

Rezūm™
Water Vapor Therapy

**Boston
Scientific**
Advancing science for life™



Style Guide



Wordmark

Formatting

The Rezūm wordmark consists of two elements. The product name, **Rezūm** and the treatment descriptor, **Water Vapor Therapy**. The wordmark should never be simplified down to the word *Rezūm* as the treatment descriptor is not considered a tagline.



Minimum Size

Minimum size refers to the smallest allowable wordmark size. To ensure legibility, the mark can be scaled down to a minimum size of 1.25" wide for print and 120 pixels wide for digital.



Clear Space

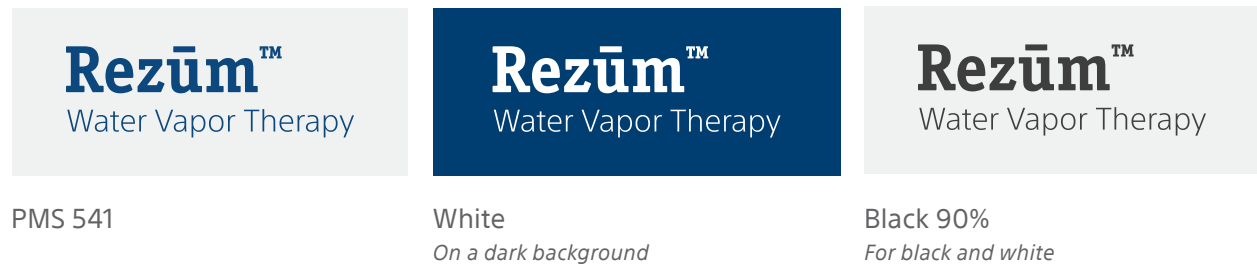
Using the proper amount of clear space around the wordmark ensures that it is easily identifiable. Clear space is the minimum "breathing room" maintained around our wordmark. The clear space is equal to the height of the "R" in Rezūm.



Wordmark

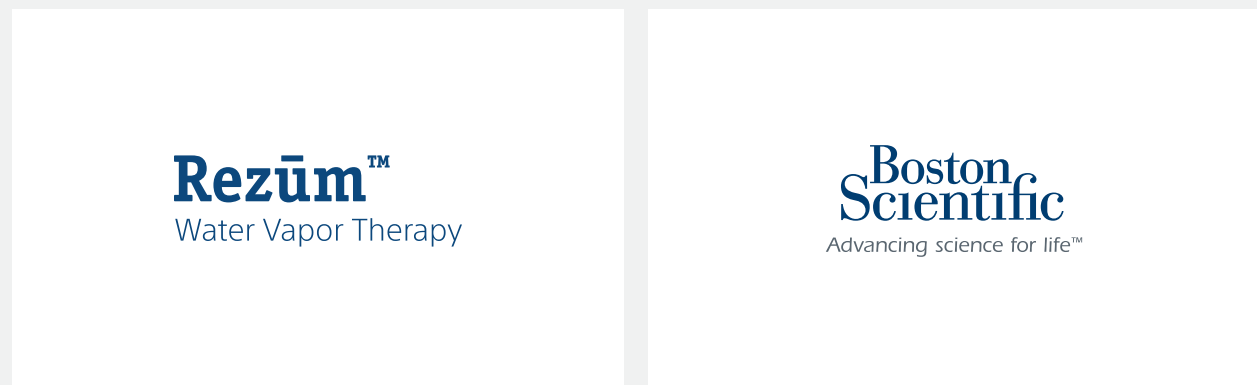
Color

The wordmark may be represented as BSC Blue (PMS 541), reversed to white if on a dark background, or as 90% black for instances when grayscale is required. Do not use any other colors.



Co-branding

The Boston Scientific master-brand logo serves as an endorsement and as a foundational element of the Rezūm visual toolkit. The logo components are made up of our company name and brand declaration. The brand declaration communicates the benefit of what we do as a company directly to patients and should be used when possible. Both the Rezūm wordmark and the Boston Scientific master-brand logo should always be present on DTP communications. The Rezūm wordmark should always appear first with the Boston Scientific logo in close proximity.



Color Palette

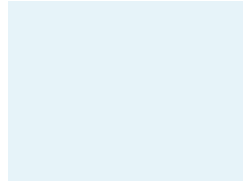
Primary



PMS 7460
C100 M6 Y2 K10
R0 G134 B191
HEX #0086BF



PMS 3145
C100 M10 Y29 K20
R0 G119 B139
HEX #00778B



PMS 7460 @ 10%
C8 M2 Y0 K2
R230 G243 B249
HEX #E6F3F9

Secondary



PMS 1665
C0 M69 Y98 K14
R220 G68 B5
HEX #DC4405



PMS 541
C100 M58 Y9 K46
R0 G60 B113
HEX #003C71



PMS 631
C69 M12 Y0 K22
R62 G177 B200
HEX #3EB1C8

Shades of Grey



C0 M0 Y0 K78
R56 G56 B56
HEX #383838



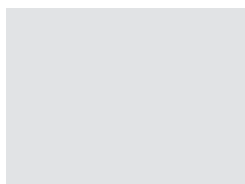
C14 M7 Y0 K52
R106 G115 B123
HEX #6A737B



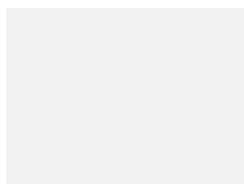
C9 M5 Y0 K42
R136 G142 B149
HEX #888E95



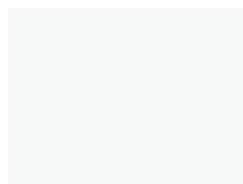
C5 M2 Y0 K26
R180 G185 B189
HEX #B4B9BD



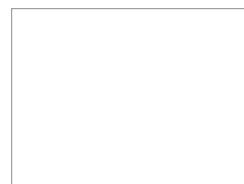
C2 M1 Y0 K10
R225 G227 B229
HEX #E1E3E5



C0 M0 Y0 K5
R240 G241 B241
HEX #F0F1F1



C0 M0 Y0 K3
R247 G248 B248
HEX #F7F8F8



C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF

Typography

SST

Primary use | Headlines and Body Text

SST Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*()-+

Praesent commodo cursus magna vel sceleriole
anesque nisl consectetur et. Praesent commodo
cursus magna, vel scelerisque nisl consectetur et.
Praesent commodo cursus magna, vel scelerisque
nisl consectetur et.

SST Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()-+*

*Praesent commodo cursus magna vel sceleriole
anesque nisl consectetur et. Praesent commodo
cursus magna, vel scelerisque nisl consectetur et.
Praesent commodo cursus magna, vel scelerisque
nisl consectetur et.*

SST Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*()-+

**Praesent commodo cursus magna vel sceleriole
anesque nisl consectetur et. Praesent commodo
cursus magna, vel scelerisque nisl consectetur
et. Praesent commodo cursus magna, vel
scelerisque nisl consectetur et.**

SST Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*()-+

***Praesent commodo cursus magna vel sceleriole
anesque nisl consectetur et. Praesent commodo
cursus magna, vel scelerisque nisl consectetur et.
Praesent commodo cursus magna, vel scelerisque
nisl consectetur et.***

When SST is not available, you can substitute with Arial.

Photography

Lifestyle photography focuses on the benefits that prospective patients would gain from treating their BPH with Rezūm Water Vapor Therapy. Examples include road trips without pit stops, an uninterrupted night of sleep, 18 holes of golf, and more. Empowering men to take control of their condition rather than be defined by it provides a sense of relief and empowerment.



Photography



Graphic Elements

Iconography

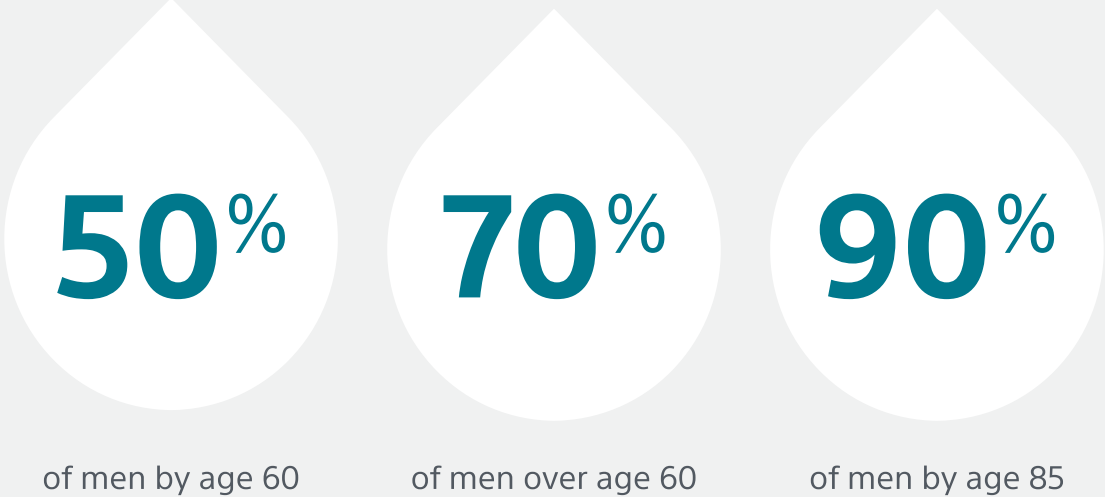
Use iconography to illustrate both the common symptoms of BPH and the benefits of Rezūm Water Vapor Therapy. Icons are created using a single line weight most often in orange.



Infographics

Infographics are used to provide clarity to prospective patients to help inform their decision as they consider Rezūm Water Vapor Therapy to treat their BPH. Statistics are represented using clear simple language and are visually enclosed in a water droplet to reinforce Rezūm’s key differentiator.

Who does BPH affect?



Graphic Elements

Water Splashes

Use water imagery to help break up sections of content on a page and to add visual interest. Splashes should always appear on a white background and extend full width.



Graphic Elements

Water Droplet

The water droplet is most often used overlaid on imagery and includes the Rezūm name magnified inside of the droplet. This pairing reinforces the connection between the therapy and the desired outcome for the patient.



Graphic Elements

Water Droplet Alternate

When possible, the water droplet should appear with the Rezūm name inside it. However in some cases – such as with international communications where the Rezūm name can't be used – the water droplet can be used as a stand-alone element.



Resume bike rides without pit stops.

Language

Editorial Guidelines

- When referencing the product or therapy in headlines and body copy, the first instance should always be written in full, **Rezūm™ Water Vapor Therapy**.
- Consecutive instances can be simplified to **Rezūm** or **Rezūm Therapy**.
- The accent above the “ū” should always be used when referencing the product name or therapy.
- When using headlines that reference the theme of “resume your life,” **Rezūm** can be used in place of **Resume**. For instance, “Rezūm 18 holes of golf.”

International Communications

- For communications outside of the United States, “Rezūm” should be omitted in both the wordmark and in copy. Instead, simply use the term **Water Vapor Therapy**.
- When using headlines that reference the theme of “resume your life,” do not use **Rezūm** in place of **Resume**. For instance, “Resume 18 holes of golf.”

BPH Product Portfolio

Treatmybph.com

- Treat my BPH is an online, educational resource for patients who are in the early stages of their BPH journey and who are seeking information about their condition – including causes, symptoms, associated risks, and treatment options.
- In this experience, we introduce both GreenLight™ Laser Therapy and Rezūm™ Water Vapor Therapy – the two Boston Scientific products that fall under the BPH portfolio.

Rezūm.com

- Rezūm.com is intended to provide more detailed information and educational content specific to Rezūm Water Vapor Therapy. This includes how the treatment works as well as the benefits of this therapy as compared to other treatment options.
- This online resource is primarily directed towards men who have already tried medications or behavior modifications to treat their BPH. They are likely looking for an alternative to medications and reducing side-effects – but may not want to undergo surgery or more invasive treatment options at this time.
- Rezūm Therapy has a distinct brand look and feel that is used for patient-facing communications. Its visual style guide complements that of Boston Scientific and treatmybph.com to ensure a connection back to the master brand.

Web Styles

UI Toolkit

Rezūm shares a common set of web styles with Treatmybph.com in order to maintain consistency across the patient journey. The full UI toolkit can be found at the following link:

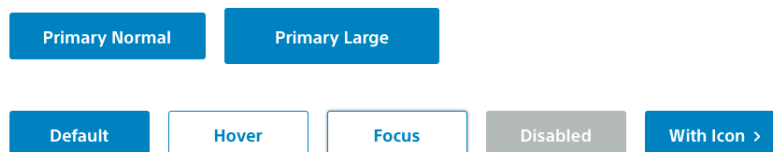
<http://demobsc.com/bph/pages/styles.html>

This library defines patterns for key elements of our digital language and should be used across all digital communications:

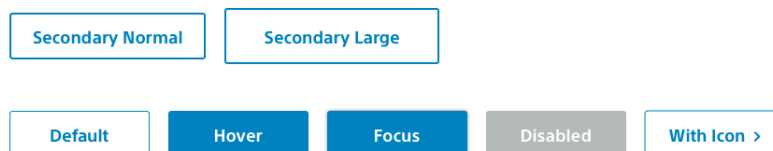
- Color palette
- Calls to action (button and link styles)
- Dividers
- Fonts
- Typography (including header and body copy styles)
- Grids
- Spacing

You can also find the available components and templates for Rezum.com.

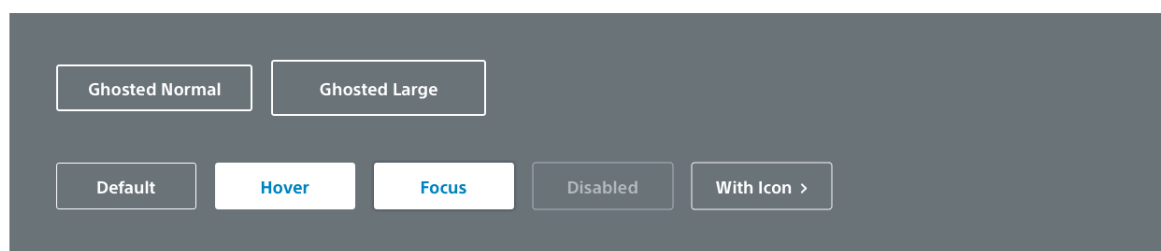
Primary Buttons



Secondary Buttons



Ghosted Buttons



Examples

Website

www.rezum.com

Please find a link to the full digital style guide for Rezūm on the previous page.

Lee el sitio en español

Rezūm™ Water Vapor Therapy

What is Rezūm? ▾ Rezūm Patient Stories Find a Specialist BPH Quiz

Boston Scientific

Rezūm nights without bathroom breaks.

Rezūm™ Water Vapor Therapy is a natural alternative to surgery. It treats the cause of your BPH, so you can get back to your life.

Who does BPH affect?

- 50% of men by age 60¹
- 70% of men over age 60²
- 90% of men by age 85³
- 95% or more of men with moderate symptoms are unhappy about it⁴

Seeking lasting relief from BPH symptoms?

- Waking up at all hours to urinate?
- Weak stream?
- Having the urgent need to go?
- Side effects of BPH meds?

What if there was a better way to get to the root cause of your BPH and experience significant, lasting relief?

Rezūm Water Vapor Therapy treats the source of BPH — your enlarged prostate. This short, in-office procedure uses the natural energy stored in a few drops of water to shrink the prostate. So urine can flow freely. There are no incisions, no general anesthesia, and most patients return to regular activities within a few days. Plus, no sexual side effects.*^{3,4}

Rezūm leading your life to the fullest. Why wait?

Take the BPH Quiz

Examples


Email

For access to the full suite of available Rezūm components in marketing cloud, please email Kelly.Schultz@bsci.com.

We're here to help! [View this email online](#)

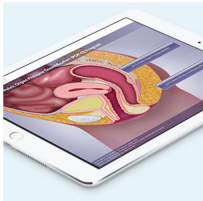
Rezūm™
Water Vapor Therapy

Boston Scientific
Advancing science for life™

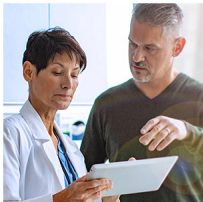


Rezūm 18 holes of golf


Thank you for requesting more information about Rezūm Water Vapor Therapy. We look forward to helping you through this process in any way we can.

 **How does Rezūm Therapy work?**
Review our patient brochure to learn how Rezūm Water Vapor Therapy treats the cause of your BPH, so you can get back to your life.

[Download the brochure](#)



 **Is Rezūm Therapy right for you?**
The best way to find out is by talking with a specialist to determine if Rezūm Water Vapor Therapy is a good treatment for you based on your symptoms and treatment goals.

[Find a specialist](#)




Examples

Social Media

 **Boston Scientific Men's Urology** ✓
Sponsored · 

Rezūm bike rides without pit stops. Frequent urination can be a sign of an enlarged prostate. Rezūm Water Vapor Therapy treats symptoms without surgery, drugs, or their potential side effects.

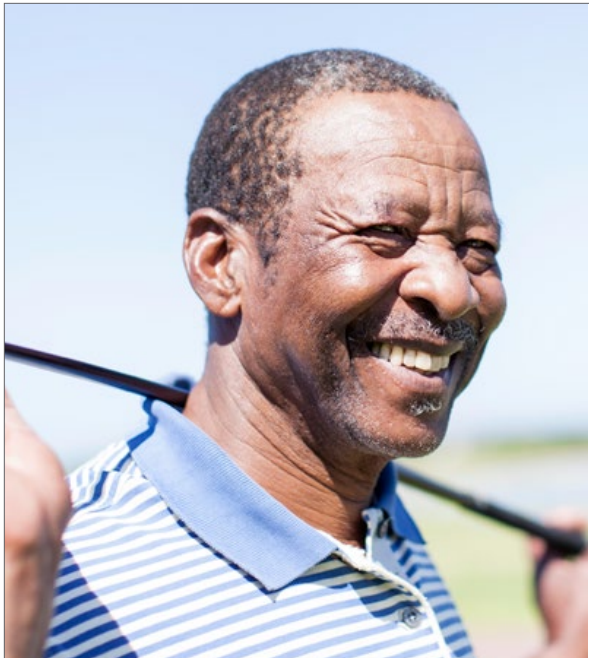


REZUM.COM
Find a doctor who offers Rezūm
Clinically proven

[Learn More](#)

Examples

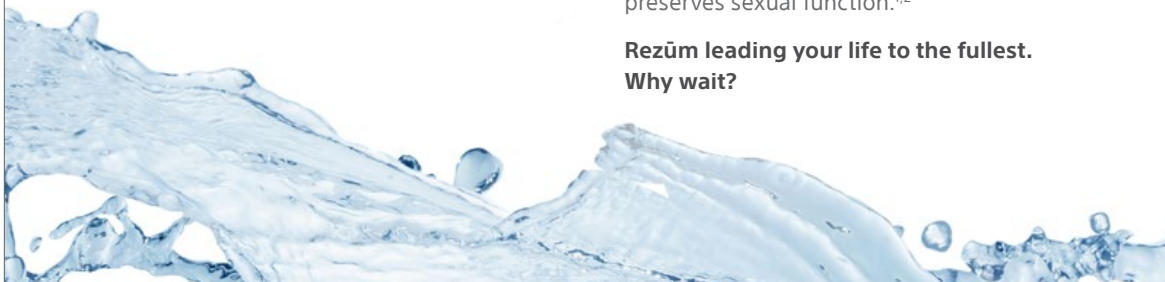
Brochure



"I decided to go ahead with Rezūm because I saw that there were side effects with drugs or some of the surgical procedures that I didn't want to go through."

– Tim, Rezūm Therapy patient

Patient responses can and do vary.



Seeking lasting relief from BPH symptoms?



Waking up at all hours to urinate?



Having the urgent need to go?



Weak stream?



Side effects of BPH meds?

What if there was a better way to get to the root cause of your BPH and experience significant, lasting relief?

Rezūm Water Vapor Therapy treats the source of Benign Prostatic Hyperplasia (BPH)—your enlarged prostate. This short, in-office procedure uses the natural energy stored in a few drops of water to shrink the prostate. So urine can flow freely. There are no incisions, no general anesthesia, and most patients return to regular activities within a few days.* And, it preserves sexual function.^{1,2}

**Rezūm leading your life to the fullest.
Why wait?**