



Brand & Identity Guidelines





Purpose of this Guide

Breg's brand promise is to support our customers and their patients at every step of the healthcare journey, and all of our materials and messaging should reflect that promise. That's why we've created this guide – to help those who create our materials to accurately and consistently apply our brand identity so that customers know who we are and what we stand for.

If you have questions about the standards or areas not covered please contact Marketing Communications at 800-897-2734.

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Brand Identity

Positioning Statement

We believe in enhancing orthopedic care by providing **Support at Every Step**, from hurt to healthy. Supporting practitioners through comprehensive partnerships; supporting patients with high-quality products and service; and delivering seamless support to facilities for overwhelming complexities of modern healthcare.

Breg Personality

Breg's tone is reliable, supportive, committed, and helpful. Our voice is professional, knowledgeable, friendly, warm and accessible, reflecting our customer-centric nature. We strive for clarity, brevity and impact, steering clear of industry jargon and acronyms when possible.

The Meaning Behind the Breg Logo

Our logo conveys the qualities of Breg's personality. The boomerang shape brings motion to the logo and represents Breg's continuous circle of product and service solutions, and responsive customer support. This echoing shape symbolizes the growth of Breg's solutions and customer base simultaneously. The "Breg" logo type reflects the company's strong, bold and timeless character.

The Colors

Breg has introduced the red-orange and black color palette for branding in 2010, representing confidence. Strength and boldness. In 2020, we expanded the palette to include brighter, more approachable colors to also convey warmth, accessibility, wellness, humanity and connection. Moving forward, the original color palette will be used for the logo identity, while the expanded palette will provide more options for our collateral.

The Tagline

Our tagline, "Support at Every Step," has a dual meaning. First, our products support patients at every step of their orthopedic care journey, from preventive bracing to post-op cold therapy. And second, we support our customers to build profitable DME programs through our robust consulting and services. The phrase captures the complexity of our business, as both a manufacturer of products and a medical billing company, while conveying that our customers are at the center of everything we do. It is also sets us apart from our competition; while they focus on performance and elite athleticism, we focus on out-caring the other companies in our industry.

Proportions

In order to maintain consistency throughout all materials where the Breg logo appears, it is important that the proportions of the Breg logo remain constant. The following pages contain guidelines for executing the determined proportions as well as some examples of incorrect executions.

The Breg Logo

The logo refers to the typeface and mark used together to create the Breg identity. The typeface used to create the Breg name has been altered in order to make the logo unique. For this reason it cannot be typeset. The final art found online at www.breg.com/logos is to be used when placing the logo.

Minimum Logo Size

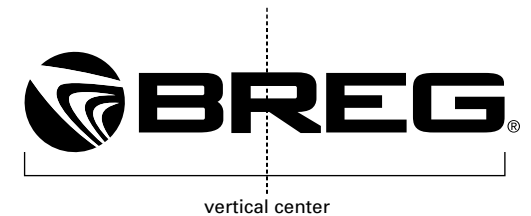
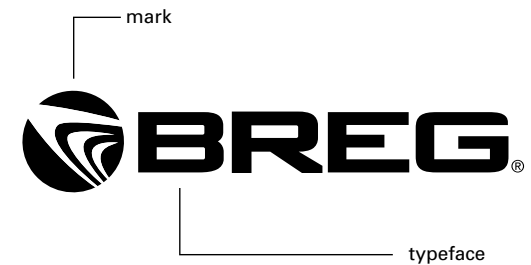
The minimum size in which the logo may appear is based on the height of the "B" in Breg. The height may be no smaller than .125 inches (3 mm). The ® should remain legible.

Centering the Logo

Center the logo using the vertical white space in the center of the mark. The center point is based on the entire width of the logo.

Minimum Clear Space

Clear space is the area surrounding the logo that must be kept free of other logos, graphics or text. The minimum clear space around the logo is determined by the height of the "B" in Breg.



Unacceptable Proportions

The images found on this page are some of the unacceptable configurations of the Breg logo. To avoid an incorrect presentation of the logo please adhere to the specifications found on page 5.

Unacceptable Logos

No extra graphic elements or type may be added to the logo, including department names.



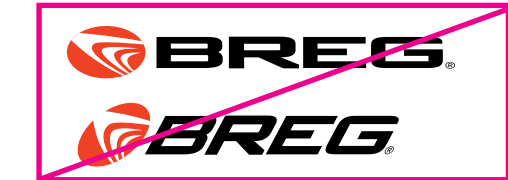
Do not substitute logo mark with orb.



Do not invert colors on the logo



Do not stretch or distort the logo



Unacceptable Proportions

The color, tone, proportions and position of the mark compared to the name may not be changed.



Unacceptable Configurations

The configuration of the logo's elements may not be rearranged.



Color Usage

After exploring an expanded color palette for our 2020 brand refresh, we chose to retain the red-orange and black treatment for our logo to preserve brand equity. The consistent use of these colors will reinforce our brand at all levels. The palette has been developed for use with the one and two-color logo when four-color process printing is not possible.

The Breg logo may appear in the primary colors of our palette: black, red-orange or white, as well as designated combinations of these colors. The examples below demonstrate acceptable use of color in the Breg logo. Other colors in our palette are intended as accents or color blocks, not to be used for the logo.

Acceptable 1-Color Usage and Special Signage Usage



Black

Special Signage

Logo use exceptions

If needed, 2 color logos can be more cost effective. Check with the Marcom team if using one of these logos below. Typically used when a logo is placed on a painted wall in one of these three colors.



The logo reversing out of black or sufficiently dark background color.



Acceptable 2-Color Usage

Black with Pantone 179c



The logo reversing out of black or sufficiently dark background color.



Note: Pantone colors on fabric or booth materials can shift. Always request a color drawdown* on material to be used.

**different from color proof, these are done on the actual paper or fabric that will be printed.*

Acceptable 3-Color Usage

Ink colors are 3 process colors: **90M + 100Y + 100K**



The logo reversing out of black.



Acceptable RGB Usage for Breg Mark

R: 223, G: 62, B: 22

R= Red G= Green B= Blue



Acceptable Hex Values

Red-Orange: #FF3300

Black: #000000

White: #FFFFFF

Acceptable Fabric and Other Material Usage

Color can vary by vendor and material, please ask vendor for a swatch and check with Marcom to verify appropriate color.

Note: It is not recommended that vendors automatically convert Pantone 179c to 4-color, as color can shift depending on the program and/or equipment used. Color proofs or drawdowns are recommended for all printed collateral.

In the printing process, both accurate registration and trapping are critical to maintaining accurate appearance and proportions. Please consult your printer and/or graphic professional when reproducing the Breg logo, or contact Marketing Communications at 800-897-2734. Additional information can be found at www.breg.com/logos.

**Process colors: C= cyan, M= magenta, Y= yellow, K= black.*

Unacceptable Color Usage

Unacceptable 1-Color Usage



The logo may not appear as a gradation or screen.



The logo may not appear in any other color apart from those specified on pages 5 and 6.



The logo may not be a screen of the background color—it must reverse white out of the background color.



The logo may not appear as or with an outline.

Unacceptable 2-Color Usage

2-color logos may not appear in combinations other than those displayed on page 6.



Unacceptable 3-Color Usage

3-color logos may not appear in combinations other than those displayed on page 7.



Unacceptable 4-Color Usage

4-color logos may not appear in combinations other than those displayed on page 7.



Adding the Tag Line

The Breg tag line will be used minimally, primarily on ads and the breg.com website. It adds a brief description to the existing logo and is helpful in distinguishing us from other companies.

Breg has selected the Luxury Gold typeface for the tag line. This typeface may not be substituted or altered.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789.,!/?\$&%

As the term implies, the lockup is used as a unit. A lockup is the final form of a logo with all of it's elements locked in their relative positions. Do not attempt to reconstruct the lockup or its parts or use in combination with any other symbol.

Tag Line

A. Logo Tag Line Lockup

The height of the uppercase letters in the tag line is 35% of the height of the letter "G" in Breg.



B. Centering the Tag Line

Center the tag line using the vertical white space in the center of the mark. The center point is based on the entire width of the logo and tag line.



C. Clear Space

The minimum clear space around the logo and tag line is determined by the height of the letter "B" in Breg.



D. Minimum Size

The minimum size in which the logo and tag line may appear is based on the height of the "B" in Breg. The height may be no smaller than .15 inches (3.8 mm).



E. Reversing out the Tag Line

Reverse all type to white.



Secondary Usage - Logo Version A

There are four versions of logos to be used on various types of products, collateral and promotion materials. Version A is the stacked logo which is used when a smaller width area is required.

Logo Version A

The Breg stacked logo will be used for products, collateral and promotional items that require a smaller width area.



Minimum Size Version A

The minimum size in which the Version A logo can be reproduced is based on the height of the mark and the logotype. The height may be no smaller than .5 inches (12.7 mm).



Centering the Version A

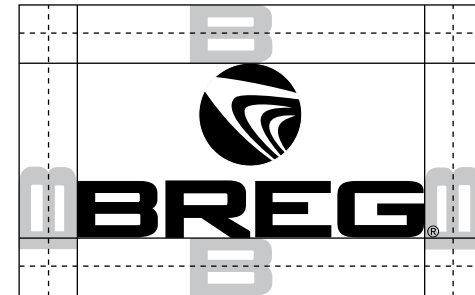
Center the logo using the vertical white space in the center of the mark. The center point is based on the entire width of the logo.



Minimum Clear Space Version A

Clear space is the area surrounding the logo that must be kept free of other logos, graphics or text. The preferred minimum clear space around the logo is determined by the height of the "B" in Breg.

Alternative for Products only: To allow the logo to be larger on product there is an alternative clear space of 1/2 the height of the "B" in Breg (see dashed lines). This is acceptable, but not preferred.



Secondary Usage - Logo Version B and C

Product Logo Version B

The Breg 'type only' logo can be used on product labeling when the space is limited and you would like company exposure. In these instances, you may delete the mark and retain the proportions of the logo type to enlarge as necessary using the minimum clear space.



Minimum Size Version B

The minimum size in which the Version B logo can be reproduced. The height may be no smaller than .125 inches (3 mm).



Acceptable 1-Color Usage

Black

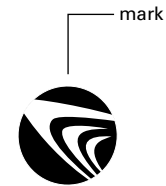


The logo reversing white out of black or sufficiently dark background.



Logo Version C

The Breg mark will only be used on products as a button or dome label (e.g. brace hinges), on promotional items (like buttons) or in other uses approved by Marketing Communications.



Acceptable 1-Color Usage

Black



Pantone 179c



Note: See page 7 for RGB and web colors

Minimum Size Version C

The minimum size in which the Version C logo can be reproduced. The height may be no smaller than .2 inches (5 mm).



Secondary Usage - Logo Version D

Product Logo Version D

The Breg Product logo to be used on corresponding Breg products. Product name can shift to line up with the letter G, E or R in Breg as shown depending on the length of the product name.



Product Logo D Size Ratio

The Breg Product name size is based on the height of the word BREG (A). If the name has ten characters or less use the 70% ratio, if more than ten characters use the 50% ratio as shown.



Primary Color Palette

Our primary color palette was carefully selected to help tap into the connection between humanity and technology. The new palette delivers a fresh, modern look and feel, and works harmoniously with the red-orange, black and gray of our logo identity.



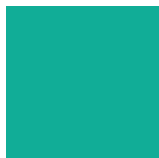
HEX: #FF3300
RGB: 223/62/22
Pantone: 179 C



HEX: #3278BD
RGB: 50/120/189
Pantone: 660 C



HEX: #F9BA32
RGB: 249/186/50
Pantone: 1235 C



HEX: #18AE97
RGB: 24/174/151
Pantone: 7473 C



HEX: #13455E
RGB: 19/69/94
Pantone: 3035 C



HEX: #40505A
RGB: 64/80/90
Pantone: 7545 C



Product and Web Color Palettes

4-Color Process for Products

Cold Therapy and DVT:	■ 71C + 0M + 24Y + 0K
Knee Bracing: <i>Post Op, Ligament, Soft Knee, Osteoarthritis and Patellofemoral</i>	■ 83C + 50M + 0Y + 0K
Hip Bracing:	■ 2C + 10M + 100Y + 0K
Walker/Ankle/Foot Bracing:	■ 90C + 33M + 89Y + 23K
Spine Bracing:	■ 65C + 6M + 0Y + 0K
Shoulder Bracing:	■ 79C + 0M + 92Y + 0K
Elbow/Wrist Bracing:	■ 0C + 54M + 93Y + 0K
Pediatric Bracing:	■ 40C + 0M + 98Y + 0K
Splints and Fracture Management:	■ 66C + 100M + 10Y + 1K
Crutches, Canes and Walkers:	■ 16C + 98M + 100Y + 6K
Home Therapy Solutions:	■ 0C + 0M + 0Y + 20K
Breg Impact:	■ 0C + 0M + 0Y + 66K
Breg Information:	■ 0C + 0M + 0Y + 100K

Hex Values for Web

Red-Orange:	■ #FF3300	RGB: 255/51/0
Orange - On-state:	■ #FF6600	RGB: 255/102/0
Black background:	■ #000000	RGB: 0/0/0
White background:	□ #FFFFFF	RGB: 255/255/255
Light Gray on dark background:	■ #C2C2C2	RGB: 194/194/194
Medium Gray:	■ #5C5C5C	RGB: 92/92/92
Dark Gray:	■ #262626	RGB: 38/38/38
Link on dark background:	■ #3399FF	RGB: 51/153/255
Link on white background:	■ #006699	RGB: 0/102/153
Button color:	■ #3FACEF	RGB: 63/172/239

Breg URL and Body Copy: Type and Color Treatment

There is one acceptable treatment of the Breg URL: **Segoe UI Regular**. Shown below are the acceptable color combinations. When the URL appears in a body of text, you may omit the <http://> (example: For more info visit www.breg.com).

URL Treatment

Segoe UI Regular

- [breg.com](http://www.breg.com)

Color Treatment URL

- [breg.com](http://www.breg.com)
- [breg.com](http://www.breg.com)

Capitalization

a. When using Breg or any of Breg's products in text (including memos and emails), always use these names:

- | | |
|--------------|-------------|
| • ARC | • SlingShot |
| • Breg | • T Scope |
| • FreeRunner | • Vectra |
| • FreeSport | • VPULSE |
| • Fusion | • X2K |
| • JET | • Z-12 |

b. All spelling, capitalizations and TM/R marks can be found on page 41.



Using the Mark as a Graphic Element

When using the Breg mark as a graphic element on internal or marketing collateral materials, the mark may be used alone as well as in conjunction with the logo. Use the graphic element in a tone-on-tone manner so it plays a secondary role to the main visual. The three boomerang elements should be used as a unit, although they can be used without the circle. Do not repeat the boomerang elements multiple times to make a pattern. Please use the following rules when using the mark as an independent graphic element.

The mark may appear as a percentage of Black or the 2-color process mix 90M + 100Y*. The mark may also be done in PMS 877 silver for an upscale look.



The recommended percentage is 25%, however this may change depending on the paper used and print vendor specifications.

The mark may appear as a percentage of the 2-color process mix (90M + 100Y) on a 100% background or a percentage of Black on a 100% background. The mark may also be printed in PMS 877 silver on black.



The recommended percentage is 75%, however this may change depending on the paper used and print vendor specifications.

Cropping the Mark

The mark may be cropped, but only according to the specifications shown, and only when bleeding off of a page. Just the bottom of mark may be cropped. Only 15% of the entire mark may bleed to retain the logo integrity.



Elements of the Mark - The Boomerang as a Graphic

The three boomerang elements without the circle may appear as a percentage of the 2-color process mix (90M + 100Y) or a percentage of Black on a 100% background.



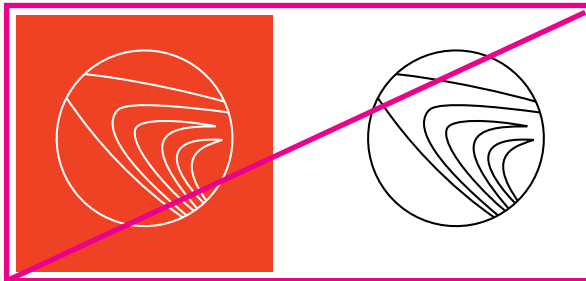
Note: Never screen boomerang elements out of Pantone 179c as color becomes pink, use 2-color process mix instead.

The recommended percentage is 75%, however this may change depending on the paper used and print vendor specifications.

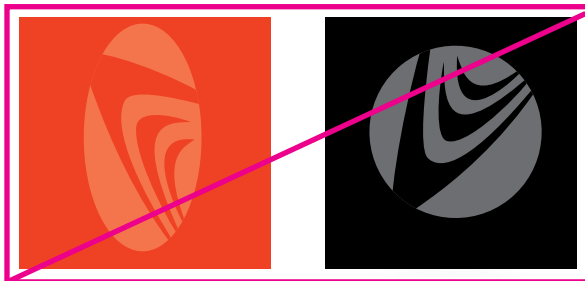
**75% of the Breg 2-color process mix is 67.5M + 75Y. 25% of the 2-color process mix is 22.5M + 25Y.*

Unacceptable Uses of the Mark

The mark may not be outlined with or without fill.

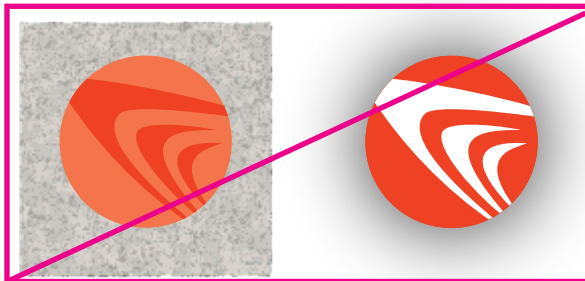


The mark may not be distorted or rotated to any degree, it must appear in its original proportions.



Do not place the mark on a patterned background.

Do not give the mark a drop shadow or any other graphic treatment.

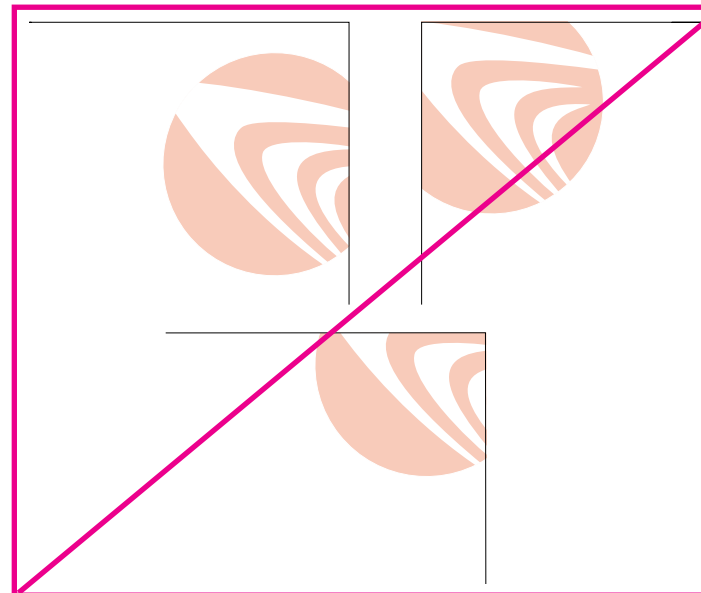


Unacceptable Ways of Cropping the Mark

Do not crop the right side of the mark.

Do not crop more than one side of the mark.

The mark may not be cropped as severely as shown here where it loses its identity. Please adhere to the guidelines on page 12 when cropping the mark.



Breg Typography: Primary Typeface Aktiv Grotesk for Marketing Collateral

In addition to the stationery, Breg has collateral materials that need to be consistent with the Breg brand. The **Aktiv Grotesk** typestyle has been selected to be used whenever possible to create a consistent and unique look for all visual communications. Following are the typefaces to be used for product names, body text, headlines and subheads. Size of type will vary according to available space. Please use these typefaces when creating new collateral materials, including brochures, newsletters, data sheets and direct mail pieces.

Collateral Headlines and Subheads

Aktiv Grotesk for headlines, subheads and limited use to emphasize short and direct points, when space is not a factor. Download the font family at <https://fonts.adobe.com>.

- Aktiv Grotesk Light
- Aktiv Grotesk Regular
- **Aktiv Grotesk Medium**
- **Aktiv Grotesk Bold**

Body Text and Bullets

Aktiv Grotesk for body, bullets and longer more detailed communication makes better use of space. Download the font family at <https://fonts.adobe.com>.

- Aktiv Grotesk Light
- Aktiv Grotesk Regular
- **Aktiv Grotesk Medium**
- **Aktiv Grotesk Bold**

Logo Tag Line

LUXURY GOLD (all caps) for logo tag lines.

Website

- General body text: "Open Sans"
- Headlines: "Gotham"

Types of Photography

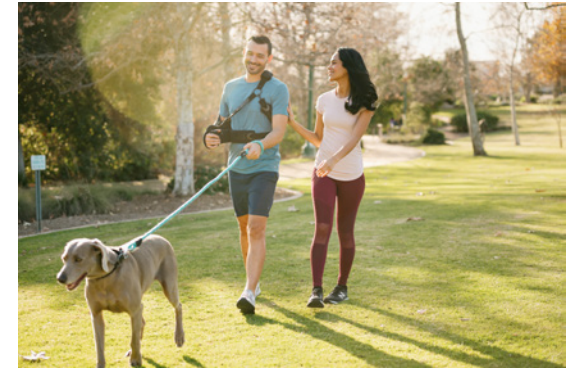
The photography guidelines are intended as an extension of the Breg identity guidelines. These elements provide a sense of who we are and what we stand for. The new direction offers a distinct look that will set our brand apart.

There are three types of photography recommended for the Breg brand.

Breg images photography link - www.bregimages.com

Lifestyle

Fresh, candid and natural story-telling images to capture humanity and connectivity with every shot. These photos may or may not include reference to products; the photography should be appropriate to the theme and message. People photos will depict them looking at each other or the viewer. Successful photography should result in dynamic, interesting angles and crops of realistic environments. People in motion want to stay in motion, and Breg gives them the tools to do this.



Clinical

Captures the humanity and connection between clinician and patient, or peer to peer. The camera angle should be shot at different viewpoints to bring out honesty and personal connection. The action of macro details should be the focal point of the critical images. The combination of technology and patient interaction were added to the library to show Breg's dedication to remarkably easy solutions.



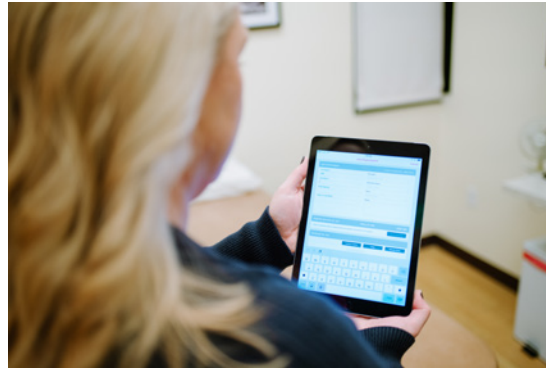
Types of Photography - Photography Samples

Breg images photography link - www.bregimages.com

Lifestyle Photos Samples



Clinical Photo Samples



Product Photography and Specifications

Product photography serves two purposes. The first is to portray the product clearly so that the photographs can be used in functional manuals. The second is to accentuate the product's unique features. In brochures, product photography appears as insets or as close-up cropped shots for detail. To achieve this, product photography should be shot on white seamless with one light source from a 3/4 view angle. Adding a colored background to support the category anchors the product so it does not appear to float. The exception is catalog photography which can use a white background.

Print specifications: 8x10 inch between 300-350 ppi (pixels per inch). The size of these photos will be approximately 50 MB, depending on the amount of compression. File formats can be PSD, Tiff or Jpeg.

Web specifications: 72 dpi saved in a Jpeg format at 70% quality.

Marketing Collateral Photo Samples



Catalog Product Photo Samples



The **Beauty** shot or the product **Hero** photo is shot with very dramatic lighting on a white background. The lighting will come from one source side and create a highlight along the edge of the product that emphasizes its best consumer feature. The highlight is never too hot that it blows out the detail of the product. The product photo angle is never straight on but slightly from below or above creating an architectural feeling- larger than life. The "right" product should be used when available and 360° photo angles of the product should be taken.

Beauty Photo Samples





Brand in Action

Sell Sheet Color Bar Corporate Front & Back

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Brochure Light Blue Products - Front & Back

03 How does Polar Care Wave work?

It's simple. Fill the cooler with ice and water. There is a hose attached to the cooler that you connect to a pad that fills easily around the affected area. Turn the system on and you'll feel instant relief spreading along with a cold sensation. You are able to adjust the level of cold and compression as needed.

04 What are the benefits of using Polar Care Wave?

- Reduces pain and swelling
- Comes right to the freezer: less messy than ice or gel packs
- Adjusts you to ideal temperatures and compression levels
- Comes with easy-to-use pump pads designed to conform to the affected areas
- Includes a simple strategy system for the house
- Ice bag accessories available to fill cooler instead of ice cubes
- Is easy to transport due to compact design

05 How long do I need to use Polar Care Wave after my surgery or injury?

We use cold therapy products only as prescribed by your healthcare provider. The healthcare provider will provide you instructions on frequency, amount, time, temperature, level, duration of use, lengths of breaks between uses, how and when to apply the skin and the total length of treatment.

Ask your doctor about cold therapy risks

As with all cold treatment options such as ice or gel packs, motorized cold therapy can cause serious injury if properly used. Please ensure you have received proper instructions from your doctor and understand the risks before using any cold therapy device.

For questions about Polar Care Wave, please contact Breg Customer Care team at 800-321-0700 or visit www.breg.com/customer-service.

1000 West 10th Street
 Suite 1000
 Minneapolis, MN 55408
 Phone: 612-339-8282
 Fax: 612-339-8288
www.breg.com

Scan QR Code for Breg's instructional video or visit:
breg.com/breg

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 Polar Care Wave and Breg are trademarks of Breg LLC.

Brochure Teal Services - Front & Back

Does your program have a solid foundation?

The key to your long-term success and an effective DMEPOS program is building a compliant foundation. Breg Vision is supported by the largest team of experienced consultants in the industry who have decades of clinical experience running DMEPOS programs.

Comprehensive practice analysis	Expense and revenue projections	Customized documentation	Coding and billing expertise	Process workflow
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Could your program be more efficient?

Breg Vision, a secure, integrated DMEPOS management software, will help increase efficiencies in your processes and support compliance through:

Industry-Leading Integrations:

- Bi-directional EMR Interface
- ERP Integrations

Optimized Security:

- Multi-factor authentication (MFA)
- Single Sign On (SSO)
- Offline mode

Simplified Compliance:

- Electronic signature capture
- Self-audit Similar checks
- Eligibility and Benefits verification
- Required documentation capture
- Embedded ABN

Boosted Productivity:

- Advanced reporting
- End-to-end paperless process
- Sophisticated inventory management
- Tracking and Shipping notification

A successful program requires continuous evaluation and improvement.

Support at every step means that we are there for you and your practices for the long term. Our team continues guiding you toward operational excellence and process improvements.

We are the secret weapon your competitors don't know about, helping support the success of your healthcare business.

Business analysis
Educational seminars
Regulatory updates
Product and software support
Chart audits
Continuous Improvement

Contact us at [SouthCentralImpact@breg.com](#) to explore what true partnership means for you.

*HOLDERS OF GENERAL CREDIT INFORMATION FOR THE MEDICAL DEVICE, DRUG AND/OR SUPPLY DISTRIBUTION, ARE RESPONSIBLE FOR OBTAINING A LAM COPY FROM EACH MANUFACTURER'S WEBSITE OR CALLING THE MANUFACTURER'S CUSTOMER MANAGEMENT REPRESENTATIVE WITH INFORMATION REGARDING THE PRODUCT NUMBER, LOT NUMBER, SERIAL NUMBER, DATE OF PURCHASE AND ANY OTHER INFORMATION REQUESTED BY THE MANUFACTURER.
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Bi-Fold Brochure Templates

Letter [8 inch by 9 inch]

Brochure Light Blue Products Front & Interior



Better pain management: cold and compression



Cold Therapy

Scan QR code for Breg's instructional video or visit: <https://www.breg.com>

Toll Free Tel: +1-800-321-0607
Local +1-760-795-5440
Fax: +1-760-795-5295

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Polar Care Wave Benefits

01 Why do I need cold and compression therapy?

Your provider has likely prescribed the Polar Care Wave cold and compression system to help you heal from a recent injury or surgery. Cold therapy works with compression to help reduce pain and swelling in the affected area, with the goal of quicker recovery.

02 Why would I pay more for a cold and compression system?

You may get greater benefits from cold plus compression than with cold alone. Clinical studies conclude that the combination of cold therapy and compression is better at controlling pain, restoring joint movement and reducing narcotic use than cold therapy alone. Polar Care Wave is designed with both cold and compression to help provide these benefits and optimize recovery so you can get back to the activities you love.^{1,2,3,4}

03 How does Polar Care Wave work?

It's simple. Fill the cooler with ice and water. There is a hose attached to the cooler that you connect to a pad that easily wraps around the affected area. Turn the system on and you'll feel instant relief squeezing along with a cold sensation. You are able to adjust the level of cold and compression as directed by your health care provider.

04 What are the benefits of using Polar Care Wave?

- Reduces pain and swelling
- Reduces risk to the therapist: less messy than ice or gel packs
- Allows you to adjust temperature and compression levels
- Comes with easy-to-use wrap-on pads designed to conform to the affected areas
- Includes a simple storage system for the hose
- Ice bag accessory available to fill cooler instead of ice cubes
- Is easy to transport due to compact design

05 Will my insurance cover Polar Care Wave?

Cold therapy and compression systems like Polar Care Wave are typically not covered by insurance. The cost of this system is an investment in your recovery.

06 How long do I need to use Polar Care Wave after my surgery or injury?

Use cold therapy products only as prescribed by your health care provider. The healthcare provider will provide you instructions on frequency, compression level, temperature level, duration of use, lengths of breaks between uses, how and when to inspect the skin and the total length of treatment.

Ask your doctor about cold therapy risks

As with other cold treatment options such as ice or gel packs, motorized cold therapy can cause serious injury if improperly used. Please ensure you have received proper instructions from your doctor and understand the risks before using any cold therapy device.

For questions about Polar Care Wave, please contact Breg's Customer Care team at 800-321-0607, or visit: www.breg.com/polarcarewave

¹Wattman B et al. *Ann. N.Y. Acad. Sci.*
²Wagner J et al. *Journal of Orthopaedic and Sports Physical Therapy* 2014.
³Wagner J et al. *Journal of Orthopaedic* 2017.
⁴Lempert M et al. *Am J Sports Med* 2012.
⁵Lo E et al. *Journal of Bone and Joint Surgery* 2010.

Brochure Teal Services Front & Interior

A successful program requires continuous evaluation and improvement. Support at every step means that we are there for you and your practice for the long haul. Our team continues guiding you toward operational excellence and process improvements.

We are your secret weapon for navigating the complexities of evolving requirements while supporting the success of your healthcare business.



Breg Impact® DME Done Right



Contact us at bregimpact@breg.com to explore what true partnership means for you.

*DISCLAIMER: GENERAL, EDUCATIONAL INFORMATION ONLY. NOT LEGAL, MEDICAL, OR FINANCIAL ADVICE. FINAL RESPONSIBILITY FOR OBTAINING CLAIM AND BILLING REQUIREMENTS TO COVER WITHOUT NOTICE, CONSULT WITH YOUR HEALTHCARE PROVIDER. BREG AND ITS AFFILIATES DISCLAIM ALL WARRANTIES, GUARANTEES AND REPRESENTATIONS OF ANY KIND, WHETHER EXPRESS OR IMPLIED.

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Local +1-760-795-5440
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Customized to you with support from experts at every step

Breg Impact is a DMEPOS program built for your success that prioritizes patient care, program efficiencies and profitability. Some companies believe the system is the solution. At Breg, we believe the solution is the people, supported by the system, and here's why:

- People answer your calls and respond to your emails providing a personal connection.
- People provide chart audits and mock TPEs.
- People pick up on changes in policies or regulations and provide detailed business analyses.

With Breg Impact, you get a dedicated team of consultants who average more than 15 years of orthopedic industry experience. We will support you at every step as you build your DMEPOS program, PLUS the power of an industry-leading system, Breg Vision®, that's DME done right.

Efficient workflows

- Compliant processes*
- Improved profitability
- Enhanced patient satisfaction

Industry-Leading Integrations:

- Bidirectional EHR interface
- ERP integrations

Simplified Compliance:

- Electronic signature capture
- Same or Similar checks
- Eligibility and Benefits verification
- Required documentation capture
- Embedded AEN

Optimized Security:

- Multi-factor authentication (MFA)
- Single Sign On (SSO)
- Offline mode

Boosted Productivity:

- Advanced reporting
- End-to-end paperwork process
- Sophisticated inventory management
- Tracking and Shipping notification

"Breg Impact is a different experience from what we've had in the past from other vendors. They are very supportive, they are all about patient care, patient satisfaction, and also supporting the providers and the business to be successful."

- Lillian Hoag, COO, Desert Orthopedic Center, Rancho Mirage, CA

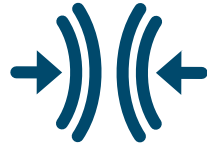
Icons

These icons will be use to identify the material

Cold Therapy



Compression



Knee Bracing



Hip Bracing



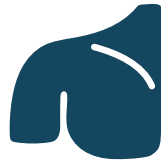
Spine Bracing



**Walker / Ankle/
Foot Bracing**



Shoulder Bracing



Elbow Bracing



Wrist Bracing



Pediatric Bracing



**Splints and Fracture
Management**



**Crutches / Canes /
Walkers**



**Therapy and
Recovery**



Services



Ecommerce

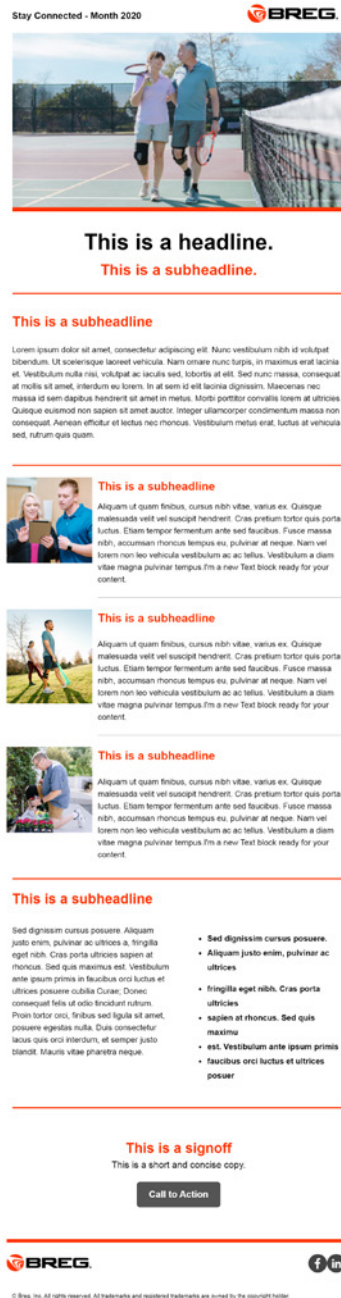


Literature

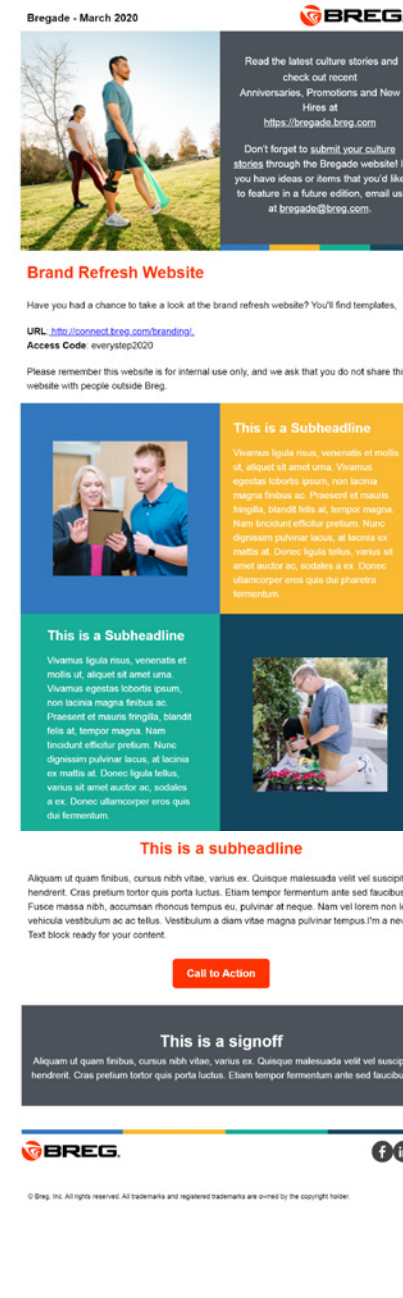


Email Templates

E-Newsletter Template



Bregade E-Newsletter Template



Email Signature

Name Last name

Job Title
Breg, Inc.
2382 Faraday Avenue, Suite 300
Carlsbad, CA 92008
P: 760-XXX-XXXX
F: 760-XXX-XXXX
YourEmail@breg.com
www.breg.com

Name - Segoe UI Bold 11 pt.

Segoe UI Regular 11 pt.



Presentation Templates

PowerPoint [wide]

Do not use Office 365 designed slides or click on Designer button (link to the "How To" presentation)

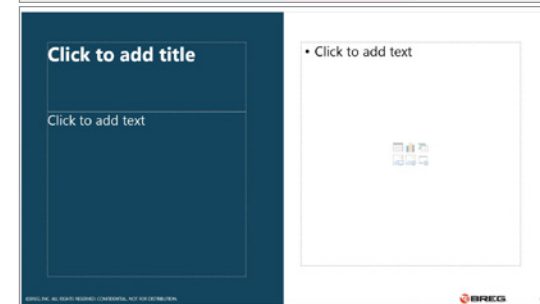
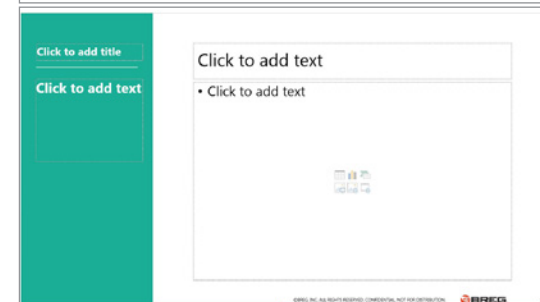
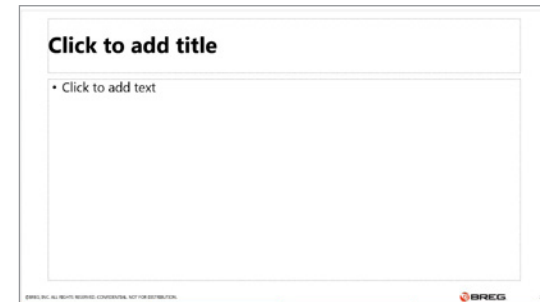
Cover Slide



Title Slide



Content Slides

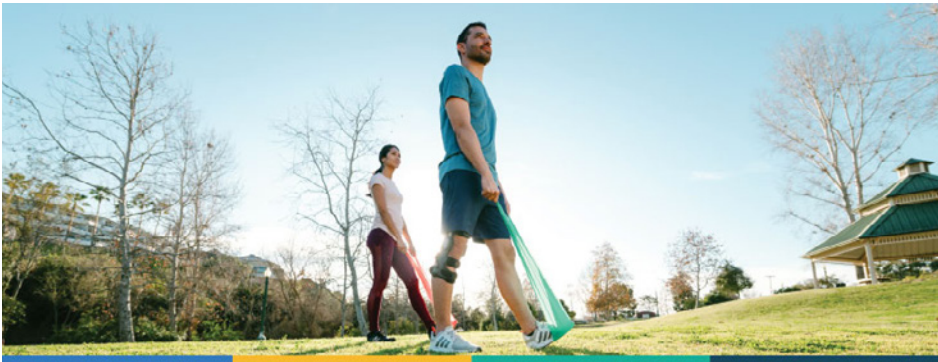


Social

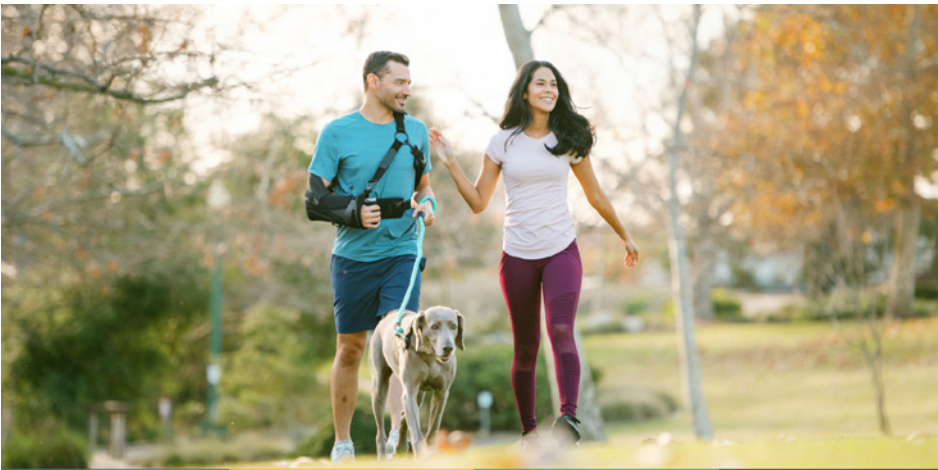
Social Bugs



Facebook Cover 820 x 312 Pixels



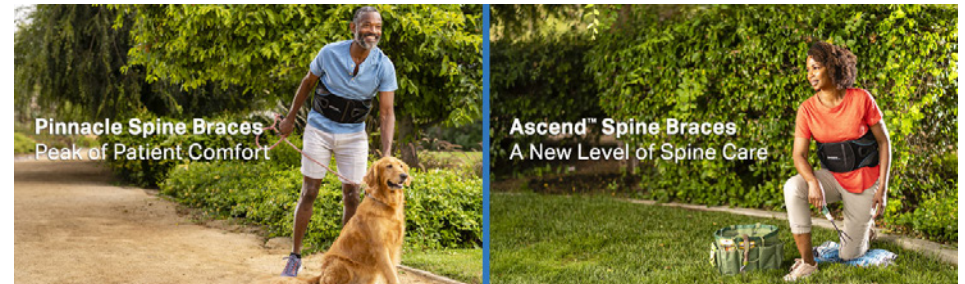
Linkedin Cover 1536 x 768 Pixels



Breg.com Homepage Banner 1920 x 1080 Pixels



Breg.com Sub-page Banner 1085 x 325 Pixels



Product Photography and Specifications

Stationery Print Specifications

Stationery and other communication materials require consistent use of the Breg logo to achieve maximum effectiveness. In addition, there needs to be consistency in paper, ink colors, typography and all graphic elements. The following section provides guidelines and detailed information of Breg’s communication materials.

Paper Stock

Breg has selected Finch Fine Ultra Smooth in the color Bright White. The paper is FSC Certified and acid free with a 98 Brightness level. Finch papers are made with 100% certified fiber, 66% renewable energy, post-consumer recycled fiber and elemental chlorine-free pulps. For more information visit finchpaper.com.

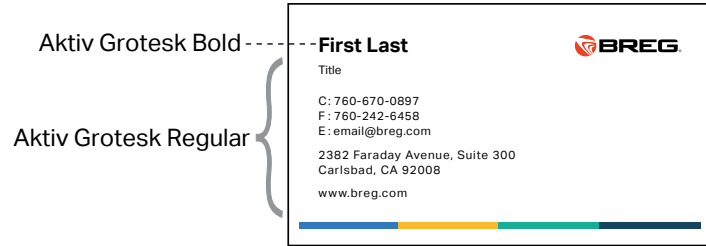
<u>Application</u>	<u>Paper Weight</u>
Letterhead	80 lb. Text
Envelope	80 lb. Text
Business Card	100 lb. Cover

Ink Colors and Special Techniques

3 color Letterhead	Ink colors are 3 process colors: 90M + 100Y + 100K
3 color Envelope	Ink colors are 3 process colors: 90M + 100Y + 100K
3 color Business Card: Front	Ink colors are 3 process colors: 90M + 100Y + 100K
2 color Business Card: Back	Ink colors are 2 process colors: 90M + 100Y
Marketing Materials:	Use satin finish if applicable.

Business Cards

Business cards are typeset in the Aktiv Grotesk font family.

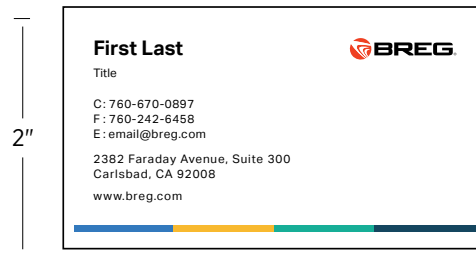


Business Card—front: 4 Color Process

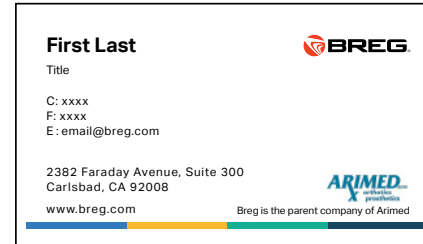
Color Selection: Black: 0C + 0M + 0Y + 100K
Light Blue: 81C + 48M + 0Y + 0K
Yellow: 2C + 29M + 92Y + 0K
Teal: 77C + 6M + 51Y + 0K
Navy Blue: 95C + 68M + 42Y + 29K
Rorange: 0C + 90M + 100Y + 0K



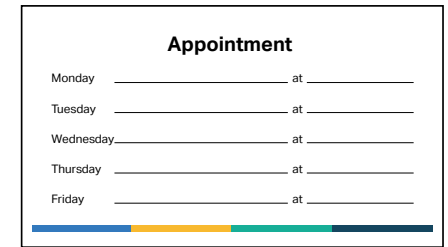
Business Card—back: 4 Color Process



Business Card—front: 4 Color Process



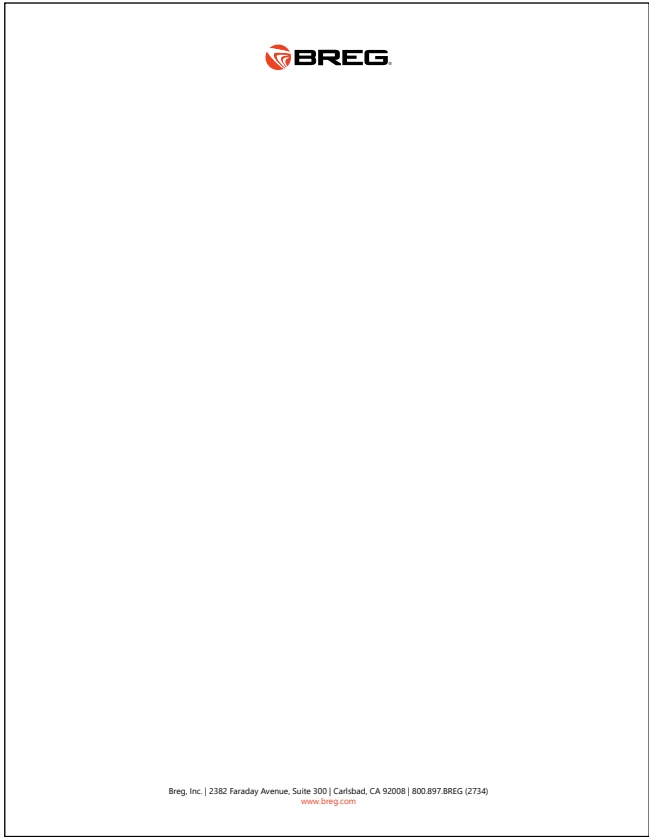
Commercial Team Business card, front and back



Patient Service Center Business card back

Letterhead, Envelopes and Mailing Label

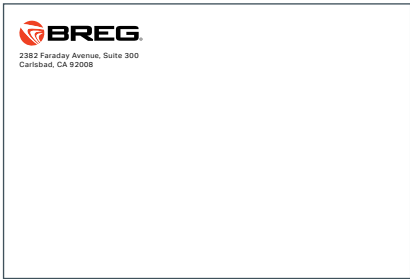
Letterhead



#10 Envelope



Mailing Label



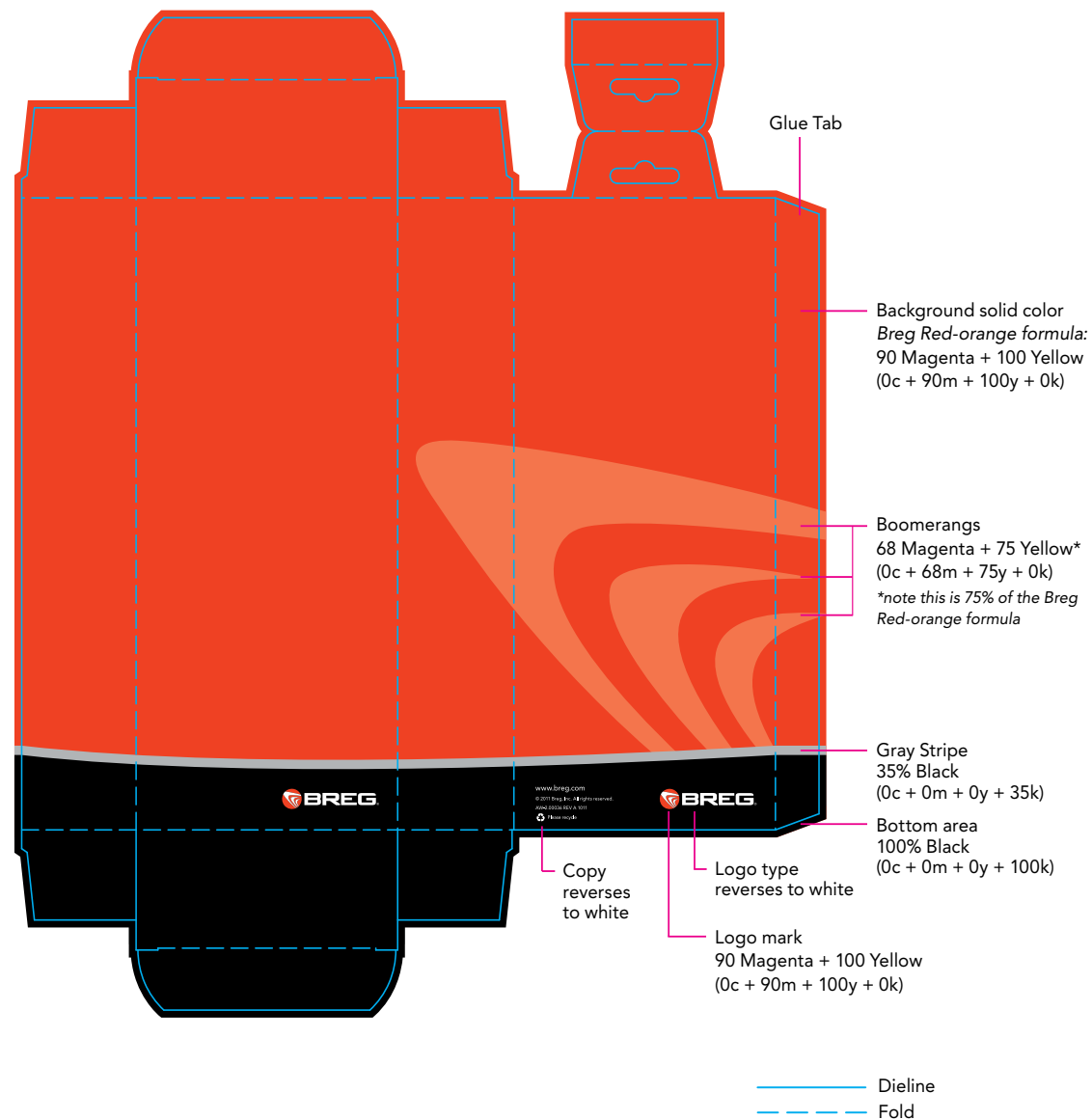
Typing Guide

Typing guide for 1 page letter using Microsoft Word. Segoe UI font may be used.


The diagram illustrates a letter template with the following dimensions and layout:

- Header:** BREG logo at the top center.
- Line Spacing:** Single line spacing for the main body text.
- Paragraph Spacing:** 8 pt. before the first paragraph.
- Text Content:**
 - Date
 - Addressee's Name
 - Company Name
 - Street Address and Suite
 - City, State and Zip
 - Dear Sirs and Madams:
 - Irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore u feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum rildelenit augue dui dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis torem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
 - Ut wisi enim ad minim veniam, quis nostrud exercitation. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore u feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum augue dui dolore te feugait nulla facilisi. Nam liber tempor cum soluta.
 - Ut wisi enim ad minim veniam, autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore u feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum augue dui dolore te feugait nulla facilisi. Nam adipiscing elit, sed diam liber tem
 - Sincerely,
 - John Smith
 - Title
- Dimensions:**
 - 1.75" (45 mm) for the header area.
 - 1" (25.4 mm) for the right margin.
 - 1.25" (31.75 mm) for the left margin.
 - 2" (50 mm) for the bottom margin.
- Formatting Palette (Microsoft Word):**
 - Font:** Name: Segoe UI, Size: 11, Color: Black.
 - Styles:** Bold (B), Italic (I), Underline (U), Strikethrough (ABC), Superscript (A²), Subscript (A₂).
 - Alignment and Spacing:** Horizontal alignment (Left, Center, Right, Justify), Line spacing (Single, Double, etc.), Orientation (Portrait, Landscape).
 - Paragraph Spacing (pt):** Before: 8, After: 0.
 - Indentation (in):** Left: 0, Right: 0, First: 0.
 - Bullets and Numbering:** Bullets, Numbering, Multilevel List.
 - Borders and Shading:** Borders, Shading.
 - Document:** Margins (in): Top: 1.25, Bottom: 1, Header: 1.75, Footer: 0.5.

Print Specifications





- Correct logo 
- Address: 2382 Faraday Avenue, Suite 300, Carlsbad, CA 92008 USA
- Phone and fax numbers: Toll Free Tel: 1-800-321-0607; Local: +1-760-795-5440, Fax: +1-760-795-5295
- Web address: www.breg.com
- ©YEAR Breg, Inc. All rights reserved.
- Part Number and revision
- Include CE mark/authorized representative (international products only)
- No warranty information on IFUs
- Remove "Velcro" and replace with "hook and loop"
- Artwork part number for legacy Bledsoe: AW-CP020201 11/15 (month and year should have a slash)
- 9pt minimum font required
- "Rx Only" to be included under image on cover of IFU, if required. Does not need to be translated.

Sample Templates

 **BREG**®

2382 Faraday Avenue, Suite 300
Carlsbad, CA 92008

Toll Free Tel: 1-800-321-0607
Local: +1-760-795-5440
Fax: +1-760-795-5295
www.breg.com




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AW-1.23456 Rev A 07/23

IFU contact block

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[illegible]

⚠️ ADVERTENCIAS	⚠️ ADVERTENCIAS	⚠️ ADVERTISSEMENTS
<p>WARNING: Carefully read and follow instructions and warnings prior to use. To ensure proper performance of the base, follow all instructions.</p>	<p>ADVERTENCIA: Lea detenidamente las instrucciones y las advertencias para cubrir el aparato antes de usarlo. Para asegurar un rendimiento adecuado del aparato, siga todos las instrucciones.</p>	<p>ATTENTION: Lire attentivement les instructions et les avertissements avant toute utilisation. Pour obtenir des performances optimales, suivre toutes les instructions d'utilisation.</p>
<p>WARNING: If you experience, or have an increase in pain, swelling, skin irritation, or any adverse reaction while using this product, immediately consult your medical professional.</p>	<p>ADVERTENCIA: Si usted experimenta, o tiene aumento de dolor, hinchazón, irritación de la piel o reacciones adversas durante el uso de este producto, consulte inmediatamente a su médico.</p>	<p>ATTENTION: Si vous expérimentez de la douleur, de l'enflure, l'irritation cutanée ou d'autres réactions indésirables lors de l'utilisation de ce produit, consultez immédiatement un professionnel de la santé.</p>
<p>WARNING: This device will not prevent or reduce all injuries. Proper rehabilitation and active movement are also essential part of a safe treatment program. Consult your formal health care professional regarding safe and appropriate activity level while wearing this device.</p>	<p>ADVERTENCIA: Este dispositivo no va a reducir o reducir las lesiones. La rehabilitación adecuada y la modificación de la actividad también son una parte esencial de un programa de tratamiento seguro. Consulte con su médico sobre el nivel seguro y apropiado de actividad mientras está usando este dispositivo.</p>	<p>ATTENTION: Cet appareil ne peut ni prévenir ni réduire toutes les lésions. La réhabilitation et le changement d'activité sont aussi essentiels à un programme de traitement sécurisé. Consultez un professionnel de la santé pour établir l'intensité appropriée d'activité avec cet appareil.</p>
<p>CAUTION: Follow application and care process described in instructions.</p>	<p>PRECAUCIÓN: Siga el proceso de aplicación y cuidados descritos en las instrucciones.</p>	<p>MOE EN GARDE: Suivre le mode d'application et d'entretien décrits dans le guide.</p>
<p>CAUTION: For single-patient use only.</p>	<p>PRECAUCIÓN: Para uso en un solo paciente.</p>	<p>MOE EN GARDE: À utiliser pour un seul patient.</p>
USE & MAINTENANCE INSTRUCTIONS	USO Y MANTENIMIENTO INSTRUCCIONES	UTILISATION ET ENTRETIEN INSTRUCTIONS
<p>Remove metal clip. Next attach to metal roller with a mild detergent, rinse and lay flat to air dry.</p> 	<p>Retire la alfiler de metal. Luego apegue en agua tibia con un detergente suave, enjuague y pégalo en posición plana para que se seque al aire.</p> 	<p>Retirez le support de métal. Lavez le main-doux de l'eau tiède avec un savon doux. Rincer et sécher à plat.</p> 

[illegible]

Fusion with AirTech™

BRACE FITTING INSTRUCTIONS

SCHEMI - ISTRUZIONI DI ADESIONE
SCHEMAS - INSTRUCTIONS D'ADHESION
ESQUEMAS - INSTRUCCIONES DE ADHESION
SCHEMEN - ANLEITUNG ZUR ANHEFTUNG

Q&A DIRECT

Brace, Inc.
 10000 Highway 101
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 San Diego, CA 92126
 Phone: 619-444-7600
 Fax: 619-444-7601
 Email: info@braceinc.com
 Website: www.braceinc.com

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CE Conformité Européenne

7 FITTING STEPS

1. PREPARE THE FOOT

Remove all shoes, socks, and foot powder. Clean the foot with alcohol. Dry the foot thoroughly. Apply a thin layer of adhesive tape to the foot. The tape should be applied to the foot in a circular motion, starting from the heel and moving towards the toes. The tape should be applied to the foot in a circular motion, starting from the heel and moving towards the toes. The tape should be applied to the foot in a circular motion, starting from the heel and moving towards the toes.

2. APPLY THE BRACE

Remove the brace from the box. Peel the backing off the brace. Apply the brace to the foot. The brace should be applied to the foot in a circular motion, starting from the heel and moving towards the toes. The brace should be applied to the foot in a circular motion, starting from the heel and moving towards the toes. The brace should be applied to the foot in a circular motion, starting from the heel and moving towards the toes.

3. SECURE THE BRACE

Secure the brace with the straps. The straps should be secured to the brace in a circular motion, starting from the heel and moving towards the toes. The straps should be secured to the brace in a circular motion, starting from the heel and moving towards the toes. The straps should be secured to the brace in a circular motion, starting from the heel and moving towards the toes.

4. ADJUST THE BRACE

Adjust the brace to fit the foot. The brace should be adjusted to fit the foot in a circular motion, starting from the heel and moving towards the toes. The brace should be adjusted to fit the foot in a circular motion, starting from the heel and moving towards the toes. The brace should be adjusted to fit the foot in a circular motion, starting from the heel and moving towards the toes.

5. FINAL ADJUSTMENT

Final adjustment of the brace. The brace should be adjusted to fit the foot in a circular motion, starting from the heel and moving towards the toes. The brace should be adjusted to fit the foot in a circular motion, starting from the heel and moving towards the toes. The brace should be adjusted to fit the foot in a circular motion, starting from the heel and moving towards the toes.

Instructions for the Fusion with AirTech™ Brace
APPLY BRACE TO FOOT

Induktion für die Fusion mit AirTech™ Brace
ANLEITUNG ZUR ANHEFTUNG

Indicazioni per l'uso Fusion with AirTech™ Brace
APPLICAZIONE DEL SUPPORTO DELLA GAMBA

Indicaciones para el uso Fusion with AirTech™ Brace
APLICACION DE CINTAS EN LA PIERNA

Indicaciones para o uso Fusion with AirTech™ Brace
COLOCAR A BORDADA NA PERNAS

1. PREPARE THE FOOT

Remove all shoes, socks, and foot powder. Clean the foot with alcohol. Dry the foot thoroughly. Apply a thin layer of adhesive tape to the foot. The tape should be applied to the foot in a circular motion, starting from the heel and moving towards the toes. The tape should be applied to the foot in a circular motion, starting from the heel and moving towards the toes. The tape should be applied to the foot in a circular motion, starting from the heel and moving towards the toes.

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Other IFU templates

1




Measure width of patient's hand along the PP points to determine correct size.

Mida la anchura de la mà de el pacient segons els PP per determinar el correcte tamany.

Measure the largest of the patient's foot long to find the correct shoe length and corresponding insole, after determining the bubble contour.

2




Choose correct shoes. Slip right shoe onto affected leg.

Eligeu les correctes sabates. Pengeu la dreta sobre la mà de el pacient afectat.

Secure the footwraps. Ensure a support for the main affected.

3




Secure shoes and adjust to correct. Make the patient stay in comfortable and adjustable in time to the correct.

Engarfeu el calçat i ajusteu-lo a correcte. Mida el pacient i assegureu-lo en posició còmoda i ajustable fins que pugui estar bé amb el calçat.

Make the footwraps adjustable and adjust the pressure to correct. Make the rest of the footwraps not adjustable and adjustable after the bubble contour.


4



Use a measuring instrument.

Utilitzeu un instrument de mesura.


5



Use a measuring instrument.

Utilitzeu un instrument de mesura.

6



Use a measuring instrument.

Utilitzeu un instrument de mesura.

[illegible][illegible]

Templates for Breg Essentials IFUs



Appendix

Aqueous Coating Protective In-line coating used on a 5 color press instead of a varnish and is usually more economical.

Arial The secondary font used when the Gotham/Gotham Narrow font is not available.

Bleed A printed area that extends to the trimmed edge of a page.

Calibri Secondary font, used for e-mail signatures and PowerPoint presentations.

Crop To eliminate portions of copy or image.

Distort To stretch or twist out of proper shape; to misrepresent.

Drawdown Printed or screened Pantone (PMS) ink on actual material, fabric or substrate to show final color for approvals. Should be done on all “first” time projects.

Five-color Printing 4-Color process plus 1 PMS.

Four-color Process A method of reproducing full-color copy (original artwork, transparencies, etc.) by separating the color image into its three primary colors — cyan (C), magenta (M), yellow (Y) — plus black (K). This results in four printing plates, one for each color, which when printed one over the other produce the effects of all the colors of the original art.

FTP FTP is an acronym for File Transfer Protocol. FTP is used to transfer files between computers on a network.

Gotham/Gotham Narrow The Breg typeface chosen to be used for tag lines, headlines and body copy. The typeface should always be either converted to outlines or supplied to the printer to prevent substitution.

Italic The style of type in which the letters slant, distinct from upright or roman letters.

Letterspace The amount of space between each letter of a word.

Lockout A lockout is the final form of a logo with all of it’s elements locked into their relative positions.

Luxury The headline font used on all advertising materials.

Mark A written or printed symbol created as part of an identity or brand.

One-color Printing A method of printing using only one color of ink.

Outline A typeface or logotype with the borders defined by rules (lines).

Pantone Matching System Commonly referred to as PMS colors. A brand name for a widely used color-matching system of printing inks.

Point A typographic unit of measurement used to specify type sizes, leading and the thickness of rules (lines).

Proportions The comparative relation in size between elements.

Registration In printing, the accurate positioning of one film (positive or negative) or printing plate over another so that both are in the correct relationship, one to the other, and the effect of “single image” results. When plates are printed out of register, the printed image will become fuzzy, and if in four-color process printing, change color; in extreme cases a shadow effect is caused.

Registered Trademark A trademark registered in the United States Patent and Trademark Office thus backed by a nationwide and federal notice of ownership of the word, name, symbol or device, or any combination thereof.

Reverse Out In printing, refers to type or a graphic that drops out of the background and assumes the color of the paper. The terms “drop out” or “knock out” are also used.

Screen A printed halftone of an image or color.

Signature The joining of the type and mark together to create an identity or brand.

Six-color Printing 4-Color process plus 2 Pantone colors.

Spot Color A term used for specially mixed printing inks including Pantone (PMS), flourescent or metallic colors.

Trademark Any word, name, symbol or device, or any combination thereof — (1) used by a person, or (2) which a person has a bona fide intention to use in commerce and applies to register, to identify and distinguish his/her goods, including a unique product, from those manufactured or sold by others and to indicate the source of the goods, even if that source is unknown.

Trapping The ability of an ink film to properly accept a succeeding ink film, making it possible to superimpose one color over another in printing.

Two-color Printing A method of printing using two colors of ink.

Typography The suggested typefaces selected for primary use in all printed materials. The primary typeface family suggested for Breg is Avenir.

For details see page 20.

Varnish A thin, protective coating applied to a printed piece like ink on the printing press; can be gloss or dull.

Breg Legal

The Breg copyright line is to be used on all marketing collateral.

Copyright Line

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Registered Trademarks

All names noted below in black are trademarked or registered by Breg and are Breg brand names.

All names noted below in grey are brand names of other companies as noted in parentheses.

ADVANCING ORTHOPEDICS®	Centron® Hip	Impact (see Breg Impact)	ProGait®
AirMesh®	The Companion Boot™	Impulse®	Quantum®
AirTech®	CrossRunner™	Intelli-Flo®	QuikDraw™ (trademark of Aspen Medical Products)
Aligner PHX® Humeral Fracture Brace	Epic™ LP	JET®	Roadrunner™
Apollo®	Evergreen® (registered trademark of Aspen Medical Products)	Kool Sling®	Shortrunner™
ARC®	FastForm® (registered trademark of FastForm Research Ltd.)	Latitude® (only for lower extremity products)	SlingShot®
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Breg logo bug graphic is registered	Horizon™ (trademark of Aspen Medical Products)	Polar Care®	Ultra CTS® (registered trademark of Ultra Athlete LLC)
Breg Vision®		Polar Care® Cube™	
Capture™		Polar Care® Glacier™	
Carboplast® Rigid Insert (registered trademark of Aetrex Worldwide, Inc.)		Polar Care® Kodiak®	
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Vision (see Breg Vision)

Vision Cloud™

Vista®
(registered trademark of Aspen Medical Products)

VPULSE®

VPULSE Connect®

Wee Bow®

Wee ROM®

X2K®

Z-12®

Visual Representation Exceptions

For trademarks that include “Breg” (including “Breg Flex”, “Breg Impact” and “Breg Vision”) the logo “mark” or “bug” must include ®



The trademarks “Breg Flex”, “Breg Impact” and “Breg Vision” include the word “Breg” as part of their respective marks so the ® applies to the entire mark. “Breg” and the Breg bug are standalone trademarks themselves, but for Flex, Impact and Vision, the “Breg” is incorporated as part of the trademark.



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