



OUTPATIENT OPHTHALMIC
SURGERY SOCIETY

Belong Today, Shape Tomorrow®

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OOSS Style Guide and Production Guidelines

Welcome to OOSS.

We are grateful for your support of the ophthalmic ASC society and our members. We look forward to a mutually beneficial relationship with your organization.

OOSS introduces each new partner to the membership and other partners via a specially formatted email and via our social media platforms. Resource and Strategic Partners are also featured in a second email during the year through which they may provide additional information about their products and services to the membership.

OOSS also creates a landing page on its website for each partner with links to the partner's company site.

We are happy to work with you to develop the messaging and content for your emails, and landing page. If you prefer, you may provide us with camera-ready copy. In the event that we need to edit the copy to fit our format and style, we will discuss any changes and obtain your approval.

We ask that you provide us with the company and product logos that you wish to use, as well as photographs of personnel and products that you would like to feature. We recommend that you provide us with portraits of your leadership team or any employees that may be featured online or in OOSS publications.

To ensure the best results, we've prepared these guidelines.

Company and product logos

Please send us the largest file size that you have. We need files of at least 300 pixels in width with a transparent background.

We can resize files that are larger than 300 pixels. However, if images are smaller than 300 pixels, distortion may occur if we stretch the file to fit the format.

We prefer vector EPS files. However, .png or .gif formats are acceptable. We can work with PDF and JPG files if other formats are not available.

Photographs

Photographs should be a minimum of 300 dpi in JPG format. While web resolution is 72 dpi, we need the higher resolution for printed materials and video. We can always downsize a larger file for the web, but photos that are too small don't reproduce well for most of our purposes.

Text

E-blast

OOSS introduces your company and/or specific products and services to the membership with an e-blast. The e-blast may be used to introduce your entire spectrum of products and services or to focus on a single product of interest to the ophthalmic ASC.

Because OOSS is talking about you, the Partner, the e-blast should be written in third person. The tone of text should be positive but not overly commercial or "pitchy." The e-blast is not the place for testimonials or pricing/sales information. Rather, think of the e-blast as an image advertisement that provides essential information about your business or product.

The introductory e-blast includes a headline, a subhead, your logo, and a paragraph of about 75 words.

The e-blast will include a hyperlink to your landing page on the OOSS website.

Landing Page

The landing page is your space, and you have a bit more leeway here with both language and graphics.

On the landing page, you may provide photographs and/or graphic images in addition to your logo. The landing page text may provide more detailed information about the company and its products and services, though here, too, it is important to avoid overt sales language. The landing page will have a hyperlink to your company's website where members can learn more and/or purchase your products and engage your services.

Landing page text may be written in first or third person, whichever is more comfortable for you.

Text about your company for the landing page should be approximately 120 words in length. We are happy to work with copy that you provide to us or to work with you to craft your ideal message.

If you have questions, please contact OOSS Executive Director Diane Blanck, at (816) 651-3582 or dBlanck@ooss.org.