

Acumed Brand Guidelines

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Introduction

Introduction

Welcome to the Acumed® Brand Guidelines.

Acumed® is aggressively growing its portfolio through product development and acquisition, while at the same time expanding into new global markets. As part of this effort, we have also updated our logo and enhanced our visual style to reflect the advances we have made.

These guidelines are designed to give you an overview of our brand's style. Our look and feel is anchored by our logo and Reticle symbol, and strongly supported by our signature fonts and colors. We hope that the explanation of the inspiration behind the brand and the implementation specifics provided will help you build consistency and impact through all of your creative executions. We have also included do's and don'ts to provide useful guidance for implementing our visual style, as well as visual examples to inspire creativity and help you explore the Acumed look and feel in real-world context.

Acumed Logo

The Acumed logo pays homage to our heritage of precision and accuracy while showcasing the humanity of our brand. It reflects both the people behind our products as well as the people our products help. In updating our logo, we still draw upon the classic design elements of the original, while increasing the approachability of our brand by presenting our name in lowercase letters.



The logo is made up of two parts: the graphic element called the Reticle and the Acumed wordmark. (For more information about the Reticle see pg. 10). The size of the Reticle is based on the ascender height of the 'd' (1) and its inverse below the baseline (2). This ensures a proportional logo. The Reticle is positioned so its a type-width's distance from the wordmark (3).

Be sure to give the logo adequate space to ensure the greatest impact. The space around the logo should be equivalent to the size of the Reticle in all directions. This will eliminate the risk of crowding the logo.



For most applications, we use the two-color logo. If this is not possible, use the black logo. If the media is a single color or the black logo can't be used, the logo can appear in cyan. In certain instances the logo can be reversed out of black or cyan in white.



Logo Registered Trademark Symbol

The custom registered trademark symbol (®) is designed for use with the Acumed wordmark. When operating in international markets, the symbol is always required.

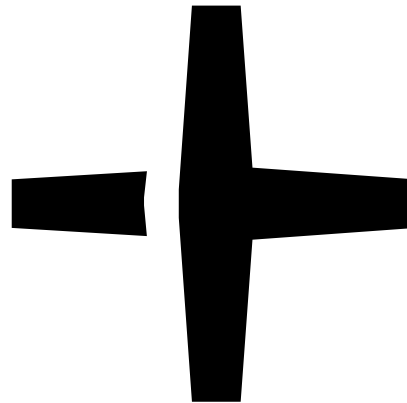
(1) When the logo is over 2in or 5cm long, the ® should be set to 1/6th the height of the Acumed 'd'.

(2) When the logo is under 2in or 5cm long, the ® should be set to 1/4th the height of the Acumed 'd'.



The Reticle

Acumed has built a legacy innovating medical solutions through precision and ingenuity. That legacy has been molded into a mark called the Reticle. The term refers to the fine lines or fibers in the eyepiece of a sighting device. They are precision pointers that enable focus and can guide position. Like the Nike “swoosh,” the Reticle is a symbol and term that we own and connects to our brand. It has a strong, long-standing association with Acumed and its heritage.

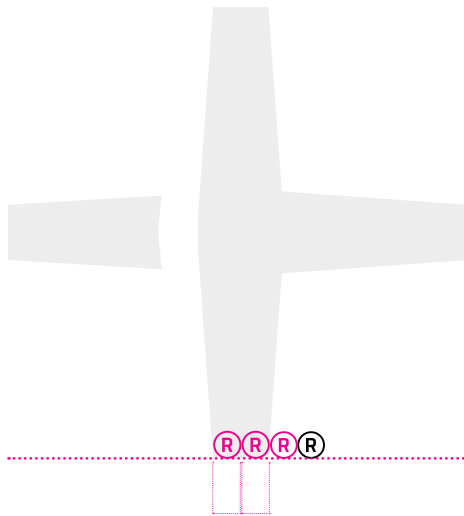


Reticle Registered Trademark Symbol

The Reticle

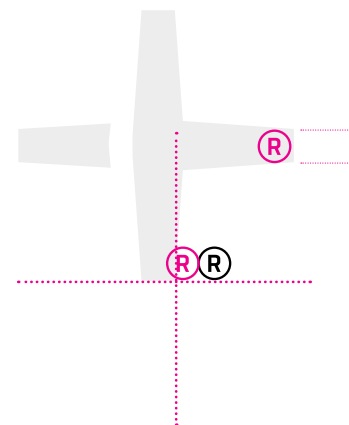
As Acumed's brand presence increases, the opportunity may arise for the Reticle to exist on its own without the Acumed wordmark. When the Reticle stands alone the registered trademark symbol (®) should be used.

When the Reticle stands alone and is larger than 1 inch square, the ® should be half the width of the end of the Reticle's cross-hairs. It should be placed one ® width to the right of the bottom cross-hair.



If the Reticle is over 1 inch square:
The ® should be equal to half the width of the end of Reticle's cross-hairs.

When the Reticle stands alone and is smaller than 1 inch square the ® should be the width of the end of the Reticle's cross-hairs. It should be placed one-half a ® width to the right of the bottom cross-hair.



If the Reticle is under 1 inch square:
The ® should equal the width of the end of Reticle's cross-hairs.

The Reticle as a Visual Element

The Reticle

We use the Reticle as a branded visual symbol in our communications. To distinguish the accent from the logo, always show it without the notch and add external cross-hairs. There are two uses for the Reticle symbol:

- (1) Focus on the specific body part that the Acumed product addresses.
- (2) Multiple Reticle symbols can be used to establish the brand identity.

(1) When emphasizing a body part, the Reticle should never be bigger than 12x the length of the shortest side of the image area. The external cross-hairs should never be thicker than the Reticle and should be spaced a Reticle away from each side. The lines should extend to the edge of the photo.

(2) When applying multiple Reticles, use the pre-created Reticle symbol in the brand assets. The largest Reticle used should be no bigger than 1/5th of the size of the shortest side of the image area. Use a diversity of sizes and avoid placing them over key parts of the image. Think of them as accents rather than main ingredients of the execution.



Fonts

We have both serif and sans serif fonts that uniquely shape Acumed written communications. For company business documents and labeling needs, use Proxima Nova Regular. For advertising and marketing needs, use Slab Sanchez for headlines and Proxima Nova Light for body copy. If font size goes below 10pt, Proxima Nova Regular is preferred. The headline/copy ratio should be between 40-50%. This means that if the body copy is set at 10pts, the headline size should be 18-20 pts.

Sanchez Slab Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

When Sanchez Slab is not available Georgia is preferred. When Proxima Nova is not available Arial is preferred. These are the fonts used for email communications.

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial Regular

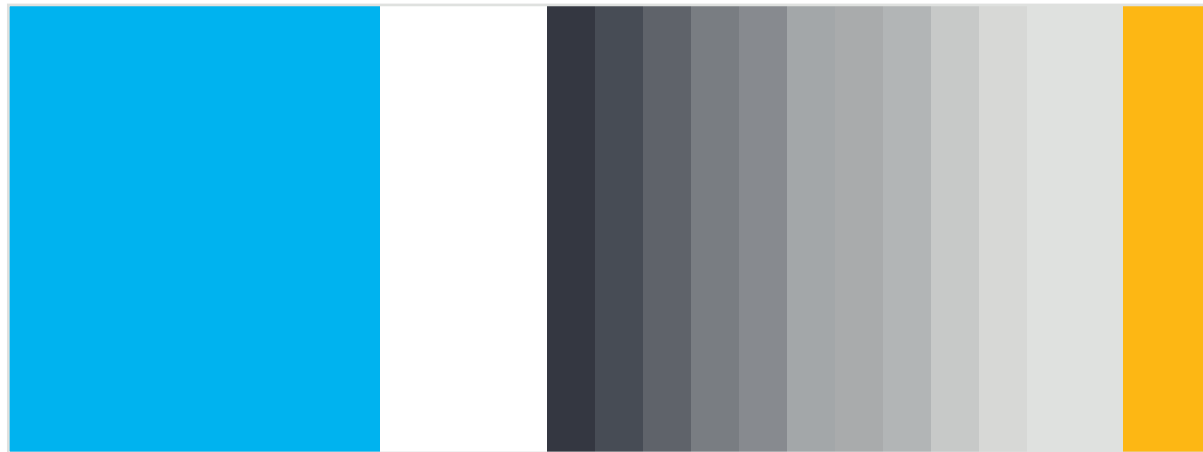
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Colors

The Acumed palette is bold and bright. With Cerulean as the primary color, our visuals have a refreshing look and feel. We use the gold and gray only as accents, with many gray tints available for varying visual purposes. Cool Gray 1 is used as our main tint to support visual lightness. When using the Acumed gold, it should not make up more than 5% of a design. The Secondary palette may be used in small amounts when color coding value charts and creating callouts.



Primary Palette

Pantone 2995 CP
Cerulean

C-87 M-1 Y-0 K-0
R-0 G-179 B-239
hex #00b3ef

Pantone Cool Gray 11 CP – Darkest

C-44 M-34 Y-22 K-77
R-52 G-55 B-65
hex #343741

Pantone Cool Gray 1 CP Main Tint

C-4 M-2 Y-4 K-8
R-223 G-225 B-223
hex #dfe1df

Pantone 7409 CP
Gold Tips

C-0 M-33 Y-98 K-0
R-252 G-179 B-28
hex #fcb31c



Pantone 382 CP
Rio Grande

C-28 M-0 Y-100 K-0
R-196 G-216 B-46
hex #c4d82e



Pantone 7676 CP
Deluge

C-61 M-64 Y-3 K-0
R-118 G-106 B-171
hex #766aab



Pantone 213 CP
Cerise

C-0 M-92 Y-18 K-0
R-238 G-55 B-128
hex #ee3780



Pantone Black 6 CP

C-100 M-79 Y-44 K-93
R-0 G-0 B-10
hex #00000a

Secondary Palette

100% Black should be used for all body copy and most text. When the amount of black used in an element gets thicker than a 4 pt rule, Acumed's Pantone Black 6 CP should be used.

4 pt rule

Pantone Cool Gray 2 CP
C-5 M-3 Y-5 K-11
R-215 G-216 B-214
hex #d7d8d6

Pantone Cool Gray 3 CP
C-8 M-5 Y-7 K-16
R-199 G-201 B-200
hex #c7c9c8

Pantone Cool Gray 4 CP
C-12 M-8 Y-9 K-23
R-178 G-181 B-182
hex #b2b5b6

Pantone Cool Gray 5 CP
C-13 M-9 Y-10 K-27
R-169 G-171 B-172
hex #a9abac

Pantone Cool Gray 6 CP
C-16 M-11 Y-11 K-27
R-164 G-167 B-169
hex #a4a7a9

Pantone Cool Gray 7 CP
C-20 M-14 Y-12 K-40
R-135 G-138 B-143
hex #878a8f

Pantone Cool Gray 8 CP
C-23 M-16 Y-13 K-46
R-121 G-125 B-130
hex #797d82

Pantone Cool Gray 9 CP
C-30 M-22 Y-17 K-57
R-95 G-99 B-105
hex #5f6369

Pantone Cool Gray 10 CP
C-40 M-30 Y-20 K-66
R-71 G-76 B-85
hex #474c55

Do's and Don'ts

We've put together the following examples to help guide your understanding of our brand standards and the look and feel that best fits the Acumed style. By applying these guidelines consistently, you help to reinforce the strength of the Acumed brand and increase its recognition in the market.

1. Do not apply gradients.
2. Do not place Reticle in letters.
3. Do not adjust logo proportions.
4. Do not emboss or add bevels.
5. Do not add drop shadow
6. Do not reduce Reticle size.
7. Do not outline.
8. Do not use accent colors for Reticle.
9. Do not enlarge Reticle size.



Lockups

In certain instances, we present the Acumed logo in conjunction with product or solution names. These are constructed with vertical and horizontal options. These lockups should only happen in display applications and never in written communication.

Vertical



Horizontal



For these lockups, always use Camphor Pro (or Std) Medium as the font. It is a specific font for a specific purpose. It is used only for creating Acumed product lockups. It is only to be used as a display font rather than in written communication.

Camphor Pro (or Std) Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

In some instances, the lockup will need to be vertically oriented. When a brand name like Acutrak is used, the registered trademark symbol (®) should be set to approximately the same size as the ® in the logo.

Acumed® Systems

Master Brand Model



Sub-Brand Model



Acumed® Solutions

Master Brand Model



Solution with Sub-Brand



Variations

Master Brand with Descriptor



Master Brand with Version



Master Brand with Part Size



Spacing For Vertical Lockups

Lockups

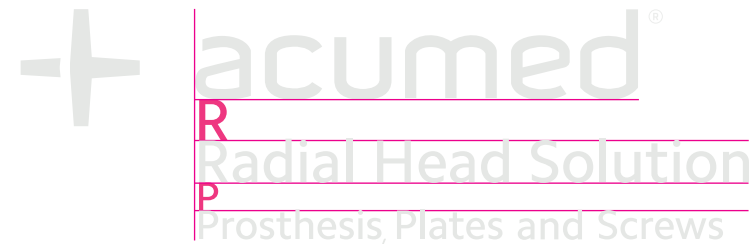
When setting the lockup, place the logo and then adjust the point size so the x-height is twice the height of the 'a' in Acumed. Set the tracking to -5 to condense Camphor to complement the wordmark.



Product or solution name should be positioned one cap height below the 'a' in Acumed.



If the product or solution name wraps to two lines set the type as 70% of the master, and place a cap height below the wordmark.



In some instances, the lockup will need to be horizontally oriented. When a brand name like Acutrak is used, the Registered trademark symbol should be set in Camphor Pro and be roughly 65% of the size of font. In addition, the baseline shift should be set to 7pt to ensure proper placement.

Acumed® Systems

Master Brand Model

 **acumed®** | Forearm Rod System

Sub-Brand Model


 **acumed®** | Acutrak® Screw System

Acumed® Solutions

Master Brand Model

 **acumed®** | Radial Head Solution
Prosthesis, Plates and Screws

Solution with Sub-Brand

 **acumed®** | Radial Head Solution with Acutrak®

Variations

Master Brand with Descriptor

 **acumed®** | Ulnar Shortening Plate

Master Brand with Version

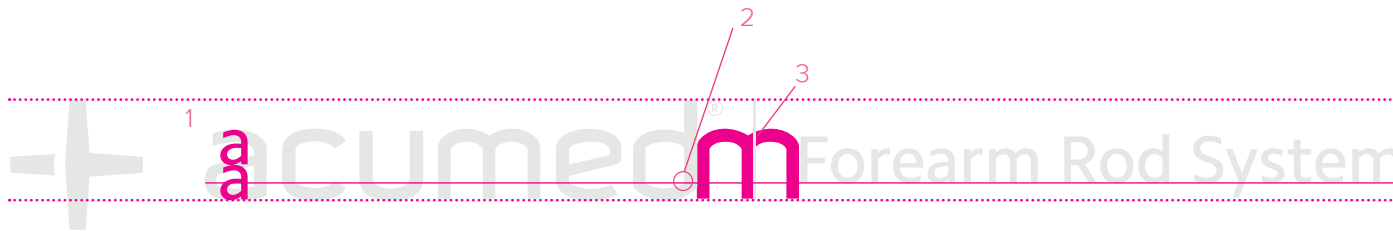
 **acumed®** | Forearm Rod System 2

Master Brand with Part Size

 **acumed®** | Distal Clavicle Plate 2.3

Spacing For Horizontal Lockups

When setting the horizontal lockup, place the logo and then adjust the point size so the x-height is twice the height of the 'a' in Acumed (1). Set the tracking to -10 to condense Camphor to reduce the footprint of the lockup. Position the type by setting the baseline on the line where the lower bowl meets the base of the stroke of the d (2). The distance between the logo-mark and the product name should be the width of the Acumed 'm' (3). The divider line should be placed after the middle stroke in the 'm' (3).



When the product or solution name requires two lines, the same rules apply to setting the main name at twice the x-height. The secondary name should be set at 60% of the size of the product or solution name (4). Set the baseline with the baseline of the Acumed wordmark and align the main name with ascender height of the 'd' (5).



Application

For vertical layouts, the logo size should be between three and four times the size of the shortest edge, but should not exceed three times the size of the shortest edge. The cyan color bars should always be fully justified to either margin and should be 125% of the font size. If text is broken between two bars, the second bar should be indented two Reticle widths from the edge.

Working together

toward a common goal.

Designed to solve real orthopaedic challenges, the new Variable Angle Screw allows for a total variance of 15°, aiding in the capture of specific fragments and accommodating for variations in patient anatomy. The Variable Angle Screw, included with the Acu-Loc® 2 Wrist Plating System, makes it one of the most comprehensive wrist fracture solutions on the market.

To learn more about this solution please visit:
www.wristfractures.acumed.net

acumed

acumed acumed acumed

For embroidery applications, the logo should be scaled to at least 3 1/2 inches wide and the logo registered trademark symbol should be omitted. The two-color logo is recommended for use only on light/white material when possible. If this is not possible or any other color material is used, the black logo is recommended. The logo may also be inverted as white on dark/black materials.



Tray Color and Pattern Guidelines

Application

For anodization colors, refer to sample trays displayed here. Blue areas should be matched approximately to PMS 2995. All other areas should be clear anodized (silver). Blue areas should be screen printed with white ink and silver areas with black ink.

Use established universal tray steam hole pattern (square holes) for all trays.



Pantone 2995

C-87 M-1 Y-0 K-0
R-0 G-179 B-239



Tray Labeling Guidelines

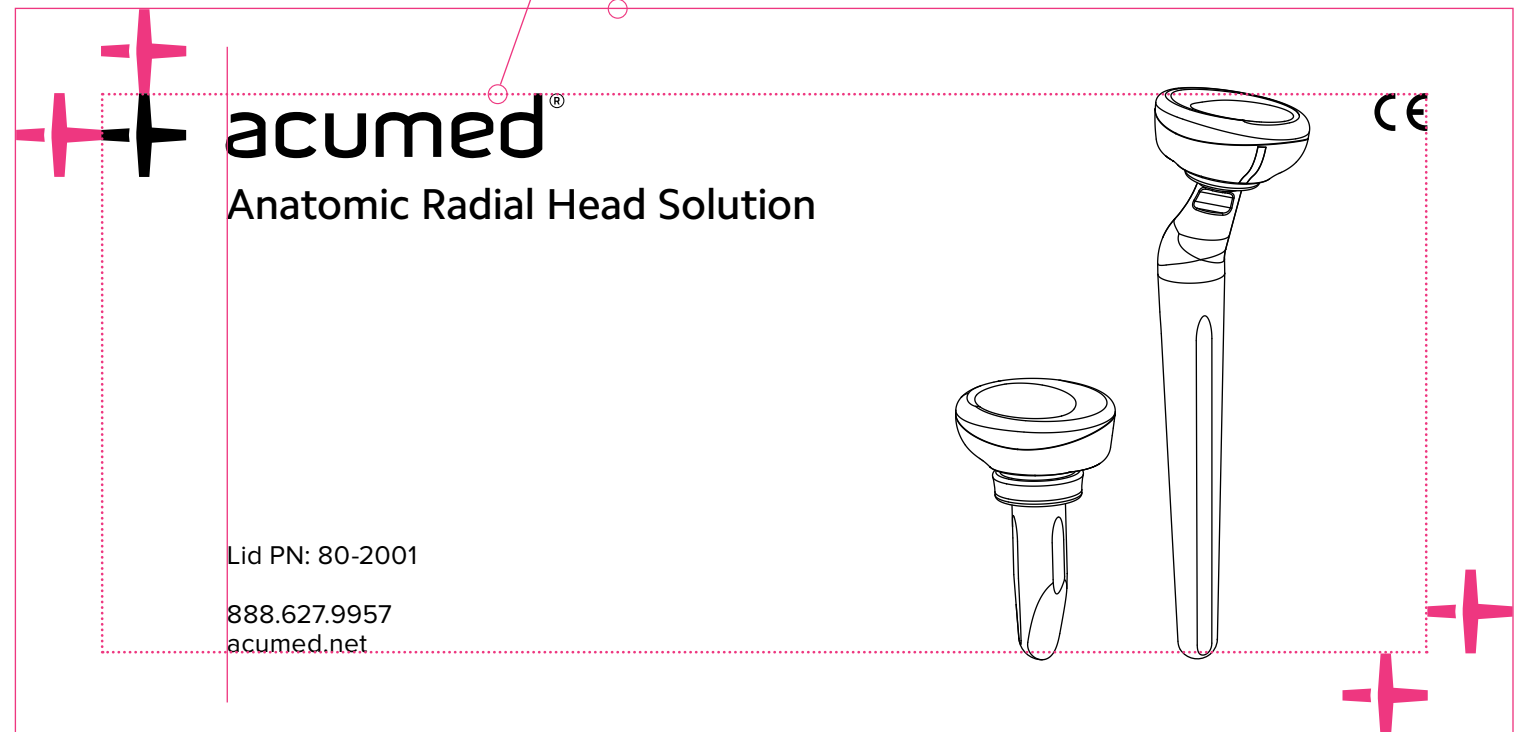
Application

Tray labels should utilize vertical and horizontal product display lockups as established on page 22, as well as alignment and spacing guidelines from pages 23-26. For product naming standards, please see MarCom Manager or refer to brand architecture document. Labels should be sized to allow for all necessary information to be displayed at a minimum of 9pt font size for Proxima Nova Regular and 10pt for Camphor Medium. Registered trademark symbols should be scaled to at least 5pt wide to allow for printing process. Margin between label (1) and steam holes or other tray surface element (2) should be equal to or greater than the width of the Reticle in the label. Logo, fonts, and native Adobe Illustrator template files are available from MarCom if needed.

Sample Base Label



Sample Lid Label



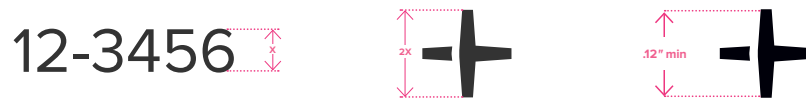
The goal of these guidelines is to promote brand recognition and eliminate potential confusion between brand markings and product identification. The usage of the full logo lock-up, Reticle (**+**) and wordmark for most laser marking and screen printing happens in the following priority order:



1. If adequate space is available on the implant or instrument, it's preferable that the full logo lock-up be used. The Reticle portion of the full logo lock-up must be a **minimum** of **.12"** in height if the full logo lock-up is used.



2. If adequate space is not available on the implant or instrument for the full logo lock-up, the Reticle should be used by itself. Use **only if** it can be scaled to a **minimum** of **.12"** in height. If the Reticle is located near other markings on the implant or instrument, scale the Reticle to **at least** 2X the height of the smallest character in the markings and **no bigger** than 2X the height of the largest character.

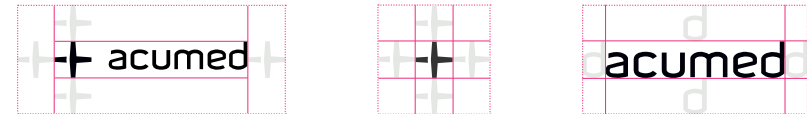


3. If adequate space is not available on the implant or instrument for the full logo lock-up or the Reticle used by itself, the wordmark (**acumed**) can be used. Use **only if** the spine of the lower-case "d" can be scaled to a **minimum** of **.07"** in height (which is the equivalent height of Proxima Nova Regular 6pt).

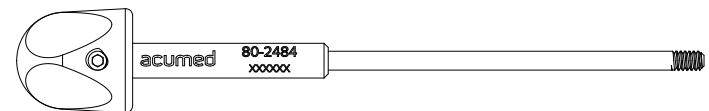
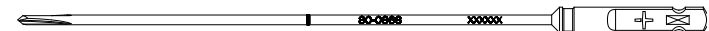


4. If adequate space is not available on the implant or instrument for the full logo lock-up, the Reticle used by itself, or the wordmark, Acumed branding shall not be marked on the implant or instrument.

- Space any proximal markings **at least** 1X the height or width of the Reticle away from the edges of the full logo lock-up or Reticle. Space markings **at least** 1X the height or width of the "d" away from the edges of the wordmark.



- The Reticle should be placed on the top face of the implant or instrument when possible, aligning the Reticle in the same direction as any proximal type.
- Proxima Nova Regular is the recommended font for most laser markings and screen printing applications. Camphor Medium is recommended for displaying the product system name if applicable.



- Creo Font: Acumed CAD Symbols
- Capital "B" - Full logo lockup
 - Capital "D" - Reticle (**+**)
 - Capital "N" - Wordmark (**acumed**)

Logos, fonts, and other graphic files are available from MarCom if needed.

Product Package Design

Application

With our new brand visual style we have an opportunity to make our packaging stand out from our competitors. Utilizing our new corporate color in a clean but bold layout that pulls the viewer in and around the package, our products can make an impact on delivery.



Pantone 2995

C-87 M-1 Y-0 K-0
R-0 G-179 B-239



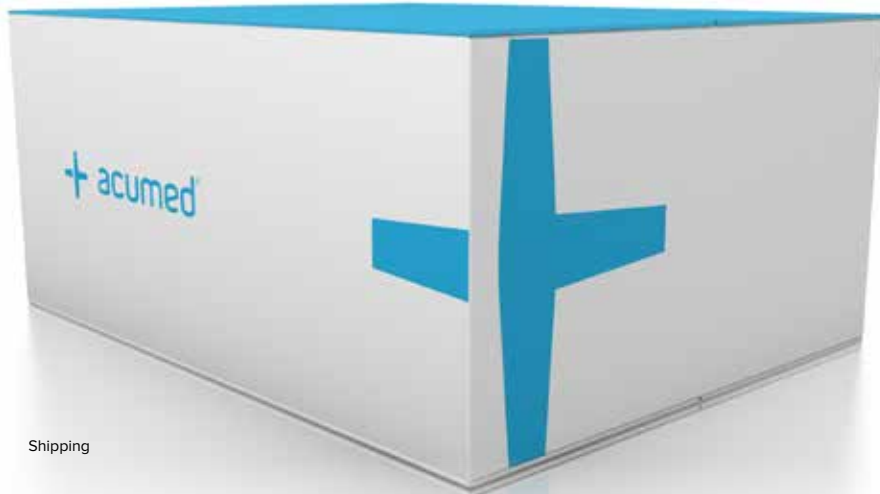
Rigid Box



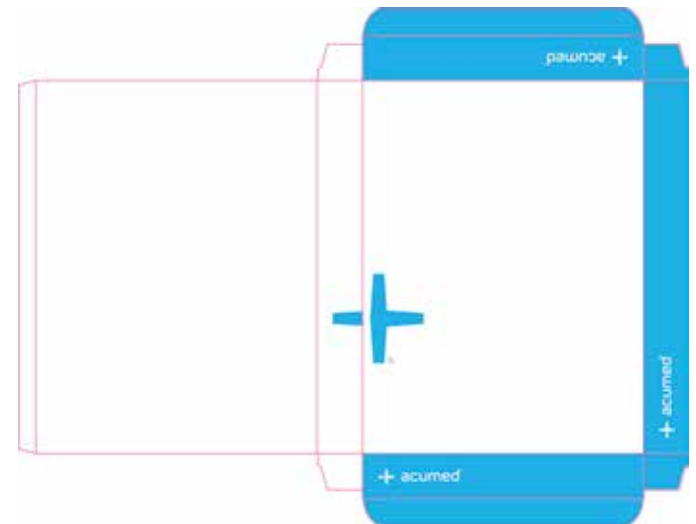
Front



Back



Shipping



Existing Product Package Update

Application

For new product package designs, please see page 34. For established product packaging updates, please use the following guidelines.

All current printed box graphic colors should be discontinued and replaced with PMS 2995.

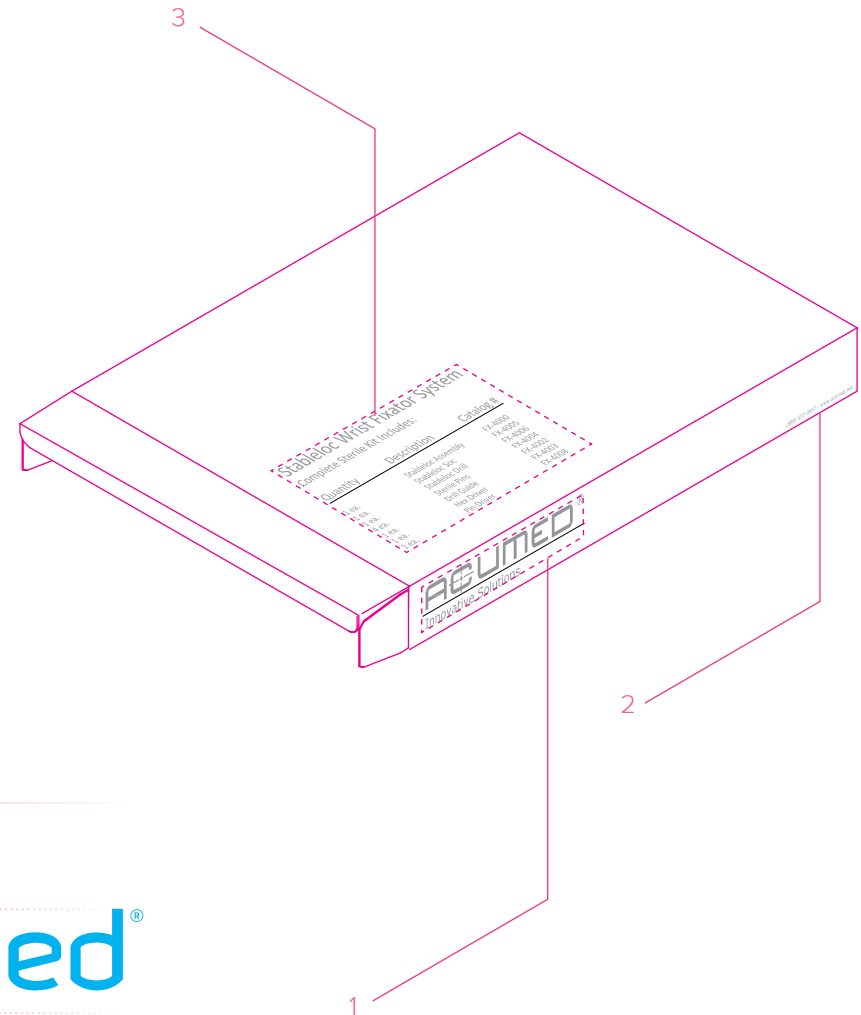
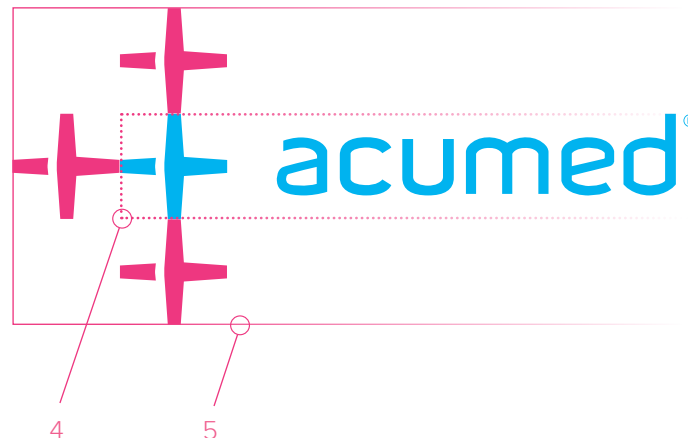
Updates to existing box graphics should utilize areas where graphics are currently in place. In most cases, the current logo area (1) should accommodate a replacement with a proportionally scaled 3" wide new 1-color logo. Center the logo vertically when it is placed on the side panel and align the logo to the closest corner when it is placed on the top or bottom panels. Margins between the logo (4) and box edge (5) should be equal to or greater than the width of the Reticle in the logo. In some circumstances, margins can be reduced to half the width of the Reticle or the logo can be reduced in scale. The "Innovative Solutions" tagline should be removed from all boxes. Contact lines (2) which may include phone and web address can be removed if this information is contained within the box labeling. All other content (3) printed directly on the box should be created utilizing the Proxima Nova Regular font at a minimum of 10pt font size. Logos, fonts, and other graphic files are available from MarCom if needed.

New logo scale, spacing, and and color:



Pantone 2995

C-87 M-1 Y-0 K-0
R-0 G-179 B-239



New Product Package Design

Application

Product box graphics are limited to one color (PMS 2995) to reduce costs while still supporting a strong brand visual style. Logo placements should be based on alignment and spacing guidelines established on pages 7-12, as well as limitations due to labeling placements (labels should never overlap logo). Avoid placing labels on the front and left side panel whenever possible. The full logo should be scaled proportionally to 3 in. wide in most circumstances, and left aligned and centered vertically on the top, bottom, and right sides of the package. Margins between the full logo (1) and box edge (2) should be equal to or greater than the width of the Reticle in the logo. In some circumstances, margins can be reduced to half the width of the Reticle or the logo can be reduced in scale.

The placement and scale of the main Reticle on the front of the package is dependent on both the height and depth of the box as well as unique box limitations. If the box is under 1 in. in depth, the priority is to scale the graphic by matching the width of the left arm of the Reticle to the depth of the box. For boxes 1 in. deep or more, the scale can be determined with the assistance of a company's graphic designer using an aesthetic balance based on the proportions of the box. The Reticle should be placed over the left front edge of the box with the left arm of the Reticle aligned flush to the front edge and aligned vertically from the bottom of the box using a space equal to the height of the Reticle (3).

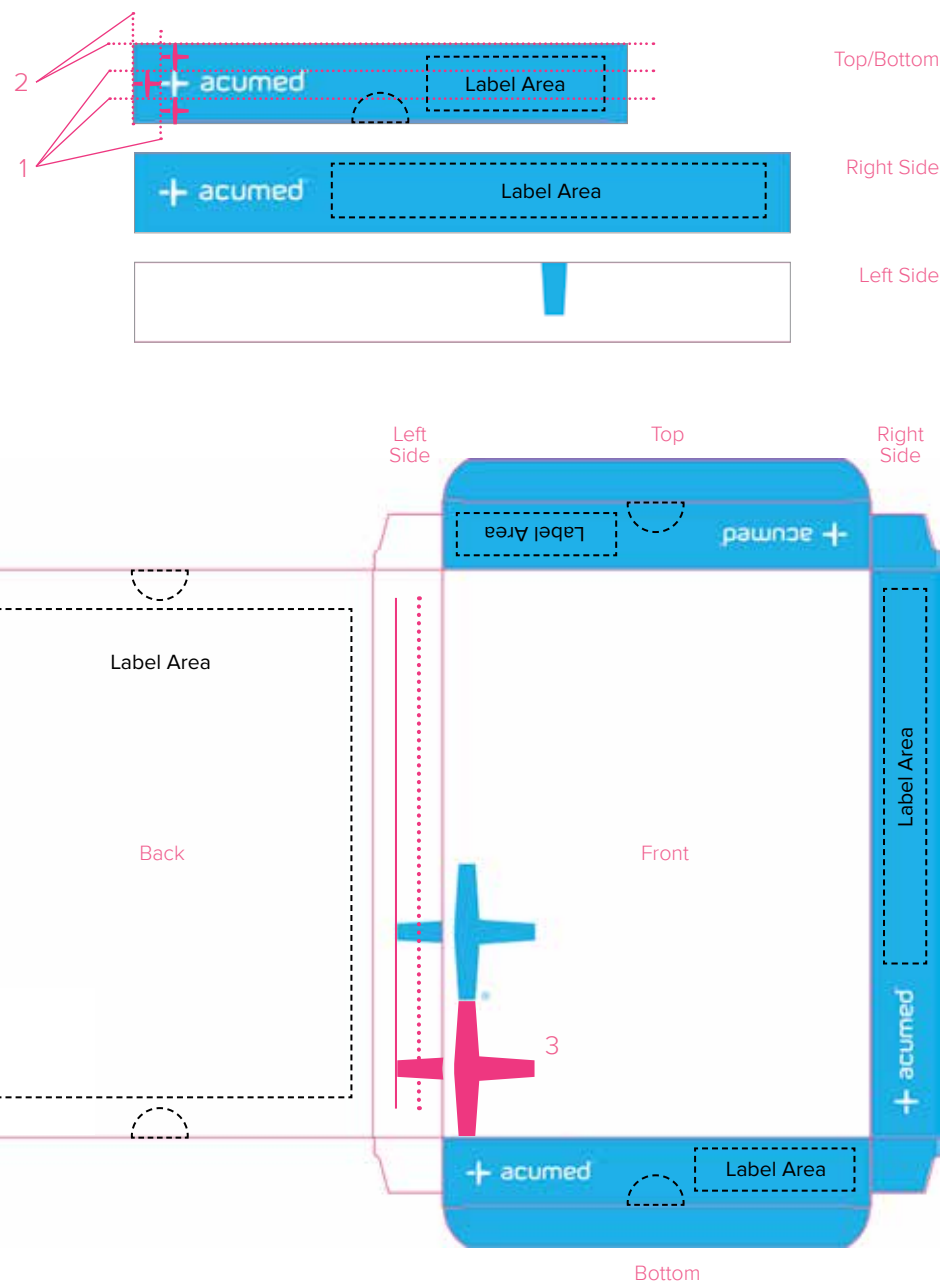
Note: For rigid boxes, the front cover is blue (PMS 2995) with the main Reticle inverted to the white of the box.

Logos, fonts, and other graphic files are available from MarCom if needed.



Pantone 2995

C-87 M-1 Y-0 K-0
R-0 G-179 B-239

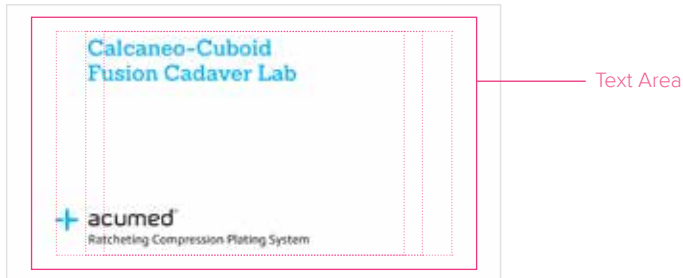


All videos produced by or for Acumed should use the following guidelines.
Graphic templates and other video assets on file with MarCom.

Titles

3 sec. animated logo should play at the beginning of all videos. Content should begin as quickly as possible. Only use titles for lab or formal technical videos. Cyan HEX Code = 00A7E1.

Keep all text, logos, and lower thirds within the area shown below.



Brand, Testimonial, and Interview videos: NO TITLE.

Product Overview videos: Place product system name directly over content as it begins. 5-10 secs depending on length for reading.

Example:



Technical Videos and Lab videos: 5-10 secs depending on length for reading.
Title Example:



Step Instruction Example:



Disclaimer, Legal notice, and limitation of liability should appear at the end of the video before logo animation for at least **30** secs. For additional legal information, a scrolling title may be used.

Example:



Special credits may appear at the end of the video before the disclaimer.
Design Surgeon credit example:



Official logo animation: Use version with or without tagline: 3/5secs. Place logo animation before video begins and after final disclaimer if applicable.



Title Side Bar: 80% opacity cyan side bar should wipe in from right or left of frame. White text should fade-in as soon as side bar is in place.



Lower-third disclaimer: Fade-in and remain for duration of relevant content.
Example:



Lower-thirds

- Use lower thirds only for subject identification.
- Use lower-third IDs on the subject's first speaking appearance only.
- Keep text within text safe zone. Never let text go beyond the right or left margin.

Lower-third IDs are aligned to the left or right side of the frame depending on the position of the subject. Example:



Duration of Lower Third:

- Start lower third 1 second after cut
- Do not extend across multiple shots.
- Minimum/maximum total duration: 4 seconds/6 seconds.
- Use prepared animation on file with MarCom.
- If shot is less than 4 secs, allow lower third to end on the cut.

Naming Conventions:

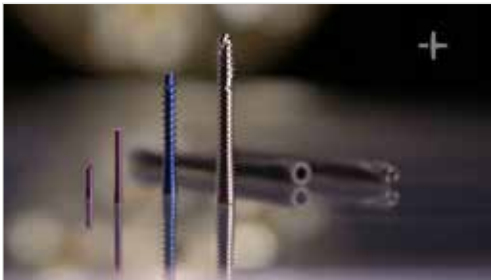
- Use full first and last name.
- Use full name with middle name or initial only upon request of the subject.
- Use full, formal title. Note: Editing may be needed for story relevance.
- Use post-nominal credentials only.

Incorrect: Dr. Michael Stevens,
Design Surgeon

Correct: Michael Stevens, M.D.
Design Surgeon

Reticle bug

A watermark of the Acumed reticle may be added in the upper right corner throughout the video if requested. Use a black or white version at 50% opacity. Example:



General Video Guidelines

Transitions: Transition effects in videos should have meaning and be used sparingly.

Video duration guidelines: Limit brand, testimonial, and product overview videos to 3 mins. whenever possible.

Exporting videos

To export videos for external viewing, please use the Encoder presets on file with MarCom. Settings for resolution and audio:

H.264 .mp4, 1080p at 8000 kbits/s, 48kHz audio

Video format: MPEG-4

Audio format: mp3 or mp4

30 frames per second

Resolution: 1920 x 1080 or 1280 x 720

Aspect ratio: 16 x 9

Vimeo/YouTube

When uploading a video to Vimeo, be sure to provide descriptive information:

- Title: Add “Acumed” to the title. Example: “Acumed SLIC Screw System Overview”
- Description: Include names of relevant subjects, titles of presentations, dates of events, etc.
- Select a video thumbnail that captures as much of the product/primary subject in the frame as possible.

Writing Standards

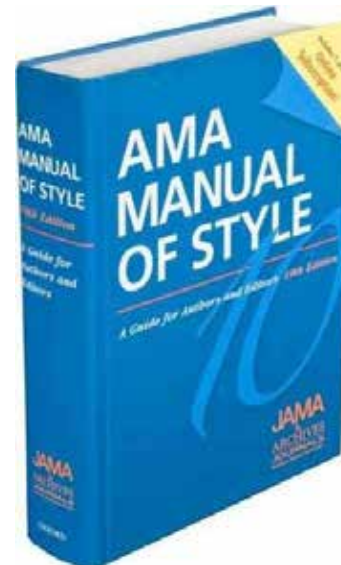
Acumed® Corporate Writing Standards

Acumed follows the writing standards found in the American Medical Association (AMA) Manual of Style. Per AMA guidelines, for information not found in the AMA manual, the alternative is the Chicago Manual of Style.

Corporate or “house” style provides guidance on writing conventions preferred by a particular organization. This guide describes Acumed’s standards regarding capitalization of product names, how to format references, tips on writing for an international audience, and other finer points of writing. It is intended to clarify areas of ambiguity for anyone writing or editing content for Acumed. It is not meant to be an all-inclusive guide to grammar and punctuation.

If you have any questions or suggestions for information to be added to this guide, please contact the Marketing Communications Department. This document will be updated periodically.

Working together we can all achieve our goal of creating clear, concise, and consistent communication for Acumed’s worldwide audience.



Proper Nouns

Capitalize proper nouns. Proper nouns are words used as names for unique individuals, events, objects, or places.

Headings and Subheadings

Capitalize the first letter of each major word in headings and subheadings.

☹️ **DO NOT** capitalize articles (a, an, the) or coordinating conjunctions (and, or, for, nor, but).

😊 **DO** capitalize a two-letter verb, such as Is or Be.

Prepositions

☹️ **DO NOT** capitalize prepositions of three or fewer letters (at, by, in) in headings and subheadings.

😊 **DO** capitalize prepositions of four or more letters, such as:

Among
Between
With
Without

Acumed Product Names

Capitalize full distinct Acumed product names:

- The Biotrak Helical Nail features spiral fluting to gain compression.
- The Posteromedial Distal Tibia Plates are designed for the treatment of a posterior pilon variant.

In the first mention in a document, include Acumed with the product name:

- Acumed Hexalobe MultiScrews act as both nonlocking and variable angle locking screws in one.
- The Acumed Acutrak Headless Compression Screw was the first fully threaded headless compression screw on the market.

In surgical techniques, the first mention of an Acumed product name in each surgical step is always capitalized and followed by the part number:

- Bend the plate using the Plate Bender (PL-2045) as necessary.
- Position the Lateral Fibula Plate (7007-01XXX) appropriately...
- To insert a 3.5 mm Locking Hexalobe Screw (30-XXXX), thread the 2.8 mm Locking Drill Guide (80-2372) into each plate hole.

Once a part has been officially named (with its number) in a document, it is acceptable to refer to it with a shorter, non-capitalized name in a subsequent reference (in surgical techniques, this only applies within the same step).

Example:

If it is determined that a 2.3 mm Locking Variable Angle Screw (30-23XX) is needed, remove the radiolucent targeting guide from the plate and insert the conical 2.3 mm Variable Angle Drill Guide (80-0762) utilizing the 2.3 mm Variable Angle Drill Guide Driver (80-0763). Disconnect the drill guide driver once the drill guide is fully engaged into the plate.

Note: The drill guide driver allows for ease of insertion of the conical drill guide. It is not needed to remove the conical drill guide.

Another example:

The Acumed 2.3 mm Locking Variable Angle Screws (30-23XX) can be used in any distal hole of any of the gold-colored Acu-Loc 2 VDR Proximal Plates and Acu-Loc EX Plates only. The locking variable angle screws allow for a total variance of 5 mm or 15 degrees. Locking variable angle screws are provided to aid in the capture of specific fragments or to accommodate variations in patient anatomy.

Acumed Product Names (continued)

The product name remains capitalized if you are using the full and proper product name in subsequent references:


- Drive the Frag-Loc Compression Screw (30-0371) over the .035" x 5.75" Guide Wire using the Frag-Loc 1.5 mm Cannulated Driver (80-0758). Tighten the Frag-Loc Compression Screw into the Frag-Loc Compression Sleeve (30-0370) until desired compression is achieved.


When referred to generally, a product name is not capitalized.

- The three most distal plate holes can accept 2.7 mm hexalobe screws. The most proximal hole in the distal cluster accepts 3.5 mm hexalobe screws.
- The system includes one-third tubular and standard plates.


Medical Terms

Do not capitalize medical terms, except when a proper name is included in the term.

 **NO:** The incision should be made in line with Lister's Tubercle.

 **YES:** The incision should be made in line with Lister's tubercle.

 **NO:** A popular procedure is the Chevron Osteotomy.

 **YES:** A popular procedure is the Chevron osteotomy.

 **NO:** The plate is attached to the First Metatarsal.


 **YES:** The plate is attached to the first metatarsal.


When using a medical term abbreviation, spell out each word first **(in lower case)**, followed by its acronym. You may then use the acronym in subsequent references in the same document:

- distal radioulnar joint (DRUJ)
- scapholunate dissociation (SLD)

This is especially important for translating documents into other languages.

Note: DO NOT add an apostrophe to plurals of acronyms (or any other plural word).

 **NO:** We are striving to sell more of our products to ASC's in the coming year.

 **YES:** We are striving to sell more of our products to ASCs in the coming year.

Singulars and Plurals

Capitalize a title such as Figure 1, Step 2, Stage 3. But do not capitalize the plural of a title: Refer to "figures 1–5" and "steps 6–8." (Also, use numbers rather than words for these names: Figure 1 not Figure One.)

At Acumed, we typically capitalize the plural of Acumed product names:

- Acumed Tension Band Pins
- AcuTwist Compression Screws

But when it is a general term, do not capitalize:

- one-third tubular plates
- 2.7 mm nonlocking screws

Hyphenated Compounds

Per AMA style, in titles, subtitles, table headings, and text headings, if both parts of a hyphenated compound constitute a single word, do not capitalize the second part:

- Long-term Treatment
- Self-referral to an Orthopaedic Surgeon
- Follow-up Studies of Patients with Ankle Fractures

However, in the case of a temporary compound, where both parts carry equal weight, capitalize both words:

- Age-Related Macular Degeneration
- Drug-Resistant Bacteria
- Low-Profile Plates
- 4-Hole Lateral Fibula Plate

Titles and Degrees of Persons

Capitalize a person's title when it precedes the person's name but not when it follows the name:

- Senior Product Manager Jeremiah Jones
- Jeremiah Jones, senior product manager

↳ **Exception:** When the title is part of a laid-out line and it is capitalized for emphasis:

With any questions, please contact:

Jeremiah Jones | Senior Product Manager | jeremiah.jones@acumed.net

Capitalize academic degrees when abbreviated but not when written out:

- Beth Abrahms, MA
- Beth Abrahms received her master's degree from the University of Illinois.

Note: When referring to a doctor, use "MD" in the first mention, then refer to him or her as "Dr.":

Our keynote speaker is Katherine Philbrick, MD. Dr. Philbrick will speak about fixation of fractures of the distal radius.

This also pertains to titles of other doctors, such as doctors of podiatric medicine:

Timothy Schwartz, DPM, will speak on bunion surgery. Dr. Schwartz has extensive experience in this area.

For designation of more than one degree, Acumed's style is to put the MD first:

Andrew Blackgarten, MD, PhD

Quotation Marks

Use quotation marks in the following circumstances:

When writing someone's exact words:

"I'm excited to try the Acumed Hand Fracture System," said the surgeon.

Upon first reference of technical terms, business jargon, or coined words not likely to be familiar to your reader:

- The doctor told the family that "osteopenic" bone refers to bone that is weakened but is not yet osteoporotic.
- Which fractures does the Medial Anti-Glide Plate address and what does "anti-glide" mean?

What vs. Which: This is a good time to mention the difference between "what" and "which."

What is preferred when the speaker is not thinking of a limited number of choices:

- What language do they speak in Malaysia?
- What time are you coming to work tomorrow?

Which is preferred when the speaker is thinking of a limited number of choices:

- Which flavor would you like—chocolate, vanilla, or strawberry?

Therefore, when referring to Acumed components (which are limited), please format your question this way:

- Which screws are used with the Acu-Loc plates?
- Which plates in the system are considered anatomically contoured?

Formatting of Quotation Marks

Please be sure to use "smart" (curved) quotes and apostrophes when writing content.

- The screw should be tightened to "three-finger tight."
- Make the incision in line with Lister's tubercle.

In Acumed style, "dumb" (straight up and down) quotes are only used to denote inches. Acumed previously used "prime" (angled) quotation marks to denote inches—we recently changed to using straight quote marks.

- Use the .045" x 6" ST Guide Wire
- Make a 2" incision

Quotation Marks and Punctuation

Periods and commas always go inside closing quotation marks.

- "It is almost time to go home."
- "Friday is my favorite day of the week," I said.

Question marks and quotation marks: The question mark goes **inside** the closing quotation mark when it applies to the entire sentence.

"What time is the surgery?" We asked.

The question mark goes **outside** the closing quotation mark when it applies only to the quoted material.

When are they going to tell him, "It's safe to walk without your boot"?

Single quotation mark: Use an apostrophe for a single quotation mark when you have a quotation within another quotation.

"The rep said, 'This is the best year I've had so far selling Acumed products,' and I told him that was terrific."

Hyphen

Hyphenate compound modifiers when they precede (go before) the noun:

- Low-profile plates
- Single-use parts

When compound modifiers follow the noun, in most cases, do not hyphenate them:

- The plates are low profile.
- These parts are single use only.

The only Acumed exception to this is “sterile-packed”—we hyphenate it both before and after the noun to avoid ambiguity.

- The sterile-packed screws come in various sizes.
- These particular plates are also available sterile-packed.

DO NOT hyphenate compound modifiers containing adverbs that end in -ly.



NO: These brightly-polished screws are designed to be used...



YES: These brightly polished screws are designed to be used...

But with a compound modifier with a word ending in “ing,” you do hyphenate it.
Problem-solving techniques

Odd Compound Modifiers

“Weight-bearing” is a tricky compound modifier. You will see it formatted in different ways in different publications. Acumed’s standard is to hyphenate it in all instances.

- Weight-bearing exercises can be started after six weeks.
- That bone is considered non-weight-bearing.

Suspended Hyphen

When two or more hyphenated compounds have a common base, omit the base in all but the last. In unhyphenated compounds written as one word, repeat the base.

- first-, second-, and third-grade students
- 15- and 30-degree angles

→ **Exception:** At Acumed we have determined it is acceptable to say “left and right specific” without hyphens, as the meaning is clear and a suspended hyphen here looks very cluttered.

Example: Left and right specific implants

And when it follows the noun, there is no question: The implants are left and right specific.

Nonhyphenated Words

Per AMA style, the following common prefixes are not joined by hyphens except when they precede a proper noun, a capitalized word, or an abbreviation:

ante-, anti-, bi-, co-, contra-, counter-, de-, extra-, infra-, inter-, intra-, micro-, mid-, multi-, non-, over-, pre-, post-, pro-, pseudo-, re-, semi-, sub-, super-, supra-, trans-, tri-, ultra-, un-, under-.

Examples:

Nonlocking | Nonoperative | Precontoured | Preexisting | Preoperative
Postoperative | Reevaluation | Underrepresented

→ **Exception:** Non-threaded, as it is difficult to read as one word and the industry norm is non-threaded.

Location of the Period

The period **always** goes before quotation marks and citation numbers.

- “The surgery is scheduled for tomorrow.”
- We followed the methods of Adams et al.⁴

The period follows a closing apostrophe:

That finding was inconsistent with their associates’.

When NOT to Use a Period

AMA style does not use a period with professional titles, scientific terms, and abbreviations. (It takes some practice to get used to not using periods with MD, but trust us, it’s simpler!)

- No period in titles: MD, PhD, RN
- No period in units of measure: lb, mm, in
- No period in Latin-based abbreviations: ie, eg, et al, and vs
- No period in abbreviated medical terms: E coli
- No period in abbreviations for countries: US, UK

Note: Although AMA style does not use a period with “Dr,” at Acumed we do use a period with Dr., Mr., and other courtesy titles, as this is the most widely recognized standard. The only exception is the “Mr” that indicates a European doctor, which does not use a period.

Using the Period in Laid-out Text

A period is used to divide separate thoughts for the reader. It is not necessary in most forms of laid-out text.

Body Copy Usage

DO NOT use a period with bulleted items in body copy:

The Slide-Loc Anatomic Radial Head Solution includes:

- Long stems for fractures that extend beyond the radial neck
- Reamers instead of broaches for canal preparation
- 290 head and stem combinations

Per Acumed’s standard, this is true even when the bulleted items are complete sentences:

- 4.0 mm cannulated screws are included in the tray for the treatment of medial malleolus fractures
- The system features unique Posterolateral and Posteromedial Distal Tibia Plates for fixation of challenging posterior malleolus fractures
- A Syndesmosis Targeting Guide for the Posterolateral Fibula Plate allows the surgeon to target the desired angle for syndesmosis screw fixation

If you have two phrases that are in a single bullet, divide them with a semi-colon or an em dash to avoid the use of a period but still separate your thoughts:

- The more perpendicular the bone cuts are to the long axis of the proximal phalanx, the more correction obtained with the procedure; an oblique osteotomy may offer the benefit of greater compression upon screw insertion but allows for less correction in the transverse plane
- Dish depth now varies from 1.8 mm deep to 3.3 mm deep, vs. a uniform 2 mm depth on the original—it is possible that elbow stability may be improved by keeping the dish depth proportional to the size of the radial head²

Do not use periods with call-outs:



Hub Cap Screw Cover

Intended to minimize screw migration and makes the plate a locked construct

Serial / Oxford Comma

Acumed follows the standard of the serial or “Oxford” comma, meaning, use a comma before the conjunction to separate three or more items in a series:

- The Acumed Ankle Plating System 3 is indicated for fixation of fractures, osteotomies, and non-unions of the distal tibia and fibula.
- Acumed manufactures plates, screws, and other orthopaedic solutions.

Exclamation Point

Avoid the use of exclamation points to emphasize a statement—they do not sound professional!

Exclamation points are not used in headlines. Only use them for in truly exclamatory statements in body copy.



NO: Acumed Announces Record-setting Sales! [in headline]



YES: Our sales last month were record setting. Great job, everyone!
[in body copy]

Please Single Space

The days of double spacing after the period are over. Unlike the typewriter (some of us remember those), design programs automatically insert an extra space after the period. If you double space your copy, an editor or designer has to take extra time to remove the spaces before laying it out (to avoid ugly extra-large spaces). So if typing “period, space, space” has been your habit, please retrain your fingers to type “period, space.” Thank you!

Hyphen, En Dash, or Em Dash?

Use a hyphen (the shortest dash) in part numbers:

80-1587

Use an en dash (medium-sized or “N width” dash) for spans of measurement and time:

8–10 mm

1–4 pm

Use an em dash (the longest dash, or “M width” dash) in body copy:

Acumed—unlike other companies—maintains the highest standards for manufacturing implants.

Italics

Italicize when using foreign expressions that have not become a part of daily English language.

- The implant is then locked in place *in situ*.
- *Hallux valgus* is the medical term for bunion.
- What is the soup du jour? [more familiar expression, no italics]

Note: To add emphasis to your phrase, either bold or italicize text. Avoid the use of ALL CAPS because they are HARD TO READ.

Formatting of Part Lists

Regulatory has given Marketing permission to deviate from SAP in order to format parts lists consistently and to assist with translation purposes.

Abbreviations

Spell out the full name of a part rather than using an abbreviation—even if it is abbreviated in SAP—so it can be more easily translated:

- Standard (not Std) Acutrak Tapered Cannulated Drill
- Acutrak Cannula Assembly (not Assbly)
- Gauge (not Gage) [Gauge is the more common spelling]

For the “by” in measurements, use a lowercase “x” (regardless of what SAP says):

- Ratcheting Compression Plate, 15 x 11 Sterile
- 045” x 6” ST Guide Wire

For part number place-holders, use a capital “X:”

Nontoggling Cortical Screw (CO-N23XX)

Decimal Points and Zeroes

Screw diameter measurements include half-sizes and therefore include a decimal point:

3.0, 3.5, 4.0, 4.5

Screw lengths typically do not include half-sizes and therefore are only listed as whole numbers:

22 mm, 30 mm, 35 mm

Example:

3.5 mm x 6 mm Cortical Screw **-not-** 3.5 mm x 6.0 mm Cortical Screw

Note: Exceptions can be made for this when laying out a table and the number of characters in each column needs to be the same.

Numbers in Text

Acumed follows the widely accepted standard of spelling out numbers under 10 for descriptive text. This deviates from the AMA Manual of Style, which uses numerals for all numbers. We do use numerals when describing measurements.

Descriptive: There are eight plate families in the system.

Measurement: The target area is 1–3 cm above the tibial plafond.

Numbers 10 and higher should always be numerals, unless they are at the beginning of sentence:

The surgeon operates on 10 to 20 patients per month.

Always spell out a number that begins a sentence:

Five patients out of 50 will require physical therapy after the procedure.

Ordinal Numbers

Spell out ordinals, first through ninth (do not write 1st through 9th).

 **NO:** This plate provides fixation of the 1st metacarpal.

 **YES:** This plate provides fixation of the first metacarpal.

 **NO:** He was the 8th patient to be seen today.

 **YES:** He was the eighth patient to be seen today.

For ordinals above 10, it is acceptable to use the “th.”

This is the 100th time this year she has been to the doctor. (Poor thing!)

Time of Day

Acumed’s style for time of day is:

1 pm, 2 pm, 10 pm

1:30 pm

Dates

Do not use “nd,” “st,” etc. with dates—it is unnecessary and looks cluttered.

 **NO:** The launch party will be held on June 1st.

 **YES:** The launch party will be held on June 1.

Representation of the Full Date

For materials intended for international audiences such as surgical techniques, Acumed has adopted the International Organization for Standardization (ISO) format for dates, which looks like this: YYYY/MM/DD.


- 2015/12/17
- 1964/08/01

For materials intended to only be distributed domestically, it is all right to use the standard US format for dates:

December 17, 2016

Decades

Do not use an apostrophe with decades (except for the abbreviation).

 Compression plating was first introduced in the 1940’s.

 Compression plating was first introduced in the 1940s.

Abbreviation:

My favorite music is from the ‘80s.

Percentages

At the beginning of a sentence, spell out both the number and the word “percent,” even if the percentage is part of a series or range. It’s preferable to reword a sentence so the comparison between percentages is more readily apparent:

Acceptable: Twenty percent to 30% of patients report some degree of pain.

Better: The percentage of patients who reported some pain ranged from 20% to 30%.

Degrees

When referring to angles, use the degree symbol when it is a modifier:

- The nails feature a 4° lateral bend.
- Insert the screw at a 90° angle.
- It looks like we’re in for a 100° day.

When it is used as a noun, spell out degrees:

- Screws may be inserted 15 degrees off axis.
- Turn the driver 180 degrees.
- The low temperature tonight will be between 15 and 20 degrees.

In a table, call-out, or other condensed space, you may use the degree symbol throughout.

Acumed follows the American Medical Association (AMA) style of references. This is the style used by most scientific journals, which gives our publications a consistent, professional look and also makes it easier for you to gather the information needed for your references.

(Note that PubMed uses a style that is almost AMA style but not quite, so you will need to adjust that information slightly.)

A reference to an article in a scientific journal is the most common type of reference Acumed uses in our materials. The minimum information required in this reference is:

1. The author's last name followed by initial (or initials) without a comma or period in between. The names of all authors should be given unless there are more than six, in which case the names of the first three authors are used, followed by "et al."
2. The title of the article, with only the first word capitalized.
3. The title of the journal, abbreviated and in italics. (See the following guide to commonly referenced journal abbreviations.) Put one space after this.
4. The year, followed by a semi-colon; the volume; the issue; the complete page numbers (hyphenated). Do not put spaces between these numbers.

Examples of a reference to a scientific journal:

- Wheeler DL, McLoughlin SW. Biomechanical assessment of compression screws. *Clin Orthop Relat Res*. 1998;350:237–245.
- Mancuso JE, Abramow SP, Bloom WB, Carioscia MP, Landsman MJ. Smooth Kirschner (K) wire fixation of distal metaphyseal osteotomy bunionectomies: a 10-year retrospective surgery. *J Foot Surg*. 1992;31(3):276-284.

Note: If the name of a journal has changed since the article was published, use the name of the journal at the time of publication.

The following are examples of other types of AMA-style references. For complete details, please see the AMA Manual of Style in your area.

Reference to a published book (note that the title of the book is capitalized and in italics—different from a journal article):

- Modlin J, Jenkins P. *Decision Analysis in Planning for a Polio Outbreak in the United States*. San Francisco, CA: Pediatric Academic Societies; 2004.
- Egol KA, Koval KJ, Zuckerman JD. *Handbook of Fractures*. 4th ed. Philadelphia, PA: Lippincott Williams & Wilkins; 2010.

Reference to a presentation at a conference:

Fleischli J, Laughlin T, Fleischli J. Parallel fixation method with early weight bearing following lapidus arthrodesis. Paper presented at: Annual Scientific Conference of American College of Foot & Ankle Surgeons; March 9, 2011; Ft. Lauderdale, FL.

Reference to an Acumed test report:

Acumed Internal Test Report No. TR01279

Reference to a data sheet from another company:

BioDur® 108 Alloy Data. Veridiam website. <http://veridiam.com/pdf/BioDur108Alloy.pdf>. Accessed April 15, 2015.

Reference to an article available online but not yet printed:

Huttman D, Cyriac M, Yu W, O'Brien JR. The unusual presentation of a vascular injury after lumbar microdiscectomy: case report. *J Neurosurg Spine*. 2015;4:1-4. [Epub ahead of print]

Reference to a reference within a reference:

Klos K, Gueorguiev B, Muckley T, et al. Stability of medial locking plate and compression screw versus two crossed screws for lapidus arthrodesis. *Foot Ankle Int*. 2010;31(2):158-163. Cited by Fleischli et al (see no. 14).

Formatting of Citation Numbers

In the body of your text, put a superscripted number at the end of the line of text you are referencing. The number goes directly after the comma or period (no space).

In biomechanical tests, the Acutrak screw demonstrated greater compressive force than the AO or Herbert screw in cadaveric or foam bone.¹

If you are citing more than one reference, use commas between numbers if they are nonconsecutive or an en dash if they are consecutive.

Fractures involving the posterior malleolus lead to poorer outcomes even when the fragment is small,^{5,6} with worse outcomes as fragment size increases.⁷⁻⁹

Location of References

All references are listed together on a single page near the back of a document (not at the bottom of the page where they appear). They are listed in numerical order.

Please note: If you rewrite your content and the order of your references changes, please update your citations before submitting the document for editing. It doesn't make sense to the reader to have "15" show up as your first reference.

Referring Multiple Times to the Same Reference

Number your reference once and then refer to that same number throughout the document. Do not give it another number the next time you refer to it in the content.

[first mention] Ankle fractures are one of the most common fractures experienced by adults.⁵

[subsequent mention] In conclusion, the statistics regarding ankle fractures in the US show that they have grown as the population ages.⁵

Note: For more information about references, please see the hard copy of the AMA Manual of Style located in your work area, look online for AMA reference style, or ask the marketing copywriter.

Commonly Referenced Journal Abbreviations

For a complete list, see the US National Library of Medicine's current Fact Sheet at:

<http://www.nlm.nih.gov/pubs/factsheets/constructitle.html>

Acta Orthopaedica	<i>Acta Orthop</i>
Acta Orthopaedica Belgium	<i>Acta Orthop Belg</i>
Acta Orthopaedica Scandinavia	<i>Acta Orthop Scan</i>
Acta Orthopaedica et Traumatologica Turcica	<i>Acta Orthop Traumatol Turc</i>
American Journal of Sports Medicine	<i>Am J Sports Med</i>
American Journal of Orthopaedics	<i>Am J Orthop</i>
American Academy of Orthopaedic Surgeons Instructional Course Lectures	<i>AAOS Instr Cours Lec</i>
Archives of Orthopaedic and Trauma Surgery	<i>Arch Orthop Trauma Surg</i>
Arthroscopy	<i>Arthroscopy</i>
The Bone & Joint Journal (formerly known as the Journal of Bone & Joint Surgery-British)	<i>Bone Joint J</i>
Clinical Biomechanics	<i>Clin Biomech</i>
Clinical Orthopaedics and Related Research	<i>Clin Orthop Rel Res</i>
Foot & Ankle International	<i>Foot Ankle Int</i>
Foot & Ankle Specialist	<i>Foot Ankle Spec</i>
Hand Clinics	<i>Hand Clin</i>
Injury	<i>Injury</i>
International Orthopaedics	<i>Int Orthop</i>
Journal of the American Academy of Orthopaedic Surgeons	<i>J Am Acad Orthop Surg</i>

Commonly Referenced Journal Abbreviations (continued)

For a complete list, see the US National Library of Medicine's current Fact Sheet at:

<http://www.nlm.nih.gov/pubs/factsheets/constructitle.html>

Journal of Arthroplasty	<i>J Arthroplasty</i>
Journal of Biomechanics	<i>J Biomech</i>
Journal of Bone & Joint Surgery-American	<i>J Bone Joint Surg Am</i>
Journal of Foot and Ankle Surgery	<i>J Foot Ankle Surg</i>
Journal of Hand Surgery	<i>J Hand Surg Am</i>
Journal of Hand Surgery-Britain	<i>J Hand Surg Br</i>
Journal of Occupational Health	<i>J Occup Health</i>
Journal of Orthopaedic & Sports Physical Therapy	<i>J Orthop Sport Phys</i>
Journal of Orthopaedic Research	<i>J Orthop Res</i>
Journal of Orthopaedic Science	<i>J Orthop Sci</i>
Journal of Orthopaedic Trauma	<i>J Orthop Trauma</i>
Journal of Shoulder and Elbow Surgery	<i>J Shoulder Elbow Surg</i>
Journal of Sports Medicine	<i>J Sports Med</i>
Journal of Wrist Surgery	<i>J Wrist Surg</i>
Knee Surgery and Related Research	<i>Knee Surg Relat Res</i>
Musculoskeletal Surgery	<i>Musculoskelet Surg</i>
Techniques in Hand and Upper Extremity Surgery	<i>Tech Hand Up Extrem Surg</i>

A trademark includes any word, name, symbol, or device, or any combination used, or intended to be used, in commerce to identify and distinguish the goods of one manufacturer or seller from goods manufactured or sold by others, and to indicate the source of goods. Essentially, a trademark is a brand name. A trademark is followed by the trademark (™) symbol.

A service mark is the same as a trademark, except it identifies and distinguishes the source of a service rather than a product. A service mark is followed by the service mark (SM) symbol. (This does not apply to Acumed products since we do not register services, only products.)

A copyright demonstrates ownership (though is not as strong as a registered trademark) and typically refers to written documents, music, and other materials. It is followed by the copyright (©) symbol.

A registered trademark is registered with the United States Patent and Trademark Office (USPTO). It is followed by the registered trademark (®) symbol. You may only use registered trademarks with products that are officially registered with the USPTO. Please refer to the Acumed Product Registration Marks found in the Acumed Dictionary for a current list of registered and trademarked Acumed products.

Formatting of Trademarks and Registration Marks

Trademarks and registration marks should be superscripted in text (® and ™)

The representations of the registrations and trademarks are as follows:

- Registered: ® [PC shortcut: Ctrl+Alt+r]
- Trademark :™ [PC shortcut: Ctrl+Alt+t]

Proper Use of Trademarks and Registered Trademarks

For Acumed documents of two pages or less, such as an advertisement or invitation, trademark or registered trademark symbols should be denoted once in the most prominent place, such as the headline or tagline. For documents of more than two pages, trademark or registered trademark symbols should be used as often as needed to ensure those reading the material understand that Acumed is the owner of the trademarks.

The minimum requirement for the trademark or registration mark is the first time the product name is mentioned, in a prominent place. For some longer materials such as a surgical technique, this may be in the header for the document.

The trademark or registration mark is included in the column header in parts lists when it refers to the entire list. For example:

Polarus® 3 Standard Plates

- Polarus 3 Standard Plate 4-Hole L
- Polarus 3 Standard Plate 4-Hole R
- Polarus 3 Standard Plate 6-Hole L ,etc.

Competitors' Trademarks

Acumed is not required to use a registration mark with competitors' product names, but the names should be formatted the way the company formats them:

- Stryker AxSOS
- Synthes MultiLoc
- SUTUREFIX ULTRA Suture Anchor (Smith & Nephew)

Tips for Translation

Acumed surgical techniques and other documents are frequently translated for use in other countries with clearance for Acumed products.

To assist in the translation process, please follow these guidelines.

1. Include articles and pronouns such as “the” and “that.” Other languages cannot omit articles or pronouns.

Example 1: The amount of compression (that) the surgeon achieves is...

Example 2: Remove (the) drill and.... Use “the,” otherwise this might be interpreted as a sentence that is missing a comma between two verbs:

Remove, drill, and...

2. Avoid parenthetical plurals:



NO: The fixation of the plate(s)....

Most languages do not form plurals by adding a letter to the end of the noun, and some languages use articles that will change with the number.

It is better to say:



YES: “The fixation of the plate or plates.”

3. Avoid using “&” to replace “and”

Most languages do not accept the ampersand (&) to replace “and” (also, “and” looks more professional).

4. Avoid the use of words such as “flush” that do not translate well. See the Acumed Dictionary for words to watch out for and suggested alternatives.

Conclusion and Contacts

A strong brand drives powerful benefit to our company. By adhering to these brand guidelines, you will help us strengthen our market presence, build clarity with our target audiences, and set the stage for continued growth.

This document is effective as of March 15, 2016.

Questions?

Please direct any questions, comments, or suggestions for information to be added to this guide to **Marcom@acumed.net**.