

Partner Style Guide



1. HEADINGS 1 – 3

- Font type: Heading (1-3)
- Typeface: Craftwork Sans (900)
- Size: Default
- Font colour: Primary 10
- Text alignment: Left-aligned

Heading 1 (H1)

Heading 2 (H2)

Heading 3 (H3)

HOW TO USE H1-3

H1: Prepare for Immunisation Encounter

H2: Identifying the injection site

- Vastus lateralis (Anterolateral thigh)
- Deltoid muscle.

H3: The two anatomical sites recommended as routine injection sites are:

- Figure below shows the anatomical markers used to identify the vastus lateralis.
- The injection site is **halfway** down the vastus lateralis

H2: Prepare the vaccine

Once the pre-vaccination checks are complete and you have identified the vaccinations required, it is time to prepare and administer the vaccines.

H3: It is important to make sure:

- The vaccine refrigerator displays **minimum/maximum** temperatures.
- You take the correct vaccine from the refrigerator.

2. HEADINGS 4 – 6

Headings 4 - 6 are not often used.

- Font type: Heading (3-6)
- Typeface: Avenir Heavy (700)
- Size: Default
- Font colour: Primary 10
- Text alignment: Left-aligned

Heading 4 (H4)

Heading 5 (H5)

Heading 6 (H6)

NOTE: Page titles should be included on the page itself using the above styling. Additionally, ensure the Page Title field is filled out for the navigation bar and next/previous buttons. The “Hide Page Title” option should be checked.

3. BODY TEXT

- Font type: Normal
- Typeface: Avenir
- Size: Default
- Font colour: Default
- Text alignment: Left-aligned

Example:

Tempus aliquam imperdiet malesuada rutrum fusce ridiculus dignissim potenti sociosqu nulla mollis aliquet, risus erat augue molestie leo mus curae placerat vivamus quam ut.

Text Styling:

- For **bold** text use Primary 10 (700).
- *Italic*
- Underline
- ~~Strikethrough~~
- ^{Superscript}
- _{Subscript}

4. GENERAL FORMATTING

Margins

Standard margins for all text blocks (this should be double-checked, when used in tables).

Spacing

Consistent use of single or double spacing as per the content requirement.

Indentation

None, except for block quotes and call outs (covered below).

5. LISTS

For both ordered and unordered lists, use Primary 10.

Ordered (numbered) lists:

1. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
2. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Unordered (bulleted) lists:

- Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

6. LINKS

- Font type: Match surrounding text
- Typeface: Match surrounding text
- Size: Match surrounding text
- Font colour: Default
- Text alignment: Match surrounding text
- Behaviour: Open in a new tab

Example:

Tempus aliquam imperdiet malesuada rutrum fusce **ridiculus dignissim potenti sociosqu** nulla mollis aliquet, risus erat augue molestie leo mus curae placerat vivamus quam ut.

NOTE: This styling should be applied for content pages. Question pages should use the default styling; unless otherwise specified.

7. IMAGES

Image size (dimensions):

Default to 'Original' size, unless otherwise specified - use better judgement on this one, make sure to check the preview and ensure the page is balanced. If need be, adjust the size to best fit.

Image alignment:

If between paragraphs, left-aligned; otherwise, right-aligned with text wrapped.

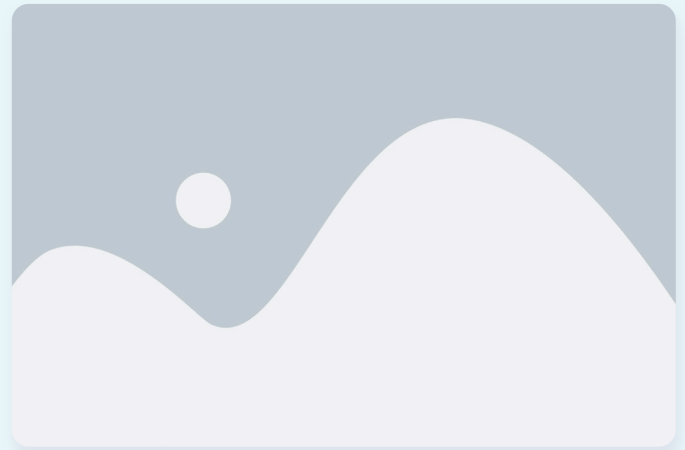
Image borders:

Rounded edges.

Alt text:

Provide descriptive alt text for all images (this should be provided by the client or course writer).

If the image is not yet available, you may use the following placeholder:



8. TABLES

- Table borders: Solid; 2px;
- Table cell padding: 10px or nothing, depending on overall feel
- Primary border colour: Course category colour (primary)
- Header background colour: Course category colour (secondary)

Example:

Lorem ipsum	Lorem ipsum
Sed do eiusmod tempor incididunt	Sed do eiusmod tempor incididunt

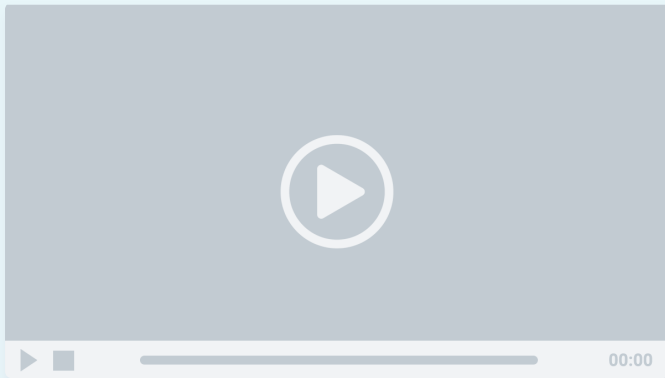
Alternatively, if you are using a table to for page layout and structure; do not apply any colour to the cells or borders.

9. MULTIMEDIA

Videos

- Format: MP4 or embed from a trusted source (e.g., YouTube, Vimeo)
- Captioning: Ensure captioning is turned on for external videos (YouTube etc.)
- Size: 100% width
- Placement: Centred on the page, between paragraphs

If the video is not yet available, you may use the following placeholder:



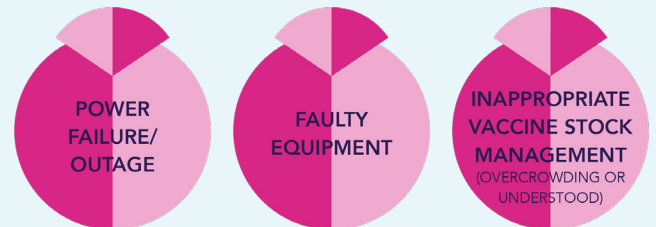
Audio

- Format: MP3 or embed from a trusted source (e.g., SoundCloud)
- Transcription: Provide a transcript for all audio content, where available

You may use the < audio > element to play audio-clips on the page

Interactive and Graphic Elements

Style: If used, consistent font and colour scheme with the rest of the content.



10. ACCESSIBILITY

- Alt text guidelines for images: Provide meaningful descriptions (this should be provided by the client or course writer)
- Contrast ratio for text and background colours: **WCAG contrast checker**.

NOTE: If the **course category colour** has a poor contrast ratio, with the default page background colour (#FCFCFC) an alternative should be selected.

11. CALLOUT ELEMENTS

This should use a tertiary version of the **course category colour**.

Example:

Lorem ipsum

Dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Block Quote

Used for citing external sources or emphasising statements.

Example:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

Pull Quote

Used to highlight a quote or important piece of text.

Example:

“*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad.*

(Reference)

In-text Accordions

In-text accordions should be set in a table to achieve consistent spacing.

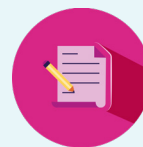
Example:

> Header

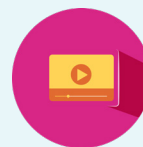
> Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt labore.

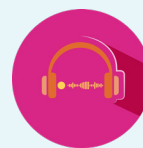
12. LEARNING ICONS



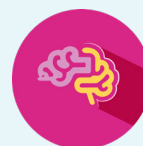
Pen/Pencil: Represents activities that require written responses.



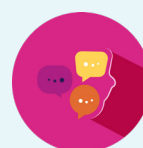
Video: Indicates a video to watch.



Audio: Signifies an audio clip to listen to.



Reflection: Marks a reflection activity or introspection opportunity.



Discussion: Points to discussion or communication-based activities.

13. LEARNING ICONS CONTINUED



Further Reading: Shows additional resources or readings for further learning.



Interactive Touch: Indicates interactive elements within the content.



Clipboard: Represents tasks, checklists, or to-do lists.



Flag/Banner: Draws attention to important information or key points.

The below icons can also be used as a left and right pointer as needed.

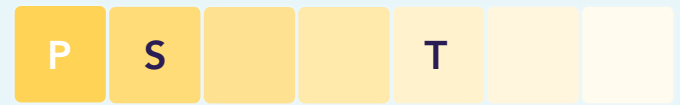


14. COLOUR PALETTE

Each Benchmark Group courses sits within a course category and each category has its own colour. This colour must be used for all graphics and design elements where possible.

- Primary - P
- Secondary - S
- Tertiary - T

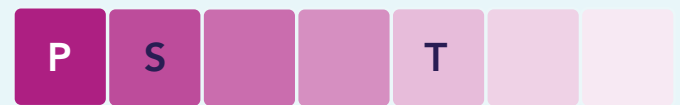
Ear Health



Immunisation



Chronic Disease



Wound Closure



Wound & Injury Management



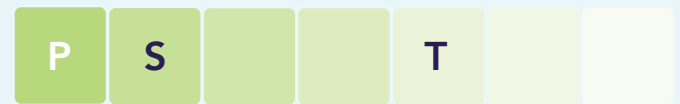
Bloods



Urgent Care



Motivational Interviewing



No course associated



No course associated

