

# How to use our brand

## Introduction

- 1 Brand elements
- 2 Our Corporate mark
- 3 Product Identifier
- 4 Concept and ingredient identifiers
- 5 Typography
- 6 Colour
- 7 Imagery

**Note** All examples shown are for concept and design only. They are not approved literature and do not in anyway imply claims for these products. This is a guide for internal use only.

Each of us at Smith & Nephew share the responsibility of protecting and nurturing our brand. With our collective mindful eyes, it will continue to be a valuable asset to us long into the future.

If you have questions or feedback about these guidelines, please contact your brand manager at the e-mail address below.

#### Endoscopy

Contact: Ruth Kane  
ruth.kane@smith-nephew.com

#### Wound Management

Contact: Kerry Wiles  
kerry.wiles@smith-nephew.com

#### Orthopaedics

Contact: Lorraine Potocki  
lorraine.potocki@smith-nephew.com

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# Brand elements

## Brand elements

- 1.01 Introduction
- 1.02 Our big idea and vision
- 1.03 Values
- 1.04 Personality
- 1.05 Visual overview
- 1.06 Brand structure
- 1.07 Brand elements (continued)

At the heart of our brand is a big idea. This is the single thing that defines us as a company and that the visual expression is built around. Supporting this big idea is our vision, values and personality.

## 1.02 Brand elements: Big idea and vision

A big idea is not a tagline but rather a way of describing what makes us tick. Why we get up in the morning. What makes us special and stand out from the crowd.

Our big idea is helping people regain their lives.

Our Vision is to be the best in helping people regain their lives by repairing and healing the human body.

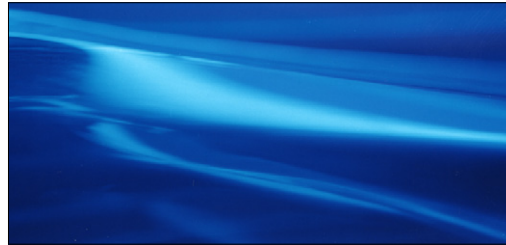
### 1.03 Brand elements: Values

Our values are at the heart of what we do. They guide us when we make decisions, design products, and create communications. Everything we endeavor to do should be driven by these three values.



#### Performance

Performance means being responsive to customer needs. We set clear goals and standards – and achieve them. We deliver quality and value. We drive for continuous improvement. As a result, our customers, colleagues, and shareholders have confidence in our products and in us.



#### Innovation

We are energetic, creative, and passionate – always seeking to improve. We are forward looking, anticipating customers' needs, overcoming barriers, and developing opportunities. We learn from our successes and failures. We encourage and support new ideas.



#### Trust

Trust is something we have to earn. We earn it by being personable, building close relationships with our customers, colleagues, and communities. By listening to, understanding and respecting people's needs. By being straightforward and doing what we say. We have integrity, and an ethical, honest approach to business.

## 1.04 Brand elements: Personality

Our personality reflects how we are perceived. It is what we want people to see in us, both in person and in communications.



### Responsive

We are purposeful, fast, and flexible. We know what we want to achieve and we get it done. We keep things clear and simple, for ourselves and for our customers.



### Confident

We have great knowledge and experience. We speak with intelligence and authority. We are thorough in our approach. As a result our customers, colleagues and shareholders have confidence in our products and us.



### Energetic

We are passionate and enthusiastic about what we do. We make things happen. We value fresh ideas. We are adventurous but never reckless.



### Honest

We are genuine and truthful. We are straightforward and open. We have integrity and an ethical approach to business. And because of that, people trust and value us.



### Personable

We're friendly and approachable and listen to others. We care about individuals and their needs – our people, our customers, and their patients. We build strong relationships, working with others.

Our own typeface.

Smith & Nephew Regular.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz1234  
 567890&!@#\$%^&()\*~[]<":;'"«»°<fi  
 „ÀĖÁĖĖİİİİŌŌ

Smith &amp; Nephew Bold.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz1234  
 567890!@#\$%^&\*()\_[]{}<=>";'""«»°>xfi  
 fl.,,,ÃÊÁÈËÌÍÎÏÓÔ

A strong colour palette.

<p><b>SPOT COLOUR</b>          Pantone®          151</p> <p><b>PROCESS</b>          c 0          m 60          y 100          k 0</p>	<p><b>SPOT COLOUR</b>          Pantone®          Cool Gray 9</p> <p><b>PROCESS</b>          c 0          m 0          y 0          k 65</p>	<p><b>SPOT COLOUR</b>          Pantone®          Process Black</p> <p><b>PROCESS</b>          c 0          m 0          y 0          k 100</p>	<p><b>SPOT COLOUR</b>          None</p> <p><b>PROCESS</b>          c 0          m 0          y 0          k 0</p>
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Smith & Nephew Orange.

Smith & Nephew Grey.

Black.

White.

### 1.05 Brand elements: Visual overview

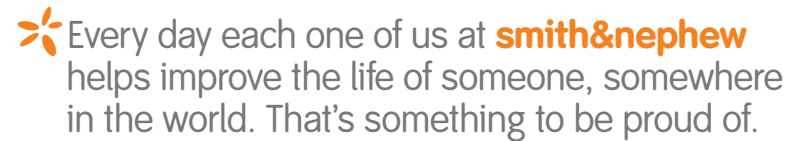
We have several elements that combine to make our brand unique and memorable. Further information on how these elements should be used together is detailed in the brand guidelines.

A unique symbol and logotype.

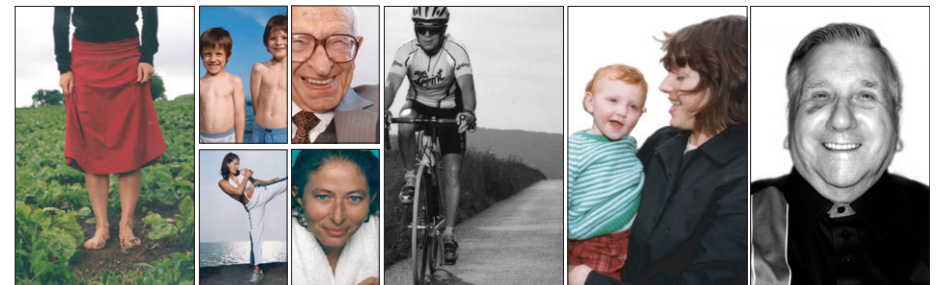


Energy burst. Logotype.

The story concept.



Images of real people.



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®Trademark of Smith & Nephew.  
Registered US Patent and Trademark Office.

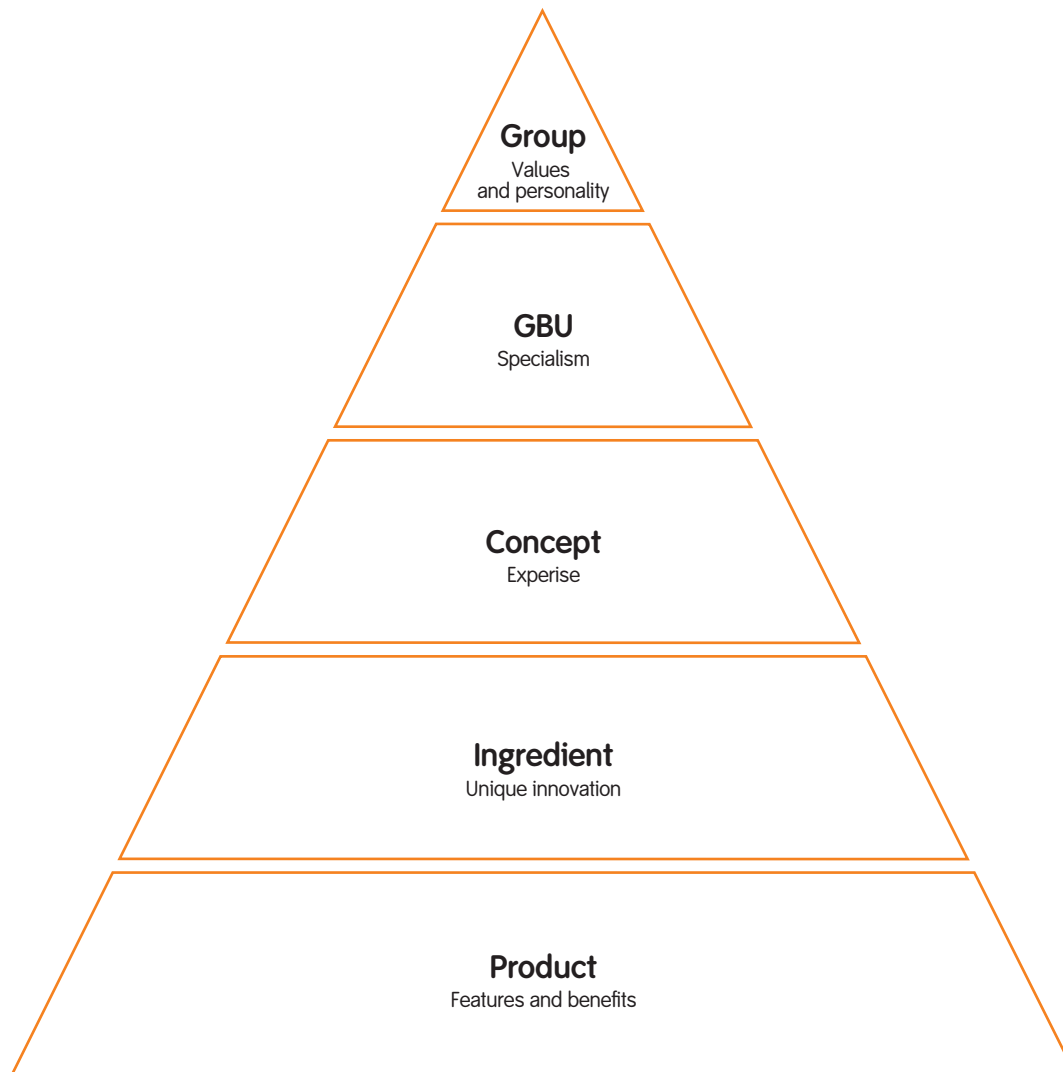
## 1.06 Brand elements: Brand structure

The pyramid below illustrates our company's brand structure, along with the different levels at which the company communicates to customers.

Each of these levels adds something unique to the group, making it easier for our customers to recognize us and for all of us at Smith & Nephew to leverage the power of our brand.

At the top of the pyramid is the group brand. The big idea, vision, values, and personality of the group are reflected in every lower level of the pyramid.

The following pages detail how each level is treated visually.



## 1.07 Brand elements: Our brand structure (continued)

The elements we use to identify the different levels of our business may appear complicated, but they are really quite simple.

Group.



GBU.

Concept.

**Wound Bed Preparation**



Ingredient.

**OXINIUM<sup>◇</sup>**  
Oxidized Zirconium



Product.



# Our Corporate mark

## Our Corporate mark

- 2.01 Introduction
- 2.02 Use
- 2.03 Construction
- 2.04 Rules for use
- 2.05 Don'ts
- 2.06 In action
- 2.07 Dealing with business units

## Short stories

- 2.08 Introduction
- 2.09 Construction
- 2.10 Don'ts
- 2.11 In action

## Long stories

- 2.12 Introduction
- 2.13 Construction
- 2.14 Construction (continued)
- 2.15 Don'ts
- 2.16 In action

## 2.01 Our Corporate mark: Introduction

Our Corporate mark is the visual symbol for our company. It expresses our values and personality, as well as the energy and enthusiasm we bring to our work.



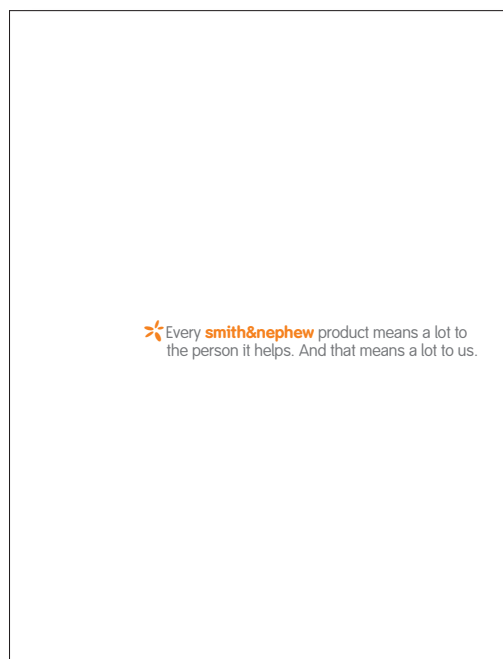
## 2.02 Our Corporate mark: Use

Our Corporate mark can be used in one of three ways:

- 1 As a Corporate mark.
- 2 As an integral element of short story.
- 3 As an integral element of a long story.



1. As a Corporate mark.



2. As an integral element of a short story.



3. As an integral element of a long story.



Energy burst.

Logotype.



## 2.03 Our Corporate mark: Construction

The Corporate mark is composed of two elements:

- 1 Logotype.
- 2 Energy burst.

### Logotype

Our logotype is simple and understated, yet distinctive and memorable.

- The logotype should be set as one word with no spaces.
- The logotype should be set as all lowercase.

### Energy burst

Many companies have abstract symbols. Ours is a burst of energy expressing the life and enthusiasm we put into our work.

- The energy burst should be set in the Smith & Nephew Logo font (key command shift 8).

### Writing our name in text

Our logotype should never be used in standard body copy. For example, this sentence demonstrates how Smith & Nephew should be written in body copy.

### Rules for use

Each element has been carefully drawn and proportioned. Our Corporate mark should never be redrawn or altered and can only be used in the approved Smith & Nephew Orange and black colours shown here. Please note that our Corporate mark should not reverse out of a colour to white.

### Please keep to the following rules

- Never use the energy burst on its own.
- Never use the logotype on its own.
- Always use the Corporate mark in Smith & Nephew Orange on white.
- If printing one colour, the Corporate mark must be black on white.



Minimum clear space.

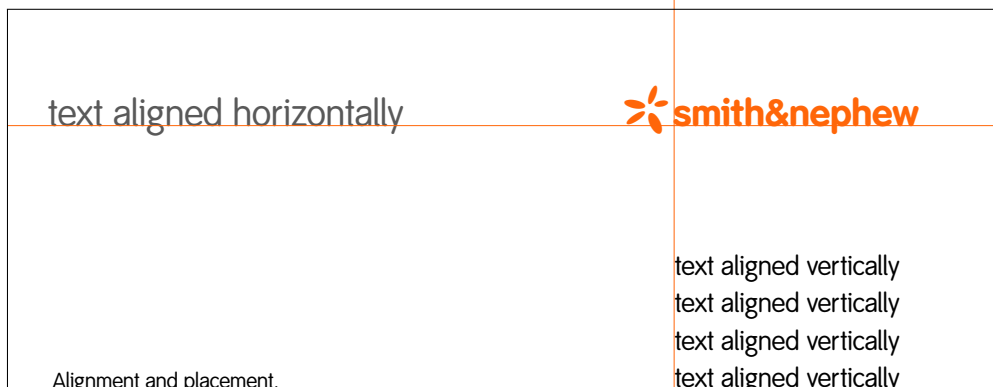


Recommended clear space.



Suggested minimum size.

Vertical alignment  
Align text flush left with the logotype.



Alignment and placement.

## 2.04 Our Corporate mark: Rules for use

### Clear space

To showcase our Corporate mark correctly, there must always be clear space around it.

Clear space is the amount of space that must be kept clear of all extraneous elements such as text, symbols or other graphics. In the example below, “Y” represents the clear space around our Corporate mark where “Y” is equal to the width of the letter “n” in our logotype.

### Minimum size

The Corporate mark is designed to represent our brand with the utmost legibility at all sizes. However, a minimum size of 0.875"/22mm has been established. Any application smaller than this will compromise legibility.

### Placement

Our Corporate mark should always be placed towards the top right corner of a white space.

## 2.05 Our Corporate mark: Don'ts

Care must be taken to ensure correct and consistent reproduction of our Corporate mark in every application. Incorrect use of our Corporate mark compromises its integrity and effectiveness.

Although these do not represent every misuse, they reflect situations to avoid. To ensure correct reproduction, always begin by reviewing these guidelines, then use the approved assets provided.



Don't stand it on its end.



Don't insert spaces between letters.



Don't insert spaces before or between the words.



Don't use the wrong font or capitalise the name.



Don't stretch it.



Don't use it in the wrong colour.



Don't change or reduce the size of the symbol.



Don't Squidge it.



Don't reverse it out of Smith & Nephew Orange.

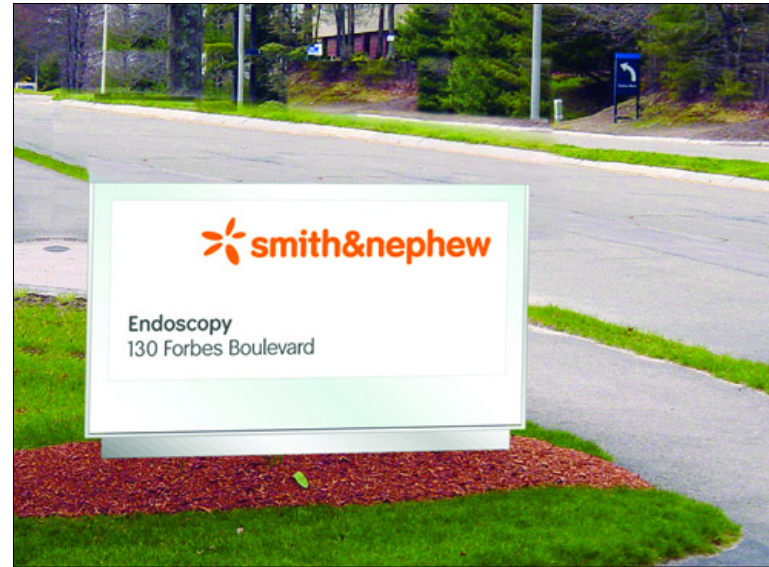


Don't reverse it out of any colour.



Don't change or increase the size of the symbol.

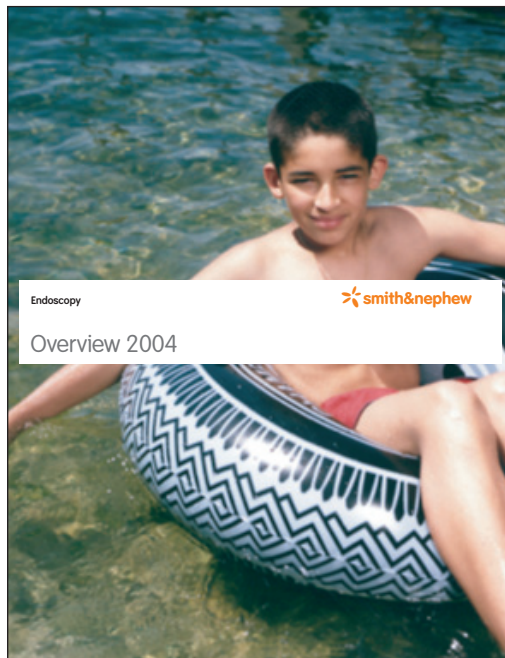
## 2.06 Our Corporate mark: In action



## 2.07 Our Corporate mark: Dealing with business units

Business units do not have their own unique mark. They should be written as text.

- Our business unit names should be set in Smith & Nephew Bold.
- Do not use the word “division” after business unit names.




## 2.08 Short stories: Introduction

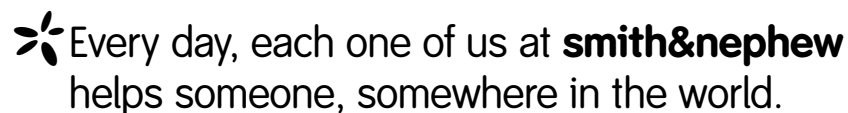
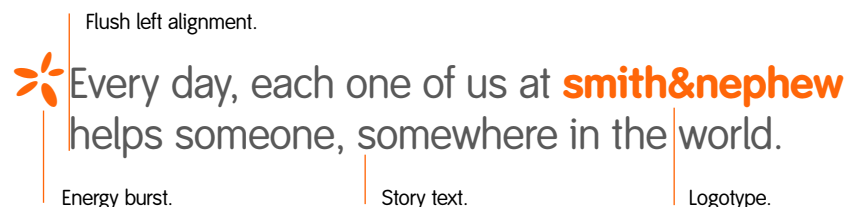
We use stories to show how we live our big idea.

Think of our short stories as a flexible symbol of our brand, and a great way to communicate what we stand for to all of our different audiences.

Short stories should be comprised of succinct facts about our business. A library of stories will be available on our extranet, including a series of stories about the group, as well as stories relevant to each business unit. Never write a story yourself.

Our stories should be used carefully and sparingly. Over exposure or misuse of stories will dilute their power and reduce their impact.

 Every day each one of us at **smith&nephew** helps improve the life of someone, somewhere in the world. That's something to be proud of.



## 2.09 Short stories: Construction

Short stories consist of three elements:

- 1 Logotype.
- 2 Energy burst.
- 3 Story text.

### Logotype

- Font – Smith & Nephew Logo.
- Only one occurrence of the Smith & Nephew name should be set in the the Smith & Nephew Logo font. All further occurrences should be set in Smith & Nephew Regular font.
- Colour – Orange (or black if printing b/w).

### Energy burst

- Short stories always begin with the energy burst.
- Font – Smith & Nephew Logo.
- Colour – Orange (black if printing b/w).

### Story text

- Font – Smith & Nephew Regular.
- If product identifiers are used, they should be set in Smith & Nephew Regular font, in all caps, along with the trademark symbol and ownership statement the first time the product is mentioned (see section 3).
- Alignment – flush left.
- Leading:

Type size	Leading size	Colour
6pt-8pt	2pt	Black
9pt-18pt	3pt	11pt and over, Grey
Over 18pt	No less than 4pt	Grey

### Content


- Structure the story so that the logotype is surrounded by words.
- Approximately 10 words per line is the optimal length.
- NEVER USE MORE THAN 30 WORDS OR FOUR LINES.

### Punctuation


- The first letter of a story should be uppercase.
- End a story with a full stop (period) just as you would in regular text.
- If a comma or full stop (period) is needed after the logotype, it should be the same colour as story text.

PLEASE NOTE ALL ELEMENTS OF THE SHORT STORY SHOULD BE THE SAME POINT SIZE.


## 2.10 Short stories: Don'ts

 Every day each one of us at **Smith & Nephew** helps people regain their lives, all over the world, that's something to be proud of.


Incorrect logotype.

 Every day each one of us at **smith&nephew** helps people regain their lives, all over the world, that's something to be proud of.


Wrong logotype size.

 Every day each one of us at **smith&nephew** helps people regain their lives, all over the world, that's something to be proud of.


Wrong energy burst size.

 Every day each one of us at **smith&nephew**, helps people regain their lives, all over the world,


Never split the logotype over two lines.

 **smith&nephew**, and every one who works there helps people regain their lives, all over the world, that's something to be proud of.


Don't place the logotype at the beginning of a story.

 Every day each one of us at **smith&nephew** helps people regain their lives, all over the world, **smith&nephew** is proud of that.


Don't use the logotype more than once.

 Every day each one of us at **smith&nephew**, helps people regain their lives, all over the world, that's something to be proud of.

Incorrect line length.

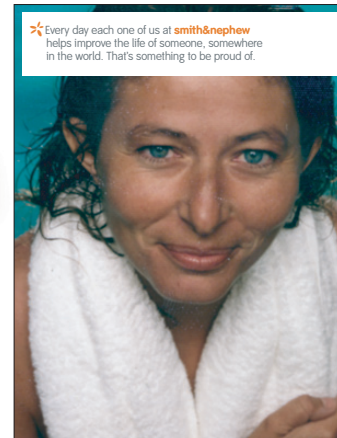
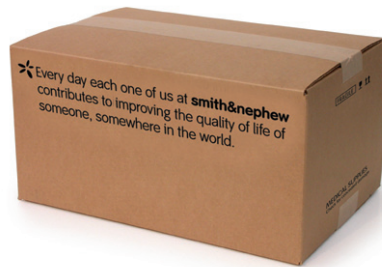
 Every day each one of us at **smith&nephew**, helps people regain their lives, all over the world, that's something to be proud of.

Too much leading.

 Every day each one of us at **smith&nephew**, helps people regain their lives, all over the world, that's something to be proud of.

Incorrect alignment.

## 2.11 Short stories: In action





## 2.12 Long stories: Introduction

Long stories should be used for showcasing detailed accounts of our businesses, patients or the impact our products have had on people's lives. They can be used on advertising, posters and brochure covers.

Long stories should always be accompanied by an image containing one or more people. These people should represent the subject(s) of the story.

The energy burst should be placed on the image to indicate where Smith & Nephew has had an impact.



## 2.13 Long stories: Construction

Our long stories consists of six elements:

- 1 Logotype.
- 2 Energy burst.
- 3 Story text.
- 4 Story title/subject.
- 5 White rectangle.
- 6 Image.

### Logotype

- Font – Smith & Nephew Logo.
- Only one occurrence of the Smith & Nephew name should be set in the the Smith & Nephew Logo font, all further occurrences should be set in Smith & Nephew Regular.
- Colour – Orange (or black if printing b/w).

### Energy Burst

- Font – set in the Smith & Nephew Logo.
- Always ensure that the energy burst is visible on the image.
- Colour – Orange (or black if printing b/w).
- The energy burst may be up to four times the font size of the logotype.

### Story text

- Font – Smith & Nephew Regular.
- If product identifiers are used, they should be set in Smith & Nephew Regular font, in all caps, along with the trademark symbol and ownership statement the first time the product is mentioned (see section 3).
- Alignment – flush left.
- Leading:

Type size	Leading size	Colour
6pt-8pt	2pt	Black
9pt-18pt	3pt	11pt and over, Grey
Over 18pt	No less than 4pt	Grey

### Content

- Structure the story so that the logotype is surrounded by words.
- Approximately 10 words per line is the optimal length.
- NEVER USE MORE THAN 50 WORDS OR FIVE LINES.

### Punctuation

- The first letter of a story should be uppercase.
- End a story with a full stop (period) just as you would in regular text.
- If a comma or full stop (period) is needed after the logotype, it should be the same colour and font as story text.

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## 2.14 Long Stories: Construction (continued)

### Story title

The title of the story could be the subject or a patient's name, should be no more than four words:

- Title should be set in Smith & Nephew Bold font and black.

PLEASE NOTE ALL TEXT ELEMENTS OF THE LONG STORY SHOULD BE THE SAME POINT SIZE.

### White rectangle

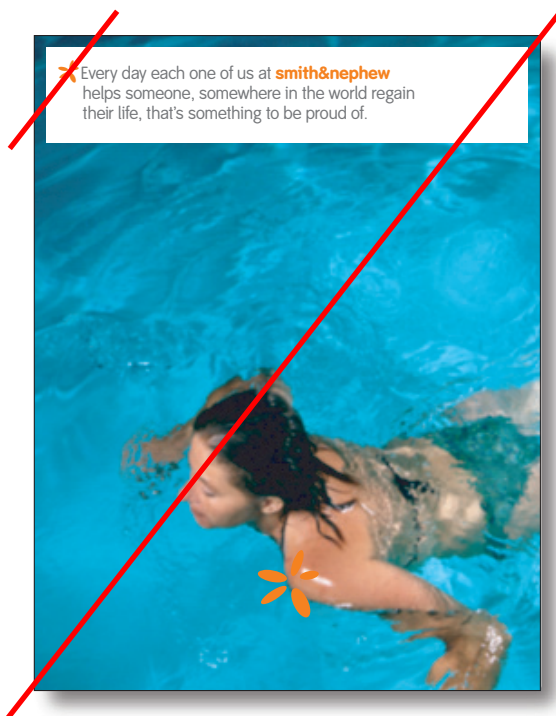
- Long story text is always positioned in the top left corner of the white rectangle.
- Position the story as shown in this example, 0.2"/5mm to the left and top of the text.

### Image

Please see image section for further guidance on image style.



## 2.15 Long stories: Don'ts



Don't use the energy burst twice – should be outside.  
Should be outside the white rectangle here.



Make sure the energy burst is visible.



Don't use our Corporate logotype twice – always on white.

## 2.16 Long stories: In action



# Product Identifiers

## Product Identifiers

- 3.01 Introduction
- 3.02 Trademark symbol
- 3.03 Third party trademarks
- 3.04 Trademark without Smith & Nephew font
- 3.05 Rules for use
- 3.06 Don't's
- 3.07 In action



# smith&nephew

## PRODUCT<sup>◊</sup> OPTION

Legally Required Descriptor

◊Trademark of Smith & Nephew

Product Identifier Template.



### 3.01 Product Identifiers: Introduction

Each product has its own unique, registered name and a consistent visual mark. This Product Identifier should be used on all promotional materials and where applicable on the physical product.

This product name should appear in combination with other elements which together make up what we refer to as the “*Product Identifier*”.

This “*Product Identifier*” should be used on all promotional materials and where applicable on the physical product.

ALWAYS use the *Product Identifier Template* which is available to download as an eps file, shown below.



°Trademark of Smith & Nephew

or

°Trademark of Smith & Nephew. Registered US Patent and Trademark Office.

or

°Trademark of Smith & Nephew. Reg. US Pat. & TM Off.

or

°Trademark of Smith & Nephew. Certain marks Reg. US Pat. & TM Off.

### 3.02 Product Identifiers: Trademark symbol

The symbol “°” should be used after the product name and before any variant. If the variant is also a trademark then the “°” symbol should be used after each variant.

To type the “°” symbol use the key command Option+2 on a Macintosh, or Control+Alt+T or Alt+0153 (number pad) on a PC.

#### The Product Identifier ownership statement

The following footnote should appear in all instances where the “°” symbol is used:

°Trademark of Smith & Nephew.

Where it is known that the product is registered in the USA, the footnote should read:

°Trademark of Smith & Nephew.  
Registered US Patent and Trademark Office.

An abbreviation can be used if space is restricted:

°Trademark of Smith & Nephew. Reg. US Pat. & TM Off.

When a document contains both a registered and non registered Smith & Nephew trademark, the appropriate statement is:

°Trademark of Smith & Nephew.  
Certain marks Reg. US Pat. & TM Off.

This footnote should appear in small print according to the guidelines of the document you are creating

### 3.03 Product Identifiers: Third party trademarks

Any marks other than those owned by Smith & Nephew should be denoted with the appropriate symbol i.e. <sup>TM</sup> or ®. The following statement should appear as a footnote on the communication:

“All Trademarks acknowledged.”

**THIRD PARTY<sup>TM</sup>**

**THIRD PARTY®**

All Trademarks acknowledged.

### 3.04 Product Identifiers: Trademarking without the Smith & Nephew font

If you are creating a digital document which will be transmitted outside the company to someone who does not have the Smith & Nephew font, the asterisk (\*) symbol should be used in place of the “◊” symbol.



\*Trademark of Smith & Nephew. Registered US Patent and Trademark Office.

### 3.05 Product Identifiers: Rules for use

#### Minimum clear space and minimum size

A clear space area, free of competing visual elements should be maintained around our Product Identifier. In the example below, “Y”, represents the clear space around our identifier where “Y” is equal to the width of the letter “n” in our logotype. Remember that a minimum clear space still remains on the Corporate mark.

#### Special use

In specific circumstances, the Product Identifier elements may be separated from one another, such as on an internet page or packaging.

#### Writing a product name in text

The product name should be written as all caps to help it stand apart from other text. For example, this sentence demonstrates how ALLEVYN® Hydrocellular Wound Dressing should be written.

In each text, the first occurrence of each product name should have a trademark symbol.



### 3.06 Product Identifiers: Don'ts



Don't Squidge it.



Don't stretch it.



Don't stand it on its end.



Don't use it in the wrong colour.

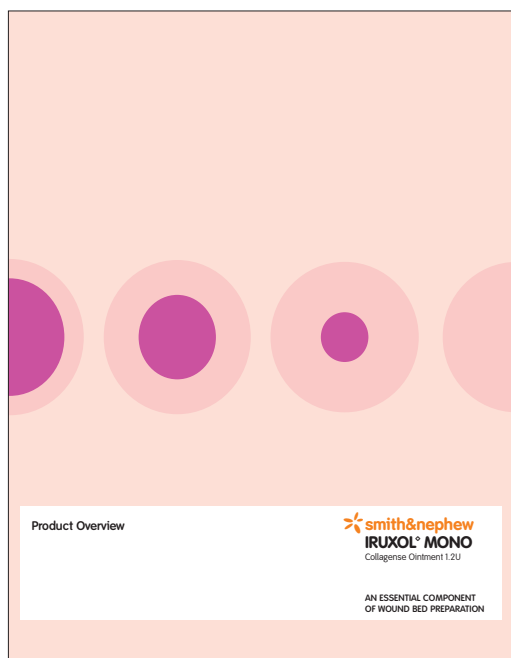


Don't reverse it out of Smith & Nephew Orange.  
Don't reverse it out of ANY colour.



Don't use the OLD style Product Identifier.

### 3.07 Product Identifiers: In action



# Concept and ingredient identifier

## Concept and ingredient identifiers

- 4.01 Introduction
- 4.02 Construction
- 4.03 Rules for use
- 4.04 Don'ts
- 4.05 In action

#### 4.01 Concept and ingredient identifiers: Introduction

Concepts represent a philosophy or approach and can encompass several products or product lines. They help to encourage a greater understanding of product ranges and increase use of product groups. An example of a concepts is Wound Bed Preparation.

Ingredients are unique, differentiating technologies that are contained in one or many products. They are not available as stand-alone products, thus making individual products more desirable. An example of an ingredient is OXINIUM<sup>®</sup> Oxidized Zirconium.

All concept and ingredient identifiers are constructed in exactly the same way, using a special font created especially for this purpose.

##### Trademark symbol

Most concepts and ingredients will be trademarks of Smith & Nephew and should therefore be accompanied by the “<sup>®</sup>” symbol and ownership statement. However when a concept is not a trademark you use Upper and lowercase, Product font, and NO trademark symbol as shown with Wound Bed Preparation.

**CONCEPT NAME<sup>®</sup>**

---

 A clinical concept led by **smith&nephew**

**Wound Bed Preparation**

---

 A clinical concept led by **smith&nephew**

**INGREDIENT<sup>®</sup>**

---

 A technology from **smith&nephew**

CONCEPT NAME<sup>◇</sup>  Z

 A clinical concept led by **smith&nephew**  50% Z

#### 4.02 Concept and ingredient identifiers: Construction

The Smith & Nephew concept and ingredient identifiers consists of three elements:

- 1 Concept or ingredient name.
- 2 Endorsement line.
- 3 Trademark symbol (where applicable).

##### Concept or ingredient name

- Font – Smith & Nephew Product.
- Colour – Black.

##### Endorsement line

###### *Energy burst*

- Always starts with the energy burst.
- Colour – Orange (or black if printing b/w).

###### *Endorsement*

- Font – Smith & Nephew Regular.
- Upper/lowercase.
- Colour – Grey (or black if printing b/w).

###### *Logotype*

- Always end with the logotype.
- Colour – Orange (or black if printing b/w).

##### Size

Point size of the concept or ingredient name is represented by “Z”.

50% “Z” represents the point size of the endorsement line in relationship to the concept or ingredient name.



CONCEPT NAME<sup>◇</sup>

INGREDIENT<sup>◇</sup>

 A clinical concept led by **smith&nephew**

 A technology from **smith&nephew**

Vertical alignment.

CONCEPT NAME<sup>◇</sup>

 A clinical concept led by **smith&nephew**

INGREDIENT<sup>◇</sup>

 A technology from **smith&nephew**

Horizontal alignment.

#### 4.03 Concept and ingredient identifiers: Rules for use

- They should only be used in the approved Smith & Nephew Orange and grey shown here.
- Never use the concept or ingredient identifier without the endorsement line.
- Never put the concept or ingredient name on top of the Corporate mark.
- If printing one colour, the mark should be black on white.
- NEVER use a concept or ingredient in place of a product name with the Corporate mark.

##### Minimum clear space and minimum size

A clear space should be maintained around concept and ingredient identifiers. In the example, “Y” represents the clear space around our Corporate mark, where “Y” is equal to the width of the letter “n” in our logotype.

The minimum font size of concept and ingredient identifiers is 8pt.

##### Alignment

The concept mark should maintain either a vertical or horizontal alignment.

- Vertical alignment – the concept or ingredient name should be aligned, flush left with the first word of the endorsement line.
- Horizontal alignment – the concept or ingredient name should be aligned to the baseline of the endorsement line.

##### Writing a concept or ingredient name in text

The concept or ingredient name should be written in upper case if it is a trademark of Smith & Nephew.

For example Wound Bed Preparation is the process of removing local barriers to healing. If the concept or ingredient is not a trademark of Smith & Nephew, it should be written just as any other name would.

## 4.04 Concept and ingredient identifiers: Don'ts

**INGREDIENT<sup>◇</sup>**

Don't change the colour.

 A technology from **smith&nephew**

**INGREDIENT<sup>◇</sup>**

Don't reverse it out of Smith & Nephew Orange.

 A technology from **smith&nephew**

**INGREDIENT<sup>◇</sup>**

Don't use it on any other colour than white.

 A technology from **smith&nephew**

**CONCEPT NAME**

 A clinical concept  
from **smith&nephew**

Don't change the size relationship.

 **smith&nephew**  
**OXINIUM<sup>◇</sup>**

Don't create a Product Identifier lock-up.

 A technology from **smith&nephew**

**INGREDIENT<sup>◇</sup>**

Don't put the endorsement first and /or in a lock-up.

## 4.05 Concept and ingredient identifiers: In action



Concept identifier.



Ingredient identifier.

# Typography

## Typography

- 5.01 Introduction
- 5.02 Smith & Nephew font families
- 5.03 Smith & Nephew Design Family
- 5.04 Smith & Nephew General Family
- 5.05 Smith & Nephew Accounts Family
- 5.06 Smith & Nephew Expert Set Family
- 5.07 Non-Latin fonts
- 5.08 Default font
- 5.09 General use
- 5.10 Brochure covers
- 5.11 Don't's

## 5.01 **Typography: Introduction**

Typography plays an integral role in building a visual vocabulary that is distinct and recognisable as Smith & Nephew. Our brand typeface has been designed especially for us and can only be used by us. It is another unique expression of our personality and values.

Our Smith & Nephew font is friendly and approachable, while being confident and clear. By using our brand typeface and controlling how we use it, it can add to the visual distinctiveness of our Smith & Nephew brand.

A large, dark gray typographic sample featuring the letters 'A' and 'a'. The 'A' is a bold, rounded, sans-serif capital letter. The 'a' is a bold, rounded, sans-serif lowercase letter with a thick stroke and a rounded terminal. The letters are positioned side-by-side, demonstrating the font's style.

Design Family.

Smith&Nephew-Regular  
*Smith&Nephew-Regular Italic*

**Smith&Nephew-Bold**  
***Smith&Nephew-Bold Italic***

**Smith&Nephew-Product**  
***Smith&Nephew-Product Italic***

**Smith&Nephew Logo**

Accounts Family.

Smith&NephewTF-Regular  
*Smith&NephewTF-Regular Italic*

**Smith&NephewTF-Bold**  
***Smith&NephewTF-Bold Italic***

General Family.

Smith&NephewLF-Regular  
*Smith&NephewLF-Regular Italic*

**Smith&NephewLF-Bold**  
***Smith&NephewLF-Bold Italic***

Expert Set Family.

Smith&Nephew-Regular  
*Smith&Nephew-Regular Italic*

**Smith&Nephew-Bold**  
***Smith&Nephew-Bold Italic***

## 5.02 Typography: Smith & Nephew font families

Our Smith & Nephew fonts come in four families:

- Design Family – to be used by producers of creative materials, this is the only family that contains the Logo font.
- General Family – to be used by the majority of Smith & Nephew.
- Accounts Family – can be used by accounts people if they require.
- Expert Set Family – this contains many extra characters and can be used by all users.

The differences between these families is explained over the following four pages.

### Smith & Nephew Regular (all families)

Our Smith & Nephew Regular type style is most appropriately used for headlines, such for on brochure and body text, as all upper and lower case flush left. It is also the font used for all body copy.

### Smith & Nephew Bold (all families)

Our Smith & Nephew Bold type style is best used for subheads, captions and for emphasis, as all upper and lower case flush left.

### Smith & Nephew Bold & Regular Italic (all families)

Smith & Nephew Regular and Bold Italic should be used to differentiate information such as a quote/legal disclaimers.

### Smith & Nephew Logo

This font only contains the characters used to create the Corporate mark, (\*Smith & Nephew).

### Smith & Nephew Product

This font is only for use in creating product, concept, and ingredient identifiers. It should not be used for any other purpose as this will devalue the status of the identifiers.

0 1 2 3 4 5 6 7 8 9 : ; < = > ? @ A B C  
D E F G H I J K L M N O P Q R S T U V  
W X Y Z [ \ ] ^ \_ a b c d e f g h i j k l m  
n o p q r s t u v w x y z { | } ~ + ° ¢ £ •  
® © ¤ ¥ ª º ¬ « » … “ ” ‘ ’ / € ‹ › fi fl ‡ · , ,,  
% º ! " # \$ % & ' ( ) \* + , . / Ä ä Å å Á á  
À à Â â Ã ã Ä æ Ç ç É é È è Ê ê Ë ë Ñ  
ñ Ö ö Ó ó Ò ò Ô ô Õ õ Ø ø Œ œ Ü ü  
Ú ú Û û Ù ù Í í Î î Ï ï Ñ ñ ÿ ŷ ç ÿ ß « ‹ › » ^  
~ - “ ” ` ´ ¨ ° · ~ - - -  
ˆ ˆ

### 5.03 Typography: Smith & Nephew Design Family

The Design Family contains all the fonts required for creative use. Each font will be displayed as a single name in a font menu, this will be the only font that does this.

These fonts are exactly the same as the General Family, both have Lining Figures (LF) which basically means they have been kerned. The Accounts Family have Tabular Figures (TF) where the figures are mono-spaced, ideal for tables in an Annual report etc...

Smith&Nephew-Regular

*Smith&Nephew-Regular Italic*

**Smith&Nephew-Bold**

***Smith&Nephew-Bold Italic***

**Smith&Nephew-Product**

***Smith&Nephew-Product Italic***

**Smith&Nephew Logo**

It is recommended that the Expert Set Family is installed if you use this family. All families are available for Macintosh and PC's. Shown here are all the characters.





0 1 2 3 4 5 6 7 8 9 , " # \$ % 7/8 ' 5/8 3/8 1/8  
+ , . / : ; ≤ ≠ ≥ ◊ € 0 1 2 3 4 5 6 7 8 9 1/4 1/2 3/4  
1/3 2/3 ... ∏ ℝ £ Ω √ ∂ ∅ ¥ Σ ∫ ° ~ ¸ ~ · 0 1 2 3 4  
5 6 7 8 9 ← → ↑ ↓ ∞ ∩ ≈ Δ ff fi ffi fj fl ffl  
¢ ¸ | − × • ... ± ÷ · ~ ~ -

## 5.06 Typography: Smith & Nephew Expert Set Family

The Expert Set Family contains additional characters that will be useful. Such as fractions, Greek symbols and arrows. The family name will be displayed as single name in a font menu – Smith&NephewExpert.

With this family you select the name in the font menu and use the 'B' and 'i' selection within your application to change the font style.

Smith&NephewExpert-Regular – by selecting the family name  
*Smith&NephewExpert-Regular Italic* – using the 'i' selection

**Smith&NephewExpert-Bold** – using the 'B' selection  
***Smith&NephewExpert-Bold Italic*** – using the 'B' and 'i' selection

All families are available for Macintosh and PC's. Shown here are all the characters.

## 5.07 Typography: Non-Latin fonts

For those using non-Latin fonts, we have selected typefaces that best reflect the new Smith & Nephew font in a variety of languages.

The visuals presented here are meant to provide a sampling of fonts in various languages.

Chinese – MYuen.

 我們是 smith&nephew

Korean – HYRGothic.

 저희는 smith&nephew 입니다

Thai – Sukanya.

 เราคือ smith&nephew

Japanese – DFPHeisei MaruGothic.

 私たちは smith&nephew です

Arabic – AXzezenya.

 smith&nephew إننا

Hindi – Hindi Sanskrit.

 हम हैं smith&nephew

Arial Regular.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
&!@#\$%^\*(/)

## 5.08 Typography: Default font

There will be times when using the Smith & Nephew font will not be possible – for example, sending a digital document to someone outside the company who does not have the Smith & Nephew font, and you are not able to save it as a PDF. For this reason, we have selected a default font to help maintain a sense of visual consistency across the entire company.

Arial has been selected as the default font based on its wide-spread availability and compatibility.

Please remember that all of the same design principles apply when using Arial, and that we encourage you to use the Smith & Nephew font whenever possible.

As with our Smith & Nephew font use the 'B' and 'i' selection within your application to change the font style from Arial to **Arial Bold** and *Arial Italic* fonts.

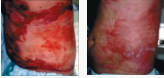
Dr. D K Vassell MD  
M J May PhD

# PRODUCT<sup>®</sup> kills bacteria in as little as 30 minutes

**Summary**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoree dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo. Duis autem vel eum iriure dolor in hendrerit inulputate velit esse molestie consequat, vel illum dolore.

**Introduction**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoree dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit inulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis do lore te feugait nulla facilisi. PRODUCT assists wound closure by protecting the wound from bacterial contamination and helping to maintain a moist wound. exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. exerci tation ullamcorper suscipit lobortis nisl.

**Day Zero** **Day 30**



Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit inulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis do lore te feugait nulla facilisi. Duis autem vel eum iriure dolor in hendrerit inulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facil. Vero eros et accumsan et iusto odio dignissim.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit inulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis do lore te feugait nulla facilisi.

Headline

Subhead

Body text

Emphasis

Caption text

## 5.09 Typography: General use

### Headlines

Should be set in Smith & Nephew Regular, upper and lower case. Use Smith & Nephew Grey.

### Subheads

All subheads and caption headlines can be set in Smith & Nephew Bold, upper and lower case. All subheads should be the same point size as accompanying body text. Colour will be dependant on the size, see below.

### Body text and captions

Smith & Nephew Regular should be used for both body and caption text. All body text and captions should appear in the same point size. This is always black at sizes below 11pt.

### Emphasis

Smith & Nephew Italic can be used for emphasis as it can be used to differentiate information, such as a quote or word.

Please note that it is important not to use more than two or three type sizes on one communication piece and to use adequate leading when using this typeface.

### Size, leading and colour

The chart shown below defines the recommended leading for a variety of type sizes. This chart is meant to serve only as a guide and the leading should be adjusted according to the needs of a given situation.

Type size	Leading	Colour
Less than 7pt-10pt	+2pt	Black
11pt-18pt	+3pt	Grey
19pt-36pt	+4pt	Grey
Greater than 36pt	Increase leading with type size	Grey



## 5.10 Typography: Brochure covers

### Our Corporate mark

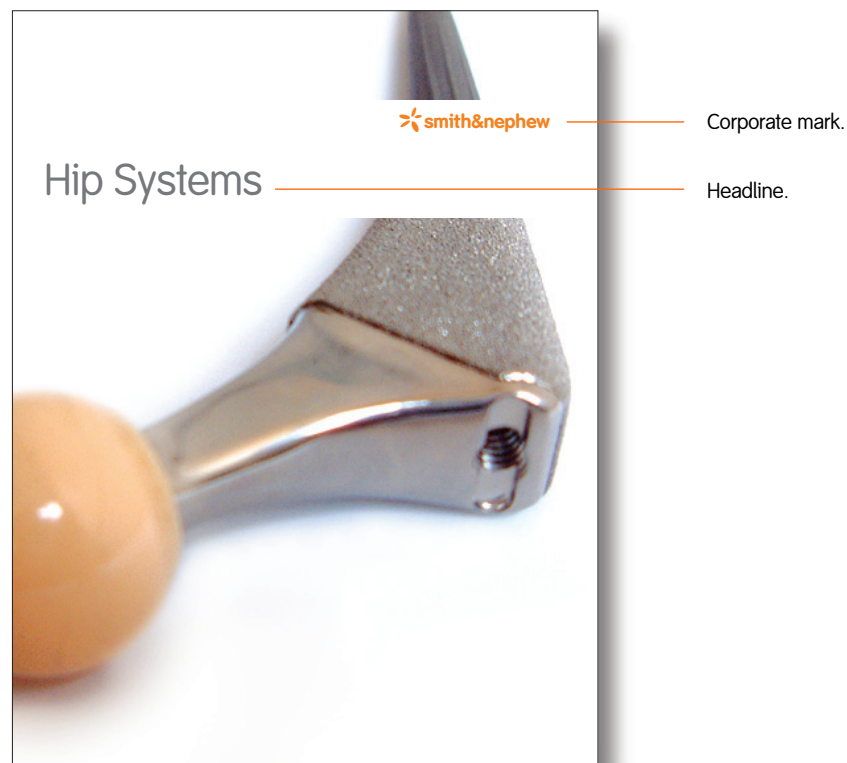
Our Corporate mark should always be positioned in the upper right hand corner of the white rectangle. See the grid section for specific placement.

### Titles

Titles should be set in Smith & Nephew Bold, upper and lower case and, appear in black. 'System overview' of 'Technical guide' are examples of titles.

### Headlines

Headlines should be set in Smith & Nephew Regular, upper and lower case, and appear in grey. Headlines are usually larger than titles. 'An extraordinary alloy' or 'A gentle and selective debridement method to help prepare the wound bed' are examples of headlines.



## 5.11 Typography: Don'ts

### DO NOT!

- Centre type.
- Justify type in a column.
- Align text to the right.
- Use bold for any headline type.
- Use a full stop (period) for any headline.
- Never adjust the New Product Identifier.



Don't centre typography.



Don't justify typography.

# Colour

## Colour

- 6.01 Our palette
- 6.02 Secondary palette
- 6.03 Secondary colours
- 6.04 Don'ts

Orange is used for our Corporate mark.

**Note** that the CMYK breakdown is not a direct translation of the Pantone colour, but rather the specification that will achieve the best possible colour match when printing in four colour.

Smith & Nephew  
Orange

SPOT COLOUR  
Pantone®  
151

PROCESS  
c 0  
m 60  
y 100  
k 0

The colours shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Colour Standards. Consult current PANTONE® Publications for accurate colour. PANTONE® is the property of Pantone, Inc.

**NB** These colours are set working in U.S. Coated SWOP. Using EURO CMYK may cause the colours to appear darker than shown here.

6.01 Colour: Our colour palette

Our primary corporate colour is orange and is a key part of our visual expression. It is immediately recognisable, and is both bold and fresh.

In print, whenever possible, use the spot colour (Pantone® 151). Otherwise, use the CMYK breakdowns exhibited.

If you print digitally which may require RGB values always ask the printer to MATCH the Pantone Orange – **DO NOT** convert any colour breakdown to RGB.

**Note** We have had good results using RGB Digital Hexacrome printing.

Grey is used for stories and headlines.

Black is used for product names and body text.

White space is key to the look and feel of our brand.

Smith & Nephew  
Grey

SPOT COLOUR  
Pantone®  
Cool Gray 9

PROCESS  
c 0  
m 0  
y 0  
k 65

Black

SPOT COLOUR  
Pantone®  
Process Black

PROCESS  
c 0  
m 0  
y 0  
k 100

White

SPOT COLOUR  
None

PROCESS  
c 0  
m 0  
y 0  
k 0

**Note** All examples shown are for concept and design only. They are not approved literature and do not in anyway imply claims for these products. This is a guide for internal use only.

The colours shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Colour Standards. Consult current PANTONE® Publications for accurate colour. PANTONE® is the property of Pantone, Inc.

**NB** These colours are set working in U.S. web Coated (SWOP) v2 space.

### 8.03 Colour: Secondary palette

We have created a secondary colour palette to help maintain the clean and fresh visual expression of our brand. The secondary palette should not be used in place of our primary corporate colours, but rather to add the required diversity to items such as charts and graphs.

#### Print usage

Secondary palette colours are used for highlighting information and to structure content in charts and graphs or tables.

Silver should be reserved for making a greater impact in print. For example, the Smith & Nephew Brand Book or President Club.

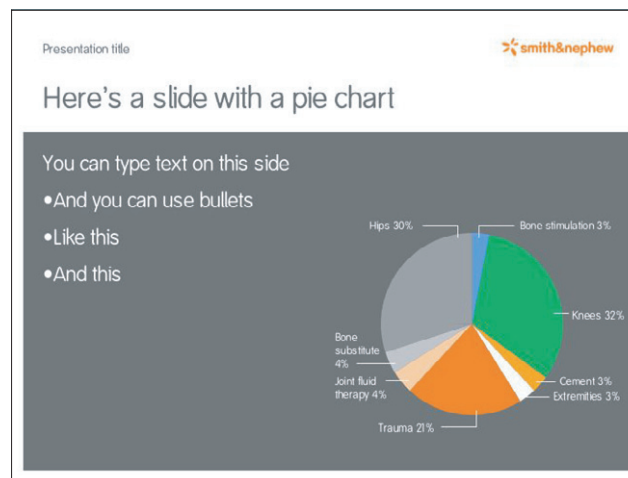
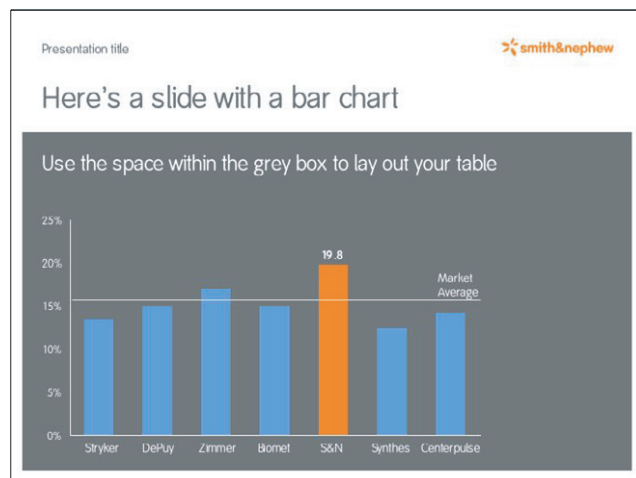
#### Powerpoint usage

Secondary palette colours used in PowerPoint – RGB Slider values. This is set as a colour scheme in the template. This values appear in the Smith & Nephew templates.

<p>Smith &amp; Nephew Blue</p> <p>SPOT COLOUR Pantone® 292</p> <p>PROCESS c 60 m 20 y 0 k 0</p>	<p>Smith &amp; Nephew Green</p> <p>SPOT COLOUR Pantone® 382</p> <p>PROCESS c 35 m 0 y 100 k 0</p>	<p>Smith &amp; Nephew Silver</p> <p>SPOT COLOUR Pantone® 8400</p> <p><b>ONLY</b> to be used as a Pantone and this replaces the use of grey.</p>	<p>Smith &amp; Nephew Orange</p> <p>RGB r 255 g 115 b 0</p>	<p>Smith &amp; Nephew Grey (Dark)</p> <p>RGB r 102 g 102 b 102</p>	<p>Smith &amp; Nephew Grey (Light)</p> <p>RGB r 204 g 204 b 204</p>
<p>Smith &amp; Nephew Blue</p> <p>RGB r 102 g 150 b 255</p>	<p>Smith &amp; Nephew Green</p> <p>RGB r 50 g 165 b 85</p>	<p>Smith &amp; Nephew Yellow</p> <p>RGB r 255 g 160 b 10</p>	<p>Yellow is <b>not</b> a print use colour.</p>		

### 6.03 Colour: Secondary colours

Here are some examples of how to use our secondary colour palette.



Use Smith & Nephew Blue and Green for charts and graphs in PowerPoint.

**smith&nephew**

Global Business Unit Name  
Country Name

> Secondary Nav 1 Active  
Secondary Nav 2  
Secondary Nav 3  
Secondary Nav 4  
Secondary Nav 5  
[MouseOver](#)

---

# Breadcrumb

> Breadcrumb 1 > Breadcrumb 2 > MouseOver

## Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus eros dolor, tincidunt eget, acitor a, aliquet nunc, urna. Phasellus consectetur. Ut ultricies. Maecenas ut diam et massa aliquet consequat.

### Section Header [discipline]

#### Header [specialization]

[Email icon] Email this page »

Promotional text  
Lorem ipsum dolor  
sit amet consect  
etiam adipiscing  
cill Vitaeum eros.  
[Related Link »](#)

Type of Document [sell sheet, etc.] Document Name Active Link Catalog Number: 0123456X.pdf (0.00 \$ITZ)	(Active) Active Link Number: 0123456X.pdf (0.00 \$ITZ)
Type of Document [sell sheet, etc.] Document Name Active Link Catalog Number: 0123456X.pdf (0.00 \$ITZ)	[Specialization] Type of Document [sell sheet, etc.] Document Name Visited Link Catalog Number: 0123456X.pdf (0.00 \$ITZ) Type of Document [sell sheet, etc.] Document Name Visited Link Catalog Number: 0123456X.pdf (0.00 \$ITZ) Type of Document [sell sheet, etc.] Document Name Active Link Catalog Number: 0123456X.pdf (0.00 \$ITZ) Type of Document [sell sheet, etc.] Document Name Active Link Catalog Number: 0123456X.pdf (0.00 \$ITZ)


### Section Header [discipline]

#### Header [specialization]

Type of Document [sell sheet, etc.] Document Name Active Link Catalog Number: 0123456X.pdf (0.00 \$ITZ)	Type of Document [sell sheet, etc.] Document Name Active Link Catalog Number: 0123456X.pdf (0.00 \$ITZ)
Type of Document [sell sheet, etc.] Document Name Active Link Catalog Number: 0123456X.pdf (0.00 \$ITZ)	Type of Document [sell sheet, etc.] Document Name Active Link Catalog Number: 0123456X.pdf (0.00 \$ITZ)

\* Trademark of Smith & Nephew  
This information intended for United States customers only  
Disclosures: Copyrights and Hydration notices • Share Price • Smith & Nephew Corporate Site

Dr R Kobay PhD  
S Wain MD

 **smith&nephew**  
**IMUX<sup>®</sup> MONO**  
Collagenase Chondroitin 12U

# The role of Collagenase in Wound Bed Preparation

Unsettled wound beds at onset, conservative debridement and slow debridement rates increased infection at baseline during therapy. When debridement was accelerated, infection rates decreased, and wound healing improved.

Days post-onset	Infection	Debridement
0	100	0
2	100	0
4	0	100
6	0	100
8	0	100
10	0	100
12	0	100
14	0	100

Days post-onset	Infection	Debridement
0	100	0
2	100	0
4	0	100
6	0	100
8	0	100
10	0	100
12	0	100
14	0	100

## Introduction

Unsettled wound beds at onset, conservative debridement and slow debridement rates increased infection at baseline during therapy. When debridement was accelerated, infection rates decreased, and wound healing improved.

Unsettled wound beds at onset, conservative debridement and slow debridement rates increased infection at baseline during therapy. When debridement was accelerated, infection rates decreased, and wound healing improved.

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Unsettled wound beds at onset, conservative debridement and slow debridement rates increased infection at baseline during therapy. When debridement was accelerated, infection rates decreased, and wound healing improved.

## Summary

Unsettled wound beds at onset, conservative debridement and slow debridement rates increased infection at baseline during therapy. When debridement was accelerated, infection rates decreased, and wound healing improved.

Unsettled wound beds at onset, conservative debridement and slow debridement rates increased infection at baseline during therapy. When debridement was accelerated, infection rates decreased, and wound healing improved.

## Conclusion

Unsettled wound beds at onset, conservative debridement and slow debridement rates increased infection at baseline during therapy. When debridement was accelerated, infection rates decreased, and wound healing improved.

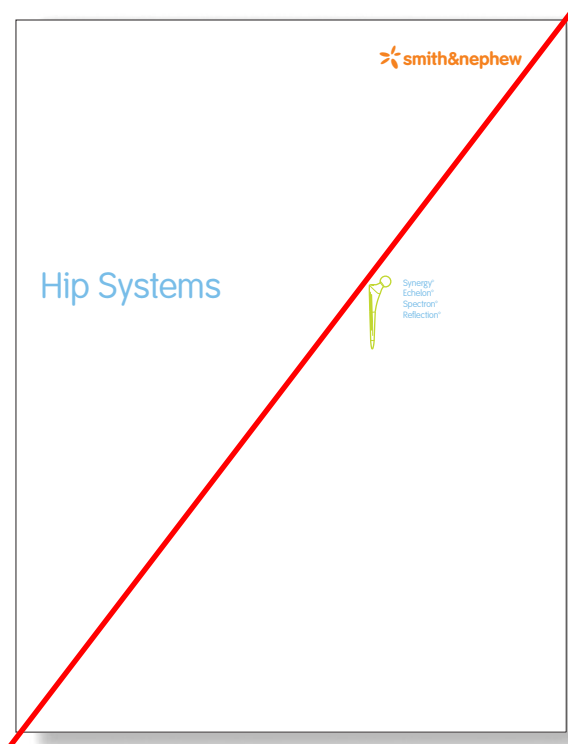
Unsettled wound beds at onset, conservative debridement and slow debridement rates increased infection at baseline during therapy. When debridement was accelerated, infection rates decreased, and wound healing improved.

Use Smith & Nephew Blue for highlights/links on web.

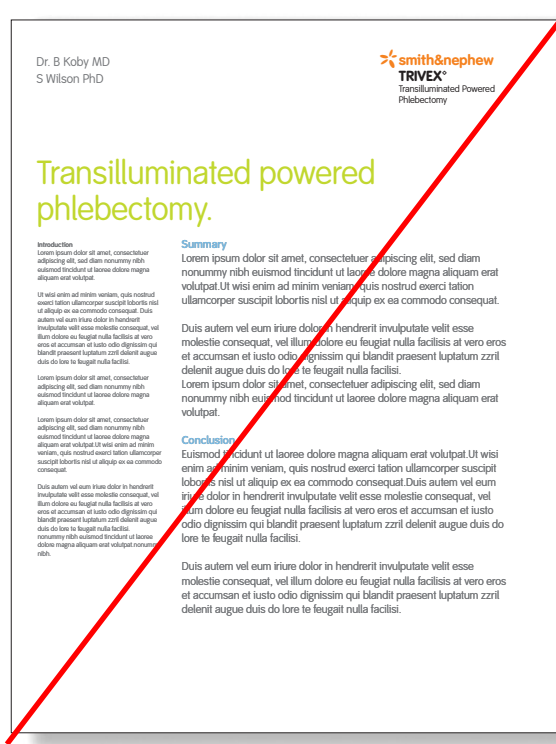
Use Smith & Nephew Blue and Green  
for charts and graphs in literature.

**Note** All examples shown are for concept and design only. They are not approved literature and do not in anyway imply claims for these products. This is a guide for internal use only.

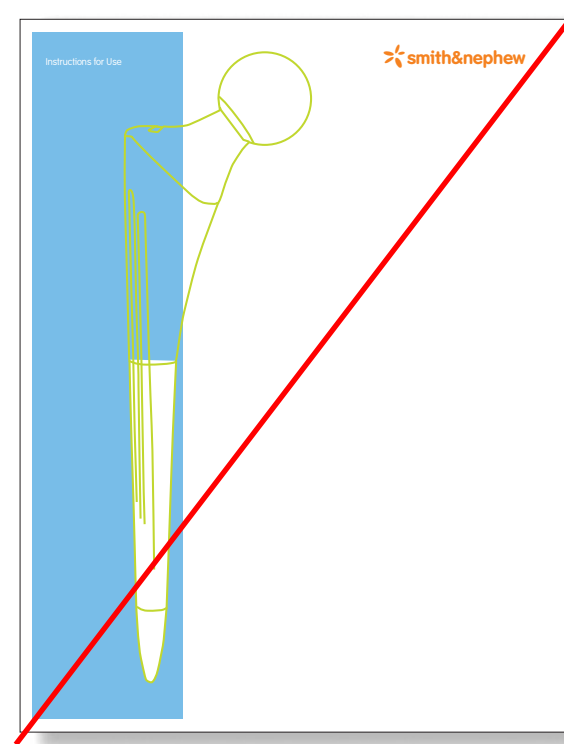
®Trademark of Smith & Nephew.  
Registered US Patent and Trademark Office.



Don't use Smith & Nephew Blue or Green for titles or illustrations.



Don't use Smith & Nephew Blue or Green for headlines or other typography.



Don't use Smith & Nephew Blue or Green on covers.

# Imagery

## Imagery

- 7.01 Introduction
- 7.02 People photography
- 7.03 Product photography
- 7.04 Abstract photography
- 7.05 Abstract illustration
- 7.06 Product illustration
- 7.07 How to position on a grid

## 7.01 Imagery: Introduction

While the use of imagery is not a requirement, it does provide a unique opportunity to connect with our audience. Therefore, the selected style of imagery has been chosen not only for its ability to create a distinctive look and feel in the marketplace, but because there is a visual connection to the content.

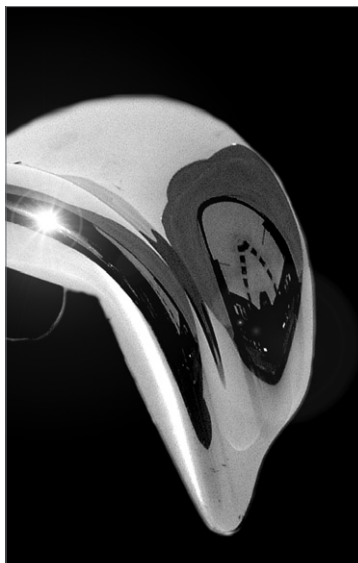
There are five different styles of imagery:

- 1 People photography.
- 2 Product photography.
- 3 Abstract photography.
- 4 Abstract illustration.
- 5 Product illustration.

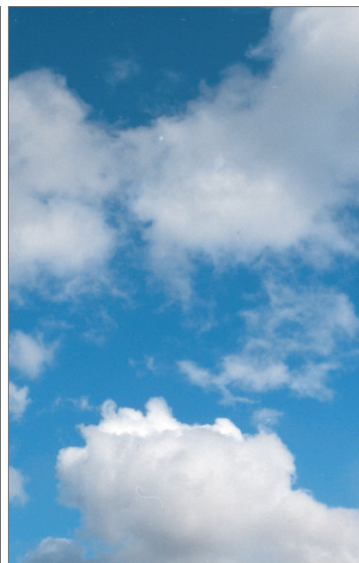
Each style supports a specific communication need. For example, a general product brochure might use people photography on the cover, while a step by step technique guide might use a product photograph and a catalogue a product illustration.



1. People photography.



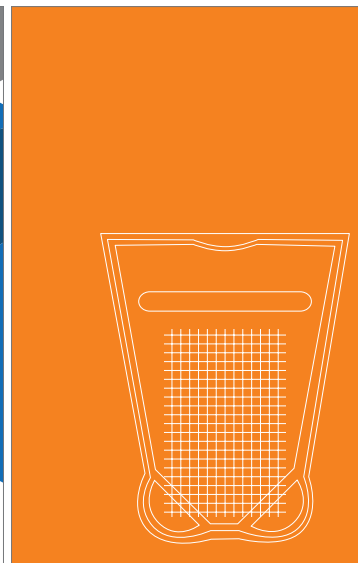
2. Product photography.



3. Abstract photography.



4. Abstract illustration.



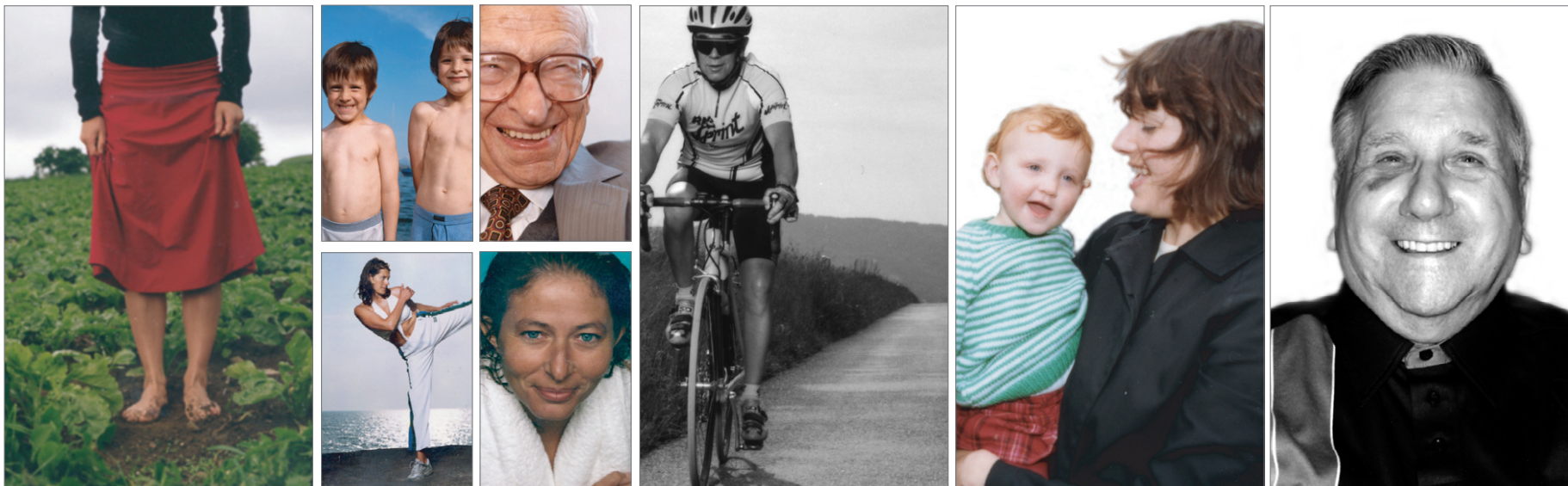
5. Product illustration.

## 7.02 Imagery: People photography

People photography should evoke what Smith & Nephew stands for – helping people regain their lives.

When selecting people imagery, choose images that show confident and positive people. The images should tell a story in an honest and friendly way. They should be real not posed. They should be dynamic, fresh and with strong colour, shape and cropping.

When using people imagery on covers, the image should be applied as a full bleed.



Full-colour people imagery  
in an environment.

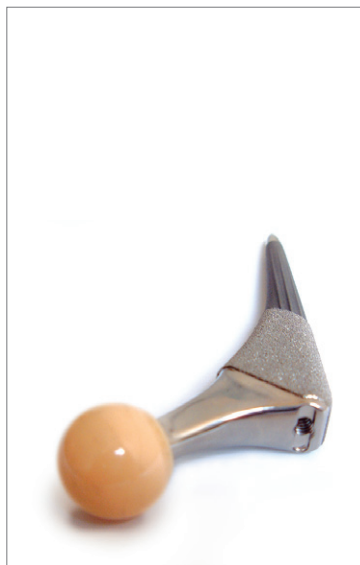
Black and white people imagery  
in an environment.

Full-colour or black and white people imagery  
silhouetted (cut out).

### 7.03 Imagery: Product photography

This page illustrates examples of full-colour product photography. As with our products, these images are displayed in an innovative and bold way. The product photography is simple, yet confident and straight-forward.

For best results, try to select a product image that is photographed or cropped in an unusual angle or alternative viewpoint.

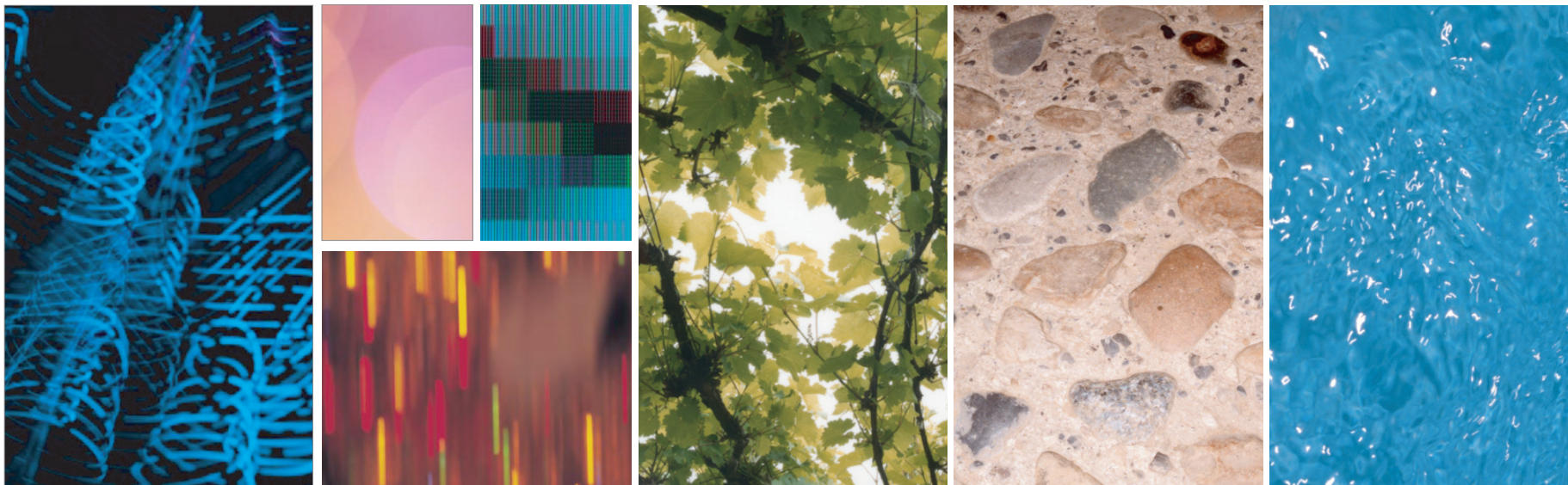


#### 7.04 Imagery: Abstract photography

This page demonstrates examples of abstract photography. This approach is most effective for concepts and ingredients, and products that are difficult to photograph.

Abstract Images should convey the features and benefits of the subject (i.e., speed, innovation or gentleness).

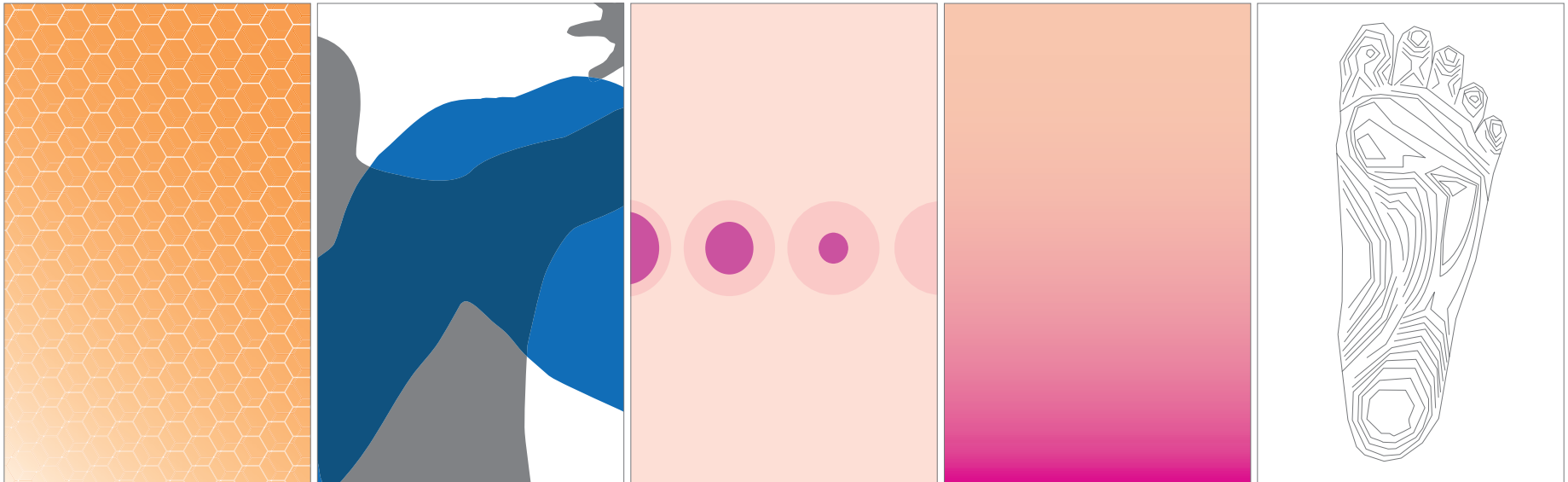
Abstract images may contain people, but should not take away from the focus on the features and benefits of the subject.



## 7.05 Imagery: Abstract illustration

When selecting an abstract illustration, keep in mind that it should be easily understood and resonate with the target audience.

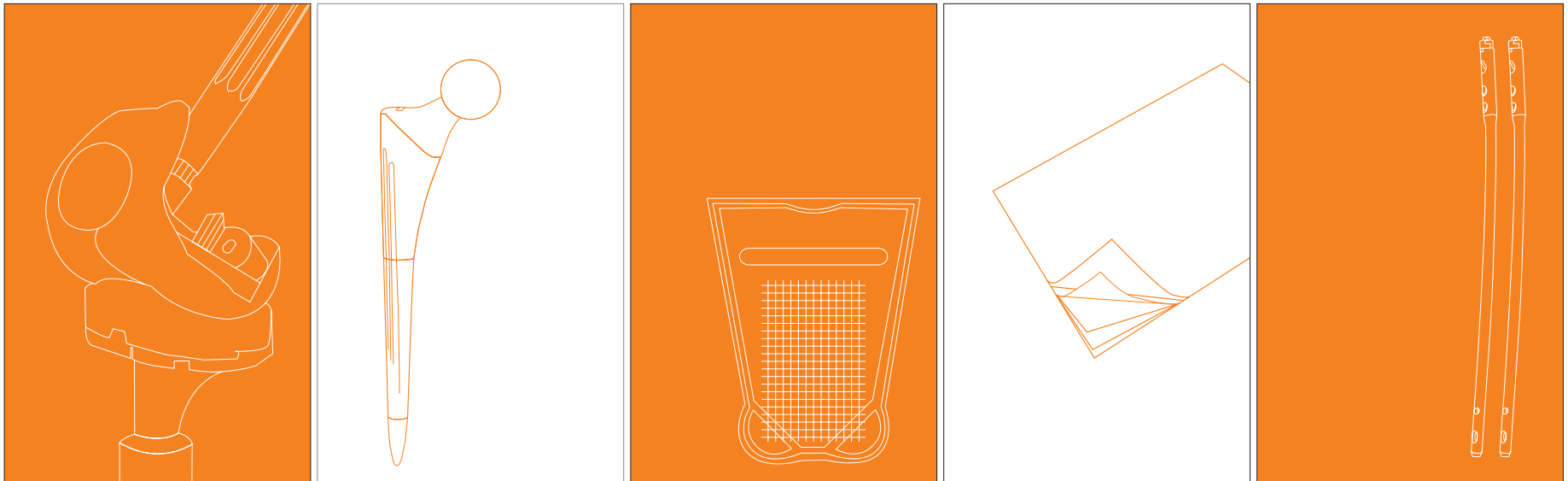
As with abstract photography, the illustration style should represent the features and benefits of the subject.

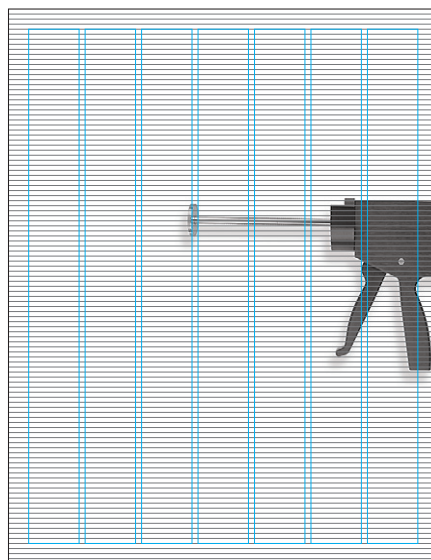
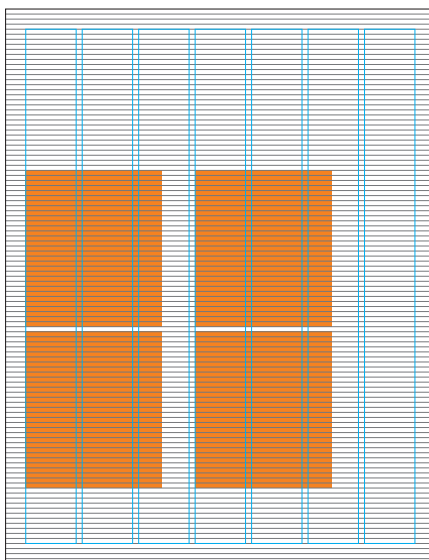
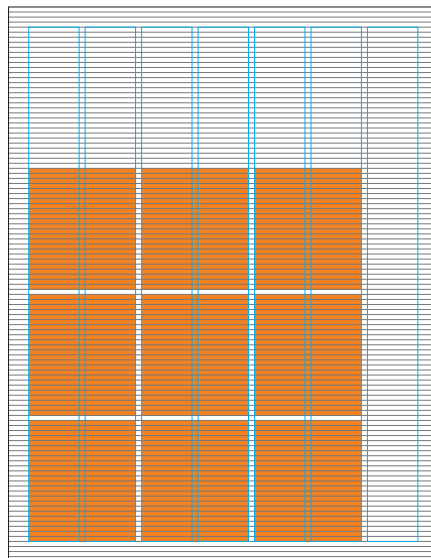
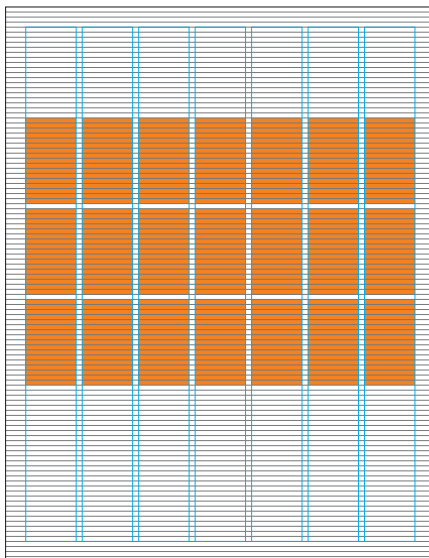


## 7.06 Imagery: Product illustration

Product illustrations should be simple and elegant, reduced down to the minimum number of lines.

Product illustrations have many uses, from technical guide covers, to packaging and instructional charts.





## 7.07 Imagery: How to position on a grid

Shown here are a few examples of how images can be placed on the grid. Using one column or two columns. Often images do not fit perfectly into our grid, when this occurs you should always align the image to the left and use the horizontal baseline grid to align top and bottom, 0.1"/2.5 mm's apart. The right edge can be positioned as appropriate.

Certain images can be used to wrap-a-round a cover and back page. The only suitable images are those that are cut-out.

Images can bleed in/off the page as illustrated below.

Please refer to 'Using grids' section of the Literature guidelines for further information.