

## ELANCO PRODUCT WEBSITE STYLE GUIDE

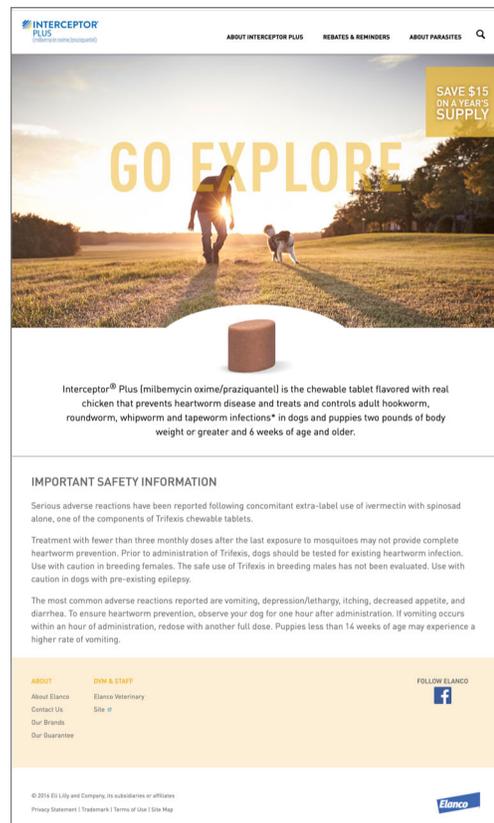
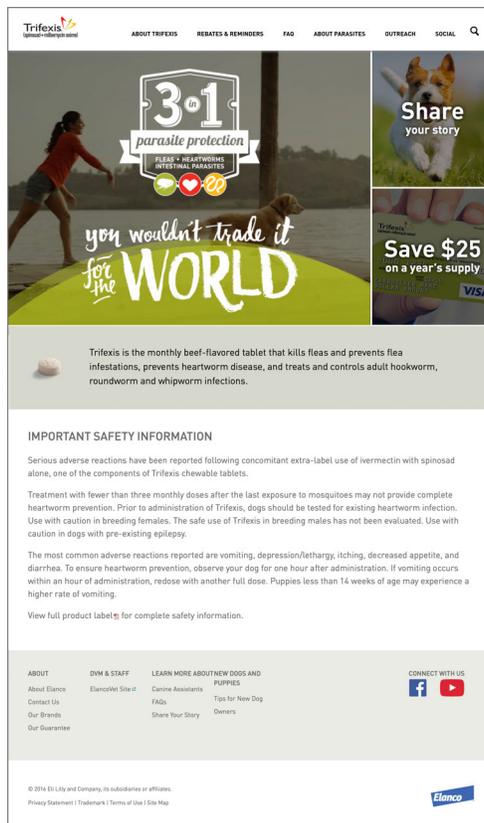
March 8, 2016

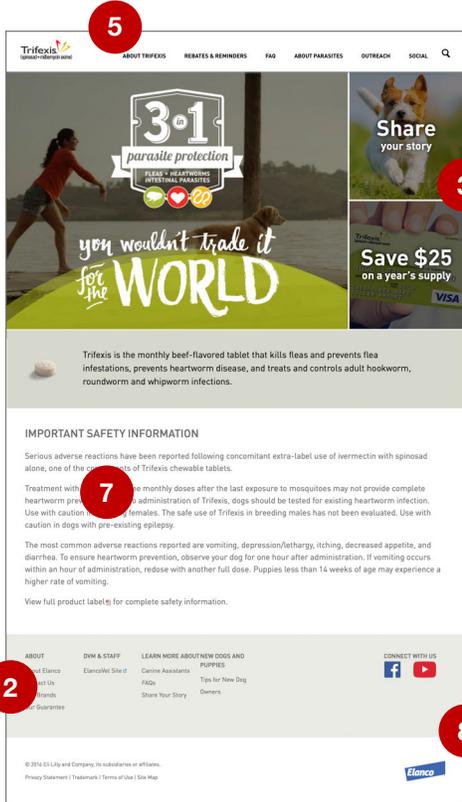
This guide provides a topline overview of key features and styles for Elanco product brand websites. PSD files are available upon request which can be used as templates when designing new sites in the Elanco brand family.

Questions should be directed to Shelly Deveney, Group Account Director, Callahan Creek. [sdeveney@callahancreek.com](mailto:sdeveney@callahancreek.com).

### PAGE TEMPLATES

The page templates used for the Trifexis and Interceptor Plus sites should be used to create sites for other Elanco brands. (See the following pages for more detail.)





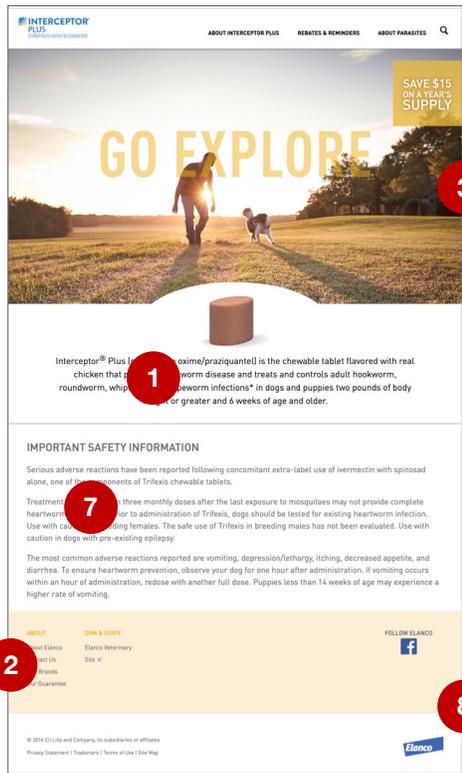
Note: numbers on this page refer to the screenshots on this page and also on the following page.

## ELEMENTS THAT MAY CHANGE FROM BRAND TO BRAND

1. Font weights, sizes and colors (within the DIN font family)
2. Background colors (select a limited palette within the standard colors for the specific brand)
3. Configuration of the home page main content area
4. Typographic treatments in page headers

## ELEMENTS THAT SHOULD NOT CHANGE BETWEEN BRANDS

5. Location of main navigation links
6. Location and style of sub-page navigation links
7. ISI position
8. Footer layout and position (should appear on all pages)
9. References should always appear between the links section and the legal section of the footer



In addition, the following should be kept consistent from brand to brand:

- Page grids (refer to PSD files)
- Responsive behavior (refer to Triflexis and Interceptor Plus websites)



[ABOUT INTERCEPTOR PLUS](#)
[REBATES & REMINDERS](#)
[ABOUT PARASITES](#)



## GO PLAY

### BROAD-SPECTRUM PROTECTION FROM 5 TYPES OF THREATS WITH 1 MONTHLY CHEW

You and your dog just go together. And wherever you go, you can carry the confidence of the broad-spectrum parasite protection of Interceptor® Plus (milbemycin oxime/praziquantel). It's the once-monthly, chewable tablet flavored with real chicken for dogs and puppies two pounds of body weight or greater and 6 weeks of age and older that:

-  Prevents heartworm disease\*

And treats and controls:

-  Adult hookworm infections\*
-  Adult roundworm infections\*
-  Whipworm infections\*
-  Tapeworm infections\*

**OVERVIEW**

**WHY CHOOSE INTERCEPTOR PLUS?**

**DOSE & ADMINISTRATION**

**HOW TO GET INTERCEPTOR PLUS**

### GIVE PARASITES A ONE-TWO PUNCH

Interceptor Plus brings together two powerful, active ingredients, milbemycin oxime and praziquantel, that combine for a safe and effective way to protect your dog against five types of dangerous parasites. Plus, it's a chewable that's flavored with real chicken, so it's easy to give to your dog.

**MILBEMYCIN OXIME**  
Veterinarians have trusted milbemycin oxime, one of the active ingredients in Interceptor Plus, for more than 25 years.<sup>1</sup> It's a safe way to prevent heartworm disease as well as treat and control adult hookworm, roundworm and whipworm infections in dogs.

**PRAZIQUANTEL**  
Praziquantel, the other active ingredient in Interceptor Plus, has been approved for use in dogs for the treatment of tapeworms for more than 20 years.<sup>2</sup> Interceptor Plus demonstrated 100% efficacy in a controlled study against 3 types of adult tapeworms: *Tania polymorpha*, *Echinococcus multilocularis* and *Echinococcus granulosus*.

[LEARN MORE ABOUT PARASITES](#)

### ASK YOUR VETERINARIAN

You trust your veterinarian to be your best source of advice about your dog's health care. So talk to your veterinarian about getting the broad-spectrum parasite protection of Interceptor Plus for your dog.

[LEARN ABOUT GIVING YOUR DOG INTERCEPTOR PLUS](#)



**How to get Interceptor® Plus**

Interceptor® Plus is a prescription product that should only be purchased from a veterinarian.

**Save \$15**  
on a year's supply

#### IMPORTANT SAFETY INFORMATION

Serious adverse reactions have been reported following concomitant extra-label use of ivermectin with spinosad alone, one of the components of Trifexis chewable tablets.

Treatment with fewer than three monthly doses after the last exposure to mosquitoes may not provide complete heartworm prevention. Prior to use of Trifexis, dogs should be tested for existing heartworm infection. Use with caution in breeding females. Use of Trifexis in breeding males has not been evaluated. Use with caution in dogs with pre-existing epilepsy.

The most common adverse reactions reported are vomiting, depression/lethargy, itching, decreased appetite, and diarrhea. To ensure heartworm prevention, observe your dog for one hour after administration. If vomiting occurs within an hour of administration, redose with another full dose. Puppies less than 14 weeks of age may experience a higher rate of vomiting.

[View full product label for complete safety information.](#)

**ABOUT**

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[Our Brands](#)

[Our Guarantee](#)

**DVM & STAFF**

[ElancoVet Staff](#)

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**LEARN MORE ABOUT NEW DOGS AND PUPPIES**

[Tips for New Dog Owners](#)

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**REFERENCES**

1. *In Vivo* Analysis. Based on total canine combination product (ivermectin, praziquantel, and milbemycin oxime). *Journal of Parasitology*, 2012;98:101-107.

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[REBATES & REMINDERS](#)
[FAQ](#)
[ABOUT PARASITES](#)
[OUTREACH](#)
[SOCIAL](#)



## ABOUT TRIFEXIS

### 3-IN-1 PARASITE PROTECTION

With Trifexis® (spinosad + milbemycin oxime), protecting your dog from parasites is one and done; once a month, every month. Trifexis is the monthly, beef-flavored tablet for dogs that:

-  Kills fleas and prevents infestations
-  Prevents heartworm disease
-  Treats and controls adult hookworm, roundworm and whipworm infections

**OVERVIEW**

**WHY TRIFEXIS?**

**DOSE & ADMINISTRATION**

**HOW TO GET TRIFEXIS**

**TV COMMERCIAL**

### GIVE PARASITES A ONE-TWO PUNCH

Parasites can be practically anywhere your dog goes — including your home and yard. They pose a serious threat to your dog's health. That's why you need to make sure your dog is protected.

SPINOSAD



MILBEMYCIN



↓

TRIFEXIS

Trifexis combines two powerful, active ingredients that are safe and effective at protecting your dog against three types of dangerous parasites. And you give it orally, so there is no need to isolate your dog from your kids or other pets. That means more play time and less waiting around. But remember, Trifexis is only for dogs and puppies 8 weeks and older and 5 pounds and greater.

### TALK TO YOUR VETERINARIAN

Your veterinarian is your best source of advice about your dog's health care. So you should see your veterinarian to get the proven parasite protection of Trifexis.

[SEE DOSING INFORMATION](#)



**How to get Trifexis**

Trifexis is a prescription product that should only be purchased from a veterinarian.

**Save \$25**  
on a year's supply

#### IMPORTANT SAFETY INFORMATION

Serious adverse reactions have been reported following concomitant extra-label use of ivermectin with spinosad alone, one of the components of Trifexis chewable tablets.

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[View full product label for complete safety information.](#)

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1. *In Vivo* Analysis. Based on total canine combination product (ivermectin, praziquantel, and milbemycin oxime). *Journal of Parasitology*, 2012;98:101-107.

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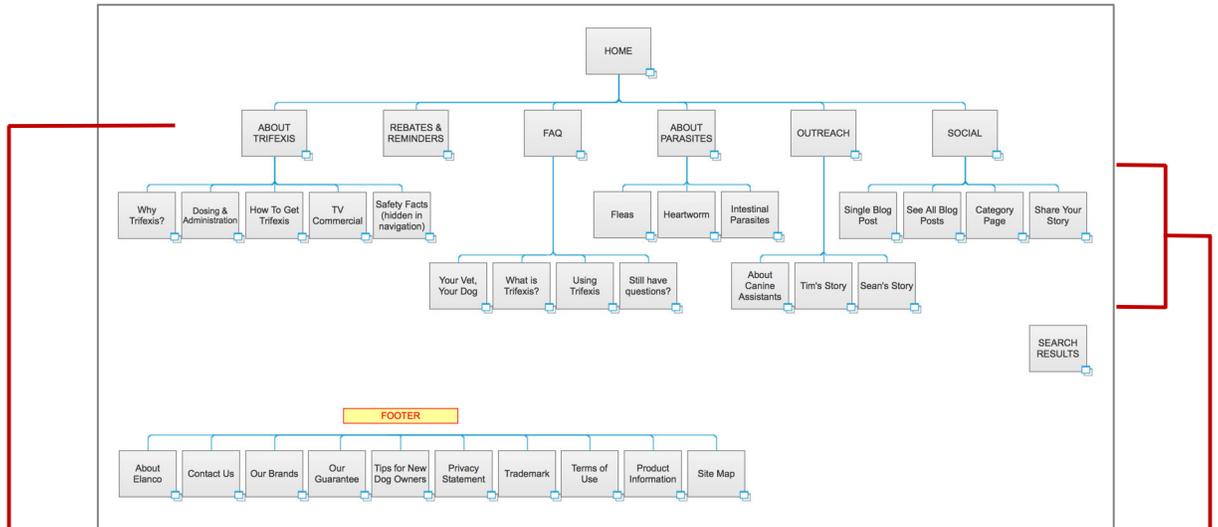
## INFORMATION ARCHITECTURE/NAVIGATION UI/DESKTOP

A sample site map is shown below along with the corresponding desktop navigation layout. To maintain site architecture that will work well with UI design, it is important to keep the content to a maximum of two levels deep:

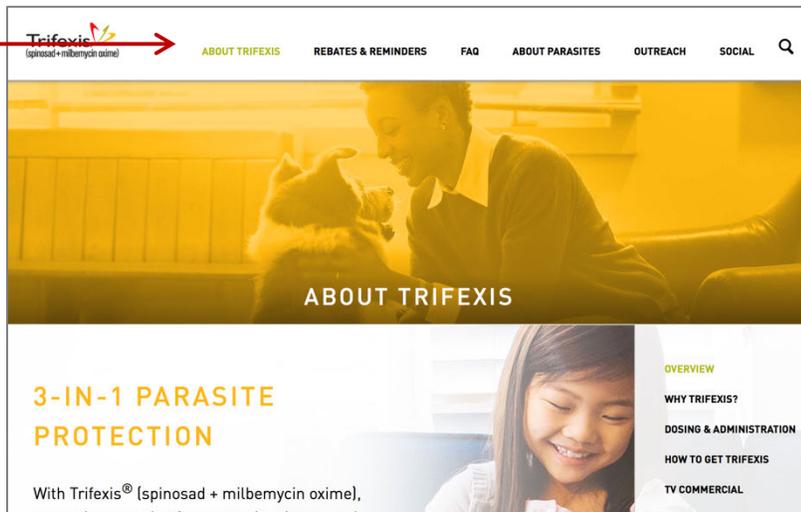
First level = main section

Second level = pages within a main section

Third level (sub-page under a second-level page) = UI does not accommodate



FIRST LEVEL



SECOND LEVEL

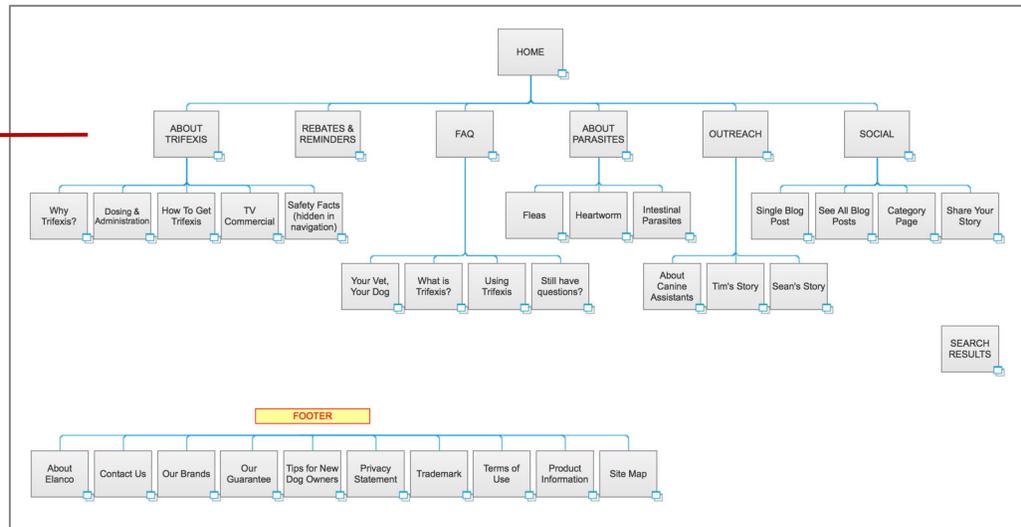
## INFORMATION ARCHITECTURE/NAVIGATION UI/MOBILE

The sample site map is shown again below with the corresponding mobile navigation layout. To maintain site architecture that will work well with UI design, it is important to keep the content to a maximum of two levels deep:

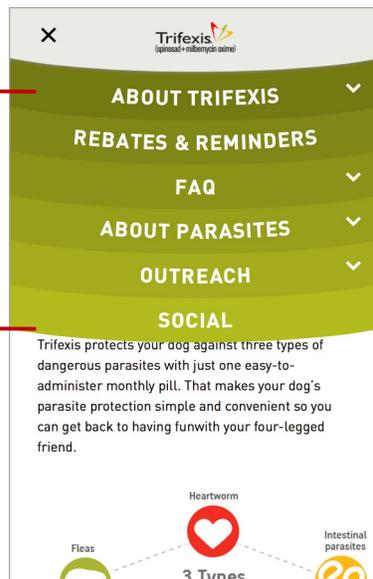
First level = main section

Second level = pages within a main section

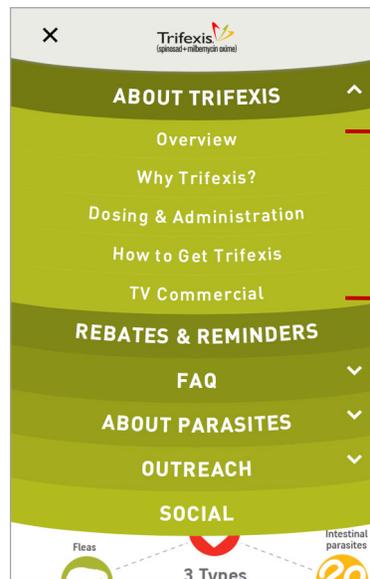
Third level (sub-page under a second-level page) = UI does not accommodate



FIRST LEVEL

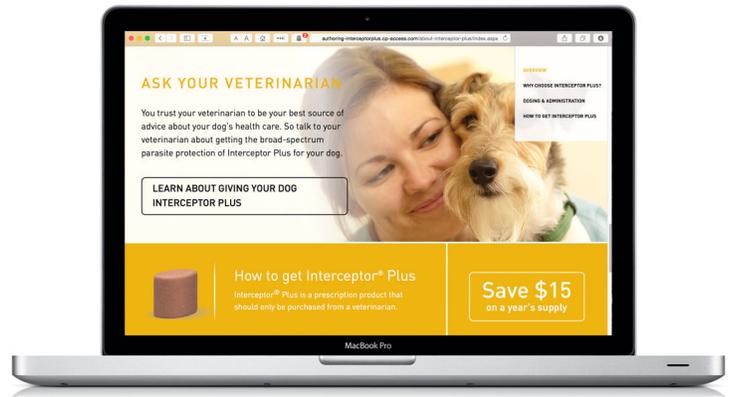
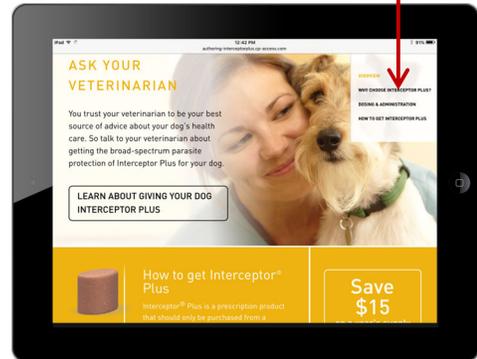
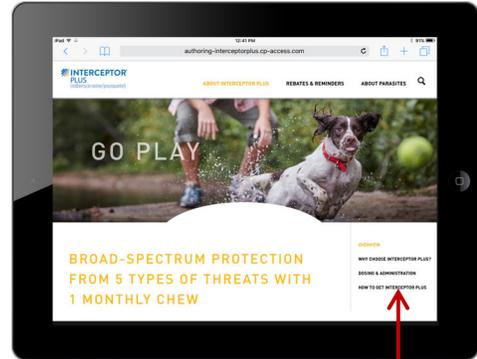
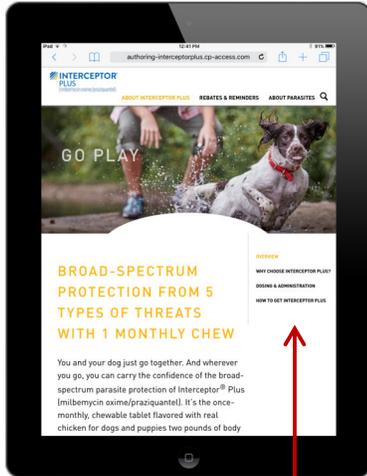


SECOND LEVEL



## PAGE GRIDS

Page elements (text, photographs, charts and other graphics) must be designed to accommodate the floating navigation menu so that the menu does not cover critical content as the page scrolls. Keep in mind that background images will be partially covered by the menu as the page scrolls.

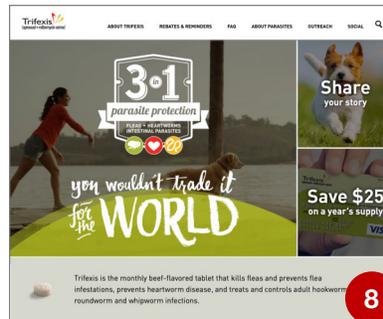


## COLOR STYLES

Provide a list of the brand's color specified as Hex numbers. Then use the checklist below to assign a color to elements on the site.



- Links
  - Unselected state
  - Hover/focus/active/selected states
- Headers
- FAQ Section (not pictured): the plus/minus symbols
- Action Container footer:
  - Background color
  - Faded bar between elements
  - Button color
- Ghost Button (button text and border are the same color): specify a list of colors to be used (multiple button colors can be made available in the CMS)
- Footer Nav Panel:
  - Background color
  - Header color
- Gradient Backgrounds (available in the CMS to place over photos): specify a primary, secondary and/or a tertiary color (white will exist automatically)
- Underneath Box color
- Mobile navigation background colors (up to 6 colors for the parent links, and one color for the child links)
  - Hover/focus/active/selected states

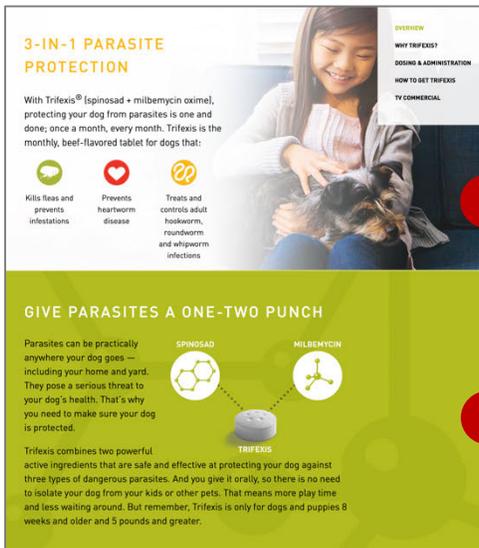
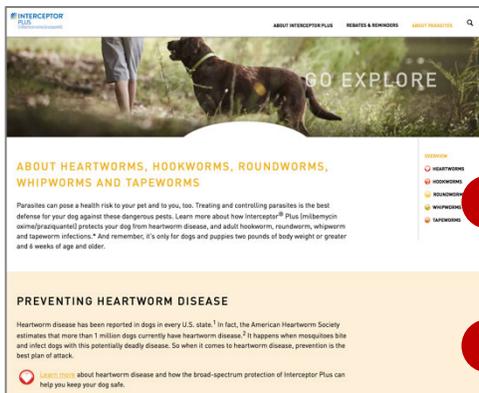


## CROWN PEAK CMS TECHNICAL DETAILS

### Content Block Styles

Content blocks on inside pages of the site can have five types of styles:

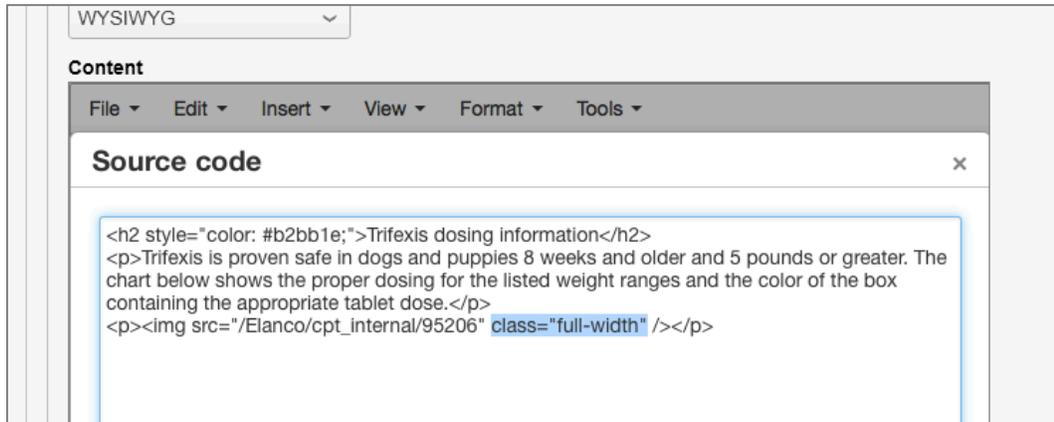
1. Nothing, which will give it a white background
2. A solid color
3. A background image
4. A background image with a colored gradient overlay
5. A colored gradient overlay with no background image (not pictured)



The website template uses a 12-column grid from Bootstrap. Any new containers built on the site should fit within this grid structure: <https://getbootstrap.com/examples/grid/>

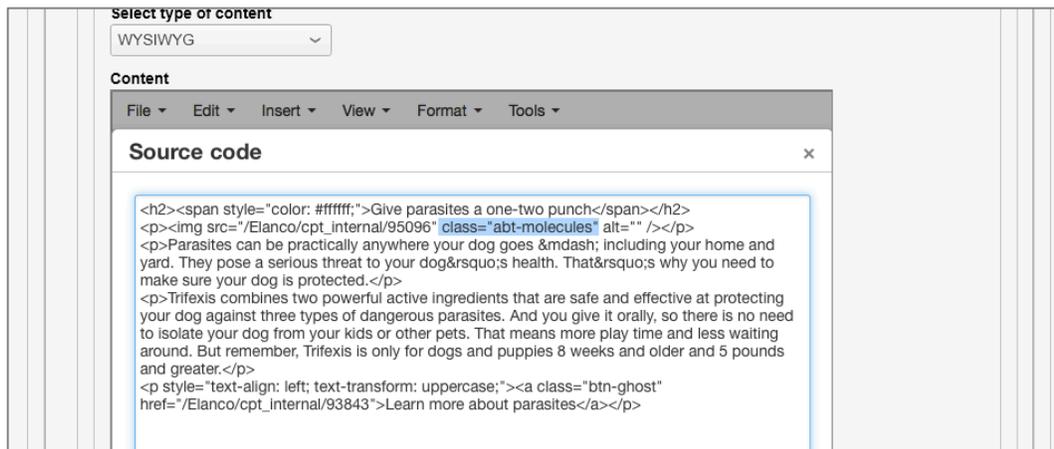
## Resizable Images

**For Full Width Images** – For images that should be the same width as the content’s container, remove any width/height styles on the IMG tag and add the class “full-width” to it. This will keep the imaging from being cropped off in smaller viewports.



**Images that require customizable sizes** – You will need to add media queries in the Additional Styles tab that dictate what the image does at certain break points.

1. Remove any classes within the image tag and add a class to it. Whatever class name you choose will only work on that particular page. It will not affect the images on other pages.



2. Scroll to the top of the content editor and select the “Additional Styles” tab.

The screenshot shows the 'Additional Style' tab in a CMS interface. The 'Page Header' section is active and contains the following fields:

- Asset Name:** A text input field containing 'Index'. Below it is the note: 'Asset Name determines asset name in cms.'
- File Name:** An empty text input field. Below it is the note: '(Optional) Override the output path file name. To include path referencing root, follow the format: ~/directory/page.aspx'
- Nav Text (Title):** A text input field containing 'About Trifexis'. Below it is the note: 'Nav Text determines the navigation text (if applicable).'
- Banner Image (clear if not used):** A placeholder box for an image. Below it is the file path: '/Elanco/Products/US-Trifexis Phase 2/\_Assets/img/about-trifexis-hdr.jpg'. There are 'Select' and 'Clear' buttons.

3. Add the styles for what it normally looks like, then use media queries to make changes.

The screenshot shows the 'Additional Style' tab in a CMS interface. The 'Custom CSS' section is active and contains a text area with the following CSS code:

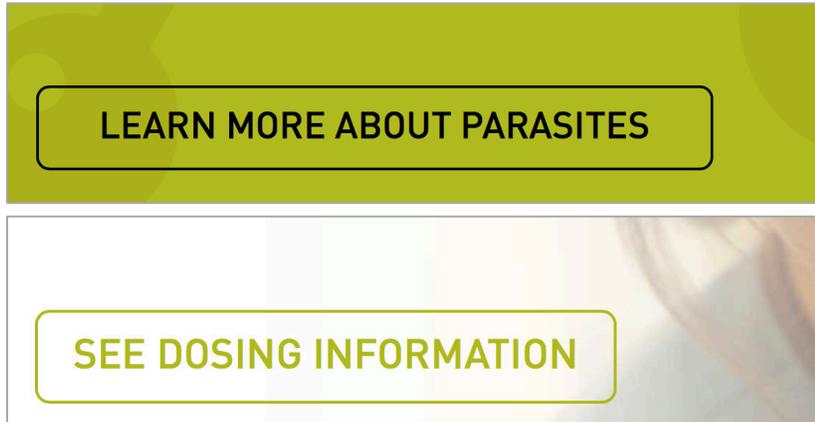
```
<style>
.abi-molecules {
width: 445px;
float: right;
padding-left: 30px;
}

@media (max-width: 560px) {
.abi-molecules { float: none; width: 100%; padding-left: 0;}
}
</style>
```

Below the text area is the note: 'CSS entered into this field will only be applied to this page.'

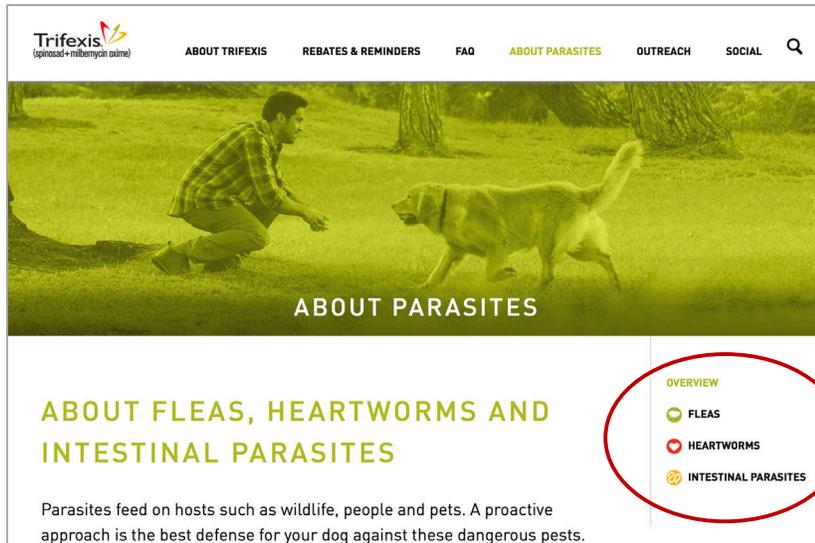
## Buttons

- “Ghost Buttons” are the large buttons that have a border around them.
- Background colors or images will show behind the button area.
- Text within the buttons should be uppercase.
- Colors of Ghost Buttons can be brand colors that are established within the CMS (see page 7). Classes for each button color will be provided to the content manager.



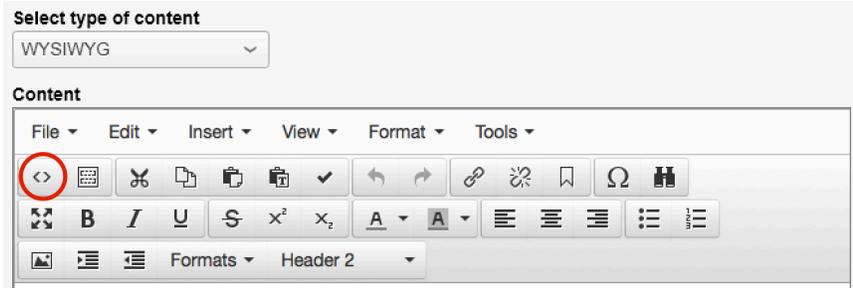
## Sub-Navigation Icons

Note that the CMS allows the ability to add icons to sub-navigation links if desired. (This is optional)

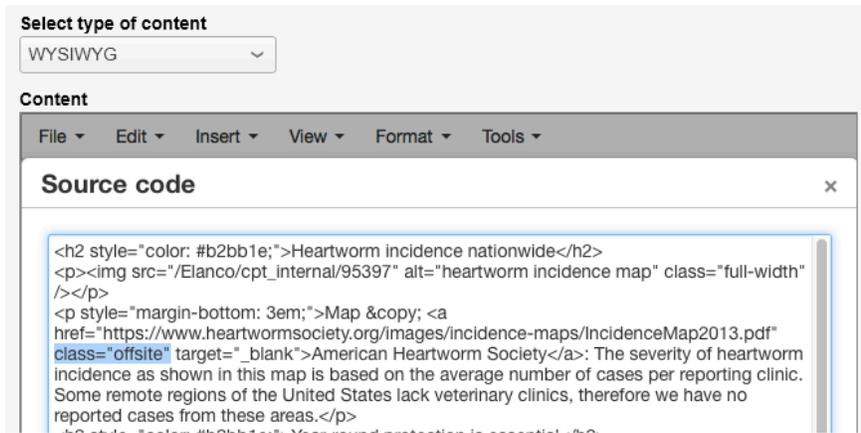


## Adding CSS classes to specific elements using the WYSIWYG

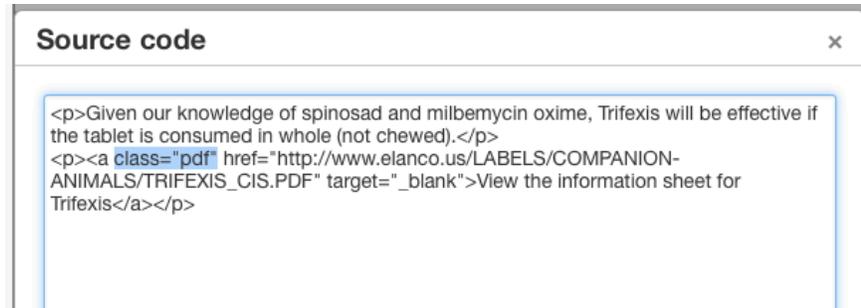
Select <> on WYSIWYG to view HTML code, then add classes to elements as shown below.



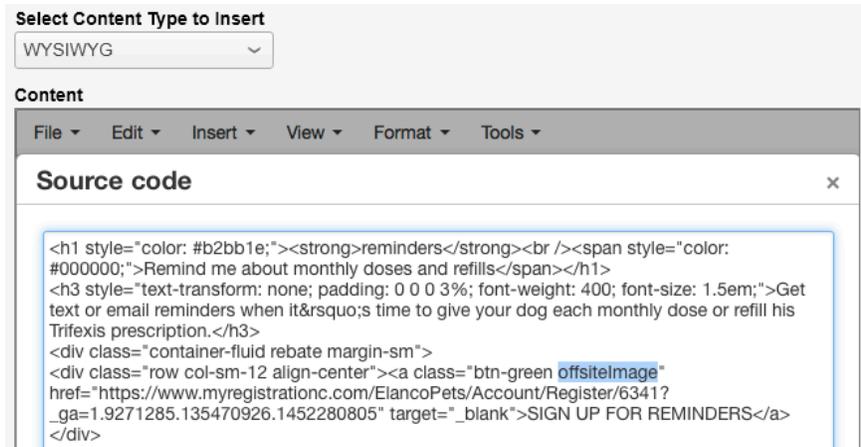
“offsite” = off site hover with external icon



“pdf” =adds Pdf icon on A tag



“offsiteImage” = Offsite hover w/o icon



“btn-ghost” = when placed on the A tag, it will create the universal ghost button

