



## America's Best Unveils Major Brand Transformation: VML Relaunches Eye Care Retailer's Identity with the Powerful Message "Every Eye Deserves Better"

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*Brand's fresh, joyful new look designed to appeal to all Americans, conveying affordable access to high-quality eye care*

DULUTH, Ga., Aug. 19, 2025 /PRNewswire/ -- America's Best, a retail brand of National Vision Holdings, Inc. (NASDAQ: EYE), is excited to announce today a monumental visual brand transformation that promises to continue redefining accessible eye care across the nation. In collaboration with creative powerhouse VML, America's Best has embraced a bold renewal – unveiling a new logo, a new brand platform and a complete brand identity overhaul that will captivate consumers across all media touchpoints.

Experience the full interactive Multichannel News Release here: <https://www.multivu.com/national-vision-holdings/9349651-en-americas-best-every-eye-deserves-better>

The new rallying cry, "Every Eye Deserves Better," is a declaration of what America's Best stands for: providing access to affordable comprehensive, high-quality eye care and stylish frames – without sacrificing expertise or value.

"This isn't merely an ad campaign; it's a complete reintroduction of the brand, a statement of our unwavering commitment to the health and well-being of every American's eyes," said Joe VanDette, Chief Brand and Marketing Officer at National Vision. "We believe all Americans, regardless of their budget, deserve better care when it comes to their sight – a thorough exam with a caring doctor and a fantastic selection of eyewear. We're proving exceptional service and value can coexist without compromise."

The visual identity of America's Best has been completely reinvented. Gone is the familiar flag logo, replaced by a sophisticated yet approachable "AB" acronym brand mark and a vibrant new visual design system. This bold evolution cleverly weaves in nods to America's Best's heritage, with a fashionable reinterpretation of American stripes and colors, and even a playful homage to its signature owl mascot.

Building upon the visual identity, the [launch film](#) takes viewers on a colorful journey through the lives – and eyes – of Americans. Complementing this, the brand's social media channels and [website](#) will feature photography and video that captures the human, joyful and authentic everyday moments where clear vision truly shines. This energetic look and feel is designed to appeal to both existing and new customers and patients.

"Through our work for America's Best, we wanted to make people think for a moment, on a very human level, about all the ways their eyes deliver for them," said Tom Murphy, Chief Creative Officer at VML US. "'Every Eye Deserves Better' powerfully puts the 'care' in 'eye care' that America's Best believes everyone should receive."

Media for this transformative launch is being handled by Spark and Rise airing across major cable and streaming platforms including Disney, Tubi, YouTube and Google.

### **About National Vision Holdings, Inc.**

National Vision Holdings, Inc. (NASDAQ: EYE) is one of the largest optical retail companies in the United States with over 1,200 stores in 38 states and Puerto Rico. With a mission of helping people by making quality eye care and eyewear more affordable and accessible, the company operates four retail brands: [America's Best](#), [Eyeglass World](#), and Vista Optical inside [select Fred Meyer stores](#) and on [select military bases](#), and an e-commerce website [DiscountContacts.com](#), offering a variety of products and services for customers' eye care needs. For more information, please visit [www.nationalvision.com](http://www.nationalvision.com).

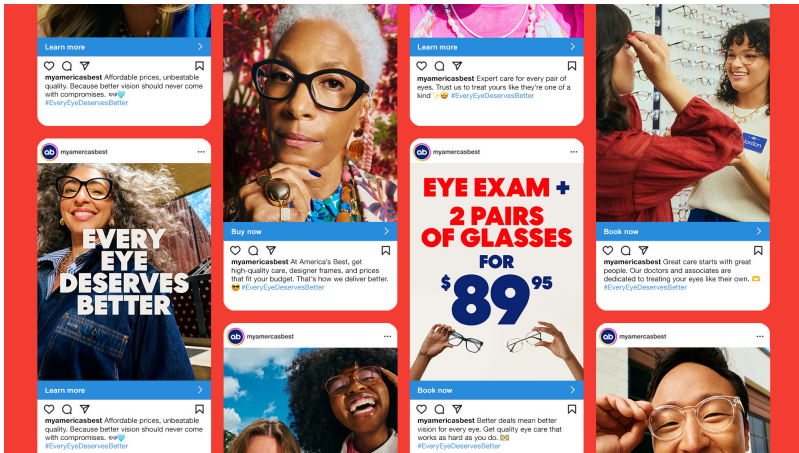
### **About VML**

VML is a leading creative company that combines brand experience, customer experience, and commerce, to create connected brands that drive growth. The agency is celebrated for its innovative and award-winning work with blue chip client partners including AstraZeneca, Colgate-Palmolive, Ford, Microsoft, Nestlé, The Coca-Cola Company, and Wendy's. VML is recognized as a Leader by Forrester Wave™ reports for Commerce Services, Marketing Creative and Content Services, and is a Strong Performer in the Forrester Wave™: CX Strategy Consulting Services. It was also named a Leader in IDC MarketScape: Adobe Experience Cloud Professional Services and a Visionary in the Gartner Magic Quadrant for Digital Experience Services. VML's specialist health network, VML Health, is also one of the world's largest and most awarded health agencies. VML's global network is powered by 26,000 talented people across 55 markets, with principal offices in Kansas City, New York, Detroit, London, São Paulo, Shanghai, Singapore, and Sydney.

VML is a WPP agency (NYSE: WPP). For more information, please visit [www.vml.com](http://www.vml.com), and follow along on Instagram, LinkedIn, and X #WeAreVML.

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Previous Logo

**AMERICA'S  
BEST**  
EYECARE + EYEWEAR



Previous Brand Mascot



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SOURCE National Vision, Inc.