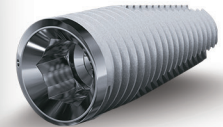




Global Brand Guide

Version 2.0



Contents

Description	Page	Description	Page	Description	Page
1- Brand Introduction and Overview	02	7- Informational, Instructional and Promotional Marketing Materials	22	9- Promotional Materials: Guidelines and Examples	37
2- Corporate Logo	04	8- Informational and Instructional Materials: Guidelines and Examples	23	9.1 Product Flyers	37
2.1 Horizontal Construction and Clear Space	05	8.1 Catalogues	23	9.2 Education Flyers	42
2.2 Vertical Construction and Clear Space	06	Front Cover: Badge, Logo, Curve, Typography Guidelines	24	9.3 Tradeshow Graphics	46
2.3 Horizontal and Vertical Construction Minimum Size	07	Back Cover: Typography and Southern Implant (SI) Boiler Plate Guidelines	24	9.4 Print Advertisement	51
2.4 Colours	08	8.2 Guides	27	9.5 Website	53
2.5 Regional Descriptor	10	Front Cover: Badge, Logo, Curve, Typography Guidelines	28	southernimplants.com Overview and Language Selections	
2.6 Product Portfolio Logos	11	Back Cover: Typography and SI Boiler Plate Guidelines	28	9.6 PowerPoint®	54
2.7 Logo Icon for Promotional Products	12	8.3 Product Brochures	30	9.7 Digital Advertising Banners	55
2.8 Logo Icon Colour and Background Options	13	Front Cover: Badge, Logo, Curve, Typography Guidelines	32	9.8 Social Media	56
2.9 Logo Usage	14	Back Cover: Typography and SI Boiler Plate Guidelines	32		
3- Typography	15	Inside Pages: Typography and SI Boiler Plate Guidelines	34	10- Stationary	57
4- Image Use Guidelines	16			11- Electronic Signature	59
5- Writing Guidelines	19				
6- Trademark, Citation and Copyright Guidelines	20				

1: Brand Introduction and Overview

Introduction



Graham Blackbeard
Founder and Managing Director
Southern Implants (Pty) Ltd.

Global Headquarters
in Irene, South Africa



The Southern Implants Logo, the Brand Colours and Company Trademarks create a unique company identity, distinguishing the Southern Implants Brand in the global market.

All materials supporting Southern's Products and Services, both internal and external, should communicate Southern Implants Mission: An innovative and solutions driven company, whose values embrace the company positioning; Innovative Treatment Solutions for Optimal Patient Outcomes. In order to achieve cohesive brand recognition, it is essential that the usage of Southern's Logo, Trademarks and Visual Identity be communicated consistently for every opportunity regardless of International location or type of material being produced. With consistent brand and message reinforcement the dental space will come to know that Southern Implants is well positioned to deliver on the company core values:

- **Integrity:** Committed to remaining a privately owned company.
- **Dedication:** Comprehensive research that provides sound decisions on product development.
- **Teamwork:** Continued collaboration with clinician innovators to overcome everyday challenges in implant dentistry and shape the future of implant dentistry.
- **Innovation:** Delivering expanded, efficient and practical treatment options that improve patient outcomes.

The information outlined in this Brand Guide is designed to assist all Southern Team Members, Subsidiaries, Distributors, Company Partners, and where applicable vendors, the details they need to correctly apply Southern Implants Brand elements to their projects.

To ensure regulatory, legal and graphic compliance, Southern Implant Employees are required to submit all marketing materials through a member of the Global Marketing Team (GMT). Competent individuals representing key functional areas (Marketing, Regulatory, and Clinical) review the materials prior to production and distribution. For questions concerning a particular situation not covered in this Brand Guide, please contact the Southern Implants GMT.

Please request access to, or visit the Southern Implants (SI) Marketing Services Website to obtain print-ready collateral materials, including all corporate logos, type fonts and other graphics.

1: Brand Introduction and Overview

Introduction *(continued)*

General Guidelines

- 1-** Maintain consistency with Southern Implants Global Brand Guide at all times.
- 2-** Southern Implants shall determine, at its sole discretion, whether any public display or use of the logo and trademarks are in violation of the Brand Guide.
- 3-** The logo and trademarks are intended to be highly visible and prominent elements in all company public and business communications. No other logos, symbols or stylized identifying marks may be used to represent company marketing or sales activities, services, products or facilities.
- 4-** In every format (print, electronic, oral, etc.) the brand guide should be considered.
- 5-** Any use of Southern Brand Guide, product photographs, or product trademarks that do not follow this Brand Guide shall not be undertaken unless approved in advance by the GMT.

Overview

About Southern Implants

Southern Implants has been a manufacturer and global distributor of Innovative Treatment Solutions for implant dentistry since 1987.

Today, the Southern Name established by Graham Blackbeard is not only recognized as a leader in the dental implant market. Southern is also a leading biomedical engineering entity, with significant intellectual property and capabilities in implantable devices.

Striving for excellence and meeting customer needs has led to the wide biomedical and dental implant product range characterized by numerous unique and innovative products. Southern Implants is headquartered in the Irene, Republic of South Africa with world-wide distribution.

2: Corporate Logo

The Southern Implants Logo is the common thread that reinforces the company brand in all communications. Deliberate, consistent placement of the logo as discussed in this guide will establish the company name without distraction from the message.

It is important that the logo is applied to all customer interfacing marketing and sales materials, corporate events, company signage, etc.

The Logo - Icon & Logotype

The logo is comprised of three components - the S with Movement Lines icon, the logotype and the tagline. **The complete logo should always be used by default when space allows.**



2:1 Horizontal Construction and Clear Space

Corporate Logo (continued)



Construction

The construction and spacing of the signature are based on a percentage system where by the height of the logotype "S" defines a variable value called "X". The spacing of the letters and separation of the signature elements are all then defined as percentages of that value.



Clear Space

The height of the "S" in the logotype dictates the clear space of the logo. No element whether it be a design graphic or text should fall within this area around the signatures

2:2 Vertical Construction and Clear Space

Corporate Logo (continued)

Construction

The stacked signature is to be used in instances where length in a layout limits the impact of the extended signature.

The stacked signature adheres to the same percentage system as the horizontal logo. In order to achieve the vertical logo design the word "IMPLANTS" in the horizontal logo is proportionally scaled 100% to the width of the "SOUTHERN" logotype and then placed 0.16X below it to replicate the letter spacing

within "SOUTHERN". The brand strap line then follows the same rules as in the horizontal logo.

Clear Space

The height of the "S" in the logotype dictates the clear space of the logo. No element whether it be a design graphic or text should fall within this area around the signatures.



2:3 Horizontal and Vertical Construction Minimum Size

Corporate Logo (continued)

A minimum size has been set for ease of recognition. The logo should never appear smaller than the sizes listed.



15% of original .eps file.
32.748 mm x 7.643 mm
(1.2893 in x 0.3009 in)



27% of original .eps file.
58.946 mm x 13.758 mm
(2.3207 in x 0.5417 in)



49% of original .eps file.
106.977 mm x 24.968 mm
(4.2117 in x 0.983 in)



27% of original .eps file.
30.648 mm x 18.863 mm
(1.2066 in x 0.6639 in)



49% of original .eps file.
55.621 mm x 30.603 mm
(2.1898 in x 1.2048 in)

2:4 Colours

Corporate Logo (continued)

The two colour logo consists of two solid pantone colours. The specified colours are Pantone® 294 & Pantone® 429 respectively.

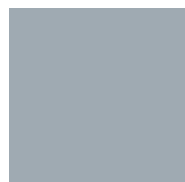


SI Blue
Pantone® 294

RGB	
Red	0
Green	47
Blue	108

CMYK	
Cyan	100
Magenta	69
Yellow	7
Black	30

Hexadecimal
#002f6c



SI Grey
Pantone® 429

RGB	
Red	162
Green	170
Blue	173

CMYK	
Cyan	21
Magenta	11
Yellow	9
Black	23

Hexadecimal
#a2aaad

2:4 Colours - Approved Variations

Corporate Logo (continued)



The logo will be applied in a variety of media (print, digital, embroidery, signage etc.). Depending on the means of production the signature will either be utilised as the preferred two colour or as one of the single colour versions.

a. Two Colour Spot, CMYK & RGB Version

For full colour printed and digital material, signage, silk-screening, pad-printing, and embroidery when logo appears on white.

b. Single Colour White Version

For use on signage, silk-screening, pad-printing, and embroidery when logo appears on a colour or image background.

c. Single Colour Version

For use when silk-screening, pad-printing, embroidery and foiling only allow for single colour production.

d. Spot Silver or Foiling

In instances where partial Spot Silver or Foiling is a desired addition to a full colour CMYK or two colour spot print, ONLY Pantone® 429 may be replaced with Pantone® 877 C.

When complete Spot Silver or Foiling of the logotype and symbol is desired use the Single Colour Version.



2:5 Regional Descriptor

Corporate Logo (continued)

In order to maintain logo consistency in materials where a specific region is required to be listed with the Southern Implants logo please follow the guide below.

Please note: Many different regions applied to the Southern Logo could cause consumer confusion in the dental market, especially with companies that sell multiple dental devices under a business name other than Southern Implants. It is for this reason we ask that

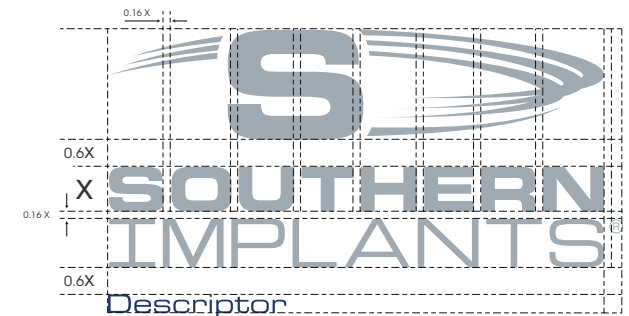
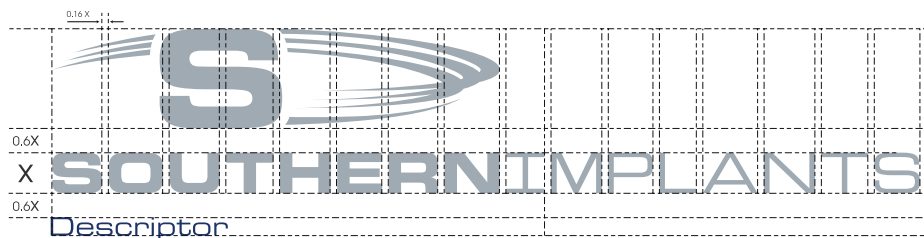
Regional Descriptors only be used by contractually binding Southern Implants Subsidiaries and those entities who only sell Southern Implants Products.

Southern Implants Subsidiaries wishing to use their regional descriptor may do so only when it is required legally, in signatures, letterhead, and business cards, as well as when the usage is solely directed to the specific region, and for regional

internal communications. The region shall be placed under the logo taking into account the following specifications:

The descriptor typeface is Eurostile Extended 2 Title Case, in Pantone® 294 with the first letter of the descriptor equal to 0.6X.

Regional Descriptor for **Subsidiaries** Visual Grids



Regional Descriptor for **Distributors** Example



2:6 Product Portfolio Logos

Corporate Logo *(continued)*

Keeping the integrity of the official Southern Implants logo without interfering typeface or icons is imperative and should be the main objective for all materials. Below is an example of this interference and an example of what **NOT** to do.



2:7 Logo Icon for Promotional Products

Corporate Logo *(continued)*

Default usage should always be to use the entire logo. However, at times, due to the type/size of the promotional material it may require the use of the **icon with the company name alone**. Examples of these instances in print are using the logo on **apparel, pens, note pads, thank you notes, etc.**

The icon with company name can also be considered in digital applications where the amount of space is a concern, such as web banners and digital advertisements.

Note: When using the icon independent of the logo-type the SOUTHERN IMPLANTS and tag line **should not** be used alone, without the icon.

Clear Space

The height of the "S" in the logotype dictates the clear space of the logo. No element whether it be a design graphic or text should fall within this area around the signatures.



Minimum Size

A minimum size has been set for ease of recognition. The icon should never appear smaller than the size listed.

27% of original .eps file.
29.793 mm x 9.411 mm (1.173 in x 0.3806 in)



2:8 Logo Icon Colour and Background Options

Corporate Logo *(continued)*

Colour Options

The two colour option is the primary version of the symbol and should only be used on a white background. The single-colour options are reserved for name badges, social media, and specialty items where the full logo version is not a suitable option.



Background Options

The two-colour icon should only be used on a white background. For other background Colours, only use the Primary Brand Colours (blue, grey), white or black. Use the white logo for these applications.

2:9 Logo Usage

Corporate Logo *(continued)*

The logo has been created in a variety of formats and exists in a range of options, including the option without the tagline. There should never be an instance to recreate the logo or the composition. The logos should always appear scaled as per the specified configuration.

No colours may be used other than those specified, and the logo should never be distorted. Here are a few examples of what **not** to do. Always reproduce the entire logo and/or icon using the master artwork.



3: Typography

The primary typeface for Southern Implants is ITC Avant Garde Gothic. This typeface has been selected for both its contemporary feel and strong legibility.

This typeface lends well to the clean, medical and innovative attributes of the brand. For internal use and electronic formats Arial is the prescribed typeface.

Additional Notes:

While the ITC Avant Garde Gothic typeface has many different styles, the **Primary Typeface** styles (listed to the right) are the **only styles** to be used with Southern Implants **materials that will be printed**.

Internal and Electronic applications, such as websites, PowerPoint Presentations, email signatures, etc. do not display the ITC Avant Garde Gothic font appropriately. For these instances the Arial typeface (listed in the third column to the right) is the **only** approved typeface for Internal and Electronic applications.

If you are using in PC applications the font may appear as ITC Avant Garde Std (without the word Gothic).

Primary Typeface

ITC Avant Garde Gothic Std Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*ITC Avant Garde Gothic Std Book
Oblique*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITC Avant Garde Gothic Std Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITC Avant Garde Gothic Std Demi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITC Avant Garde Gothic Std Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Internal & Electronic Typeface

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

4: Image Use Guidelines

Product Photography, Core Brand Related, and Clinical Case Imagery

Before using any Southern Implants images in marketing materials, please send to the Global Marketing Team (GMT) either at headquarters in Irene, South Africa or Southern Implants North America.

Types of Images



Product Photography

Photographic style should reflect the quality and engineering innovation of Southern Implants' products. Should be highly executed renderings and photographs showing the complete component, horizontal and vertical angles highlighting the primary feature of the product. Horizontal and vertical cross-sectional views may also be used. Renderings are to be selected from Southern Implants' Database.



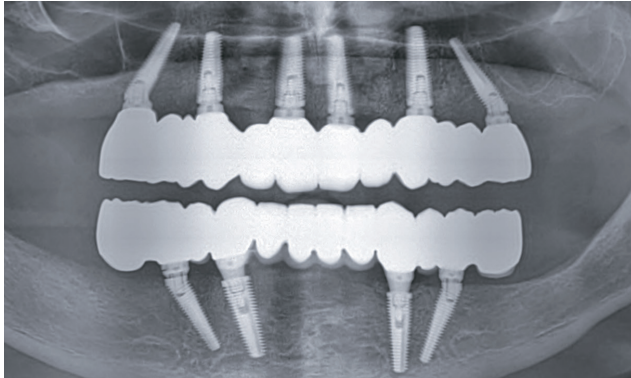
Core Brand Related Imagery

Photographic style should reflect members of Southern Implants by whom the brand was built and improved, as well as images that evoke the consistent role of technology and innovation. Images are to be selected from Southern Implants' Database.

Approved Product photography, Core Branded Related and Clinical Case Imagery should be the first consideration for all Southern Implants Marketing Materials. All approved images are conveniently available for download on the Affiliates Resource Website. In the event additional images are required, please contact the Southern Implants GMT.

4: Image Use Guidelines

Product Photography, Core Brand Related, and Clinical Case Imagery (continued)



Clinical Case Imagery

All Southern Employees, Subsidiaries, Distributors and Company Partners are required to use only approved case images that meet company expectations for quality and labeling. The only clinical and x-ray images permitted to use for marketing materials are located on the Affiliates Resource Website at simarketingservices.com. Here you will find quality images vetted by the GMT and approved by the contributing clinician. When using clinical and x-ray images, please ensure you give the contributing clinician credit in the document. Examples of approved credit/citations are to the right. GMT approval is required if you want to use a clinical or x-ray image that is not in the library.

Examples of Approved Credit/Citations

Radiograph courtesy of: P.O. Östman, DDS, PhD, MD

Clinical case courtesy of: P.O. Östman, DDS, PhD, MD

Radiograph courtesy of: P.O. Östman, DDS, PhD, MD,
Falun, Sweden

Clinical case courtesy of: P.O. Östman, DDS, PhD, MD,
Falun, Sweden

Approved Product photography, Core Branded Related and Clinical Case Imagery should be the first consideration for all Southern Implants Marketing Materials. All approved images are conveniently available for download on the Affiliates Resource Website. In the event additional images are required, please contact the Southern Implants GMT.

4: Image Use Guidelines

Other Image Types *(continued)*

Rights-Managed

These are images that are purchased for a specific time period and set of applications. At the end of the time period the images and usage requirements must be renewed to continue to use the images. There are specifications of use for each of these images that must be followed. Southern Implants recommends that these images **not be used**. If you use any images in marketing materials, you should contact Southern Implants GMT to receive authorization beforehand.

Royalty-Free

These are images that are a part of a subscription-based service or various stock photography suppliers. Royalty-free images cost far less and are licensed to use more broadly than rights managed images. While convenient and less strict to use, Royalty-Free images can be used by anyone, and are frequently represented in several companies materials, which is not ideal when differentiating the Southern Brand in a targeted market. It is for this reason that Southern Implants recommends that these images **not be used**.

Southern Implants Produced Photography

These are images that Southern either created or photographed, and hence own the rights, such as Product Photography or Core Brand Related Imagery. These are the “safest” images to use.

Reminder:

Southern employees, Subsidiaries, Distributors and Company Partners should not forward product imagery to customers or other entities without getting that entity to sign a “Usage Rights Agreement”. These agreements are maintained by the GMT.

Illustrations

A certified Medical Illustrator has illustrated different anatomical situations and clinical processes. These illustrations are rights protected by Southern Implants and cannot be reproduced without a signed “Usage Rights Agreement.”

The Usage Rights Agreement

A Usage Rights Agreement is a binding legal agreement between Southern Implants and the entity that wishes to use company imagery. This

agreement allows the entity to use a specified image(s), while understanding that the image(s) belong to Southern and cannot be reproduced in a way that is not aligned with the company mission or places the company in a compromised position. Before forwarding a Usage Rights Agreement, please inquire about how the image will be used and get samples of the document in question. If usage is permitted, the entity must sign the agreement, and send it back Southern before the usage can occur.

Imagery Obtained from Other Sources

In order to maintain branding consistency and build brand equity, Southern images are specifically chosen and developed to align with the brand feel, look and style across all of its marketing materials.

It is for this reason that Southern strongly advises Employees, Subsidiaries, Distributors and Company Partners to not pull imagery from external sources, i.e. websites, free sites, etc. In addition, if images are not obtained properly there could be serious copyright implications, and expense.

5: Writing Guidelines

Use the following information when writing for Southern Implants materials.

Southern Implants Writer's Dictionary

- The Southern Implants Writer's Dictionary is available on the Affiliates Resource Website at smarketingervices.com and is the only guide to use for all Marketing Materials.
- ™ or ® must appear with the first use of any trademark on a page, brochure, slide, etc.
- Southern Implants is a registered trademark of Southern Implants (Pty) Ltd.
- There is no need to include a trademark symbol after Southern Implants in text and it may be appropriate to use Southern in the possessive form without being followed by a generic term.
- When used as a website address within the Corporate Signature, the company name is written and in some cases in bold as: southernimplants.com. WWW is not required in the address line.
- When used as a website address with all other scenarios, the company name is written in all uppercase letters and non-bold as: SOUTHERNIMPLANTS.COM.
- Southern's Trademarks should never be used as a noun or verb, only as adjectives followed immediately by a generic noun describing or defining the relevant product or service (e.g., PROVATA™ Implants).
- Capitalize nouns after the proper name: The PROVATA™ Implant
- Headlines and sub-headlines: Capitalize the initial letter in each primary word in headlines. Other words such as and, is the, etc, do not need to be capitalized.
- Use Oxford commas, as in, add a comma preceding "and" in a series of three: red, white, and blue.
- Website is one word and is not capitalized unless it begins a sentence or follows Southern Implants.

Do's and Don'ts

DO...

- Follow logo, trademarking and image usage guidelines.
- Use the Southern Implants Writer's Dictionary.
- Check with the Southern Implants GMT for advertising materials if needed and follow all standards in the Southern Implants Global Brand Guide.

DO NOT...

- When creating marketing materials, do not change content or imagery provided by Southern Implants or make new product claims.
- Do not create and release Marketing Materials without getting explicit permission and approval from Southern Implants GMT.

6: Trademark, Citation and Copyright Guidelines

Southern Implants Registered ® Trademarks:

Co-Axis, INVERTA, MAX-8, MAX-IT, PROVATA, Southern Implants, Subcrestal Angle Correction, TRI-MAX, TRI-NEX, ZenGro, ZenGuard and Zygan

Southern Implant Trademarks ™

Body-Shift

Example of Southern Implants Mark Usage:

_____ is a registered trademark of Southern Implants (Pty) Ltd.

Or

_____ is a trademark of Southern Implants (Pty) Ltd.

Or

_____ is a registered trademark and _____ is a trademark of Southern Implants (Pty) Ltd.

Or

_____ and _____ are registered trademarks and _____ and _____ are trademarks of Southern Implants (Pty) Ltd.

Citation Guidelines:

Southern Implants uses Vancouver Style for citation of articles, website, etc. Please refer to templates below:

Clinical article: 1. Author Surname Author Initial. Title. Publication Title [Internet]. Year Published [cited Date Accessed]; Volume number (Issue number): Pages Used. Available from: <http://Website URL>

Example of clinical article citation:

Chu SJ, Östman PO, Nicolopoulos C, Yuvanoglu P, Chow J, Nevins M, Tarnow DP.

Prospective multicenter clinical cohort study of a novel macro hybrid implant in maxillary anterior postextraction sockets—1-year results.

Int J Periodontics Restorative Dent. 2018;38(Suppl):s17–s27.

Website, On-line image: 1. Author Surname Author Initial. Title [Internet]. Year Published [cited Date Accessed]. Available from: <http://Website URL>

DVD, Video, Film: 1. Title. City: Publisher; Year Published.

Use of the Copyright Symbol:

On all printed and digital materials, place a © followed by the current year, the company name and

the phrase "All rights reserved." at the bottom of the page, either left, right or centered justified.

Examples of Copyright And Mark Use:

©2019 Southern Implants (Pty) Ltd. All rights reserved.

Copyright Definition:

The protection of original artistic, literary, dramatic, musical, and intellectual work in a tangible medium.

Copyright vs. Trademark vs. Plagiarism vs. Patent:

Copyright

Protects creative intellectual property such as articles, music and movies

Trademarks

Protect company and product names and logos

Plagiarism Law

Prevents people from presenting others' work as their own

Patents

Protect physical intellectual property such as inventions

6: Trademark, Citation and Copyright Guidelines

(continued)

Possible instances of Copyright Infringement

- Posting on social media (including Instagram, Facebook, Twitter, LinkedIn)
- Uploading videos to YouTube
- WhatsApping articles or published images to groups or individuals
- Using in marketing materials and on websites
- Emailing PDFs of articles
- Giving photocopies/print-outs to customers
- Repeating presentations at 2 different conferences

What **COULD** be Copyrighted

- Journal articles
- Textbooks
- Photographs, graphs, tables or diagrams that have been published elsewhere (on-line or in print)
- Conference posters
- Videos

What **CAN'T** be Copyrighted

- Conversations
- Emails
- Raw data
- Articles, images, etc. that have not been published in print or on-line

Consequences of Copyright Infringement

- Law suits
- Financial penalties
- Reputation damage
- Forbidden from using information in presentations or marketing

Safety Measures

- Read the journal/website's **copyright policy** (easily searchable on-line)
- **Don't reproduce directly** – change wording or ask author for similar images that were not published
- Always **attribute** the author AND the journal/book/webpage in presentations and marketing
- NEVER post to **social media** without checking for copyright
- Inform your **customers/colleagues** that the material may be copyrighted and ask them not to distribute it in any way

Options to Utilize Copyrighted Materials

- Contact the **publisher** directly and ask permission
- **Purchase** the content (if it is for sale, e.g. an article)
- Obtain a **license** (either single-use or blanket permission)
- Contact the author for **substitute information** that is not protected

Keep in Mind

- Usually the JOURNAL owns the copyright, not the AUTHOR
- "OPEN ACCESS" journals are NOT free of copyright! The access is free... not the reproduction
- Copyright law differs from country to country – just because America used it, doesn't mean South Africa can
- It also varies from publication to publication – never assume!
- The use of a © symbol is NOT MANDATORY

7: Informational, Instructional and Promotional Marketing Materials

Overview and Types

Southern Implants is committed to providing its Subsidiaries and Distributors turn-key, functional and branded sales and marketing support tools for Southern Products. All digital files and templates are available for download on the Affiliates Resource Website at simarketingservices.com.

To support its business objectives, Southern Implants provides marketing materials in print and digital formats. This section will provide an overview of these materials, and subsequent sections will provide details on how to create these materials.

Marketing materials generally fall into three main categories:

- Informational** Product Catalogues (Section 8.1)
Sales Brochures (Section 8:3)
- Instructional** Product Guides,
Technical Guidelines (Section 8.2)
- Promotional** Flyers, Tradeshow Graphics, Print Advertising, Digital Materials: PowerPoint®, Digital Advertisements Social Media (Section 9)



8: Informational and Instructional Materials: Guidelines and Examples

All master files are available for download at the Affiliates Resource Website at simarketingservices.com.

8:1 Catalogues

Front Cover:

Letters represent **typography** guidelines.

Numbers represent **placement** guidelines.

Typography

- A** **Headline:** Pantone® 294 Color. The breakdown is ITC Avant Garde Gothic Std Demi 20 pt/30 pt, flush left
- B** **Product/Version Number:** Pantone® 429. ITC Avant Garde Gothic Std Book 14 pt/18 pt, flush left


Placement Specifications

- 1** **Logo:** Two-Colour option at 49% of original .EPS, from the left edge A4: 12.7 mm, from the top edge A4: 67.383 mm
- 2** **Headline:** From the left edge A4: 12.7 mm, from the top edge A4: 116.7 mm
- 3** **Product/Version Number:** From the left edge A4: 12.7 mm, from the bottom edge to the top of the copy A4: 15 mm
- 4** **Curve:** Centered from the right edge A4: 66.5 mm. Colour will depend on Product Division.
- 5** **Badge:** From the left top edge A4: 12.7 mm, top to bottom length A4: 50.8 mm, the Badge size height A4: 50 mm, width A4: 12 mm per page side
- 6** **Product Image Placement & Size:** From center of curve to center of implant A4: 34.2 mm. **Size:** For implant images use size 4.0 mm (D) x 13 mm (L) with a total height no taller than 114 mm (H).

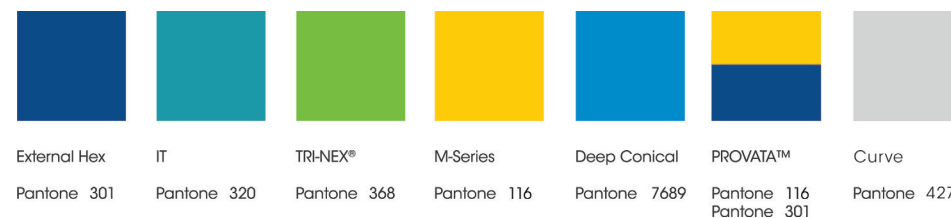


A4: 210 mm x 297 mm

Inside pages if a circle image is used like a Manual or Product brochure the **yellow high-light Colour** is

 Pantone® 3945. The thickness of the line is either 10 pt. or 2 pt. It MUST be consistent throughout the piece.

Product/Corporate Division Colours:



8:1 Catalogues *(continued)*

All master files are available for download at the Affiliates Resource Website at simarketingservices.com

Back Cover:

Letters represent **typography** guidelines.

Typography

- C Call-to-action:** Pantone® 429
ITC Avant Garde Gothic Std Book 14 pt/18 pt, centered
- D Corporate Headquarters Copy:** Black
ITC Avant Garde Gothic Std Bold 8 pt/10 pt, flush right
ITC Avant Garde Gothic Std Book 8 pt/10 pt, flush right
- E Subsidiaries Headline/Copy:** Black
3-column A4: 4.233 mm gutter to fit copy edge to edge
ITC Avant Garde Gothic Std Bold 8 pt/8 pt, flush left
ITC Avant Garde Gothic Std Book 7 pt/8 pt, flush left
- F Distributors Information:** Black
ITC Avant Garde Gothic Std Bold 7 pt/8 pt, centered
- G Disclaimer Copy:** Black
ITC Avant Garde Gothic Std Book 7 pt/8 pt, centered
- H CAT Number:** Black
ITC Avant Garde Gothic Std Book 7 pt/8 pt, centered



Optional Distributor Address Area:

Distributor's Headline/Copy: Black

ITC Avant Garde Gothic Std Bold 8 pt/8 pt, flush left
ITC Avant Garde Gothic Std Book 7 pt/8 pt, flush left

A4: 210 mm x 297 mm

8:1 Catalogues *(continued)*

All master files are available for download at the Affiliates Resource Website at simarketingservices.com

Back Cover: (continued)

Numbers represent **placement** guidelines.

Placement Specifications

7 Product Image Placement & Size: Centered from the top of page, top of standing implant is 80 mm from top edge of document. **Size:** For implant images use size 4.0 mm (D) x 13 mm (L) with a total height no taller than 77.0 mm (H). Horizontal implant to be same proportions, **Note:** Use only implant configurations that are in the catalogue.

8 Call-to-action: Centered above the Line from the top edge A4: 181.5 mm

9 Line: 0.7 pt, Pantone® 429 From the bottom edge A4: 94.5 mm, stops at the left and right edge of A4: 12.7 mm

10 Logo: Two-Colour option at 34% of original .EPS, from the left edge A4: 18 mm, from the bottom edge A4: 83 mm



A4: 210 mm x 297 mm

8:1 Catalogues *(continued)*

All master files are available for download at the Affiliates Resource Website at simarketingservices.com

Back Cover: (continued)

Numbers represent **placement** guidelines.

Placement Specifications

- 11 Badge:** From the right top edge A4: 12.7 mm, top to bottom length A4: 50.8 mm, the Badge size height A4: 50 mm, width A4: 12 mm per page side
- 12 Corporate Headquarters Copy:** From the right edge A4: 18 mm, from the bottom edge A4: 75 mm
- 13 Subsidiaries Headline/Copy:** From the left edge A4: 23.5 mm, from the bottom edge A4: 60 mm
- 14 Distributors Information:** From the bottom edge A4: 34 mm
- 15 Disclaimer Copy:** From the bottom edge A4: 26 mm
- 16 CAT, PRO, BRO Numbers:** From the bottom edge to the bottom copy A4: 12.5 mm



A4: 210 mm x 297 mm

8:2 Guides

All master files are available for download at the Affiliates Resource Website at simarketingservices.com

Front Cover:

Letters represent **typography** guidelines.
Numbers represent **placement** guidelines.

Typography

- A** **Headline:** Pantone® 294
ITC Avant Garde Gothic Std Demi 20 pt/30 pt, flush left
- B** **Product/Version Number:** Pantone® 429
ITC Avant Garde Gothic Std Book 14 pt/18 pt, flush left

Placement Specifications

- 1** **Logo:** Two-Colour option at 49% of original .EPS, from the left edge A4: 12.7 mm, from the top edge A4: 33.5 mm
- 2** **Headline:** From the left edge A4: 12.7 mm, from the top edge A4: 85 mm
- 3** **Circle:** 70.6 mm wide, right edge of page to center of circle. 157.9 mm high, top to bottom of circle at center. 16pt weight/stroke. Colour will depend on Product Devision. **Note: Circle** elements are **only used for Surgical Guides**. Curve element should be used for **all other materials** noted in this brand guide.
- 4** **Badge:** From the left bottom edge A4: 12.7 mm or US: .50 in, top to bottom length A4: 50.8 mm or US: 2.0 in
- 5** **Image:** Use product images of the implant configurations represented in the surgical guide. Vertically (to show entire implant) place one implant, horizontally (to show connection) place up to two implants.



A4: 210 mm x 297 mm

Product Division Colours:

External Hex Pantone 301	IT Pantone 320	TRI-NEX® Pantone 368	M-Series Pantone 116	Deep Conical Pantone 7689	PROVATA™ Pantone 116 Pantone 301	Curve Pantone 427

8:2 Guides *(continued)*

All master files are available for download at the Affiliates Resource Website at simarketingservices.com

Back Cover:

Letters represent **typography** guidelines.

Typography

- C Call-to-action:** Pantone® 429
ITC Avant Garde Gothic Std Book 14 pt/18 pt, centered
- D Corporate Headquarters Copy:** Black
ITC Avant Garde Gothic Std Bold 8 pt/10 pt, flush left
ITC Avant Garde Gothic Std Book 8 pt/10 pt, flush left
- E Subsidiaries Headline/Copy:** Black
ITC Avant Garde Gothic Std Bold 8 pt/9 pt, flush left
ITC Avant Garde Gothic Std Book 7 pt/8 pt, flush left
- F Distributors Copy:** Black
ITC Avant Garde Gothic Std Bold 7 pt/8 pt, centered
ITC Avant Garde Gothic Std Book 7 pt/8 pt, centered
- G Disclaimer Copy/CAT, PRO, BRO Numbers:** Black
ITC Avant Garde Gothic Std Book 7 pt/8 pt, centered



Optional Distributor Address Area:

Distributor's Headline/Copy: Black

ITC Avant Garde Gothic Std Bold 8 pt/8 pt, flush left
ITC Avant Garde Gothic Std Book 7 pt/8 pt, flush left

8:2 Guides *(continued)*

All master files are available for download at the Affiliates Resource Website at simarketingservices.com

Back Cover: (continued)

Numbers represent **placement** guidelines.

Placement Specifications

- 6 Product Image Placement & Size:** Centered from the top of page. **Size:** Use 11.5 or 13 mm implant length, vertical implant at 60.96 mm height and horizontal implant at 51.56 mm for A4. **Note:** Use only implant configurations that are in the catalogue.
- 7 Call-to-action:** Centered above the Line from the top edge A4: 181.5 mm
- 8 Line:** 0.7 pt, Pantone® 429 From the bottom edge A4: 94.5 mm, stops at the left and right edge of A4: 12.7 mm
- 9 Logo:** Two-Colour option at 34% of original .EPS, from the left edge A4: 18 mm, from the bottom edge A4: 83 mm
- 10 Corporate Headquarters Copy:** From the right edge A4: 18 mm, from the bottom edge A4: 75 mm
- 11 Subsidiaries Headline/Copy:** From the left edge A4: 23.5 mm, from the bottom edge A4: 60 mm
- 12 Distributors Information:** From the bottom edge A4: 34 mm
- 13 Disclaimer Copy:** From the bottom edge A4: 26 mm
- 14 CAT, PRO, BRO Numbers:** From the bottom edge to the bottom copy A4: 12.5 mm



A4: 210 mm x 297 mm

8:3 Product Brochures

All master files are available for download at the Affiliates Resource Website at simarketingservices.com


Front Cover:

Letters represent **typography** guidelines.
Numbers represent **placement** guidelines.

Typography

- A** **Headline:** Pantone® 294
ITC Avant Garde Gothic Std Demi 20 pt/30 pt, flush left
- B** **Product/Version Number:** Pantone® 429
ITC Avant Garde Gothic Std Book 14 pt/18 pt, flush left

Placement Specifications

- 1** **Logo:** Two-Colour option at 49% of original .EPS, from the left edge A4: 12.7 mm or US: .50 in, from the top edge A4: 67.383 mm or US: 2.3 in
- 2** **Headline:** From the left edge A4: 12.7 mm or US: .50 in, from the top edge A4: 116.7 mm or US: 4.25 in
Yellow Highlight Line: This line is placed above the headline, and is at the width of the icon of the logo. The weight of the line is 12 pt
 The **yellow high-light Colour:** Pantone® 3945
- 3** **Product/Version Number:** From the left edge A4: 12.7 mm or US: .50 in, from the bottom edge A4: 15 mm or US: .50 in
- 4** **Curve:** Centered from the right edge A4: 66.5 mm, or US: 2.5 in. Colour will depend on Product Division
- 5** **Image Tabs:** Three tabs with the images to be centered along the Curve, all the sizing, background colour, and drop shadows are in the layered .PSD file



A4: 210 mm x 297 mm



US: 8.5 in x 11 in

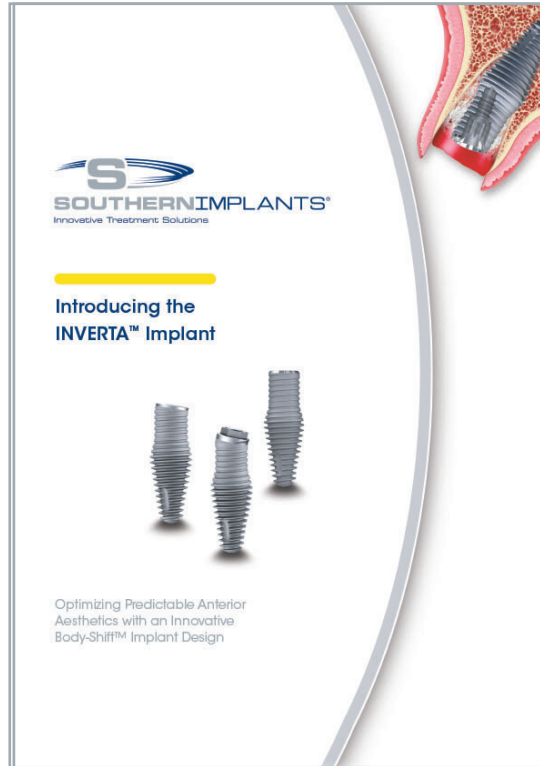
8:3 Product Brochures

All master files are available for download at the Affiliates Resource Website at simarketingservices.com

Front Cover Option:

In addition to the tab design element illustrated on the previous pages, the area to the right of the curve can incorporate other elements, such as illustrations and/or product visuals without using the tab elements. **Note:** When using this secondary layout option, ensure the visual element is not placed on top of the curve, and where possible not over the curve's shadow.

See page 30 for type and placement specifications.










A4: 210 mm x 297 mm



US: 8.5 in x 11 in

Product Division Colours:

						
External Hex	IT	TR-NEX®	M-Series	Deep Conical	PROVATA™	Curve
Pantone 301	Pantone 320	Pantone 368	Pantone 116	Pantone 7689	Pantone 116 Pantone 301	Pantone 427

8:3 Product Brochures *(continued)*

All master files are available for download at the Affiliates Resource Website at simarketingsservices.com

Back Cover:

Letters represent **typography** guidelines.

Typography

- C Call-to-action:** Pantone® 429
ITC Avant Garde Gothic Std Book 14 pt/18 pt, centered
- D Headquarters Copy:** Black
ITC Avant Garde Gothic Std Bold 8 pt/10 pt, flush left
ITC Avant Garde Gothic Std Book 8 pt/10 pt, flush left
- E Subsidiaries Headline/Copy:** Black
ITC Avant Garde Gothic Std Bold 8 pt/9 pt, flush left
ITC Avant Garde Gothic Std Book 7 pt/8 pt, flush left
- F Distributors Information:** Black
ITC Avant Garde Gothic Std Bold 7 pt/8 pt, centered
ITC Avant Garde Gothic Std Book 7 pt/8 pt, centered
- G Disclaimer Copy/CAT, PRO, BRO Numbers:** Black
ITC Avant Garde Gothic Std Book 7 pt/8 pt, centered



A4: 210 mm x 297 mm



US: 8.5 in x 11 in

Optional Distributor Address Area:

- Distributor's Headline/Copy:** Black
ITC Avant Garde Gothic Std Bold 8 pt/9 pt, flush left
ITC Avant Garde Gothic Std Book 7 pt/8 pt, flush left

8:3 Product Brochures *(continued)*

All master files are available for download at the Affiliates Resource Website at simarketingservices.com

Back Cover: (continued)

Numbers represent **placement** guidelines.

Placement Specifications

- 6 Product Image Placement & Size:** Centered from the top of page. **Size:** Use 11.5 or 13 mm implant length, vertical implant at 60.96 mm height and horizontal implant at 51.56 mm for A4. **Note:** Use only implant configurations that are in the catalogue.
- 7 Call-to-action:** Centered above the Line from the top edge A4: 181.5 mm
- 8 Line:** 0.7 pt, Pantone® 429 From the bottom edge A4: 94.5 mm, stops at the left and right edge of A4: 12.7 mm
- 9 Logo:** Two-Colour option at 34% of original .EPS, from the left edge A4: 18 mm, from the bottom edge A4: 83 mm
- 10 Corporate Headquarters Copy:** From the right edge A4: 18 mm, from the bottom edge A4: 75 mm
- 11 Subsidiaries Headline/Copy:** From the left edge A4: 23.5 mm, from the bottom edge A4: 60 mm
- 12 Distributors Information:** From the bottom edge A4: 34 mm
- 13 Disclaimer Copy:** From the bottom edge A4: 26 mm
- 14 CAT, PRO, BRO Numbers:** From the bottom edge to the bottom copy A4: 12.5 mm



A4: 210 mm x 297 mm



US: 8.5 in x 11 in

8:3 Product Brochures *(continued)*

All master files are available for download at the Affiliates Resource Website at simarketingservices.com

Inside Pages:

Letters represent **typography** guidelines.

Typography

A **Headline:** Pantone® 294

ITC Avant Garde Gothic Std Demi 20 pt/30 pt, flush left

B **2 Column Format:** A4: width 177.8 mm and the gutter of 4.233 mm or US: 7.0 in and the gutter of 0.1667 in

Body Copy Headline: Pantone® 294

ITC Avant Garde Gothic Std Bold 18 pt/21 pt, flush left

Sub Headline: Pantone® 429

ITC Avant Garde Gothic Std Book 12 pt/14.4 pt, flush left

Body Copy: Black

ITC Avant Garde Gothic Std Book 9 pt/15 pt, flush left

C **Image Call Out:** Pantone® 429

ITC Avant Garde Gothic Std Book 14 pt/18 pt, flush left

D **1 Column Format:** A4: width 86.36 mm or US: 3.4 in

E **Image Caption:** Black

ITC Avant Garde Gothic Std Book Oblique 9 pt/15 pt, flush left

F **1 Column Format:** A4: width 58.42 mm or US: 2.3 in

Copy: Black, follow B above

G **Testimonial Curve Copy:** White

ITC Avant Garde Gothic Std Book Oblique

14 pt/30 pt, flush right and **Testimonial Curve**

Name/Location: White, ITC Avant Garde Gothic Std

Book Oblique 8 pt/15 pt, flush right

A **Headline Optimized Protocols For Less Invasive, Accelerated Implant Therapy**

B **Second Headline in this location**

C **High-lighted Call-out in this location and at this weight.**

D **Second Headline in this location**

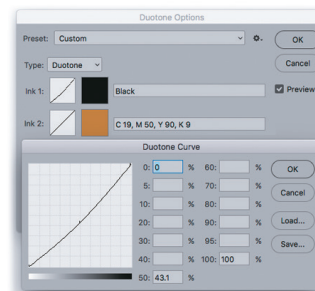
E **Image Caption:** Black

F **Second Headline in this location**

G **Testimonial Curve Copy:** White

A4: 210 mm x 297 mm

US: 8.5 in x 11 in



Testimonial Curve Option:

Centered from the right edge
A4: 66.5 mm, Colour will depend on Product Division.

The image is to be a duo-tone of Colours **(Black 100)** and **(C 19, M 50, Y 90, K 9)**, then converted into CMYK.

Note: The Colour curve of **(C 19, M 50, Y 90, K 9)** Colour has a (50: at 43.1) and (100: at 100)

8:3 Product Brochures *(continued)*

All master files are available for download at the Affiliates Resource Website at simarketingservices.com


Inside Pages: (continued)

Numbers represent **placement** guidelines.

Placement Specifications

16 **Headline:** From the left edge A4: 19.75 mm or US: 1.0 in, from the top edge A4: 30 mm or US: 9.67 in

17 **Image:** From the left edge A4: 19.75 mm or US: 1.0 in this image can be placed in this area the width and height will be based on the actual image contents.

 The **yellow high-light Colour:** Pantone® 3945
The thickness of the line is either 10 pt. or 2 pt.
It MUST be consistent throughout the piece

18 **Left Page Body Copy:** 2 column format, from the right edge A4: 19.75 mm or US: 1.0 in

19 **Additional Image(s):** Other images can be placed within the body copy area, they can have Call-out copy in relationship to the image

20 **Right Page Body Copy:** From the left edge A4: 19.75 mm or US: 1.0 in, from the top edge A4: 46.692 mm or US: 1.5 in

21 **Rounded Corner Image:** Can be placed in this body copy area. The rounded corners are A4: 11.112 mm or US: 0.44 in

22 **Image Caption:** Placed under the image

23 **Curve:** Follow cover instructions for placement

24 **Body Copy to the Right of the Curve:** From the top edge A4: 19.75 mm or US: 1.57 in, and from the right edge A4: 66 mm or US: 2.75 in



A4: 210 mm x 297 mm

US: 8.5 in x 11 in

25 **Yellow Highlight Line:** This line can be placed above a image, headline, or a sub headline. This design element is not to be over used, and is at the length of this line is at the width of the high-lighting item. The weight of the line is 12 pt

 The **yellow high-light custom Colour** is: **C 0, M 22, Y 84, K 0.**

8:3 Product Brochures (continued)

All master files are available for download at the Affiliates Resource Website at simarketing.com

Inside Pages Options: (continued)

While using the type and placement specifications on pages 34-35 you can feature a product with call-outs, and clinical case studies shown here in two and three page spreads. **Note:** Use the Curve element on the inside, right facing pages when possible, however for inside pages only, if the layout doesn't work with curve, it can be eliminated.



Graham Blackbeard
Founder and Managing Director
Southern Implants (Pty) Ltd.

Our History

In our 38-year history Southern Implants has evolved into a leading provider of Innovative Treatment Solutions for Optimal Patient Outcomes.

Southern's mission is to continue its stream of breakthrough innovations providing advanced clinical solutions to effectively and efficiently treat challenging cases.

Founded in 1987 by engineer Graham Blackbeard, Southern Implants is rooted in design, innovation and the manufacture of medical devices.

Swedish surgeon and Professor Per Ingvar Brånemark known as the "father" of modern dental implantology, invited highly experienced South African specialists and academics to train with him in the mid-1980s. Upon their return to South Africa, the specialists introduced the science of implant dentistry to two leading Universities.

Graham Blackbeard was contacted by the specialists to manufacture components to complete treatment for patients. In 1988, Southern Implants started manufacturing implants and associated products.

Today, Southern Implants is a leading provider of unique and innovative dental implant products. Southern's expertise in research, development and manufacturing of dental implants allows the company to provide Innovative Treatment Solutions that will reduce treatment times and improve patient outcomes.

Innovation Timeline - 30 Years of Milestone Introductions



Achieving Predictable Aesthetic Results When Immediately Loading the Anterior Maxilla Extraction Socket

Clinical Treatment By:
Costa Nicolaopoulos, BDS, FRCR (Oral Maxillofacial Surgeon) & Petros Yavrouglu, DMD (Prosthodontist)

Case Overview
A 38-year-old male patient presented with mobility in anterior incisors and clinical examination resulted in a diagnosis of an unresorbable, fractured root of tooth #8. Based on diagnosis, treating clinician recommended extraction of the fractured tooth, immediate implant placement and an all ceramic final restoration.

1. Mobile clinical crown swelling over alveolar and maxillary region.
2. Endodontically treated tooth #8, appearing to have a fracture line parallel to alveolar crest level and confirmed at tooth extraction.
3. An INVESTA External Hex Implant was placed with a final torque of 45 Nm.
4. Final all ceramic zirconia screw-retained crown placed at time of implant placement. CDT's any stain at the same time. Note the "gap" in-between the buccal plate and the implant coronarity.
5. CBCT and clinical photograph of 1-year follow-up.

30° body styling with the INVESTA Implant we see less bone and papilla loss at 1-year follow-up in "Duo"

Costa Nicolaopoulos, BDS, FRCR (Oral Maxillofacial Surgeon) & Petros Yavrouglu, DMD (Prosthodontist)

Achieving High Primary Stability After Immediate Implant Placement in the Aesthetic Zone

Clinical Treatment By:
Barry P Levin, DMD

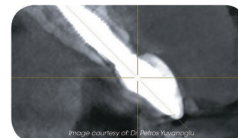
Case Overview
A 34-year-old female presented with the chief complaint of poor aesthetics of tooth #9. Radiographs and clinical examination resulted in a diagnosis of replacement extraction. Based on diagnosis, treating clinician recommended extraction of the tooth and immediate implant placement with provisional crown. Final will be a screw-retained PFM restoration.

1. Pre-operative situation demonstrates asymmetry of the gingival margin between tooth #8 and #9 caused by analysis of tooth #9.
2. Flapless extraction of tooth #9 scaffolded with placoplase surgery in the region of analysis.
3. Flapless placement of an INVESTA™ Co-Axis™ Deep Conical Implant into tongue collar of 45 Nm and 352 of #1 from the facial and buccal resulted in good primary stability.
4. Distal bone grafting with a 4.1 mm of FGA/Allograft and temporary cylinder allows for visualization of the angle connector afforded by Co-Axis Dual (Subcrestal Angle Connector).
5. Screw-retained provisional crown fabricated. Dermal Apron Technique™ utilized for immediate keratinization.
6. Clinical and x-ray taken 10 weeks post-operative shows soft tissue stability and radiographic bone height maintained 550 micrometers (at implant placement 550-611) mm buccal & palatal.

INVESTA offers surgeons the best opportunity to achieve primary stability and function! Less resistance for long lasting, predictable immediate tooth replacement.

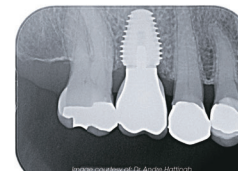
Barry P Levin, DMD
Perryville, USA

Treatment Solution Focus



Immediate Full-Arch Rehabilitation
55° Zygomatic, Natalus, 12°, 24°, and 36° Co-Axis, and MAX Implants, and standard implants, provide an unparalleled options to successfully treat immediate full-arch cases. These implants can be used for anatomical challenges and avoid bone grafting procedures.

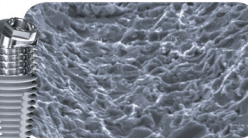
A larger-than-conventional coronal diameter and taper facilitates primary stability.



The MAX Implant was the first implant placed by the FDA for immediate placement in a molar extraction socket.

Innovative Treatment Solutions for Optimal Patient Outcomes achieved through unique implant designs.

Oncoleg 55°, Co-Axis and Ultra-Short Implants allow clinicians to restore and rehabilitate the most needy of patients.



Peri-Implantitis Risk Management
The Shery™ moderately rough implant surface has more than a decade of follow-up results proving its efficacy. High-risk patients can benefit from the Machined Surface Conical (MSC) for better long-term outcomes.

1. Vandenbeerghe P, Feresco D, Vermeersch L, Morin M, De Bruin H. Long-term retrospective follow-up of novel and moderate rough implants in the edentulous jaw. Clin Oral Implants Res. 2016; 1-6

A4: 210 mm x 297 mm
US: 8.5 in x 11 in

9: Promotional Materials: Guidelines and Examples

All master files are available for download at the Affiliates Resource Website at simarketingservices.com.

9:1 Product Flyers

2-Sided Product Flyers Front:

Letters represent **typography** guidelines.

Numbers represent **placement** guidelines.

Typography

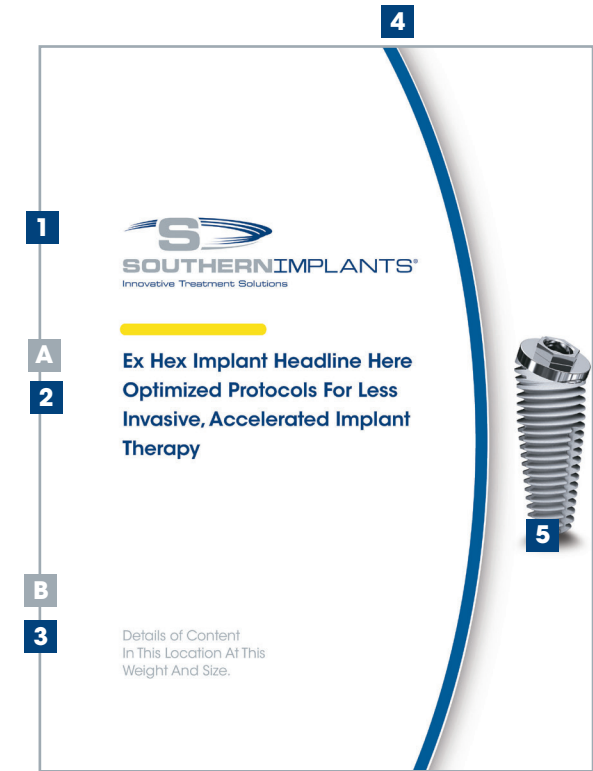
- A** **Headline:** Pantone® 294
ITC Avant Garde Gothic Std Demi 20 pt/30 pt, flush left
- B** **Product/Version Number:** Pantone® 429
ITC Avant Garde Gothic Std Book 14 pt/18 pt, flush left

Placement Specifications

- 1** **Logo:** Two-Colour option at 49% of original .EPS, from the left edge A4: 33.45 mm or US: 1.435 in, from the top edge A4: 68.3 mm or US: 2.311 in
- 2** **Headline:** From the left edge A4: 33.45 mm or US: 1.435 in from the top edge A4: 117.3 mm or US: 4.24 in
Yellow Highlight Line: This line is placed above the headline, and is at the width of the icon of the logo. The weight of the line is 12 pt
- 3** **Cover Copy:** From the left edge A4: 33.45 mm or US: 1.435 in, from the bottom edge A4: 80 mm or US: 2.8 in
- 4** **Curve:** Centered from the right edge A4: 43.5 mm or US: 1.75 in, Colour will depend on Product Division
- 5** **Product Image:** Centered from the right edge and the Curve right edge and from the top and bottom edges, with a height of no larger than A4: 184.15 mm or US: 7.25 in

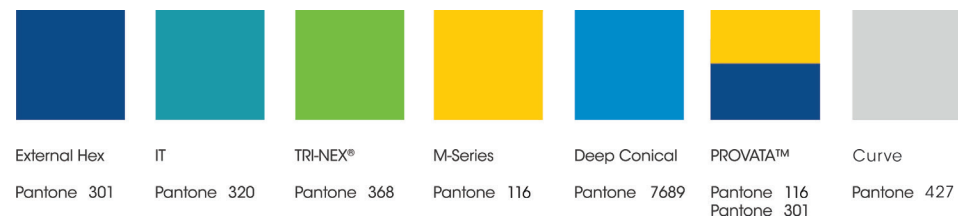


A4: 210 mm x 297 mm



US: 8.5 in x 11 in

Product Division Colours:



9:1 Product Flyers (continued)

All master files are available for download at the Affiliates Resource Website at simarketingservices.com

2-Sided Product Flyers Back: (continued)

Letters represent **typography** guidelines.

Typography

- C** **Headline:** Pantone® 294
ITC Avant Garde Gothic Std Book 20 pt/30 pt, flush left
- D** **Second Headline:** Pantone® 294
ITC Avant Garde Gothic Std Bold 12 pt/14.4 pt, flush left
- E** **Sub-Headline:** Pantone® 429
ITC Avant Garde Gothic Std Bold 12 pt/14.4 pt, flush left
- F** **Body Copy:** Black
ITC Avant Garde Gothic Std Book 9 pt/15 pt, flush left
- G** **Image Call Out:** Pantone® 429
ITC Avant Garde Gothic Std Book 14 pt/18 pt, flush left
- H** **Call-to-action:** Pantone® 429
ITC Avant Garde Gothic Std Book 14 pt/18 pt, centered
- I** **Address Copy:** Black
ITC Avant Garde Gothic Std Bold 8 pt/10 pt, flush right
- J** **Distributors Information:** Black
ITC Avant Garde Gothic Std Book 8 pt/10 pt, flush right
- K** **Disclaimer Copy/CAT, PRO, BRO Numbers:** Black
ITC Avant Garde Gothic Std Book 7 pt/8 pt, centered

C **Headline Optimized Protocols For Less Invasive, Accelerated Implant Therapy**

D **Second Headline in this location**

E Subhead in this location

F Body copy in this location at this weight and size of the fonts.

G High-lighted Call-out in this location and at this weight.

H For more information, please contact your Southern Implants Representative or visit southernimplants.com

I **SOUTHERNIMPLANTS®** South Africa - Headquarters | Albert Road, Irene, RSA
T: +27-12-667-1046 | E: info@southernimplants.com

J Southern Implants Products are distributed world-wide, please visit southernimplants.com for a list of Distributors.

K ©2019 Southern Implants (Pty) Ltd. All rights reserved. Southern Implants and Co-Axis are registered trademarks of Southern Implants (Pty) Ltd. Not all products available in all markets.
PRO-XXXX-XX (XXXXXX) XX/2019

A4: 210 mm x 297 mm

C **Headline Optimized Protocols For Less Invasive, Accelerated Implant Therapy**

D **Second Headline in this location**

E Subhead in this location

F Body copy in this location at this weight and size of the fonts.

G High-lighted Call-out in this location and at this weight.

H For more information, please contact your Southern Implants Representative or visit southernimplants.com

I **SOUTHERNIMPLANTS®** South Africa - Headquarters | Albert Road, Irene, RSA
T: +27-12-667-1046 | E: info@southernimplants.com

J Southern Implants Products are distributed world-wide, please visit [SOUTHERNIMPLANTS.COM](http://southernimplants.com) for a list of Distributors.

K ©2019 Southern Implants (Pty) Ltd. All rights reserved. Southern Implants and Co-Axis are registered trademarks of Southern Implants (Pty) Ltd. Not all products available in all markets.
PRO-XXXX-XX (XXXXXX) XX/2019

US: 8.5 in x 11 in

9:1 Product Flyers (continued)

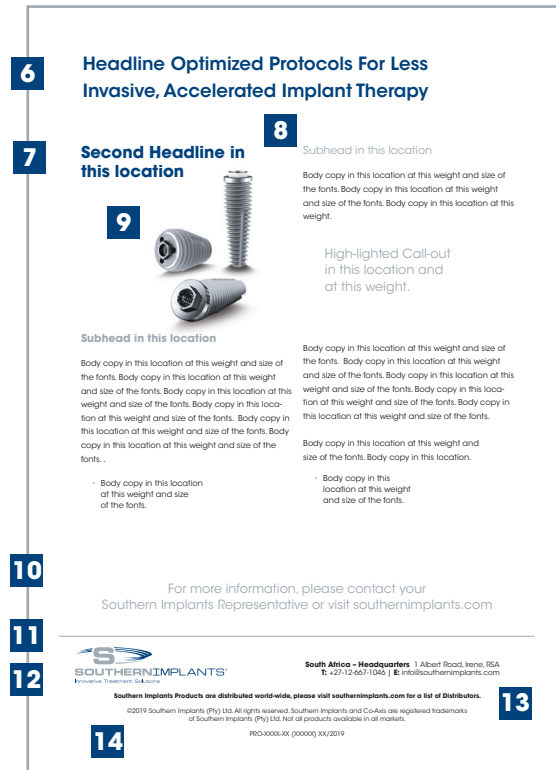
All master files are available for download at the Affiliates Resource Website at simarketingservices.com

2-Sided Product Flyers Back: (continued)

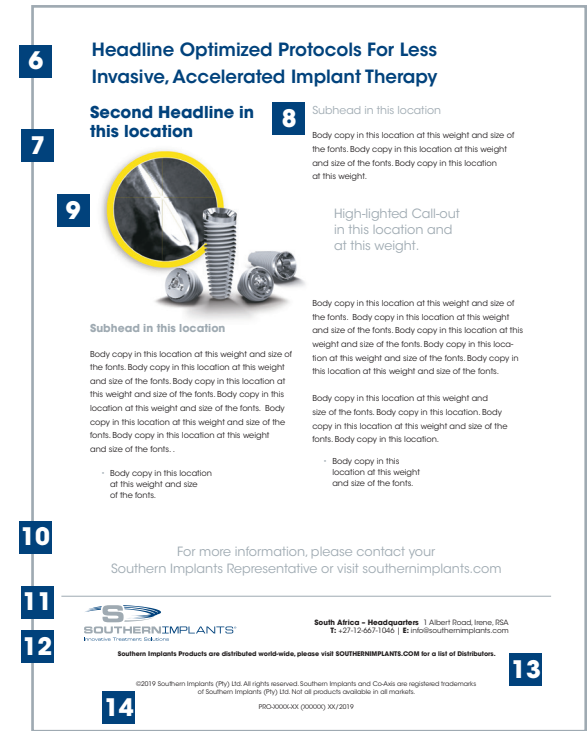
Numbers represent **placement** guidelines.

Placement Specifications

- 6** **Headline:** From the left edge A4: 21.75 mm or US: 1.0 in, from the top edge A4: 20 mm or US: .50 in
- 7** **Second Headline:** From the left edge A4: 21.75 mm or US: 1.0 in, from the top edge A4: 55 mm or US: 1.5 in
- 8** **2-Column Body Copy:** From the left edge A4: 21.75 mm or US: 1.0 in, from the top edge, A4: 55 mm or US: 1.5 in, Column width is 169 mm or US: 6.7 in, the gutter is A4: 4.233 mm or 0.1667 in
- 9** **Product Image:** Can be placed where it is needed in the copy area.
- 10** **Call-to-action:** Centered from the bottom edge A4: 72 mm or US: 2.75 in
- 11** **Line:** 0.7 pt, Pantone® 429 From the bottom edge A4: 50.8 mm or US: 2.0 in, stops at the left and right edge of A4: 12.7 mm or US: .50 in
- 12** **Logo/Headquarters Copy:** Two-Colour option at 27% of original .EPS, from the left edge A4: 21.75 mm or US: 1.0 in, from the bottom edge A4: 47.5 mm or US: 1.9 in. Address copy from the left edge A4: 85.5 mm or US: 3.5 in and from the bottom A4: 41 mm or US: 1.7 in



A4: 210 mm x 297 mm



US: 8.5 in x 11 in

13 Distributors Information/CAT, PRO, BRO Numbers:

From the bottom edge A4: 29 mm or US: 1.16 in

14 Disclaimer Copy:

From the bottom edge A4: 12.7 mm or US: 0.5 in

9:1 Product Flyers (continued)

All master files are available for download at the Affiliates Resource Website at simarketingservices.com

1-Sided Product Flyers:

Numbers represent **placement** guidelines.

Typography

See **2-Sided Product Flyer typography specifications** on pages 38-39

Placement Specifications

- 1 Logo:** Two-Colour option at 49% of original .EPS, from the left edge A4: 20.4 mm or US: 1.0 in, from the top edge A4: 26 mm or US: 0.7 in
- 2 Headline:** From the left edge A4: 20.4 mm or US: 1.0 in, from the top edge A4: 61.3 mm or US: 2.0 in
- 3 2-Column Copy:** From the left edge A4: 20.4 mm or US: 1.0 in, from the top edge, A4: 165.5 mm or US: 5.8 in, Column width is 136.4 mm or US: 5.4 in, the gutter is A4: 4.233 mm or 0.1667 in
- 4 Product Image in Copy Area:** Above the 2-column area and below the headline.
- 5 Curve:** Centered from the right edge A4: 43.5 mm or US: 1.75 in, Colour will depend on Product Division.
- 6 Product Image:** Centered from the right edge and the Curve right edge and from the top and bottom edges, with a height of no larger than A4: 184.15 mm or US: 7.25 in

SOUTHERNIMPLANTS®
Innovative Treatment Solutions

Headline Here
Optimized Protocols For Less Invasive, Accelerated Implant Therapy

4 High-lighted Call-out in this location.

3 Subhead in this location
Body copy in this location at this weight and size of the fonts. Body copy in this location at this weight and size of the fonts. Body copy in this location at this weight and size of the fonts. Body copy in this location at this weight and size of the fonts. Body copy in this location at this weight and size of the fonts. Body copy in this location at this weight and size of the fonts. Body copy in this location at this weight and size of the fonts.

6 Body-copy image in this location at this weight and size of the fonts. Body copy in this location at this weight and size of the fonts. Body copy in this location at this weight and size of the fonts. Body copy in this location at this weight and size of the fonts. Body copy in this location at this weight and size of the fonts. Body copy in this location at this weight and size of the fonts. Body copy in this location at this weight and size of the fonts. Body copy in this location at this weight and size of the fonts.

For more information, please contact your Southern Implants Representative or visit southernimplants.com

South Africa - Headquarters | Albert Road, Irene, RSA
T: +27-12-667-1046 | E: info@southernimplants.com

Southern Implants Products are distributed worldwide, please visit SOUTHERNIMPLANTS.COM for a list of Distributors.

©2019 Southern Implants (Pty) Ltd. All rights reserved. Southern Implants and Co-Axis are registered trademarks of Southern Implants (Pty) Ltd. Not all products available in all markets. PRC000000, PRC0000, XZ0019

A4: 210 mm x 297 mm

SOUTHERNIMPLANTS®
Innovative Treatment Solutions

Optimizing Predictable Anterior Aesthetics
The INVERTA™ Implant Difference: Why? What? How?

WHAT: INVERTA is an Implant Designed to Optimize Natural Looking Aesthetics

Popular Co-Axis® Feature
Built-in 12° Submerged Angle Correction® without using angled abutments resulting in greater facial soft-tissue volume and ideal screw-related restorative options.

Body-Shift® Implant Design
Coronal aspect is narrow and tapers outward to a maximum diameter midway down the length of the implant. This innovative design allows for apical bone engagement in immediate placement and a coronal chamber for bone growth resulting in natural aesthetics.

High Strength Titanium
Manufactured from High Strength Grade 4 Plus Titanium (σ200 MPa) providing exceptional fatigue strength.

Coronal Thread
All INVERTA implants feature a shallow square thread of the coronal aspect designed for blood clot and graft stability and thereafter the ability to effectively transfer load to the bone.

Slings® Surface with 20 Year History
Decades of clinical research back this un-changed, moderately rough Southern Implants Alumina-coated surface shown to have consistent results for early osseointegration and longevity.

Apical Thread
Aggressive thread for maximum primary stability in trabecular bone.

HOW: The novel implant design allows for apical bone engagement in immediate implant placement and a coronal chamber for bone growth resulting in natural aesthetics.

Deep Conical Connection External Hex

Body-Shift Design
Coronal Chamber for Bone Growth
Submeral Angle Correction

US: 8.5 in x 11 in

9:1 Product Flyers (continued)

All master files are available for download at the Affiliates Resource Website at simarketingservices.com

1-Sided Product Flyers: (continued)

Numbers represent **placement** guidelines.

Placement Specifications

- 7 Call-to-action:** From the left edge A4: 20.4 mm or US: 1.0 in, from the bottom A4: 49 mm or US: 2.0 in
- 8 Line:** 0.7 pt, Pantone® 429 From the bottom edge A4: 50.8 mm or US: 2.0 in, stops at the left edge A4: 20.4 mm or US: 1.0 in
- 9 Address Copy:** From the left edge A4: 20.4 mm or US: 1.0 in, from the bottom A4: 45 mm or US: 1.9 in
- 10 Distributors Copy:** From the left edge A4: 20.4 mm or US: 1.0 in, from the bottom edge A4: 35.5 mm or US: 1.4 in
- 11 Disclaimer Copy/CAT, PRO, BRO Numbers:** From the left edge A4: 20.4 mm or US: 1.0 in, from the bottom edge A4: 12.7 mm or US: 0.5 in

SOUTHERNIMPLANTS®
Innovative Treatment Solutions

Headline Here
Optimized Protocols For Less
Invasive, Accelerated Implant
Therapy

High-lighted
Call-out in this location.

Subhead in this location

Body copy in this location at this weight and size of the fonts. Body copy in this location at this weight and size of the fonts. Body copy in this location at this weight and size of the fonts. Body copy in this location at this weight and size of the fonts. Body copy in this location at this weight and size of the fonts. Body copy in this location at this weight and size of the fonts.

in this location at this weight and size of the fonts. Body copy in this location at this weight and size of the fonts.

Body copy in this location at this weight and size of the fonts.

Body copy in this location at this weight and size of the fonts.

Body copy in this location at this weight and size of the fonts.

Body copy in this location at this weight and size of the fonts.

For more information, please contact your Southern Implants Representative or visit southernimplants.com

South Africa - Headquarters | Albert Road, Irene, RSA
T: +27-12-667-1046 | E: info@southernimplants.com

Southern Implants Products are distributed worldwide, please visit SOUTHERNIMPLANTS.COM for a list of Distributors.

©2019 Southern Implants (Pty) Ltd. All rights reserved. Southern Implants and Co-Axis are registered trademarks of Southern Implants (Pty) Ltd. Not all products available in all markets. PRC0000000, PRC0000, XV0019

A4: 210 mm x 297 mm

INVERTA™ Catalog Numbers

Drills

Product Code Breakdown
IV-DC 35 12D-45 11

INVERTA Connection | Coronal Diameter | 12 Degree Co-Axis | Apical Diameter | Length

QTY	CAT #	Description
---	D-39PADEIV	INVERTA Spindle Drill
---	D-IV4510	INVERTA Drill 4.5 x 10
---	D-IV4511	INVERTA Drill 4.5 x 11
---	D-IV4513	INVERTA Drill 4.5 x 13
---	D-IV4515	INVERTA Drill 4.5 x 15
---	D-IV5010	INVERTA Drill 5.0 x 10
---	D-IV5011	INVERTA Drill 5.0 x 11
---	D-IV5013	INVERTA Drill 5.0 x 13
---	D-IV5015	INVERTA Drill 5.0 x 15

Deep Conical (DC)

Straight Connection			Co-Axis® Connection		
QTY	CAT #	Prosthetic Platform	QTY	CAT #	Prosthetic Platform
---	IVDC35-4510	3.5/4.0 Deep Conical Platform	---	IVDC3612D-4511	3.5/4.0 Deep Conical Platform
---	IVDC35-4511	3.5/4.0 Deep Conical Platform	---	IVDC3512D-4513	3.5/4.0 Deep Conical Platform
---	IVDC35-4513	3.5/4.0 Deep Conical Platform	---	IVDC3512D-4515	3.5/4.0 Deep Conical Platform
---	IVDC35-4515	3.5/4.0 Deep Conical Platform	---	IVDC4012D-5011	3.5/4.0 Deep Conical Platform
---	IVDC40-5010	3.5/4.0 Deep Conical Platform	---	IVDC4012D-5013	3.5/4.0 Deep Conical Platform
---	IVDC40-5011	3.5/4.0 Deep Conical Platform	---	IVDC4012D-5015	3.5/4.0 Deep Conical Platform
---	IVDC40-5013	3.5/4.0 Deep Conical Platform	---		
---	IVDC40-5015	3.5/4.0 Deep Conical Platform	---		

External Hex

Straight Connection			Co-Axis Connection		
QTY	CAT #	Prosthetic Platform	QTY	CAT #	Prosthetic Platform
---	IVEX35-4510	3.43 External Hex Platform (BN)	---	IVEX3512D-4511	3.43 External Hex Platform (BN)
---	IVEX35-4511	3.43 External Hex Platform (BN)	---	IVEX3512D-4513	3.43 External Hex Platform (BN)
---	IVEX35-4513	3.43 External Hex Platform (BN)	---	IVEX3512D-4515	3.43 External Hex Platform (BN)
---	IVEX35-4515	3.43 External Hex Platform (BN)	---	IVEX4012D-5011	3.43 External Hex Platform (BN)
---	IVEX40-5010	3.43 External Hex Platform (BN)	---	IVEX4012D-5013	3.43 External Hex Platform (BN)
---	IVEX40-5011	3.43 External Hex Platform (BN)	---	IVEX4012D-5015	3.43 External Hex Platform (BN)
---	IVEX40-5013	3.43 External Hex Platform (BN)	---		
---	IVEX40-5015	3.43 External Hex Platform (BN)	---		

Questions

- Have you ever had a beautiful central restoration lose tissue height after a short period of time?
- Do you know how often the buccal plate is perforated in the central position?
- Given the anterior maxilla shape, how does it make sense to have a wider coronal portion than the apical portion?
- Does it make sense not to have any pressure or force on the facial bone or tissue to maintain aesthetics?

©2019 Southern Implants (Pty) Ltd. All rights reserved. Co-Axis, Southern Implants and Ball-and-Socket Angle Connection are registered trademarks and Body-Grip, INVERTA, and Shively are trademarks of Southern Implants (Pty) Ltd. Not all implants are available in all markets.

SOUTHERNIMPLANTS®
Innovative Treatment Solutions

BR0019 Nov 8 06/19

US: 8.5 in x 11 in

9:3 Educational Flyers

All master files are available for download at the SI Brand Library Website at simarketingservices.com

Educational Flyers:

Letters represent **typography** guidelines.

Typography

A **Headline Introduction or Speakers Name:**

Pantone® 294: ITC Avant Garde Gothic Std Book
15 pt/18 pt, flush left

B **Headline:** Pantone® 294

ITC Avant Garde Gothic Std Demi 20 pt/30 pt, flush left

C **Body Copy Headline/Sponsor/Course Information:**

Black, ITC Avant Garde Gothic Std Bold 10 pt/13 pt,
flush left

D **Body Copy:** Black

ITC Avant Garde Gothic Std Book 9 pt/13 pt, flush left

E **Biography Copy (Optional):** Black

Copy Headline: ITC Avant Garde Gothic Std Bold

8 pt/13 pt, flush left

Body Copy: ITC Avant Garde Gothic Std Book

8 pt/13 pt, flush left

F **Course Information Copy:** Pantone® 294: ITC Avant

Garde Gothic Std Bold 9 pt/10 pt, flush left Black: ITC
Avant Garde Gothic Std Book 9 pt/10 pt, flush left

G **Subsidiaries/Distributors Address:** Black


ITC Avant Garde Gothic Std Book 9 pt/10 pt, centered
ITC Avant Garde Gothic Std Bold 9 pt/10 pt, centered

H **Disclaimer Copy/PRO Number:** Black

ITC Avant Garde Gothic Std Book 7 pt/8 pt, centered

A4: 210 mm x 297 mm

US: 8.5 in x 11 in

 **The yellow high-light custom
Colour is: C 0, M 22, Y 84, K 0.**

Optional Two-Sided

Course Information/Date moves to the back side.

9:3 Educational Flyers (continued)

All master files are available for download at the SI Brand Library Website at simarketingservices.com

Education Flyers: (continued)

Numbers represent **placement** guidelines.

Placement Specifications

- 1** **Headline:** From the left edge A4: 20.4 mm or US: 0.9 in, from the top edge A4: 18.7 mm or US: .75 in
- 2** **Body Copy:** From the left edge A4: 20.4 mm or US: .09 in, from the top edge, A4: 97mm or US: 3.8 in,
- 3** **Product Image or Bio. Image:** This can be placed anywhere inside the Body Copy Area
- 4** **Line:** 0.7 pt, Pantone® 429 From the bottom edge A4: 50.8 mm or US: 2.0 in, stops at the left edge A4: 20.4 mm or US: 1.0 in
- 5** **Sponsor/Course Information:** Under the Line
- 6** **Address Copy:** From the left edge A4: 20.4 mm or US: 1.0 in, from the bottom A4: 45 mm or US: 1.9 in
- 7** **Subsidiaries/Distributors Copy:** From the left edge A4: 20.4 mm or US: 1.0 in, from the bottom edge A4: 35.5 mm or US: 1.4 in
- 8** **Disclaimer Copy/PRO Number:** From the bottom edge A4: 12.7 mm or US: 0.5 in
- 9** **Date Box:** 10% Pantone® 429, Boarder Line 0.7 pt White
Size of Box: A4: 48 x 48 mm or US: 1.9 x 1.9 in
Highlight Line: Pantone® 3945, 12pt, rounded ends
From the bottom edge A4: 82 mm or US: 2.9 in, from the right edge A4: 60 mm or US: 2.36 in
Shadow: 30% Black at 180° and in the fade size of A4: 3.175 mm or US: 0.125 in

1 Federico Grande, DDS, MD would like to invite you to an interactive all day lecture

Expanding Treatment Options for Patients with Simplified and Accelerated Implant Therapy


2 **Course Description:**
Implant designs and applications have expanded to treat more patients less invasively with shorter treatment times.


This course will explain concept, design and planning with site specific implants and maintaining dental implants in dental practice.

Objectives:


- Learn new techniques for optimal aesthetics in the anterior maxilla with a dual-axis implant for Subcrestal Angle Correction*
- Recognize the ability for immediate molar replacement with MAX wide-body implants
- Review more extensive full arch options to expand patient selection with Co-Axis®, MAX and Zygomatic options
- Understand digital prosthetic options

3 **Presented by: Gary A. Morris, DDS**
Dr. Morris completed his undergraduate studies at Indiana University in Bloomington, Indiana. He received his dental degree from the University of Illinois at Chicago and completed his residency in Prosthodontics at the UMKC College of Dentistry in Kansas City Missouri. He is an Adjunct Clinical Assistant Professor at Southern Illinois University, School of Dental Medicine. Prior to this appointment, he was a Clinical Assistant Professor at the University of Illinois, College of Dentistry. He is a member of the ACP, AOA, ADA, BDS, CDS and is the immediate past president of the Chicago Academy of Dental Research. Dr. Morris is vice president of the Illinois section of the ACP. Dr. Morris has lectured both nationally and internationally and has authored or co-authored numerous articles related to dental implants. Dr. Morris maintains a private practice, limited to prosthodontics and restorative dentistry, in Buffalo Grove, Illinois.





4 **Sponsor:**



5 **Course Information:**

Registration: 8:30 - 9:00 AM	CE: 7 hours provided by Zest Dental Solutions
Program Time: 9:00 AM - 4:00 PM	RSVP: Dr. Grande - Fedgi@bbelbouth.net
Location: Hutchinson Shores Resort 3793 NE Ocean Blvd. Jensen Beach, FL 34957 772-334-1950	Wednesday, April 10, 2019 In-person. Lunch will be provided, complimentary value

1 Albert Road, Irene, RSA. T: +27-12-667-1046 W: southernimplants.com

©2019 Southern Implants (Pty) Ltd. All rights reserved. Southern Implants and Co-Axis are registered trademarks of Southern Implants (Pty) Ltd. Not all implants are available in all markets. PRC092 Rev A 03/19

Friday
April
19
2019

8

A4: 210 mm x 297 mm

1 Federico Grande, DDS, MD would like to invite you to an interactive all day lecture

Expanding Treatment Options for Patients with Simplified and Accelerated Implant Therapy


2 **Course Description:**
Implant designs and applications have expanded to treat more patients less invasively with shorter treatment times.

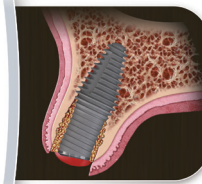
This course will explain concept, design and planning with site specific implants and maintaining dental implants in dental practice.

Objectives:


- Learn new techniques for optimal aesthetics in the anterior maxilla with a dual-axis implant for Subcrestal Angle Correction*
- Recognize the ability for immediate molar replacement with MAX wide-body implants
- Review more extensive full arch options to expand patient selection with Co-Axis®, MAX and Zygomatic options
- Understand digital prosthetic options

3 **Presented by: Gary A. Morris, DDS**
Dr. Morris completed his undergraduate studies at Indiana University in Bloomington, Indiana. He received his dental degree from the University of Illinois at Chicago and completed his residency in Prosthodontics at the UMKC College of Dentistry in Kansas City Missouri. He is an Adjunct Clinical Assistant Professor at Southern Illinois University, School of Dental Medicine. Prior to this appointment, he was a Clinical Assistant Professor at the University of Illinois, College of Dentistry. He is a member of the ACP, AOA, ADA, BDS, CDS and is the immediate past president of the Chicago Academy of Dental Research. Dr. Morris is vice president of the Illinois section of the ACP. Dr. Morris has lectured both nationally and internationally and has authored or co-authored numerous articles related to dental implants. Dr. Morris maintains a private practice, limited to prosthodontics and restorative dentistry, in Buffalo Grove, Illinois.





4 **Sponsor:**



5 **Course Information:**

Registration: 8:30 - 9:00 AM	CE: 7 hours provided by Zest Dental Solutions
Program Time: 9:00 AM - 4:00 PM	RSVP: Dr. Grande - Fedgi@bbelbouth.net
Location: Hutchinson Shores Resort 3793 NE Ocean Blvd. Jensen Beach, FL 34957 772-334-1950	Wednesday, April 10, 2019 In-person. Lunch will be provided, complimentary value

1 Albert Road, Irene, RSA. T: +27-12-667-1046 W: southernimplants.com

©2019 Southern Implants (Pty) Ltd. All rights reserved. Southern Implants and Co-Axis are registered trademarks of Southern Implants (Pty) Ltd. Not all implants are available in all markets. PRC092 Rev A 03/19

Friday
April
19
2019

8

US: 8.5 in x 11 in

43

9:2 Educational Flyers

All master files are available for download at the Affiliates Resource Website at simarketingservices.com

Educational Flyers: (additional option)

Letters represent **typography** guidelines.

Typography

A **Headline Introduction and Speakers Name:**

Pantone® 294: ITC Avant Garde Gothic Std Book

15 pt/18 pt, flush left

B **Body Copy Headline/Sponsor/Course Information:**

Black, ITC Avant Garde Gothic Std Bold 12 pt/13 pt,

flush left

C **Body Copy:** Black

ITC Avant Garde Gothic Std Book 12 pt/13 pt, flush left

D **Learning Objectives:** Black

Sub headline: Black, ITC Avant Garde Gothic Std Bold

12 pt/13 pt, flush left.

Body Copy: ITC Avant Garde Gothic Std Book

12 pt/13 pt, flush left

E **Course Information Copy:**

Pantone® 294: ITC Avant Garde Gothic Std Bold

9 pt/10 pt, flush left

Black: ITC Avant Garde Gothic Std Book

9 pt/10 pt, flush left

F **Education Course Location/Address:** Black

ITC Avant Garde Gothic Std Book 9 pt/10 pt, centered

ITC Avant Garde Gothic Std Bold 9 pt/10 pt, centered

G **Disclaimer Copy/PRO Number:** Black

ITC Avant Garde Gothic Std Book 7 pt/8 pt, centered

Unique Solutions to Everyday Problems in Implant Dentistry

Presented by:
Costa Nicolopoulos, BDS, FFD (MFOS) and
Petros Yuvanoglu, DMD

Course Description:
This combined surgical and prosthetic based presentation will focus on the way in which site-specific implants can be used to optimize full-arch immediate implant reconstruction. Indications, diagnosis and treatment planning concepts will be addressed in this dual specialist approach. A description of the protocol and critical techniques that are essential for long-term predictability will also be reviewed. The many advantages that site-specific implants provide, will be featured by way of comprehensive case presentations with long-term follow-up.

Learning Objectives:

- Gain an understanding of case selection where prosthodontically driven, site-specific implants are appropriate for immediate full-arch reconstruction
- Realize the key factors of the surgical technique, prosthetic design and the correct execution of both in order to achieve predictable success
- Learn the complications that may occur while using site-specific implants and how to avoid and manage these factors

Sponsors: SOUTHERNIMPLANTS™ ACP AMERICAN COLLEGE OF PROSTHODONTISTS LINDS SECTION

Course Information:
Registration: 12:00 – 12:30 PM
Program Time: 1:00 PM – 4:30 PM
G&A: 4:30 PM – 5:00 PM
Local: **The Westin O'Hare**
6100 North River Road
Rosemont, IL 60018
847-498-6000
Room: Executive Forum

CE: 4hrs
RSVP: Please RSVP by July 10th.
Dr. Joon Han
joonhans@ihalmail.com

Refreshments: Life lunch will be served.

© Provided by: The copyright and/or other activity has been obtained and implemented in accordance with the provisions of the AACE Continuing Education Reciprocity Program (AACE-CERP) through joint efforts between the American College of Prosthodontists and Southern Implants, Inc.

225 Chimney Corner Lane, Suite 3011, Jupiter, Florida 33458 T: 561-472-0990 W: SOUTHERNIMPLANTS.COM

Wednesday
August
07
2019

A4: 210 mm x 297 mm

H **Date Copy:** Pantone® 294

Day of the Week: ITC Avant Garde Gothic Std Book

12 pt/13 pt, centered / **Month:** ITC Avant Garde

Gothic Std Bold 15 pt/16 pt, centered / **Day:** ITC Avant

Garde Gothic Std Bold 40 pt, centered 4 / **Year:** ITC

Avant Garde Gothic Std Book 12 pt/13 pt, centered

Unique Solutions to Everyday Problems in Implant Dentistry

Presented by:
Costa Nicolopoulos, BDS, FFD (MFOS) and
Petros Yuvanoglu, DMD

Course Description:
This combined surgical and prosthetic based presentation will focus on the way in which site-specific implants can be used to optimize full-arch immediate implant reconstruction. Indications, diagnosis and treatment planning concepts will be addressed in this dual specialist approach. A description of the protocol and critical techniques that are essential for long-term predictability will also be reviewed. The many advantages that site-specific implants provide, will be featured by way of comprehensive case presentations with long-term follow-up.

Learning Objectives:

- Gain an understanding of case selection where prosthodontically driven, site-specific implants are appropriate for immediate full-arch reconstruction
- Realize the key factors of the surgical technique, prosthetic design and the correct execution of both in order to achieve predictable success
- Learn the complications that may occur while using site-specific implants and how to avoid and manage these factors

Sponsors: SOUTHERNIMPLANTS™ ACP AMERICAN COLLEGE OF PROSTHODONTISTS LINDS SECTION

Course Information:
Registration: 12:00 – 12:30 PM
Program Time: 1:00 PM – 4:30 PM
G&A: 4:30 PM – 5:00 PM
Local: **The Westin O'Hare**
6100 North River Road
Rosemont, IL 60018
847-498-6000
Room: Executive Forum

CE: 4hrs
RSVP: Please RSVP by July 10th.
Dr. Joon Han
joonhans@ihalmail.com


Refreshments: Life lunch will be served.

© Provided by: The copyright and/or other activity has been obtained and implemented in accordance with the provisions of the AACE Continuing Education Reciprocity Program (AACE-CERP) through joint efforts between the American College of Prosthodontists and Southern Implants, Inc.

225 Chimney Corner Lane, Suite 3011, Jupiter, Florida 33458 T: 561-472-0990 W: SOUTHERNIMPLANTS.COM

Wednesday
August
07
2019

US: 8.5 in x 11 in

 The **yellow high-light custom**
Colour is: **C 0, M 22, Y 84, K 0.**

Optional Two-Sided

Course Information/Date moves to the back side.

9:2 Educational Flyers (continued)

All master files are available for download at the Affiliates Resource Website at simarketingservices.com

Education Flyers: (continued)

Numbers represent **placement** guidelines.

Placement Specifications

- 1** **Headline:** From the left edge A4: 20.4 mm or US: 0.9 in, from the top edge A4: 18.7 mm or US: .75 in
- 2** **Body Copy:** From the left edge A4: 20.4 mm or US: .09 in, from the top edge, A4: 97mm or US: 3.8 in,
- 3** **Learning Objectives:** From the left edge A4: 20.4 mm or US: .09 in, from the top edge, A4: 97mm or US: 3.8 in,
- 4** **Line:** 0.7 pt, Pantone® 429 From the bottom edge A4: 50.8 mm or US: 2.0 in, stops at the left edge A4: 20.4 mm or US: 1.0 in
- 5** **Sponsor/Course Information:** Under the Line
- 6** **Address Copy:** From the left edge A4: 20.4 mm or US: 1.0 in, from the bottom A4: 45 mm or US: 1.9 in
- 7** **Education Course Location/Address:** From the left edge A4: 20.4 mm or US: 1.0 in, from the bottom edge A4: 35.5 mm or US: 1.4 in
- 8** **Disclaimer Copy/PRO Number:** From the bottom edge A4: 12.7 mm or US: 0.5 in
- 9** **Date Box:** 10% Pantone® 429, Boarder Line 0.7 pt White
Size of Box: A4: 48 x 48 mm or US: 1.9 x 1.9 in
Highlight Line: Pantone® 3945, 12pt, rounded ends
From the bottom edge A4: 82 mm or US: 2.9 in, from the right edge A4: 60 mm or US: 2.36 in
Shadow: 30% Black at 180° and in the fade size of A4: 3.175 mm or US: 0.125 in

1 **Unique Solutions to Everyday Problems in Implant Dentistry**

2 Presented by:
Cosfa Nicolopoulos, BDS, FFD (MFOS) and
Petros Yuvanoglu, DMD

3 **Course Description:**
This combined surgical and prosthetic based presentation will focus on the way in which site-specific implants can be used to optimize full-arch immediate implant reconstruction. Indications, diagnosis and treatment planning concepts will be addressed in this dual specialist approach. A description of the protocol and critical techniques that are essential for long-term predictability will also be reviewed. The many advantages that site-specific implants provide, will be featured by way of comprehensive case presentations with long-term follow-up.

4 **Learning Objectives:**

5 Gain an understanding of case selection where prosthodontically driven, site-specific implants are appropriate for immediate full-arch reconstruction

- Realize the key factors of the surgical technique, prosthetic design and the correct execution of both in order to achieve predictable success
- Learn the complications that may occur while using site-specific implants and how to avoid and manage these factors

6 **Sponsors:**
SOUTHERNIMPLANTS™ ACP AMERICAN COLLEGE OF PROsthodontISTS
Immediate Treatment Solutions LIFELONG SOLUTIONS

7 **Course Information:**
Registration: 12:00 - 12:30 PM
Program Time: 1:00 PM - 4:30 PM
Q&A: 4:30 PM - 5:00 PM
Location: **The Westin O'Hare**
6100 North River Road
Rosemont, IL 60018
847-698-6000
Room: Executive Forum

8 **CE:** 4hrs
RSVP: Please RSVP by July 10th.
Dr. Joon Han
joonhandd@hotmail.com
Refreshments, like lunch will be served.

9 **Wednesday August 07 2019**

8 SOUTHERNIMPLANTS.COM

225 Chimney Corner Lane, Suite 3011, Jupiter, Florida 33458 T: 561-472-0990 W: SOUTHERNIMPLANTS.COM

A4: 210 mm x 297 mm

1 **Unique Solutions to Everyday Problems in Implant Dentistry**

2 Presented by:
Cosfa Nicolopoulos, BDS, FFD (MFOS) and
Petros Yuvanoglu, DMD

3 **Course Description:**
This combined surgical and prosthetic based presentation will focus on the way in which site-specific implants can be used to optimize full-arch immediate implant reconstruction. Indications, diagnosis and treatment planning concepts will be addressed in this dual specialist approach. A description of the protocol and critical techniques that are essential for long-term predictability will also be reviewed. The many advantages that site-specific implants provide, will be featured by way of comprehensive case presentations with long-term follow-up.

4 **Learning Objectives:**

5 Gain an understanding of case selection where prosthodontically driven, site-specific implants are appropriate for immediate full-arch reconstruction

- Realize the key factors of the surgical technique, prosthetic design and the correct execution of both in order to achieve predictable success
- Learn the complications that may occur while using site-specific implants and how to avoid and manage these factors

6 **Sponsors:**
SOUTHERNIMPLANTS™ ACP AMERICAN COLLEGE OF PROsthodontISTS
Immediate Treatment Solutions LIFELONG SOLUTIONS

7 **Course Information:**
Registration: 12:00 - 12:30 PM
Program Time: 1:00 PM - 4:30 PM
Q&A: 4:30 PM - 5:00 PM
Location: **The Westin O'Hare**
6100 North River Road
Rosemont, IL 60018
847-698-6000
Room: Executive Forum

8 **CE:** 4hrs
RSVP: Please RSVP by July 10th.
Dr. Joon Han
joonhandd@hotmail.com
Refreshments, like lunch will be served.

9 **Wednesday August 07 2019**

8 SOUTHERNIMPLANTS.COM

225 Chimney Corner Lane, Suite 3011, Jupiter, Florida 33458 T: 561-472-0990 W: SOUTHERNIMPLANTS.COM

US: 8.5 in x 11 in

9:3 Tradeshow Graphics

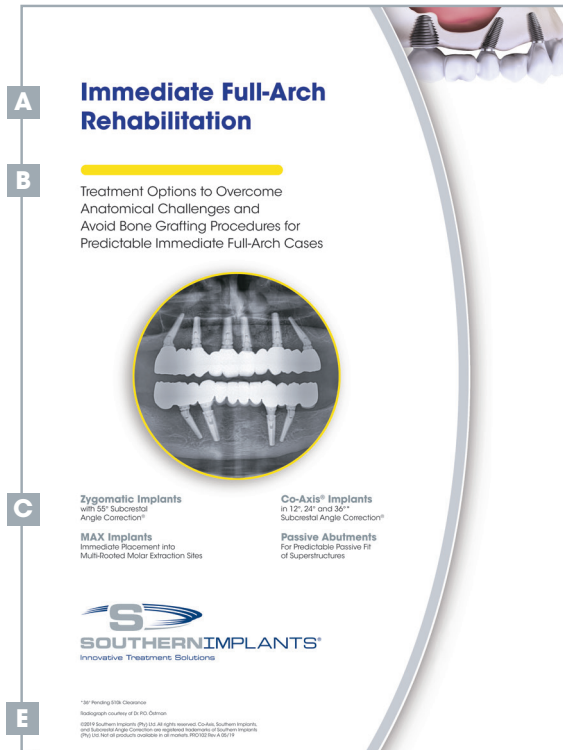
All master files are available for download at the Affiliates Resource Website at simarketingservices.com

Tradeshow Graphics:

Letters represent **typography** guidelines.

Typography

- A** **Headline:** Pantone® 294
ITC Avant Garde Gothic Std Bold 111 pt/134 pt, flush left
- B** **Sub-Headline/Copy:** Black or Pantone® 429
ITC Avant Garde Gothic Std Book 111 pt/134 pt, flush left
- C** **Product Name:** Pantone® 429
ITC Avant Garde Gothic Std Bold 46 pt/66 pt, flush left
Product Details: Black, ITC Avant Garde Gothic Std Book 34 pt/35 pt, flush left
- D** **Testimonial Copy:**
Quote: White, ITC Avant Garde Gothic Std Book Oblique 48 pt/72 pt, flush right
Doctors Name: White, ITC Avant Garde Gothic Std Book Oblique 48 pt/72 pt, flush right
Doctors Location: White, ITC Avant Garde Gothic Std Book Oblique 36 pt/50 pt, flush right
- E** **Disclaimer Copy:** Pantone® 429
ITC Avant Garde Gothic Std Book 21 pt/25 pt, flush left



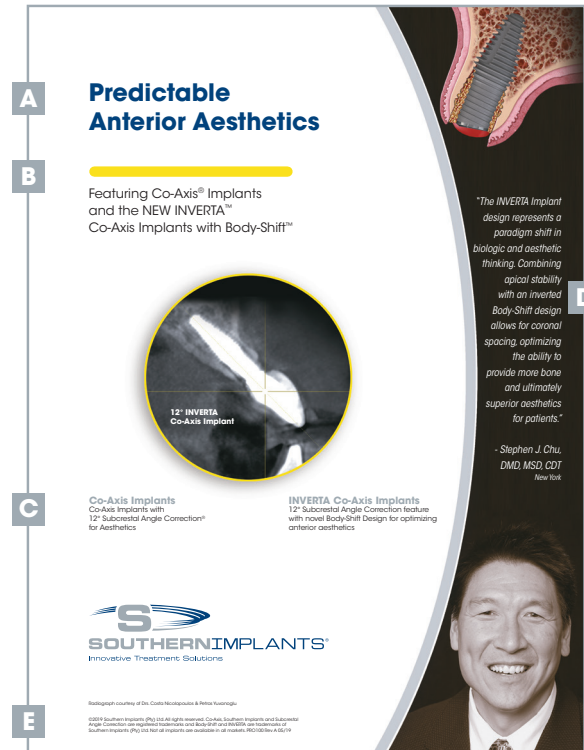
Product

MM: 914.4 mm x 1219.2 mm or US: 36 in x 48 in

Product Division Colours:



External Hex	IT	TRI-NEX®	M-Series	Deep Conical	PROVATA™	Curve
Pantone 301	Pantone 320	Pantone 368	Pantone 116	Pantone 7689	Pantone 116 Pantone 301	Pantone 427



Product/Testimonial

9:3 Tradeshow Graphics (continued)

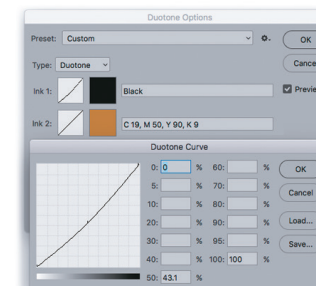
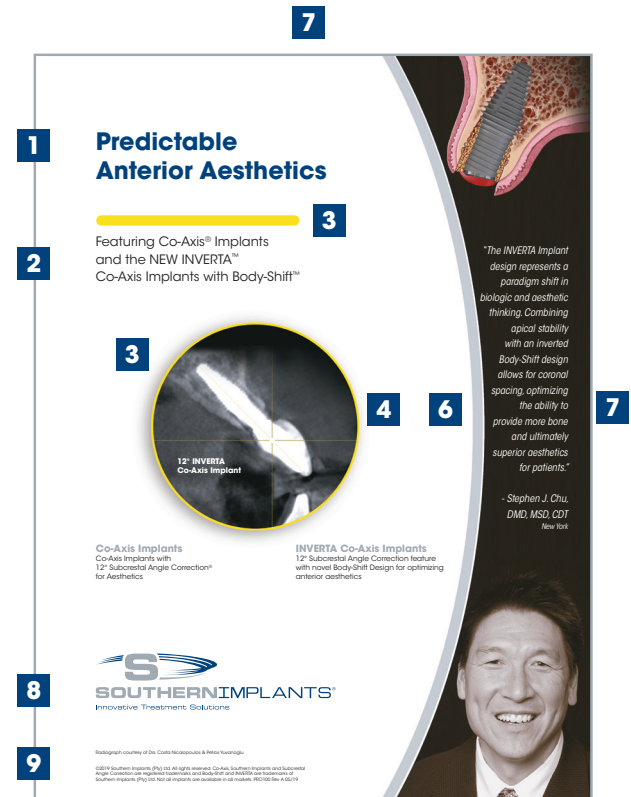
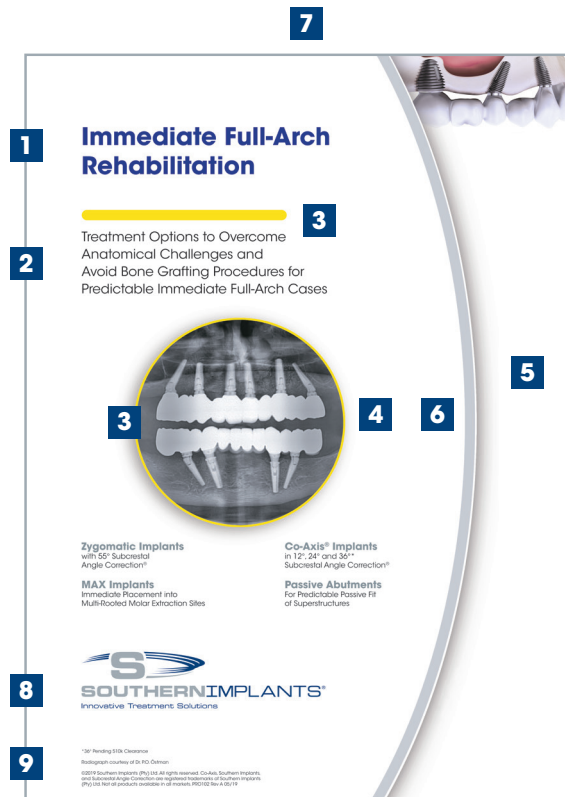
All master files are available for download at the Affiliates Resource Website at simarketingservices.com

Tradeshow Graphics: (continued)

Numbers represent **placement** guidelines.

Placement Specifications

- 1** **Headline:** From the left edge A4: 101.6 mm or US: 4.0 in, from the top edge A4: 123.825 mm or US: 4.875 in
- 2** **Sub-Headline/Body Copy:** From the left edge A4: 101.6 mm or US: 4.0 in, from the top edge A4: 293.37 mm or US: 11.55 in
- 3** **Image/Yellow high-light Colour:** Pantone® 3945
The highlight bar is 48 pt, and the size of the Line around the x-ray 24 pt
- 4** **X-Ray Image:** Located below the Sub-Headline and centered between the end of the Sub-Headline copy and the Product type
- 5** **Product Type:** From the left edge A4: 101.6 mm or US: 4.0 in, from the top edge A4: 796.925 mm or US: 31.75 in. Located under the X-Ray Image and to the right of the Curve and above the Logo
- 6** **Curve:** Centered from the right edge and preset in the .PSD file
- 7** **Testimonial Copy/Image:** Centered between the Top and Bottom images, from the left edge A4: 38.1 mm or US: 1.5 in, flush right (See Colour notes)
- 8** **Logo:** Two-Colour option at 100% and located from the bottom edge to the top of the logo A4: 241.3 mm or US: 9.5 in, from the left edge A4: 101.6 mm or US: 4.0 in



Testimonial Colour Notes:

The image is to be a duo-tone of Colours (**Black 100**) and (**C 19, M 50, Y 90, K 9**), then converted into CMYK.
Note: The Colour curve of (**C 19, M 50, Y 90, K 9**) Colour has a (50: at 43.1) and (100: at 100)

9:3 Tradeshow Graphics (continued)

All master files are available for download at the Affiliates Resource Website at simarketingservices.com

Tradeshow Graphics Options: Pull-Up

Letters represent **typography** guidelines.

Numbers represent **placement** guidelines.

Typography

- A** **Headline:** Pantone® 294 ITC Avant Garde Gothic Std Md 160 pt, flush left
- B** **Sub-Headline:** Black, ITC Avant Garde Gothic Std Book 90 pt, flush left
- C** **Secondary Body Copy:** Headline: Pantone® 429 ITC Avant Garde Gothic Std Md 50 pt, flush left. Copy: Black, ITC Avant Garde Gothic Std Book 46 pt, flush left
- D** **Footnote:** Black ITC Avant Garde Gothic Std Book 21 pt, flush left

Placement Specifications

- 1** **Logo:** Two-Colour option at 49% of original .EPS, from the left edge: 57 mm or 2.244 in, from the bottom edge: 463.6 mm or 18.252 in
- 2** **Headline:** From the left edge: 57 mm or 2.244 in, from the top edge 201.1 mm or 7.919 in
- Image/Yellow high-light Colour:** Pantone® 3945
The highlight bar is 48 pt, and the size of the Line around the x-ray is 24 pt
- 3** **Sub-Headline:** From the left edge: 57 mm or 2.244 in, from the top edge 475.8 mm or 18.732 in
- 4** **Curve:** Centered from the right edge 119.3 mm or 4.698 in, Colour will depend on Product Division
- 5** **X-Ray Image:** Below Sub-Headline, centered left to right between curve and left edge, top to bottom between Sub-Headline and Secondary Body Copy

MM: 812.8 mm x 2032 mm or US: 32 in x 80 in

- 6** **Secondary Body Copy:** From the left edge: 57 mm or 2.244 in. From the bottom of the circle: 33.8 mm or 1.329 in

- 7** **Footnote:** From the left edge: 57 mm or 2.244 in. From the bottom of the circle: 32.4 mm or 1.277 in

9:3 Tradeshow Graphics (continued)

All master files are available for download at the Affiliates Resource Website at simarketingservices.com

Tradeshow Graphics Options: (continued)

10 Ft. Fabric Display

Letters represent **typography** guidelines.


Numbers represent **placement** guidelines.

Typography

- A** **Headline:** Pantone® 294 ITC Avant Garde Gothic Std Md 160 pt, flush left
- B** **Sub-Headline:** Black, ITC Avant Garde Gothic Std Book 90 pt, flush left
- C** **Footnote:** Black ITC Avant Garde Gothic Std Book 21 pt, flush left


Placement Specifications


- 1** **Logo:** Two-Colour option at 49% of original .EPS, from the left edge: 261.518 mm or 10.296 in, from the top edge: 102.108 mm or 4.02 in
- Image/Yellow high-light Colour:** Pantone® 3945
The highlight bar is 48 pt, and the size of the Line around the image is 24 pt
- 2** **Headline:** From the left edge: 261.518 mm or 10.296 in, from the top edge: 702.259 mm or 27.648 in
- 3** **Disclaimer Information:** From the left edge: 261.518 mm or 10.296 in, from the bottom edge to the bottom of the disclaimer 106.375 mm or 4.188 in
- 4** **Curve:** Centered from the right edge 289.56 mm or .11.4 in, Colour will depend on Product Division. Ex Hex and Co-Axis® connections shown here.
Note: Use Pantone® 294 or Pantone® 429 for corporate graphics
- 5** **Gradient:** Pantone® 294 or Pantone® 429 to white gradient


1  **SOUTHERNIMPLANTS®**
Innovative Treatment Solutions

A **The INVERTA™ Implant** **2**

B Optimizing Predictable Anterior Aesthetics with an Innovative Body-Shift™ Implant Design

3 

4 

5 

C ©2019 Southern Implants (Phy) Ltd. All rights reserved. Southern Implants, and Subcrestal Angle Correction are registered trademarks and Body-Shift, and INVERTA are trademarks of Southern Implants (Phy) Ltd. Not all implants are available in all markets. PRC0079 Rev B 07/19

3351.886 mm x 2670.048 mm
or 131.964 in x 105.12 in

9:3 Tradeshow Graphics (continued)

All master files are available for download at the Affiliates Resource Website at simarketingservices.com

Tradeshow Graphics Options: (continued)

10 Ft. Fabric Display

Letters represent **typography** guidelines.

Numbers represent **placement** guidelines.

Typography

- A** **Headline:** Pantone® 294 ITC Avant Garde Gothic Std Md 160 pt, flush left
- B** **Sub-Headline:** Black, ITC Avant Garde Gothic Md and Book 76 pt, flush left
- C** **Support Copy/Bullets:** Sub-Headline: Black, ITC Avant Garde Gothic Md, 72 pt, flush left. Bullets: Black, ITC Avant Garde Gothic Book, 68 pt, flush left
- D** **Footnote:** Black ITC Avant Garde Gothic Std Book 21 pt, flush left

Placement Specifications

- 1** **Logo:** Two-Colour option at 49% of original .EPS, from the left edge: 261.518 mm or 10.296 in, from the top edge: 203.708 mm or 8.02 in

Yellow high-light Colour: Pantone® 3945
The highlight bar is 48 pt, and the size of the Line around the image is 24 pt

Image Border Colour: The Line around the image is 24 pt. Pantone® 294

- 2** **Headline:** From the left edge: 261.518 mm or 10.296 in, from the top edge: 812.8 mm or 32 in
- 3** **Sub-Headline(s):** From the left edge: 261.518 mm or 10.296 in, from the top edge: 965.2 mm or 38 in
- 4** **Support Copy/Bullets:** From the left edge: 261.518 mm or 10.296 in, from the top edge: 1219.2 mm or 48 in

1 **S**
SOUTHERNIMPLANTS®
Innovative Treatment Solutions

A **Innovative Treatment Solutions** **2**

B **30 Year History Designing and Manufacturing Innovative Products**

B Using the Highest Quality Processes and Materials that are Backed by Science **3**

C **Standard and Site-Specific Implants for:**

- Predictable Anterior Aesthetics
- Post Extraction Molar Replacement
- Immediate Full-Arch Rehabilitation
- Treatment of the Severely Atrophic Maxilla
- Peri-Implantitis Risk Management

D ©2019 Southern Implants (Pty) Ltd. All rights reserved. Southern Implants is a registered trademark of Southern Implants (Pty) Ltd. PEO118 Div A 06/19 **5**

6

3351.886 mm x 2670.048 mm
or 131.964 in x 105.12 in

- 5** **Disclaimer Information:** From the left edge: 261.518 mm or 10.296 in, from the bottom edge to the bottom of the disclaimer 203.708 mm or 8.02 in
- 6** **Curve:** Centered from the right edge 289.56 mm or .11.4 in, Colour will depend on Product Division. 50% Pantone® 294 and 50% Pantone® 429 shown here

9:4 Print Advertisement

All master files are available for download at the Affiliates Resource Website at simarketingservices.com

Print Advertisement:

Letters represent **typography** guidelines.

Typography

- A** **Headline:** Pantone® 294
ITC Avant Garde Gothic Std Demi 20 pt/30 pt, flush left
- B** **Sub Headline:** Pantone® 294
ITC Avant Garde Gothic Std Book 19 pt/30 pt, flush left
- C** **Body Copy:** Black
ITC Avant Garde Gothic Std Book 11 pt/18 pt, flush left
- D** **Image Call Out:** Black
ITC Avant Garde Gothic Std Book 11 pt/14 pt, flush left
- E** **Call to Action:** Pantone® 294
ITC Avant Garde Gothic Std Bold 13 pt/16 pt, flush left
- F** **Testimonial Curve Copy:** White
ITC Avant Garde Gothic Std Book Oblique
11 pt/21 pt, flush right
- G** **Website Address/Email:** Black
ITC Avant Garde Gothic Std Book 10 pt/14 pt, flush left
- H** **Disclaimer:** Black
ITC Avant Garde Gothic Std Book 6 pt/8 pt, flush left

Introducing INVERTA™ from Southern Implants
A Novel Implant Optimizing Natural Looking Anterior Aesthetics

The INVERTA Co-Axis® Implant unites an innovative Body-Shift™ Design with the Subcrestal Angle Correction® feature. This new implant allows for apical bone engagement where it's needed most in immediate placement, as well as a coronal chamber for natural aesthetics, all without the use of angled abutments.

"The INVERTA Implant design represents a paradigm shift in aesthetic and biologic thought related to modern day dental implantology."

- Stephen J. Chu, DMD, MSD, CDT, New York

INVERTA Implant Internal and External Connections

Come see the aesthetic and biologic results at the INVERTA Launch Pad in the Boston University Room and Booth 23/24.

SOUTHERNIMPLANTS®
Innovative Treatment Solutions
SOUTHERNIMPLANTS.COM | customercare@southernimplants.com

©2019 Southern Implants (Phy) Ltd. All rights reserved. Co-Axis, Southern Implants, and Subcrestal Angle Correction are registered trademarks of Southern Implants (Phy) Ltd. Body-Shift and INVERTA are trademarks of Southern Implants (Phy) Ltd. All other trademarks are outside in all respects. R002002 Rev A 03/19

A4: 210 mm x 297 mm

Innovative Treatment Solutions from Southern Implants

• 30 Year History Designing and Manufacturing Innovative Products
Using the Highest Quality Processes and Materials that are Backed by Science

• Standard and Site Specific Implants for:

- Predictable Anterior Aesthetics
- Post Extraction Molar Replacement
- Immediate Full-Arch Rehabilitation
- Treatment of the Severely Atrophic Maxilla
- Peri-Implantitis Risk Management

Learn More About Southern Implants Innovative Treatment Solutions Today.
Please Contact Your Southern Representative Or Visit SOUTHERNIMPLANTS.COM

SOUTHERNIMPLANTS®
Innovative Treatment Solutions
SOUTHERNIMPLANTS.COM

©2019 Southern Implants (Phy) Ltd. All rights reserved. Southern Implants is a registered trademark of Southern Implants (Phy) Ltd. Not all implants are available in all markets. R001007 Rev A 05/19

US: 8.125 in x 10.875 in (Option Shown)

9:4 Print Advertisement *(continued)*


All master files are available for download at the Affiliates Resource Website at simarketingservices.com

Print Advertisement: (continued)

Numbers represent **placement** guidelines.

Placement Specifications

- 1** **Headline:** From the left edge A4: 20.9 mm or US: .75 in, from the top edge A4: 41 mm or US: 1.2 in
- 2** **Image:** The image can be placed centered between the body copy and the call to action copy, the width and height will be based on the actual image contents.

 The **yellow high-light Colour:** Pantone® 3945
The thickness of the line is 12 pt.
It MUST be consistent throughout the piece
- 3** **Call to Action Copy:** From the left edge A4: 20.9 mm or US: .75 in, and from the bottom edge A4: 93 mm or US: 3.25 in
- 4** **Logo:** From the left edge A4: 20.9 mm or US: .75 in, and from the bottom edge A4: 64 mm or US: 2.1 in
- 5** **Website Address/Email Copy:** From the left edge A4: 20.9 mm or US: .75 in, and from the bottom edge A4: 41 mm or US: 1.2 in
- 6** **Disclaimer Copy:** From the left edge A4: 20.9 mm or US: .75 in, and from the bottom edge A4: 33 mm or US: 0.9 in
- 7** **Testimonial Copy:** From the right edge A4: 11 mm or US: .3625 in, and centered between the images from top to bottom
- 8** **Curve:** Pantone® 429 Centered from the right edge A4: 48.104 mm or US: 1.8225 in

1 **Introducing INVERTA™ from Southern Implants**
A Novel Implant Optimizing Natural Looking Anterior Aesthetics

The INVERTA Co-Axis® Implant unites an innovative Body-Shift™ Design with the Subcrestal Angle Correction™ feature. This new implant allows for apical bone engagement where it's needed most in immediate placement, as well as a coronal chamber for natural aesthetics, all without the use of angled abutments.

2  INVERTA Implant Internal and External Connections

7 *"The INVERTA Implant design represents a paradigm shift in aesthetic and biologic thought related to modern day dental implantology."*
- Stephen J. Chu, DMD, MSD, CDT
New York

3 **Come see the aesthetic and biologic results at the INVERTA Launch Pad in the Boston University Room and Booth 23/24.**

4  **SOUTHERNIMPLANTS™**
Innovative Treatment Solutions

5 SOUTHERNIMPLANTS.COM | customer@southernimplants.com

6 ©2019 Southern Implants (Pty) Ltd. All rights reserved. Co-Axis, Southern Implants and Subcrestal Angle Correction are registered trademarks of Southern Implants (Pty) Ltd. Body-Shift and INVERTA are trademarks of Southern Implants (Pty) Ltd. All other trademarks are the property of their respective owners. PBO2019 Rev A 02/19

A4: 210 mm x 297 mm

Half-Page Horizontal Examples

Attention All External Hex Implant Users!

Industry Standard Connections Available from Southern Implants

To Learn More, Please Contact Your Southern Representative Or Visit southernimplants.com

 **SOUTHERNIMPLANTS™**
Innovative Treatment Solutions

southernimplants.com | orders@southernimplants.com
WA Office 08 9466 2627 | NSW Office 02 8076 9337

©2019 Southern Implants (Pty) Ltd. All rights reserved. Southern Implants is a registered trademark of Southern Implants (Pty) Ltd. PBO17 Rev A 06/19


Innovative Treatment Solution from Southern Implants

• 30 Year History Designing and Manufacturing Innovative Products
Using the Highest Quality Processes and Materials that are Backed by Science

• Standard and Site Specific Implants for:

- Predictable Anterior Aesthetics
- Post Extraction Molar Replacement
- Immediate Full-Arch Rehabilitation
- Treatment of the Severely Atrophic Maxilla
- Peri-implantitis Risk Management

Learn More About Southern Implants Innovative Treatment Solutions Today.
Please Contact Your Southern Representative Or Visit SOUTHERNIMPLANTS.COM

 **SOUTHERNIMPLANTS™**
Innovative Treatment Solutions

SOUTHERNIMPLANTS.COM

©2019 Southern Implants (Pty) Ltd. All rights reserved. Southern Implants is a registered trademark of Southern Implants (Pty) Ltd. All implants are available in all markets. PBO17 Rev A 06/19

US: 8.125 in x 10.875 in (Option Shown)

Aesthetics Reimagined!
Introducing INVERTA™ - A New Implant with an Innovative Body-Shift™ Design for Optimizing Predictable Anterior Aesthetics

To Learn More, Please Contact Your Southern Representative Or Visit southernimplants.com

 **SOUTHERNIMPLANTS™**
Innovative Treatment Solutions

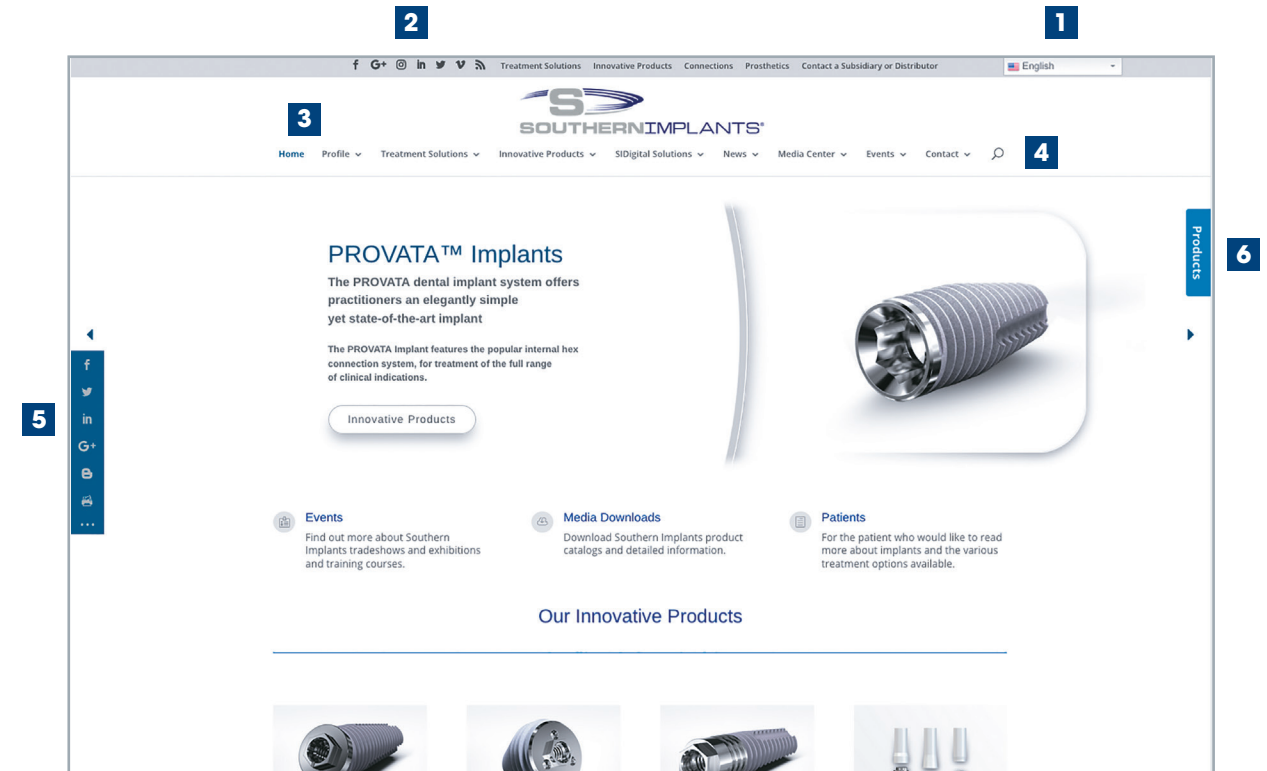
southernimplants.com | orders@southernimplants.com
WA Office 08 9466 2627 | NSW Office 02 8076 9337

Background and clinical image courtesy of Drs. Curtis Hunsicker & Peter Vanover
©2019 Southern Implants (Pty) Ltd. All rights reserved. Southern Implants is a registered trademark and INVERTA is a trademark of Southern Implants (Pty) Ltd. PBO17 Rev A 06/19

9:5 Website

The URL for the Southern Implants website is <https://southernimplants.com>

- 1 Language Selection:** This is where you can select the language you would like to read/view for the Southern Implants Website.
- 2 Social Locations:** At the top and bottom of every webpage you will see a series of social icons, when clicked it will direct you to Southern Implants social location you have chosen.
- 3 Main Navigation:** This will allow you to visit any main section of the Southern Implants Website. Select a main header and the menu will expand below, to show the contents of the selected website section.
- 4 Search Area:** Select this icon and a search field will display in place of the navigation set, type in this area what you would like more information about, and press the return key, to search the complete website. The page will refresh with a complete list, with hyper-links of your search results.
- 5 Social Share Tool:** Select a social icon and a pop-up window will appear, requesting you to log into the social location you would like to share the pages content in, you can comment, and you will have other options depending on which social network you have chosen.



- 6 Product Side Menu:** This is where you will find active hyper-links to special sections and innovative products.

The URL = <https://southernimplants.com>

NOTE: Whenever you are using the website hyper-link URL on-line always use the **complete URL**, this will automatically make a hyper-link when posted into the world wide web.

9:6 PowerPoint®

All master files are available for download at the Affiliates Resource Website at simarketingservices.com

PowerPoint:


Letters represent **typography** guidelines.

Numbers represent **placement** guidelines.

Typography Specifications

- A Pre-sets:** Pantone® 294, Pantone® 429, and Black, Arial Regular and Bold

Placement Specifications

- 1 Templates:** There are three common Microsoft® Power Point® slide sizes, these are 16x9, 3:1 and 4:3. Templates have been created for each of these sizes. Use the master Microsoft® PowerPoint® document inside your Microsoft® PowerPoint® program. Follow the Microsoft® instructions for placing this document inside your templates folder
- 2 Logo Placement**
- 3 Images:** All images are to be in RGB format
The **yellow high-light Colour:** Pantone® 3945
 The thickness of the line is either 10 pt. or 2 pt.
It MUST be consistent throughout the piece

1

PowerPoint® 16:9



3

2


3

2

PowerPoint® 3:1

1

INVERTA™ Implant Case Study



3

2

3

2

PowerPoint® 4:3

1

Fatigue Tests



3

2

9:7 Digital Ad Banners

All master files are available for download at the Affiliates Resource Website at simarketingservices.com

Digital Ad Banners:

Letters represent **typography** guidelines.

Numbers represent **placement** guidelines.

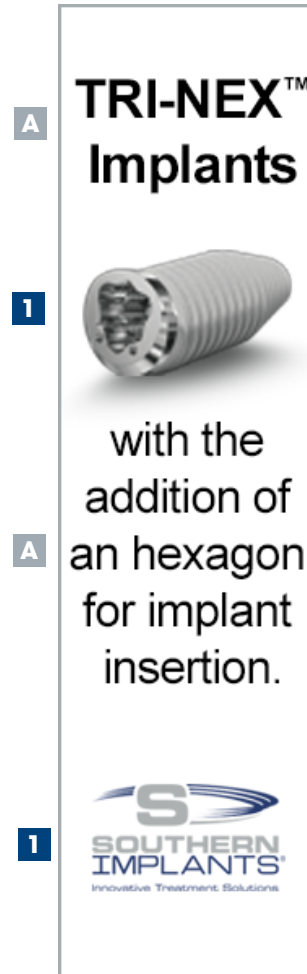
Typography Specifications

- A** **Pre-sets:** Pantone® 294 or Hexadecimal #002f6c
Pantone® 429 or Hexadecimal #a2aaad
and Black copy, Arial Regular and Bold
- 1** 2 px boarder in Pantone® 3945 or
Hexadecimal #f4e500


Placement Specifications

- 1** **Banner Art/Logo:** Preset in the .PSD file

NOTE: The Colour Format and DPI of all images are
RGB Colour format and are at 72 DPI, and saved as
a .JPG or .PNG




A TRI-NEX™
Implants



1

A with the
addition of
an hexagon
for implant
insertion.



1

160 px x 600 px - Wide Skyscraper



1

A TRI-NEX™ Implants
with the addition of an
hexagon for implant insertion.



468 px x 60 px - Banner



A TRI-NEX™ Implants



1

A with the addition of an
hexagon for implant insertion.



250 px x 250 px - Square

9:8 Social Media

All master files are available for download at the Affiliates Resource Website at simarketingservices.com

Social Media:

Letters represent **typography** guidelines.

Numbers represent **placement** guidelines.

Typography

- A** **Headline:** Arial Regular or Bold in the Colour of White or Black this will depend on the Colour of the image or background Colour.
- B** **Other Text:** Arial Regular or Bold in the Colour of White or Black this will depend on the Colour of the image or background Colour.
- C** **Date Box Text:** Arial Regular and Bold in the Colour of White on the Pantone® 294 background, preset in the .PSD file.

Placement Specifications

- 1** **Logo:** Two-Colour option, preset in the .PSD file.
- 2** **Headline:** The location is preset in the .PSD file.
- 3** **Images/Product Image:** All images are to be in RGB format, and have a fade to white top and bottom, preset in the .PSD file.
- 4** **Curve:** Always to the right of the file and is preset in the .PSD file.

NOTE: The Colour Format and DPI of all images are RGB Colour format and are at 72 DPI, and saved as a .JPG



10: Stationery

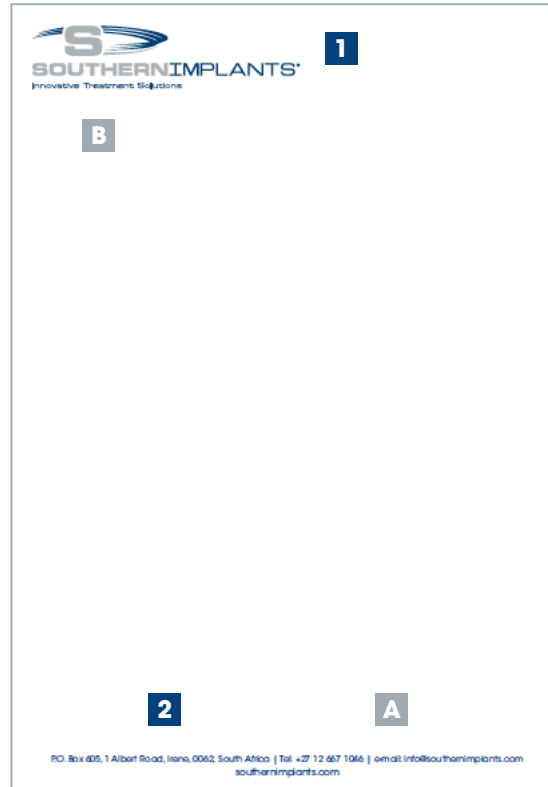
All master files are available for download at the Affiliates Resource Website at simarketingservices.com

Typography Specifications

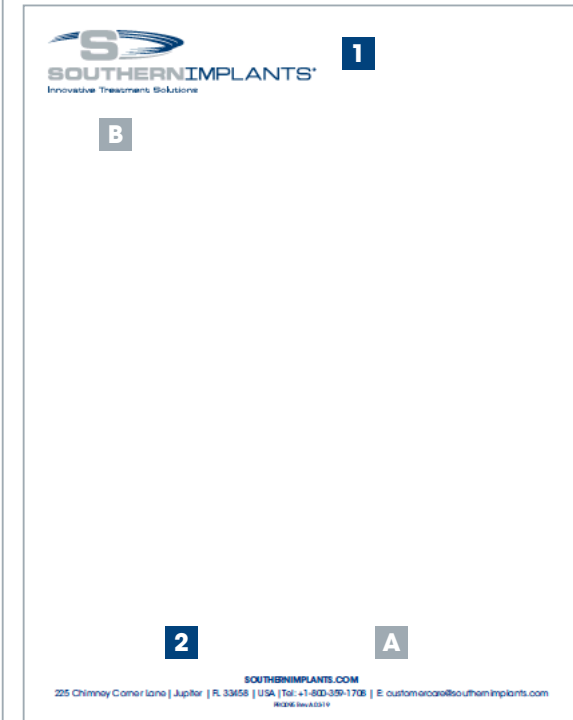
- A Footer Copy:** Pantone® 294
Website URL:
ITC Avant Garde Gothic Std Bold 10 pt, centered
Address, Phone, and Email:
ITC Avant Garde Gothic Std Book 10 pt, centered
- B Body Copy:** Black
Arial Regular 11 pt, flush left, Arial Bold when needed

Placement Specifications

- 1 Logo:** Use the master Microsoft® Word® document (.DOT) inside your Microsoft® Word® program. Follow the Microsoft® instructions for placing this (.DOT) inside your templates folder. We also have a (.DOC and .DOCX) file. The logo is top centered and is in RGB format inside the top header area
- 2 Footer:** Use the master Microsoft® Word® document (.DOT) inside your Microsoft® Word® program. Follow the Microsoft® instructions for placing this (.DOT) inside your templates folder. The copy is centered in the Gray footer area



A4: 210 mm x 297 mm



US: 8.5 in x 11 in

10: Stationery - Business Card

All master files are available for download at the Affiliates Resource Website at simarketingservices.com

Typography Specifications

- A Name:** Pantone® 294
ITC Avant Garde Gothic Std Bold 8 pt, flush left
- B Title:** Black
ITC Avant Garde Gothic Std Medium 6 pt/8 pt, flush left
- C Designation:** Black
ITC Avant Garde Gothic Std Book 5 pt/7 pt, flush left
- D Address:** Black
ITC Avant Garde Gothic Std Medium 6 pt/7 pt, flush right
Email/Website Letters in Bold
- E Top Background:** Pantone® 294
- F Logo/Line:** Metallic Silver Foil



Placement Specifications

Use provided template files



MM: 88.9 mm x 50.8 mm or US: 3.5 in x 2 in

11: Electronic Signature

All master files are available for download at the Affiliates Resource Website at simarketingservices.com

Electronic Signature:

Typography

- A Name:** Pantone® 294 or Hexadecimal #002f6c
Arial Bold 9 pt/10 pt, flush left
- B Title:** Pantone® 429 or Hexadecimal #a2aaad
Arial Regular 9 pt/10 pt, flush left
- C Contact Information:**
Pantone® 429 or Hexadecimal #a2aaad
Arial Regular 9 pt/10 pt, flush left
- D Abbreviated Letters:**
Pantone® 294 or Hexadecimal #002f6c
Arial Regular 9 pt/10 pt, flush left

Placement Specifications

- 1 Signature Logo:** Placed at the bottom of the email.
Two-Colour option, logo in the width of 81.28 mm or 3.2 in and 19.05 mm or .75 in, in height. The logo is centered between the name/title and the contact information
- 2 Social Icons:** For each icon is in Pantone® 429 or Hexadecimal #a2aaad with black icon logo centered inside the circle at the height and width of A:4 6.35 mm or US: .25 in. All Social Icons are to be hyper-linked to the URL of that social location

NOTE: The Colour Format and DPI of all images are RGB Colour format and are at 72 DPI, and saved as a .JPG

- A** Sue Odendaal
- B** Director International Sales & Marketing



- C** T: +27 (0) 12 667 1046 | W: SOUTHERNIMPLANTS.COM
- D** A: Southern Implants Office Park, 1 Albert Road, Irene, Gauteng, 0062



Utilize the Southern Implant Brand Guide to Elevate Company Branding!

An innovative and solutions driven company, whose values embrace the company positioning;
Innovative Treatment Solutions for Optimal Patient Outcomes.



South Africa - Headquarters 1 Albert Road, Irene, RSA
T: +27-12-667-1046 | **E:** info@southernimplants.com

Subsidiaries

Australia
Southern Implants Australia
T: +61-2-8076-9337
E: info@southernimplants.com.au

United Kingdom and Ireland
Southern Implants UK
T: +44-20-8899-6845 / 6 / 7
E: info@southernimplants.co.uk

USA and Canada
Southern Implants North America Inc.
T: +1-561-472-0990
E: customercare@southernimplants.com

Southern Implants Products are distributed world-wide, please visit southernimplants.com for a list of Distributors.

©2019 Southern Implants (Pty) Ltd. All rights reserved. Co-Axis, MAX-8, MAX-IT, Southern Implants, Subcrestal Angle Correction, TRI-MAX, TRI-NEX, ZenGro, ZenGuard are registered trademarks and Body-Shift, INVERTA, PROVATA and Zygan are trademarks of Southern Implants (Pty) Ltd. Not all products available in all markets.