

PerioProtect ®

***WEBSITE
IMPLEMENTATION
GUIDELINES***

Welcome!

The guidelines and assets available in this guide will help you to build out a website presence for Perio Protect on your website.

We understand that not everyone will have the same capabilities for editing their website, but please follow these guidelines as closely as you can.

If at any point questions arise, please contact your Perio Protect account representative.



Please see page 14 for how to download Perio Protect marketing assets



REV. 2024/10

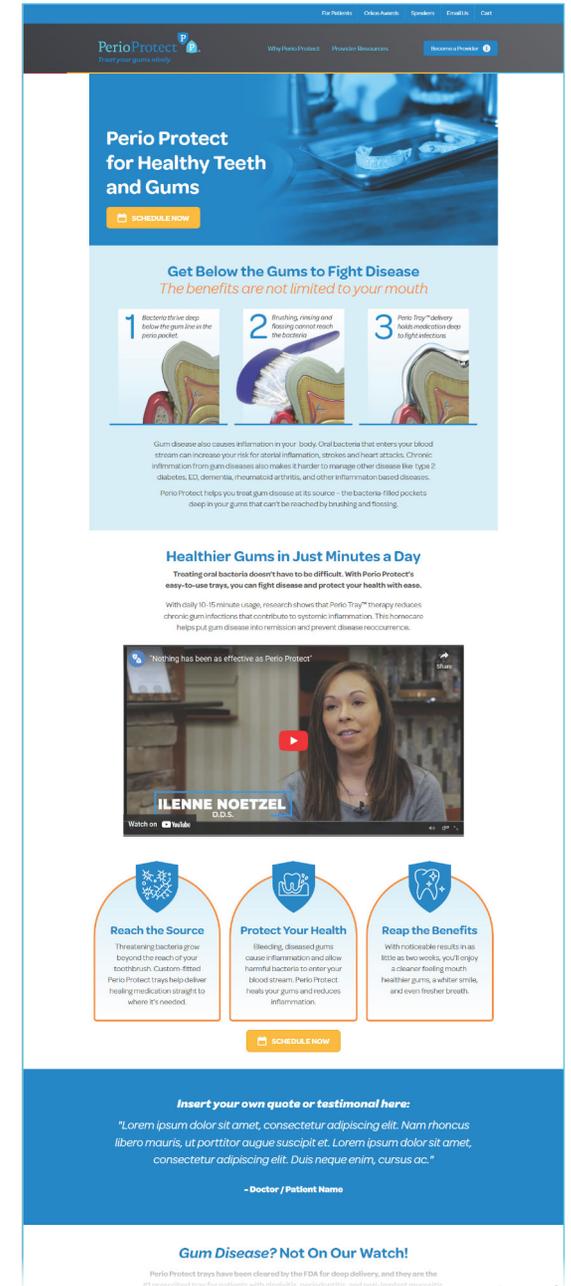
Setting Up Your Landing Page

Now that you are a Perio Protect provider, it's time to get your online marketing of Perio Protect started!

The instructions that follow will give you some simple guidelines for how to roll out a landing page for Perio Protect within your own site.

Doing so will give your patients trust in Perio Protect tray therapy, and will help you and your team present a compelling reason why this therapy option will be important for them.

We want to be your partner in success, so if you need assistance, please do not hesitate to ask your Perio Protect account representative.



General Branding Guidelines

In this section, we will review font, color and logo usage.

If at any point questions arise, please contact your Perio Protect account representative.



Suggested Fonts

The approved Perio Protect font is Omnes (available through Adobe Fonts, subscription needed), or Trade Gothic.

Omnes Semibold

Omnes Regular

Trade Gothic LT Std Bold No 2

Trade Gothic LT Std Regular

When neither of the above two font families are possible, please use your discretion to choose a sans-serif font that fits with the rest of your site.

Please use 'semibold' or 'bold' weights for headlines, and 'regular' weights for body copy, unless otherwise noted.

Suggested Colors

Color usage will also be at your discretion, but whenever possible, please use the following colors when representing Perio Protect:



Logo Usage

It is particularly important to introduce our logo early within the content, to build brand recognition. We would recommend using it within the header image or inset in the introductory paragraph.



Approved full color logo, no tagline



Approved reversed logo, no tagline

Note: Please only use this option with a background with adequate contrast.



Approved full color logo with tagline



Approved reversed logo with tagline

Note: Please only use this option with a background with adequate contrast.

Logo Guidelines

- Minimum logo width: 300px | Maximum logo width: 550px
- Please include a minimum of 50px of padding around the logo.
- Please use your discretion for which logo fits better for your needs.
- Be mindful of contrast. If it is difficult for you to read the logo clearly, it will be for patients as well.
- Also be mindful of using logo over the top of photos, so that there is adequate readability of the logo.

Photo Usage

Find information on where to find approved photos, how to use approved assets, and the preferred output for cropped photos.

If at any point questions arise, please contact your Perio Protect account representative.

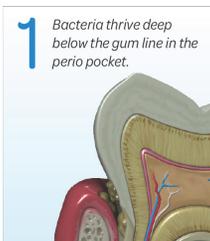
Photo Usage

Perio Protect has a series of approved photos available on our Brandfolder site (see page 14 for instructions).



plus more...

We also have a pre-formatted series of banners, icons, and other visuals that you can easily download and use, located under the **Website Implementation Guidelines** project.



Cropping Guidelines

- Always make sure that trays are the primary focus of each shot, when present.
- Do not add the trays themselves onto another shot. Always use approved shots where the trays are naturally present.
- Do not crop any portion of the trays out of any approved shot - always show trays in their entirety.



Too zoomed in, cutting trays off

Contrast Guidelines

- If text will lay over the photo:
 - Ensure it will not overlap the image of the trays themselves.
 - Ensure there is proper contrast so that text and/or the Perio Protect logo is readable.

Sample Text

Insufficient contrast



Background too busy

Pulling It All Together

Now that you know more about our preferred branding features, here's a step-by-step guide for how to create your landing page.

If at any point questions arise, please contact your Perio Protect account representative.

Scan here to view our live sample page, or go to <https://providers.perioprotect.com/sample-landing-page/>



1. Banner Insertion

We've provided two sizes, "Standard" (960x400) and "Wide" (1920x400), in a variety of different colors. While we advise to use the blue variation shown in the sample page, please choose the option that works best within your site.

We also have options that include a pre-formatted headline, if you cannot add your own text to this banner through your website content management system.



- We encourage you to use a call to action button within this banner (such as Contact Us, or Schedule an Appointment), but that is optional based on how much flexibility you have to edit your website.
- We also add simply icons to our buttons, to give an engaging, visually appealing look to the button. Fonts and color choices for this button should fall in line with your site's brand standards, or with one of our previously provided colors (see page 3), and just needs sufficient contrast so the viewer knows it's a button.

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2. Introductory Copy

The Introduction section will consist of (3) parts:



Headline and subhead

Summary graphics

Intro copy

SCHEDULE NOW

Get Below the Gums to Fight Disease

The benefits are not limited to your mouth

- 1 Bacteria thrive deep below the gum line in the perio pocket.
- 2 Brushing, rinsing and flossing cannot reach the bacteria
- 3 Perio Tray™ delivery holds medication deep to fight infections

Gum disease also causes inflammation in your body. Oral bacteria that enters your blood stream can increase your risk for arterial inflammation, strokes and heart attacks. Chronic inflammation from gum diseases also makes it harder to manage other disease like type 2 diabetes, ED, dementia, rheumatoid arthritis, and other inflammation based diseases.

Perio Protect helps you treat gum disease at its source – the bacteria-filled pockets deep in your gums that can't be reached by brushing and flossing.

Healthier Gums in Just Minutes a Day

- Suggested background color: # d5eff8
- Suggested padding: 40px
- Suggested headline and subhead size: 36px
- Suggested intro copy size: 18px

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3. Efficiency and Effectiveness

The next section will highlight how it Perio Protect Tray Therapy doesn't take long, and how patients can see results in as little as two weeks.

Headline and copy

Healthier Gums in Just Minutes a Day

Treating oral bacteria doesn't have to be difficult. With Perio Protect's easy-to-use trays, you can fight disease and protect your health with ease.

With daily 10-15 minute usage, research shows that Perio Tray™ therapy reduces chronic gum infections that contribute to systemic inflammation. This homecare helps put gum disease into remission and prevent disease reoccurrence.



Video

Icons



Reach the Source

Threatening bacteria grow beyond the reach of your toothbrush. Custom-fitted Perio Protect trays help deliver healing medication straight to where it's needed.



Protect Your Health

Bleeding, diseased gums cause inflammation and allow harmful bacteria to enter your blood stream. Perio Protect heals your gums and reduces inflammation.



Reap the Benefits

With noticeable results in as little as two weeks, you'll enjoy a cleaner feeling mouth healthier gums, a whiter smile, and even fresher breath.

 SCHEDULE NOW

Call to Action Button

- If you have the ability to shoot your own video, wonderful - otherwise you may use approved video content.
- A call to action will be included again, in case they are ready to start the process of talking about starting Perio Protect tray therapy.

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3. Testimonial

In the next section, please share a testimonial about Perio Protect, to help build trust in the use of Perio Protect Trays. This will ideally be a member of your clinical staff, but you could share a compelling patient testimonial as well.

A screenshot of a web form for submitting a testimonial. At the top, there are three empty rectangular boxes for input. Below them is an orange button with a calendar icon and the text "SCHEDULE NOW". A blue arrow labeled "Testimonial copy" points to a large blue rectangular area containing the text: "Insert your own quote or testimonial here:" followed by a paragraph of Lorem Ipsum text and a line for a signature: "- Doctor / Patient Name". Another blue arrow labeled "Attribution" points to the bottom right of this blue area. Below the blue area, the text "Gum Disease? Not On Our Watch!" is displayed in blue, followed by the word "Attribution" in bold. At the very bottom, there is a small line of fine print: "Perio Protect trays have been cleared by the FDA for deep delivery, and they are the #1 prescribed tray for patients with periodontitis, periodontitis, and peri-implant mucositis".

Testimonial copy

Insert your own quote or testimonial here:

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam rhoncus libero mauris, ut porttitor augue suscipit et. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis neque enim, cursus ac."

- Doctor / Patient Name

Gum Disease? Not On Our Watch! Attribution

Perio Protect trays have been cleared by the FDA for deep delivery, and they are the #1 prescribed tray for patients with periodontitis, periodontitis, and peri-implant mucositis

- Please make sure the testimonial is succinct and easy to read.
- Please make sure to include credentials (if a member of your clinical staff).
- If you have the capability of adding a photo of the person giving the testimonial, please do add one, but it is entirely your discretion.

Scan here to view our live sample page, or go to <https://providers.perioprotect.com/sample-landing-page/>

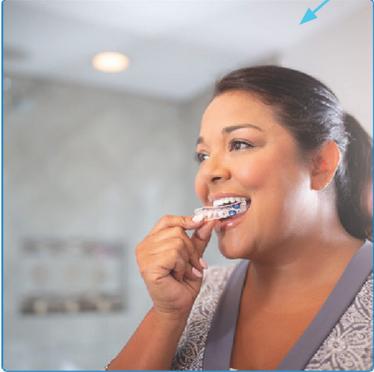


4. Reaffirm highlights

In the next section, we reaffirm what the highlights of getting treatment are, and mention that Perio Protect Trays have been cleared by the FDA, and they are the #1 prescribed trays for patients with gum diseases.

– Doctor / Patient Name

Headline and copy → **Gum Disease? Not On Our Watch!**
Perio Protect trays have been cleared by the FDA for deep delivery, and they are the #1 prescribed tray for patients with gingivitis, periodontitis, and peri-implant mucositis.

Photo → 

Key talking points →

Treat
Perio Protect's deep delivery with Perio Tray therapy helps reduce and eliminate dangerous oral bacteria and inflammation promoting long term gum health.

Transform
Perio Protect doesn't just reduce oral bacteria. The oxygen releasing medication changes the environment so healthy bacteria thrive. This also helps keep teeth healthy.

Prevent
Improving gum health will give you a stronger foundation for your teeth. Long term use of Perio Protect prevents diseases occurrence and keeps your breath so fresh you can get closer to the ones you love.

Call to Action Button → 

It's Crucial to Take Gum Disease Seriously!

- Please choose a photo with a patient in it for this section.
- A call to action will be included again, in case they are ready to start the process of talking about starting Perio Protect tray therapy.

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5. Reminder of seriousness

Before we close out the page, it's an important point to make that poor gum health leads to other systemic health issues.

A screenshot of a webpage layout. At the top right, there is a yellow button with a calendar icon and the text "SCHEDULE NOW". Below this, a blue banner contains the headline "It's Crucial to Take Gum Disease Seriously!" in orange. Underneath the headline is a sub-headline in white: "Gum disease does not hurt in the early stages, yet the infections and inflammation in your gums can induce inflammation in your body. Chronic gum disease...". This is followed by a list of bullet points in white. Below the blue banner, there are two light blue buttons: "Getting Started" and "Request a Consultation". Annotations with arrows point to the headline/sub-headline area and the supporting copy area.

Headline and subhead

SCHEDULE NOW

It's Crucial to Take Gum Disease Seriously!

Gum disease does not hurt in the early stages, yet the infections and inflammation in your gums can induce inflammation in your body. Chronic gum disease...

- Makes it harder for type 2 diabetics to manage blood sugar
- Leads to inflammation of cells lining the arteries and to arterial inflammation
- Increases risks for strokes and cardiovascular events
 - Speeds up the progression of dementia
- Is linked to Rheumatoid Arthritis, ED, colon and pancreatic cancers, pulmonary diseases, pregnancy complications, and to other chronic systemic inflammatory diseases
 - Causes chronic bad breath

Supporting copy

Getting Started

Request a Consultation

- It's important to motivate patients to take action, as early detection can be make a world of difference in treatment success.

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6. Getting started

Lastly, we want to recap again that it doesn't take much time, and that starting tray therapy is quick and easy. We advise inserting a photo or video, along with copy and another call to action button.

A screenshot of a landing page for Perio Protect. The page has a light blue background. At the top, there is a dark blue header with the text "A simple, proven, painless". Below this is a main content area with a white background. On the left, the word "Headline" is written in bold black text, with a blue arrow pointing to the title "Getting Started". Below the title is a paragraph of text: "Perio Protect is very easy. Call or request an appointment below, get scans of your mouth, and in a few days you'll receive your trays at a quick in-office follow-up demo." Below this text is a yellow button with a calendar icon and the text "SCHEDULE NOW". On the right side of the main content area, there is a video player showing a diagram of a tooth with a tray. Labels "Bacterial Infection" and "Periodontal Pocket" point to specific areas. The video player has a red play button icon. To the right of the video player, the text "Photo/Video" is written in bold black text, with a blue arrow pointing to the video player. Below the main content area is a dark grey footer. On the left, the PerioProtect logo is displayed. In the center, the Google logo is shown with five yellow stars below it. On the right, there are three social media icons: Facebook, Instagram, and Twitter.

Headline

Getting Started

Perio Protect is very easy. Call or request an appointment below, get scans of your mouth, and in a few days you'll receive your trays at a quick in-office follow-up demo.

Call to Action Button

SCHEDULE NOW

Photo/Video

Perio Tray™ Delivery Reaches Bacteri...

Bacterial Infection

Periodontal Pocket

PerioProtect

Google

f Instagram Twitter

- If you have the ability to post a Testimonial video, that is preferable.
- Educational videos about Perio Protect Tray Therapy would be the next best option.
- If you cannot insert videos on your site, then falling back to an approved Perio Protect photo is also acceptable.



How to use Brandfolder

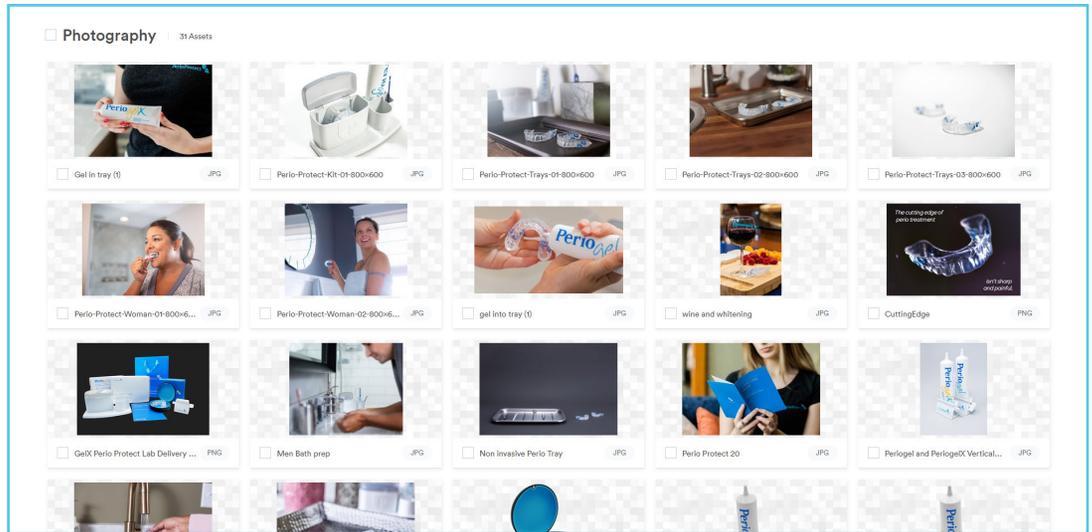
Brandfolder is a digital asset management platform that helps us provide you with ongoing access to the latest and greatest marketing materials and brand assets.

It is an all-inclusive tool that will allow you to download images, videos, testimonials, and much more!

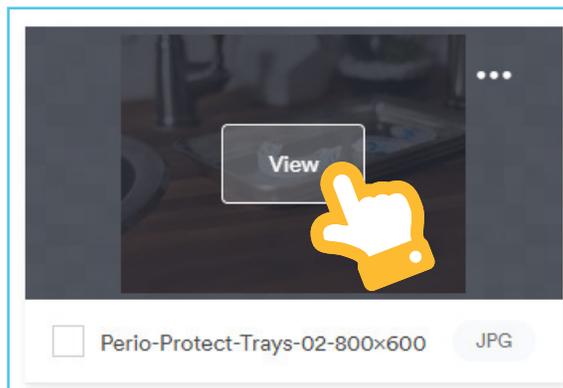
Contact your Perio Protect account representative about setting up Brandfolder access, or for assistance at any step along the way.



1. Review thumbnails



2. Hover and click 'View' on a chosen image

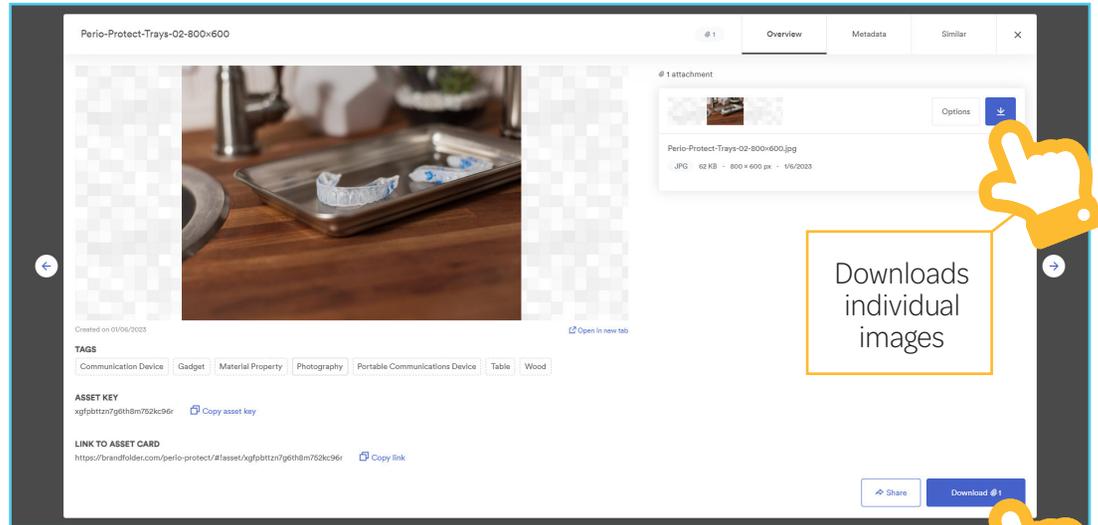


Brandfolder

Scan here to visit our Perio Protect Brandfolder page, or go to <https://brandfolder.com/perio-protect>.



3. Download your chosen asset



Downloads individual images

Downloads all photos in record (as a compressed ZIPfile)