Care Homes Website
Guide to formatting on the website

Although different teams are involved with the website and the content of information will vary we want the "look" of the website to be consistent so it is more engaging and more accessible to what may be a wide variety of users considering this is a pubic facing website.

In terms of what information looks like on a page:
- Feel free to use the pre-set text settings in a header template (pattern) but for main blocks of text on the page the text should be as detailed below
  - **Text**
    - Size "S"
    - Regular font (typography - appearance - regular)
    - Colour - Black
  - **Headings**
    - Size H1 for the page title
      - This is also the title which will show on the menu
    - Size H2 in the main body of the text/page – you can use a size below H2 depending on the spacing/sizing/layout you have available
      - For instance H2 may be too big if you have more than one heading in a row of columns.
      - Or you may have a block of information with a H2 heading and you wish to put a subheading so you'll use H3 or H4
  - **Background colour** - all blocks of text should have a background colour
    – The colours are not fixed but the system below is the recommended colour scheme where possible
    – However, these colours can be used as you feel suits your page
    – <u>We would prefer other background colours weren't used to provide consistency across the site</u>
    - **"Light accent green"** – for grid menus on pages or where you have included links on a block of text
    - **"Light accent grey"** – for blocks of written text
    - **"Light accent plum"** – for if you want to highlight some important information that you want to stand out from the rest of the page
      - i.e. for instance on the "About this website" where it states the website and anything on it is bound by NHS governance.
  - **Links** to websites, webpages, documents etc
    - As governance is tighter around accessibility, we need to be very careful about how we add links and what we call them
    - We can no longer say "click/see here" or simply say "website" or "handout" – this is due to how text readers work
    - Instead, for standalone links you must give a description such as "website on web accessibility" or "Handout on web accessibility" and so on.
    - If you are linking a document/website etc in a paragraph or sentence if you highlight the title and make that a link – do not say "click here"

- o Please do not use links from an email – outlook adds some sort of extra code so it may not be able to be accessed by viewers even if the link seems fine when you check it before submitting.
    - ▪ Instead if you have a link that came in an email use the email link to go to the website/document etc and then copy the address from where you are and use that link.

We have also devised a guide as to considerations to your page **"Considerations for your webpage"**, this includes **links to legal requirements on accessibility**. This document has some hints and tips on breaking up information and making it more appealing and engaging. There are also considerations on language use. The guide is available on the website as are forms to request editing access to your page https://weare.nhslothian.scot/carehomes/about-this-website/