

National Blood Authority

Website style guide



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Content principles

Standard criteria for effective web content

Content principles

Adhering to these 7 principles helps create an engaging, useable and useful digital information service.

Enabling: Help people to complete their tasks the first time

Fit for purpose: Provide only relevant information in a format that addresses people's needs

Consistent: Be consistent across the website, both in the information provided and its presentation

Easy to find and navigate: Create clear, familiar pathways into and through the information

Straightforward: Distil complexity

Helpful: Give people access to support where they need it

Well-aligned: Support an explicitly identified corporate strategic priority

Good content design is an essential element of helping users achieve their goals on your website.

Findable: Use keywords in headings, link text and URLs, and write meaningful metadata for search engines

Accessible: Write in plain language that's easy to read, and structure text for keyboards and screen readers

Usable: Present information in ways that core user groups find easy to use

Desirable: Use content design features that engage users and help solve their problems effortlessly

Credible: Provide clear credibility cues and high-quality content that people trust for its accuracy and relevancy

Useful: Identify users' needs and address them, solving their problems in a way they want them to be solved

Clear language and writing

Australian Government Style Manual

The Style Manual is for everyone who writes, edits or approves Australian Government content. Use it to create clear and consistent content that meets the needs of users.

- Write plain language sentences of fewer than 15 words
- Use active voice to help users understand who is doing what
- Construct positive, unambiguous sentences.
- Eliminate unnecessary words
- Build simple phrases and clauses

Learn more:

<https://www.stylemanual.gov.au/writing-and-designing-content/clear-language-and-writing-style>

Web Content Accessibility Guidelines (WCAG)

We have a legal requirement to ensure digital services (including the website) is usable and accessible to people with disabilities (see the [Disability Discrimination Act 1992](#)).

Australian Government agencies are required to meet the [Web Content Accessibility Guidelines \(WCAG\) Level 2.1](#).

WCAG principles:

- Content is perceivable
- Content is operable
- Content is understandable
- Content is robust

Learn more:

<https://www.stylemanual.gov.au/accessible-and-inclusive-content/apply-accessibility-principles>

The Digital Service Standard

The Digital Service Standard is mandatory for digital websites, mobile apps and other digital platforms and services.

People and businesses need to be at the centre of government digital service delivery. The Digital Service Standard sets the requirement for government to create and maintain services that meet the needs of people and business. This means services need to be:

- consistent and secure
- user-friendly
- measurable
- inclusive and adaptable

Learn more:

<https://www.dta.gov.au/DigitalServiceStandard>

Tone & voice

The NBA uses [standard tone](#) in its online communications. Standard tone sits between formal and informal tones. creates little distance between the content's persona and the reader, but not too much familiarity. Standard tone can use contractions and personal pronouns, but doesn't use metaphors, idioms or slang. This aligns with the approach of our lead Portfolio agency, the Australian Government Department of Health and Aged Care.

Accessibility and readability

Alt text and captions: Use alt text and captions on all images. See AGSM guidance on [how to write alt text and captions](#).

Contextual links: Use [contextual links](#) throughout the text to help users summarise the content as they scan the web page. Limit contextual links to one per paragraph. Break up multiple links into bulleted lists.

Readability: [Readability](#) is a measure of how easy it is for readers to understand our content. It is particularly important for readers with [low levels of functional literacy](#). Readability is calculated using the [Hemingway app](#). Aim for Grade 7 to Grade 8. We aim to write content at Level 2 reading level (Australian Year 7 equivalent).

General style notes

Dictionary: [Macquarie Dictionary](#) (online edition)

Dialect: Australian English (-ise, -tre, -our, -ed not -t, e.g. learned not learnt)

Abbreviations: Spell out on first use with abbreviation in parentheses, then use the abbreviation thereafter. No full stops with abbreviations/acronyms, e.g. ADF, UK.

Apostrophes: Use possessive apostrophes for all proper names ending in s, e.g. Jones's. Use possessive apostrophe only for singular noun of 2 or more words, the last word being a plural ending in 's', e.g. Australian Bureau of Statistics' document. Don't use an apostrophe for periods of time, e.g. 'in 4 days time' not 'in 4 days' time'.

APS classifications Write APS classification level ranges with an unspaced en dash, i.e. APS Levels 1–6, Executive Levels 1–2 and Senior Executive Service Bands 1–3. This follows the usage in the [APSC Classification Guide](#). Short forms are APS 6, EL 2, SES Band 3 (not 'SES 3').

Capitalisation: Minimal capitalisation. Capitalise proper nouns (e.g. the NBA Board) but not generic references to them ('the board comprises...').

Capitalisation – titles and names: Personal titles are capitalised only with a name (e.g. Prime Minister Albanese) but not for generic use (e.g. the prime minister's plane). Regions are capitalised if part of the proper name (e.g. Northern Ireland, Western Sydney). Capitalise names of [nationalities](#).

Capitalisation – security clearances and classifications: Use capitals to refer to security clearance levels (e.g. this job requires a Negative Vetting Level 1 security clearance/a Baseline security clearance). For more information read the [Style Manual: Security classifications and protective markings](#).

Captions: no full stop at end of captions.

Contact details: The following style decisions apply for all pages featuring contact details:

- Days:
 - Use 'Monday to Friday' and 'Saturday and Sunday' rather than 'weekdays'
 - and 'weekends'. Although this is a bit wordier, we need to remember we're writing for multiple cultural groups, and in some cultures the 'weekend' is Friday-Saturday (Jewish) or Thursday-Friday (Muslim). Standard format (also note the single comma, not multiple): *The switchboard operates from Monday to Friday 8 am to 5:45 pm Canberra time, and on Saturday, Sunday and public holidays 9 am to 3 pm Canberra time.*
- Time:
 - Space between numeral and 'am' or 'pm', i.e. 6 pm not 6pm (this is AGSM style) 'Canberra time' not AEST. The reason for this is Canberra is on AEDT for half the year, so saying AEST will confuse the people (i.e. Queenslanders) who are on AEST all year round.
 - 'between X and Y' or 'from X to Y' not 'between X to Y'. If you're referring to 2 time periods (i.e. days and times), be consistent.
- Phone numbers:
 - Follow [AGSM advice](#) and write phone numbers in a format appropriate to the location of the users. Only use international format on pages that might attract an audience of people overseas e.g. Commercial blood supply contracts and procurement, travelling with blood products, getting blood products overseas, contact us. When writing international numbers, use the following format: +61 2 1234 5678.
 - For domestic numbers, include the area code: 02 1234 5678.
 - 1800, 1300 or 13 numbers don't require an area code:
 - 1300 025 663 (13 000 BLOOD)
 - Format 1300 phone numbers in 3-digit groups, i.e. 1300 XXX XXX, not 1300 XX XX XX
- List 'Get in touch' contact details in this order
 - Phone:
 - Email:
 - Web:
 - Post:
- However, if there is little need for a call to action to contact a specific business area, sign off with a general statement that directs people to the 'Contact us' page, for example:
 - If you have a query about fresh blood products in Australia, please [contact us](#).

Currency: Use currency symbol and numerals, not words or currency codes. For dollars, specify either A\$ or US\$. For whole amounts, don't include cents, e.g. \$20 not \$20.00

Dashes: Unspaced en-rules: spans of numbers and coordinate nouns. Spaced en-rules: parenthetical information. No em-rules.

Dates: e.g. 24 August 1942. e.g. nineteenth century not 19th. Use BCE and CE, not BC and AD, e.g. 44 BCE. Elide years to double digits (e.g. 1985–86), except for BCE years, which are written in full (e.g. 546–514). Use digits for decades and no apostrophe (e.g. 1930s).

Ellipses: Use to indicate missing material in a quote. Use single space before and after ellipses.

Foreign terms: Italicise except if loanword (e.g. café, naive) or First Nations Australian word.

Headings: Sentence case

Hyphens: For compound adjectives (e.g. a long-term plan) not nouns. Hyphenate compass directions (e.g. north-west). Hyphenate adjectival ages, e.g. 11-year-old boy.

Italics: For titles of books (except religious books, e.g. the Bible, the Qu'ran), publications, published works, legal cases, Acts (but not Rules or Regulations), proper names of vehicles/vessels (e.g. HMAS *Adelaide*), films, TV and radio programs, long poems. For articles, book chapters, websites etc. use single quotation marks.

Lists: Fragment lists with lead-in sentences: lowercase on list items and full stop only on last item (no punctuation on other items). Full-sentence lists: cap on first word and full stop at end of each item. Standalone lists: Cap on first word and no full stops, even on last item. Only use numbers (rather than bullets) for lists if the items need to be presented in sequential order. Avoid hierarchical lists with more than two levels of bullets.

Numbers: Spell out zero and one. Numerals for 2+. Words for: numbers starting sentences; fractions; names or titles; figures of speech. Numerals for: units of measurement; tables and charts; dates and times. Commas in numerals with 4 or more digits, e.g. 1,200. Combine numerals and words for numbers over one million, e.g. 20 billion.

Ordinal numbers: Words up to 'ninth'; numerals for 10th onwards. No superscript for suffixes.

Percentages: Use numerals with percentage sign, no space e.g. 20%. Use words and 'per cent' at start of sentence.

Personal titles and initials: No full stop with abbreviated titles (e.g. Dr, Mr, Mrs). Unspaced and no full stops with personal initials, e.g. UK Le Guin. See [AGSM guidance](#) on how to refer to: royalty/vice-royalty (i.e. Governor-General); politicians; military members; academics; members of the judiciary; diplomats; and honours and awards recipients.

Quotations: Spelling and punctuation in quotes (such as mandatory statements) follow that in the original text.

Quotation marks: Single for direct speech, double for quotes within quotes. If the punctuation mark is part of the quoted text, place the punctuation mark before the closing quotation mark. If the punctuation mark is part of the sentence outside the quoted text, it follows the closing quotation mark. (See linked guidance for examples.)

Square brackets: Use to indicate author-added material in a quote.

Time: Use colon for time, e.g. 3:50 pm. Space between time and 'am' or 'pm'. Avoid using 'bi' to mean 'two', e.g. 'biweekly' (as it can mean twice a week or every two weeks). Use 'Canberra time' rather than AEST/AEDT (because it changes).

Underline: Don't use except for hyperlinks.

Units of measurement: Always in numerals. Metric with Imperial in brackets if necessary e.g. 100 km (160 miles). Space between numeral and unit, e.g. 1 km.

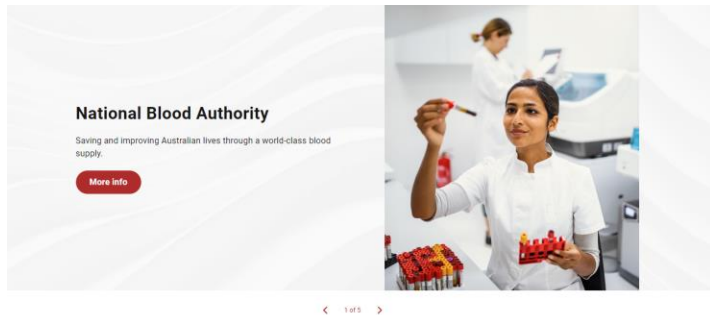
Don't spell out for common units, e.g. 2 km not 2 kilometres.

For decimal numbers less than one, use 0 in front of decimal point (e.g. 0.6 not .6).

Use colons for mathematical ratios (9:1 not 9 to 1).

Homepage guidance

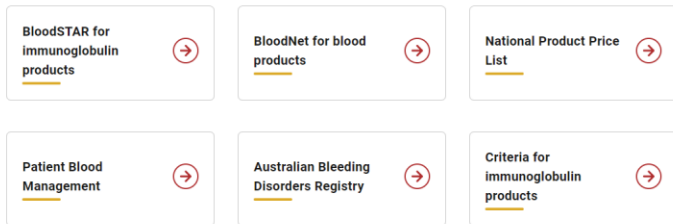
Homepage guidance



Carousel

The material that is displayed on the carousel is both NBA driven and user driven.

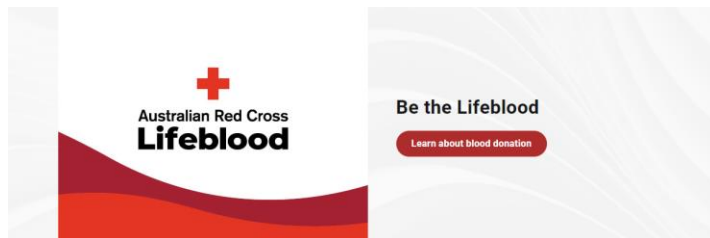
- NBA driven – key information and current campaigns the NBA wants to communicate to users, including Lifeblood campaigns.
- User driven – Google Analytics provides data determine what will be popular and useful to users.



Tiles

The material that is displayed on tiles are user driven. Google Analytics provides data determine what will be popular and useful to users.

Homepage guidance



Flag

The flag is a static feature item and is used to promote campaigns (e.g. Lifeblood).

News and updates

Showing 1 - 3 of 11



News and updates

Items in the News and updates section are determined by the NBA. Items display in chronological order, latest to oldest.

Graphics



Logo use



Uses the complete logo (icon and word-mark) on a white background.



Colours

HEX

Common uses

#AF2227



Buttons and icons

#790609



Links

#DEA700



Detailing (e.g. line under header) and secondary navigation (e.g. tabs)

#FEDD9F



Chips (active state ONLY) *

#161616



Text

#A8A8A8



Borders

#F4F4F4



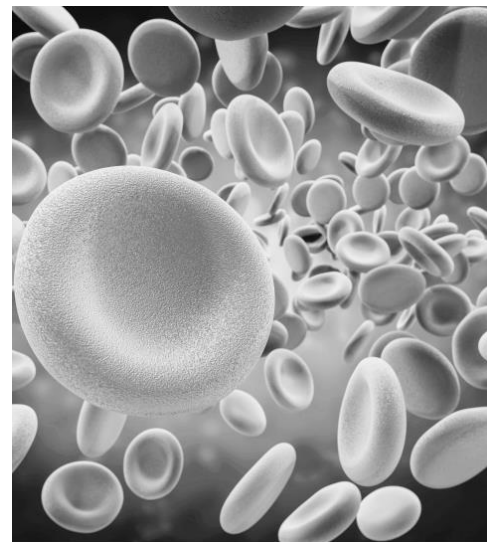
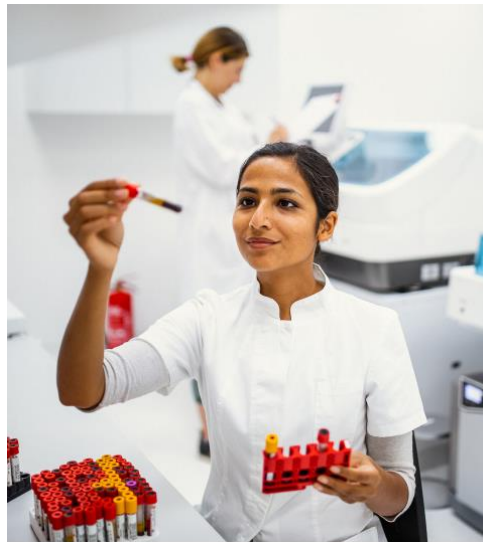
Backgrounds

- Uses NBA brand red colour
- WCAG AA Compliant
- Colour blind accessible

Images

[Adobe Stock](#) images, icons and symbols are used on the website. Lifeblood supplied images are also approved to be used on the website.

Imagery samples used throughout the website:



List of preferred terms and spellings

List of preferred terms and spellings | A-B

ABDR – Australian Bleeding Disorders Registry; MyABDR is a mobile app and website for patients

ACSQHC – Australian Commission on Safety and Quality in Health Care
adviser not advisor

AHCDO – Australian Haemophilia Centre Directors' Organisation

AHP – Australian Health Provider (proper noun; not approved health provider); includes hospitals, pathology laboratories, general practitioners (GPs) and other health providers who receive blood products

ANZSBT – Australian and New Zealand Society of Blood Transfusion
at no cost to patients (not free of charge)

Australian Government (not Commonwealth Government)

Australian Government Department of XX – when referring to federal government departments that also have state counterparts, e.g. Australian Government Department of Health and Aged Care

Australian Red Cross – short form of Australian Red Cross Society (not 'the Red Cross')

best practice (noun); **best-practice** (adjective)

BloodPortal (one word - just 'BloodPortal', not 'The BloodPortal')

BloodNet (one word); BloodNet-to-LIS interface (hyphens)

BloodSafe eLearning

BloodSTAR (one word)

blood products not blood-related products

blood sector – not proper noun, i.e. Australian blood sector, not Australian Blood Sector

Blood Sector Systems – proper noun

blood supply

BOC – Blood Operations Centre

List of preferred terms and spellings | C-L

Chief Executive (of the NBA) - not CEO or General Manager

Commonwealth entities and Commonwealth companies - these are specific things, so don't use Australian Government. See [Dept of Finance Australian Government Bodies info sheet](#)

cover sheet (two words)

crossmatch, crossmatching (one word, no hyphen)

cryodepleted (one word, no hyphen)

data - singular not plural

dispense - can use as a noun in reference to blood products, e.g. immunoglobulin ('the dispenser authorises the dispense of the product')

driver's licence (with apostrophe)

factor VIII – and other factor types: roman numerals and no cap on 'factor'

foetomaternal (Aus/British spelling, derived from 'foetus')
not fetomaternal (US spelling)

flowchart (one word)

free of charge – use 'at no cost to patients' instead
Glanzmann's thrombasthenia (capital G but lowercase T)

haemophilia (with ae)

Haemophilia Foundation Australia

Haemophilia Treatment Centres (proper noun)

Healthdirect (website name)

high privacy risk (no hyphens, even adjectivally)

HSO – health service organisation (not proper noun)

ICT – information communications and technology (no caps)

Ig – immunoglobulin

JDO – Jurisdictional Direct Order

Lifeblood – not Life Blood or LifeBlood; shortened form of 'Australian Red Cross Lifeblood'. Formerly known as the Australian Red Cross Blood Service. Change all 'Blood Service' references to Lifeblood.

LIS – laboratory information system

List of preferred terms and spellings | M-S

massive bleeding – specific clinical term

massive transfusion – specific clinical term

minister – not Minister, unless it's a title e.g. Minister for Health and Aged Care. Also Australian Government Minister for Health and Aged Care, not Commonwealth Government Minister.

near miss – no hyphen for the noun (a near miss) but hyphen for the adjective (near-miss events)

MyABDR app – capital M

NATA – National Association of Testing Authorities, Australia

national blood arrangements

National Immunoglobulin Governance Program (but lowercase on generic mentions, e.g. 'our governance program')

National Product Price List (proper noun)

PBM – patient blood management

plasma-derived

preventive not preventative

red blood cells (not 'red cells' – except for 'red cell diagnostic products')

RCDP – red cell diagnostic products

RCPA – Royal College of Pathologists of Australasia (note 'Australasia' not 'Australia')

resume (as in CV, not 'to resume') – no diacritics (NBA style choice based on 2019 APSC 'Cracking the Code' document)

Rh D (with space)

US not USA or U.S.

SIT – system integration testing

SPOT – specialist practitioner of transfusion

supply chain – no hyphen, even adjectivally, e.g. blood supply chain worker

state and territory – no capitals

stock holding – two words when referring to manufacturing stock. One word when referring to the share market.

List of preferred terms and spellings | T-Z

time frame – two words

TN – transfusion nurse

TNS – transfusion nurse specialist

TSO – transfusion safety officer

UAT – user acceptance testing

username not user name

List of preferred spelling of blood product brand names

A-Z

Blood product brand names – these are the correct spellings of the following blood products according to the manufacturers. Note the capitalisation:

ADVATE	Fibrogammin	NovoSeven
ADYNOVATE	Flebogamma	NovoThirteen
ALPROLIX	GAMUNEX	Octagam
BeneFIX	Haemocomplettan	Privigen
BERINERT	HEMLIBRA	RECOMBINATE
BPL Factor XI	Hemoleven	Rhophylac
CEPROTIN	Hizentra	RiaSTAP
CUVITRU	HyQvia	RIXUBIS
ELOCTATE	Kiovig	Xembify
Evogam	Kogenate FS	XYNTHA
FEIBA	MonoFIX-VF	