APEX

WEB KIT USER GUIDE

ASPEN LASER

At Aspen Laser, we value each and every one of our clients, and we are committed to helping your clinic or practice operate at its highest level. Designed to be as user-friendly as possible, this Apex Web Kit will enhance your marketing efforts so that you can achieve the degree of success you deserve.

Simply follow these basic "copy and paste" guidelines, customize to suit your needs (as well as your level of expertise), and you'll have an impressive and informative Apex marketing tool in no time! We've provided everything you need to get started, so... have fun and good luck!

▶ What's Included:

- **General Specs + Guidelines**
  (This Page)

- **Recommended Layout**
  (PDF: Aspen_Apex_Layout)

- **Content Text**
  (Word Doc: Aspen_Apex_Text)

- **Individual Asset Files**
  (Folder: Aspen_Apex_Assets)

- **Social Media Posts (6 total)**
  (Located in Assets Folder)

GENERAL SPECS AND GUIDELINES

Recommended Layout:

For the purpose of brand consistency, we have provided a recommended layout that we ask that you (or your designer) use as a guide **(PDF: Aspen_Apex_Layout)**. Set up at 1080px width, this layout is intended as a reference only, and does not reflect responsive configuration at the mobile level. We appreciate your efforts to adhere to this layout as closely as possible.

The Aspen logo must appear in the top banner graphic, as well as at the bottom of the content, as shown. The Aspen copyright notice MUST also appear within the vicinity of the content, as shown at the bottom of the layout.

Font Usage:

The font family used in the layout is Montserrat (Light, Regular, Bold, Extra Bold), which is a readily-available Web-friendly font family. We ask that you use this font if possible, at least in the context of heads/subheads.

Content Text:

Text for the content shown in our recommended layout can be found in the Word doc **Aspen_Apex_Text**. While we encourage that you personalize the content to reflect your practice, we ask that you adhere to the language of the content as closely as possible.

Individual Asset Files

All photographs, supporting graphics and Aspen logos can be found in the folder **Aspen_Apex_Assets**. We recommend that the photos be cropped as shown on the recommended layout. The six social media posts are also located in the assets folder.

All of these assets have been licensed by or are the property of Aspen Lasers, so it is imperative that the Aspen copyright notice appears within the vicinity of the content, as shown at the bottom of the layout.

Recommended Layout

Aspen_Apex_Layout.pdf

Social Media Posts

Apex_Social-1.jpg

Apex_Social-2.jpg

Apex_Social-3.jpg

Apex_Social-4.jpg

Apex_Social-5.jpg

Apex_Social-6.jpg

All social media posts are set up at 1080 x 1080
and may be found in the Aspen_Apex_Assets folder.
(These files are not editable.)

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