

NHLBI BioData Catalyst® (BDC) Style Guide

Revision History

Date (YYYY-MM-DD)	Version No.	Description of Changes
2020-01-17	2.0	
2020-03-27	2.1	Further guidelines for presentations
2020-04-24	2.2	Addition of footer requirements
2022-12-01	3.0	New and additional details on the use of BDC naming conventions, including acceptable abbreviations Information about using the BDC and BDC Powered by registered logos and names Guidelines for planning and development of videos Updated layout of palettes in “Colors” section and fixed typos

NHLBI BioData Catalyst[®] (BDC) Style Guide

INTRODUCTION

The BDC Style Guide provides the BioData Catalyst Consortium with required and recommended design strategies and word selection aimed at creating a unified look and voice across BDC websites and other materials.

USE OF THE “BIODATA CATALYST” NAME

The official name of the project is NHLBI BioData Catalyst[®]. In all written usage of the project name and platform names, adhere to the following requirements. Note that this includes all public-facing documents, including but not limited to websites, documentation, manuscripts, and presentations.

Definition of “first occurrence”

Note that the “first occurrence” refers to the first use per document or webpage. For example, on a website, write out the full project or platform name with the abbreviation the first time it is used on each page, not just on the homepage.

Project Name

On the first occurrence, refer to the project as NHLBI BioData Catalyst[®]. Do not add a space between the project name and the registered trademark symbol. Follow the registered trademark symbol with a single space and the project’s abbreviated version, BDC, in parentheses: NHLBI BioData Catalyst[®] (BDC).

On subsequent occurrences, the name should be shortened to BDC. Never use spaces, periods, or other punctuation in the abbreviated version. Do not use the registered trademark symbol in the abbreviated version.

Dos and Don'ts

Dos	Don'ts
<ul style="list-style-type: none">Use the full project name followed by the registered trademark symbol and the abbreviation “BDC” in	<ul style="list-style-type: none">On subsequent occurrences, do not refer to the project as BDCatalyst, BDCat, or other variation other than BDC.

<p>parentheses on the first occurrence: NHLBI BioData Catalyst[®] (BDC).</p> <ul style="list-style-type: none"> • Use a single space between the registered trademark symbol and the project's abbreviated version in parentheses. • Shorten the name to BDC on subsequent occurrences. 	<ul style="list-style-type: none"> • Do not add spaces, periods, or other punctuation between the letters in BDC. • Do not use the registered trademark symbol with the abbreviated version. • Do not add formatting such as bold or italics to the project name except when used as part of a Powered by naming convention.
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In Short

First Occurrence	Subsequent Occurrences
NHLBI BioData Catalyst [®] (BDC)	BDC

Example Usage

Use	Avoid
<p>NHLBI BioData Catalyst[®] (BDC) is a cloud-based ecosystem providing tools, applications, and workflows in secure workspaces. BDC is building a community of practice working collaboratively to solve technical and scientific challenges.</p>	<p><i>NHLBI BioData Catalyst</i> is a cloud-based platform providing tools, applications, and workflows in secure workspaces. <i>B.D.C.</i> is building a community of practice working collaboratively to solve technical and scientific challenges.</p>

Specific platform

Platform and Services Word Bank

The following are platforms and services that are part of BDC. Their correct naming conventions are listed alphabetically in the table below and should not deviate from any of the listed formats.

Platform or Service	Notes
Dockstore	Do not write out in two words as Dock Store. Do not capitalize as DockStore.
Dug	Do not capitalize as DUG or use punctuation to abbreviate as D.U.G. or other variation.
Gen3	Do not add a space as Gen 3.
HeLx	Pay attention to case-sensitivity and spelling; do not write out as Helx, HELX, Helix, or other variation.
PIC-SURE	Do not write out as Pic-Sure, PicSure, PICSURE, or other variation.
Seven Bridges	Do not shorten to SB and do not omit the space between the two words.
Terra	<i>[intentionally left blank]</i>

Referring to a Specific Platform

When referring to a specific platform:

- If the project name **has not already been referenced** as “NHLBI BioData Catalyst® (BDC)” in the document or on the same webpage, on the first occurrence of the platform, use *BioData Catalyst (BDC) Powered by [Platform]*. On the second occurrence, use the shortened version of the platform name followed by the abbreviated version: *BDC Powered by [Platform] (BDC-[Platform])*.

- If the project name **has already been referenced** as “NHLBI BioData Catalyst® (BDC)” in the document or on the same webpage, use the shortened version of the platform name followed by the abbreviated version on the first occurrence: *BDC Powered by [Platform] (BDC-[Platform])*.

Note

Avoid referring to a specific platform *before* the occurrence of the project name in the document, except when the content contains the BDC logo (for example, slide decks).

Note the italicized style and case-sensitive use of “*Powered by*” when referring to a specific platform. Also note the italicized style of the abbreviated version.

Abbreviated Version

On subsequent occurrences after the use of the shortened version “*BDC Powered by [Platform] (BDC-[Platform])*,” use only the abbreviated version “*BDC-[Platform]*.” Note the italicized style and the single hyphen that occurs after “*BDC*” and before the platform name. Do not include a space between the hyphen and BDC or between the hyphen and the platform name.

Usage	
<i>BDC-Gen3</i>	<i>BDC-Seven Bridges</i>
<i>BDC-PIC-SURE</i>	<i>BDC-Terra</i>

Referring to Multiple Platforms

If referring to multiple platforms in the same sentence, all platform names must use the same naming convention. Note that when using the shortened version, you only need to repeat the words “*Powered by*” and not “BioData Catalyst” or “BDC” for each platform. For example:

Examples

In this tutorial, you will be running the TOPMed alignment workflow as you learn how to use *BioData Catalyst (BDC) Powered by Terra* and *Powered by Gen3*.

NHLBI BioData Catalyst® (BDC) has two analysis platforms: *BDC Powered by Seven Bridges (BDC-Seven Bridges)* and *Powered by Terra (BDC-Terra)*. *BDC-Seven Bridges* and *BDC-Terra* can both be launched from the Services page of the BDC website.

Dos and Don'ts

Never use “NHLBI” when referring to a specific platform; for example, do not use “NHLBI BioData Catalyst Powered by Seven Bridges.”

Dos	Don'ts
<ul style="list-style-type: none"> • Italicize “<i>Powered by</i>” when referring to a specific platform. • Capitalize the P and keep lowercase the b in “<i>Powered by</i>” when referring to a specific platform. • Use the <i>BDC-[Platform]</i> format after following the naming scheme above. Examples are below. 	<ul style="list-style-type: none"> • Never use “NHLBI” when referring to a specific platform. • Never deviate from the described format; for example, all of the following are unacceptable: Gen3 BioData Catalyst system; PIC-SURE BioData Catalyst; BioData Catalyst Terra platform.

In Short

Project name first

First Occurrence of Project Name	First Occurrence of Platform	Subsequent Occurrences of Platform
NHLBI BioData Catalyst® (BDC)	<i>BDC Powered by [Platform]</i> (<i>BDC-[Platform]</i>)	<i>BDC-[Platform]</i>
Examples		
NHLBI BioData Catalyst® (BDC)	<i>BDC Powered by Terra</i> (<i>BDC-Terra</i>)	<i>BDC-Terra</i>
NHLBI BioData Catalyst® (BDC)	<i>BDC Powered by Gen3</i> (<i>BDC-Gen3</i>)	<i>BDC-Gen3</i>

Platform only

First Occurrence	Second Occurrence	Subsequent Occurrences
<i>BioData Catalyst (BDC) Powered by [Platform]</i>	<i>BDC Powered by [Platform] (BDC-[Platform])</i>	<i>BDC-[Platform]</i>
Examples		
<i>BioData Catalyst (BDC) Powered by Seven Bridges</i>	<i>BDC Powered by Seven Bridges (BDC-Seven Bridges)</i>	<i>BDC-Seven Bridges</i>
<i>BioData Catalyst (BDC) Powered by PIC-SURE</i>	<i>BDC Powered by PIC-SURE (BDC-PIC-SURE)</i>	<i>BDC-PIC-SURE</i>

Example Usage

Use	Avoid
<i>BioData Catalyst (BDC) Powered by Seven Bridges</i> offers researchers collaborative workspaces for analyzing genomics data at scale. <i>BDC Powered by Seven Bridges (BDC-Seven Bridges)</i> requires users to log in with an eRA Commons account. <i>BDC-Seven Bridges</i> can be accessed at the link below. Contact Seven Bridges for more information.	<i>NHLBI BioData Catalyst[®] (BDC) Powered by Seven Bridges</i> offers researchers collaborative workspaces for analyzing genomics data at scale. Seven Bridges requires BDCatalyst users to log in with an eRA Commons account. BDC SB can be accessed at the link below. Contact SB's BDC Platform team for more information.
NHLBI BioData Catalyst [®] (BDC) includes two options for analysis: <i>BDC Powered by Seven Bridges (BDC-Seven Bridges)</i> and <i>Powered by Terra (BDC-Terra)</i> . <i>BDC-Seven Bridges</i> and <i>BDC-Terra</i> both have their own workflow languages.	NHLBI BDC includes two options for analysis: Seven Bridges and Terra. BDC powered by SB and Terra platforms both have their own workflow languages.

Registered Trademark

BioData Catalyst is a registered trademark, meaning the brand name and logo are officially registered by NHLBI with the US Patent and Trademark Office. As noted above, the registered trademark should be included in writing on first reference for mentions of the official project name, NHLBI BioData Catalyst. Only official BDC and BDC Powered By logos including the registered trademark should be used to represent the program ([download these at the consortium website](#)).

Other Aspects of the Project

When referring to aspects of the project that afford funding to external (non-consortium) entities, use the full name with “NHLBI” on the first occurrence, even if the project name has been used earlier in the document or webpage. Examples include the NHLBI BioData Catalyst Fellows Program and the NHLBI BioData Catalyst Cloud Credit Program. Do not use the registered trademark (®) for these aspects of the project.

If the name appears again in the same document or webpage, include “(BDC)” in the first occurrence, for example: NHLBI BioData Catalyst (BDC) Fellows Program.

In successive occurrences, use just the project abbreviation and the activity name, for example: BDC Fellows Program.

Example Usage

Example: Fellows Program
The NHLBI BioData Catalyst (BDC) Fellows Program provides early-career researchers the opportunity to receive funding to help support research on novel and innovative data science and data-focused research problems. The BDC Fellows Program is open to academic disciplines conducting biomedical research in heart, lung, blood, and sleep (HLBS) domains and may include focus on the impact of SARS-COV-2 in those domains.
Example: Cloud Credits Program
Users with projects in the heart, lung, blood, and sleep fields who are unable to secure other funding may apply for additional credits to support specific research studies via the NHLBI BioData Catalyst (BDC) Cloud Credit Program. The BDC Cloud Credit Program offers users affiliated with non-commercial entities the opportunity to apply for additional cloud credits to support research projects in the heart, lung, blood, and sleep (HLBS) fields.

Ecosystem

When referring to the ecosystem as a whole, if the project name has not been used yet, on the first occurrence use “NHLBI BioData Catalyst® (BDC) ecosystem.” On subsequent occurrences, the name can be shortened to “ecosystem” for variation.

Note: The ecosystem is NOT a platform

Never refer to the project as a “platform” - for example, do not say “BioData Catalyst is a platform providing cloud-based workspaces...”

USE OF THE BDC LOGO AND PRESENTATIONS

Use of the BDC logos and presentation template is restricted to Consortium members only, and only when those members are representing the BDC project in person or on the web. They may not be used by members of the Consortium for other purposes (e.g., representing other affiliations), and they may not be distributed to or used by those who are not Consortium members without express written consent.

The logos and presentation template may not be used in concert with findings from the data and/or tools from the platform so as not to imply endorsement of findings, analysis, or opinions expressed by ecosystem users. The name “NHLBI BioData Catalyst” – and not the logo or other mark - may be used to describe the source of data obtained from the platform.

Platforms are only permitted to display BDC branding on .gov pages. They may not use BDC branding on any other pages. Nor may they place other branding on BDC .gov pages. At no time may the platforms - on .gov or non-.gov pages – use HHS, NIH, and/or NHLBI logos.

BDC Marketing Collateral

Approved marketing collateral, including presentation templates, icons, and logos, are available from the consortium website in the “[BDCatalyst Branding](#)” section under Consortium Resources.

WEBSITE AND LOGO GUIDELINES

Each BDC platform must display the Powered by logo provided by the BioData Catalyst Coordinating Center in the top left corner of the page header section on their homepage. Each platform logo includes the font-treated project name with the chevron, the words Powered by, and the name of the platform.

Logo

- Logo files are available on the [BDC Branding](#) page within the Consortium section of the BioData Catalyst Coordinating Center website.

Webpage Layout

- **Responsive Design:** Web applications must be responsive, ensuring all content renders well on a variety of devices and screen sizes regardless of browser, platform, or orientation.
- **508 Accessibility Compliance**
[508 accessibility](#) is required on all BDC webpages and instances.
- **BDC Powered By Logo Placement:** The platform BDC logo should be placed in the top left corner of the page header.
- **Other Tool/Application/Team Logos:** The top left corner must be exclusive to the BDC platform logo; *no other logos or text can sit in that space.*
 - The logo should be separated above, below, and to the left by a distance equal to the cap height of the letter “N” in the NHLBI mark. A buffer zone to the right of the logo must be no smaller than the length of the logo as it appears in the top left corner.
 - The HHS, NIH, or NHLBI logos or logo combinations will not appear on webpages, unless express consent has been given.
- **Hamburger Buttons**
 - Can be placed on the right side of the page opposite the BDC Powered By logo.
 - Should NOT be to the left of the BDC Powered By logo.

- **Favicon**

- The Favicon to be used on all BDC instances can be downloaded from the [BDC Branding page](#) within the Consortium section of the BioData Catalyst Coordinating Center website.
- The Consortium website will use the NHLBI favicon.

- **Support/Help Desk Link**

- For consistency across instances, please use the [question mark icon from Font Awesome](#) to indicate your help desk.

- **Footers**

- To assure consistency of user experiences across the platforms, platforms should ONLY have the following copy and associated links in the footers of their .gov pages.
- No other content (text, logos, images, etc.) may appear in footers on .gov pages for BDC platforms.
- All .gov pages must have this footer content.

Required footer content for BDC .gov pages (no other content may appear in the BDC .gov page footers)	
Text to Link	Link to these URLs
Privacy Policy	https://biodatacatalyst.nhlbi.nih.gov/privacy
Data Sharing Policy	https://osp.od.nih.gov/scientific-sharing/policies/
Freedom of Information Act (FOIA)	https://www.nhlbi.nih.gov/about/foia-fee-for-service-office
Accessibility	https://biodatacatalyst.nhlbi.nih.gov/accessibility
U.S. Department of Health & Human Services	https://www.hhs.gov/
National Institutes of Health	https://www.nih.gov/

National Heart, Lung, and Blood Institute	https://www.nhlbi.nih.gov/
USA.gov	https://www.usa.gov/
HHS Vulnerability Disclosure	https://www.hhs.gov/vulnerability-disclosure-policy/index.html

TYPOGRAPHY

There is not currently a required cross-platform standard for font style or size. The BioData Catalyst Coordinating Center website uses:

- Montserrat for headings.
- Open Sans for regular body text.
- Nunito for menu items.

COLORS

Primary Palette



NHLBI Red
#c0143c

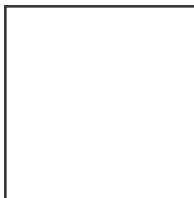
Red used on website, logo, as well as print.



NHLBI Gray
#616265

Gray used on website, logo, as well as print.

Secondary Palette



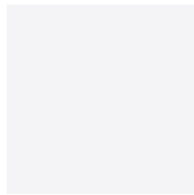
White
#ffffff

White used on website, whenever white is needed



Black
#000000

Used for top navigation menu link.

**Background Gray**

#f4f4f6

Used in header, footer, sidebar and light gray blocks on homepage

**Catalyst Dark Gray**

#393939

Used for black text on white and dark boxes on homepage

**Catalyst Blue**

#1a568c

Primary blue for the site. Used for buttons, linked text on white background, and accent borders on sidebar nav menu.

**Catalyst Dark Blue**

#12385a

Hover state used for Catalyst-blue buttons

**Catalyst Bright Blue**

#41ABF5

Hover state used for white hover buttons

Recommendations Regarding Color Choices

The following are guidelines designed to help unify the look of BDC websites without making strict requirements that would result in unnecessary extensive site redesign efforts.

- Use red sparingly as an accent color and for providing ‘danger’ and warning error messages for form fields and buttons. This is a standard convention across the web. (Other callout style options are discussed [here](#).)
- Use the secondary color palette when additional colors are needed.
- The color palettes below provide examples of how each color may be used. This information is provided as a guiding resource; platform sites are not required to make the exact same design decisions at this level of detail.

VIDEO GUIDELINES

BDC and platform videos are important informative resources for the community. Adhere to [the BDC video guidelines](#) when planning and developing videos.

STYLE GUIDE DEPENDENT RESOURCES

The following list contains all of the resources that should be evaluated for accuracy upon release of an updated version of this style guide.

- [BioData Catalyst website](#) (external-facing and password protected areas)
- [BioData Catalyst Knowledge base \(includes FAQs\)](#)
- [BioData Catalyst Documentation](#) hosted on GitBook
- [BioData Catalyst templates and approved marketing materials](#) located on the consortium website (slide library, presentation template, logos, and icons)
- Platform Instances (.gov webpages)