

 **AliMed**<sup>®</sup> | **DIGITAL MARKETING & ECOMMERCE**

# Style Guide

Revised January 2019

# Style Guide

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*The average adult in the United States  
is exposed to 4,000 – 20,000 brands a day.  
By the end of the day, most people can recall about 12.  
In a busy world, humans have an incredible  
ability to filter out clutter.*



# Digital Marketing at AliMed

*Website, Email, Social Media, Paid Search, and CSE*

The ecommerce team is responsible to explore options that engage, enhance, organize, and simplify our customer's digital experience while remaining cost effective. AliMed online allows the brand to compete and exist on technological channels of communication that engage new and old customers at their personal convenience. These channels require user interaction that allows us to easily track how customers use our content and, equally as important, what they don't use.

Ecommerce seeks to simplify the complex and overwhelming information found in AliMed's traditional marketing channels by giving each product, resource, and campaign more space to easily communicate the AliMed message. We continually perform A/B testing and monitor user interactions to understand what our customers want and expect. By being responsive in real-time, we can reduce clutter, organize priorities, and cultivate more meaningful relationships.

We believe healthcare organizations prefer their professionals spend more time performing life-altering work that generates profit and less time shopping. By simplifying their experience, we hope to encourage a long-lasting relationship that builds trust and loyal customers.

AliMed, challenged by unique B2B healthcare obstacles, strives to stand out and be remembered.

## Colors and Typography

### Online Colors

*AliMed's digital brand colors are blues, grays, and occasionally red*

Colors are variations based on traditional print pieces.



**Black** 100K  
HEX #000000  
RGB: 0, 0, 0  
***Text in banner and images***



**AliMed Gray Text:** HEX #333333;  
RGB: 51, 51, 51  
CMYK: 69C, 63M, 62Y, 58K  
***Coded fonts in website and emails***



**Dark Gray:** 60C, 51M, 51Y, 20K  
HEX #666666  
RGB: 102, 102, 102



**Gray:** 35C, 28M, 28Y, 0K  
HEX #AAAAAA  
RGB: 171, 171, 171



**Mid-Gray:** 12C, 9M, 10Y, 0K  
HEX #DDDDDD  
RGB: 221, 221, 221  
***Borders/Rules***



**Light Gray:** 5C, 3M, 3Y, 0K  
HEX #EFEFEF  
RGB: 239, 239, 239  
***Backgrounds***

### Online Fonts: Source Sans Pro

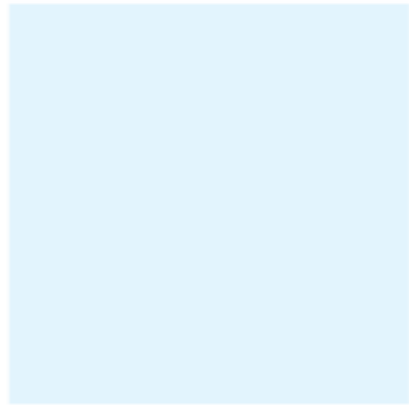
**Source Sans Pro – A Google Free Sans-Serif Font** (<https://fonts.google.com/>)

**Main font:** Source Sans Pro, sans-serif

Creative images can use any variation of Source Sans Pro

Do not change font-sizes or line-heights when coding with: <h1>, <h2>, <h3>, <p>, <ol>, <ul>, <li>

**Complimentary font:** Times New Roman, serif (usually italic or bold italic)



**AliMed Light Cyan:** HEX #DFEFFC  
RGB: 26, 68, 125  
CMYK: 11C, 2M  
AliMed CMYK: 5 or 10% of 100C



**AliMed Blue:** HEX #0068B3;  
RGB: 0, 104, 179  
CMYK: 91C, 59M 1Y  
AliMed CMYK: 100C, 56M



**AliMed Navy:** HEX #12437E;  
RGB: 18, 67, 126  
CMYK: 100C, 83M, 24Y, 8K



**AliMed Cyan:** HEX #00AEEF;  
RGB: 0, 174, 239  
CMYK: 100C



**AliMed Red:** HEX #D52321;  
RGB: 213, 35, 33  
CMYK: 11C, 98M, 100Y, 2K  
AliMed CMYK: 100M/100Y;



## Photography



### Editorial Photography

Most photo shoots happen in AliMed's photo studio. It has the equipment to create a nursing home room and a hospital room. Sometimes we combine in-use or editorial shots with stock purchased backgrounds.

For the web, use simple images, cropped dynamically, that look genuine.

For all images – keep file size as small as possible and absolutely never use an image over 80kb. Goal is less than 40KB. [Possible suggestions to reduce a file size when it is challenging: Change backgrounds to white or a solid color. Tone down bright colors or minimize # of colors. Delete creatively added fades and shadows.]

### Vendor Images

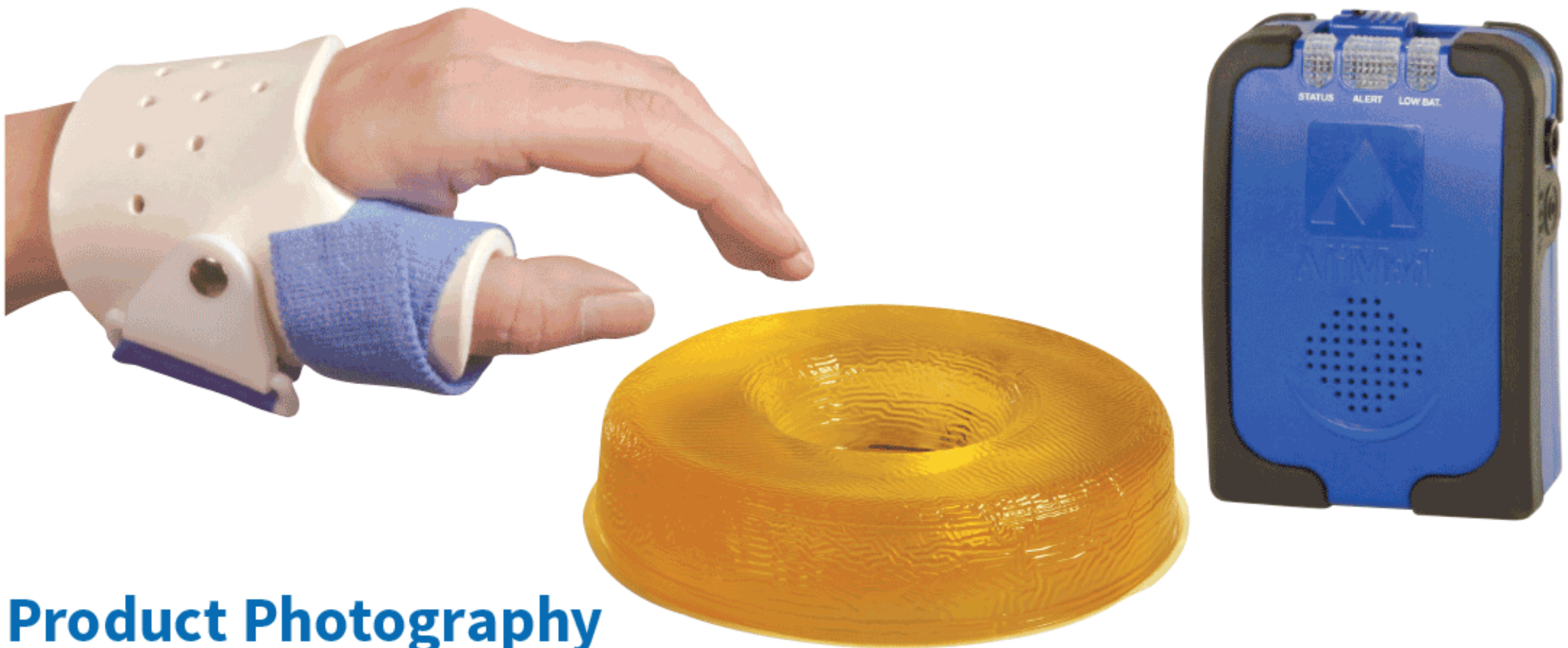
AliMed uses many vendor images. Remember the exact same images are used by competitors. Sometimes, a unique crop can make a difference.

### Stock Images

AliMed uses stock images. Be aware these images can be used by any company or any person. Display them in a manner to reinforce the AliMed brand.



## Photography



## Product Photography

All images need to be isolated for the web and CSEs (like Amazon).

- Images should be 72 dpi, RGB
- Must be 1001 pixels or larger in either width or height at the longest side; the shortest side can be any size 1001px or less.
- Main product image needs to be an isolated product shot with a pure white background. Crop tightly to the product.
- Main image must show product only. (Not a graphic or illustration).
- Subsequent images, like in-use shots, can be graphics or have backgrounds. Crop all for best presentation but white space is built into the page template.
- Brave River's image processor will automatically resize image to 850px wide x 480px high for AliMed.com. Please crop tightly to the product or presentation.
- Images should be named with sku number (lowest number if a family of skus).
- Save as a .jpg file.

## In-Use Photography

A product manager should oversee photo shoots that show products in-use. Ensure props and positioning are authentic. Always know the product benefits before shooting. Display the image in a dynamic and compelling manner whenever possible.





## Banners

**Homepage Banner:** Larger size: 1200px x 300px. This size banner uses copy in html code on left.



Left 800px is saved for copy added by code. In this 1 location only, hard coded breaks are acceptable if you need extra room or if it looks odd. Test scalability to make sure it looks okay live at all sizes.

Always have short headlines: 10 words or less for headline + subheadline. 8 words or less for just a headline  
1200px wide, 300px high. Built to size with resolution 300px/inch – fonts should be 16pt, 12pt, or 8 pt.

- If you build an image at a higher quality or larger scaled size, do the math to match font sizes above.
- Try not to edit an image built to size at 72dpi - quality is bad.

Only use: <h1>, <h2>, <h3>, <p>. Color change is the only css change allowed.

Bottom right corner has ellipses (white and red) that control carousel. It will cover image beneath. 3 max.

- If there is white or Red under dots they will not be seen. Do not do this - users want to easily control the carousel.

Save for web when done. Play with quality to minimize overall size but always retain good quality. Keep file sizes as small as possible to maximize site speed. Never make a banner over 80KB. Goal is under 40KB. Use jpg, png, or gif when appropriate.



Save a smaller version with copy layer visible (800px wide, 200px high).  
Banners swap at a certain size for smaller devices and coded copy will disappear.

**Email Banners:** 600px wide x 150px high. Built to size with resolution 300px/inch – fonts should be 16pt, 12pt, or 8 pt. Short headlines rule should still apply.





## Banners

### All Banners – Keep them simple.

Banners on AliMed.com are intended to make an impact, be memorable, and hope the customer does something: search for a product, remember it, click it, etc...

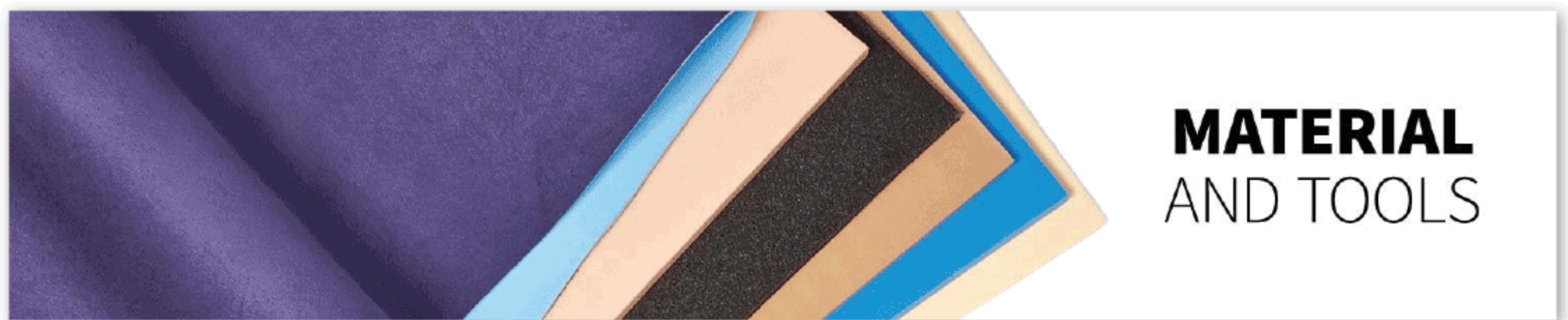
We do not want a customer to over analyze or interpret a banner. The main objective is to get a user to a page where they can add to cart. The faster the better.

Always have short headlines: 10 words or less for headline + subheadline. 8 words or less for just a headline

Fonts must be Source Sans Pro. Preferably black or white. Sometimes AliMed Red or AliMed Blue. They can be Uppercase or Upper and Lower depending on readability.

Large, cropped, dynamic images are recommended.

**Static Banners:** Does not revolve. No arrows or ellipses.



**Revolving Banners:** Limit 3 to a carousel. Leave room for arrows to accommodate smallest size: 200px from sides, 133px down, 51px high. A little extra space would be better.

(If needed, only use a rule on the bottom. Outline below is to show sizes and locations of arrows.)



### Static and Revolving Banners Above

1500px wide, 300px high

Original should be built to size with resolution 300px/inch – fonts should only be 16pt, 12pt, or 8 pt.

- If you build an image at a higher quality or larger scaled size, do the math to match font sizes above.
- Try not to edit an image built to size at 72dpi - quality tends to be bad.

Always save and keep hi-res layered file as a psd or tif.

Save for web. Play with quality to minimize overall size but retain good quality. Keep file sizes as small as possible to maximize site speed. Never make a banner over 80KB. Goal is under 40KB. Use jpg, png, or gif.



# Buttons

## Buttons: Assorted dimensions

Some web image buttons are other dimensions, but standard sizes depending on where they belong. All images on a page need time to load. Try to keep them under 40KB if possible. Less is better.



**Landing Pages:** Depending on assortment of product images use consistent size that would look best.  
**400px square -or -300 high x 400 wide.**



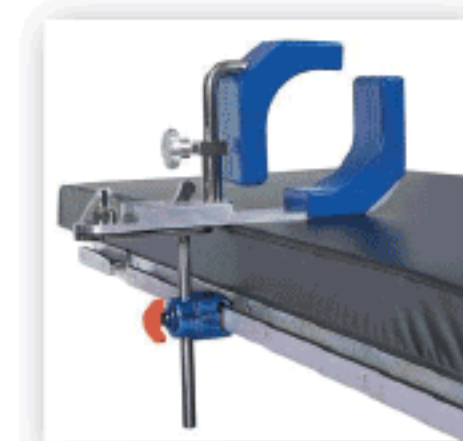
**Video:**  
Screenshot from movie.  
**400px wide x 225px high**



**Blog:** Article images also thumbnail buttons.  
**400px wide x 267px high**



**Product Page:** Product Sheet button.  
**216px wide x 280px high**



**Specialty Area Category:** Products only.  
**300px Square**

## Website CTA Buttons:

**Buttons that use code:** Copy buttons are AliMed Blue #0068b3 and on hover become AliMed Navy #12437e. **On homepage:** buttons are AliMed Cyan #00aeef. The bottom 2 buttons have an AliMed Blue hover #0068b3. Text is always white over dark backgrounds.



## Email CTA Buttons:

**Buttons that use code:** Copy Buttons are #12437e with white text, no hover color change. They should be approx 56px tall, length varies (based on copy).





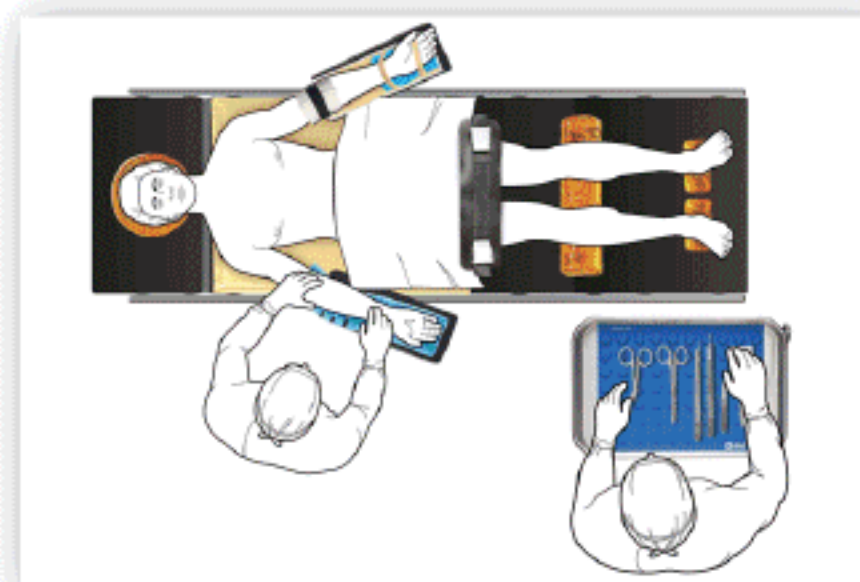
## Buttons

### Web Buttons: 600px wide x 400px high

Most web image buttons are 600px wide by 400px high. Try to keep size of images as small as possible. All images on a page need time to load. Try to keep them under 40KB if possible. Less is better.



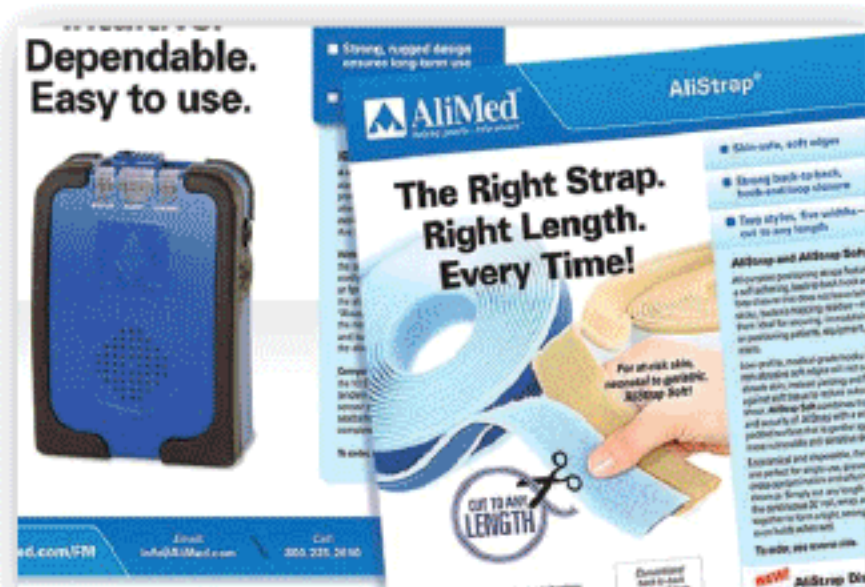
**Special Offers:** Use graphic or version of the sale banner.



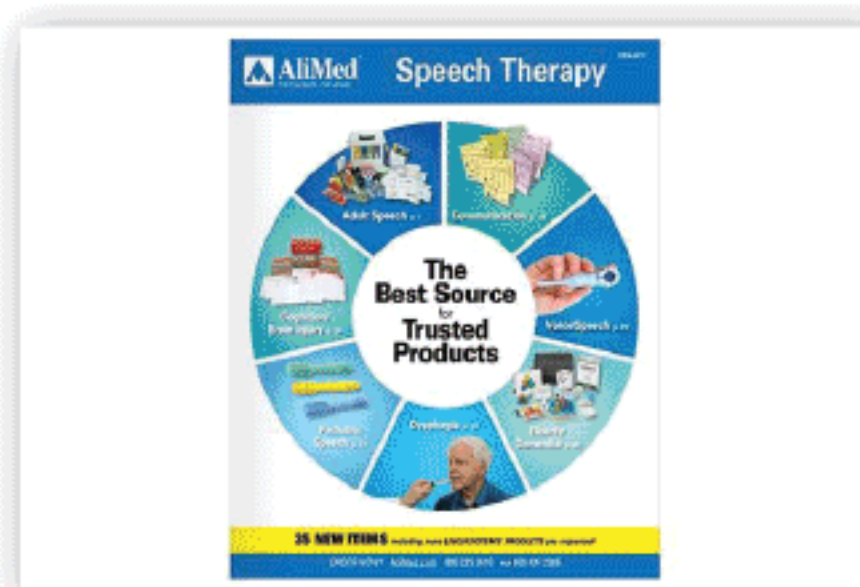
**Positioning:** Use crop of main graphic from page .



**Specialty Area:** Preferably an in-use image with person.



**Resources:** Use descriptive image or graphic.



**eCatalog:** Catalog Cover – centered like current buttons.



**FAQ:** Use appropriate related image or graphic.



**Free Samples:** Dynamic image of product.



**Specialty Resources:** Use appropriate image or graphic.



**Specialty Subpages:** Image or Graphic. Short copy if need to fill space.



**Custom Products Button With Hover Effect:** Repurpose existing code for hover effect. Use 2 images: (1) Illustration in 100% cyan. (2) Real Photo.



## Icons

### Print Icons for digital media:

Most catalog icons are here: InDesign Library location: JOBS/Templates & Masters/Catalogs/Libraries. Unless a registered trademark, change text to Source Sans for all digital projects.

**Unless it is a regularly maintained banner or email - no graphic should ever contain copy indicating a sale, price, or new item. It is too easily forgotten and then becomes obsolete.**



Maintained graphics only



Antimicrobial



Weight Scales



EMR-Ready



Bluetooth



Sound



Wireless Graphic



Pedi Sizes



PDAC Approved



Prescription Required



935492 signs ASTM  
(Industry standard)



5 year warranty



CA Prop 65 Warning



Oversized Shipping



Hazardous Material



Truck Required



Play Video



No Returns



Must Ship Ground



Made in the USA

### All Print to Digital Content: (For Graphics and Text on all Channels)

Never use page numbers, prices, references to catalog locations, and do not use “View at AliMed.com”. Words like NEW should be used at discretion, only on short term graphics, with predetermined end dates.



## Images

### Resource List Pages:

Resource pages with lists for links:

2 image examples with shadows.

Top overlapping at an angle.

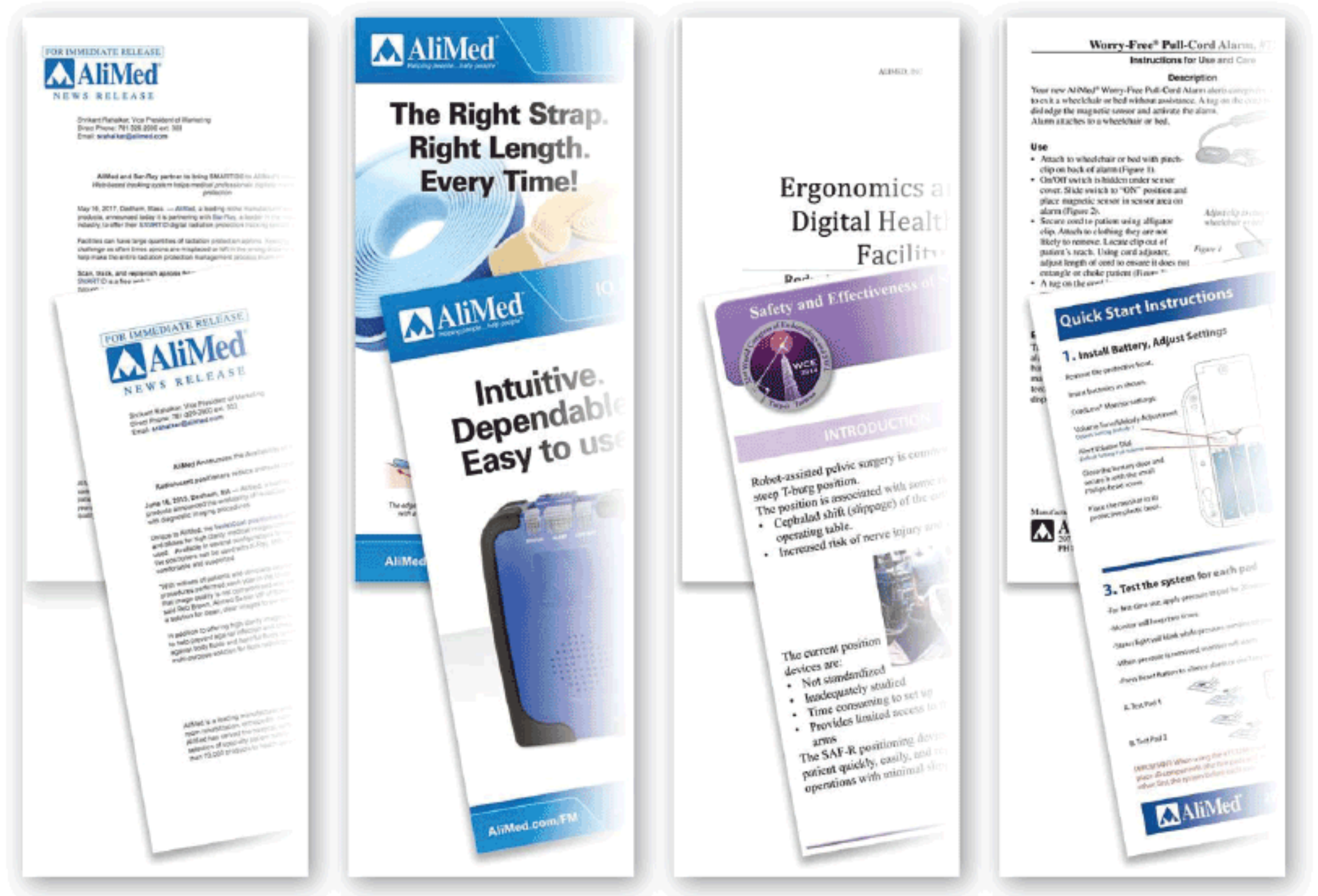
Fade to white on right.

Float left on page.

Use code on existing pages to keep correct column widths.

Use existing image as a template if needed.

**300px wide x 903px high**



### News/Press Releases:



**News Release Logo:** Copy logo from a pre-existing news release for consistent size.  
**366px wide x 161 px high**



**News Release 2nd Logo:** If a second logo is needed in a press release.  
**366px wide by any height – Resized by template.**

### Landing Page Images: Sizes vary depending on layout.

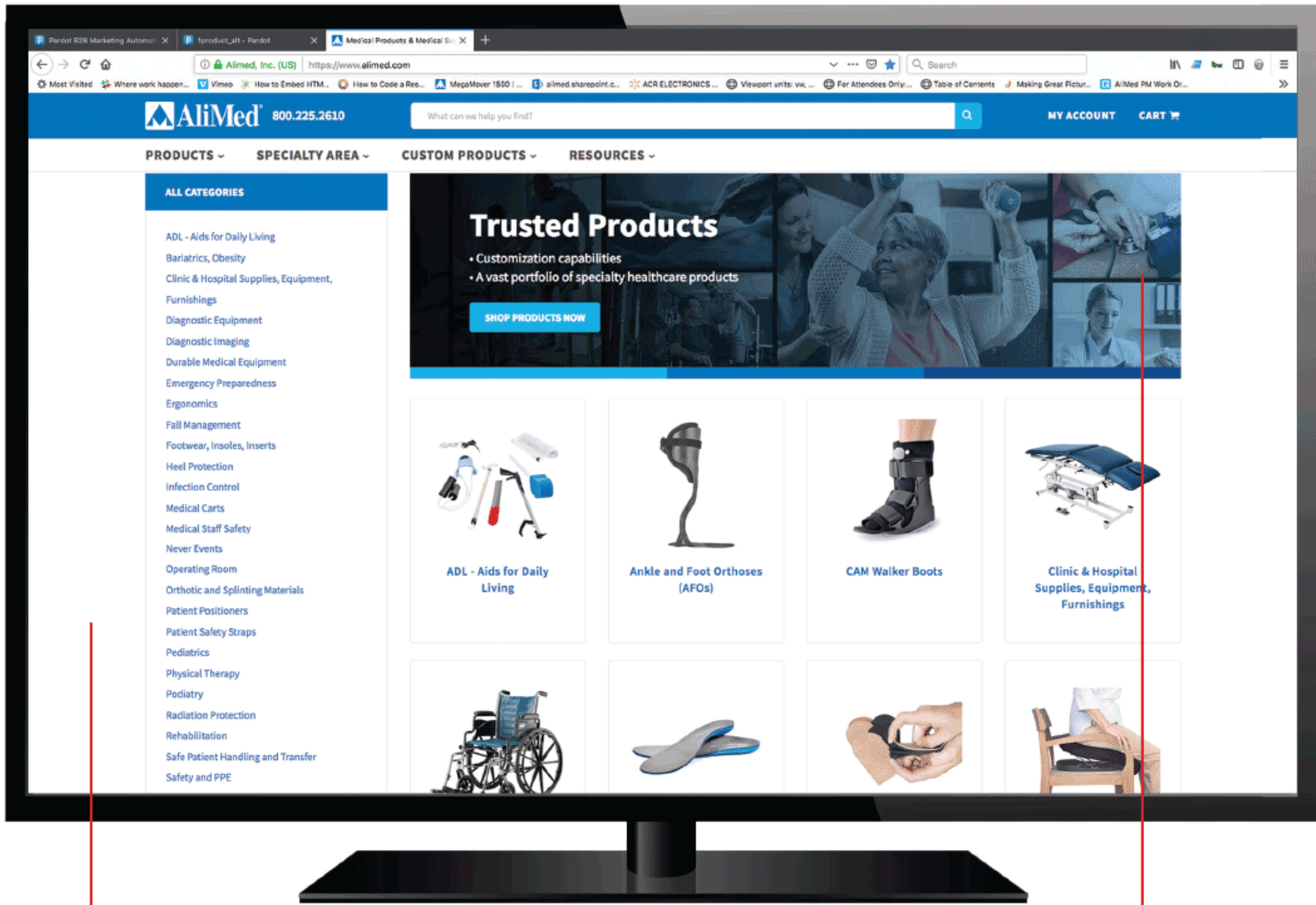




# **Web Layouts**



# Home Page

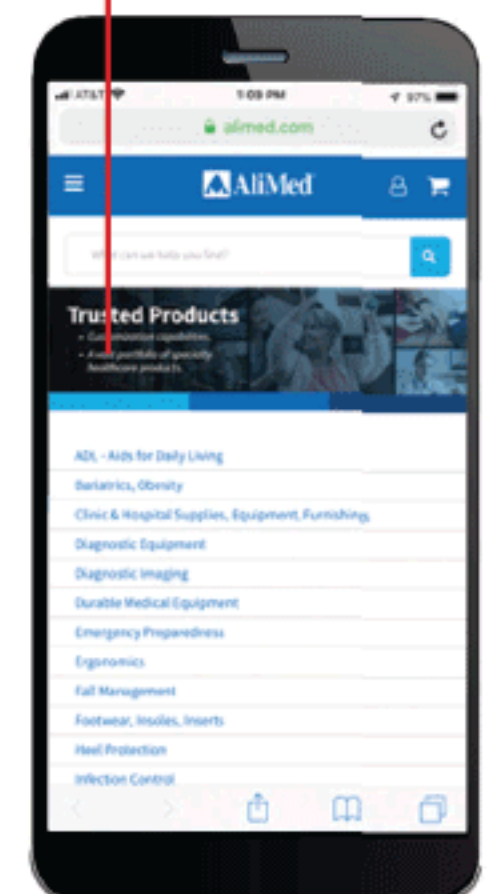
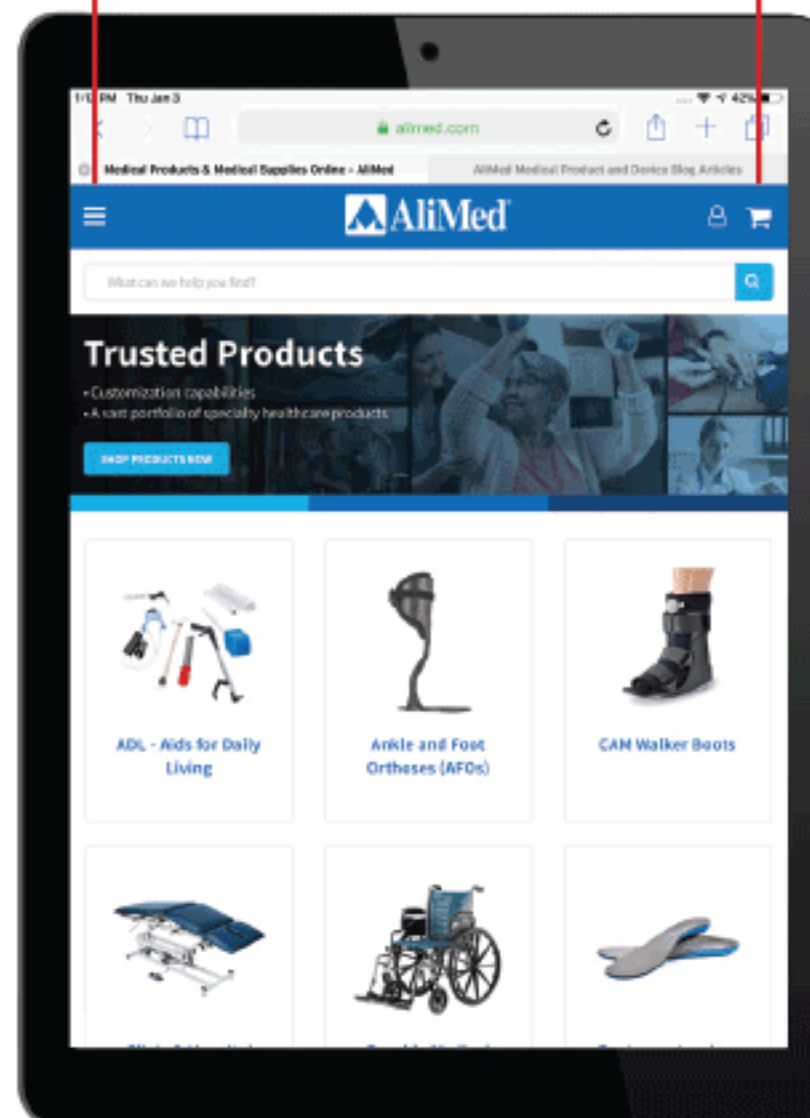
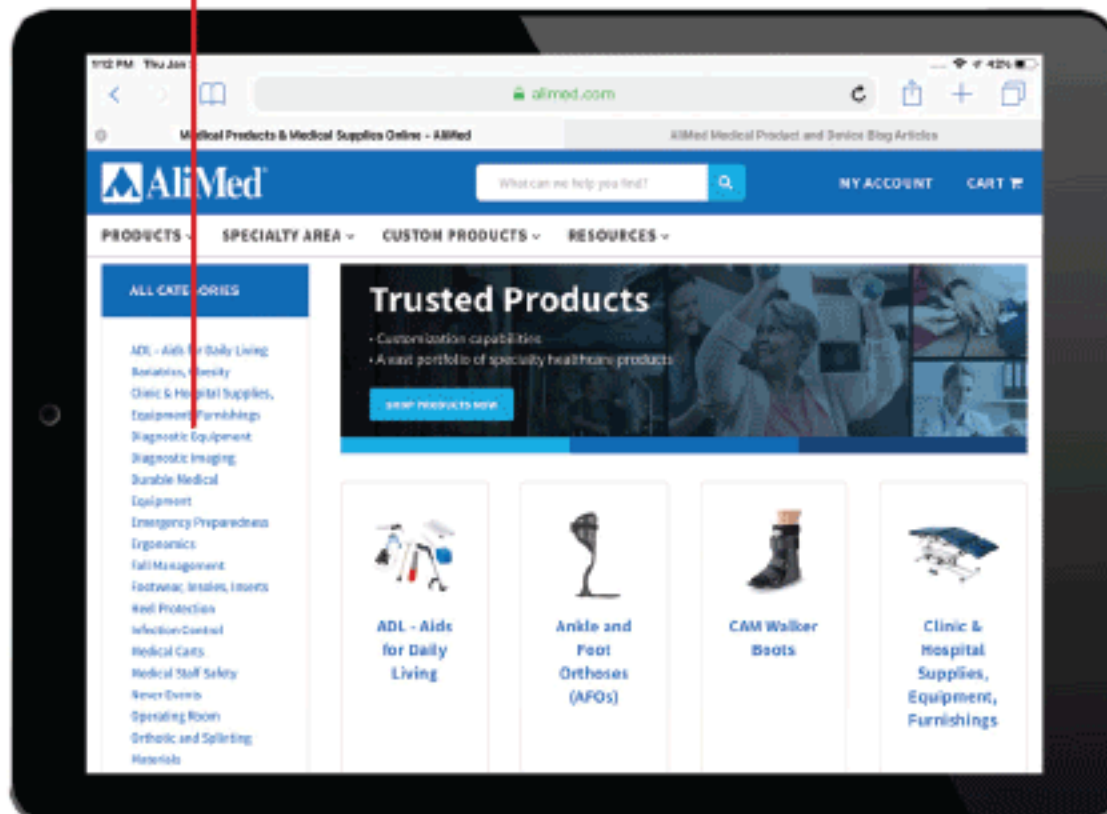


Homepage showdown appears on computers and wide devices and fills phones.

Hamburger menus are used on narrow devices instead of nav bar categories.

Easily recognizable icons replace copy on narrow devices.

2 banners are built for the homepage. A smaller one is used for small devices like phones.





# Home Page

## Phone:

The mobile view features a top navigation bar with the AliMed logo, a search bar, and a menu icon. Below the search bar is a 'Trusted Products' banner. A vertical sidebar on the left contains a list of product categories such as 'ADL - Aids for Daily Living', 'Bariatrics, Obesity', 'Clinic & Hospital Supplies, Equipment, Furnishings', etc. At the bottom, there is a 'Sign up for exclusive sales, special offers and more!' banner with a 'SIGN UP NOW' button, a 'Great' Trustpilot review badge, a 'Just For You' product recommendation for 'AliMed® Universal Econo-Strap', and a footer with contact information and social media links.

## Device:

The tablet view displays a grid of product categories under the heading 'Trusted Products'. Each category includes an image and a label, such as 'ADL - Aids for Daily Living', 'Ankle and Foot Orthoses (AFOs)', 'CAM Walker Boots', 'Clinic & Hospital Supplies, Equipment, Furnishings', 'Durable Medical Equipment', 'Footwear, Insoles, Inserts', 'Heel Lifts', 'Hx Chairs', 'Office Ergonomics', 'Operating Room', 'Patient Positioners', 'Physical Therapy', 'Podiatry', 'Radiation Protection', and 'Rehabilitation'. A 'SIGN UP NOW' banner is positioned below the grid. The bottom section features a 'Great' Trustpilot review badge, a 'Just For You' carousel with product recommendations, and a footer with contact information and social media links.

## Desktop:

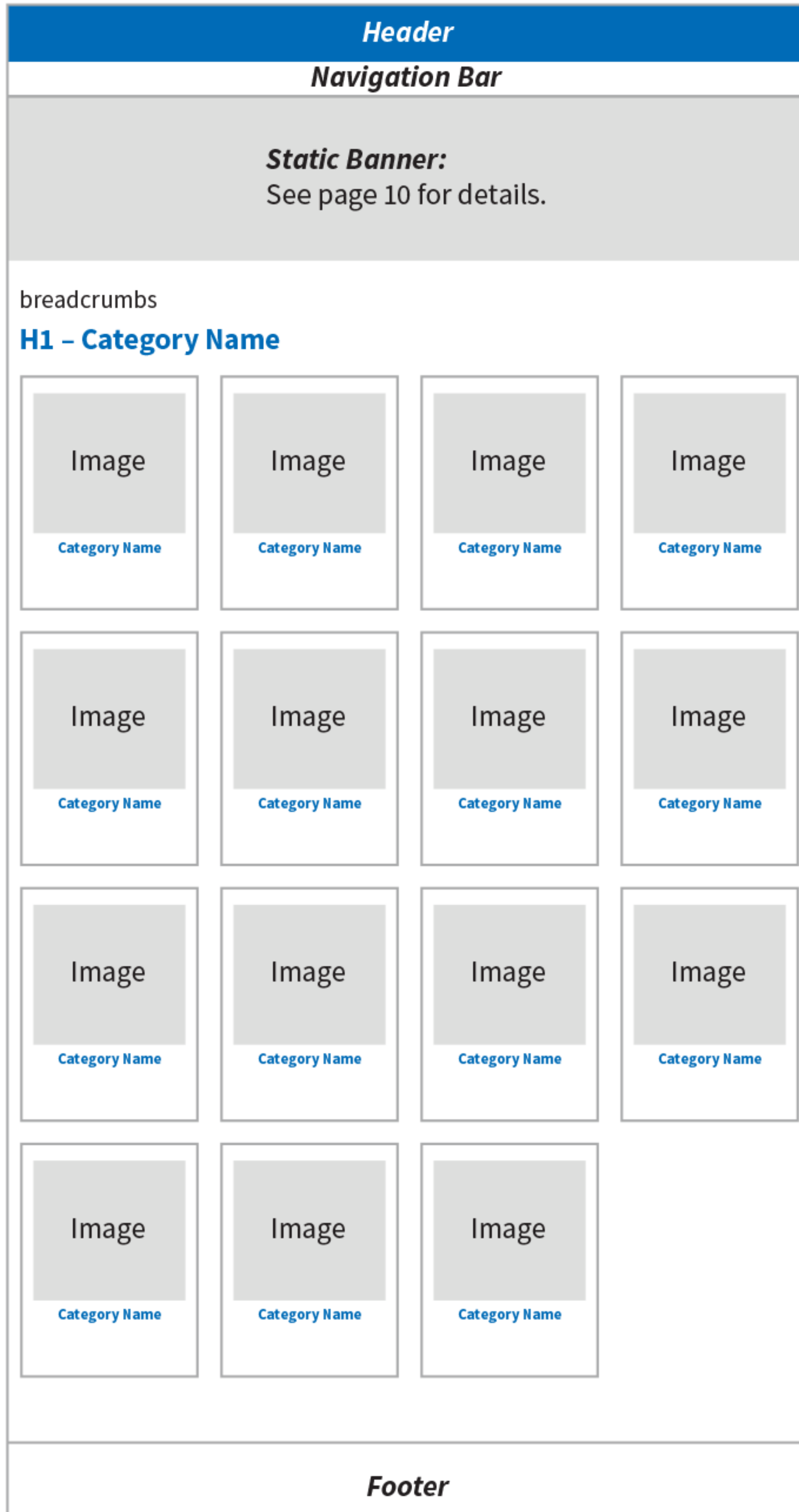
The desktop view features a top navigation bar with the AliMed logo, phone number, and search bar. A 'Trusted Products' banner is prominently displayed. Below the banner is a grid of product categories, including 'ADL - Aids for Daily Living', 'Ankle and Foot Orthoses (AFOs)', 'CAM Walker Boots', 'Clinic & Hospital Supplies, Equipment, Furnishings', 'Durable Medical Equipment', 'Footwear, Insoles, Inserts', 'Heel Lifts', 'Hx Chairs', 'Office Ergonomics', 'Operating Room', 'Patient Positioners', 'Physical Therapy', 'Podiatry', 'Radiation Protection', 'Rehabilitation', and 'Splints and Braces'. A 'SIGN UP NOW' banner is located below the grid. The bottom section includes a 'Great' Trustpilot review badge, a 'Just For You' carousel with product recommendations, and a footer with contact information and social media links.

## Category Pages\*

**4 Columns Across or 3 Rows Across with Sidebar:** Static Banners & sidebars are goal for all categories.

**Responsive pages:** Columns reduce. Smallest screen 1 across, banner disappears. Boxes shadow on hover.

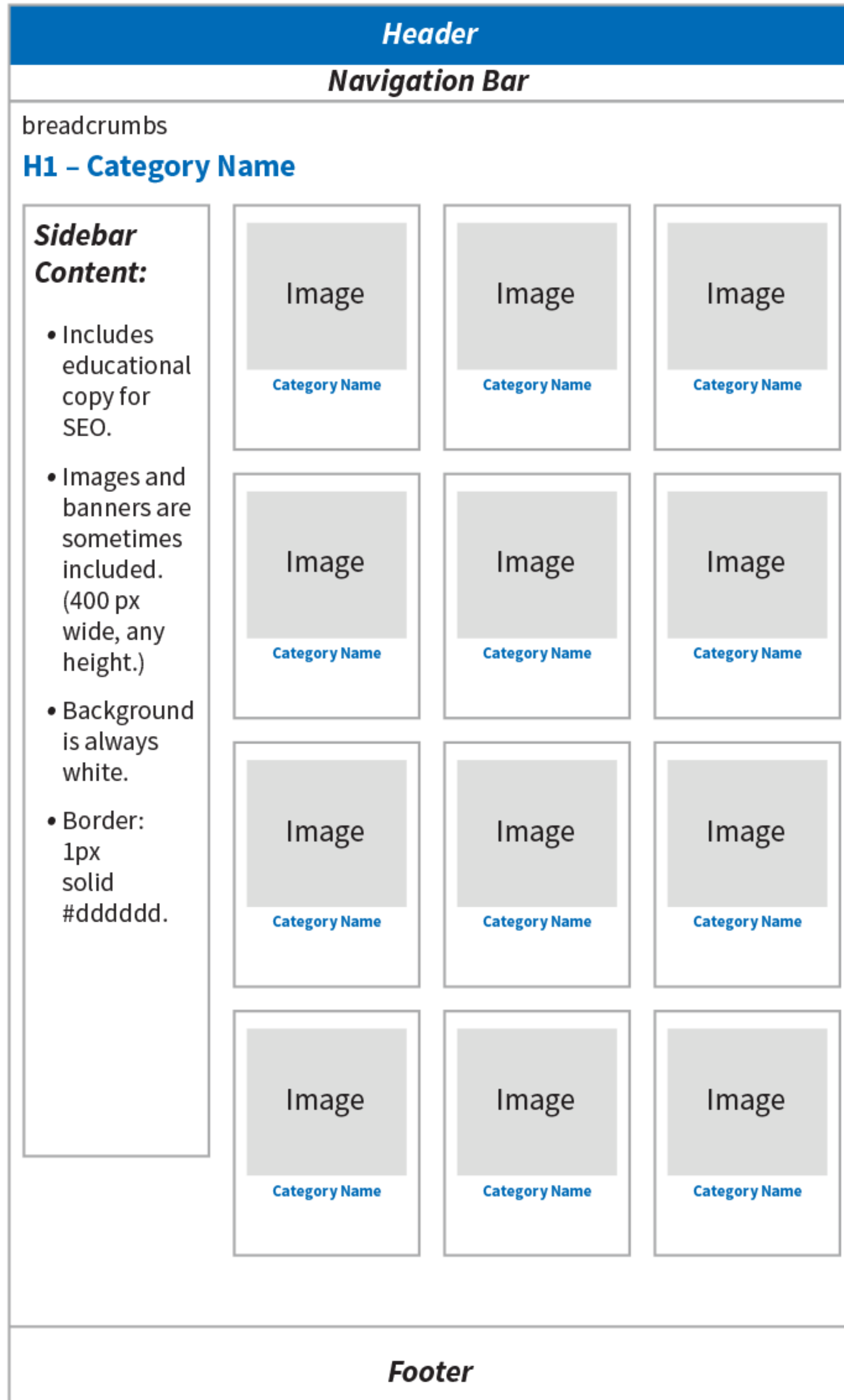
**CMS: Store > Category Manager. Use to change or create categories.** (Cat Images show products only.)





## Subcategory Pages\*

**3 Rows Across with Sidebar or 4 Columns Across:** Static Banners & sidebars are goal for all subcategories.  
**Responsive pages:** Columns reduce. Smallest screen 1 across with sidebar below. Boxes shadow on hover.  
**CMS: Store > Category Manager. Use to change or create categories.** (Cat Images show products only.)



**\*Category and Subcategory pages share a template.  
Hierarchy is the only distinction.**

# Category Product Pages

**Product Level Category:** Sidebar optional. Click within product border to go to product page. Compare option.

**Button Options:** 1) Add to cart: directly 2) Choose Options: if more than 1 sku.

**Responsive pages:** Columns reduce. Smallest screen 1 across with sidebar below. Boxes shadow on hover.

**CMS:** Store > Category Manager. Use to change or create categories. (Product images show product only.)

**Header**

**Navigation Bar**










breadcrumbs

## H1 - Category Name

**Sidebar Content:**

- Includes educational copy for SEO.
- Images and banners are sometimes included. (400 px wide, any height.)
- Background is always white.
- Border: 1px solid #dddddd.

**Items found and filtering options**

 <p><b>Product Name</b> Starting at \$00.00</p> <p><b>OPTIONS OR ADD</b></p> <p>Compare</p>	 <p><b>Product Name</b> Starting at \$00.00</p> <p><b>OPTIONS OR ADD</b></p> <p>Compare</p>	 <p><b>Product Name</b> Starting at \$00.00</p> <p><b>OPTIONS OR ADD</b></p> <p>Compare</p>
 <p><b>Product Name</b> Starting at \$00.00</p> <p><b>OPTIONS OR ADD</b></p> <p>Compare</p>	 <p><b>Product Name</b> Starting at \$00.00</p> <p><b>OPTIONS OR ADD</b></p> <p>Compare</p>	 <p><b>Product Name</b> Starting at \$00.00</p> <p><b>OPTIONS OR ADD</b></p> <p>Compare</p>
 <p><b>Product Name</b> Starting at \$00.00</p> <p><b>OPTIONS OR ADD</b></p> <p>Compare</p>	 <p><b>Product Name</b> Starting at \$00.00</p> <p><b>OPTIONS OR ADD</b></p> <p>Compare</p>	 <p><b>Product Name</b> Starting at \$00.00</p> <p><b>OPTIONS OR ADD</b></p> <p>Compare</p>

# number of pages

**Footer**



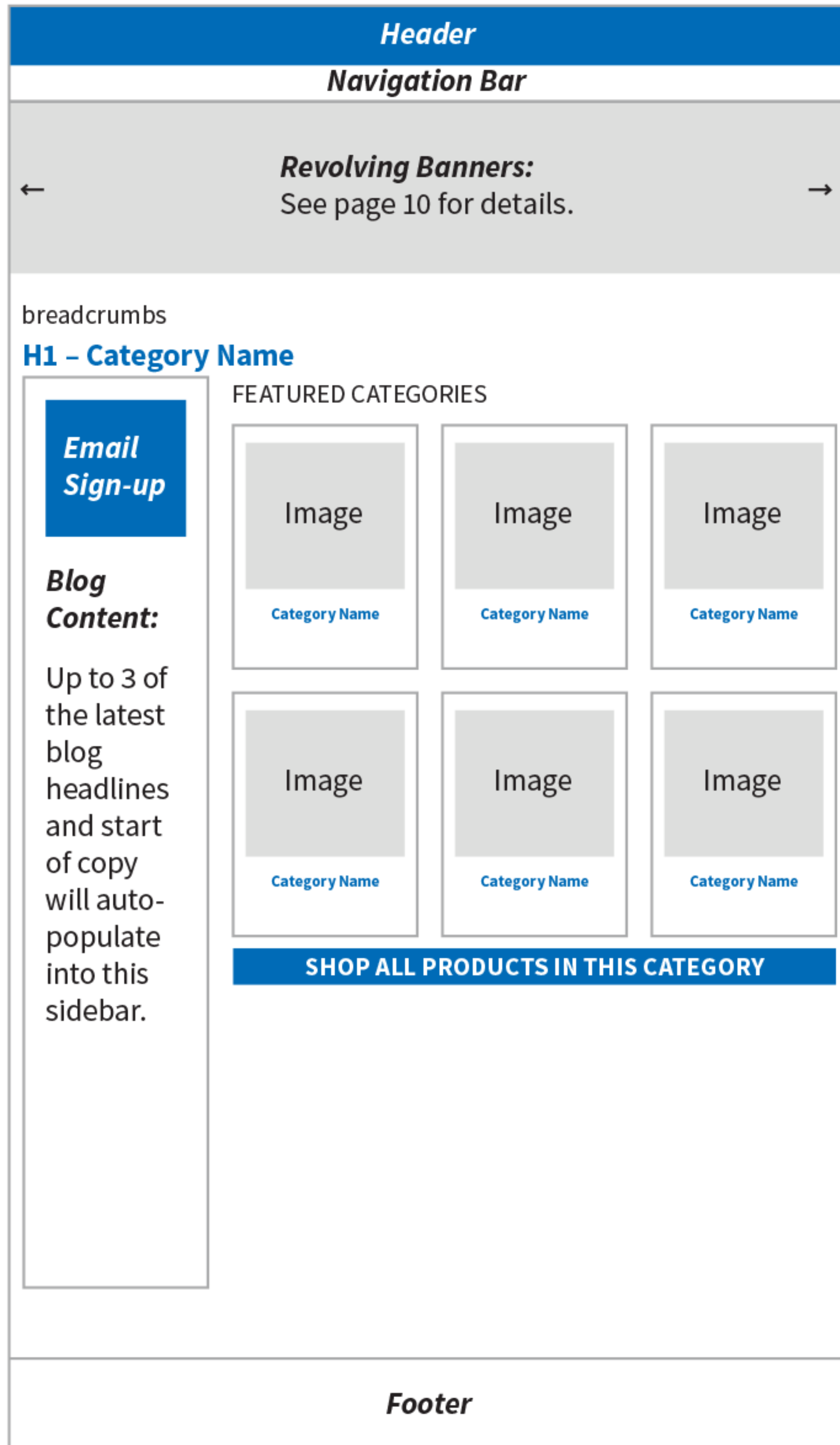
# Specialty Pages

**Categories for Target Customer Groups:** 3 banners (max). Would prefer 9-12 featured categories.

**Responsive pages:** Columns reduce. Smallest screen 1 across with sidebar below. Boxes shadow on hover. Banner stays but gets smaller.

**CMS: Content > Add New Page or View Pages. Page Layout: Specialty Layout.**

These pages are specific templates that require specific coding. Use existing coding as a reference.



# Product Pages

**Product Level Category:** Sidebar optional. Click within product border to go to product page. Compare option.

**Button Options:** 1) Add to cart: directly 2) Choose Options: if more than 1 sku.

**Responsive pages:** Columns reduce. Smallest screens are 1 across with sidebar below.

**CMS: Store > Product Manager. Use to change or create product pages.** (Pricing updated through AX.)

## Header

### Navigation Bar

breadcrumbs

# H1 - Product Name

Email a Friend

**Main Image:** Will change when an alt is clicked. Brave River image processor resizes image to 850px wide x 480px high & reduces file size. Crop tightly to image. Click for a detailed pop-up or to watch video in a pop-up.

**Alts:** Up to 6 across. May include video icon for a video pop-up.

Item name or drop down of skus ▾

Qty breaks? Qty breaks? Availability In Stock?

Compare

Qty -  + [ADD TO CART](#)

#### PRODUCT HIGHLIGHTS

- Short bullets that highlight product details.
- Supplied by Creative.
- Free Sample link may be added under highlights.

#### MORE ABOUT THIS PRODUCT

Supplied by Creative. Additional content, like Product Sheets links, may be added below description.

[Read More ▾](#)

#### Similar Items

< Provided by Reflektion. Personalized suggestions based on user's previous interaction with our site. >

#### You May Also Like

< Provided by Reflektion. Personalized suggestions based on user's previous interaction with our site. >

## Footer



# Resource Pages

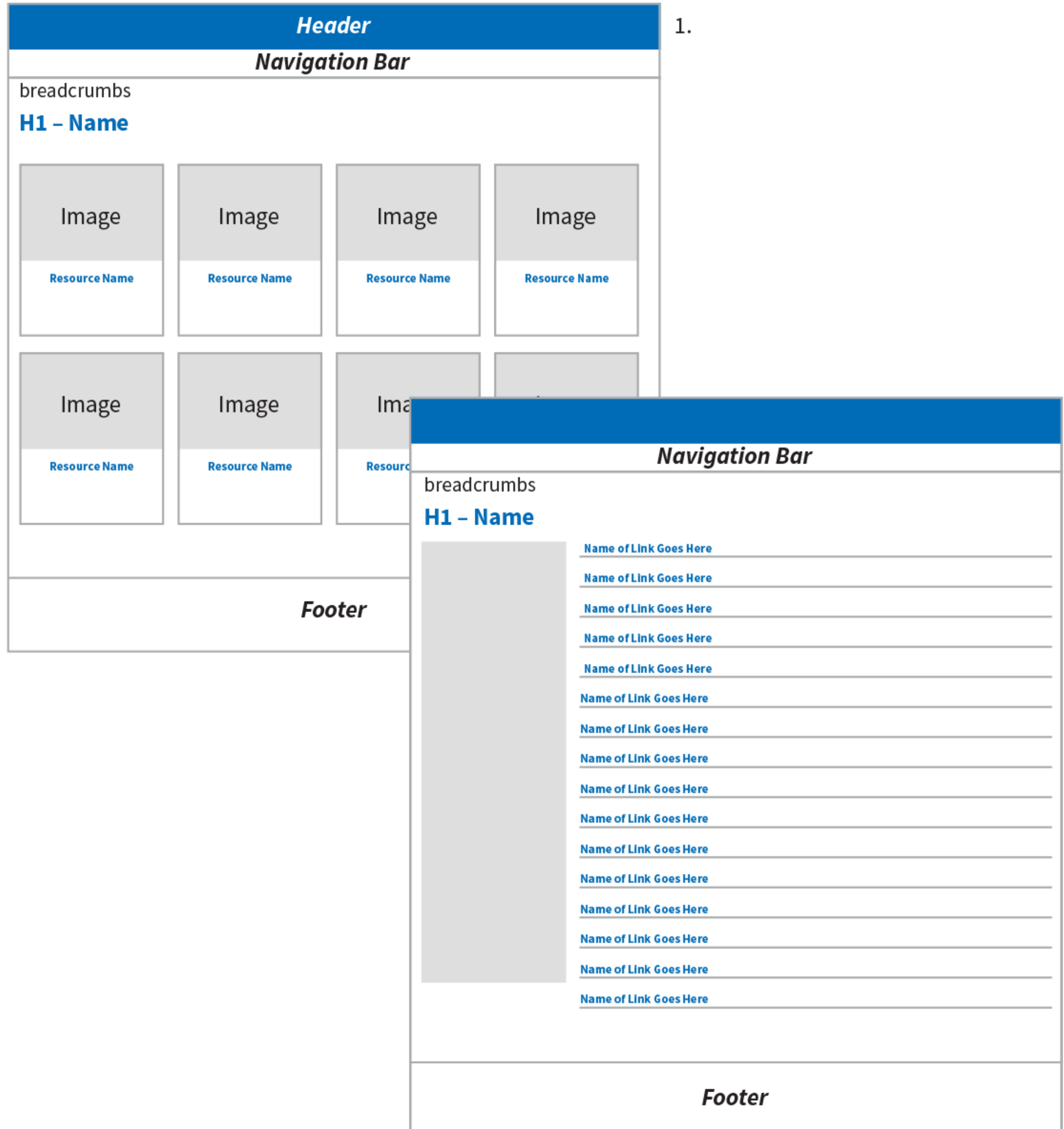
**2 Main Resource Landing Page Layouts:** Reuse existing code if possible to keep consistent “template”.

1. The basic buttons across. 2. Two columns: image on left with right fade; link list on right.

**Responsive pages:** (1) Columns reduce. Smallest screen 1 across. Boxes shadow on hover.

**CMS: Content > Add New Page or View Pages > Page Layout: Single Column Template.**

If linking a page to a resource page it must be manually added.



# Landing Pages

Landing pages can be unique if there is a purpose. Or they can be templated like resource pages. (Page 25.) All pages must be built/created to be responsive and be an extension the AliMed brand.

The image displays two examples of landing pages from the AliMed website. The top page is titled "Fowler's Positioning" and features a navigation menu with categories like PRODUCTS, SPECIALTY AREA, CUSTOM PRODUCTS, and RESOURCES. It includes a search bar and a "MY ACCOUNT" link. The main content area has a breadcrumb trail: Home / Resources / Specialty Resources / Positioning Guide / Fowler's Positioning. Below this, there's a section titled "VIEW ALL FOWLER'S (OR BEACH CHAIR) POSITIONERS" with a list of patient positioners: SUPINE, LATERAL, PRONE, LITHOTOMY, FOWLER'S, TRENDLENBURG, REVERSE TBURG., and SHOP FOWLER'S. A central diagram shows a patient in a chair with various components labeled: Narrow Headrest, Reusable Armboard Strap, Versa-Board, AllGel™ Full-Length Surface Overlay, Foot Extension, Foot Pedal Mayo Stand, Autoclavable Magnetic Instrument Pad, AllGel™ Armboard Pad, and AllGel™ Heel Protector Pad. Below the diagram is a "Patient Positioning Products" section with images of AllLite™ Head Donut, AllLite™ Standard Armboard Pads, and AliMed® A-Lite. The bottom section is "Patient Transfer and Surgical Surfaces Supplies" with images of AliMed® Patient-Transfer Device and Patient Roller Replacement Cover. The "O.R. Accessories" section shows Hygienic Donut Covers and Covers for Gel Table Pad.

The bottom page is titled "Worldwide" and features a large blue banner with the text "AliMed—your global source for healthcare products" and "Acute Care • Orthopedics • Skilled Nursing/Rehabilitation". It includes a CE mark and a list of "KEY DISTRIBUTION PARTNERS" such as Accellar Medical - Canada, Caretus - Ireland & United Kingdom, and others. There are also sections for "CE-Marked Product Brochures" and "CLICK ON THE LINKS BELOW TO DOWNLOAD OUR PRODUCT BROCHURES." with buttons for "ACUTE CARE", "ORTHOPEDICS", and "SKILLED NURSING/REHABILITATION". The footer contains contact information: 800.225.2610 | customerservice@alimed.com and social media icons for Facebook, Twitter, LinkedIn, and Google+.



# Landing Pages

Reusing elements will help maintain the AliMed.com look and feel: Add shadows on hover to boxes. Try to reuse column widths. If possible resize responsive at the same widths. Never change font sizes with css.

**CMS: Content > Add New Page or View Pages > Page Layout: Single Column Template.**

This screenshot shows the 'Billing and Payments' page on the AliMed website. The page has a blue header with the AliMed logo, phone number (800.225.2610), a search bar, and navigation links for 'MY ACCOUNT' and 'CART'. Below the header is a navigation menu with 'PRODUCTS', 'SPECIALTY AREA', 'CUSTOM PRODUCTS', and 'RESOURCES'. The main content area features several sections with bold headings and descriptive text:

- Home / Resources / FAQ / Billing and Payments**
- Billing and Payments**
- Will I be charged Sales Tax?**  
We apply the applicable U.S. Sales Tax to orders shipped to AZ, CA, CT, IA, IL, MA, MI, NJ, PA, SC, SD, TX, WA, and WI. If you are a tax exempt organization shipping to one of these states, please supply us with a copy of your tax exempt certificate. If you are based in another U.S. state, you are responsible for submitting applicable use taxes directly to your state. If you have a question about Sales Tax please contact your State Department of Revenue.
- What are my payment choices?**  
We accept ACH's, Visa, MasterCard, Discover, and American Express. Checks are also accepted. Overdue accounts are subject to a late payment fee of 2% per month, resulting in an annual rate of 24% and any collection charges that are incurred.
- What about returned checks?**  
A \$25.00 fee will be charged for all returned checks.
- I need a copy of my invoice. How do I get one?**  
Copies of your invoices are available online: [paperless customer invoices](#). You can also call customer service and provide your order or invoice number and we would be happy to provide you a copy of your invoice. Note: for credit card orders, we will be happy to fax you a copy of the order as invoices are not created for credit card orders.
- When will my credit card be billed?**  
Your credit card will be billed when your order is shipped. Your charges should appear on your next credit card statement.
- What are your payment terms?**  
Payment terms are Net 15 to established accounts.
- Are you involved in third party billing?**  
No, You can purchase the item from AliMed.com and then submit our invoice to your insurance company for reimbursement.
- Do you provide reimbursement codes (HCPCS Codes)?**  
We do have some suggested Healthcare Common Procedure Coding System (HCPCS) code suggestions based on publicly available information as a convenience to our customers. We do not make claims, promises or guarantees as to the availability of reimbursement for any AliMed or distributed product. It is within the sole discretion of the customer to determine the appropriate billing code for a product, as well as, whether the use of a product complies with medical necessity and other documentation requirements of the payor. AliMed accepts no responsibility whatsoever in this regard.
- Does AliMed offer any electronic ordering capabilities?**  
Yes, AliMed has partnerships with GHX - Global Healthcare Exchange and DSSI Supply Chain Network as well as other EDI alternatives.
- Does AliMed have a GSA contract?**  
AliMed is an approved GSA vendor. [Click here for full details on our GSA Contract relationships.](#)

At the bottom of the page, there is a footer with links for 'ABOUT US', 'CONTACT US', 'RETURNS', 'PRIVACY POLICY', 'BLOG', and 'EVENTS', along with the phone number and email address: 800.225.2610 | [customerservice@alimed.com](mailto:customerservice@alimed.com)

This screenshot shows a product page for 'AliMed® ULTRApadded™ Contracture Braces'. The page features a blue header with the AliMed logo, phone number (800.225.2610), a search bar, and navigation links for 'MY ACCOUNT' and 'CART'. Below the header is a navigation menu with 'PRODUCTS', 'SPECIALTY AREA', 'CUSTOM PRODUCTS', and 'RESOURCES'. The main content area features a product title and description:

- Home / Resources / Specialty Resources / Orthopedic Solutions / AliMed® ULTRApadded™ Contracture Braces**
- AliMed® ULTRApadded™ Contracture Braces**
- Static progressive stretch gradually increases range of motion**

The product is shown in three circular images: 'Elbow Orthoses', 'Knee Orthoses', and 'Wrist Orthoses'. Below these images is a larger image of a knee brace with a list of features:

1. Padded cover absorbs moisture to help prevent skin maceration
2. Thigh and calf cuffs bend for an optimal fit
3. Foam-covered, bendable spine for quick, tool-free adjustments

At the bottom of the page, there is a footer with links for 'ABOUT US', 'CONTACT US', 'RETURNS', 'PRIVACY POLICY', 'BLOG', and 'EVENTS', along with the phone number and email address: 800.225.2610 | [customerservice@alimed.com](mailto:customerservice@alimed.com). Social media icons for Facebook, Twitter, LinkedIn, and Google+ are also present.

# Video

**CMS: Multimedia > Videos:** After uploading video to YouTube you can add a new video. Enter info into boxes provided and the information will populate where it needs to go – filling required predetermined templates automatically.

**Header**

**Navigation Bar**

breadcrumbs

**H1 – Name**

Video

Select Category  
Video Category Dropdown

**Related Videos**

Image  
Video Title

Image  
Video Title

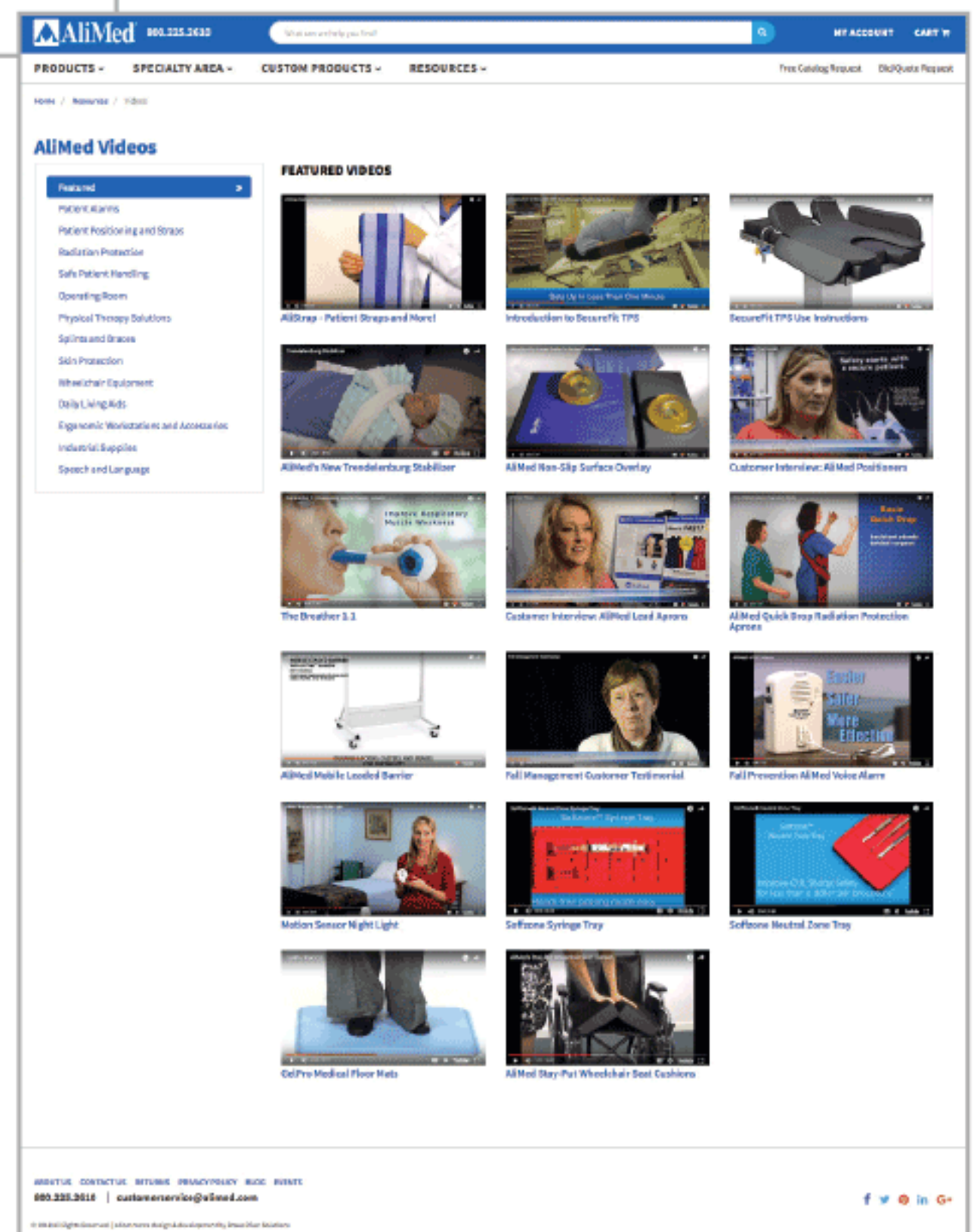
Top of Image

Title of video  
Up to 3 line description of video goes under image.

**Footer**

## Video Page

## Video Main Page





# Blog/Articles

**CMS: Content > View Articles:** Create new using Blog Layout. Do not “Allow Comments” or “Show Authored By” - uncheck them. **DO NOT** upload image in Page Image. Image is added in code. **DO** add image in Article Preview Image – it adds blog to the main Blog Page. Use existing code on old blogs unless a new layout is requested or needed.

Header	
Navigation Bar	
Search Blogs	breadcrumbs
<b>Categories</b>	<b>Article Name or Headline</b>
Links to other blog categories	Social Icons
<b>Recent Topics</b>	Date
Links to other blogs sorted by recent topics.	<b>Headline or Subheadline if available</b>
(No outline for this section.)	Copy for blog will surround image on top left of page. On small screens main image will go over copy. Other images, logos or graphics may be used depending on layout.
<b>Email Sign-up</b>	<b>Blog Image:</b> Also use as thumbnail button in Article Preview Image. <b>400px wide x 267px high</b>
	<a href="#">LINK TO WEBSITE</a>
Footer	

## Blog Article

## Blog Main Page

# Custom

**CMS: Content > View Pages.** If adding to the custom page reuse existing code.  
**Button With Hover Effect:** Use 2 images: (1) Illustration in 100% cyan. (2) Real Photo.  
All other elements are set up to resemble a 4 column Resource Page.



# News/Press Releases

**CMS: Content > Add New Page or View Pages> Page Layout: Press Release.**

Page image is News Release logo. (Copy from an existing page and reuploaded with browse button.)

Add heading. Page content will be 2nd logo if one exists. Second Block is Contact info. Third block is copy.

The screenshot shows a web page with a blue header. The header contains the AliMed logo, the phone number 800.225.2610, a search bar with the text 'What can we help you find?', and links for 'MY ACCOUNT' and 'CART'. Below the header is a navigation menu with 'PRODUCTS', 'SPECIALTY AREA', 'CUSTOM PRODUCTS', and 'RESOURCES'. There are also links for 'Free Catalog Request' and 'Bid/Quote Request'. The main content area has a breadcrumb trail: 'Home / Resources / News / AliMed Joins the Attainia Product Catalog'. The title of the page is 'AliMed Joins the Attainia Product Catalog'. The main content is a press release. It starts with 'FOR IMMEDIATE RELEASE' and the AliMed logo. It then lists contact information for AliMed (Shrikant Rahalkar, Vice President of Marketing) and Attainia (Jill Worley, Marketing). The main text of the press release is: 'AliMed Joins the Attainia Product Catalog. Dedham, MA – December 10, 2013 – AliMed has partnered with Attainia, the industry leader in web-based capital equipment planning and budgeting enterprise solutions for the healthcare marketplace, to support content for their medical and ergonomic products in the Attainia catalog. Supporting AliMed products in the Attainia Catalog will save members time with one-stop shopping for pricing and specification details.' It then has sections for 'ABOUT ALIMED, INC.' and 'ABOUT ATTAINIA, INC.' with their respective descriptions and websites. In the bottom right corner, there is a Norton logo with the text 'Norton SECURE' and '4/29/2016'.







# Email Templates

# 1 Product/Promotion

Our most recent blogs, catalogs, and more!

Is this email not displaying correctly?  
[View it in your browser.](#)



## Banner: 600px x 150px

### Main Headline

Email body copy to be added. Long or short content does not matter. Name for button below can also be changed. Add a hard return when the copy is finished for there to be space before the button.

SHOP NOW



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[update subscription preferences](#)



# 1 Product w/alt

[Our most recent blogs, catalogs, and more!](#)

Is this email not displaying correctly?  
[View it in your browser.](#)



## Banner: 600px x 150px

### Extremely gentle. Exceptionally strong.

- Soft, skin-safe hook-and-loop immobilizes even your most combative patients
- Avoid unforeseen complications like line pulling or restless or agitated movement
- Keep patients and staff safe from pre-op to post-op for better outcomes

Image  
250px x 150px

[SHOP NOW](#)



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## 2 Products

Our most recent blogs, catalogs, and more!

Is this email not displaying correctly?  
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## Banner: 600px x 150px

### Main Headline

Email body copy to be added. Long or short content does not matter. Name for button below can also be changed. Add a hard return when the copy is finished for there to be space before the button.

**SHOP NOW**

Image  
250px x 150px

Image  
250px x 150px

#### Product Name

Lorem ipsum dolor sit amet consectetur  
incididunt ut labore et dolore magna  
aliqua elit sed do eiusmod.

**SHOP NOW**

#### Product Name

Lorem ipsum dolor sit amet consectetur  
incididunt ut labore et dolore magna  
aliqua elit sed do eiusmod.

**SHOP NOW**



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## 2 Products w/ Bullets

Your budget: Use it, don't lose it

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# Banner: 600px x 150px

## Capitalize on your capital spending budget

Plan your year-end purchases now and make the most of your remaining budget. With a variety of flexible ordering and payment options, AliMed makes it easy to manage your end-of-year spending.

Image  
250px x 150px

Image  
250px x 150px

### Patient Positioning

- [SecureFit® TPSPositioning System](#)
- [Gel Positioning Sets](#)
- [Soft Rollboards](#)
- [A-Line Support Splint](#)

### O.R. Accessories

- [Leg Holder](#)
- [Patient Safety Straps](#)
- [Bariatric Nissen Straps](#)
- [Bariatric Straps](#)



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## 3 Products/Newsletter

Our most recent blogs, catalogs, and more!

Is this email not displaying correctly?  
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# Banner: 600px x 150px

## Main Headline

Email body copy to be added. Long or short content does not matter. Name for button below can also be changed. Add a hard return when the copy is finished for there to be space before the button.

SHOP NOW

Image  
150px  
square

Image  
150px  
square

Image  
150px  
square

### Product Name

Lorem ipsum dolor sit  
amet consectetur  
incididunt ut labore et  
dolore magna aliqua elit  
sed do eiusmod.

SHOP NOW

### Product Name

Lorem ipsum dolor sit  
amet consectetur  
incididunt ut labore et  
dolore magna aliqua elit  
sed do eiusmod.

SHOP NOW

### Product Name

Lorem ipsum dolor sit  
amet consectetur  
incididunt ut labore et  
dolore magna aliqua elit  
sed do eiusmod.

SHOP NOW



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# 4 Products

Our most recent blogs, catalogs, and more!

Is this email not displaying correctly?  
[View it in your browser.](#)



## Banner: 600px x 150px

### Main Headline

Email body copy to be added. Long or short content does not matter. Name for button below can also be changed. Add a hard return when the copy is finished for there to be space before the button.

SHOP NOW

Image  
250px x 150px

Image  
250px x 150px

#### Product Name

Lorem ipsum dolor sit amet consectetur  
incididunt ut labore et dolore magna  
aliqua elit sed do eiusmod.

SHOP NOW

#### Product Name

Lorem ipsum dolor sit amet consectetur  
incididunt ut labore et dolore magna  
aliqua elit sed do eiusmod.

SHOP NOW

Image  
250px x 150px

Image  
250px x 150px

#### Product Name

Lorem ipsum dolor sit amet consectetur  
incididunt ut labore et dolore magna  
aliqua elit sed do eiusmod.

SHOP NOW

#### Product Name

Lorem ipsum dolor sit amet consectetur  
incididunt ut labore et dolore magna  
aliqua elit sed do eiusmod.

SHOP NOW



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# Catalog Drop

Our most recent blogs, catalogs, and more!

Is this email not displaying correctly?  
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**JUST RELEASED!**

**Order your FREE catalog today!**

**Catalog  
Cover Image:  
400px x 470px**

- Rotate cover to -5°
- Add drop shadow at 45°
- Change dimensions in pardot pop up box or code to force the image to be 250px wide by 294px high.

2018-2019

**Name of Catalog might be very Long or Short**

**Inside:**

- xx new products
- xxx pages
- Hard-to-find items
- Customization Capabilities
- Same-day shipping on in-stock items

**REQUEST A FREE CATALOG**

Click above or call 800.225.261. Reference catalog #XXXXXX.



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