

AMANŌ



AMANŌ

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AMANŌ is “a mano.”
By hand.

In Spanish, a **mano** means made by hand. We play on it: AMANŌ, with a macron over the Ō as our small mark of craft.

It is the whole promise in a word. Every pair is shaped, finished and polished by hand, and every pair says where it was made.

AMANŌ
HECHO EN USA

Hecho en means made in. Inside every frame we stamp where it was made: Hecho en Bend, USA today, and as we grow, Sayulita, México or Costa Rica.

More than a brand. Not just a sunglass company.

THE PROBLEM

Today's world runs on growth, profit and fast fashion: more and more, with little thought for where it comes from or where it ends up. As markets consolidate, products start to look the same. People are desperate to be individuals, to be authentic, and to do the right thing.

OUR ANSWER

Products that are unique, one of a kind and made responsibly, so you can wear something you feel good about that is distinctly you. And a business that, over time, brings real opportunity to communities that need it, with high-profile friends who care about the planet and the future of small rural communities.

THE PROVING GROUND

A small, grassroots, handmade vision with bigger implications. We will be first to market with new materials like PHAs and keep pushing the boundaries. If sustainable and smart can work at this scale on consumer goods, it can work in other markets.

A proving ground for how products get made: where, by whom and why. We question everything.

Perfectly imperfect, on purpose.

AMANŌ starts small and stays honest. We build sunglasses in the USA, in tiny custom batches, from plastic that has already lived one life. Because each pair is made by hand, each one comes out a little different: its own pattern, its own color, its own feel.

That is the wabi-sabi of it. We don't hide the variation, we keep it. Every frame is made by people who care, and you can feel it.

Made in Bend, Oregon, USA.



MADE

By hand, in small batches

FROM

Recycled plastic, second life

PRICE

Around \$100, not \$300 to \$500

Where we're going

05 · THREE PHASES

PHASE 1

Small batch, Bend

Boutique runs of handmade glasses from recycled plastic, built in Oregon.

Second life for plastic already in use

Cleanups of rivers, lakes, oceans and any community with plastic waste

Priced near \$100, well under typical USA-made eyewear. We will always make some in Bend

PHASE 2

Satellite hubs

Communities anywhere in the world with heavy plastic pollution make the frames themselves.

We build the process and infrastructure; they own the work. Frames carry where they were made

Clears the plastic and creates local jobs where help is needed, for example a remote Mexican beach town

New materials: PHAs and bioplastics, fallout guitar woods, wooden frames, recycled fishing nets

PHASE 3

Grow through collabs

More hubs, more sustainable products, and collaborations with people who believe in them.

Limited collabs with artists, musicians, chefs and filmmakers who care about sustainability

Co-founder David Chang opens doors in food, culture and media

Illustrative ideas: Jeff Bridges, Spike Lee, David Choe (not yet secured). Never high-volume

Always hunting for more sustainable materials with a story.

Recycled plastic is where we start, not where we stop. We are always looking for new materials and new ways to think about what a frame can be, and we test them in small runs before they earn a place in the line.

TODAY

Recycled plastics

Plastic that already had a first life, cleaned, sorted and shaped by hand into frames.

EXPLORING

PHAs

Biodegradable polymers made by microbes. A promising material for frames that return to the earth.

EXPLORING

Emerging biomaterials

Plant-based and bio-derived materials as they mature, tested for look, feel and durability.

EXPLORING

Guitar woods

Offcuts and fallout from instrument making, with deep grain and a story, given a second life.

EXPLORING

Wooden frames

Warm, light and hand-finished, a natural fit for our Bend workshop.

EXPLORING

Recycled fishing nets

Ghost gear pulled from the water and turned into something worth wearing.

Limited runs come from a place.

Not every batch has a place behind it, but our limited runs do. We travel to rivers, lakes, oceans and communities where plastic piles up, and we clean them up. The plastic we collect becomes a limited run tied to that trip: that place, those people, that day.

01

Clean up

River, lake and shoreline cleanups, with local partners.

02

Collect & sort

Plastic is sorted by type and color back at the workshop.

03

Make the batch

A limited run made by hand and named for where it came from.



DESCHUTES RIVER · BATCH 01/50 · BEND, OR

When it's gone, it's gone.

Some of our models come from a specific trip to collect plastic, made as a limited run. When it sells out, that model never comes back. Scarcity is built into how we work.

LIMITED RUNS

One place, one model

However much plastic we collect on a trip is how many pairs exist. Then that run is finished.

ONLINE

Pick your exact pair

Every pair for sale is photographed and listed on its own. You buy the pair you see, and it is one of one.

IN STORES

Hard to find, worth finding

We sell direct and through select stores. Plastic, mix and origin vary, so you will not find the same pair twice. See one you love, take it home.

SECOND LIFE

Send them back

When you are done with your glasses, return them. We recycle them into the next batch. We will build out this part of the story.

A content house that makes sunglasses.

BRAND & SUPPLY CHAIN

RA Beattie

16 years brand-side with sustainable consumer lifestyle goods, and years traveling the world sourcing and working in sustainability. Founder of Off the Grid Studios, our built-in production company.

CULTURE & NETWORK

David Chang

An extraordinary entrepreneur whose network reaches across more verticals than almost anyone.

MEDIA DIRECTOR

Sean McCormick

A lifetime in outdoor media: snowboarding, skiing, fishing, hunting and more. He runs the media machine.

Three founders, one rare advantage: we punch far above our weight.

01

Content, in house

We already produce outdoor films, TV and documentaries. The product is woven in and sponsors the work, and we make it all ourselves, at a cost other brands pay a fortune for.

02

Media house, bold attitude

Yeti and Red Bull made media the engine, and we can produce at that level. Like Liquid Death, we stay inventive, nimble and disruptive.

03

Small batches with the right people

The connectivity to do limited runs with important folks, such as Jeff Bridges, Spike Lee and David Choe (illustrative, not yet secured).

Sunglasses made by hand in Bend, Oregon, from plastic that already had a first life.

WHO WE ARE

A small-batch eyewear company. Every pair is made by hand in Bend, Oregon, USA, from recycled plastic. Tiny custom runs, perfectly imperfect, made by people who care.

WHERE WE'RE GOING

Satellite hubs in remote communities buried in plastic. We bring the process and equipment; local people make the frames, clear their own beaches and earn from it.

HOW WE SOUND

Warm, plainspoken and quietly confident. Our words are craft, small run and small batch: thoughtful work made with intention. We describe the work and let the product speak.

WE SAY

“Handcrafted in Bend, Oregon.”
“Small runs, made with intention.”
“A mano. By hand.”

WE AVOID

Hype and guilt. Saving-the-planet claims we can't back up. Jargon like “disruptive” or “eco-warrior.” Anything that talks louder than the place does.

The logo

11 · PRIMARY WORDMARK

AMANŌ

THE MARK

AMANŌ in Syncopate Bold, widely spaced, with a macron over the Ō.

ARTWORK

Always use the supplied files. Never retype the name or rebuild the macron over the Ō.

COLORS

Black on light grounds, white on dark grounds. One color at a time.

Logo versions

12 · WORDMARK, LOCKUP, PILL



Logo usage

CLEAR SPACE



Keep clear space equal to the height of the letter N on every side. Nothing enters the dashed area.

MINIMUM SIZE

AMANŌ

WORDMARK · 96 PX / 25 MM

AMANŌ
HECHO EN USA

LOCKUP · 120 PX / 30 MM

Below these sizes, the macron and tagline stop reading clearly.

PLEASE DON'T



Stretch or squash



Rotate



Low contrast



Add shadows or effects



Retype it in another font

Typography

THE MARK · SYNCOPATE BOLD

AMANŌ

The wordmark only. Wide, architectural and strong enough to read when molded into an arm.

HEADLINES · DM SERIF DISPLAY

Worn hard, made slow.

Regular 400. A strong, high-contrast serif with a confident, crafted feel: classy and easy to read at large sizes.

BODY · DM SANS

Handmade in Bend, Oregon.

Regular 400 and Medium 500. Clean and easy to read at any size, and it stays out of the way of the serif.

LABELS · DM MONO

HECHO EN USA · BEND, OR · 01/50

Small caps tags, numbering and specs. It gives a workshop, stamped-on-the-bench feel.

IN USE

The river, the ridge,
the long light.

Each pair is cut, shaped and polished by hand in our Bend workshop from recycled plastic. No two are exactly alike.

SHOP THE FIRST BATCH →

Color

15 · EVERY COLOR IS FOUND IN NATURE

CORE

Bone

#F5F0E6 · 245 240 230

Salt and cloud

Sand

#E9DFCC · 233 223 204

Beach and dry grass

Deschutes

#6F9CA3 · 111 156 163

River water

Ink

#26302B · 38 48 43

Basalt after dark

NATURE ACCENTS

Sky

#CFE0E2

Open sky over the Cascades

Sea Glass

#9FC0C4

Shallow coastal water

Sagebrush

#A9B49A

The high desert

Juniper

#5E6B58

Forest edge

Alpenglow

#EBC48F

Last light on the peaks

Rimrock

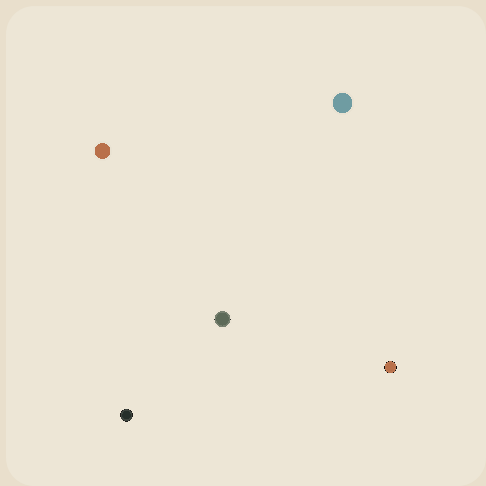
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Canyon walls

Lead with the nature accents. Use Bone and Sand as the ground, Ink for text, and Deschutes as the main brand blue. Rimrock is the warm accent and stays small.

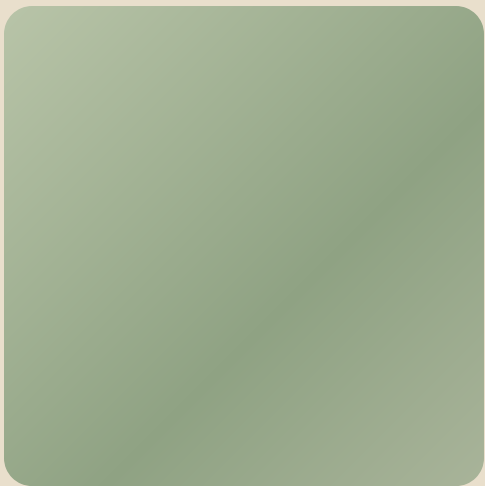
Product & material

16 · COLORWAYS ARE ILLUSTRATIVE, NOT FINAL



Dune terrazzo

Bone base with flecks of rimrock and water



Sage glass

Soft translucent green, like sea glass



Tidepool

River blue, clear and light



Driftwood

Warm swirled brown, tortoise-like



Basalt

The one dark option, soft and matte

HONEST MATERIAL

Let the plastic show its second life.

Flecks and variation are the point. Wabi-sabi: every pair is slightly different in pattern, color and feel.

MADE BY HAND

Shown in hands, not factories.

Shaping, finishing and polishing in Bend. Show the tools, the dust and the people.

SMALL MARKS

Quiet signs of origin.

AMANŌ on the temple, HECHO EN plus the place, inside the arm, and kraft or sand-colored recycled-board packaging.

Mood board

AMANŌ IN THE WORLD



Sun, salt, trail
dust and the long
light.

MOUNTAINS & HIGH DESERT



WATER & COAST



WHY WE DO IT

