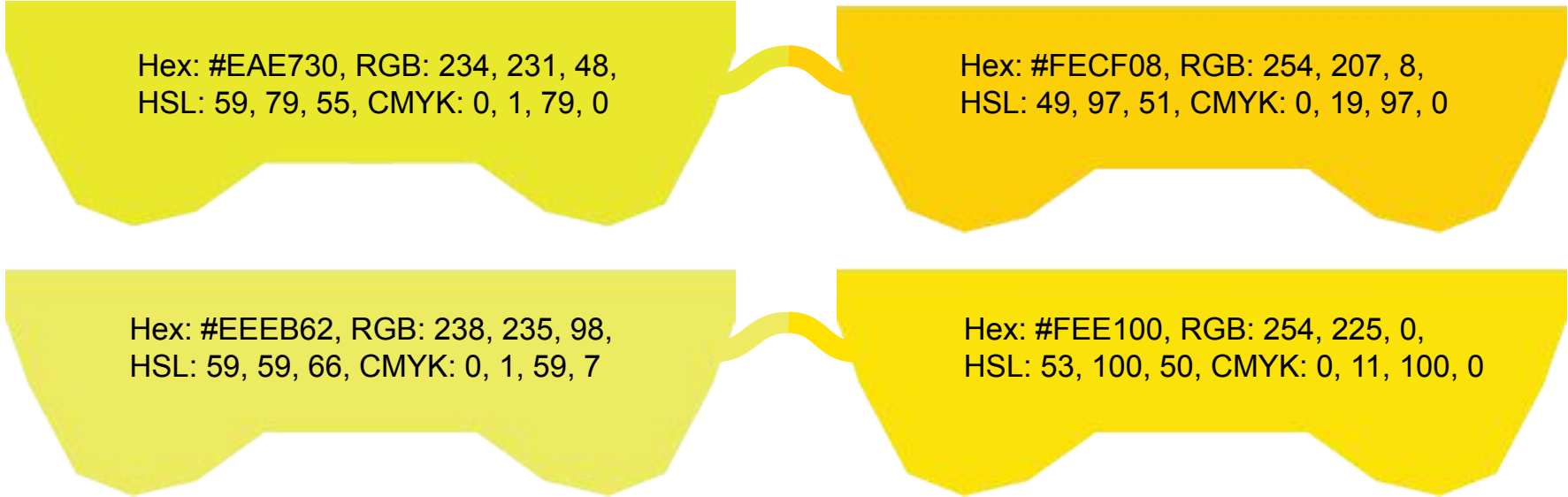
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Hex: #004517, RGB: 0, 69, 23,
HSL: 140, 100, 14, CMYK: 100, 0, 67, 73

Hex: #FFED0A, RGB: 255, 237, 10,
HSL: 56, 96, 52, CMYK: 0, 7, 96, 0

Deliverables: Color Palette (Part 2)



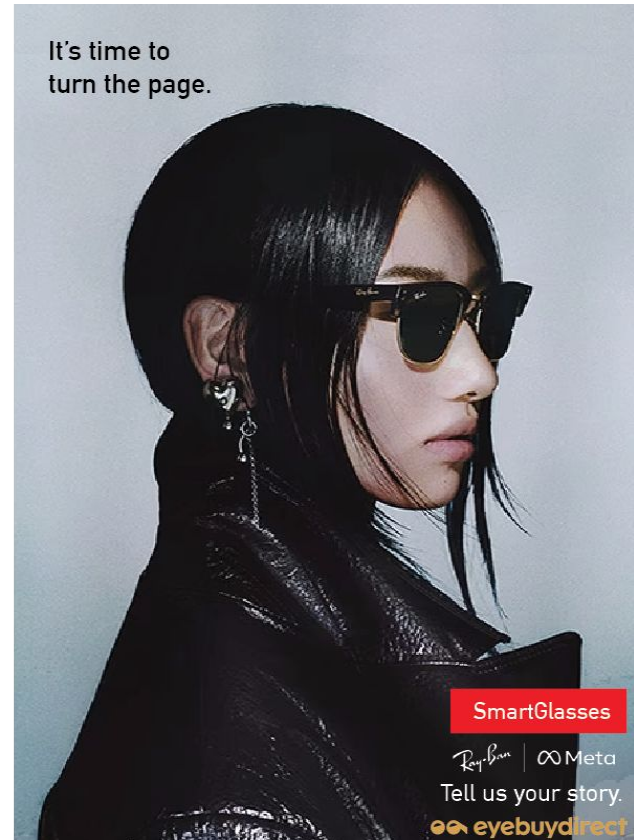
Hex: #EAE730, RGB: 234, 231, 48,
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Hex: #FECF08, RGB: 254, 207, 8,
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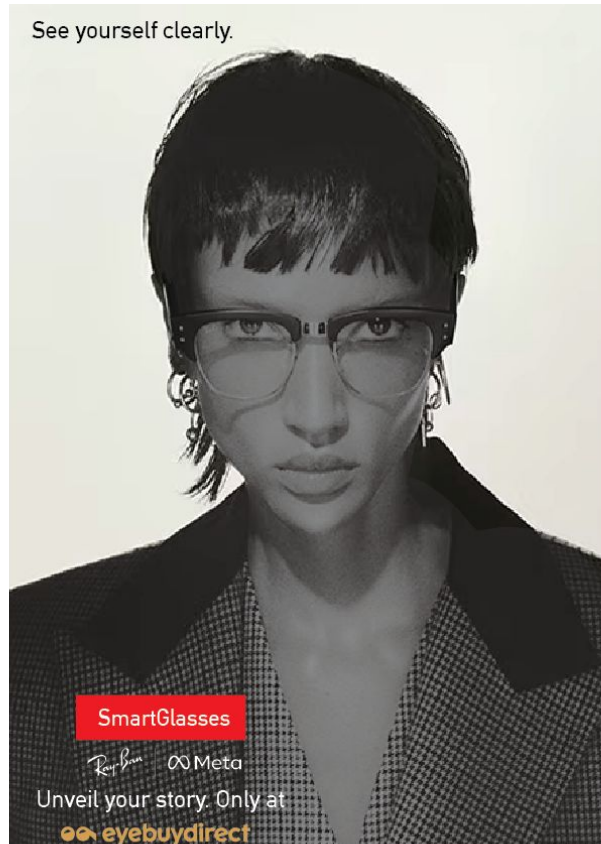
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Hex: #FEE100, RGB: 254, 225, 0,
HSL: 53, 100, 50, CMYK: 0, 11, 100, 0

Campaign Posters (Part 1)



Campaign Posters (Part 2)



Photos from Ray-Ban Meta's Website



Works Cited

<https://www.ray-ban.com/usa>

<https://tech.facebook.com/reality-labs/2023/2/the-making-of-ray-ban-stories/>