

1. Prelude

Maintaining the integrity of the content development process is one of the most important factors to keep in mind once you start designing your Interactive Sales Aid (ISA). Adhering to the principles that make up the Interactive Sales Aid content development process will ensure continued brand cohesion between all Diabetes Care marketing content and provide an optimized experience for end users (sales reps) interacting with the content.

Everything to follow is clearly defined and purposeful to the integrity of the ISA creation process. Please follow the guidelines in this manual closely, to maintain consistency across all of our brand communications and channels.

2. Design Rules & Specifications

Before creating a new [Interactive Sales Aid \(ISA\)](#) in SmartStudio it's imperative to understand the design rules and specifications. In this section, we will go through the following:

- Brandbox
- Artboard resolution sizes
- Text size requirement
- Downloading assets
- SmartStudio integrity

2.1 Brandbox

Brandbox is the primary asset library that holds all of the content you'll need to be successful when creating your brand-specific [ISA](#). The following guidelines are available for you to reference based on what brand and product you will be focusing on in your/the ISA; [Roche Diabetes](#), [Accu-Chek](#), and [mySugr](#).

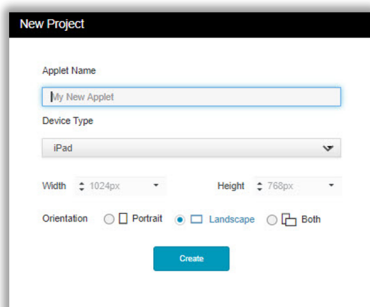
**For questions on how to create content with multiple brands please contact Brand via their [support form](#).*

2.2 Artboard Resolution Sizes

[Artboard](#) resolution sizes will vary between devices. Upon opening a [new applet](#) in SmartStudio you will be met with a pop-up that gives you a dropdown list of sizes to choose from.

**Please note that Windows operating systems (WOS) device sizes are not listed, you will need to select "Custom" from the drop-down menu and input the width and height pixel sizes. The option of Both shouldn't be selected because the output sizes will never be the same between the tablet & mobile device orientation.*

New Applet

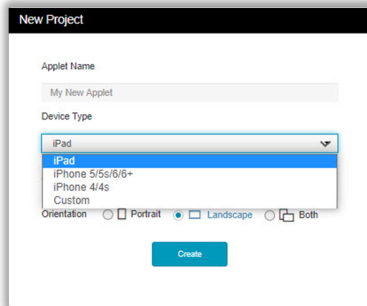


2.2a iOS Sizes

When starting a new project for an ISA that will be featured on an iPhone operating system (iOS) device you will be prompted to select one of the three iOS options from the drop-down menu. The custom option will need to be selected for iOS 7+ and iPad Pro.

**In most instances content for the tablet will be orientated in landscape and content for mobile will be in portrait.*

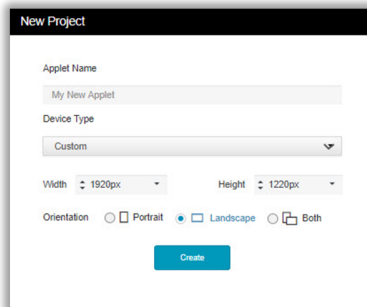
New Applet



2.2b WOS Sizes

New projects for WOS devices will need to have the pixel amount for the width and height imputed manually. Select “**Custom**” from the dropdown menu and input **1920px by 1220px**.

New Applet



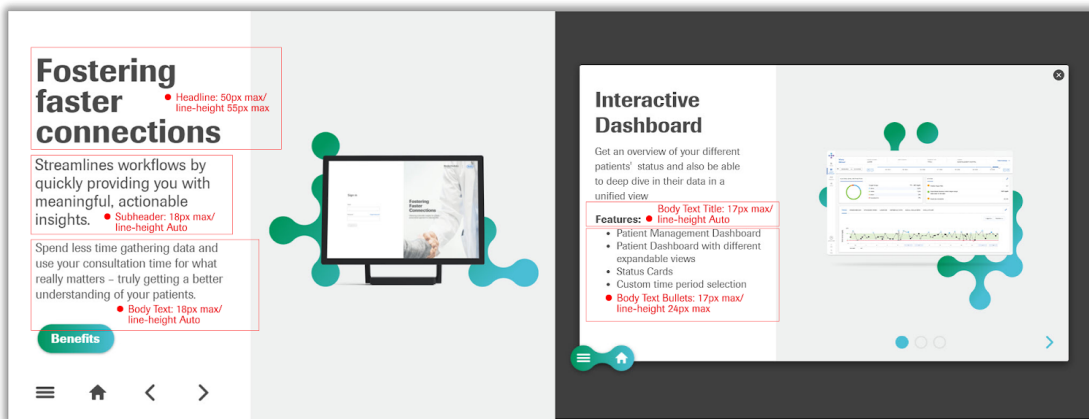
2.3 Text Size Requirements - IOS

Five different types of text will be referred to throughout this manual; [headlines](#), [sub-headlines](#), [body text titles](#), [body text](#), and [bullet text](#). Alongside the text, types will be maximum and minimum point sizes.

These sizes will vary between devices based on the overall screen size the user will be viewing from. See *Figure 1* for a complete breakdown.

IOS Min's & Max's

- **Headline:** 50px max/ line-height 55px max
- **Subheadline:** 30px max/ line-height Auto
- **Body text title:** 24px max/ line-height Auto
- **Body Text:** 18px max/ line-height Auto
- **Body text bullets:** 17px max/ line-height 24px max



WOS Min's & Max's

- **Headline:** 180px max/ line-height 160px max
- **Subheadline:** 60px max/ line-height 130px max
- **Body text title:** 30px max/ line-height Auto
- **Body Text:** 28px max/ line-height Auto
- **Body text bullets:** 28px max/ line-height Auto

2.4 Asset Downloads

To build out your ISA, you will need to download the following assets: fonts, logos, backgrounds, product images, navigation icons, and possibly more depending on the scope of your ISA. You can access these assets directly in [Brandbox](#). If you can not find an asset please contact the appropriate [marketing manager](#) for that product.

2.5 Smart Studio Integrity

Key factors to remember once you start designing is not to overuse containers and don't use custom code. Although custom code can be great for other uses it can break an ISA in SmartStudio, stick to using only the design tools when building out your new project. Make sure to keep the following labeled correctly:

- Pages
- Page sets
- Containers
- Objects

Naming conventions are key to maintaining the integrity of Smart Studio. If your ISA is disorganized, and incorrectly labeled it will be challenging for you to find specific areas that may need to be updated in the future. Someone other than yourself will undoubtedly end up making changes and edits to the original ISA. Think about the way you design now to help the editing process in the future.

3. ISA Standards

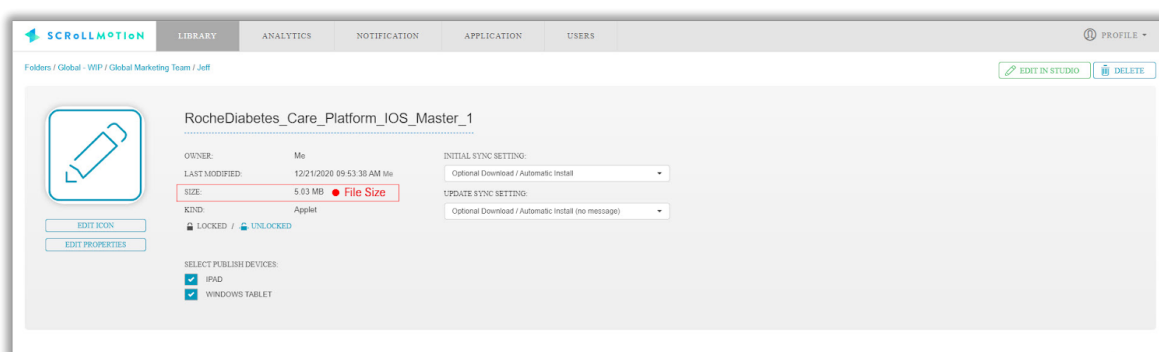
In this section, we will cover five different areas that make up the backbone of your ISA from building to publishing.

- **File size:** ISA length, page content length, media (video, images, interactive elements)
- **Navigation:** Minimal, persistent, and directional
- **All Slides Page:** [Containers](#), thumbnail images, thumbnail titles, and depth effects
- **Editable Content:** Text, color, [product images](#), [text buttons](#), and [actions](#)
- **Naming Conventions:** Naming of [pages](#) and [objects](#)

3.1 - ISA File Size

ISA's should always be kept under 50MB. If you find that your [file size](#) is over 50MB, you should circle back to your uploaded assets and use [compression tools](#) like [image compressor](#). The only exception to go over 50MB is if there are videos in the ISA. This is an unavoidable expectation.

**Adding videos into an ISA will always render a larger file size for you, this is the only exception.*



3.1A ISA Length

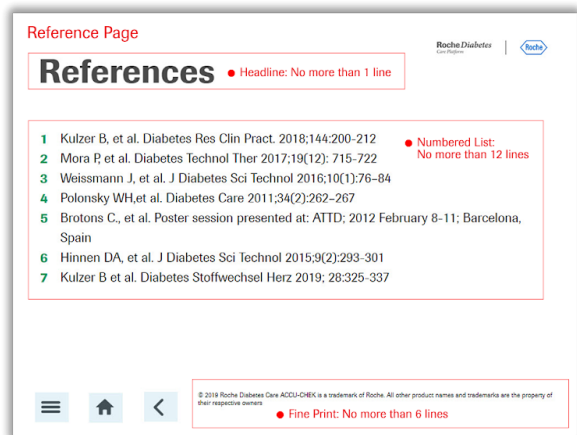
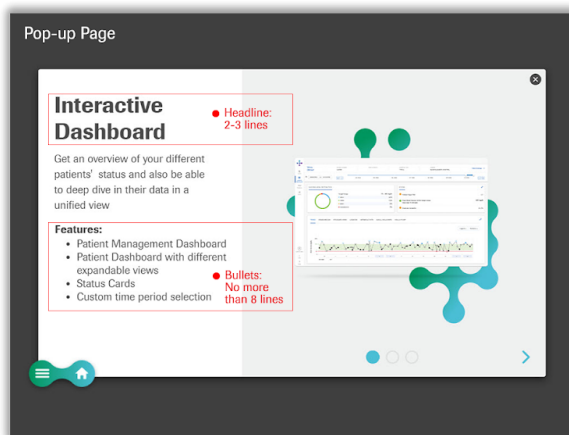
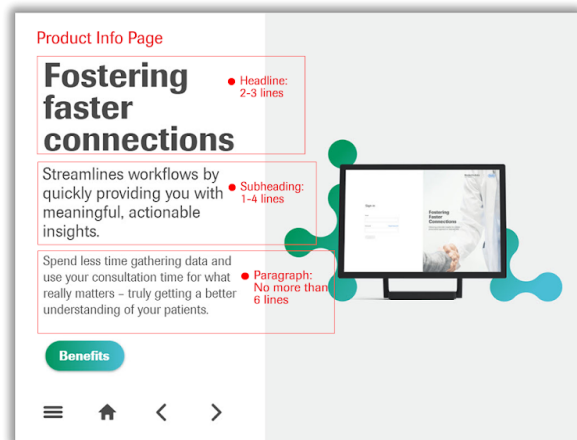
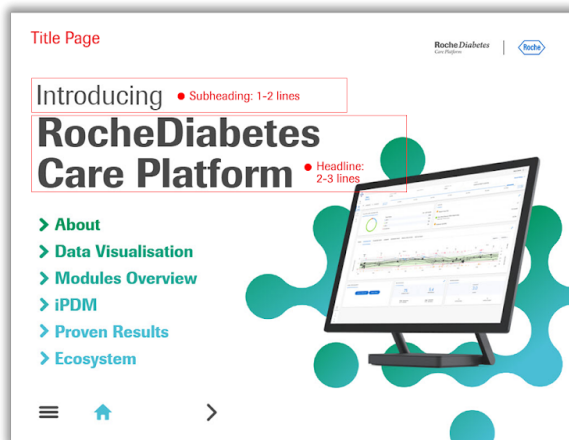
When considering the total length of pages your ISA has it's important to remember the purpose of the ISA. The purpose is for a sales rep to be able to quickly communicate the value of Roche products and services. Keeping the length under 20 pages is necessary to ensure that.

**According to the analytics the average usage of pages will show what sales representatives are and aren't using.*

3.1B Page Content-Length

Content-length is measured by the amount of total lines. The following subsections should not exceed the maximum for each type of page.

- **Title Page:** **Headlines** should be no more than **two to three lines**. Subheadings should be no longer than **one to two lines**.
- **Product Information:** Headlines should be no more than **three to four lines**. Subheadings should be between **one to four lines** and paragraphs, no more than **six lines**.
- **Pop-ups:** Headlines should be no more than **one to two lines**. Subheadings should be between **one to three lines** and bullet points should not exceed more than **eight lines**.
- **Reference:** Headlines should be no more than **one line**. The numbered list may vary depending on the ISA length, try keeping the list to no more than **twelve lines**. The fine print should not exceed **six lines**.



3.1C Media

Content involving media such as video, images, and interactive elements should be optimized (reducing size without losing quality) before they are brought into the ISA. This optimization will ensure that the end file size will remain under the 50MB limit. If videos are slowing down the loading time of your ISA please contact [Help Support](#).

3.2 Navigation

There are three types of [navigation](#) that can be used in ISA's. These navigation systems are: minimal, persistent, and directional. All [navigation icons](#) are [baked](#) into the ISA backgrounds. (Baking is the act of layering elements within external design software like Photoshop before exporting the image) Baking icons into the background images will ensure that you're saving overall file space. Baking saves files space because it creates less files that have to be brought into your ISA.

3.2A Minimal

Minimal navigation is used for ISA's designed for mobile viewing. Mobile devices have limited real estate so it's important to take up the least amount of space allowing more room for purposeful content. An example of minimal navigation would be a [hamburger menu](#).

3.2B Persistent

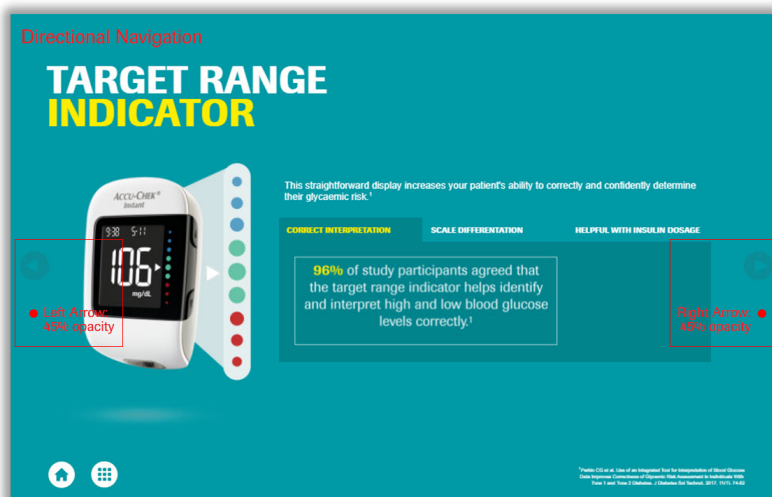
Persistent navigation consists of using all icons: [home](#), [reference](#), [grid](#), left and right arrow on every page of the ISA except for the ones listed below. Persistent navigation allows the user to freely navigate the ISA in a nonlinear fashion. Although the linear swipe functionality works well with pop-ups it can be time consuming when trying to navigate quickly

** Exceptions to these pages: home, reference, and all slides. (Example: The home page won't have a home icon since the viewer is already there. This applies to the reference and all slides as well.*



3.2C Directional

Directional navigation can be used in a multitude of ways. Primarily you will use arrow icons on both the left and right side of the page and within pop-ups to show movement to the next page or pop-up subsection.

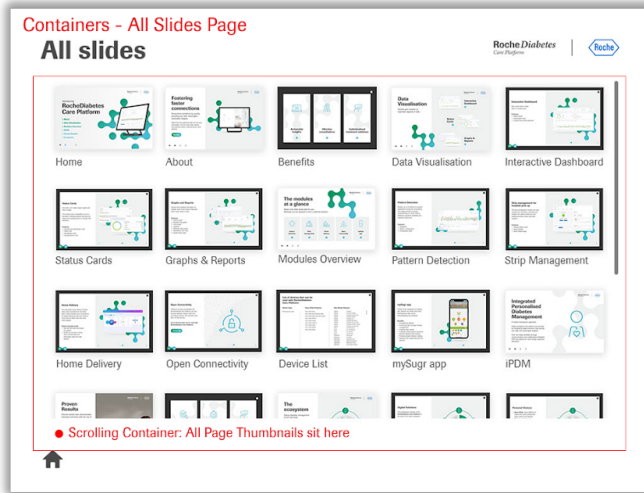


3.3 All Slides Page

The [all slides page](#) or menu page is vital to every ISA. It allows the sales representatives to quickly and easily navigate to any page within an ISA. This page is made up of the following: containers, [thumbnail images](#), [thumbnail image effects](#), thumbnail titles, and columns.

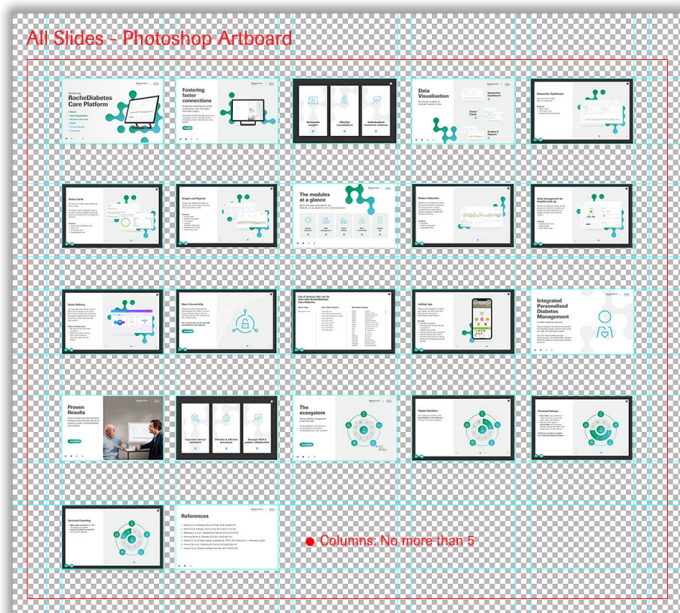
3.3A Containers

The all slides page will use a [container](#) with a [vertical scrolling effect](#) applied. The container allows you to design within a specific space for interactive use (scrolling).



3.3B Thumbnail Images & Columns

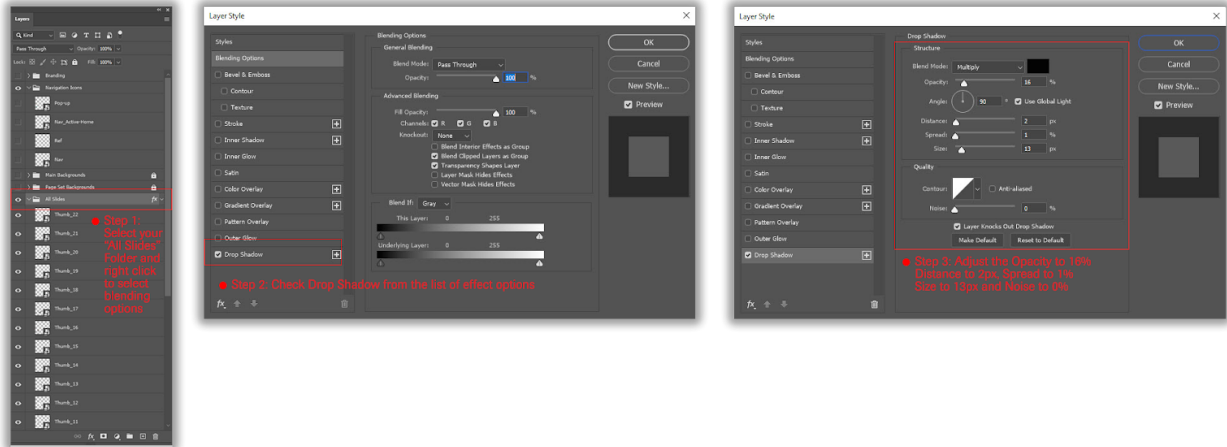
The thumbnail images that will be displayed within the container need to be laid out in an external design software such as Photoshop and exported as one image with a [transparent background](#). Thumbnail images can be taken from screenshots in SmartStudio's [Preview Mode](#) or directly from the mobile device that you are viewing the content in. Every ISA will differ on the overall amount of pages. To ensure that each image is viewable from the All Slides page, there should be no more than five columns of images..



3.3C Thumbnail Image Effects

Effects will need to be applied in Photoshop, each thumbnail image should have a [low opacity drop shadow](#).

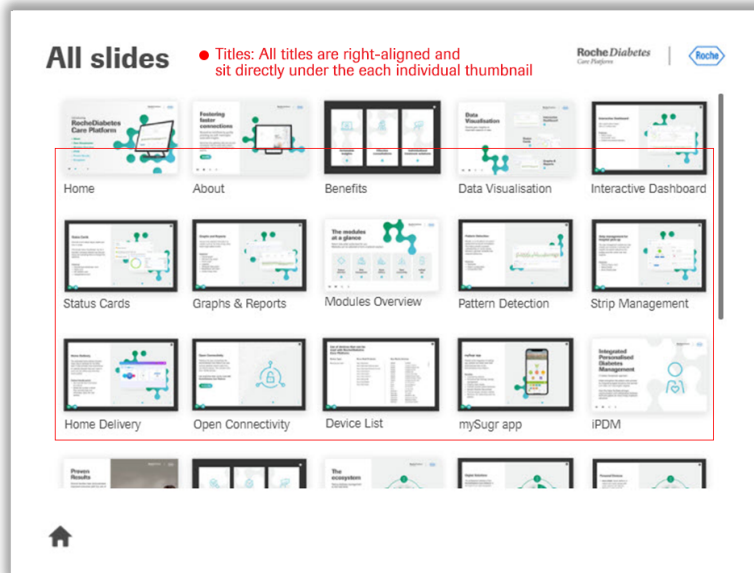
Drop Shadow Effect



3.3D Thumbnail Titles

Just having thumbnail images for each page screenshot isn't enough. It's important to consider that everyone might not be able to decipher which page is which from the thumbnails so adding the page headline as the title below the thumbnail is helpful as well. All titles should be [center-aligned](#) or right-aligned and all caps.

Thumbnail Titles



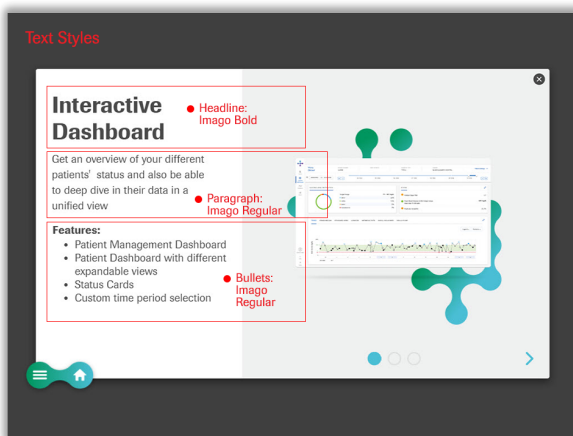
3.4 Editable Content

Content that is editable within SmartStudio consists of text, text buttons, and color. The brand guidelines will be your main point of reference while determining how to edit your content. You will find these here: [Roche Diabetes](#) , [mySugr](#), and [Accu-Chek](#).

3.4A Text

Imago is the primary font that is used for all forms of editable text. As a reminder please refer to the guideline links in 4.5. Below you will find a break down of how each style should be applied to the type of text forms:

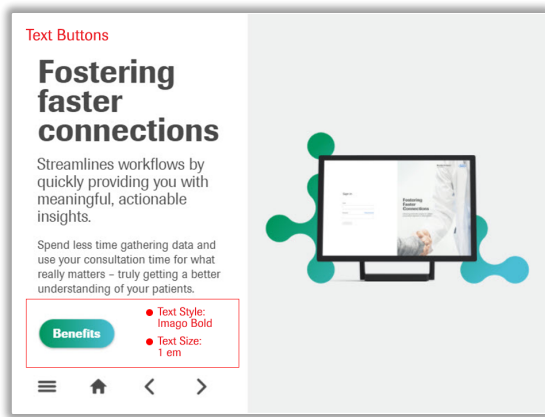
- **Headlines:** Imago Bold
- **Sub-headlines:** Imago Bold
- **Paragraphs:** Imago Regular
- **Lists & bullets:** Imago Regular
- **Fine print:** Imago Regular



3.4B Text Buttons

While using the text button tool please follow these standards for styling:

- **Text size:** 1em (em is the unit of measurement in SmartStudio)
- **Text style:** Imago Bold
- **Text color:** Refer to [Roche Diabetes](#) , [mySugr](#), and [Accu-Chek](#)
- **Button color:** Refer to [Roche Diabetes](#) , [mySugr](#), and [Accu-Chek](#)



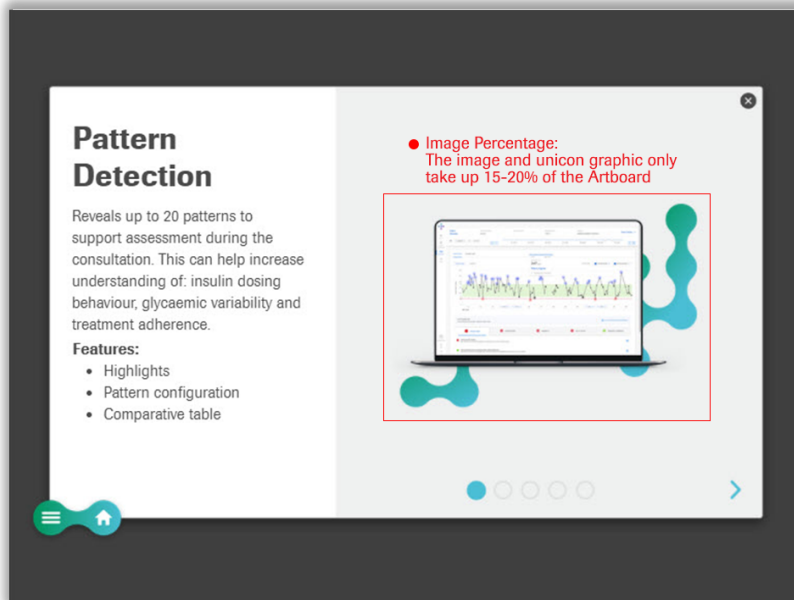
3.4C Text Color

Depending on which brand you are designing for, please refer to the guideline links in 4.5 to see the color hex codes for each specific brand.

3.4D Editable Images

All product images that are editable for [mmol/ mgdl measurements](#) will need to be edited in external design softwares like Photoshop. Images need to be saved as pngs to ensure that they are high quality with transparent backgrounds. Once images have been brought into your ISA it's important to understand how large or small they should be. Please refer to the [screen size percentage](#) image below for reference.

Screen Size Percentages



3.4E Actions

Under the [properties panel](#) you will find a sub-tab called actions. Actions refer to the type of animation that's added to an image button or a [hotspot](#). There are many different ways to animate your action buttons, keeping them simple is key to the overall flow of your ISA. You will use these four main actions:

**Trigger: A trigger is what makes the animation happen, (hover, on tap, touch and release, etc.) it's the action that the user does to create the animation.*

- **Animate:** Change [position](#) and change opacity
- **Go to page:** [Trigger](#), change page, transition type and duration
- **Hide:** Trigger, target object and delay
- **Show:** Trigger, target object and delay

Actions



For more advanced actions please contact [Help Support](#).

3.5 Naming Conventions

Every object that's added to the artboard in your ISA is automatically named "object" followed by a number. Re-naming your objects is imperative for two different reasons. One, analytical tracking is nearly impossible if the objects being clicked are named after a random number. Two, if someone uses your ISA in the future and needs to make additions or subtractions they will need to know what every object is, in order to make their changes in a timely fashion. To create a successful ISA follow these [naming convention](#) steps below.

3.5A Page Naming Convention

There are two types of pages that you will have to rename:

- **Page sets:** Page Set (PS) Name_Page Title
Example: Benefits_Home Delivery
- **Individual pages:** ISA Name_Specific Page (Abbreviate ISA name if it's too long)
Example: RDCP_Benefits

3.5B Object Naming

There are 6 different types of objects that you will have to rename:

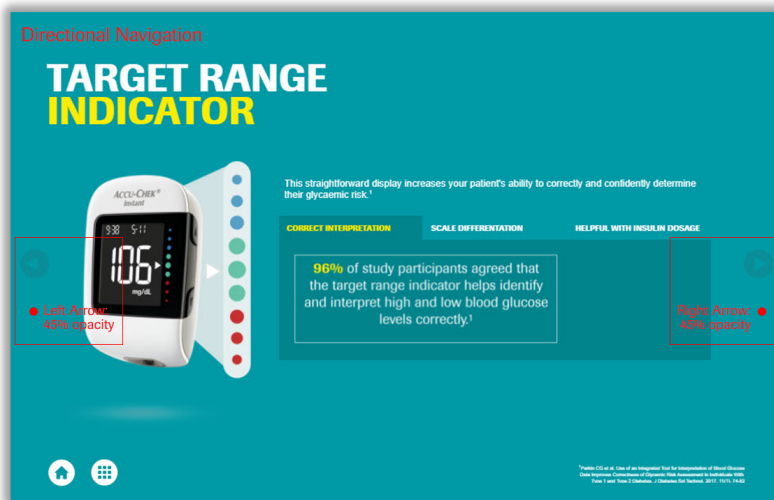
- **Basic Button:** Button_Name
Example: Button_Benefits
- **Image Button:** Image Button_Name
Example: Image Button_Home Delivery
- **HotSpot:** HotSpot_Name
Example: HotSpot_All Slides
- **Image:** (What the image actually is)
Example: Background, device, monitor, strip, Pop-up background, etc.
- **Text:** (What the image actually is)
Example: Headline, Sub-headline, Paragraph, Bullets, Fine Print, etc.
- **Containers:** Number_Container, Sub-number_Container
Example: 01_Container, 01.1_Container, 02_Container, 02.1_Container

4. Designing For Touch

4.1 Directional Icons

When [designing for touch](#) the use of directional icons are graphic features that are important to add to your background images. These icons imply that the user can swipe between pages if they wish to navigate the ISA in a linear fashion.

- Page Forward (Max 45% opacity - Min 30%)
- Page Backward (Max 45% opacity- Min 30%)

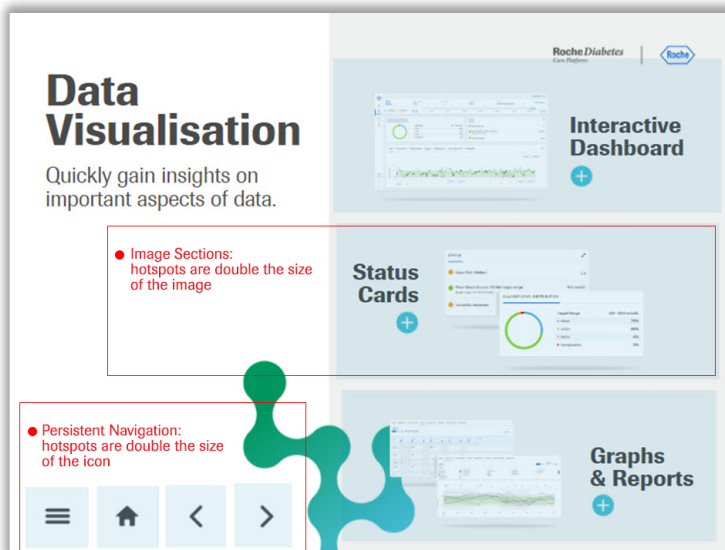


4.2 Hotspot Sizing

[Clickable areas](#) otherwise called “Hotspots” are added on top of your designs. Remember to make sure your hotspots are large but not overlapping. They should always be larger than the icon itself.

- Persistent Navigation: (At Minimum) Double the size of the icon vertically
- Pop-up Arrows: (At Minimum) Triple the size of the arrow icon
- Pop-up Exit: (At Minimum) Triple the size of the exit icon
- Pop-up Navigation: (At Minimum) Double the size of the icon

Hotspot Sizing



5. Contact

For more information please refer to the [Knowledge Base](#) articles. If you have any additional questions please submit a [request form](#).

