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OVERVIEW
Results Physiotherapy operates more than 150 world-class physical therapy clinics in the Southeast U.S., each highly focused on educating both patients and therapists in the newest, most effective evidence-based therapy techniques from around the world.

Our licensed therapists are ongoing students of the craft, receiving continuous and robust training. With this knowledge, they combine the best of traditional physical therapy with expert hands-on release of muscle and joint tension, creating optimal musculoskeletal outcomes for our patients.

Those visiting Results clinics develop individualized therapy regimens through in-depth examination of their specific condition. Interactions usually include manual therapy techniques, almost always in conjunction with a specific exercise program that’s unique to the findings. Most importantly, patients are educated on what we’ve found and what we plan to do about it, so they can take control of their healing and ongoing health.
HISTORY

Results Physiotherapy was founded in 1996 as Tracy Caulkins Physiotherapy, named after the three-time Olympic gold medal-winning swimmer whose family was an early partner in the business.

The company was the vision of Australians Gary Cunningham and Greg Spurgin, who recognized a gap in the quality of care U.S. physical therapy clinics were providing when compared to those offering world-class techniques, improving patients’ mobility and relieving their pain. Entering a U.S. market where physical therapy clinics were seen as doctors’ last-resort options, Cunningham and Spurgin realized there was a better role physical therapy could play: as a musculoskeletal gatekeeper in the U.S. health system.

The company built relationships with primary care physicians and orthopedic surgeons, helping patients avoid unnecessary, costly pain medication, imaging and surgery through focused exercise programs and literal hands-on muscle manipulation techniques proven to be effective in Australia. It also engaged with U.S. universities, teaching state-of-the-art techniques to physical therapy students, while building its own internal education system for employees.

In March 2015, Cunningham passed the stewardship of Results to seasoned executive Tony Ueber, who as president and chief executive officer, is leading the company into its next phase of growth, geographic expansion and organizational development.
AFFILIATIONS & EDUCATION
Results is affiliated with more than 50 universities - including Duke, Northwestern, LSU and Emory - having built a reputation of excellence by providing a unique clinical rotation program aimed at developing a student’s core of manual therapy palpation and treatment skills. This reputation enables Results to attract many talented senior therapists who share the same passion for educating and mentoring other motivated and committed students and therapists.

INDUSTRY-LEADING STANDARD OF EXCELLENCE
Results therapists are consistently in the top 10% of all therapists nationally for quality outcomes, based on data from FOTO: Focus on Therapeutic Outcomes, Inc., an independent source of national physical therapy outcomes and patient satisfaction. Every Results physical therapist receives four times the industry standard of continuing education, with a concentration on advanced manual therapy techniques.

HEADQUARTERS, LOCATION & TEAM MEMBERS
Headquartered in Franklin, Tennessee, near Nashville - the company is committed not only to the clinical quality of what it does, but to the importance and value of the more than 1,000 people we call Team Members. Its growing list of clinics - including several dedicated to pelvic and women’s health - can be found in Alabama, Georgia, Indiana, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee and Texas.
THE RESULTS BRAND
VISION
Consumers recognize Results as their trusted healthcare partner to eliminate musculoskeletal pain and dysfunction, and proactively seek us out when they need our help.

PROMISE
We help our patients get better, faster.

SUPPORT
Top 10% in patient outcomes.
Four times more professional training and development compared to national average.
25% faster recovery time compared to national average.

CHARACTER
Experts: Clinical excellence and continuous improvement.

Empathetic: Listens to patients, takes time to answer questions, seeks to understand patient needs.

Engaging: Work with the patient to advance care, empower patient with knowledge and bring them into the process.

Energetic: Open clinic atmosphere creating positive energy, team member and patient interaction.
MISSION STATEMENT
At Results Physiotherapy we believe that people should not have to live with pain. We are committed to clinical excellence through professional development and industry-leading continuing education, supported by a culture of friendship.

BRAND PERSONALITY KEYS

We’re Professional. While the human body doesn’t change, our understanding of how to best treat pain does. That’s why we are tireless in our efforts to remain the best educated physical therapy organization in our business.

We’re Friendly. People get better faster when they feel happier. That’s why we seek ways to project a friendly personality and tone of voice that explains things in terms that do not require medical training or experience.

Additionally, when speaking with our customers, we specifically avoid overly technical language and terminology that might be more appropriate when we are speaking with other healthcare providers. Rather, when addressing our current and future customers, we talk the way our therapists explain things to their patients: nothing less, or more, than what it takes to help them understand what’s wrong, and how we can make it better.

We’re Modern. Traditional health care communications tend to be boring and unimaginative. Therefore, we tend to lean toward a clear, uncluttered user experience. We liberally use negative space in layouts, opting for clean angles and simple but strong typography. In addition, when speaking with our customers, we use photography that is taken in lifestyle settings.

We’re Optimistic. We’re a “glass half full” company! Our patients are often experiencing chronic pain that is negatively effecting how they live their life. Therefore, we actively seek ways to project an attitude of confidence and optimism whenever possible.
VOICE

Keep the following positive and negative voice attributes in mind when you create content for your individual location marketing efforts. They outline how we always want to be perceived by our clients and prospects, as well as lines we should never cross, no matter the context or situation.

POSITIVE ATTRIBUTES

+ We are energetic, professional, and relaxed in personality.
+ We are conversational with our team members and patients, making all feel at ease.
+ Our statements should be persuasive, but grounded in experience and backed by authenticity.
+ Our patients value the team as experts in the field. We take that responsibility seriously and seek to portray that in our voice.

NEGATIVE ATTRIBUTES

- We are not here to find shortcuts, so don’t make your explanations sound that way. Our patients deserve to be fully healed and pain free. We do our best to serve them.
- Our openness and lightheartedness should never be mistaken for a lack of professionalism.
- We are not aggressive when we seek to be persuasive.
TONE

Where our voice on the previous page defines how our brand’s “personality” is perceived by the public, the notes on tone below govern how we sound. As you create content, keep context at the forefront of your mind, since that will often dictate how you adapt your tone across different situations.

We are straight-talking.

You should be clear, concise and direct in your messaging, but not condescending, rude or contrary.

KEEP IN MIND

+ Be focused and plan your key messages and points in advance.
+ Users come to us expecting treatment, irritated or in pain from their injuries. We have to understand that in our communication. We should guide them through our process and make them feel comfortable with us.
+ For short form content such as social, conversational tone is ok, and a first-person tone is acceptable. Third-person should be used for long form content and marketing material (it also may need be written a bit more formal, as in this document.)

AVOID:

- Overuse or repetition of adverbs in content. If you choose a strong and appropriate verb, you do not need to add an adverb,

  *I really love my physical therapist. He drove to the clinic very quickly.*

- Excessive jargon without including laymen’s terms - we know our customers aren’t experts in the physiotherapy field… that’s why they come to us!

  *HCP, POC, HEP, etc*
Conversational and lighthearted, but don’t cross the line.

We believe there is value in lightheartedness. It brings about fun personalities and can build rapport with patients. However, we should never go too far and cross a line.

**KEEP IN MIND:**

+ If you have to ask if it’s funny, it probably isn’t.
+ If you have to ask if it’s appropriate, it probably isn’t.
+ Neither of the above rules necessarily disqualify a statement from being used or conversation from happening, but caution should be used.

**AVOID:**

- Statements that segment any one audience.
- “Inside jokes” that will leave the patients and/or followers with more confusion than laughter.
- Our goal is to help all people in pain, refrain from creating content that aligns Results with a particular religious or political affiliation.

We can be professional without being formal. Messaging does not need to be overly formal, but it should be clear.

**KEEP IN MIND:**

+ It’s fine to use conversational language in posts. That is part of the culture that Results PT has built.
+ We do have to consider that we operate in the health industry. Privacy is critical, so ensure that you receive consent from patients on messages revolving around testimonials and treatments. Please use our Patient Consent/Authorization Form, found at the end of this Style Guide.
+ Each place we share content should take into account the audience, longevity of the content and timeliness.
AVOID:
- Incomplete thoughts or sentences for the purpose of slang.
- Healthcare speak that our patients will not understand.
- Trendy lingo on long-form documents that won’t stand the test of time. We don’t want to age ourselves by using language that won’t be cool in years to come. Referencing current events on social that are timely is acceptable, but avoid anything that could be misconstrued as unprofessional.
STYLE
These are our formatting conventions.

TITLES AND HEADINGS
All mentions of our brand should look as follows:

Results PT -or- Results Physiotherapy
resultspt, Resultsp, ResultsPT, results pt, results physiotherapy

We use title case for blog titles and subheadings, as well as marketing materials. Title case capitalizes the first letter of each word, with the exception of articles and short prepositions.

Management of Knee Pain in Runners
This Is Not The Correct Way To Format A Headline

For subject lines and page titles we use title case. In terms of content hierarchy, titles should be in H1 styling, and subheadings should be set to H2 styling and do not have to be title case.

Do not bold or add any additional emphasis to any titles, headings or subheadings.

EMPHASIS
We bold to emphasize words and phrases in marketing copy. We do not italicize, CAPITALIZE or underline for emphasis.

LISTS
Here is how we format our lists:
• We use bullets instead of numbers or letters
• Only the first word of each line item should be capitalized
• Punctuation is not necessary in a list
EXTERNAL STYLE GUIDE

ROLE OF AN EXTERNAL STYLE GUIDE
The purpose of an external style guide, such as AP Stylebook or Chicago Manual of Style, is to provide an industry, publication or organization with a foundational set of rules and standards pertaining to the mechanics of writing.

AP STYLEBOOK + OXFORD COMMA
Why AP Stylebook?
In the beginning, the Associated Press created AP Style with journalists in mind. It has, however, become popular with marketers and others. AP Style is agile, suitable for use across a range of diverse industries, as it adopts a clean, uncluttered approach to writing.

Why Oxford Comma?
After much debate and dueling, the Oxford comma has won our hearts. Used in series or lists, the Oxford comma is the accepted form of punctuation for Results PT.

Examples:
This morning, I stretched, ran, and showered.
COMMON AP STYLEBOOK RULES

NUMBERS
Unless it is an address, percentage, age or specific statistic in a list, write out numbers one through nine and use numerals for 10 and above. If a number is at the start of a sentence, never use numerals.

DATES
The following months are abbreviated when referencing a specific date: January (Jan.), February (Feb.), August (Aug.), September (Sept.), October (Oct.), November (Nov.) and December (Dec.). Months are not abbreviated when they stand alone or are paired with a year.

    Examples:
    Nov. 21 | Nov. 21, 2013 | November 2013

TIMES
Other than noon and midnight, use numerals for specific times, but do not use :00.

    Examples:
    6 pm | 6:30 pm

CITIES AND STATES
For Results PT, there are two ways to properly reference cities.

If the state is standing alone, spell it out. Texas

If the state is attached to the city, you can spell it out or use the postal abbreviation. Austin, TX -or- Austin, Texas
Not all cities, however, require a state reference. Cities in the United States that do not require an accompanying state reference include:

Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Honolulu, Houston, Indianapolis, Las Vegas, Los Angeles, Miami, Milwaukee, Minneapolis, New Orleans, New York, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, St. Louis, Salt Lake City, San Antonio, San Diego, San Francisco and Seattle.

We have personalized this approach to include Nashville as a standalone city.

**NAME REFERENCES**

Name references should appear in the following order: first name, last name and then pronouns or certifications. Last names can be reiterated later to avoid confusion between other individuals or as style dictates.

*Example:*

Joe Davis, PT, DPT has served with Results PT for 12 years. Davis works at the Bristol, TN, location. He’s been a vital part of the growth that we have seen for Results PT in East Tennessee.

**AGES**

Ages are another exception to the standard rules for numbers. All ages should be in numerals. Only hyphenate an age when an age is used as an adjective or noun.

*Examples:*

Jane is 33 years old. John is a 31-year-old man.
COMMON TECHNOLOGY TERMS
Common terms include internet, website, web page email, eBook, smartphone, Google, Googled, Twitter, tweet, and retweet. Apple products - iPhone, iPad and iPod - retain their small “i,” but avoid using them at the start of a sentence or headline.

As of 2016, internet and web are no longer capitalized as proper nouns.

PERCENTAGES
Spell out “percent” and always use numerals in copy. Exceptions for design are okay.

Example: 9 percent

COLON
Only capitalize the first word after a colon if what follows is a complete sentence.

Examples:
Here is what I was thinking: Let’s go climb that tree!

Go to the store to buy the following items: cereal, apples and bananas.

ACRONYMS
Do not use an acronym on the first reference. Spell out the meaning of the acronym on the first reference and use the acronym for subsequent references.

Example:
Have you reached the required number of hours for your Continuing Education Units? At Results PT, we encourage all our therapists to seek ample opportunities to earn CEUs.
VISUALIZING THE BRAND
There are several variations of the logo that may be used, according to the space available and format required.
LOGO GRID & CLEAR SPACE

When placing any of the logos, there should always be ample clear space around it to allow the logo to speak clearly without crowding or constriction. These clear space guidelines are a minimum, having more space around the logo is encouraged and acceptable.
Maintaining logo’s integrity is critical to have an effective consistent brand. Always use the provided digital assets and never alter the logo in any way.

Do not do any of the following:

- Condense or stretch the logo
- Rotate the logo
- Skew the logo
- Add drop shadows, bevels, embossing, or strokes
- Place the logo on a busy background
- Alter the text or logo placement
- Change the sizes of the icon or text
- Change the logo colors
Do not use any of the following logos.
SIGNAGE

To increase visibility from large distances on items such as banners, signage and billboards, an enlarged tagline version is required.
OUR COLORS

These are the CMYK, RGB, HEX and SCSS values for our palette:

- **JAFFA**
  - CMYK: 0/61/92/0
  - RGB: 245/129/48
  - HEX: #F58130
  - SCSS: $jaffa

- **FLAME PEA**
  - CMYK: 9/80/100/1
  - RGB: 219/88/39
  - HEX: #DB5827
  - SCSS: $flame-pea

- **BLUE WHALE**
  - CMYK: 100/79/44/40
  - RGB: 7/49/77
  - HEX: #07314D
  - SCSS: $blue-whale

- **LOCHMARA**
  - CMYK: 84/41/3/0
  - RGB: 4/129/191
  - HEX: #0481BF
  - SCSS: $lochmara

- **TUNA**
  - CMYK: 68/61/59/45
  - RGB: 66/66/67
  - HEX: #424243
  - SCSS: $tuna

- **OSLO GRAY**
  - CMYK: 44/35/35/1
  - RGB: 150/152/153
  - HEX: #969899
  - SCSS: $oslo-gray

- **WHITE**
  - CMYK: 0/0/0/0
  - RGB: 255/255/255
  - HEX: #FFFFFF
  - SCSS: $white
In the case where the logo must be black, these versions are acceptable.
WHITE LOGO USAGE

In the case where the logo must be white, these versions are acceptable.
In the case where the logo must be placed on a dark background, these versions are acceptable.
NO GRADIENT VERSION

In the case where the logo cannot include a gradient, these should be used.
The typography is a contemporary sans-serif font.

**DESKTOP FONTS**

**AVENIR NEXT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

On print-based layouts, body copy is to be set with Avenir Next Regular. Headlines and emphasized copy should be set in Avenir Next Medium or Demi Bold.

**WEB FONTS**

**OPEN SANS**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

On web-based layouts, body copy is to be set with Open Sans Regular. Headlines and emphasized copy should be set in Open Sans Semi Bold or Bold.
For any questions regarding our brand, please contact:

KATY HUDGINS
615.656.0105