



Australia's  
broadband  
network

**nbn**<sup>TM</sup>

# Writing Style Guide

Corporate Affairs: Version 1

# Disclaimer

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# 1. Purpose of this guide



# Purpose of this guide

The **nbn**™ Writing Style Guide is for **nbn** employees and external stakeholders creating external or internal written content about **nbn** the company or the **nbn**™ network.

It's important we communicate consistently when representing **nbn**. This guide provides authors of online and printed content with an easy reference guide to **nbn**'s editorial standards. The aim is to help you produce content using the correct **nbn** voice, appropriate grammar and ensure consistency.

**Important!** You must complete all of the steps in the following process prior to publishing or printing content for externals; such as submissions for publications, website content, end-user letters, retail service provider and industry material, marketing materials or HR content.

To ensure the correct branding or writing style for content that is for all **nbn** employees, complete the first three steps.



## Purpose of this guide continued

To ensure the correct branding or writing style for content that is for all **nbn** employees, complete the first three steps.



If you have any queries about the **nbn™** Writing Style Guide or the above steps please email **Corporate Affairs** at [comms\\_review@nbnco.com.au](mailto:comms_review@nbnco.com.au)

## 2. Who is your audience?



# Who is your audience?

Ask yourself, who is your audience? The audience you are writing for will help determine what information you choose to include and how best to speak to them. For engineering experts, common usage terms would not need explanation but end users are not a telco engineer or an industry expert. Use your judgement on how you would approach the audience and use the guide to help produce your materials.





# 3. Tone of voice



# Tone of voice

The tone of voice is how we talk and what we sound like. The tone of voice you use should support **nbn**'s communication principles:

## We're inspiring

We're excited about the future and the possibilities. We're confident and positive in our purpose to connect Australia and bridge the digital divide.

- **Positive and confident** – inspire belief to the audience by avoiding limiting words such as 'just', 'only', 'don't' or 'won't'.

## We're inclusive

We're inclusive, we take everyone with us. We get to the point and we don't lose anyone on the way.

- **Approachable and warm** – convey that real humans are behind the words through **plain English** and conversational phrases.
- **Inclusive communication** – avoid stereotypical, archaic or offensive terms. In doing so, people should not be defined by attributes such as race, gender or disability.
- **Third person** – when content is being delivered externally it is best to write in the third person.

## We're committed

We deliver our message with conviction, inspiring confidence and reassurance that we're here to deliver.

- **Visionary** – We're idealistic about possibilities but not unrealistic. This can be achieved through an active voice, where the subject is clearly an actor, the sentence structure is subject/verb/object:

"**nbn** exists to construct and operate Australia's high-speed broadband network"

"**nbn** is delivering Australia's broadband network."

"**nbn** is committed to deliver fast broadband to Australians."

- **Humble** – Be honest and authentic to demonstrate the size of the task and the seriousness of the responsibility to be part of Australia's largest infrastructure project.

# 4.

## Referring to the company



# Referring to the company

‘nbn co ltd.’ or ‘nbn co limited’ remains the legal company name, however for consistency and simplification when referring to the company you should refer to it as **nbn**.

The exception to this rule is when referencing the Legislation or referring to the legal entity in legal disclaimers and contracts.

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## Correct

- ✓ I work for **nbn** (lower case, bold).
- ✓ **nbn** is delivering Australia’s broadband infrastructure.
- ✓ **nbn** is bridging the digital divide using a Multi-Technology Mix (MTM).

## Incorrect

- ✗ The **nbn** is delivering the National Broadband Network.
- ✗ **nbn** co is rolling fast broadband to all Australia by 2020.
- ✗ **nbn**<sup>TM</sup> is a great place to work.



# Describing the company

## Correct

- ✓ **nbn** was established to design, build and operate Australia's fast broadband network.
- ✓ **nbn** – the company rolling out Australia's broadband network.
- ✓ **nbn** is the most comprehensive and largest infrastructure development in Australia's history, using world-class technologies to provide access to fast broadband to every home and business in Australia by 2020.
- ✓ **nbn** is connecting Australia and bridging the digital divide.

## Incorrect

- ✗ The **nbn** is Australia's National Broadband Network.



The trade mark allow us to protect and control the distinctiveness of **nbn**'s brands, therefore it is important to use them correctly. This is particularly important for the **nbn**<sup>TM</sup> word trade mark, which applies equally to internal and external content.

**nbn**<sup>TM</sup> isn't a noun, it doesn't define the company, the network, products, services or partnerships when used alone.

**nbn**<sup>TM</sup> should be used to state that **nbn** is the owner of the noun.

The only exception to the trade mark is digital copy.

### Formatting **nbn**<sup>TM</sup>

- **Bold** lower case letters.
- Followed by superscript 'TM' symbol, this is not bold.

## Correct

- ✓ **nbn**<sup>TM</sup> network
- ✓ **nbn**<sup>TM</sup> approved installer
- ✓ **nbn**<sup>TM</sup> supplied equipment
- ✓ **nbn**<sup>TM</sup> Writing Style Guide (The word following **nbn**<sup>TM</sup> is in capitals as Writing Style Guide is a name).

## Incorrect

- ✗ There is no need to refer to our technologies as '**nbn**<sup>TM</sup> FTTN' or '**nbn**<sup>TM</sup> HFC'.

For further information please refer to the **nbn**<sup>TM</sup> Trade Mark Policy.



# Referring to the network

## Correct

- ✓ The **nbn**™ network...
- ✓ The **nbn**™ Multi-Technology Mix...
- ✓ **nbn**™ service...
- ✓ Australia's broadband network...
- ✓ Australia's broadband infrastructure...

## Incorrect

- ✗ Please don't refer to the service or network as 'National Broadband Network' or **nbn**.

# Describing the network

---

## Correct

- ✓ Fast broadband
- ✓ Fast wholesale broadband network
- ✓ Wholesale-only, open-access broadband network

## Incorrect

- ✗ Super-fast broadband



# 5. Acronyms



If the audience isn't from the industry, help them understand the content by spelling out all acronyms in the first instance, followed by the acronym in parentheses (brackets).

"**nbn** aims to reach all Australians with fast broadband, as soon as possible in the most effective manner. To help achieve this outcome, **nbn** has adopted a Multi-Technology Mix (MTM) approach. The MTM model takes full advantage of a range of technologies including..."

A glossary of 'How to write commonly used terms' can be found on page 19.

For the **nbn**™ Jargon Glossary please click here →

For the **nbn**™ Acronyms Glossary please click here →

To download a complete list of **nbn**'s acronyms please click here →

For the FTTx Engineering Glossary please click here →

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## Correct

- ✓ Ensure all letters of the acronym are in capitals.
- ✓ Only use the acronym if the term will be used more than once in the document.

## Incorrect

- ✗ Please avoid the use of too many acronyms in one sentence.
- ✗ Don't use a full stop between the letters.

# 6.

## How to write commonly used terms



# How to write commonly used terms

The compiled reference list below is simplified to assist employees write and understand terms correctly.

Terminology	Definition	Alternative
<b>access seekers</b>	A Retail Service Provider who wants to sign up to the <b>nbn</b> <sup>TM</sup> network so they can act as a wholesaler or retailer of <b>nbn</b> <sup>TM</sup> services.	<ul style="list-style-type: none"> <li>• retailers</li> </ul>
<b>activation</b>	When a home or business is connected to the <b>nbn</b> <sup>TM</sup> network.	<ul style="list-style-type: none"> <li>• connected end user</li> <li>• consumers</li> </ul>
<b>bandwidth</b>	Data transfer rate, the amount of data that is carried from one point to another in a fixed amount of time.	
<b>broadband</b>	A term used to refer to 'always on' high speed internet.	
<b>brownfields</b>	A pre-existing residential or commercial residential site.	<ul style="list-style-type: none"> <li>• existing homes</li> </ul>
<b>capacity</b>	The maximum amount of data for downloads and uploads that can be carried by the Retail Service Provider.	
<b>customer</b>	A telecommunications company who has signed up and has access to the <b>nbn</b> <sup>TM</sup> network and is a reseller of <b>nbn</b> <sup>TM</sup> services.	<ul style="list-style-type: none"> <li>• service providers</li> <li>• Retail Service Provider</li> <li>• retailer</li> </ul>
<b>Delivery Partners (DP)</b>	A third party contracted to be involved in the design, build or activation of the <b>nbn</b> <sup>TM</sup> network.	



# How to write commonly used terms

## continued

Terminology	Definition	Alternative
<b>end user</b>	<p>Customer to Retail Service Provider.</p> <p>The hyphen between 'end' and 'user' is only used when the word becomes a compound adjective – two or more words that come before a noun.</p> <p><b>Example:</b></p> <p>The end-user enquiry was answered.</p> <p>The end user was happy with the service.</p>	<ul style="list-style-type: none"> <li>• Australians</li> <li>• the community</li> <li>• the public</li> <li>• network users</li> <li>• consumers</li> <li>• residents and businesses</li> </ul>
<b>end-user experience</b>	The lived experience of the <b>nbn™</b> network.	
<b>Fixed Line (FL)</b>	<b>nbn™</b> network connections that utilises a physical line running to the premises.	
<b>Fibre-to-the-Basement (FTTB)</b>	Fibre runs into the apartment or unit building, where it then connects into the in-building copper or fibre network.	
<b>Fibre-to-the-Curb (FTTC)</b>	Fibre runs to the closest pit which is usually close to the driveway of an end-user premise.	
<b>Fibre-to-the-Distribution-Point (FTTdP)</b>	<p>Refrain from using this term.</p> <p>Please refer to Fibre-to-the-Curb (FTTC).</p>	<ul style="list-style-type: none"> <li>• Fibre-to-the-Curb (FTTC)</li> </ul>
<b>Fibre-to-the-Node (FTTN)</b>	Fibre runs to the cabinet (or node) and the existing copper network runs to the premises.	



# How to write commonly used terms

## continued

Terminology	Definition	Alternative
<b>Fibre-to-the-Premises (FTTP)</b>	Fibre runs all the way to the premises.	
<b>Fixed Wireless (FW)</b>	Data is sent from a transmission tower and travels wirelessly to a rooftop antenna which is fitted by an <b>nbn</b> ™ approved installer.	
<b>footprint</b>	The area with access to the <b>nbn</b> ™ network.	
<b>G.fast</b>	Technology used to accelerate the speeds over copper.	
<b>XG-FAST</b>	Technology used to accelerate speeds of 8Gbps over copper technology.	
<b>Gigabit per second (Gbps)</b>	Refers to data transfer speeds per second, which equals one thousand Megabits. In written form we use a number, then acronym with the first letter in upper case. 5Gbps or 10Gbps	
<b>greenfields</b>	A planned, partially constructed, or new residential or commercial development.	<ul style="list-style-type: none"> <li>• new developments</li> <li>• new homes</li> </ul>
<b>Hybrid Fibre Coaxial (HFC)</b>	An <b>nbn</b> ™ network utilising both optical fibre and coaxial cable, which is used for the delivery of Pay TV.	
<b>infrastructure</b>	Physical connections, cabling and other technical structures. Refer to the development as ' <b>nbn</b> ™ infrastructure'.	



# How to write commonly used terms

## continued

Terminology	Definition	Alternative
<b>Internet of Things (IoT)</b>	Connecting a number of devices and appliances to a broadband service.	
<b>Internet Service Provider (ISP)</b>	An organisation that offers internet access to their customers.	<ul style="list-style-type: none"> <li>• service providers</li> <li>• Retail Service Provider</li> <li>• retailer</li> </ul>
<b>Kilobit per second (Kbps)</b>	<p>Refers to data transfer speeds per second, which equals a 1000 bits.</p> <p>In written form we use a number, then acronym.</p> <p>5Kbps or 10Kbps</p>	
<b>Megabits per second (Mbps)</b>	<p>Refers to data transfer speeds per second, which equals a thousand one million bits or a thousand kilobits.</p> <p>In written form we use a number, then acronym.</p> <p>12Mbps or 25Mbps</p>	
<b>Multiple-Dwelling Unit (MDU)</b>	Premises that contain more than one dwelling unit, which can include units, apartments or commercial blocks.	<ul style="list-style-type: none"> <li>• apartment blocks</li> </ul>
<b>Multi-Technology Mix (MTM)</b>	<b>nbn</b> is connecting Australians to fast broadband using a mix of technologies which is referred to as the Multi-Technology Mix.	
<b>MTM model</b>	When referring to the Multi-Technology Mix as a way of designing the network, we call it the MTM model.	



# How to write commonly used terms

## continued

Terminology	Definition	Alternative
<b>phone and internet service provider</b>	An organisation that offers internet and phone access to their customers.	<ul style="list-style-type: none"> <li>• service provider</li> <li>• Retail Service Provider</li> <li>• retailer</li> </ul>
<b>premises</b>	An addressable location which <b>nbn</b> is required to connect, this includes residential and commercial.	<ul style="list-style-type: none"> <li>• homes and businesses</li> <li>• residents and businesses</li> </ul>
<b>premises activated</b>	Refers to homes and businesses connected to the <b>nbn</b> <sup>TM</sup> network.	<ul style="list-style-type: none"> <li>• Those connected to the <b>nbn</b><sup>TM</sup> network.</li> <li>• end users</li> </ul>
<b>Point of Interconnect (POI)</b>	Where retailers 'plug' into the broadband service to access the network.	
<b>Rollout or roll out</b>	<p>Refers to the design, construction and build of the <b>nbn</b><sup>TM</sup> network.</p> <p>It's always one word.</p> <p>Roll out is used as a phrasal verb, but not as a noun.</p>	
<b>ready for service (RFS)</b>	<p>Homes or businesses able to connect to an <b>nbn</b><sup>TM</sup> service.</p> <p>The term is always preceded by the word 'premises'.</p>	<ul style="list-style-type: none"> <li>• homes and businesses can order an <b>nbn</b><sup>TM</sup> service</li> <li>• eligible for an <b>nbn</b><sup>TM</sup> service</li> <li>• switch-on of the <b>nbn</b><sup>TM</sup> network.</li> <li>• footprint</li> </ul>





# How to write commonly used terms

## continued

Terminology	Definition	Alternative
<b>Retail Service Provider (RSP)</b>	A telecommunication company who has signed up and has access to the <b>nbn</b> <sup>TM</sup> network and is a reseller of <b>nbn</b> <sup>TM</sup> services.	<ul style="list-style-type: none"> <li>• service provider</li> <li>• customer</li> <li>• retailer</li> </ul>
<b>Road Muster Trucks</b>	<p><b>nbn</b><sup>TM</sup> trucks which can demonstrate the Sky Muster<sup>TM</sup> satellite service.</p> <p>Refrain from referring to the Road Muster Trucks by any other name.</p>	
<b>Sky Muster<sup>TM</sup> satellite service</b>	Connection to the <b>nbn</b> <sup>TM</sup> network for remote and rural Australians through a dish installed on the premises which receives a signal from the Sky Muster <sup>TM</sup> satellites.	
<b>nbn<sup>TM</sup> speed tiers</b>	<p>As a wholesaler, the broadband speeds offered to end users via their RSP.</p> <p>Download speed tiers include:</p> <p><b>nbn</b><sup>TM</sup> 12</p> <p><b>nbn</b><sup>TM</sup> 25</p> <p><b>nbn</b><sup>TM</sup> 50</p> <p><b>nbn</b><sup>TM</sup> 100</p>	
<b>switch-off</b>	In marketing material, <b>nbn</b> informs residents or businesses their internet and phone services will be 'switched off' not 'disconnect'.	



# How to write commonly used terms

## continued

Terminology	Definition	Alternative
<b>switch-on</b>	An area moving from construction to being ready for service or being able to order an <b>nbn</b> <sup>TM</sup> service.	
<b>superfast</b>	<b>nbn</b> uses the term 'fast broadband'.	
<b>service provider</b>	A telecommunications company who has signed up and has access to the <b>nbn</b> <sup>TM</sup> network and is a reseller of <b>nbn</b> <sup>TM</sup> services.	<ul style="list-style-type: none"> <li>• Retail Service Provider</li> <li>• customer</li> <li>• retailer</li> <li>• customer</li> </ul>
<b>technologies</b>	In reference to the infrastructure used to deliver the <b>nbn</b> <sup>TM</sup> service, such as HFC, FTTN, Sky Muster <sup>TM</sup> satellite service.	<ul style="list-style-type: none"> <li>• MTM</li> </ul>
<b>Wi-Fi</b>	A facility allowing you to connect devices to a network through wireless connection.	

For more comprehensive definitions please refer to the Wholesale Broadband Agreement Dictionary

# 7. Helpful tips for writing



# Helpful tips for writing

Terminology	Definition
<b>Abbreviations</b>	<p>Use lowercase to abbreviate common terms of measurement and when used with numerals no space is required. The only exception is internet speeds, which begin with numerals, no space and an upper case for the first letter.</p> <p><b>Example:</b></p> <p>Fixed Wireless provides wholesale speeds of up to 50/20Mbps</p> <p>9:30am</p> <p>100km</p>
<b>'Affect' vs. 'effect'</b>	<p>'Affect' is a verb while 'effect' is a noun and used as a verb to mean 'to bring about' not 'result'.</p> <p><b>Example:</b></p> <p>The change in legislation will only affect executive-level employees.</p> <p>The effect in the legislation will be to decrease costs.</p>
<b>Ampersands</b>	<p>Always use the word 'and' rather than the symbol '&amp;'.</p> <p>Please refrain from using them in titles.</p>



# Helpful tips for writing continued

Terminology	Definition
<b>Apostrophes</b>	<p>Apostrophes should only be used for:</p> <p>Singular possessive nouns:</p> <p><b>Example:</b></p> <p>John's hat.</p> <p>The child's work.</p> <p>Plural possessive nouns that end with s:</p> <p><b>Example:</b></p> <p>The engineer's friend's hat (refers to one engineer and one friend).</p> <p>The engineer's friends' hats (one engineer with more than one friend).</p> <p>The engineers' friend's hat (more than one engineer; one friend).</p> <p>The engineers' friends' hats (more than one engineer; their friends).</p> <p>Time or quantity is indicated:</p> <p><b>Example:</b></p> <p>One week's time</p> <p>Two weeks' notice (plural weeks: the apostrophe goes after s)</p> <p>One litre's worth</p> <p><b>Contractions:</b> When words are shortened and an apostrophe is used in its absence, for example 'it is' can be 'it's' or 'cannot' becomes 'can't'.</p>



# Helpful tips for writing continued

Terminology	Definition
<b>Asterisks</b>	Use asterisks (*) within texts and table next to figures, terms or phrases that you want to make reference to at the bottom of the table, page or document. Where multiple references are needed, use additional symbols such as ^ or +.
<b>Bullet points or lists</b>	<p>Start each bullet point or numbered list should using the same conventions as a sentence by beginning with a capital letter and closed off with a full stop. A fragmented sentence starts with a lower case and close off the point with a semi-colon.</p> <p><b>Example:</b></p> <p>For the quarter we achieved:</p> <ul style="list-style-type: none"> <li>• additional 300,000 premises ready for service;</li> <li>• additional 300,000 active end users.</li> </ul> <p>If you have a series listed the last point would end with a full stop.</p> <p><b>Example:</b></p> <p>It is suggested that at all time you have in your service vehicle the following safety equipment:</p> <ul style="list-style-type: none"> <li>• First aid kit</li> <li>• Helmet</li> <li>• Protective eyewear</li> <li>• Hearing protection.</li> </ul>
<b>Brackets</b>	<p>Use round brackets rather than the square.</p> <p>Use square brackets for unconfirmed content.</p>



# Helpful tips for writing continued

Terminology	Definition
<b>Capitals</b>	<p>Capitals are reserved for people, places, organisations and institutions – excluding <b>nbn</b>.</p> <p>Please avoid using capitals for each word of a heading or subheadings.</p> <p><b>nbn</b> commonly uses capitals for products, such as ‘Multi-Technology Mix’ or ‘Fixed Line’.</p> <p>A group of companies associated with <b>nbn</b> is spelt out with capitals, such as ‘Delivery Partners’ or ‘Retail Service Providers’.</p>
<b>Colons</b>	<p>Use a colon to introduce something that follows a list, a quote or an example.</p> <p><b>Example:</b></p> <p>The following are available days: Monday, Tuesday and Friday.</p> <p>The sign clearly states: enter at own risk.</p>
<b>Commas</b>	<p>Commas can be used:</p> <ul style="list-style-type: none"> <li>• use as linkers in lists;</li> <li>• after sentence introducers;               <p>“Recently, there have been improvements with...”</p> <p>“Consequently, most Australians have...”</p> </li> <li>• With sentence coordinators, if you are joining independent clauses to write compound sentences, use a comma before ‘and’, ‘but’, ‘for’, ‘or’, ‘nor’, ‘so’, ‘yet’.</li> <li>• “End users may search for cheaper internet packages, but this does not always happen.”</li> </ul>



# Helpful tips for writing continued

Terminology	Definition
<b>Dates</b>	<p>Please be consistent in how we write date in text by using the following conventions:</p> <p>Thursday 8 January 2016 (Day, date, month, year)</p> <p>8 January 2016 (date, month, year)</p> <p>8/01/2016 (DD/MM/YYYY)</p> <p>The convention for dates can differ for media releases, technical documents, tables or contracts. Please refer to document templates for the correct convention.</p>
<b>Emojis</b>	<p>Do not use emojis for any content for external audience or in formal content for internal audiences.</p> <p>Use your discretion for casual internal content.</p>
<b>Exclamation mark</b>	<p>The <b>nbn</b><sup>TM</sup> network doesn't shout, because it doesn't have to. So please avoid the use of exclamation marks where possible, for further information please refer to <b>nbn</b><sup>TM</sup> Brand Guidelines, page 12.</p>
<b>Font style</b>	<p>Gotham Rounded is to be used as the font for all <b>nbn</b><sup>TM</sup> materials produced by external design agencies.</p> <p>Calibri is to be used as the font for all materials produced by <b>nbn</b><sup>TM</sup> staff and contractors typically using Microsoft Office products.</p> <p>For headings and titles Arial Rounded MT Bold can be used.</p>
<b>Headings</b>	<p>All headings must be in sentence case i.e. First letter is a capital letter and all others are lower case.</p>





# Helpful tips for writing continued

Terminology	Definition
Hyphens	<p>It is used for referencing ranges for figures or dates or distances.</p> <p>Hyphens are also used to between two or more words when they come together to create an adjective before a noun.</p> <p>The only exemption for hyphens is digital copy to ensure words or phases can be found through a search function.</p> <p><b>Example:</b></p> <p>The end-user [adjective] enquiry [noun]...</p> <p>nbn offers wholesale-only [adjective], open-access [adjective] broadband [noun]...</p> <p>2015-2016 Annual Report.</p>
i.e. or e.g.	<p>Abbreviations for “for example” and “that is” as shown here:</p> <p>i.e. means ‘that is’ or ‘in other words’, to help explain something further</p> <p>e.g. means ‘for example’.</p>
Italics, bold, underline	<p><i>Italics</i>, <b>bold</b> or <u>underline</u> are style we should use sparingly. We can use <i>italics</i> when quoting someone or for emphasis, but don’t overdo it or it can lose its impact. Be consistent with what you use in the document.</p>
Measurements or units	<p>When using acronyms for measurements do not put a space between the number and the acronym.</p> <p><b>Example:</b></p> <p>100kms, 10am, 9pm, 43rpm</p> <p>8Gbps, 9Mbps or 12Kbps</p> <p><b>Note:</b> Ensure to use the words ‘more than’ or ‘less than’ for measurements and refrain from the use of words ‘over’ or ‘under’.</p>



# Helpful tips for writing continued

Terminology	Definition
<b>Million and billion</b>	The correct acronym for the two figures are: Million – m Billion – bn
<b>Numerals or numbers</b>	In text write numbers one to nine – “There are four RSPs in the region” After nine you can simply use the numeral. Use a comma for any number with more than four figures.
<b>Per cent</b>	‘Per cent’ is the preferred spelling in documents, only use symbol (%) when dealing with tables.
<b>Semi-colon</b>	When using a semi colon: <ul style="list-style-type: none"><li>• Mark a long pause in a sentence.</li><li>• Use to distinguish phrases listed after a colon if commas are not clear.</li><li>• Replace ‘and’, ‘or’, ‘but’, ‘yet’ or ‘while’ by binding two sentences rather than separating them with a full stop.</li></ul> <b>Example:</b> “He ran with his shirt over his head; he’d forgotten his umbrella.”



# Helpful tips for writing continued

Terminology	Definition
<b>Spelling</b>	<p>You're writing for an Australian audience so always use Australian spelling when possible. Ensure that Microsoft Word on your PC is always set to Australian spelling. The Macquarie Dictionary is your best reference for Australian spelling and grammar.</p> <p><b>Example:</b></p> <p>In American English, 'license' is both a noun and a verb but in Australian English 'licence' is a noun and 'license' is a verb.</p>
<b>Time</b>	<p>When writing use the 12-hour clock instead of the 24-hour clock. Include am/pm to suggest the time of day.</p> <p><b>Example:</b></p> <p>1pm or 11am.</p> <p>This convention is useful for text but may not be relevant for technical writing, tables or data heavy documents.</p>



# Other guides to help develop your document

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For a copy of these guides please contact the Brand Team at [BrandReviewHelp@nbnco.com.au](mailto:BrandReviewHelp@nbnco.com.au)

- **nbn**™ Brand Guidelines
- **nbn**™ End User Marketing Communications guide