

BACK TO SCHOOL PROGRAM DIGITAL TOOLKIT

December 2023

All assets expire on December 2023 and should be removed from all digital and social platforms upon expiration date.



LIGHT
UNDER
CONTROL™

Transitions™
Light
Intelligent
Lenses

[transitions.com](https://www.transitions.com)

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The *Transitions*® Back to School Program Digital Toolkit will aid in the visibility and communication of the added protection and style benefits of *Transitions* lenses for the back to school season on an eyecare professional's website, email campaigns, and social media efforts. All digital assets are available with *Transitions*® *Signature*® GEN 8™ lenses in gray, sapphire and emerald.

Gray



Sapphire



Emerald



SOCIAL PLATFORMS

Facebook Covers



Digital Banners



Social Posts



Add your
own
message

Social Stories

SOCIAL POSTS

Social posts are available in various sizes for Instagram, Facebook, LinkedIn & Twitter. Below is sample copy for a post.

Copy:

Transitions® lenses are the perfect lenses for the school year. They not only darken to block 100% UV rays outside, but they help filter blue-violet light* from your child's eyes anywhere they go.



DIGITAL BANNERS

Banners are available to use in various sizes for emails and websites. Each banner is available in gray, sapphire and emerald.



160 x 600



320 x 50



300 x 250



728 x 90

Updated Key Visuals for Reference