

DIGITAL STYLE GUIDE

INTRODUCTION

HELP US ESTABLISH FRONTLINE AS AN AUTHORITY IN PET CARE.

Our brand has been carefully crafted to stand out from competition, creating a positive and friendly digital experience. We are all responsible for making sure the FRONTLINE brand is represented accurately and consistently across all digital channels and in all markets. That's why we created these guides - they contain the tools you need to create and manage digital content that is on-brand, consistently delivering the experience that our consumers have come to know and love from FRONTLINE.

TABLE OF CONTENTS

1 Design Elements	4
1.1 Grid System & Spacing	5
1.2 Color Palette	8
1.3 Typography	10
1.4 Graphic Objects	18
2 Content Creation	33
2.1 Promotions	34
2.2 Site Template	35
2.3 Photography	43
2.4 File Best Practices	50
2.5 Writing Guidelines	55
3 Resources	59
3.1 External Links	60
3.2 Contact Information	61

1

DESIGN ELEMENTS

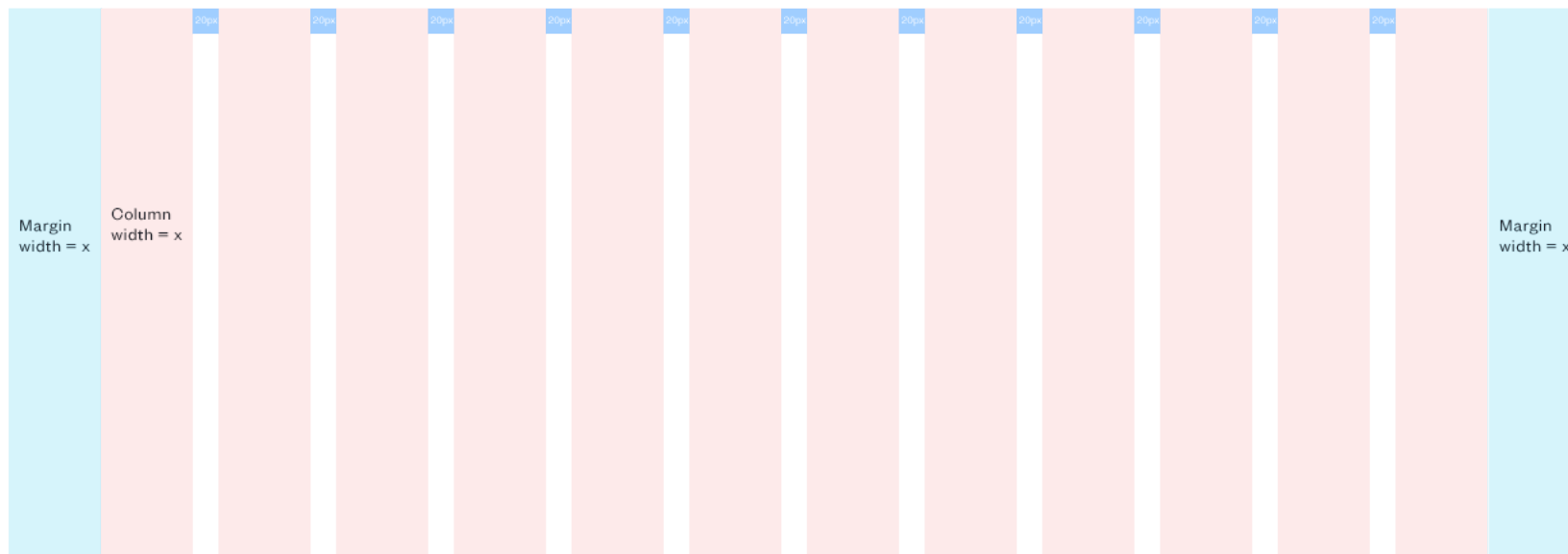
1.1

GRID SYSTEM & SPACING

The grid is the foundation for the design process. You don't see it, but it's always there. It enforces structure, keeping the disparate components of our visual identity clear, cohesive, and beautiful across multiple platforms.

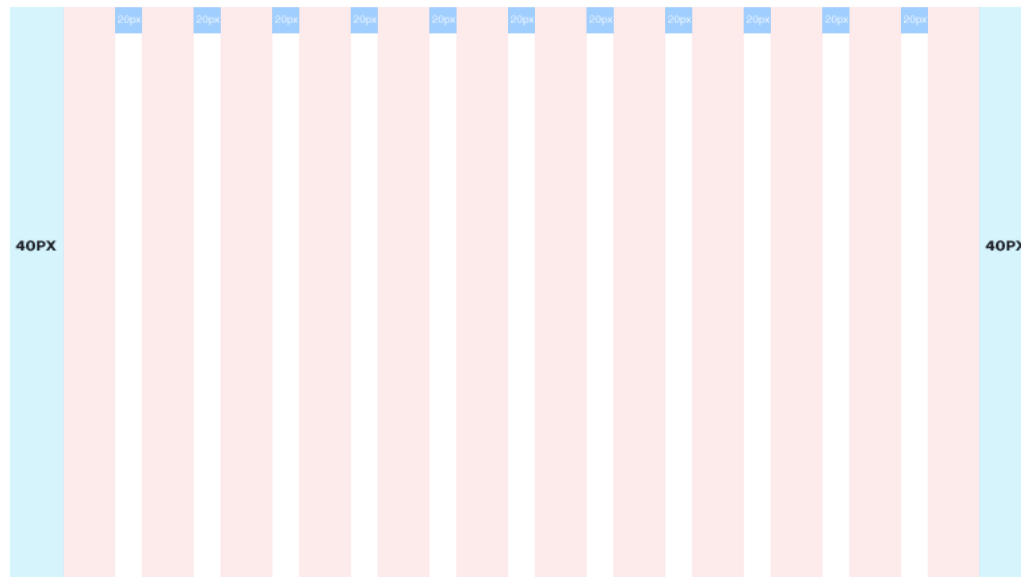
DESKTOP GRID

This site uses a 12 column fluid grid, with a fixed gutter of 20 pixels between each column, and an overall max-width of 1280. The left and right margin should match the width of the column. See illustration below:



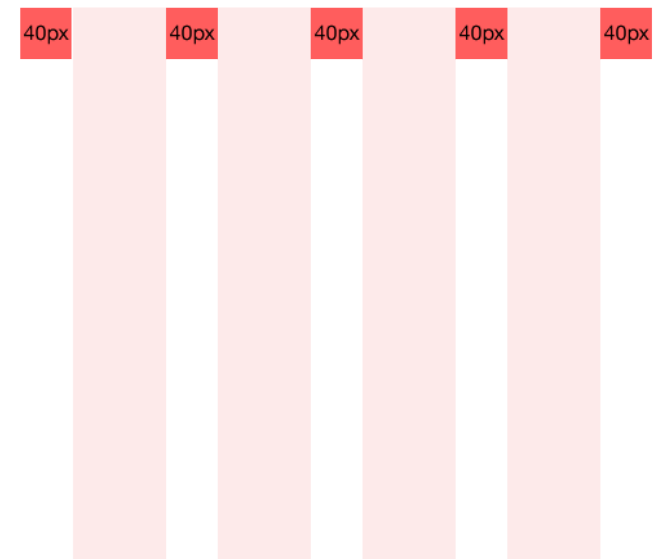
TABLET GRID

Like desktop, tablet uses a 12 column fluid grid, with a fixed gutter of 20 pixels between each column and a margin of 40 pixels.



MOBILE GRID

Mobile uses a 4 column fluid grid, with a fixed margin of 40 pixels between each column, and a margin of 40 pixels. **Mobile has been built for retina; thus all measurements are 2x.**

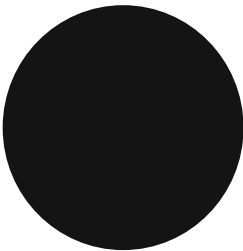


1.2

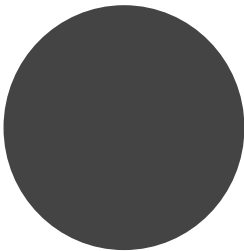
COLOR PALETTE

Color is an essential part of any brand identity, and we've created a specific digital brand color palette. Use the primary and secondary palettes for type, iconography, and other site elements. This allows imagery (product imagery, illustrations, and lifestyle imagery) to become the focus of the site.

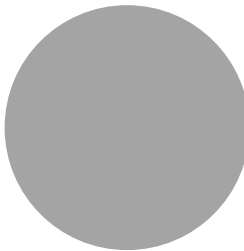
PRIMARY PALETTE



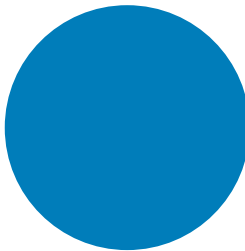
BLACK
RGB 20, 20, 20
HEX #141414



DARK GRAY
RGB 68, 68, 68
HEX #444444

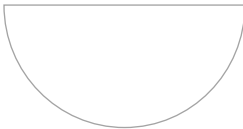


GRAY
RGB 154, 154, 154
HEX #9a9a9a

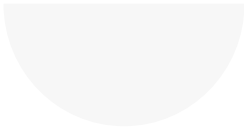


BLUE
RGB 0, 125, 186
HEX #007dba

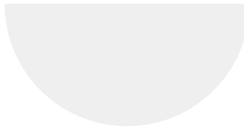
SECONDARY PALETTE



WHITE
RGB 20, 20, 20
HEX #141414



LIGHTEST GRAY
RGB 247, 247, 247
HEX #f7f7f7



LIGHT GRAY
RGB 239, 239, 239
HEX #efefef



MEDIUM GRAY
RGB 100, 100, 100
HEX #646464

1.3

TYPOGRAPHY

A clear typographic hierarchy is critical to effectively communicate our brand. Type should be balanced and well-spaced to reinforce that Frontline is an expert and leader in the field of pet care. It should promote readability and accessibility, allowing readers to absorb textual information efficiently. This typographic system uses weight and scale to convey the relative importance of each element.

Aa

DIN PRO & HELVETICA NEUE

The two brand typefaces for Frontline are DIN Pro and Helvectica Neue.

DIN Pro Bold serves as the primary typeface and is used for all headlines, subheads, and buttons. Helvetica Neue Regular is used for all body copy.

PRIMARY FONT

DIN PRO BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

SECONDARY FONT

HELVETICA NEUE REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

HEADER AND PARAGRAPH STYLES (DESKTOP)

HEADLINES

Header 1

DIN PRO BOLD
44pt Type / 52pt Leading

TRI-ACT

Header 2

DIN PRO BOLD
36pt Type / 38pt Leading

LEARNING CENTER

Header 3

DIN PRO BOLD
26pt Type / 32pt Leading

FEATURED PRODUCTS

Header 4

DIN PRO BOLD
18 pt Type / 22pt Leading

GETTING THE MOST

Header 5

DIN PRO BOLD
18pt Type / 22pt Leading
Title Case

How to Clean Your Pet's Ears

Header 6

DIN PRO BOLD
13pt Type / 16pt Leading

SKIN CARE GEL

PARAGRAPH STYLES AND LINK STYLES (DESKTOP)

PARAGRAPH STYLES

Display Body Copy

HELVETICA NEUE
REGULAR
16pt Type / 24pt Leading

Evellestias doluptatia ditiurem ullabo. Itatemq
uiaecatquia porem reped quuntiu menimag

Body Copy

HELVETICA NEUE
REGULAR
13pt Type / 20pt Leading

Evellestias doluptatia ditiurem ullabo. Itatemq uiae-
catquia porem reped quuntiu menimag natemol uptati-

LINK STYLE

CTA

DIN PRO BOLD
13pt Type / 16pt Leading

SEE THE FULL RANGE

HEADER AND PARAGRAPH STYLES (TABLET)

HEADLINES

Header 1

DIN PRO BOLD
36pt Type / 43pt Leading

TRI-ACT

Header 2

DIN PRO BOLD
28pt Type / 32pt Leading

LEARNING CENTER

Header 3

DIN PRO BOLD
22pt Type / 26pt Leading

FEATURED PRODUCTS

Header 4

DIN PRO BOLD
14 pt Type / 16pt Leading

GETTING THE MOST

Header 5

DIN PRO BOLD
14pt Type / 16pt Leading
Title Case

How to Clean Your Pet's Ears

Header 6

DIN PRO BOLD
12pt Type / 14pt Leading

SKIN CARE GEL

PARAGRAPH STYLES AND LINK STYLES (TABLET)

PARAGRAPH STYLES

Display Body Copy

HELVETICA NEUE
REGULAR
16pt Type / 24pt Leading

Evellestias doluptatia ditiurem ullabo. Itatemq
uiaecatquia porem reped quuntiu menimag

Body Copy

HELVETICA NEUE
REGULAR
12pt Type / 18pt Leading

Evellestias doluptatia ditiurem ullabo. Itatemq uiaecatquia
porem reped quuntiu menimag natemol uptatibus.

LINK STYLE

CTA

DIN PRO BOLD
12pt Type / 14pt Leading

SEE THE FULL RANGE

HEADER AND PARAGRAPH STYLES (MOBILE)

HEADLINES

Header 1

DIN PRO BOLD
26pt Type / 32pt Leading

TRI-ACT

Header 2

DIN PRO BOLD
20pt Type / 24pt Leading

LEARNING CENTER

Header 3

DIN PRO BOLD
16pt Type / 19pt Leading

FEATURED PRODUCTS

Header 4

DIN PRO BOLD
12 pt Type / 14pt Leading

GETTING THE MOST

Header 5

DIN PRO BOLD
12 pt Type / 14pt Leading
Title Case

How to Clean Your Pet's Ears

Header 6

DIN PRO BOLD
10pt Type / 12pt Leading

SKIN CARE GEL

PARAGRAPH STYLES AND LINK STYLES (MOBILE)

PARAGRAPH STYLES	Display Body Copy HELVETICA NEUE REGULAR 12pt Type / 18pt Leading	Evellestias doluptatia ditiurem ullabo. Itatemq uiaecatquia porem reped quontiu menimag natemol uptatibus.
	Body Copy HELVETICA NEUE REGULAR 10pt Type / 15pt Leading	Evellestias doluptatia ditiurem ullabo. Itatemq uiaecatquia pore m reped quontiu menimag natemol uptatibus.
LINK STYLE	CTA DIN PRO BOLD 12pt Type / 14pt Leading	SEE THE FULL RANGE

1.4

GRAPHIC OBJECTS

Among our most valuable assets are the FRONTLINE name, logo, and branding elements. We can protect and enhance the value of our brand by making sure it is represented consistently and correctly everywhere it appears, across all the touch points we have with our customers.

LOGO USAGE

While logo lockups and font usage are constant across the entire FRONTLINE parasiticides portfolio, each product is unique and will be assigned brand-specific colors for logos, packaging, and communications.

Individual countries may need to adapt these guidelines based on language translations and local regulatory requirements.

There are instances when using the logo is not appropriate, such as in a headline or body copy, and you will need to write out the word FRONTLINE. In these cases, always capitalize the entire word. No registration mark is necessary.

FRONTLINE®

LOGO BEST PRACTICES



Always maintain adequate safe space around the logo. To maintain readability, the logo should never be viewed smaller than 100px.

Acceptable logo colors are black and white.



Don't stretch or alter the proportions of the logo.



Don't fill the logo with colors outside of the approved colors.



Don't place logo over colors or images with poor contrast.



Don't apply affects to the logo.

LOGO ITERATIONS

FLEA & TICK COMBO FOR DOGS

Primary Logo



Secondary Option



Safety Area



FLEA & TICK COMBO FOR CATS

Primary Logo



Secondary Option



Safety Area



LOGO ITERATIONS

FLEA & TICK PLUS FOR DOGS

Primary Logo



Secondary Option



Safety Area



FLEA & TICK PLUS FOR CATS

Primary Logo



Secondary Option



Safety Area



LOGO ITERATIONS

FLEA & TICK GOLD FOR DOGS

Primary Logo



Secondary Option



Safety Area



FLEA & TICK GOLD FOR CATS

Primary Logo



Secondary Option



Safety Area



LOGO ITERATIONS

FLEA & TICK GOLD TRI-ACT FOR DOGS

Primary Logo



Secondary Option



Safety Area



LOGO ITERATIONS

FLEA & TICK SPOT ON FOR DOGS

Primary Logo



Secondary Option



Safety Area



FLEA & TICK SPOT ON FOR CATS

Primary Logo



Secondary Option



Safety Area



HALO TYPES AND USAGE

The halo of care demonstrates how care is central to the FRONTLINE brand promise. It radiates outward from our core to symbolize comprehensive overall protection for pets. Each brand has its own specific halo that corresponds with it, and is not interchangeable.



FRONTLINE
Plus/Combo/Gold



FRONTLINE
Spot On



FRONTLINE
Tri-ACT



FRONTLINE
Pet Care



ICONOGRAPHY

FRONTLINE content is enhanced with a cohesive set of iconography.

Icons are bold, simple, and clear. The primary iconography is more detailed and descriptive, while the secondary iconography is more directional, straightforward and familiar.

PRIMARY ICONOGRAPHY



SECONDARY ICONOGRAPHY

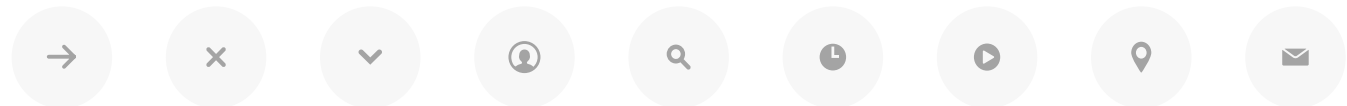


ILLUSTRATION STYLES

Illustrations are used to inform and educate the user about certain aspects of FRONTLINE products. Illustrations are simple, bold, and clear. They are full color with subtle linear details. Colors should be taken from the core palette, with some shades and neutral colors added to accurately portray the subject.

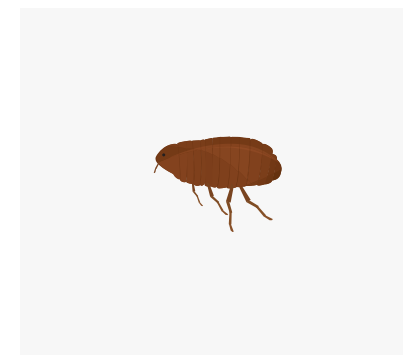
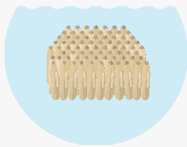
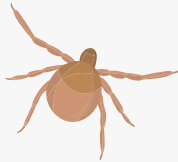


ILLUSTRATION STYLES (CONTINUED)



BUTTON STYLES (DESKTOP)

All desktop buttons are 40 pixels tall with 40px of padding on each side of the button text. Button text is Din Pro Bold, 13pt, all caps, 0 tracking. Text links are Din Pro Bold, 13pt, all caps, 0 tracking. Text links followed by icons have 20 pixels of padding in between text link and icon.

40px padding



40px padding

TEXT LINK

PRIMARY BUTTON

ROLL OVER STATE

SECONDARY BUTTON

ROLL OVER STATE

TEXT LINK WITH ICON



BUTTON STYLES (TABLET)

All tablet buttons are 80 pixels tall, with 80px of padding on each side of the button text. Button text is Din Pro Bold, 14pt, all caps, 0 tracking. Text links are Din Pro Bold, 12pt, all caps, 0 tracking. Text links followed by icons have 20 pixels of padding in between text link and Icon.

Tablet has been built for retina; thus all measurements are 2x.



TEXT LINK

PRIMARY BUTTON

ROLL OVER STATE

SECONDARY BUTTON

ROLL OVER STATE

TEXT LINK WITH ICON 

BUTTON STYLES (MOBILE)

All mobile buttons are 70 pixels tall, with 40px of padding on each side of the button text. Button text is Din Pro Bold, 10pt, all caps, 0 tracking.

Text links are Din Pro Bold, 12pt, all caps, 0 tracking. Text links followed by icons have 20 pixels of padding in between text link and icon.

Mobile has been built for retina; thus all measurements are 2x.

40px padding



40px padding

TEXT LINK

PRIMARY BUTTON

ROLL OVER STATE

TEXT LINK WITH ICON

SECONDARY BUTTON

ROLL OVER STATE

2

CONTENT CREATION

2.1

PROMOTIONS

Promotions include all marketing communications and advertisements.

It is important that they have a cohesive look and feel to establish brand recognition. These materials keep the product in the minds of the customer and help stimulate demand for the product through brand loyalty, discounts, etc.

PROMOTION ELEMENTS

Promotions are comprised of four major components: headline, CTA, product image, and background. Supplementary body copy may be added if needed to explain the promotion further.

HEADLINE

Use Header 1 type style

Use direct, succinct language

20% OFF

CTA

Use secondary button style

Prompt the user to shop, save, or see more products

SECONDARY BUTTON

PRODUCT IMAGE

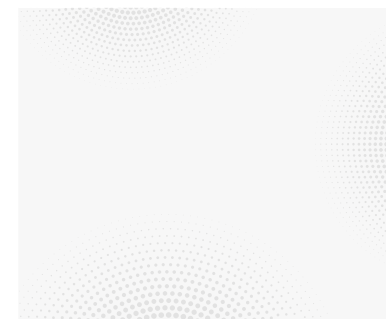
Feature a singular product, or grouping of related products



BACKGROUND

Light gray background, using variants from the approved color palette

Use halos that correspond with featured product(s)



EXAMPLE PROMOTION

Below is an example of how the promotion elements come together to form a cohesive promotional banner within the site.

HEADLINE

FRONTLINE TRI-ACT®

Breakthrough, long-lasting flea and tick protection for your dog.

CTA

SAVE NOW

PRODUCT IMAGE

BACKGROUND

1_08 Promo Module

2.2

SITE TEMPLATE

The FRONTLINE site uses a templated approach comprised of different modules. The site can be customized to accomodate the content and products that are available. Using this system will ensure a cohesive yet adaptable portrayal of the FRONTLINE brand.

WHAT IS A CONTENT MODULE?

Content modules are the foundational blocks that form the FRONTLINE site.

They are component parts that, when grouped together, display the site's content and house functionality. These responsive modules have been developed in a way that is easy to deploy, customize, and arrange to construct page wireframe templates.





INTERESTING FLEA FACTS THAT YOU CAN SHARE WITH YOUR FRIENDS

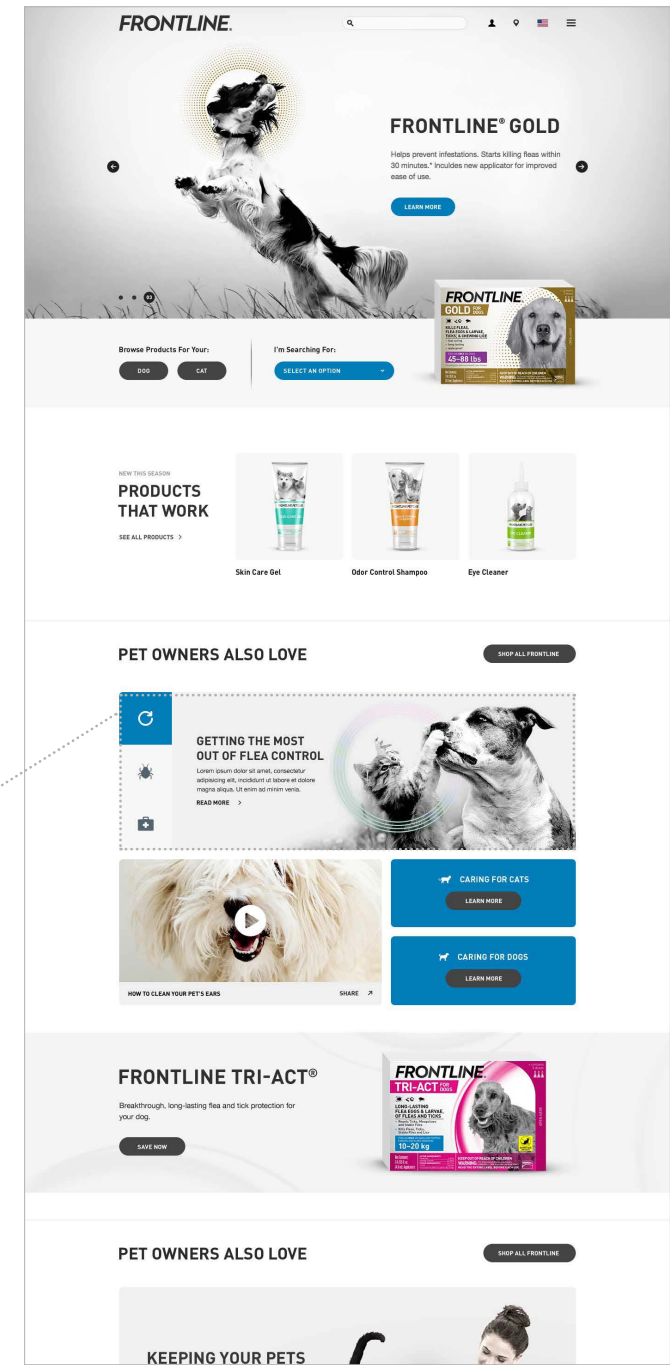
[KNOW YOUR ENEMY](#)

- For every flea that you find in your home, there are statistically about 80 others hidden from your sight
- A flea can drink 15 times its weight in blood in just a single day
- Fleas have been known to live for two years after having just a single meal of blood
- Research shows that fleas have been around for over 100 million years

INDIVIDUAL CONTENT MODULE

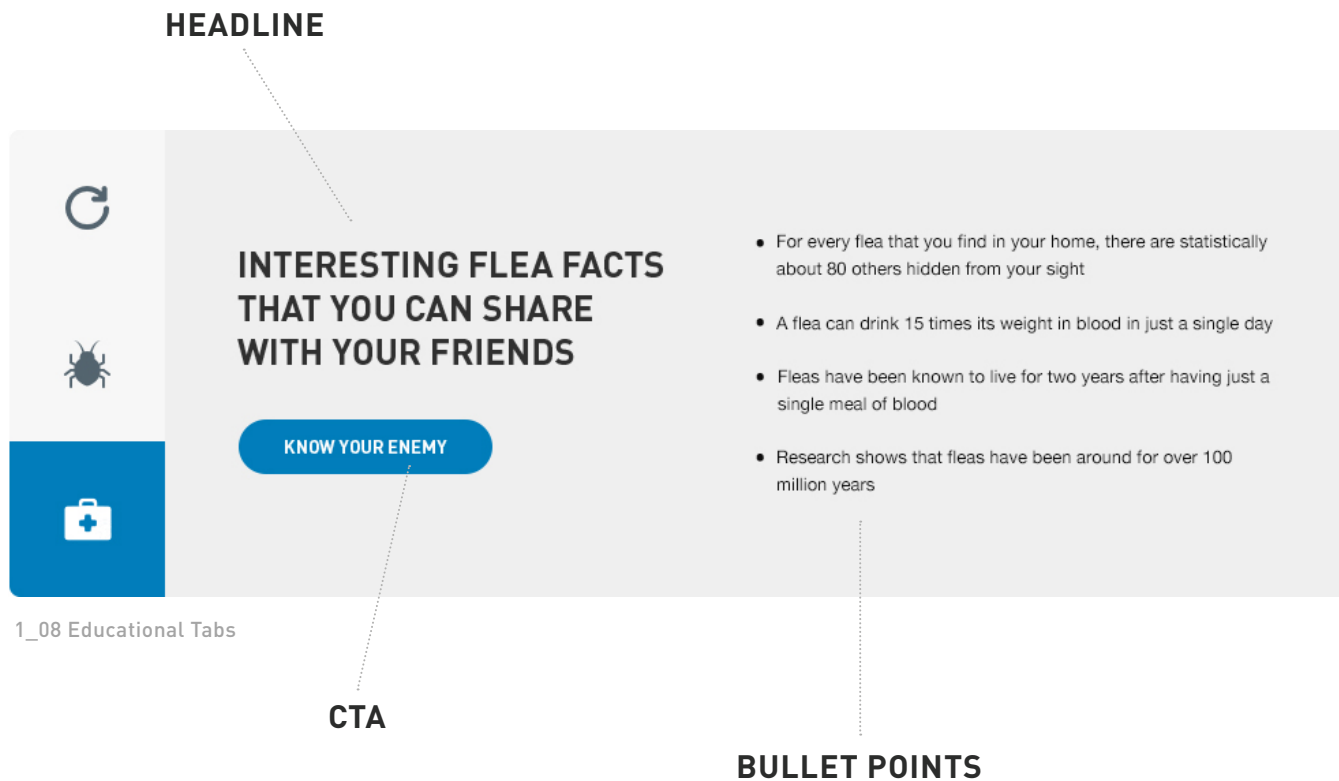
1_08 Educational Tabs

Homepage



MODULE CUSTOMIZATION

Many elements within each module are customizable. Below is an example of all the components that are editable through the CSS of the site.



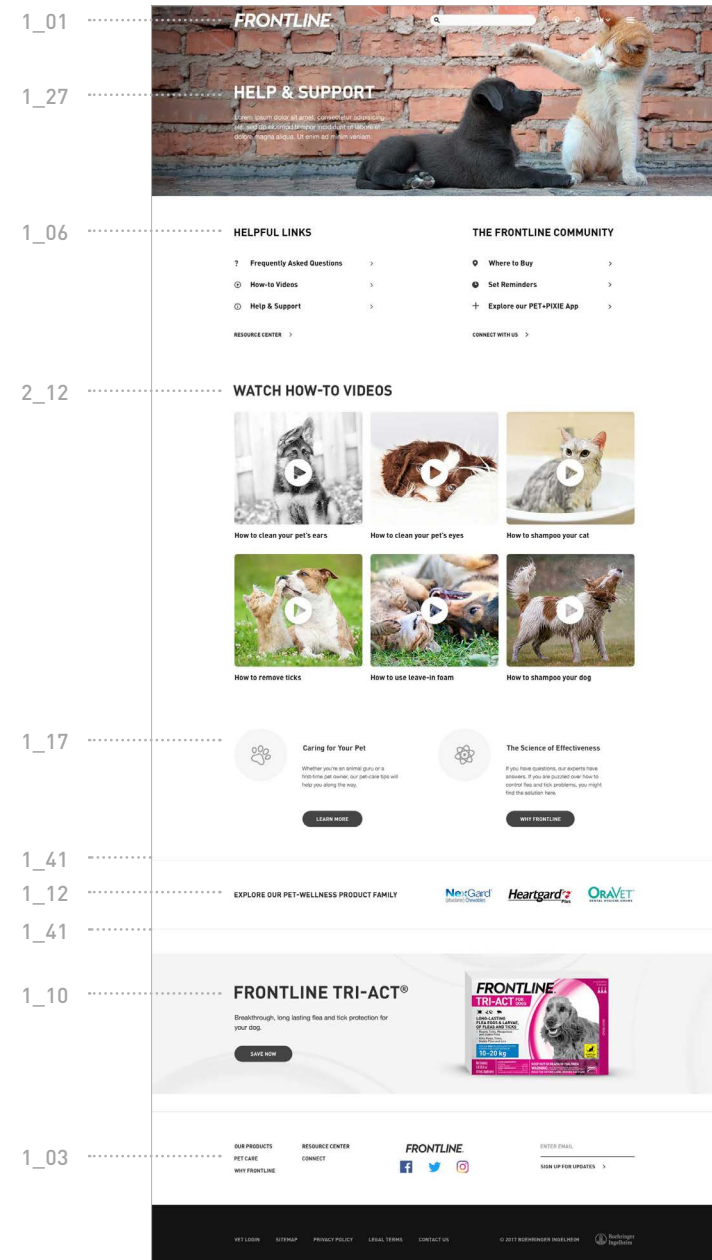
MODULES IN PRACTICE

This is an example of a complete breakdown of modules within a page.

The Help & Support page is comprised of the following:

- 1_01 Global Nav
- 1_27 Subpage Hero
- 1_06 Resource Button Tiles
- 2_12 Video Library Grid
- 1_17 2 Paragraph Box Links
- 1_41 Line Divider
- 1_12 Brand Cross-Sell Links
- 1_41 Line Divider
- 1_10 Promotional Banner
- 1_03 Footer

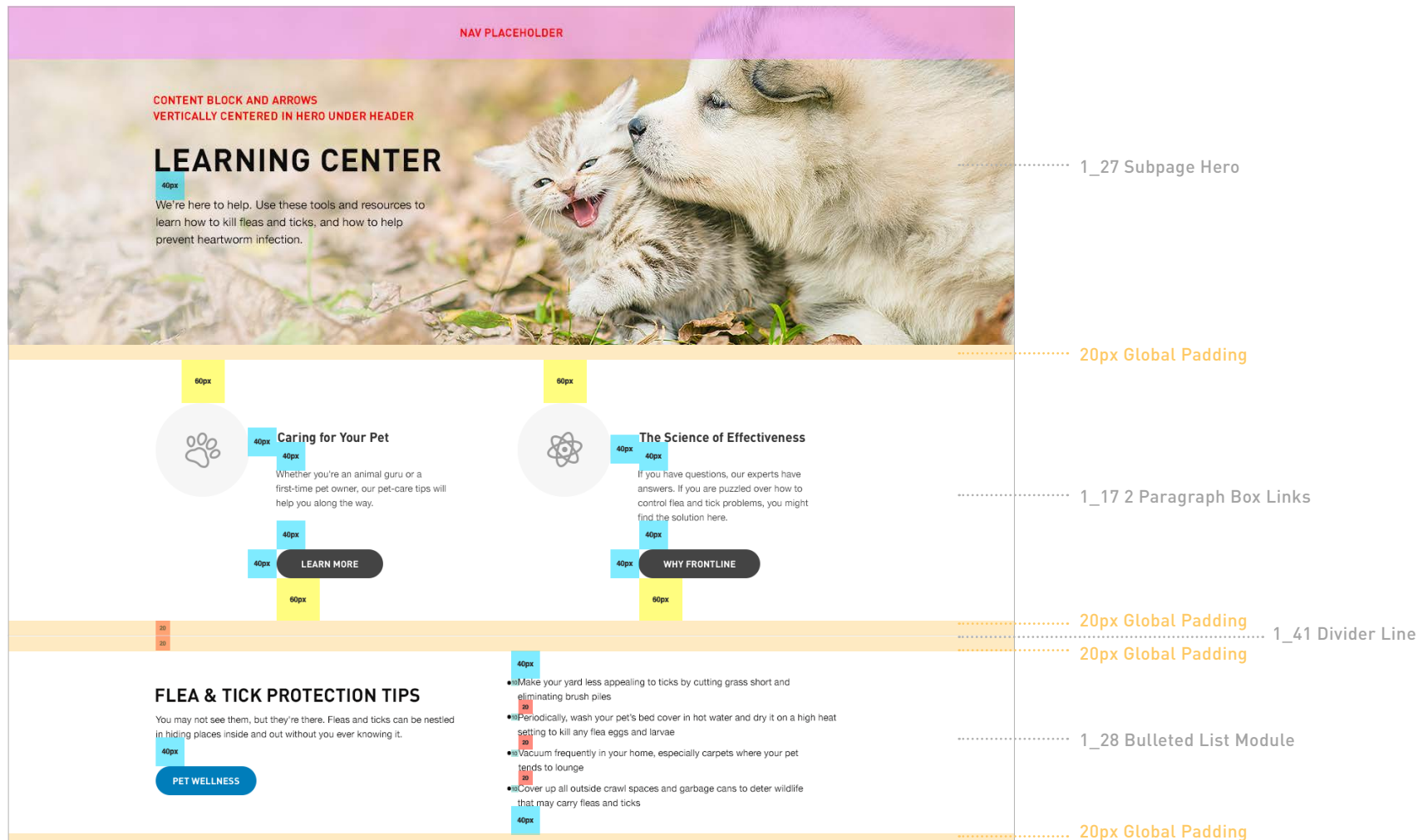
Help & Support Page



INTRA-MODULE PADDING

Each module has specific padding rules built within it. Additionally, there is a global padding increment of 20px in between each module.

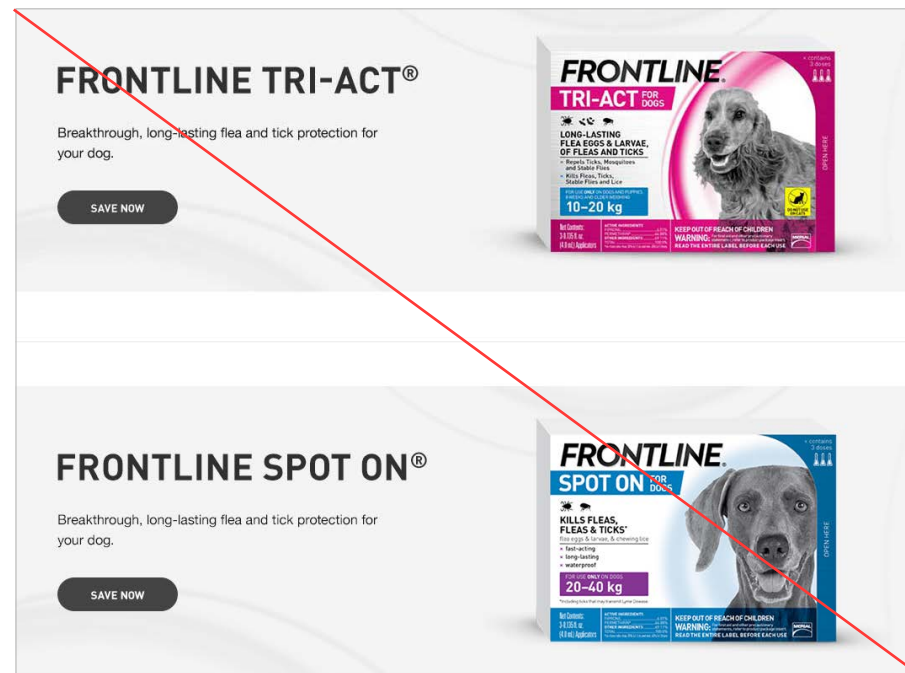
Learning Center Page



BEST PRACTICES

While we've created a modular architecture for the content displayed on Frontline.com that allows for customization, below are several best practices for creating new and managing existing site templates via content modules.

- Do not place multiple instances of the same type of content module directly adjacent to one another — in-page content variety is the spice of life!
- For adding new content to a template, be sure to use a content module that best supports the layout, presentation, and/or functionality of the desired content.
- Instances of modules that are present across entire country sites (i.e. header, global navigation menus, footer, etc.) should be administered on a global basis for that country's website instance.



Don't place multiple instances of the same type of content module directly adjacent to one another



Don't use a content module that displays the content awkwardly or ineffectively

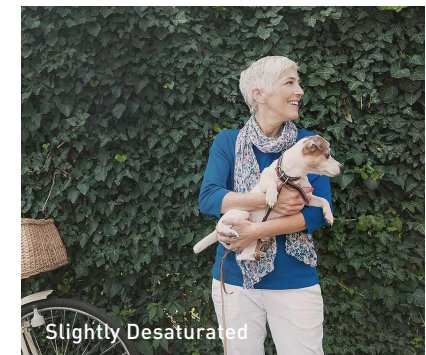
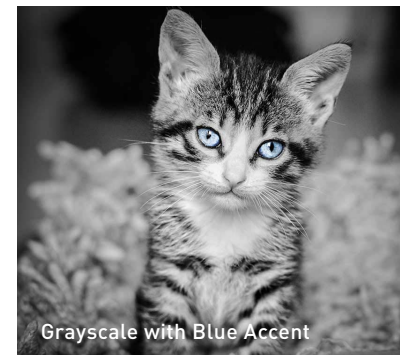
2.3

PHOTOGRAPHY

Photography is an important tool that helps us relate to our audience and establish FRONTLINE as an authority in pet care. Images should have a clear focal point and dynamic composition. Photography should be an appropriate balance of the proper color, subject matter, and lighting. The subject should feel natural and in the moment – not staged or overly posed.

EDITING & COLORIZING

Images should always maintain visual integrity and never appear overly manipulated or stretched. Photos should be shot in a natural, relatable environment. When editing color, there are a couple of approved approaches. The primary color adjustment is a slight desaturation of the photo, which pairs well with the cool tones of the FRONTLINE brand. The secondary adjustment is full grayscale, with accent details in full color. This secondary treatment is used more sparingly than the first.

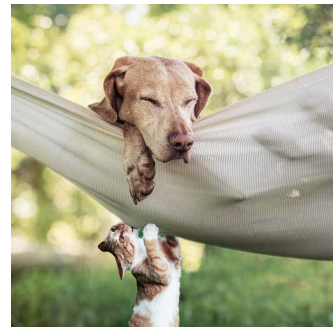


SATURATION SCALE

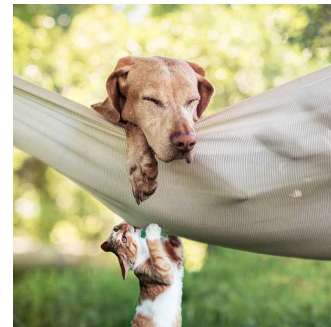
To achieve the slightly desaturated look, each photo will need a different amount of color correction. Use the scale below to determine if the photo falls in the acceptable balance of saturation and desaturation.



Too Desaturated



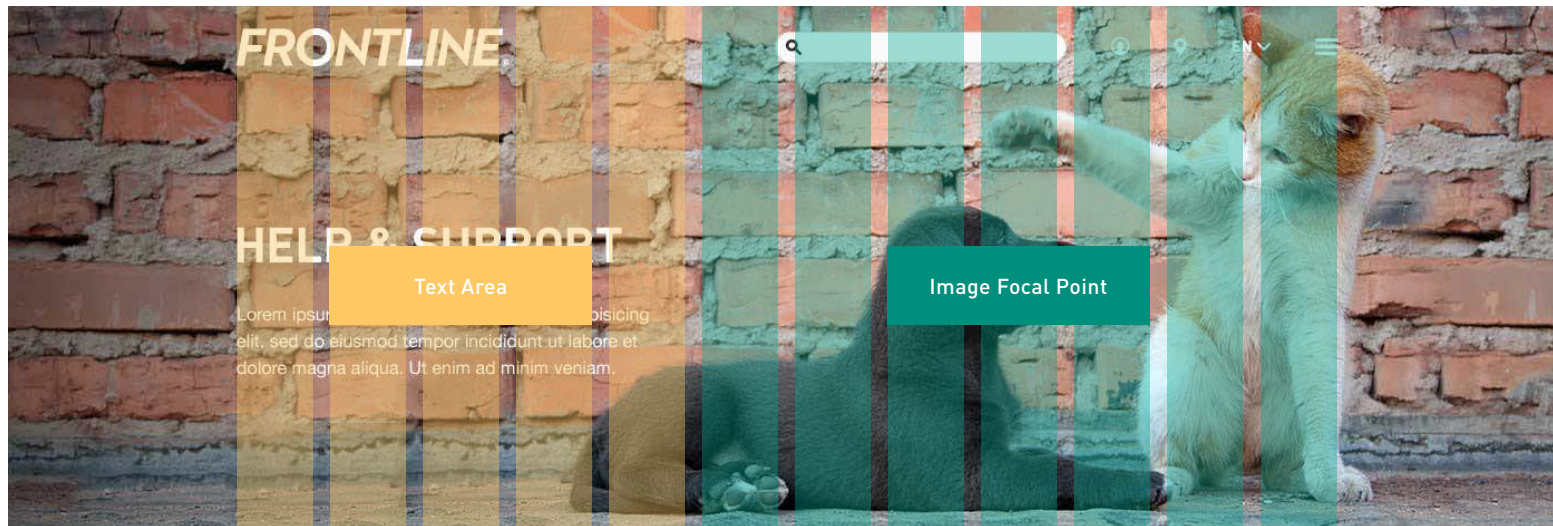
Acceptable Range of Saturation



Too Saturated

PHOTOGRAPHY IN CONTEXT

When utilizing photography, it's important to be cognizant of the context in which it will be viewed. For example, if text will live on top of the photo, allow space compositionally and ensure legibility with sufficient contrast.



1_27 Subpage Hero

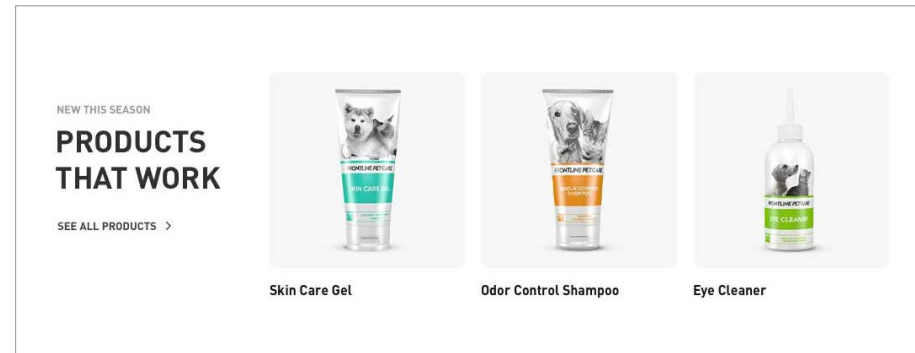
PRODUCT IMAGERY

Primary product images will be displayed as front-facing, unless the item necessitates another angle. Products will be isolated on a clear background with a sense of realistic depth and shadow. Photos should be full color and not manipulated in any capacity in order to accurately portray the product. Largest display size for imagery is 600x600px at 72 dpi.

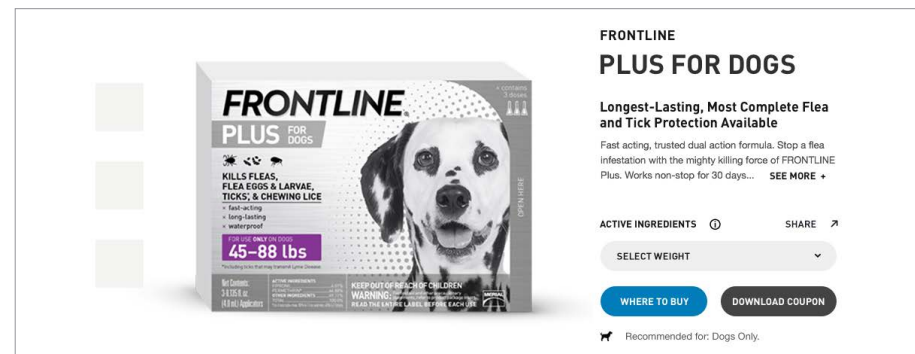


PRODUCT IMAGERY IN CONTEXT

Products on the site are featured on a white or gray background from the approved color palette. Always ensure there is adequate space surrounding the product (spacing amounts established within each module).



1_07 Featured Product Module



1_21 Product Detail Overview

USING HALO IN PHOTOGRAPHY

When using a photo demonstrating a certain product, ensure the halo used in the photo corresponds to the correct brand halo. The halo will be featured in full color, and the photo in which the halo is used will be grayscale. This allows the halo to become the focal point, which highlights the pet or part of the image we want to bring attention to.



2.4

FILE BEST PRACTICES

When uploading photos to specific modules, check the module for the required dimensions for the photo. Sizing photos to the proper dimensions ensures nothing will be stretched or cropped inappropriately on the site. If possible, images should be kept under 1 MB to ensure prompt loading time for the page.

IMAGES SPECS BY MODULE

These are the specific dimensions for each image by module for both desktop and mobile.

MODULE	DESKTOP	MOBILE
1_02 Country Selector	Map Image - 148 x 148	N/A
1_02 Country Selector	Flag Image - 26 x16	Flag Image - 52 x 32
1_04 Hero Carousel	Main Image - 1400 x 677	Main Image - 640 x 858
1_05 Selection Wizard	Product Image - 350 x 250	Product Image - 530 x 300
1_07 Featured Product Module	Product Image - 192 x 192	Product Image 180 x 180
1_08 Educational Tabs	Background - 847 x 342	Background - 560 x 620
1_09 Video Button Tiles	Video Preview – 568 x 266	Video Preview – 560x 266
1_10 Promo Banner	Product – 420 x 260	Product – 490 x 300
1_11 2/3 Paragraph Module	588 x 342	560 x 314
1_12 Brand Cross Sell Links	Logo max – 160 x 150	Logo Max – 160 x 50
1_14 Product Card	Circle Image – 200 x 200	Circle Image – 300 x 300
1_14 Product Card	Product Image – 400 x 200	Prodcut Image – 544 x 300
1_15 Brand Content & Share	3up Image – 330 x 278	2up Image – 320 x 273
1_16 Comparison Chart	Thumbnail – 78 x 43	Thumbnail - 90 x 50

IMAGES SPECS BY MODULE (CONTINUED)

MODULE	DESKTOP	MOBILE
1_17 Paragraph Box Links	Gray Circle – 130 x 130	Gray Circle – 157x157
1_18 Category Left Nav	736 x 224	640x548
1_19 Category Product Tiles	Product Image - 192 x 192	Product Image – 180x180
1_20 Product Quick View	Product Image - 220 x 240	n/a
1_21 Product Detail Overview	Product Image - 560 x 340	Product Image 560x340
1_22 Easy Application Steps	Slider Image – 568 x 322	Slider Image – 640x420
1_23 Testimonial	148 x 148	164x164
1_24 Product Cross-Sell Tiles	192 x 192	234x234
1_26 Recently Viewed Banner	108 x 108	72x72
1_27 Sub Page Hero	1400 x 470	640x694
1_29 Blog Snapshot	64 x 64	150x150
1_30 Tick ID	174 x 174	242x242
1_31 Why Frontline Overview	Selected Image – 252 x 222	Selected Image – 640x390
1_31 Why Frontline Overview	Deselected Image – 160 x 104	n/a
1_32 Science Overview	Video Container – 484 x 345	Video Container – 560x300
1_32 Science Overview	Flea Image – 142 x 142	Flea Image – 98x98

IMAGES SPECS BY MODULE (CONTINUED)

MODULE	DESKTOP	MOBILE
1_35 Video Modal	988 x 556	640x360
1_36 Main Nav	Background – 1400 x 900	n/a
1_37 Full Bleed Image/Content	Background – 988 x 440	Background – 560 x 772
1_39 Product Switcher	Product Image - 110 x 110	n/a
1_43 Insect Lifecycle	Main Image – 143 x 143	Main Image – 220 x 220
1_43 Insect Lifecycle	Thumbnail – 64 x 64	n/a
2_01 Before & After	568 x 322	560 x 318
2_02 Dog/Cat Care Overview	Main Image – 420 x 296	Main Image – 560 x 352
2_02 Dog/Cat Care Overview	Product Image – 100 x 76	Product Image – 106 x 132
2_03 Blog Landing	Featured Image – 474 x 273	Featured Image – 560 x 273
2_03 Blog Landing	Thumbnail Image – 232 x 232	Thumbnail Image – 150 x 150
2_04 Blog Article Media Gallery	Main Image – 988 x 363	Main Image – 640 x 384
2_04 Blog Article Media Gallery	Thumbnail Image – 84 x 84	n/a
2_05 Up Next Article Tiles	232 x 232	312 x 312
2_06 Blog Article Media Inline	Main Image – 990 x 452	Main Image – 560 x 290
2_06 Blog Article Media Inline	Secondary Image – 336 x 248	Secondary Image – 560 x 330

IMAGES SPECS BY MODULE (CONTINUED)

MODULE	DESKTOP	MOBILE
2_07 About Us Overview	504 x 380	560 x 352
2_10 How To Overview	504 x 380	560 x 352
2_11 Product How To Module	Product Image – 318 x 318	Product Image – 408 x 408
2_12 Video Library Grid	316 x 278	560 x 278
2_14 Happy & Healthy Steps	652 x 400	560 x 400
3_01 Search Results	Thumbnail – 64 x 64	Thumbnail – 90 x 90
3_02 Browsing History	Thumbnail – 64 x 64	Thumbnail – 90 x 90
3_04 Pet + Pixie Overview	420 x 340	560 x 390
3_05 Contact Form	568 x 218	560 x 292
3_08 Promo Box	485 x 315	560 x 370
4_04 My Reminders	Upper Right Image – 484 x 264	n/a
4_04 My Reminders	Thumbnail – 40x40	68 x 68
4_05 My Pets	150x150	150 x 150

2.5

WRITING GUIDELINES

Copy is an integral tool to communicate our brand. All writing—headlines, CTAs, and body copy—should be clear and succinct. The tone should be friendly and knowledgeable, establishing FRONTLINE as a leader in pet care.

STYLE RULES

These simple rules should be applied at all times. They are not meant to stifle writers. Instead, they are intended to create brand consistency while giving writers enough flexibility to apply FRONTLINE's voice and tone appropriately.

- Write in a straightforward, accurate manner.
- Use active voice. Avoid passive voice.
- Avoid the use of slang or jargon, unless technical terms are necessary to ensure accuracy.
- Be concise. Avoid unnecessary modifiers or turns of phrase.
- Be specific. Avoid vague language.
- Be consistent. Don't refer to the same object or idea in various ways unnecessarily.

N.B. For specific questions regarding grammar, spelling and usage, please see the Chicago Manual of Style.

PROMOTIONS

Promotions feature a single product or grouping of related products.

Make sure the promotional message is clear. Do not mix messages with other promotional offers or multiple product education points.

- Use direct, succinct language to articulate the key takeaway and attract the audience's attention.
- Supplemental body copy may be needed to explain the promotion further. Only include relevant information that is necessary to convey the promotional offer.
- CTAs should prompt the user to shop, save, or see more products.

HEADLINES

Headlines are the most important copy on the page. They spark interest in the subject matter and direct the audience's attention to any supplemental information. Best practices for writing headlines are to identify the name of the product, who they are for, and what the product does. Clever or cute headlines should be reserved for instances when the page provides sufficient context.

Good Example Headlines

**FRONTLINE GOLD FOR DOGS KEEPS
PETS HEALTHY AND HAPPY**

HOW TO CLEAN YOUR PET'S EARS

**INTERESTING FLEA FACTS THAT YOU
CAN SHARE WITH YOUR FRIENDS**

Bad Example Headlines

~~**OUR NEWEST PRODUCT WORKS IN
JUST 30 MINUTES -- NOW 20% OFF!**~~

~~**DON'T BE A BAD PET OWNER, CLEAN
YOUR PET'S EARS**~~

~~**10 REASONS WHY FLEAS ARE THE
WORST**~~

3

RESOURCES

3.1

EXTERNAL LINKS

UI Toolkit PSD

<https://www.dropbox.com/s/pk9dbvdl540wvsv/UI%20Toolkit.psd?dl=0>

3.2

CONTACT INFORMATION

Qui ium que nos ea volor acervit exero min nestias essitatquos et volupit-
tasi iae dus a qui autecte pa dendempos quatem dolorepelent remporent la
quiatorum Cum, odigendit, aut et ium simust, odi sit tur rat eum veniam nihil
molorem labor sus sus mil imommmost, culluptio bernati onsequi vitaerferum
vellabore, sit pelestio. Pae nusamus dolo quidipi tiisimus alit, nullaborit, qui
dus, od quam venis dolorentia alibus, qui sus, sint volo eaqui aut doloratur,
eum qui optium litam doluptat.