



MARKETING IMAGES

FOR YOUR PRIVATE LABEL FRAMES

WEBSITE • SOCIAL MEDIA • PRINT

Professional branded imagery ready for your office



Why These Images Matter

And why most practices don't use them correctly

Independent eyecare practices invest heavily in private-label frames, yet many fail to feature them where patients look first—their website and social media. When a practice's own brand is invisible online, patients default to familiar designer names and assume the practice offers nothing unique. The result is a missed branding opportunity, weakened differentiation, and a website that unintentionally promotes competitors instead of the practice itself.

Meanwhile, national chains and online retailers understand something critical: Patients decide what to buy before they ever step inside the office.

They decide on their phone.

— On websites.

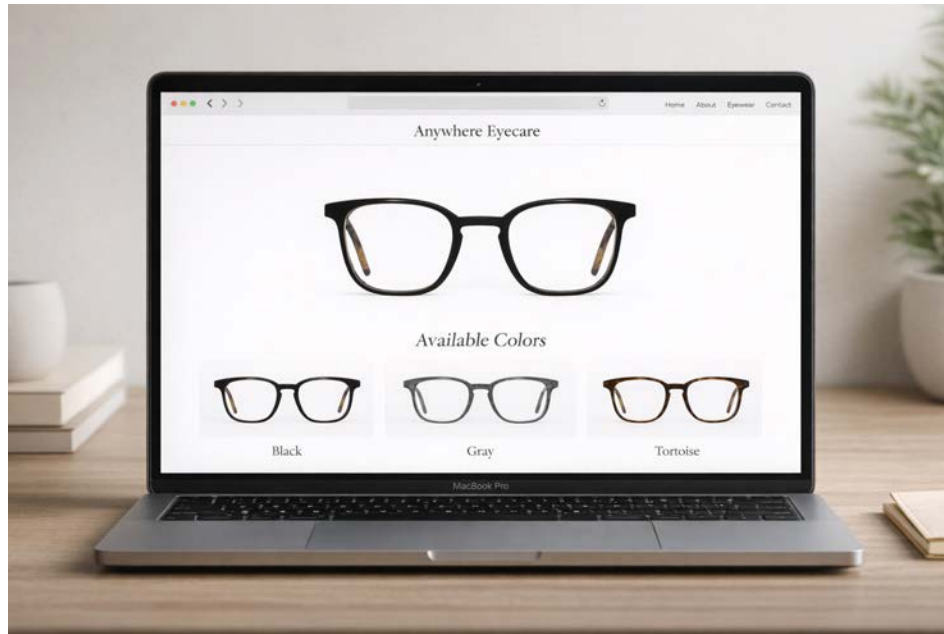
— On social media.

— Before the exam.

— Before price is discussed.

That's why chains and online retail websites look polished, consistent, and intentional — even when the product itself isn't better.

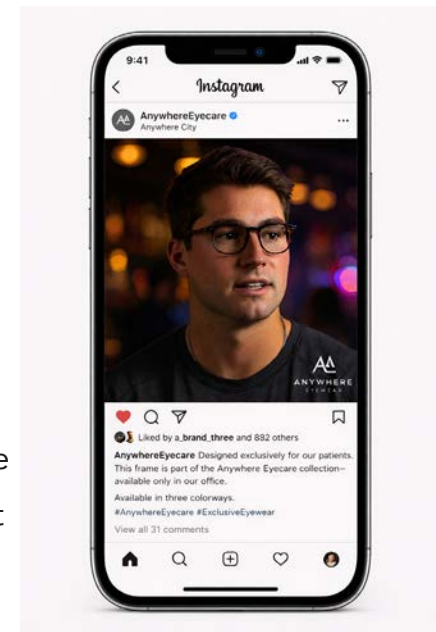
The Missed Opportunity in Independent Eyecare



If your private label frames aren't featured in your marketing, your website and social media inadvertently end up promoting competitors.

Your website is often the first place your patients interact with your brand. If your private-label frames aren't featured there, they effectively don't exist in the patient's mind.

When a practice's website highlights only designer brands,



it unintentionally promotes competitors and trains patients to shop elsewhere. Featuring your own private-label collection creates differentiation, reinforces your brand, and sets the expectation before the patient ever walks in, that your practice offers something they can't get anywhere else.

Social media is an extension of your brand, not an afterthought. Featuring your private-label frames on platforms like Instagram reinforces brand recognition, builds familiarity before the patient visit and reminds the patients that your practice offers something unique, not the same brands found everywhere else.

Image Cropping & Usage Guide

Request IMG:207FFCT



Master Image
(High Resolution Source)

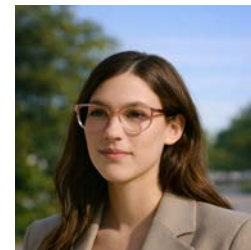
All branded images are created from a single high resolution master and intentionally cropped for each platform. This ensures consistency across social media, websites and digital marketing -- without distortion or loss of quality.

Instagram Feed (Recommended)



1080 x 1350
4:5

Social Media (Square)

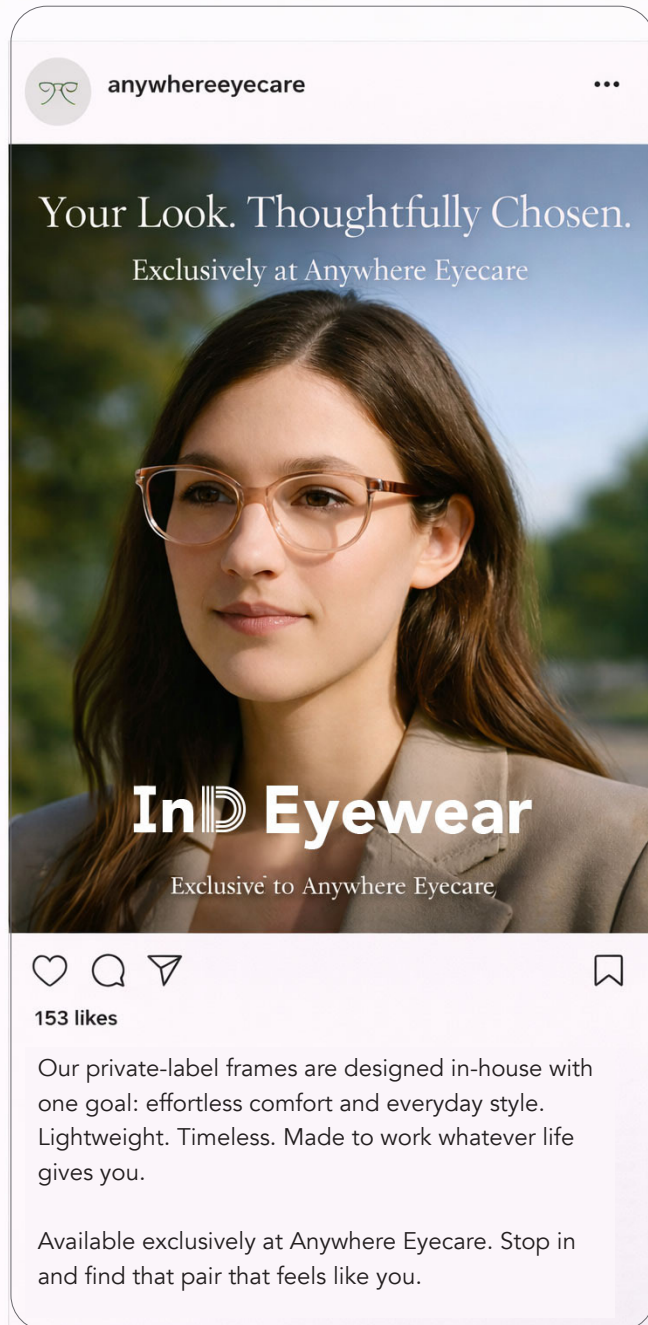


1080 x 1080
1:1

Website Hero / Feature Image, Facebook Link Preview



1200 x 628
1.91:1



Reusable Caption Templates (for ECPs)

Just Ask Us. We Have tons of Caption and Text Resources

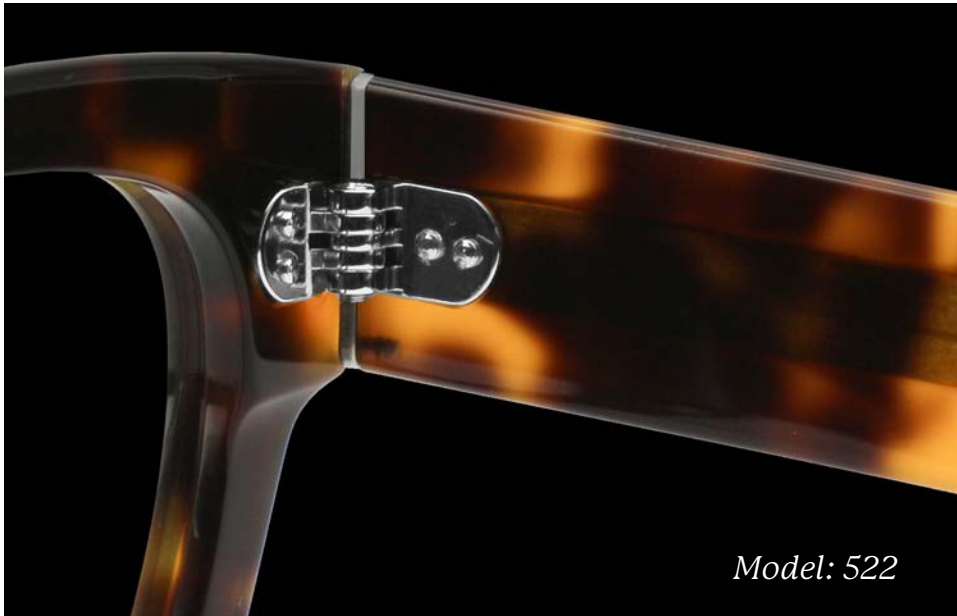
Our private-label frames are designed with comfort, fit, and everyday style in mind — without the designer markup.

Available exclusively at [Practice Name].

Come try them on and see the difference thoughtful eyewear makes.

Image Cropping & Usage Guide

Request IMG:522PTORT



IMG: 522PTORT

Master Image (High Resolution Source)

Yes, product images are equally as powerful in communicating style and quality to your patients. Remember, your patients want to know what your brand stands for, so don't ignore images like these.

Instagram Feed (Recommended)



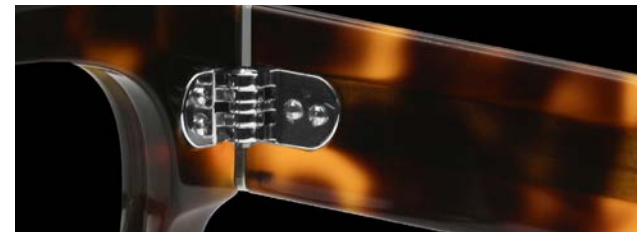
1080 x 1350
4:5

Social Media (Square)



1080 x 1080
1:1

Website Hero / Feature Image, Facebook Link Preview



1200 x 628
1.91:1

Image Cropping & Usage Guide

Request IMG:8025PTITAN



IMG: 8025PTITAN

Master Image
(High Resolution Source)

Instagram Feed (Recommended)



1080 x 1350
4:5

Social Media (Square)



1080 x 1080
1:1

Website Hero / Feature Image, Facebook Link Preview



1200 x 628
1.91:1

Image Cropping & Usage Guide

Request IMG:522SPEM



Model: 522 Sun

IMG: 522SPEM

Master Image
(High Resolution Source)

Instagram Feed (Recommended)



1080 x 1350
4:5

Social Media (Square)



1080 x 1080
1:1

Website Hero / Feature Image, Facebook Link Preview



1200 x 628
1.91:1

Image Cropping & Usage Guide

Request IMG: 365FTORT



Model:365

Master Image
(High Resolution Source)

Instagram Feed (Recommended)



1080 x 1350
4:5

Social Media (Square)



1080 x 1080
1:1

Website Hero / Feature Image, Facebook Link Preview



1200 x 628
1.91:1

Image Cropping & Usage Guide

Request IMG: 493SPTORT



Model: 493s

Master Image
(High Resolution Source)

Instagram Feed (Recommended)



1080 x 1350
4:5

Social Media (Square)



1080 x 1080
1:1

Website Hero / Feature Image, Facebook Link Preview



1200 x 628
1.91:1

Image Cropping & Usage Guide

Request IMG: 432FSIL



Master Image
(High Resolution Source)

Instagram Feed (Recommended)



1080 x 1350
4:5

Social Media (Square)



1080 x 1080
1:1

Website Hero / Feature Image, Facebook Link Preview



1200 x 628
1.91:1

Image Cropping & Usage Guide

Request IMG: 524FOT



Master Image
(High Resolution Source)

Instagram Feed (Recommended)



1080 x 1350
4:5

Social Media (Square)



1080 x 1080
1:1

Website Hero / Feature Image, Facebook Link Preview



1200 x 628
1.91:1

Image Cropping & Usage Guide

Request IMG: 389FBLK



Master Image
(High Resolution Source)

Instagram Feed (Recommended)



1080 x 1350
4:5

Social Media (Square)



1080 x 1080
1:1

Website Hero / Feature Image, Facebook Link Preview



1200 x 628
1.91:1

Image Cropping & Usage Guide

Request IMG: 604FBIR



Master Image
(High Resolution Source)

Instagram Feed (Recommended)



1080 x 1350
4:5

Social Media (Square)



1080 x 1080
1:1

Website Hero / Feature Image, Facebook Link Preview



1200 x 628
1.91:1

Image Cropping & Usage Guide

Request IMG: 610FCRI



Master Image
(High Resolution Source)

Instagram Feed (Recommended)



1080 x 1350
4:5

Social Media (Square)



1080 x 1080
1:1

Website Hero / Feature Image, Facebook Link Preview



1200 x 628
1.91:1

Image Cropping & Usage Guide

Request IMG: 409FNA



Master Image
(High Resolution Source)

Instagram Feed (Recommended)



1080 x 1350
4:5

Social Media (Square)



1080 x 1080
1:1

Website Hero / Feature Image, Facebook Link Preview



1200 x 628
1.91:1

Image Cropping & Usage Guide

Request IMG: 391FGD



Master Image
(High Resolution Source)

Instagram Feed (Recommended)



1080 x 1350
4:5

Social Media (Square)



1080 x 1080
1:1

Website Hero / Feature Image, Facebook Link Preview



1200 x 628
1.91:1

Image Cropping & Usage Guide

Request IMG: 414PBA



Master Image
(High Resolution Source)

Instagram Feed (Recommended)



1080 x 1350
4:5

Social Media (Square)



1080 x 1080
1:1

Website Hero / Feature Image, Facebook Link Preview



1200 x 628
1.91:1

Image Cropping & Usage Guide

Request IMG: 414FCR



Master Image
(High Resolution Source)

Instagram Feed (Recommended)



1080 x 1350
4:5

Social Media (Square)



1080 x 1080
1:1

Website Hero / Feature Image, Facebook Link Preview



1200 x 628
1.91:1

Image Cropping & Usage Guide

Request IMG: 320PTOR



Master Image
(High Resolution Source)

Instagram Feed (Recommended)



1080 x 1350
4:5

Social Media (Square)



1080 x 1080
1:1

Website Hero / Feature Image, Facebook Link Preview



1200 x 628
1.91:1

Image Cropping & Usage Guide

Request IMG: 390FRE



Master Image
(High Resolution Source)

Instagram Feed (Recommended)



1080 x 1350
4:5

Social Media (Square)



1080 x 1080
1:1

Website Hero / Feature Image, Facebook Link Preview



1200 x 628
1.91:1

Image Cropping & Usage Guide

Request IMG: 493SFTOR



Master Image
(High Resolution Source)

Instagram Feed (Recommended)



1080 x 1350
4:5

Social Media (Square)



1080 x 1080
1:1

Website Hero / Feature Image, Facebook Link Preview



1200 x 628
1.91:1

Image Cropping & Usage Guide

Request IMG: 524PMAH



Master Image
(High Resolution Source)

Instagram Feed (Recommended)



1080 x 1350
4:5

Social Media (Square)



1080 x 1080
1:1

Website Hero / Feature Image, Facebook Link Preview



1200 x 628
1.91:1

Website Image Front View

Request our full library of frame images for your website. They're free!



Model:524

Website Image Side View

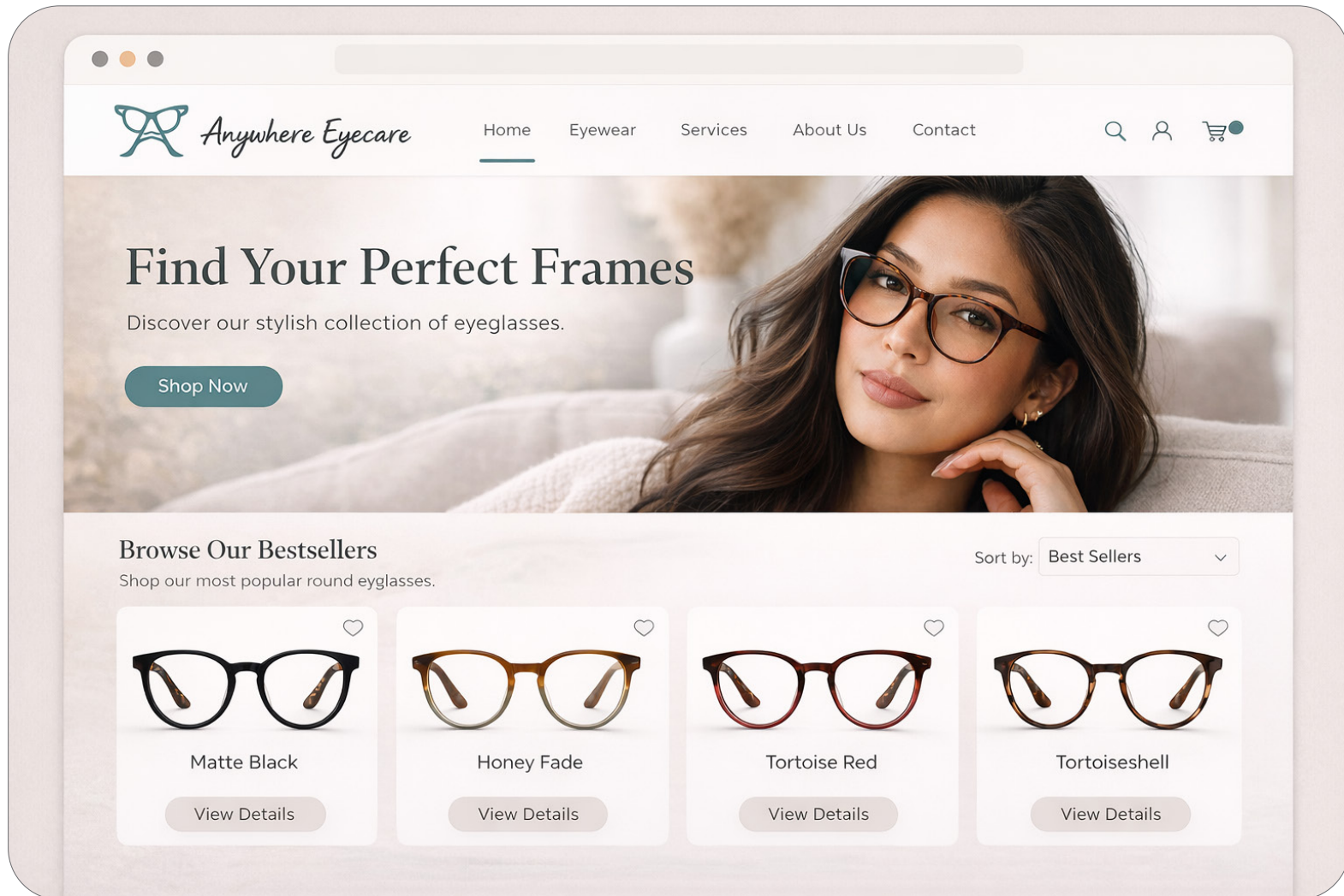
Request our full library of frame images for your website. They're free!



Model:524

Your Website Should Have This

Request our full library of frame images for your website. They're free!



How You Should Use Instagram

A Proper Instagram Post. Private-Label Done Right



Instagram isn't about products.

It's about **desire**.

Patients don't fall in love with frame specs, prices, or promotions.

They fall in love with how they see themselves.

That's why successful private-label brands use Instagram to:

- Show lifestyle, not inventory
- Suggest exclusivity, not discounts
- Communicate confidence, not urgency

Your private label should feel considered, curated, and personal — just like your care.

- No prices
- No sales language
- No clutter
- Clean typography
- Editorial photography — provided by Your Brand Eyewear
- Brand-first messaging

Image Cropping & Usage Guide

Request IMG: 530PHAV



Master Image
(High Resolution Source)

Instagram Feed (Recommended)



1080 x 1350
4:5

Social Media (Square)



1080 x 1080
1:1

Website Hero / Feature Image, Facebook Link Preview



1200 x 628
1.91:1

Image Cropping & Usage Guide

Request IMG: 602FHAV



Master Image
(High Resolution Source)

Instagram Feed (Recommended)



1080 x 1350
4:5

Social Media (Square)



1080 x 1080
1:1

Website Hero / Feature Image, Facebook Link Preview



1200 x 628
1.91:1

The Final Truth

*Independent eyecare isn't losing because of Amazon, Warby Parker, or big chains.
It's losing because too many practices still look, sound, and sell like it's 2005.*

- Patients haven't stopped valuing quality.
- They haven't stopped trusting doctors.
- They haven't stopped buying eyewear.

They've stopped being inspired.

Private-label eyewear isn't about frames. It's about control.

- Control of your margins.
- Control of your message.
- Control of how your practice shows up—online, in-office, and in the minds of your patients.

The practices that win over the next decade will:

- Look like brands, not clinics
- Communicate like retailers, not wholesalers
- And stop promoting everyone else's name instead of their own

The only remaining question is simple:

Will your practice be remembered...or replaced?