NATIONAL BLOOD AUTHORITY
AUSTRALIA

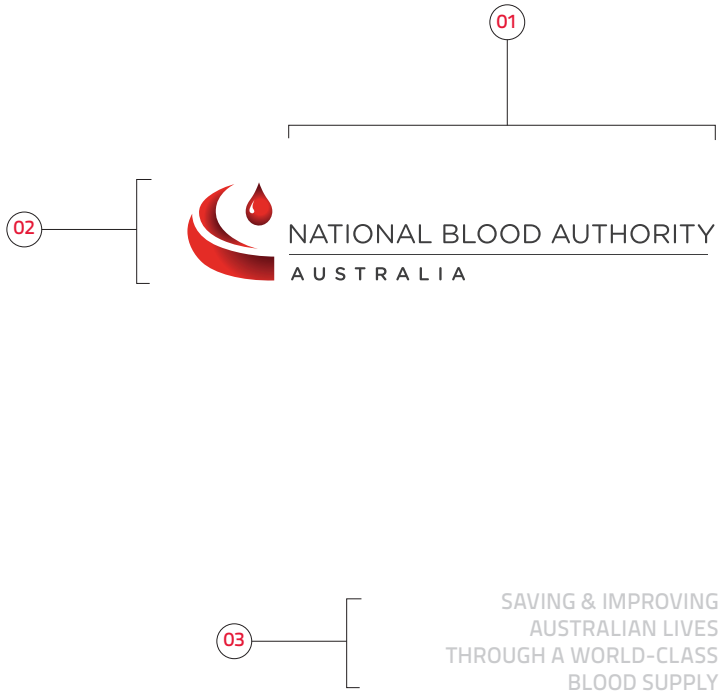
NATIONAL BLOOD AUTHORITY AUSTRALIA

Brand Style Guide

PART A APPLICATION PART B COLLATERAL

Brand Guidelines

Application Part A



THE MASTER LOGO

The logo is central to the National Blood Authority brand and must be reflected on all communication materials.

There are several versions of the National Blood Authority logo which you will see over the next few pages. They each have their own specific uses and applications.

The Master logo featured is, however, the foundation of the National Blood Authority brand. It should be utilised wherever possible.

LOGO ELEMENTS

The National Blood Authority logo is made up of the elements listed below. Please use these terms when referring to particular elements of the logo:

01 The Logotype

02 The Blood Drop Graphic

TAGLINE

Not present in the logo, the Tagline is an important, supporting brand element that should be applied to collateral where possible. ideally it should sit right justified across 1-4 lines of text.

03 Tagline

CLEAR SPACE GUIDE

The area around the logo must always be kept clear of text and graphic elements, other than the ones listed in the following brand guidelines. This is to ensure the prominence and effectiveness of the logo on any piece of communication.

A clear space equal to the height to the National Blood Authority Logotype block (X) must be maintained around the logo. No text or graphic element should invade this protected area unless they are shown in this Brand Guidelines Document.

MINIMUM SIZE

For purposes of legibility, the minimum size for all versions of the logo is shown to left. The logo may be scaled as large as required.

THE MASTER COLOUR-WAYS

No colour combinations other than those shown here may be used.

The various versions of the National Blood Authority Logo are to be used in all communications, depending on print, web and screen specifications.

THE MASTER LOGO (Process)

The full colour process version of the National Blood Authority Logo is preferred where possible.

MONO (Greyscale)

The National Blood Authority Logo can be reproduced in one colour using Process Black.

THE REVERSED LOGO

The National Blood Authority Logo can be reversed out of black or a coloured background that provides sufficient contrast—the darker the better.

NATIONAL BLOOD AUTHORITY
AUSTRALIA

Logo_Process

NATIONAL BLOOD AUTHORITY
AUSTRALIA

Logo_Mono

NATIONAL BLOOD AUTHORITY
AUSTRALIA

NATIONAL BLOOD AUTHORITY
AUSTRALIA

Logo_Reversed

1.

2.

3.

4.

5a.

5b.

INCORRECT USE— WHAT NOT TO DO

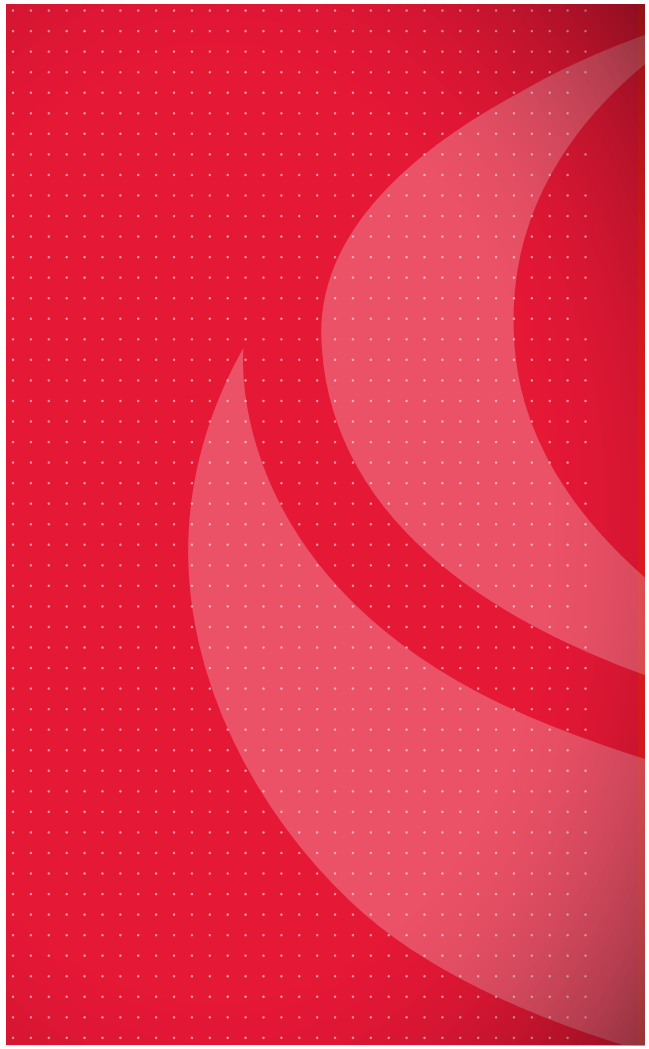
The incorrect use of the Brand Identity and manipulation of the logo against style guidelines is detrimental to the overall strength of the brand. Great care must be taken to avoid this occurring.

Shown to the left are examples of poor manipulation or use of the logo. These are examples of what NOT to do when it comes to the logo usage and presentation.

1. The logo should never be scaled vertically or horizontally.
2. No colour combinations, other than those stated in the corporate palette, should ever be applied to the logo.
3. The elements within the logo should never be moved/ rearranged to a structure alternate to the master logo.
4. The relationship between elements in the logo are not to be adjusted or scaled independently of the whole logo.
5. a) The reversed logo should never sit on a busy image;
   b) It can only reverse out of the orange, black or an uncluttered part of the photograph that contrasts with the logo.

(a)

(b)



BACKGROUND GRAPHIC

A supporting graphic element of the National Blood Authority brand is a grid made up of light grey dots. This grid can overlay the Blood Drop graphic against a crisp white background (a), or may sit over colour blocks (Red, Grey, Blue, Lime, Orange) where a tinted back version of the reversed Blood Drop graphic may be used (b).

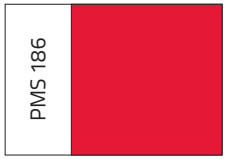
This grid expresses the highly technical nature of the organisation's work, reflecting qualities and themes such as scientific, organised, professional, technical and structured.

CORPORATE COLOUR PALETTE

The National Blood Authority's corporate colour palette consists of two primary colours, Red and Cool Grey. These are supported by three accent colours, the blue, lime and orange. These colours form the corporate colour palette and should be used across the suite of communication materials.

Body Copy must always appear in Process Black in the lighter weight, but may use Red or Grey if a heavier wight is used. Pull-out quotes and larger headings may appear in Red, Grey and Black, as long as they are legible and appropriate.

The full colour process must always be matched to the specific Pantone Colour. The PANTONE MATCHING SYSTEM® is a worldwide printing, publishing and packaging language for the selection, marketing and control of colour.

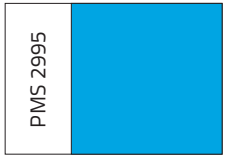


PANTONE 186 ▪ Red
CMYK: C0 M100 Y75 K4
RGB: R:198 G:12 B:48
HTML: C60C30

PANTONE ▪ PROCESS BLACK
CMYK: C:0 M:0 Y:0 K:100
RGB: R30 G30 B30
HTML: 1E1E1E

PANTONE COOL GREY 6
CMYK: C:18 M:11 Y:8 K:23
RGB: R173 G175 B175
HTML: ADAFAF

PANTONE COOL GREY 4
CMYK: C:12 M:7 Y:6 K:17
RGB: R188 G189 B188
HTML: BCBDBC



PANTONE 2995 ▪ blue
CMYK: C:87 M:1 Y:0 K:0
RGB: R0 G169 B224
HTML: 00A9E0

PANTONE 376 ▪ LIME
CMYK: C:53 M:0 Y:96 K:0
RGB: R122 G184 B0
HTML: 7AB800

PANTONE 1375 ▪ Orange
CMYK: C:0 M:45 Y:95 K:0
RGB: R255 G160 B47
HTML: FFA02F

TitilliumText25L (1 wt) Heading 1 or Title Heading

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TitilliumText25L (999 wt) Heading 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TitilliumText25L (800 wt) Heading 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TitilliumText25L (250 wt)
Body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TitilliumText25L (400 wt)
Body text (reversed or using lighter colour)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPEFACES TO USE

Headings

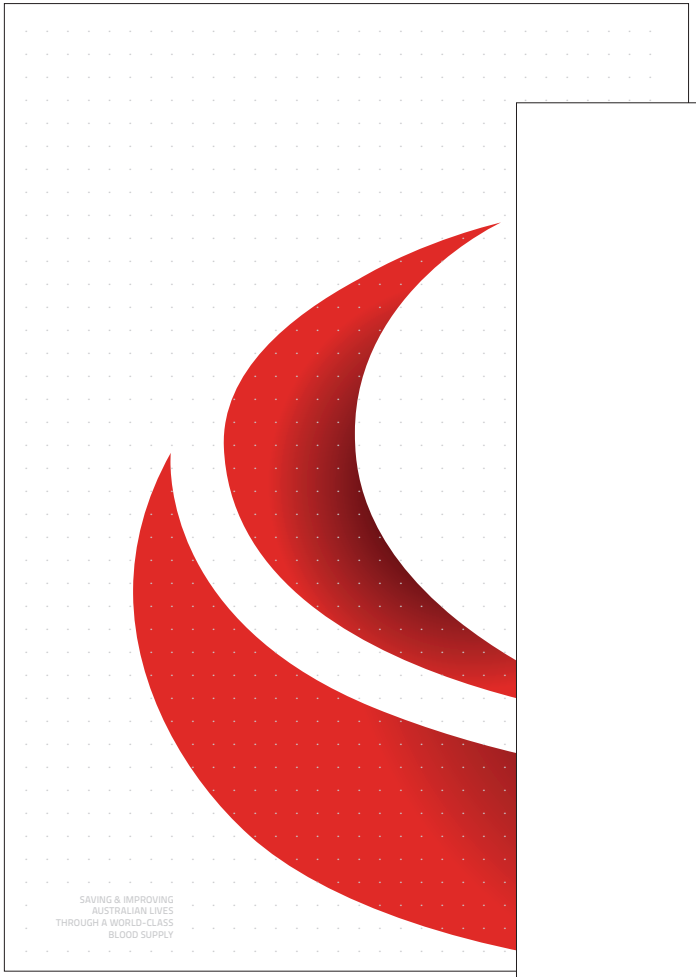
TitilliumText25L (1 or 999 weight)—is the approved typeface for the National Blood Authority headings. Consistent use of this typeface will strengthen and support the overall brand. TitilliumText25L must be used for all print, web and screen communication where possible.

In the case of use in Microsoft® products such as Powerpoint and Word, TitilliumText25L must be converted to a graphic in order to be used, otherwise Arial may be substituted.

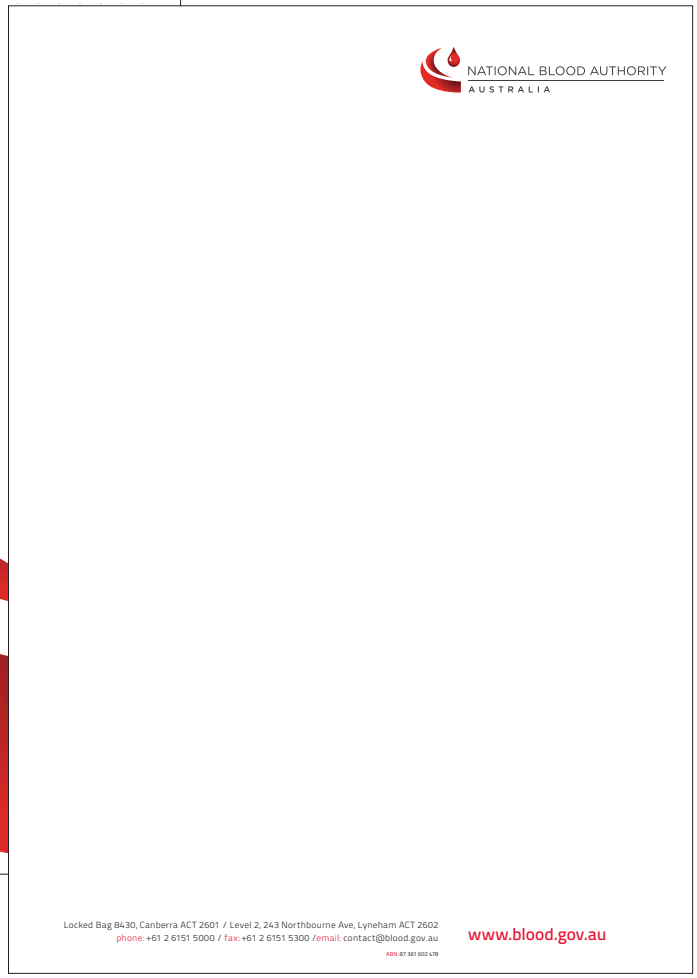
Bodytext

TitilliumText25L (250, 400)—is the approved body copy typeface for the National Blood Authority. Consistent use of this typeface will help to build the brand identity. TitilliumText25L must be used for all print, web and screen communication where possible.

Collateral Part B



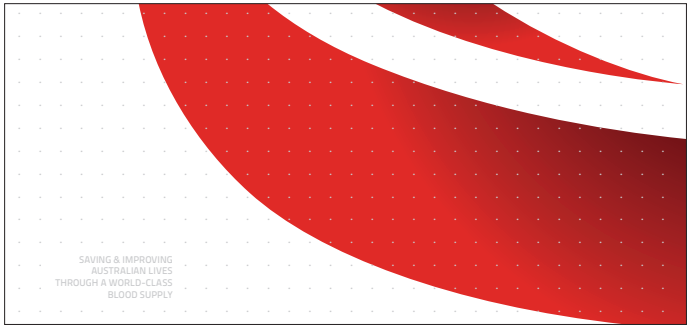
back



front

Letterhead & With Compliments Slip

The images to the left are examples of a Letterhead and With Compliments Slip. These have been reduced to 43% of the actual file size.



Business Card

The image below is an example of a Business Card.
This has been placed at 100% of the actual file size.

front

back

A4 Corporate Report

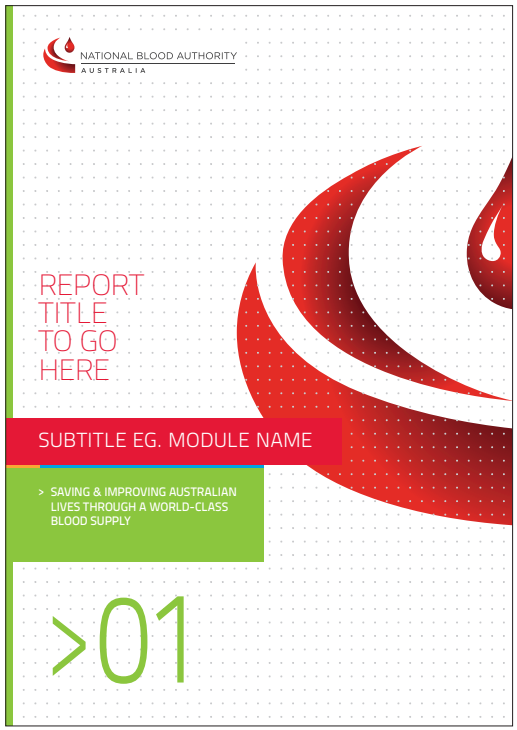
The images below are examples of A4 Corporate Report Covers and an Internal Spread. These have been placed at 32% of the actual file size.

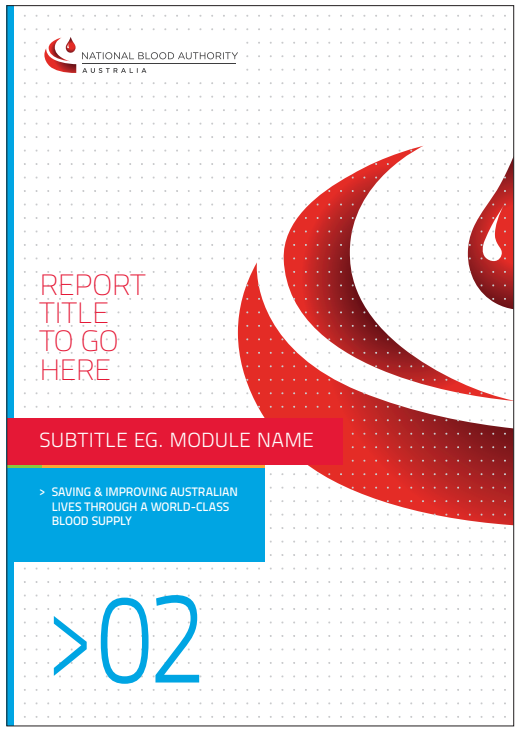
A4 Corporate Report

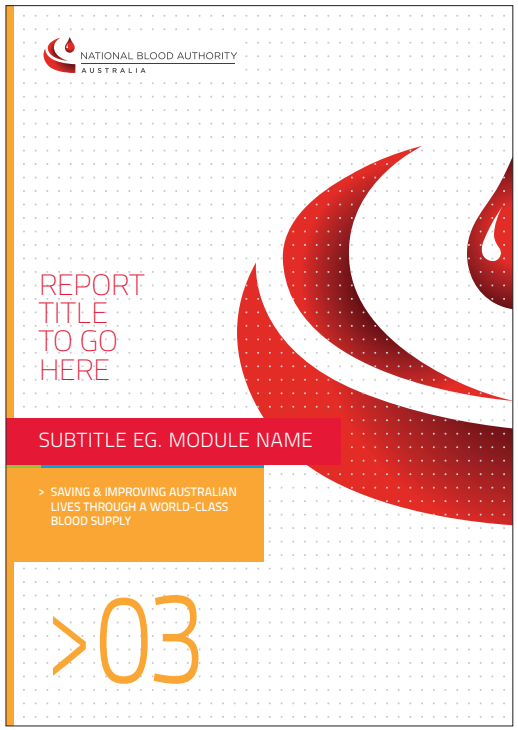
The images below are alternate examples of A4 Corporate Report Covers, showing how the imagery can be introduced to the design. These have been placed at 27% of the actual file size.

A4 Corporate Report

The images below are examples of A4 Corporate Report Covers, showing how the secondary colours can be used to create a series of publications. These have been placed at 32% of the actual file size.





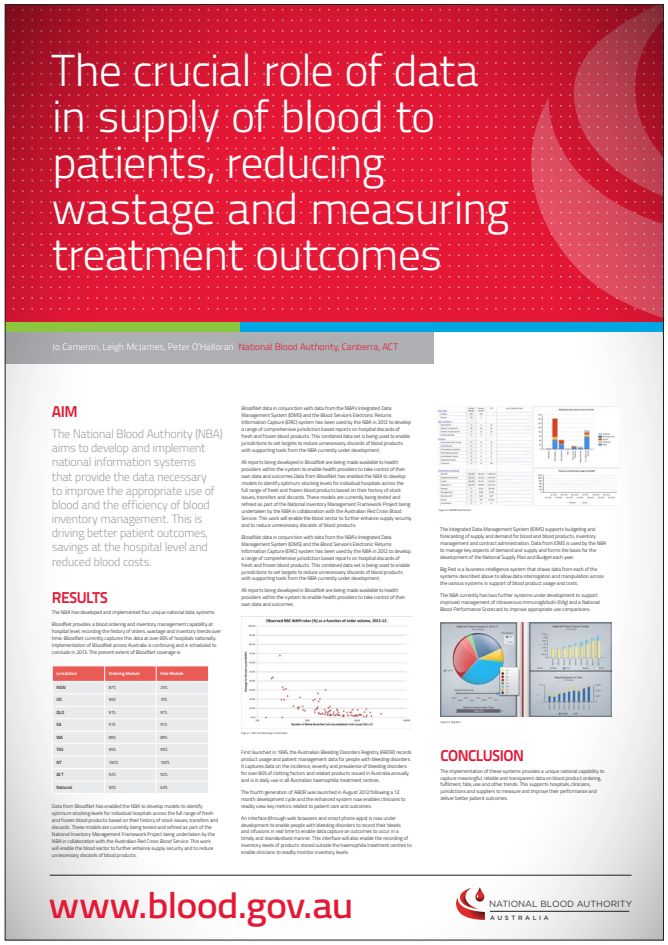


A4 Corporate Report

The images below are alternate examples of A4 Corporate Report Covers, showing how the secondary colours can be used to create a series of publications. These have been placed at 27% of the actual file size.

A1 Posters

The images below are examples of A1 Posters.
These have been placed at 14% of the actual file size.



A1 Posters

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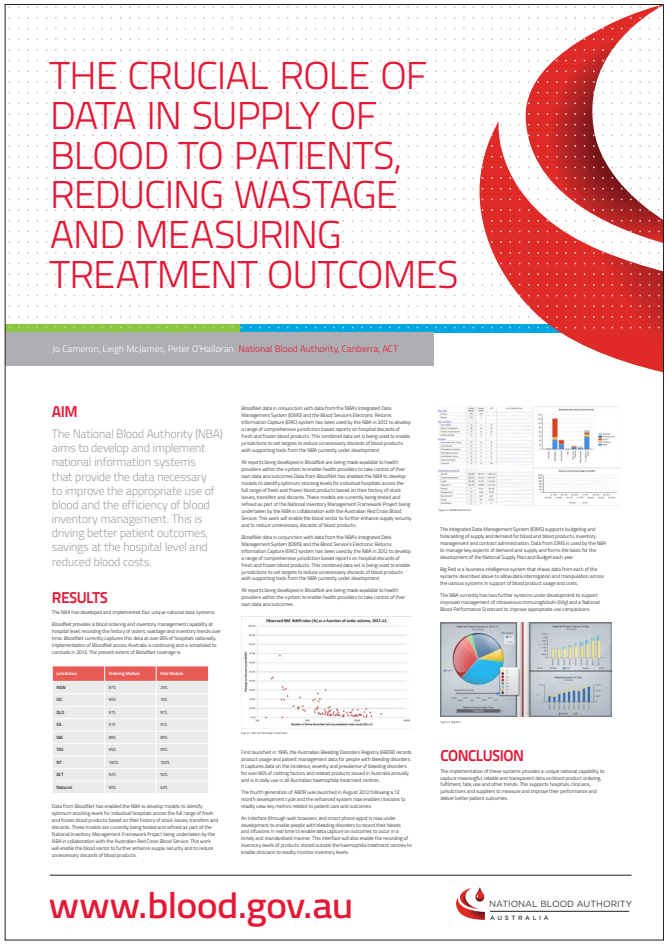


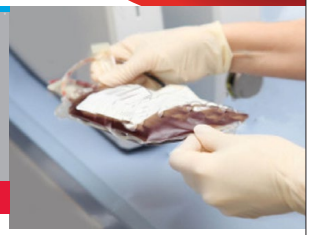
A4 Factsheet

The images below are examples of A4 Factsheets.
These have been placed at 43% of the actual file size.

NATIONAL BLOOD AUTHORITY
AUSTRALIA

Supply of plasma derived and recombinant blood products

Date: 16 October 2012



The National Blood Authority (NBA) has supply contracts with various suppliers of blood and blood related products which provide secure product supply at value for money prices supported by comprehensive service requirements of suppliers.

Most plasma derived blood products used in Australia are manufactured by CSL Limited using plasma collected by the Blood Service. Australia is reliant on imported supply of recombinant Factor VIII and IX and additionally plasma derived Factor XI and XIII, anti-inhibitor coagulant complex concentrates, Protein C and plasma-derived intravenous Rh (D) immunoglobulin. These products are either not manufactured in Australia or, as is the case for IVIg, there may be insufficient plasma collected in Australia to be fully self-sufficient.

Depending on the product and in some cases the location involved, the ordering and distribution of plasma and recombinant products under NBA arrangements may be via the manufacturer, a third party distributor contracted by the manufacturer, or the Australian Red Cross Blood Service as a distributor under contract to the NBA. Participating hospitals can use the NBA's BloodNet system to order products, currently where these are distributed by the Blood Service.

A full list of plasma derived and recombinant blood products available under NBA arrangements as at 1 October 2012 is overleaf. The cost of products supplied under NBA arrangements is cost shared 63% by the Commonwealth and 37% by the relevant State or Territory, and the unit price applying under the national funding arrangements is also shown overleaf.

Making a difference and improving supply

The NBA's contracts require suppliers to meet defined performance standards, to maintain supply security reserves, and to provide appropriate product support information and services. It is important for the supplier companies and the NBA to know if doctors, nurses, other health professionals, laboratory staff and even patients are happy with the level of service they are receiving from suppliers. The NBA aims to ensure excellent service and responsiveness by our suppliers. If you are dissatisfied, we would also like to know about it so that we can respond to your concerns and improve services.

All suppliers are required to maintain an accessible channel for receiving feedback and we encourage the use of these to register concerns in the first instance. For example, you should contact the product supplier in the following circumstances:

- You are unable to place an order with the supplier 24 x 7 and have it acknowledged.
- Orders are not received by time you requested, or within 48 hours for routine and 24 hours for urgent orders if no time is requested.
- The product was not delivered to the correct recipient.
- You do not receive the quantity and presentation size specified in the order.
- The product delivered is outside the expiry date.
- You have difficulty in returning product or having faulty or expired product replaced.
- You do not receive adequate product support, information and advice.

www.blood.gov.au

If a matter is unable to be resolved you can email your concerns to the NBA at supply.management.plasma@nba.gov.au

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NATIONAL BLOOD AUTHORITY
AUSTRALIA

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- You do not receive adequate product support, information and advice.

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www.blood.gov.au

If a matter is unable to be resolved you can email your concerns to the NBA at supply.management.plasma@nba.gov.au

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A4 Factsheet

The images below are alternate examples of A4 Factsheets.
These have been placed at 43% of the actual file size.

NATIONAL BLOOD AUTHORITY
AUSTRALIA

Australian supply arrangements for intravenous immunoglobulin

Date: 16 October 2012

The national blood supply arrangements provide funded supply of intravenous immunoglobulin (IVIg) for indications in the Criteria for Use of Intravenous Immunoglobulin in Australia Second Edition (IVIg Criteria Second Edition).

Under supply contracts established and managed by the National Blood Authority (NBA), Australia's IVIg requirements are met through a combination of Australian and imported IVIg. Under current arrangements, for indications under the IVIg Criteria Second Edition, IVIg is supplied and authorised through the Australian Red Cross Blood Service (including through BloodNet). For indications outside this edition, IVIg can be ordered directly from suppliers under the Jurisdictional Direct Order arrangements. The table below outlines the products which are currently supplied.

Second Edition of the Criteria for Use of Intravenous Immunoglobulin in Australia

The IVIg Criteria is based on the philosophy that IVIg is a precious biological product and, as such, its use should be consistent with the available evidence base and should be prescribed for the treatment of patients who are likely to benefit from IVIg therapy and for whom there are no safe and effective alternative treatments.

Following the same approach as the first edition released in 2007, the second edition supports IVIg therapy that is:

- prescribed at the lowest possible dose, for shortest period of time, at lowest frequency to achieve desired therapeutic goal
- used only when other preferable therapies are unavailable or ineffective
- reviewed regularly for patients and treatment stopped if no demonstrable clinical benefit.

For new patients from 10 August 2012, the IVIg Criteria Second Edition will apply. Patients currently receiving product under the first edition of the IVIg Criteria, who are affected by changes, will have a six month transition period. For them, the second edition will take affect from 11 February 2013.

The IVIg Criteria Second Edition also has a handy Quick Reference Guide (that lists all conditions alphabetically).

Visit **www.blood.gov.au** to download your copy or to order hard copies.

Funding Arrangements	What indications are funded?	What products are available?	Who pays for the product?	How are products accessed?
National Blood Supply Arrangement	Indications funded under the IVIg Criteria	Intragam P 6% (D) Octagam 5%(I) Octagam 10%(I) Kiovig 10%(I)	Cost shared between the Commonwealth and relevant State or Territory	Ordered from and distributed by the Australia Red Cross Blood Service
Jurisdiction Direct Order Arrangement	For indications that are not funded under any IVIg Criteria	Octagam 5% (I) Octagam 10%(I) Flebogamma 5% DIF (I) Kiovig 10% (I)	Individual jurisdiction, hospital, patient's medical insurer by special agreement/ arrangements, or patient bears full cost	Ordered from and supplied directly by the commercial supplier. Intragam P cannot be ordered under this arrangement

Key: % = Product Concentration; D = Domestic Product; I = Imported Product

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NATIONAL BLOOD AUTHORITY
AUSTRALIA

What are the challenges for the supply of IVIg in Australia?

Demand for IVIg in Australia has grown in the last four years at a rate of around 10-11% per year, well above the general population growth rate. Australian plasma collection growth rate is 5% annually, resulting in an increasing reliance on imported IVIg products with 34% of IVIg forecasted to be imported in 2012-13.

Looking ahead, the challenge for the broader health sector and the NBA, as with all blood products, is to contain demand and cost whilst ensuring that patients who will benefit receive treatment.

In addition, there are initial indications in ongoing international clinical trials that there may be positive outcomes from IVIg treatment for sufferers of Alzheimer's disease, potentially halting or slowing the progression of the condition. Should further research confirm these results, the demand for IVIg will rise sharply around the world and will increase pressure on securing plasma sources, the price of IVIg, and global production capacity.

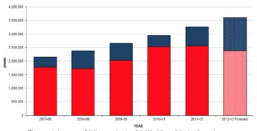

Figure 1. Issues of IVIg products, 2007-08 to 2011-12 and forecast for 2012-13

Recent imported IVIg supply contracts

The NBA tenders and contracts with suppliers to give best value for money for Australian governments and the health sector. New contracts for supply of imported IVIg from 1 January 2012 gave savings of around $3.4 million in the period to 30 June 2012 alone. However, the growth in demand for IVIg still increased the overall cost of the product supplied in 2011-12.

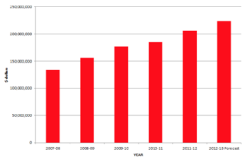

Figure 2. Cost of IVIg supply under national blood arrangements, 2007-08 to 2011-12 and forecast for 2012-13

What is the review of IVIg Authorisation and Clinical Governance arrangements?

Australian governments have recently commissioned a national review of clinical governance and authorisation for IVIg, which has been undertaken by a consulting firm engaged by the NBA. Many specialist clinicians, nurses, laboratory scientists and other stakeholders have provided input during the consultation phases of this review. Findings from the review to date have pointed to the need for a national data system of IVIg authorisation, supply and use; improved clarity of roles and process for authorisation of IVIg requests under the IVIg Critiera Second Edition; an increased role for specialist transfusion nurses in the local management of IVIg; and programs of work in researching and effectively communicating best clinical practice. The recommendations of the review are expected to be provided to governments for consideration by the end of 2012.

For more information

Visit **www.blood.gov.au** to access the following resources:

- IVIg Criteria Second Edition, the Quick Reference Guide, FAQs, and other materials
- detailed annual reports on the supply and use of IVIg in Australia for 2009-10 and 2010-11
- more detailed information on current IVIg supply arrangements in Australia

www.blood.gov.au **Address** Locked Bag 8430, Canberra ACT 2601 **Phone** +61 2 6151 5000

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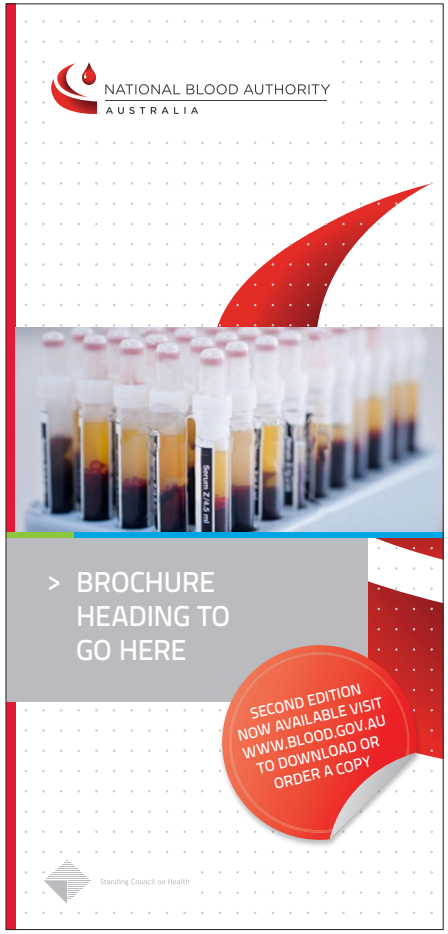
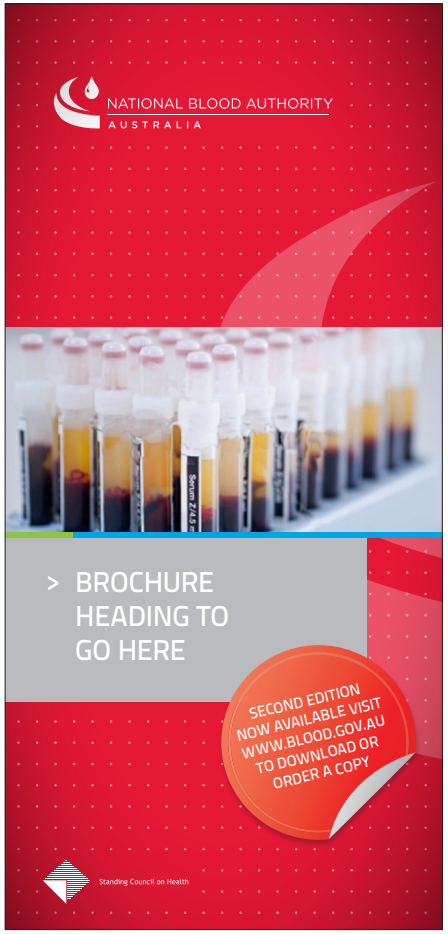
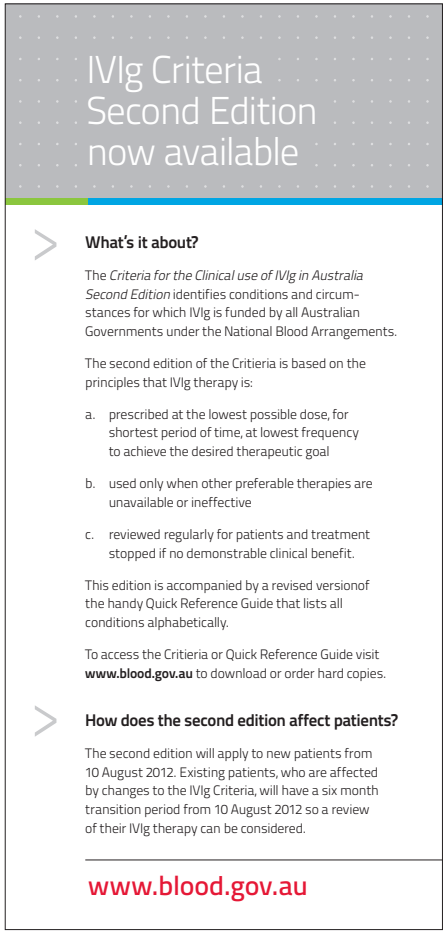
DL Flyer

The images below are examples of DL Flyers.
These have been placed at 58% of the actual file size.



front

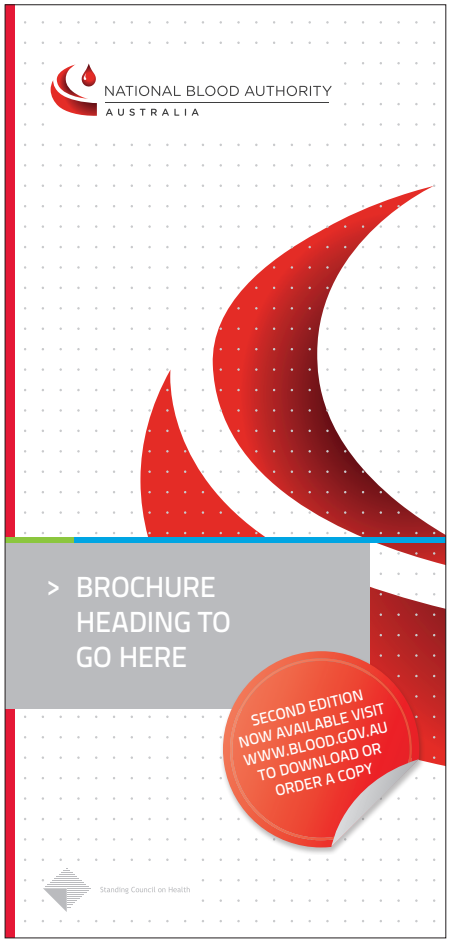


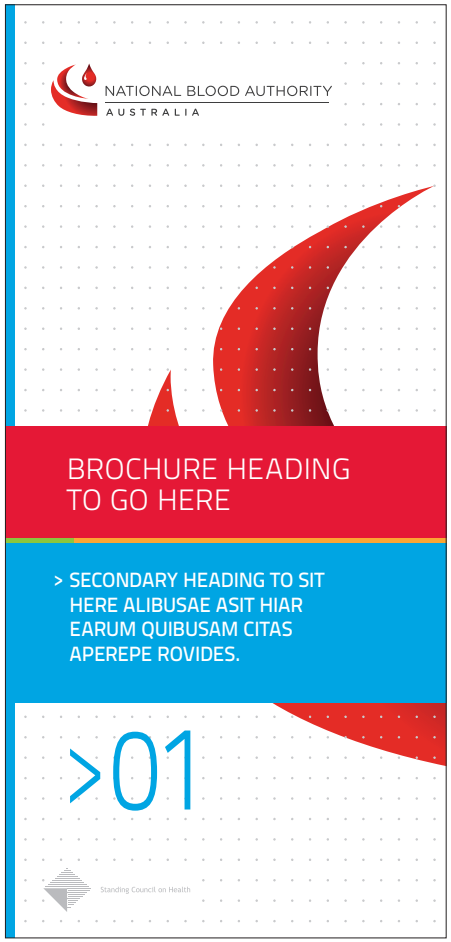


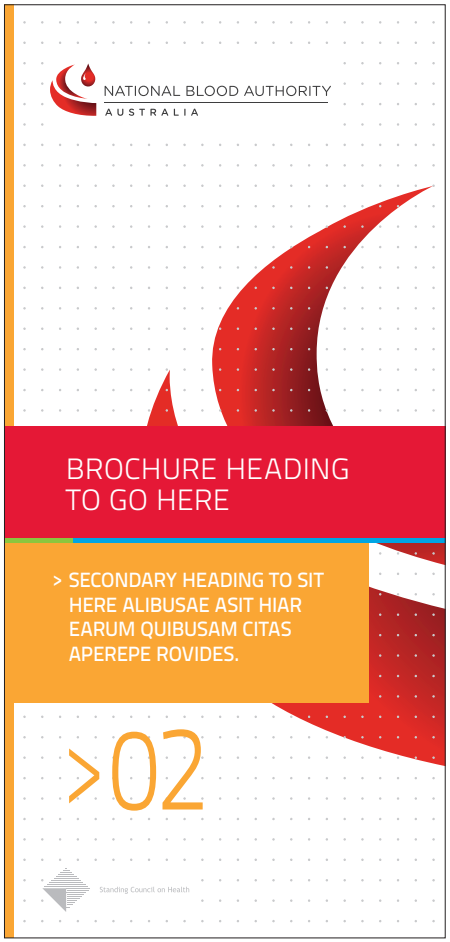
back

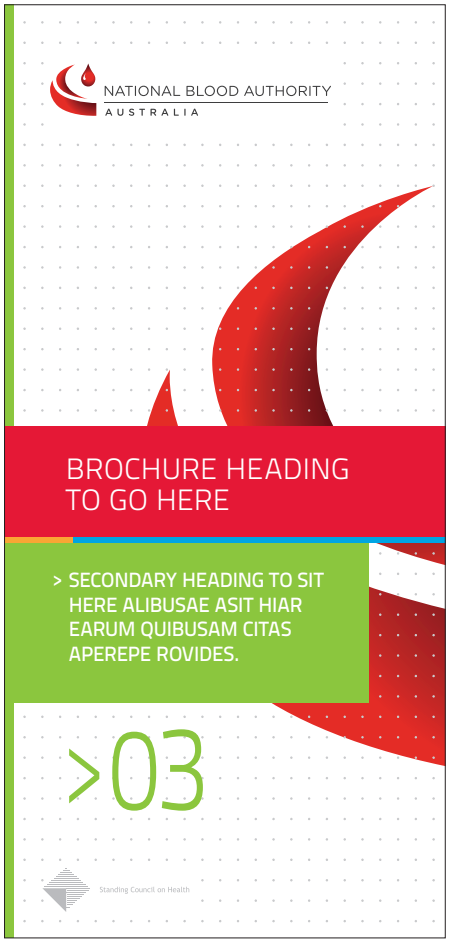
DL Flyer

The images below are alternate examples of DL Flyer Covers.
These have been placed at 58% of the actual file size.





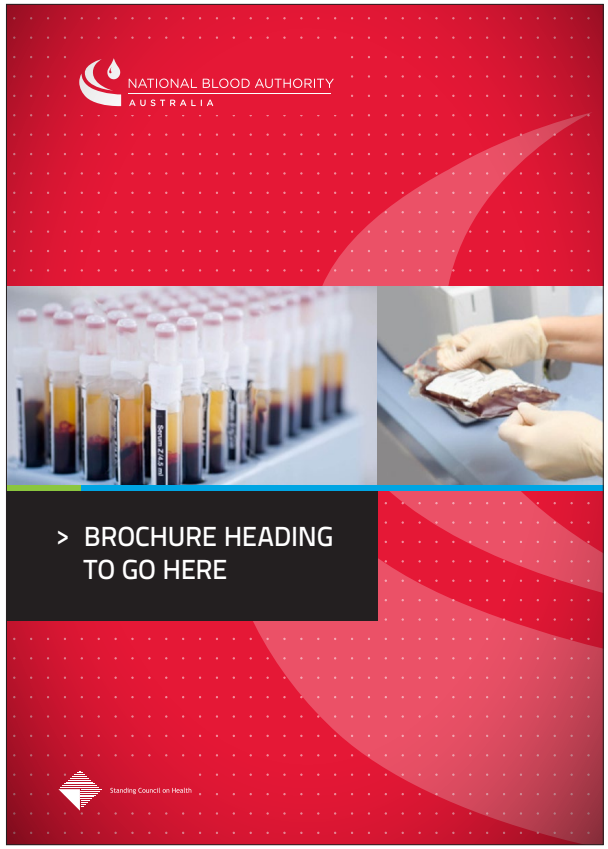


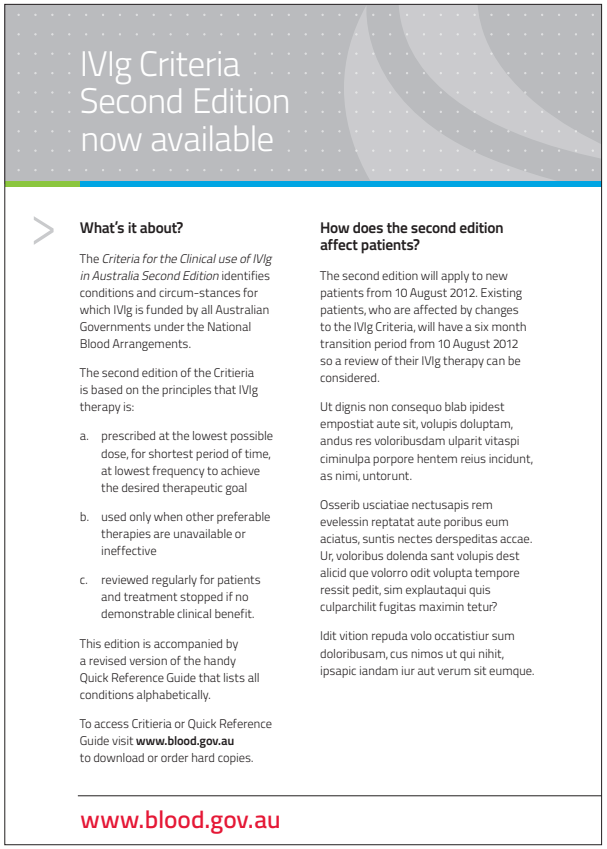


A5 Flyer

The images below are examples of an A5 Flyer.
These have been placed at 53% of the actual file size.

front

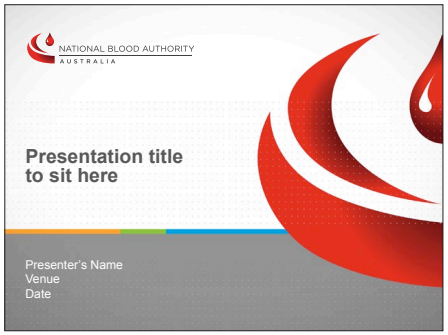




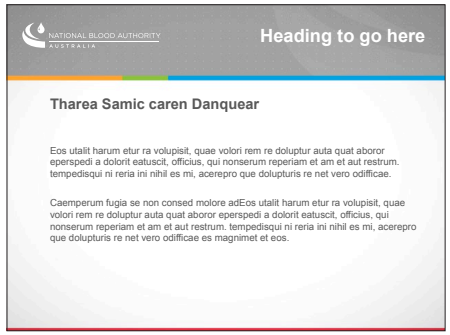
back

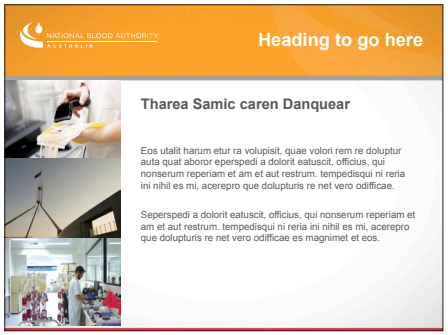
Powerpoint

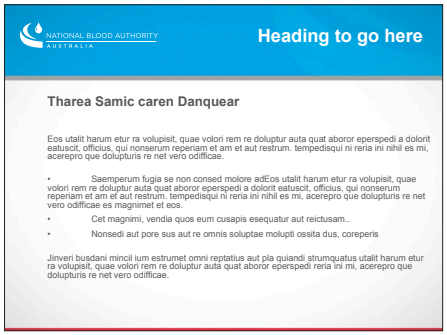
The images below are examples of page from the Powerpoint template. Arial is used (instead of the corporate font Titilium).



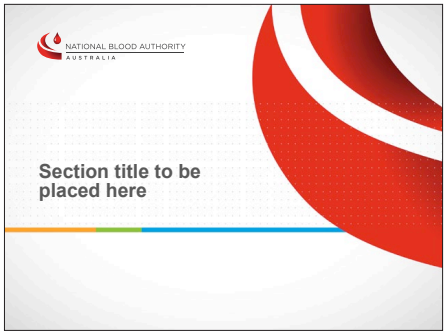
Title Page







Content Pages



Section Title Page

Seconday Heading/Closing Title page

Entrance Signage

The image below shows how branding elements can be applied to the entrance wall signage. The image below is scaled to 3% of the actual file size.

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