WebPT ®

Brand Standards

Version 1.42 | October 2015

Introduction

WebPT is the leading rehab specific web-based EMR solution in the United States. As we continue to grow in both size and scope, it's even more crucial that we present our company correctly, cohesively, and consistently.

One of the best ways to maintain consistency is to present a uniform brand identity. The following brand standards set guidelines for all aspects of our identity—from voice and tone to logo appearance and images. Adopting these standards will help us make all our communication resoundingly WebPT—same company, identity, voice, and purpose.

A strong brand makes our company more relatable and credible, allowing us to heighten brand awareness and strengthen our relationship with our Members and partners. Essentially, consistent brand standards aid in loyalty and ensure we communicate and market in a responsible and efficient manner.

This guide establishes standards for WebPT's tonal and visual identity. Application of this guide will ensure correct and consistent branding, writing, and design as well as community position and company culture. While this guide is predominantly intended for marketing, all WebPT team members and any third-party entities—such as agencies—can use this guide as an educational tool and for reference.

If you have questions, comments, or suggestions about the guide or how to apply the following standards to your communications, we'd love to hear them. Email us at marketing@webpt.com.

Sincerely,

Charlotte Bohnett
Content Marketing Manager, WebPT

Brock Lefferts
Brand and Design Manager, WebPT

WebPT®

Contents

WebPT®

WebPT

1

Brand Basics

What is "Brand," and Why is it Important?

The term "brand" refers to an original and identifiable symbol, association, name, or trademark infused with both functional and emotional triggers. A brand serves not only to differentiate a company or organization from its competitors, but also to build a relationship with consumers, thus encouraging loyalty. Therefore, branding is the art of presenting an identity, of building that relationship, of creating that differentiation—all in an original and consistent manner. Whereas marketing focuses on the message, branding focuses on developing a clear and consistent identity for the messenger.

Thus, all of our communications should build, promote, and define our brand; create a relationship between us and our target audience (Members); and cultivate a correlating company culture and community position.

Who is WebPT?

Our Purpose
WebPT believes in empowering the rehab community to achieve greatness in therapy practice. That's why we created an intuitive, web-based electronic medical record solution and combined it with exceptional, comprehensive practice management services. WebPT gives therapists peace of mind, so they can get back to what truly matters—their patients.

Our Audience
Our customers are therapists, administrators, directors, and owners within the rehab community. Most still use pen and paper for their documentation, so the transition to EMR can be nerve-racking and overwhelming. Furthermore, most therapists want to focus primarily on patient care, so they value additional features that provide help beyond documentation.

WebPT is here to support the wants and needs of the rehab community. We provide a fast, secure, mobile, and compliant web-based EMR solution with no commitments, contracts, or hidden fees. Our comprehensive software also provides clinics with billing, reporting, and scheduling tools. Additionally, WebPT offers interactive educational resources to futher

WebPT®

1

Our Audience continued...

help therapists effectively manage and grow their clinics. Lastly, support is free with WebPT, eliminating the need for any internal IT staff. All of our Members have a stake in the growth and development of our company. They're our partners, representing an elite community of therapists and administrators. We strive to make our Members feel included, heard, and empowered. Most importantly, though, we make things easier for them; we simplify EMR.

Our Promise

At WebPT, our Members have a seat at the table—a voice that's heard. We promise to always listen and respond and to help them achieve greatness in therapy practice.

"We promise to always listen and respond and to help them achieve greatness in therapy practice.

"

WebPT®

2 Voice and Tone

When interacting with customers via any marketing platform—social, email, print, or advertising—we demonstrate expertise and credibility. We are a thought-leader, a resource. We're tech-savvy, but also firmly rooted in the rehab community. No matter what, though, we have fun, and we show that in everything we do.

We're good-humored, spirited, and friendly. Our communication should be overwhelmingly human—clever, conversational, and honest. Our Members are our partners; they're the trailblazers, the early adopters—and we should always cheer them on and treat them like rock stars.

We build loyalty through credibility, relatability, reliability, transparency, responsiveness, and a little humor.

Touchpoint Communication

What constitutes a Member touchpoint? A Member touchpoint is any opportunity within the customer lifecycle to strengthen the consumer's relationship with the brand. Thus, touchpoint messaging—phone, email, newsletter, blog, websites, advertisements, direct mail—must represent WebPT in terms of voice and tone.

The marketing team serves as quality control for the brand. Therefore, that team owns all communication that's representative of the company as a whole.

Emails, Letters, Cards, and Newsletters
All Member-directed correspondence should:

> › Address Members on a first-name basis wherever possible.
>
> › Come from a specific WebPT team member.
>
> › Be well-written and free of spelling or grammatical errors.

In addition to being honest, credible, and friendly in tone, email communication should be direct and succinct. Do not use fluffy or flowery language, and avoid convoluted business-speak,

2

clichés, or vagueries. Most importantly, be brief. People scan emails, so state your purpose quickly and clearly.

Response communication addresses technical issues, customer complaints, and crises (e.g., system outages, errors, and billing issues). In such communications, It's important that we demonstrate not only accountability, but also control: We know what the problem is, and we know the solution. In crafting response communication, you should:

> › address the issue,
>
> › detail your solution, and
>
> › sincerely apologize.

Request communication—including invitations, surveys, announcements, and thank-yous— should be fun, first and foremost. These messages can convey a lot of personality, and we encourage witty, cute, or clever copy. However, you should never reduce clarity or act unprofessional for the sake of cleverness.

Blogs, Articles, and White Papers

Write every blog, article, or white paper with a purpose. We do not create content for content's sake; thus, user interest should dictate posting frequency, copy length, and topic choice.

Have Fun

Use every post, article, and white paper as an opportunity to demonstrate personality—WebPT's as well as your own as a WebPT writer. Show that you're having fun writing. Also, try include questions in your writing as a way of encouraging interaction.

Avoid Hard Sales

Don't use WebPT written content as a shameless plug for WebPT or any other product; rather, your writing should be persuasive and educational, containing information relevant to the rehab community. This can include new WebPT modules, features, or release updates, but content should never include aggressive sales pitches.

Be the Thought Leader

Write as the expert. Do your research, contact sources (both internal and external), and know

WebPT

2

your stuff. Wherever possible, cite and show! Link to additional resources, but also throw in fun nuggets (to aid in reader comprehension and imagery). Embed photos and videos to break up copy or exemplify the points you're making. To increase credibility and trustworthiness, include linked citations for anything you present as a fact or best practice.

Write and Edit Thoughtfully

Write titles and headlines that make your audience want to know more. To capture your reader's interest, try using phrases like "Top 5," "How to," or "Why you need." We recommend developing at least five title ideas for each piece. That way, you have a better chance of landing on a click-worthy option. Throughout your content, use headers, subheads, and lists wherever relevant, as these devices increase readability.

Always proofread and edit your work. Read your submission out loud to check for sentence flow and structure; then have someone who is unfamiliar with your subject matter read your writing to check for jargon or unclear passages. Marketing always reserves the right to review and revise, but if they make substantial changes, they'll contact you for approval prior to publishing.

Use Comments to Engage

Respond to all comments, whether they're good or bad. Do not delete any comments, except for spam. Make sure you comments are gracious, professional, educational, and most importantly, encouraging of more interaction.

Website, Microsites, and Landing Pages

Persuasion is the name of the game when it comes to our website, microsites, and landing pages. For any webpage, identify the audience, define the purpose of the page or site, and determine the call to action. Then, develop the content to match. Ultimately, the content needs to convince the audience to do whatever it is we want them to do—whether that's signing up for a demo, providing an email address in exchange for content, or simply interacting with the educational materials we've provided.

2

Social Media

WebPT has the following social media accounts:

> › Facebook.com/WebPT
>
> › Twitter.com/WebPT
>
> › LinkedIn.com/company/webpt
>
> › Pinterest.com/WebPT
>
> › Instagram.com/WebPT
>
> › SlideShare.net/WebPT

If you're on social and you're directly associating yourself with WebPT, or if you're tweeting, posting, commenting, sharing content, or performing any other social media activity as WebPT, as a WebPT representative, or as a participant on any of our pages, please follow this etiquette:

Add Value

Your posts should:

> › Add to the conversation
>
> › Promote WebPT goals and values
>
> › Support or benefit our Members
>
> › Help WebPT employees do their jobs better

Be Transparent

Be yourself:

> › Identify yourself as a WebPT employee (if applicable)
>
> › Make it clear that you are not a company spokesperson (if applicable)
>
> › Be respectful and considerate
>
> › Be careful discussing things that can generate an emotional response
>
> › Show respect for the opinions of others

WebPT®

2

Use Common Sense

Don't even think about:

> › Talking about financial information, sales trends, strategies, forecasts, legal issues, or future projects in development
>
> › Giving out personal information about Members or WebPT employees
>
> › Posting confidential or private information
>
> › Discussing religion, politics, or anything else that elicits strong responses from people
>
> › Responding to a negative or offensive post by a customer

For guidelines regarding personal social media use, please see WebPT's social media policy in the employee handbook.

Webinars

WebPT offers monthly webinars on a variety of industry topics. These webinars are educational in nature; thus, the hosts—and their scripts—should present the information in the clearest way possible. Keep sentences short, straightforward, and conversational in tone; avoid veering off on irrelevant tangents. Also, write the script with speaker personalities, styles, and mannerisms in mind. On the corresponding slides—the visual element of our webinars—keep text to a minimum. Avoid lengthy blocks of text, and use numbered or bulleted lists whenever possible. Be careful to keep such lists parallel in structure.

Videos

Like webinars, videos are typically educational in nature and can include tutorials, interviews, and explainers. When we create videos for marketing purposes, we abide by the rules detailed above for websites: know your audience and purpose; have a clear call to action; and be persuasive.

In most cases, videos should be no longer than five minutes, with the ideal length falling somewhere between one and three minutes. Aim to use the best equipment available and produce the highest quality content possible.

WebPT

2

User Guides, Instructions, and the Learning Management System
Clarity is the mission with these materials. Provide clear, accurate, and well-organized instructions, and never over-assume your audience's level of knowledge or capability. Lastly, produce materials that are user-friendly, accessible, and scannable. Wherever possible, use subheads and lists.

Advertising and Direct Mail
Persuasion is key for advertising and direct mail. When creating an ad or direct mail campaign:

1. Identify the audience.

2. Define the purpose of the page or site.

3. Determine the call to action.

4. Develop the content to match all of the above.

5. Ensure content and design work in tandem.

Ultimately, the materials needs to convince the audience to do whatever it is we want them to do—whether that's signing up for a demo, RSVPing for an event, or simply interacting with the educational materials we've provided.

Internal Communication

Company Culture Materials
Here at WebPT, we like to keep things light, fresh, and fun—and written company culture materials should be reflective of that sentiment. WebPT's company culture initiatives are meant to engage our employees, and as such, culture-related communications should be engaging as well. So, when creating these materials, feel free to incorporate humor and personality. That said, we expect all of our internal content—even that geared specifically toward our own team members—to adhere to the same standards of clarity, correctness, and brand-appropriateness that apply to external content.

HR Documents
Draft HR materials in the style of a technical writer—clear, concise, correct communication delivered in a straightforward, accessible, and objective manner. HR must play a key role in the development of HR documents, to ensure that the intent and directive are accurate and legally-

WebPT

2

sound. For this reason, HR may develop the first draft of the needed document, and the content team will then edit and lay out the content in the approved template.

Copy and Editorial Guidelines

For copywriting, WebPT uses the Chicago Manual of Style (CMS), with the following exceptions:

› Write out numbers ten or lower, except in headlines and for measurements, time spans, and monetary amounts; write numbers greater than ten as digits except when starting a sentence.

› Format times using three numerals and a colon (e.g., "6:00" or "6:30"). Capitalize AM and PM, do not include periods, and add a space between the numeric time and AM/PM.

› Use numbered lists for step-by-step instructions or chronological items and bullets for lists that are not chronological or serial.

› Treat "Members" and any WebPT branded products or features—like "Daily Notes," the "WebPT Community," or the "WebPT Billing Service"—as proper nouns.

› Use dashes—not dots or parentheses—for phone numbers, and do not include a "1" before the area code (e.g., 866-221-1870).

For any blogging or social media rules not clearly outlined in CMS, WebPT references The Yahoo! Style Guide: the Ultimate Sourcebook for Writing, Editing, and Creating Content for the Digital World (YSG). Additionally, for press releases and submissions to third-party/magazine publications, writers should follow each publication's chosen style guide or, if not specified, the Associated Press Stylebook (AP).

Additionally, writers and editors should also be aware of these common stylistic rules:

› Write in active voice whenever possible, and avoid ending sentences with prepositions unless the tone is casual.

› Form plural possessives with a single apostrophe (e.g., patients'); form singular possessives with an apostrophe followed by "s" (e.g., Carlos's).

› Use em dashes for stronger notation of parenthetical information. Do not offset em dashes with spaces.

WebPT®

2

› Use en dashes when notating chronological or numeric ranges. Do not offset en dashes with spaces.

› Use italics—not quotation marks—to show strong emphasis or to indicate the title of a book or film.

› Use double quotation marks for direct quotes and excerpts or to indicate a specific item (e.g., Click "Submit"; Click the submit button).

› Use only a single space between sentences.

› Do not use periods for "US," "PT/OT/SLP," and "Washington, DC." However, "a.k.a." is lowercase with periods. If you're unsure about whether to use periods with an abbreviation, check CMS.

› Use "e.g." to mean "for example" and "i.e." to mean "in other words." Always use a comma after "e.g." and "i.e."

› When making quantitative comparisons or references, use:

» "more than" instead of "over" (e.g., "more than 500 people" not "over 500 people").

» "fewer" when referring to something that can be counted, and "less" when referring to something that cannot (e.g., "fewer words" but "less copy").

» "number" when referring to something that can be counted, and "amount" when referring to something that cannot (e.g., "number of minutes" but "amount of time").

› Never use gender-biased language. Use "humankind" in place of "mankind," "firefighter" in place of "fireman," "police officer" in place of "policeman," "postal worker" in place of "postman," and so on.

› Do not confuse subjective (I, she, he) and objective (me, him, her) pronouns.

› Refer to the below chart for the correct verb and noun/adjective versions of words that often are written incorrectly:

WebPT

2

Verb	Noun/Adjective
Check in	Check-in
Check out	Checkout
Follow up	Follow-up
Log in/Log in to	Login
Log off	Log-off
Sign up	Signup
Set up	Setup

Boilerplates

Brand Pitch

WebPT believes in empowering rehab therapists to achieve greatness in therapy practice. That's why we created an intuitive, web-based EMR solution and paired it with comprehensive practice management services. WebPT gives therapists peace of mind, so they can get back to what truly matters—their patients.

(word count 45; 306 characters with spaces)

About Us

With more than 35,000 members and 6,000 clinics, WebPT is the leading electronic medical record and practice management solution for physical, occupational, and speech therapists. Medicare and HIPAA compliant, WebPT makes it easy for therapy professionals to transition from paper and outdated software to a secure, user-friendly, web-based system. In addition to documentation, WebPT offers billing, practice management reporting, scheduling, a home exercise program, a physician quality reporting system (PQRS) solution, and functional limitation reporting. Headquartered in the historic Warehouse District in downtown Phoenix, WebPT has a 99.9 percent uptime rate and a 99.5 percent customer retention rate. It was recently named to the Inc. 500 list of the nation's fastest-growing companies two years in a row. WebPT also is the fastest-growing software company in Arizona and the fastest-growing EMR in the country.

2

PR Blurbs (AP Style)

Micro
WebPT is the ultimate electronic medical record solution for physical, occupational and speech therapists.
(word count 14; 107 characters with spaces)

Short
With more than 35,000 members and 6,000 clinics, WebPT is the leading electronic medical record (EMR) for physical, occupational and speech therapists. This compliant, web-based solution allows therapists to document, schedule and bill anywhere, anytime. Based in Phoenix, WebPT boasts 99.9-percent uptime and 99.5-percent customer retention.
(word count 50; 342 characters with spaces)

Medium
With more than 35,000 members and 6,000 clinics, WebPT is the leading electronic medical record and practice management solution for physical, occupational and speech therapists. Simple and affordable, WebPT makes it easy for therapists to transition from paper and outdated software to a user-friendly, cloud-based system. With WebPT, therapists, directors and front office staff have access to their patients' medical records — as well as scheduling, billing and reporting — anywhere, anytime, from any web-enabled device. Based in downtown Phoenix, WebPT has a 99.9 percent uptime rate as well as a 99.3 percent customer retention rate.
(word count 100; 639 characters with spaces)

Medium Alternative
WebPT is the leading electronic medical record (EMR) for physical, occupational and speech therapists. Simple and affordable, WebPT makes it easy for therapists to transition from paper and outdated software to a user-friendly, cloud-based solution. With WebPT, therapists, directors and front office staff have access to their patients' medical records anywhere, anytime, from any web-enabled device. In addition to documentation, WebPT offers billing, practice management reporting, scheduling, a home exercise program, physician quality reporting system (PQRS) and functional limitation reporting. Based in Phoenix, WebPT has a 99.9 percent uptime rate and a 99.5 percent customer retention rate.
(word count 99; 700 characters with spaces)

WebPT

2

Long

With more than 35,000 members and 6,000 clinics, WebPT is the leading electronic medical record (EMR) solution for physical, occupational and speech therapists. Simple and affordable, WebPT makes it easy for therapy professionals to transition from paper and outdated software to a user-friendly, cloud-based solution. With WebPT, therapists, directors and front office staff have access to patients' medical records anywhere, anytime, from any web-enabled device.

WebPT's therapy-centric design and scalable architecture make it a great fit for clinics of any size, and the web-based application alleviates any large, upfront investments; costly IT support; or bulky, in-office server space. It provides an integrated method to manage client documents as well as clinic schedules, analytical reports and billing. WebPT has an intuitive workflow, allowing therapists to efficiently create compliant and consistent documentation.

In addition to documentation, WebPT offers a front office package that includes the tools necessary to run an organized clinic, including a multiuser scheduler with appointment reminders and the ability to upload external patient documents. Through WebPT's suite of reporting tools, therapists and staff can track productivity, cancellations and no-shows as well as referrals. Lastly, WebPT's billing options — including the WebPT Billing Service and integrations with several certified billing partners — ensure clinics receive reliable, accurate claims submission and processing as well as speedy, maximized reimbursements.

With WebPT, rehab therapists have a modern, intuitive EMR system that's well-suited to their needs, empowering them to be better in business — and more importantly, enabling them to spend less time on documentation and more time with their patients.

Based in downtown Phoenix, WebPT has a 99.9 percent uptime rate and a 99.5 percent customer retention rate. Learn more at WebPT.com.
(word count 284; 1933 characters with spaces)

Billing (Short)

With WebPT Billing, therapists get a billing service that is integrated with their WebPT documentation — and that means fewer errors and maximized reimbursements. Therapists simply treat their patients and finalize their notes, and WebPT handles all claim submissions, reconciliations and appeals, enabling therapists to better focus on patient care.
(word count 50; 350 characters with spaces)

WebPT®

2

Billing (Medium)

The WebPT Billing Service is integrated with the WebPT electronic medical record (EMR), so users' information automatically transfers from their notes to their billing sheets — meaning there's no need for double data-entry and no risk of information transfer errors. Plus, every WebPT Billing member gets a dedicated billing team — with regional specialization — to ensure claims are submitted to payers promptly and correctly and to offer clinic-specific advice on how to improve billing processes. And if there's ever an issue — such as a claim denial — the team will help the member investigate, appeal and correct it.

(word count 100; 621 characters with spaces)

WebPT®

3 Visual Elements

Look and Feel

WebPT maintains a clean, simple look for all marketing collateral and branding. Because our audience is the rehab community, we design with a clinical approach—minimalistic with bright, impactful colors.

Because of this style, copy must be strong and concise. If a designer must reduce font size on body copy below 10 point, a writer should edit to reduce the amount of copy. Additionally, WebPT design should never lean toward the kitschy, cheesy, or immature (e.g., potty humor). Advertising can be conversational, light, and even cute, but never unprofessional or overly salesy. Most importantly, though, the messaging and imagery should work hand-in-hand, matching in style and theme.

Spelling

For the company name, use uppercase "W," lowercase "eb," and uppercase "PT." In some instances, it's acceptable to use all lowercase or all uppercase.

✔ WebPT   ✔ webpt   ✔ WEBPT   ✘ Webpt   ✘ WebPt

Logo Standards

In advertisements, the messaging and imagery should take priority over logo size. The size of the logo should never compete with the point of the ad.

Primary Use

WebPT®

Two Color

HEX# 00A7E1	**Denim** PMS 2995 C 80 M 12 Y 1 K 0
HEX# 007298	**Dark Denim** PMS 7468 C 97 M 46 Y 26 K 3

3

Secondary Use

Grayscale

| HEX#
8A8A8D | **Grr-ay**
PMS **Cool Gray 8**
C **0**   M **0**   Y **0**   K **55** |
| HEX#
231F20 | **Squid Ink**
PMS **Black**
C **0**   M **0**   Y **0**   K **100** |

Alternative Uses

In most cases, WebPT prefers the full color version of the logo on a white background. In the event that the preferred version is unusable, WebPT recommends the following alternatives.

One Color (Denim)

One Color (Dark Denim)

One Color (Blanco)

Solid (Grr-ay)

Solid (Squid Ink)

Inverted Grayscale (25% on web)

Unacceptable Uses

To maintain brand consistency and integrity, always reproduce the WebPT logo as outlined above. The following are examples of unacceptable, inconsistent usage.

Never skew, stretch, or alter the proportions.

Never present the logo in an alternate color.

Never stack the logo or split the characters apart.

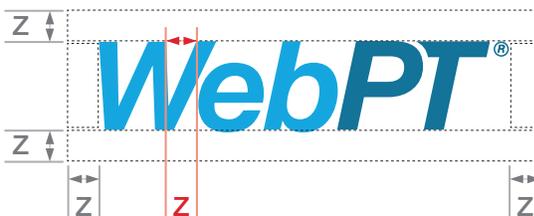Never apply the dominant color to the "Web" portion.

Never fill the logo with a pattern or texture.

3

Clear Area

This space around the logo prevents any nearby text, icon element, or illustration from interfering with the legibility of the mark.

The whitespace between the W's ascenders is a good distance to use as a guide (marked "Z").

Minimum Size

To ensure the integrity and legibility of the logo, the minimum offline height of the logo is 0.125" or 1/8" and the minimum online height is 10px.

.125"

Offline Version

10PX

Digital Version

Canadian Tuxedo

We use the Canadian Tuxedo in conjunction with the WebPT logo. This will eventually replace the Rainbow Bar, and we recommend using the Canadian Tuxedo in place of the Rainbow Bar in most print designs. The dimensions of the Canadian Tuxedo follow the Golden Ratio (i.e., the Denim [d] element's width equals 1.618 times the width of the Dark Denim [dd] element).

$$d = 1.618(dd)$$

d   dd

3 Brand Colors

Here is the full family of acceptable brand colors.

Denim		
HEX#	00A7E1	
PMS	2995	
CMYK	80 / 12 / 1 / 0	

Dark Denim		
HEX#	007298	
PMS	7468	
CMYK	97 / 46 / 26 / 3	

Light Denim		
HEX#	6EC4E8	
PMS	7468	
CMYK	52 / 5 / 3 / 0	

Broccoli		
HEX#	00C08A	
PMS	3395	
CMYK	85 / 0 / 65 / 0	

Dark Broccoli		
HEX#	00795F	
PMS	335	
CMYK	100 / 26 / 74 / 13	

Light Broccoli		
HEX#	76E0C0	
PMS	3375	
CMYK	48 / 0 / 34 / 0	

Mustard		
HEX#	FFC842	
PMS	1225	
CMYK	0 / 22 / 83 / 0	

Dark Mustard		
HEX#	F6B221	
PMS	7409	
CMYK	3 / 33 / 99 / 0	

Light Mustard		
HEX#	FED671	
PMS	1215	
CMYK	1 / 15 / 66 / 0	

Sangria		
HEX#	D8262E	
PMS	1795	
CMYK	9 / 98 / 93 / 1	

Dark Sangria		
HEX#	97252B	
PMS	7622	
CMYK	26 / 96 / 86 / 24	

Light Sangria		
HEX#	EF8F7A	
PMS	486	
CMYK	2 / 53 / 48 / 0	

Grr-ay		
HEX#	8A8A8D	
PMS	Cool Gray 8	
CMYK	48 / 40 / 38 / 3	

Squid Ink		
HEX#	231F20	
PMS	Black	
CMYK	0 / 0 / 0 / 100	

Ashley		
HEX#	DAD8D6	
PMS	Cool Gray 1	
CMYK	13 / 11 / 12 / 0	

WebPT

3 Typography

For non-campaign collateral (primarily print), use Helvetica Neue LT Std. Do not use a weight under "thin" or above "**bold.**"

Hn
Thin — Bold

Helvetica Neue LT Std

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ~`!@#$%^&*()_-+={[}]|\:;"'<,>.?/

For most non-campaign web properties, use Proxima Nova.

Pn
Thin — Bold

Proxima Nova

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ~`!@#$%^&*()_-+={[}]|\:;"'<,>.?/

Iconography

Use illustrated icons to differentiate WebPT features.

Use illustrated icons to differentiate WebPT benefits using a 2:1 line thickness ratio.

WebPT®

3

Cloud Elements

We use the cloud element as a visual way to define our brand as "web-based." In instances where we use this element, the implied tone is light, hip, and tech-savvy.

Solo Use
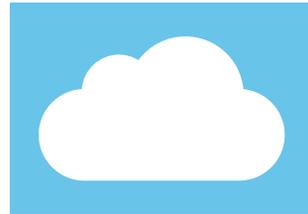
Powered by WebPT Use

Break or Footer Use

Seamless graphic | #EDEDED on #FFF BG | Path off set by at least 2px
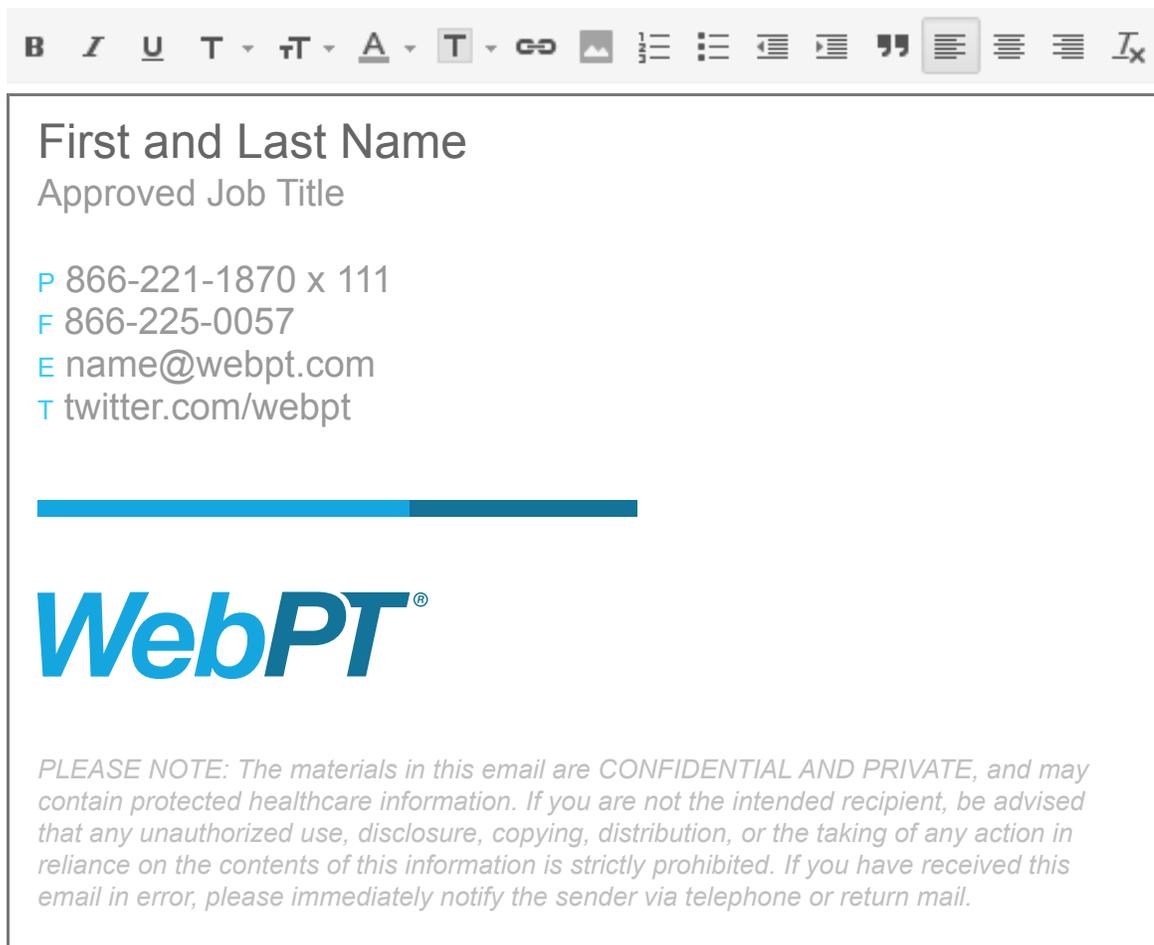
Seamless graphic | #FFF on dark-colored BG

Photography

WebPT uses iStockphoto®, gettyimages®, stock.xchng®, stocksy®, and the public domain for stock photography. Designers should adhere to licensing and copyrights when using photos from these stock houses. Typically, designers should only use stock photos for advertisements or as example images for marketing collateral.

WebPT®

3

Email Signature

To ensure consistency, professionalism, and contact information accuracy, all emails must contain the WebPT standard signature and confidentiality disclaimer. The following is an example of this signature.

B *I* <u>U</u> T ▾ ᴛT ▾ A ▾ T ▾ ⧉ 🖼 ≔ ⋮≡ ⇤ ⇥ ❞ ≡ ≡ ≡ Tₓ

First and Last Name
Approved Job Title

P 866-221-1870 x 111
F 866-225-0057
E name@webpt.com
T twitter.com/webpt

WebPT®

PLEASE NOTE: The materials in this email are CONFIDENTIAL AND PRIVATE, and may contain protected healthcare information. If you are not the intended recipient, be advised that any unauthorized use, disclosure, copying, distribution, or the taking of any action in reliance on the contents of this information is strictly prohibited. If you have received this email in error, please immediately notify the sender via telephone or return mail.

WebPT®

4 Legal

Trademark or Copyright

WebPT is trademarked as "Records management services, namely, online documentation management services for physical therapists." They filed their trademark on January 6, 2008. Additionally, the company possesses a current copyright (2014) as "WebPT, Inc."

Privacy

WebPT has a privacy policy available for its website. View it at **http://www.webpt.com/privacy**.

WebPT®