



BIOMÉRIEUX

ONEBIOMÉRIEUX CONTENT GUIDELINES



CONTENT GUIDELINES

PIONEERING DIAGNOSTICS

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CONTENT GUIDELINES

SECTION ONE

CONTEXT OF ONEBIOMÉRIEUX



CONTEXT OF ONEBIOMÉRIEUX

The Content guidelines are an integral part of the OnebioMérieux digital transformation vision to create a global content strategy that demonstrates how all bioMérieux content streams will be expressed inside OnebioMérieux.

OnebioMérieux Vision

OnebioMérieux is the enabler, to provide a personalized, omni-channel brand experience further allowing bioMérieux to be THE preferred and impactful diagnostic partner to improve public health.

The Content guidelines help to align content creation and develop a common path forward for OnebioMérieux with the consideration of user targets and best practices. It stipulates the framework within which content creation takes place at bioMérieux, and contains specific information on grammar, spelling and word use for bioMérieux and good practices for writing in general. It is meant to be used for guidance and inspiration by all bioMérieux teams that do content creation for customer-facing material, internal use, website, and other supporting materials.

CONTENT GUIDELINES

SECTION TWO

CONTENT STRATEGY DEFINITIONS & PRIORITIES



CONTENT STRATEGY DEFINITION & PRIORITIES

The OnebioMérieux content strategy is in support of the evolution of the bioMérieux brand position that clearly differentiates itself from competitors by being people-centric, to deliver on both customers' and employee's emotional benefits:

bioMérieux global brand position: LIVING DIAGNOSTICS

In the midst of humanity and science, our passion for people (patients and consumers) living healthier lives drives our purpose. bioMérieux diagnostic solutions provide reliable answers to the world's public health questions, empowering clinicians and industry professionals to help identify, prevent and treat infectious diseases and microbial contaminations since 1963.

The OnebioMérieux content strategy consists of three priority areas that underpin the messaging architecture of the company:

PEOPLE

As an *in vitro* diagnostics company, bioMérieux encompasses both a human and scientific adventure, but with the clear emphasis that science stands in service of people living healthier lives. bioMérieux cares about people and serves its vision of addressing public health questions in a human-centric and impactful way on everyday life.

PARTNERSHIP

How does bioMérieux provide tools to healthcare and industry professionals that allow for fast and accurate detection of pathogens? Through partnership that has served the company since 1963, bioMérieux reaches its full capacity and purpose. Collaboration between employees and customers makes for strong, loyal and trusted bonds.

LEADERSHIP

How does bioMérieux think and innovate differently, in addition to the process of ensuring premier products and solutions? bioMérieux is the preferred thought leader in diagnostics and as such facilitates and supports decision making for partners, health care professionals and prospects to treat infectious diseases.

CONTENT GUIDELINES

SECTION THREE

VOICE & TONE



VOICE & TONE

Our voice is how we translate our brand position into editorial content.

People favor companies that showcase themselves as being customer-focused, human, and easy to understand. Being aware of our voice and tone is key to write inspiring content. Content with an honest and straightforward voice and tone ease skepticism, making users more comfortable with reaching out to contact the company, applying for a job, or initiating business with the organization.

What's the difference between voice and tone? Think of it this way: **You have the same voice all the time but your tone changes.** You might use one tone when addressing customers, another when you are working with your closest co-workers, and a different tone when having a meeting with your boss. Your tone also changes depending on the emotional state of the audience you are addressing.

The same applies to bioMérieux. **Our voice doesn't change much from day to day, but our tone changes all the time depending on the audience, communication channel and environment we are communicating in.**

What is the aim of bioMérieux's voice and tone?

Voice and tone take us from "What bioMérieux says" to "How bioMérieux says it" with the aim to translate the OnebioMérieux vision into a practical guideline that will inform the biomerieux.com website and subsequent communication outputs. It will serve as a reference and alignment manual for future content creation and improve content consistency across global and local workstreams. It will also help with the onboarding of new team members who will be involved with content creation and help writers who are not copywriters.

What is Voice?

Voice is the purposeful and consistent personification, or characterization of a brand or company expressed through words, tone, and culture. A voice is consistent. It's your style and point of view. Ultimately, voice encompasses a brand's identity.

Brand Identity

bioMérieux stands out from the competition because it is:



PASSIONATE

- Love what we do
- Help save lives
- Interested
- Curious
- Enthusiastic
- Engaged



HUMAN

- Friendly but informative
- Approachable
- Understanding
- Intelligent
- Responsible
- Collaborative



RELIABLE

- Open
- True
- Accurate
- Consistent
- Rational
- Committed
- Expert



HONEST

- Integrity
- Transparent/Ethical
- Simple
- Manages Expectations
- Principled
- Trustworthy



CARING

- Empathetic
- Patient
- Value and appreciate every interaction
- Treat others as you want to be treated
- Thoughtful



INNOVATIVE

- TBD
- TBD
- TBD
- TBD
- TBD
- TBD

bioMérieux's Voice

Our voice is a sage hero who is wise, empathic and inspires.

At bioMérieux we are working with our partners to help save the lives of patients across the globe. Strong science lies behind our solutions. We are passionate about explaining how complex technologies bring benefit to users. That's why we speak like passionate caring people who are trying to help make the world a better place.

- We are optimistic and trustworthy partners in the global fight against infectious disease, without appearing cold.
- We use an intelligent but approachable voice, and we use our voice to bring humanity and science to life for our company, employees and customers. We prefer the humble over the arrogant. We take what we do seriously but never put profits over people.

No matter who we are speaking to, every word we say is knowledge driven and inspires. We enthusiastically impart our expertise with simplicity, empathy, consistency and responsibility.

- **We are science simplified.** We understand the world our customers are living in: one full of complex language and technology. We strip the complexity away to demonstrate our simple value proposition and work to avoid demonstrating our smarts through complex language, but rather with straightforwardness.
- **We are translators.** Only experts can bring what seems nearly impossible, to light. It is our job to demystify the world of infectious disease diagnostics lingo into human language and educate as an engaged partner.
- **We are approachable.** We get our customers because we are also humans and scientists. We relate to customers' challenges and speak to them in a caring, empathic, friendly way.
- **We are hopeful.** We believe in science and people to help make the world a better place. We are passionate about what we do and purpose drives us.

Tips for writing in the bioMérieux voice:

- Create stories about bioMérieux's impact, policies, and working at the company
- Use of plain language resulting in easy-to-understand headlines and copy
- Simplify content and let the most important information stick out
- Address the client directly with the use of words indicating the targeted population (health professionals, directors...)
- Use an active voice
- Keep it hopeful and optimistic

Try to avoid:

- Product-focused speech that takes over on the client benefits
- A self-declarative posture that uses information that is not backed with proof like data, client feedback, or verbatim
- An enunciation system that privileges distance by using the 3rd person “bioMérieux does, instead of “we”
- Lack of contextualized information about the needs and the environments of users
- Use a passive voice
- Use science or technology jargon
- Focus on the negative, bioMérieux is the positive solution

What is Tone?

Tone is specific to your messaging and delivers on the promise of your voice. Your voice stays consistent, but your tone is dynamic and varies depending on the context of the piece.

bioMérieux’s Tone

bioMérieux’s tone is approachable and empathic, but we always want to be clear and intelligent. When writing consider the audience’s state of mind and what communications channel your messaging is being written for. We have purpose and are driven to help make the world a healthier place, but we should not go out of our way to prove this or force this. We are humble and intelligent vs. authoritative in our writing.

Some Examples

DO: Humanize your brand by showcasing your personality

Example: *“Today’s targeted infectious disease diagnostics limit testing to only the most common pathogens associated with a clinical syndrome. This leaves most infections undiagnosed and leads to additional downstream testing, patient dissatisfaction, and compromised patient care.*

BioFire’s syndromic approach to infectious disease diagnostics is changing all of that.”

(source: <https://www.biofiredx.com/company/mission/>)

DON’T: Be generic by making broad, general statements that could apply to similar companies

Example: *“True to our pioneering spirit, our R&D teams combine their knowledge of medicine with emerging techniques and new technologies to combat infectious diseases worldwide.”*

(source: <https://www.biomerieux.com/en/our-innovation-strategy>)

INSTEAD write:

Beginning with Marcel Mérieux’s development of the first anti-tetanus serum over a century ago, innovation has always been at the heart of bioMérieux. Combining passion, skill, and curiosity, our scientists are finding new ways to detect disease, fight contamination, and improve people’s lives.

DO: Engage your readers by making them the direct focus of your messaging

Example: “At bioMérieux, we try to put ourselves in your shoes and see things from your perspective. We want to offer you more than just products & services. We want to give you the biggest picture possible of how we could help you solve specific issues. Check out some of our solutions to current key problem areas.”

(source: <https://www.biomerieux-diagnostics.com/solutions>)

DON’T: Be dull by letting the products’ or services’ technical aspects take charge

Example: “In 2009 we launched the PREVI® Color Gram for automated Gram staining and in 2010 the Myla® middleware for optimizing laboratory workflows. We also released the BacT/ALERT® 3D Dual-T microbial detection system.”

(source: <https://www.biomerieux-industry.com/the-history-of-biomerieux>)

INSTEAD write:

Strengthened by new partnerships and acquisitions, we continue to pave the way for the future of diagnostics with innovations in areas such as microbial detection (BACT/ALERT® 3D Dual-T), antibiotic susceptibility testing (CE-marked VITEK® MS, used in association with the VITEK®2 system), and culture media testing (PREVI® Color Gram).

CONTENT GUIDELINES

SECTION FOUR

STORYTELLING



STORYTELLING

Storytelling is the art of shaping a company's identity through the use of narratives. It pertains to the approach of using voice and tone to create or edit copy to facilitate emotional responses and establish meaningful connections with users. Content that works well for storytelling follows a storytelling arc where there is a beginning, middle and end and where the reader is taken on a journey.

The art of storytelling will allow bioMérieux to be bold with new content creation in support of the overall company vision and goals. The bioMérieux's storytelling approach includes:

- **Emotions**
- **A clear storyline**
- **A willingness to dare and be brave**
- **People as the heroes**
- **Aim to educate and create awareness**

DO: Weave your product, service or important milestone into a narrative

Example: *"Prescient with the conviction that the fight against infectious diseases can only take place at the global level, Alain expands the institute internationally through strategic acquisitions in France (Api System in 1986) and abroad (Vitek Systems in 1986)."* (source: new copywriting proposal for 'Our history')

DON'T: State facts without giving context

Example: *"In a busy four years bioMérieux made our first acquisitions:*

- *Api System in 1986 (creators of the first toxoplasmosis detection kit and the miniaturized API® strip), and*
- *Vitek Systems in 1988."*

(source: <https://www.biomerieux-industry.com/fr/the-history-of-biomerieux>)

DO: Zero in on interesting cases, people, examples

Example: *“In order to improve their workflow and comply with stringent regulatory standards, Nutricia needed to implement a new PCR system for their brand-new production site at Haps, in the Netherlands. Jeroen Tilburg, Teamlead microbiology at Nutricia Cuijk BV, explains why he opted for GENE-UP® from bioMérieux, and how the adoption of this innovative real-time PCR helped them optimize production with rapid and validated testing.”* (source: <https://www.biomerieux-industry.com/food-safety-quality/newsroom/case-studies-success-stories/2020-06-26-danone-nutricia-improves>)

DON'T: Fall back on traditional marketing “pushes” to deliver your message

Example: *“Enter bioMérieux Lab Consultancy services. We bring our unique combination of microbiology knowledge and excellence in leading business performance methodologies. You know your lab and your own challenges best. Together, we partner to make integrating your new automated instruments a smooth, positive transformation.”* (source: <https://www.biomerieux-microbio.com/lab-consultancy-services/>)

INSTEAD write:

Under pressure to increase productivity and maximize quality, our team in the Netherlands adopted the new VITEK® MS instrument in their lab. The problem? Integrating automated instruments is not automatic...! Teams need time to adjust, and workflows need to be redesigned. To assist them in finding the right balance between people, processes, and technology, they decided to hire a member of bioMérieux’s Lab Consultancy services, a specialized service that combines knowledge in microbiology with an understanding of the leading business performance methodologies.

Example of How to Use Tone, Voice and Storytelling

Storytelling: a specific person and moment were determinant in defining the direction and identity of the company.

What does this say about who you are (**your voice**)? You are people-centered, caring, and daring.

What **tone** was used in this example to convey your voice? One that values transparency (“that is why”) and is approachable (“our people”, “each of us”) and empathic (“so that everyone can be their best and true selves”).

Beginning with Marcel Mérieux's development of the first anti-tetanus serum over a century ago, our people have always been visionaries, innovators, and pioneers, expanding the frontiers of knowledge in biology and saving lives.

Today, we are more than 13,000 people, each of us with a unique story.

That is why we strive to build an inclusive workplace that fosters safety and well-being: so that everyone can be their best and true selves.

CONTENT GUIDELINES

SECTION FIVE

STYLE PLAYBOOK



STYLE PLAYBOOK

This section of the content guidelines details the execution of the OnebioMérieux content strategy, structure and priorities as mentioned in the first part of the document.

Writing Tips

Focus your message. Create a hierarchy of information. Lead with the main point or the most important content, in sentences, paragraphs, sections, and pages.

- Don't use a metaphor, simile or other figure of speech which is used commonly
- Never use a long word where a short one will do
- If it is possible to cut out a word, always cut it out
- Never use a foreign phrase, a scientific word or a jargon word if you can think of an everyday English equivalent

Grammar

Spelling

American English

Tenses

- **Simple present:** The preferred use of present tense. It uses the least amount of words of all of the other forms and is best for crafting clear and concise messaging.
- **Simple past:** This is the preferred use of past tense. Like simple present tense, it is the least wordy of all the past tense sub-categories and is preferred because of its ability to be clear and concise.
- **Simple Future:** As with the other two tenses, simple future is the preferred use of the tense as it is the least wordy and can be the most concise.

Active or Passive Voice

Active voice sounds much more fluid, while passive voice sounds formal. In active voice, the subject of the sentence does the action. In passive voice, the subject of the sentence has the action done to it. Use active voice. Avoid passive voice.

- **Do:** *Marti logged into the account.*
- **Don't:** *The account was logged into by Marti.*

Words like “was” and “by” may indicate that you’re writing in passive voice. Scan for these words and rework sentences where they appear. One exception is when you want to specifically emphasize the action over the subject. In some cases, this is fine.

- Your account was flagged by our Abuse team.

Point of View: First, Second- or Third-person Perspective

- **First Person:** The speaker refers to themselves/itself. Ex: I get organized with CoSchedule.
- **Second Person:** The speaker addresses the reader directly. Ex: You can get organized with CoSchedule.
- **Third Person:** The speaker refers to a person, place, thing, or idea. Ex: CoSchedule helps marketers get organized.

Use the first person as much as possible in the following way: ‘At bioMérieux, we suggest...’

Avoid the third person use as much as possible: ‘bioMérieux has offices in ...’

Page Structure & Paragraphing

TBD

Word Count

How much information is enough? How much is too much? And, most importantly, how much information is optimal? A long article might contain more information, but if it takes too long to read, users will abandon the website and read shorter, easier pieces elsewhere.

- **Short articles:** 600 words, take approximately 3 minutes to read (assuming a reading speed of 200 wpm)
- **Long articles:** 1,000 words, take approximately 5 minutes to read

If you want many readers, focus on short and scannable content. If you want people who really need a solution, focus on comprehensive coverage. This is a good strategy if you sell highly targeted solutions to complicated problems.

The **very best strategy for word count** is a mix of both long and short articles. It's possible to have short overviews for the majority of users and to supplement them with in-depth coverage and white papers for those few users who need to know more. Business users often aren't very familiar with the complex products or services they're buying and need simple overviews to orient themselves before they begin more in-depth research.

Offer both short and long treatments within a single hyperspace. Start with overviews and short, simplified pages. Then **link** to long, in-depth coverage on other pages.

Text Alignment

- Left-align text, never center or right-aligned or justify
- Leave one space between sentences, never 2

Titles and Headings

- Headings and subheadings organize content for readers. They should include the most relevant keywords and cover/highlight the main point(s) of the page.
- Headings and subheadings are written in sentence case. Avoid using end punctuation except for question marks or when a heading is two or more sentences.
- Organize headings and subheadings hierarchically, with headings first, followed by subheadings in order... (An H2 will nestle under H1, an H3 under H2, and on down.)
- Headings (H1) give people a taste of what they're about to read. Use them for page and blog titles.
- Subheadings (H2, H3, etc.) break articles into smaller, more specific sections. They give readers avenues into your content and make it more scannable.
- Capitalize each word of H1
- All caps for H2

TYPE STYLES, DESKTOP

H1: Arial, Regular, 56px, 3.5rem

H2: Arial, Regular, 46px, 2.875rem

H3: Arial, Bold, 36px, 2.25rem

H4: Arial, Bold, 28px, 1.75rem

H5: ARIAL, BOLD, UPPER, 24PX, 1.5REM

H6: Arial, Bold Italic, 18px, 1.125rem

TYPE STYLES, MOBILE

H1: Arial, Regular, 38px, 2.375rem

H2: Arial, Regular, 30px, 1.875rem

H3: Arial, Bold, 28px, 1.75rem

H4: Arial, Bold, 24px, 1.5rem

H5: ARIAL, BOLD UPPER, 18PX, 1.125REM

H6: Arial, Bold, 16px, 1rem

Jargon

Every company and industry use some type of jargon. This could include acronyms, shorthand that refers to products, or terms you use internally (that most people wouldn't understand out of context).

- **Plain English:** Audiences still need to understand it so try to present complicated info simply
- **Explain jargon:** If you do need to use a specific legal term, be sure to take the time to explain it in clear language
- **Tech talk:** If technical terms need to be included, break it down. Add a visual or limit the scope to make it readable

The Rules for Writing “bioMérieux”

bioMérieux must always be written as follows:

- **1st letter lowercase: bioMérieux** (the “b” appears in lowercase, even if the word is located at the beginning of a sentence, and “M” is always capitalized)
- **All caps: BIOMÉRIEUX:** with an accent on the É
- **The “é” must keep its accent** including in social media hashtags (#WeArebioMérieux) because of the legacy left by the Mérieux family. It also symbolizes our French roots.
- bioMérieux is a proper noun that can be replaced by “the Company” with a capital C.

Taking into consideration the expanded target audiences bioMérieux wants to influence and engage, consider what words will have the greatest impact on the broadest audience range. List common pieces of jargon and internal language and offer better alternatives to use in content and copy instead.

Examples:

- “Complimentary product offering” describes the product range but is an opportunity to develop a more defined/differentiated message about solutions to support the full spectrum of patient care.
- The use of the term “integrated” has emerged for the company, and needs to be defined and clearly articulated
- “Tests to support decisions” is a blend of product and value but could be strengthened with more defined words like “evidence-based”, which is a phrase associated with better patient outcomes and research shows is a priority to audiences such as the clinician

Titles and Functions

Chairman and CEO (translated at Président Directeur Général in French)

Board of Directors

- Executive Committee (translated into Comité de Direction in French)

- Executive Vice President followed by a comma. The first letter of each word in the title (except short words like and, the, of) should be capitalized

Example: Valérie Leyldé, Executive Vice President, Human Resources and Communications

Punctuation

Do not use a space between the number and the % symbol

- Write “15%” (Not “15 %”)

Do not use a space before these punctuation marks: ? !

- Write “News: Financial Update” (Not “News : Financial Update”)
- Write “Did you know?” (Not “Did you know ?”)

Footnotes

- An asterisk* is used to provide more detailed information.
- Superscript numbers 1, 2, 3 are used for bibliographic references or sources.

Recommended Spelling

We recommend the following spelling for these words that appear often in our corporate communications:

- bioindustrial
- microorganism
- eco-design
- COVID-19 (use all caps)
- healthcare (not health care)
- CE marking and CE marked are both used

Diagnostics

“bioMérieux is a world leader in the field of *in vitro* diagnostics.”

- Note that diagnostics takes an “s” but uses a singular verb: “Diagnostics plays a critical role in the healthcare chain.”
- However, there is no “s” when it is used as an adjective: “diagnostic solutions”.

Abbreviations & Acronyms

If there's a chance your reader won't recognize an abbreviation or acronym, spell it out the first time you mention it. Then use the short version for all other references. If the abbreviation isn't clearly related to the full version, specify in parentheses.

- First use: Network Operations Center
- Second use: NOC
- First use: Coordinated Universal Time (UTC)
- Second use: UTC

If the abbreviation or acronym is well known, like HTML, use it instead (and don't worry about spelling it out).

Scientific Abbreviations:

Doctor: Dr

Professor: Prof.

Commercial Region Names

EMEA: Europe Middle-East Africa region / EME: Europe Middle-East region

ASPAC: Asia Pacific region (no hyphen)

Americas (use the plural, even though in French the singular form “Amérique” is used)

Product Names and Brands

The names of products and brands are written in capital letters

Exceptions: easyMAG®, WASPLab®, etc.

- Add ® or TM in superscript after brand names. If the name is used several times in one document, the ® or TM must appear each time.
- Learn more about how to use ® or TM [here](#)
- NB: When SARS-CoV-2 is combined with one of our brand names (VIDAS®, ARGENE®, EPISEQ®) the brand name appears in all caps but “SARS-CoV-2” does not (keep the lowercase “o”).

Capitalization

We use a few different forms of capitalization. Title case capitalizes the first letter of every word except articles, prepositions, and conjunctions. Sentence case capitalizes the first letter of the first word. Don't capitalize random words in the middle of sentences. Here are some words that we never capitalize in a sentence.

- website
- internet
- online
- email

Capital Letters and Accents

In bioMérieux communications, we use accents even on capital letters when a foreign word takes an accent in the original language. This means that even in English, the accent must appear on capitalized words:

Marcy l'Étoile / MARCY L'ÉTOILE, THE FRENCH MINISTÈRE DE LA SANTÉ, RÉSUMÉ

The names of major departments begin with a capital letter when referring to as an entity or within a function:

- Medical Affairs, Supply Chain, Clinical Operations, Corporate and Social Responsibility, Information Systems, etc.
- Example: “The Information Systems Director launched an updating program for the company’s information systems.”

Capital Letters and Names of Bacteria

The names of bacteria always appear in italics. These names are composed of two Latin words: the genus (first word, sometimes used alone) always begins with a capital letter. The species name (second word) appears in lowercase, and it must be written out in full:

Escherichia coli.

E. coli

Italics

Untranslated foreign words and expression must appear in italics.

Example: The Company is a donor to the *Musée des Beaux-Arts* in Lyon.

Except for acronyms:

- “Deutsche Gesellschaft für Internationale Zusammenarbeit” but “GIZ”
- “*L'Agence nationale de sécurité du médicament et des produits de santé*” but “ANSM”

- Latin words used in the healthcare field must appear in italics:
 - *In vivo, in vitro*
 - *De Novo*
- The names of bacteria (as explained above): *Campylobacter*, *Staphylococcus aureus*, *Acinetobacter baumannii*, *Clostridioides difficile*, etc.
- Italics are not necessary for commonly-used Latin words:
 - curriculum vitae, memorandum, agenda, ad hoc, etc.
- Our intranet **bob** is written in bold italics.

IMPORTANT: within a sentence written in italics (a quote, for example), the rule is reversed and words that are usually written in italics appear as standard characters.

“This assay obtained De Novo authorization from the Food and Drug Administration.”

Currencies and Numbers

€100 million / €100 M

- Write out numbers from one to ten (as words), 11 and above are in numerals:
- “four of our top 15 products”
- Write % (not percent)
- Write in full letters:
 - “the second half of 2011”
 - “the third largest pharmaceutical group in the world and the first in Europe”

Dates

Generally, spell out the day of the week and the month. Abbreviate only if space is an issue in the app.

- Saturday, January 24
- Sat., Jan. 24

Decimals and Fractions

Spell out fractions.

- Yes: two-thirds
- No: 2/3

Use decimal points when a number can’t be easily written out as a fraction, like 1.375 or 47.2.

Percentages

Use the % symbol instead of spelling out "percent."

Ranges and Spans

Use a hyphen (-) to indicate a range or span of numbers.

- It takes 20-30 days.

Money

When writing about US currency, use the dollar sign before the amount. Include a decimal and number of cents if more than 0.

- \$20
- \$19.99

When writing about other currencies, follow the same symbol-amount format:

- ¥1
- €1

Time

Use numerals and am or pm, with a space in between. Don't use minutes for on-the-hour time.

- 7 am
- 7:30 pm

Use a hyphen between times to indicate a time period.

- 7 am–10:30 pm

Punctuation

Apostrophes

The apostrophe's most common use is making a word possessive. If the word already ends in an s and it's singular, you also add an's. If the word ends in an s and is plural, just add an apostrophe.

- The donut thief ate Sam's donut.
- The donut thief ate Chris's donut.
- The donut thief ate the managers' donuts.

Colons

Use a colon (rather than an ellipsis, dash, or comma) to offset a list.

- Erin ordered 3 kinds of donuts: glazed, chocolate, and pumpkin.

You can also use a colon to join 2 related phrases. If a complete sentence follows the colon, capitalize the 1st word.

- I was faced with a dilemma: I wanted a donut, but I'd just eaten a bagel.

Commas

When writing a list, use the serial comma (also known as the Oxford comma).

- Yes: David admires his parents, Oprah, and Justin Timberlake.
- No: David admires his parents, Oprah and Justin Timberlake.

Otherwise, use common sense. If you're unsure, read the sentence out loud. Where you find yourself taking a breath, use a comma.

Dashes & hyphens

Use a hyphen (-) without spaces on either side to link words into single phrase, or to indicate a span or range.

- first-time user
- Monday-Friday

Use an em dash (—) without spaces on either side to offset an aside.

Use a true em dash, not hyphens (- or --).

- Multivariate testing—just one of our new Pro features—can help you grow your business.
- Austin thought Brad was the donut thief, but he was wrong—it was Lain.

Ellipses

Ellipses (...) can be used to indicate that you're trailing off before the end of a thought. Use them sparingly.

Don't use them for emphasis or drama, and don't use them in titles or headers.

- "Where did all those donuts go?" Christy asked. Lain said, "I don't know..."

Ellipses, in brackets, can also be used to show that you're omitting words in a quote.

- "When in the Course of human events it becomes necessary for one people to dissolve the political bands which have connected them with another and to assume among the powers of the earth, [...] a

decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation.”

Periods

Periods go inside quotation marks. They go outside parentheses when the parenthetical is part of a larger sentence, and inside parentheses when the parenthetical stands alone.

- Christy said, “I ate a donut.”
- I ate a donut (and I ate a bagel, too).
- I ate a donut and a bagel. (The donut was Sam’s.)

Leave a single space between sentences.

Question Marks

Question marks go inside quotation marks if they’re part of the quote. Like periods, they go outside parentheses when the parenthetical is part of a larger sentence, and inside parentheses when the parenthetical stands alone.

Names & Titles

The first time you mention a person in writing, refer to them by their first and last names. On all other mentions, refer to them by their first name.

Capitalize the names of departments and teams (but not the word "team" or "department").

- Marketing team
- Support department

Capitalize individual job titles when referencing to a specific role. Don't capitalize when referring to the role in general terms.

- Our new Marketing Manager starts today.
- All the managers ate donuts.

Visual Guidelines

Images and other visual elements should align with bioMérieux's vision and objectives to express a modern and human-focused company.

Do's

- Use ONLY bioMérieux colors for infographics and other charts
- Simple layouts and a consistent navigational structure across desktop and mobile
- Clean graphic designs that complement the content
- Authentic, realistic imagery
- Easy-to-find contact information that included a diversity of options — telephone numbers, physical addresses, email addresses, and chat
- Use bioMérieux imagery when possible <https://brandcenter.biomerieux.com/corporate-library/photos-videos/corporate-picture-library>
- Be sure you have the appropriate license right to use pictures you found online. Safe websites are Adobe Stock, Unsplash or Pexels.
- For SEO optimization, it is imperative that images are adapted for the website, as follows:
- Scale Images: If the image displays at 300x250, scale the image to 300x250. Regardless of the display size, Servers still have to load the full image.
- File name: should clearly and succinctly state what the image is
- Alt Text: tells users what an image is. Where text is included as part of an image, be sure to transcribe it as part of your description. For accessibility but also a great way to incorporate keywords where relevant
- Screen readers may cut-off alt text at around 125 characters, so best stick within that limit.

Don't / Try to Avoid:

- Stock photography
- Walls of text and insufficient use of white space
- Busy and cluttered interfaces
- Composed imagery

Bullets and Lists

Bulleted lists attract attention, support scanning, shorten text, and reveal the relationship of items.

Along with bolding, indenting, line spacing, and color-coding, bulleted lists are one of the most powerful methods for supporting efficient reading on the web.

A few tiny dots attract the eye and can make a complex concept understandable. Readers perceive the bullets as shortcuts to succinct, high-priority content. It's not surprising that, in usability studies, readers gravitate towards bulleted lists with fervor.

Tips for bulleted lists

1. Write list items to have approximately similar line lengths

Bulleted lists work best when they include related items. The items should share a similar level of importance. When possible, write bullet items to be approximately the same length, so that one doesn't overpower another.

Don't

Pack the following items for camp:

- *Sleeping bag*
- *Bathing suit for our outing to the waterfalls*
- *Sunblock*
- *Waterproof jacket for rainy days. We are expecting heavy thunderstorms.*

Do

Pack the following items for camp:

- *Sleeping bag*
- *Bathing suit*
- *Sunblock*
- *Waterproof jacket*

2. Use numbered lists only when the sequence or count of items are important

Numbered lists are usually reserved for instances in which the items must occur in a specific order, such as steps in a procedure, or when keeping count is important, such as a top 10 list.

If the order or the final count of the list items does not matter, don't number them. Doing so creates confusion: in our user-testing studies, people erroneously thought that they had to complete all steps in a numbered list, when they only needed to choose one option.

Don't

Please contact us using any of the following methods:

1. *Online Contact form*
2. *Chat*

3. *Telephone*
4. *In person*

The numbers make the list items appear to be steps in a sequential process rather than individual options.

Do

Please contact us by using any of the following methods:

- *Online contact form*
- *Chat*
- *Telephone*
- *In person*

3. Use parallel sentence construction for list items

Each item should have a consistent style of phrasing. Widely varied wording can be ungrammatical and may slow down (or even confuse) readers.

Structure each list item the same way. Make sure each bulleted-list item starts with the same part of speech (e.g., noun, verb) and that they are all either fragments or complete sentences.

Don't

Please follow the rules posted throughout the park:

- *Put trash in designated bins.*
- *Animals might be startled by loud noises.*
- *Yellow lines mark where you can stand.*
- *It's everyone's responsibility to keep the park clean.*

In this example, the four phrases begin with different types of words.

Do

Please follow the rules posted throughout the park:

- *Put trash in designated bins.*
- *Don't make loud noises.*
- *Stand inside areas marked by yellow lines.*
- *Pitch in to keep the park clean.*

The second list flows better because each phrase starts with a similar type of word — in this case, a verb.

4. Avoid repeating the same word(s) at the beginning of each list item.

Don't

How to pick a ripe pineapple:

- *Give it sniff. It should smell sweet.*
- *Give it a squeeze. It should feel firm, yet soft.*
- *Give it a look. It should be golden-yellow.*

Do

How to pick a ripe pineapple:

- *Smell it. It should smell sweet.*
- *Squeeze it. It should feel firm, yet soft.*
- *Look at it. The color should be golden-yellow.*

5. Introduce a list with a clear, descriptive sentence or phrase

The lead-in (i.e., the words used just before the bulleted list) is important because it lets the reader know what the list is about and why it is important.

Don't

Vacationing in British Columbia:

- *Going on a hike*
- *Art museums*
- *Canoeing in the lake*

The lead-in (Vacationing in British Columbia) doesn't adequately describe the list. Additionally, this list includes things done on a vacation, but Art museums is not an activity.

Do

Our vacation in British Columbia involved:

- *Hiking in the mountains*
- *Visiting art museums*
- *Canoeing in the lake*

6. Keep formatting consistent

These are the basic rules for capitalization and punctuation:

- If the list items are sentences, then capitalize the first word of every list item and use ending punctuation.
- If the list items are fragments do not use any end punctuation. You are not required to capitalize the first word of every list. However, we recommend capitalizing the first word, for ease of scanning.

Don't

If you see bullying:

1. *stand up for the person being bullied*
2. *tell an adult about the situation*
3. *encourage the person being bullied to talk to an adult*
4. *give support by showing that you care*

The sentences are not capitalized and don't end with a period.

Do

If you see bullying:

- *Stand up for the person being bullied.*
- *Tell an adult about the situation.*
- *Encourage the person being bullied to talk to an adult.*
- *Give support by showing you care.*

Don't

You can help protect the environment by:

- *Recycling paper and plastic products.*
- *Using fewer disposable items.*
- *Donating used clothing or things you don't need.*
- *Biking or walking instead of driving.*

The list items are fragments, and therefore don't require end punctuation.

Do

You can help protect the environment by:

- *Recycling paper and plastic products*
- *Using fewer disposable items*
- *Donating used clothing or things you don't need*

- *Biking or walking instead of driving*

7. Don't overuse bulleted lists, as they can lose their effectiveness

As with any visual design technique, too much of a good thing can be harmful. Encountering a page full of dots and indents can be daunting. Choose what you want to emphasize wisely. Avoid embedding lists within lists, as they're difficult to follow. If you must present multilevel hierarchical lists, style the bullets differently for each level.

Technical Content

- Stay relevant to the title

When a user clicks the title of an article, they expect to find the answer they want. Don't stray too far from the title or topic at hand. Use links to make related content available. If you find you're getting too far from the intended topic, then you may need to create a separate but related article.

- Keep headlines and paragraphs short and scannable

Focused users often scan an article for the part that will answer their particular question. Be sure headlines are short, descriptive, and parallel, to facilitate scanning.

- Use second person and describe actions to a user

Technical content talks to users when support agents can't.

- Strive for simplicity and clarity

Be as clear as possible. Use simple words and phrases, avoid gerunds and hard-to-translate idioms or words, focus on the specific task, limit the number of sentences per paragraph. If you must include edge cases or tangentially related information, set it aside in a Before You Start list or Notes field.

- Provide context through embedded screenshots, videos, and GIFs

Screenshots, videos, and GIFs may not be necessary for every article or process but can be helpful to orient new users. Crop screenshots tightly around the action to focus attention.

Frequency of Updates

Fresh, up-to-date content on your website significantly increases your ranking on Google and other search engines, making it easier for customers to find you.

The frequency of updates on bioMérieux.com will be determined by the form and function of the content. Each section of the website and the relevant teams responsible for the content lifecycle of that content should determine it, but as a rule of thumb:

1. **Company information:** update as soon as anything changes and make sure that all copy aligns with the company voice and tone
2. **Product descriptions:** review at least every three months
3. **Web copy, cold content:** review at least every six months
4. **Blogs:** aim for 2 posts a week, archive blogs older than 2 years
5. **Social media:** post frequently based on a social media strategy

CONTENT GUIDELINES

SECTION SIX

SEARCH ENGINE OPTIMIZATION GUIDELINES



SEARCH ENGINE OPTIMIZATION GUIDELINES

OnebioMérieux as a single-entry point will help to centralize efforts to optimize traffic and improve Search Engine Optimization (SEO).

SEO is the practice of enhancing your website to improve the quantity and quality of traffic to your website through organic search engine results. SEO correlates to a higher ranking when someone searches a term related to your industry, products, or services within a search engine, which increases your brand's visibility online. This, in turn, gives you more opportunities to convert qualified prospects into customers. SEO is important because it keeps the search results fair. Users trust search engines and achieving a top spot in search engine rankings signals to searchers that your site is a credible source. The higher you rank for relevant keywords in results pages, the more relevant clicks your site will generate.

For SEO, the first paragraph of a page should contain the targeted keywords relevant to the user, as well as the main idea for that section. Internal links and technical terms as keywords allow users to navigate to secondary pages which will also contribute to improved SEO performance. The overall goal for SEO performance is to drive relevant traffic by way of quality copy that is relevant to the user's intention with links to other relevant pages in the ecosystem.

SEO Tips and Checklist

1. Organize your page around one topic. Use clear, descriptive terms in titles and headings that relate to the topic at hand
2. Keyword research is important in identifying the topic to choose. Sometimes internal terminology differs from how users search
3. Keep in mind, long-tailed keywords (although contain lower search volume) tend to drive more relevant clicks and have lower competition (so are easier to rank for)
4. Use descriptive headings to structure your page and highlight important information
5. Ensure the page's content is optimized with the keywords and phrases we want to be found for in the search results
6. Natural copy is important. Avoid keyword stuffing and focus on tone and voice of the website, ensuring that keywords are included
7. The main targeted keyword for a page should be found in the URL, Title Tag, meta description, H1 Tag, and throughout the body copy, especially in the "above the fold" copy.
8. The copy should include natural and semantically related terms as well
9. The copy should be broken up in a format that is easily readable to the user and crawlable to the search engines

10. Ensure main target keyword is present in URL

- Avoid including stop words in URL (and, in, for, etc.)
- Don't include limiting numbers in URL's

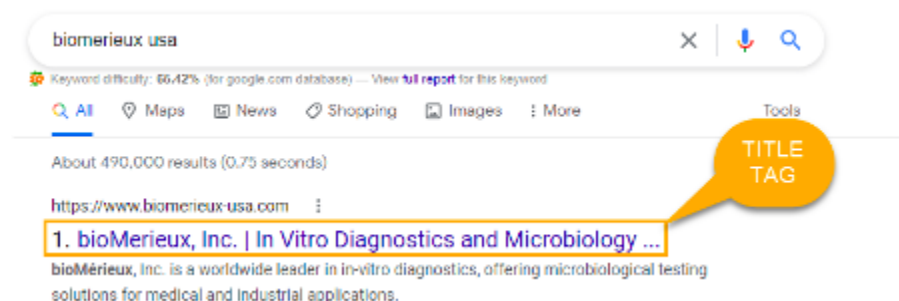
Example 1: Blog Post about 5 Things to Consider for Optimal Lab Efficiency - We will likely update this blog post and may find that we identify 3 more ways to optimize the lab. If the URL contained 5, after we update the post to include 8 total, we will be confusing users and the search engines, or will have to change the URL losing out on the equity we had garnered.

- **THIS:** <https://www.biofiredx.com/blog/optimal-lab-efficiency/>
- **NOT THIS:** <https://www.biofiredx.com/blog/5-considerations-for-optimal-lab-efficiency/>

Example 2: AACC Tradeshow 2021 - It is highly likely that we will continue to attend the AACC Tradeshow each year, so if we were to create a landing page on our website discussing AACC, it is best to leave the Year out of the URL, so that we can continue to use it, again, in order to maintain our link equity.

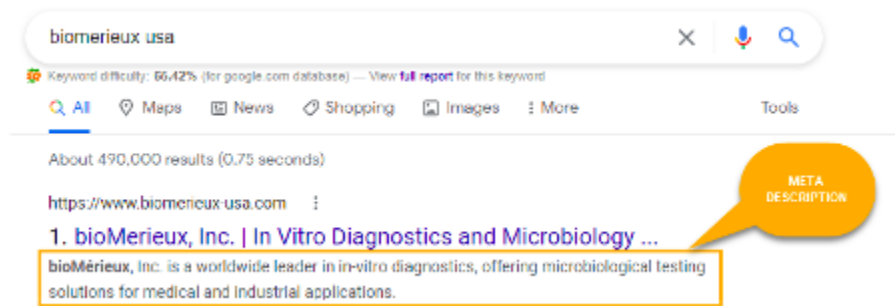
- **THIS:** <https://www.biomerieux.com/tradeshows/aacc/>
- **NOT THIS:** <https://www.biomerieux.com/tradeshows/aacc-2021/>

Title Tag



- Keep to about 65 Characters
- Include main target keyword
- Test for CTR performance: the better optimized your title tag is, the more likely it will be clicked in search engines
- Tools to Use: [SERP Simulator](#)
- Disclaimer: Search engines have increasingly begun to modify the given title tags (in the SERPs) to ensure the title better aligns with what the user is searching for, so is not always controllable

Meta Description



- Keep them to about 150 characters
- Tools to Use: SERP Simulator
- Disclaimer: Search engines have increasingly begun to modify the given meta description (in the SERPs) to ensure the description better matches with what the user is searching for, so is not always controllable

HTML

Header Tags

1. The H1 Tag is the most important of the header tags. It should only be used once at the top of the page. The H1 Tag should include your main target keyword.
2. H2-H6 should be used to help structure important contents (as needed) throughout the page.
3. Consideration for accessibility: Titles should be structured in hierarchal order for accessibility readers (i.e., don't jump from H2 to an H6 in the next section)

Lists

1. Anytime a page lists thing off, utilize list tags in the HTML. This will help Search Engines more easily identify the relevant information on the page helping to garner any relevant, available Featured Snippets.
2. Performing keyword research on types of lists or content best consumed as lists can help identify opportunities where SERPs may place featured snippets or People Also Ask (PAA) boxes

Tables

1. Any table coded into the site, should utilize table tags in the HTML to again help garner featured snippets, though there are responsive implications here to work through.

Internal Links

1. When linking to another page on the website, utilize an Absolute URL vs a Relative URL
2. Absolute URL: <https://biomerieux.com/en/our-mission>
3. Relative URL: /en/our-mission

4. The anchor text of the hyperlink should incorporate the target keyword (of the linked page) if natural; otherwise, semantically relevant to the page you are linking to
5. Ensure internal links are followed links (do not use nofollow tags within your own site)

```
<a href="https://www.nytimes.com/interactive/2021/us/covid-19-vaccine-eligibilit  
y.html" target="_blank" rel="noopener" >vaccine distribution</a> -- $0  
". As of April 19, all people 16 and older are now eligible to receive the  
COVID-19 vaccine in every state. Complicated, phase-based plans are ways of the  
past."
```

CONTENT GUIDELINES

SECTION SEVEN

SOCIAL MEDIA GUIDELINES



SOCIAL MEDIA GUIDELINES

Speaking About bioMérieux on Social Media

By posting, sharing or interacting on social media, we can all be ambassadors of our brand & spread our values and actions throughout the world, helping to better promote the power of diagnostics and enhance our commitment to public health. However, we all know that social media can be risky as we belong to a listed company.

To uphold bioMérieux's reputation, don't forget to those **key principles when you are talking about us online**:

- **AUTHENTICITY** - Specify that you speak on your own behalf.
- **CONFIDENTIALITY** - Do not divulge information unless it has been published on our official channels
- **RESPECT** - Ensure that you respect bioMérieux's and everyone's reputation
- **RESPONSIBILITY** - Be sure to comply with copyrights, reference your sources/quotes and don't publish something that does not belong to you without mentioning it

Adapting our messages to our audiences for more impact

We must speak with one voice and with clear messages in order to reinforce our brand identity.

Belong.Dare.Impact and « Our behaviors » are internal names that make sense for us, as employees.

Externally, we can speak about our culture with the #WeArebioMérieux because we need to stay simple and straight to the point to increase the impact of our communications.











WE USE:

Internally

- Belong.Dare.Impact
- Our behaviors
- #WeArebioMérieux

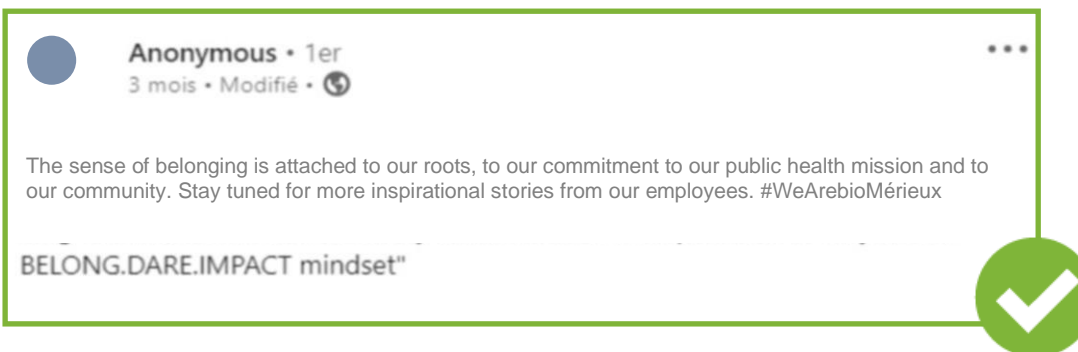
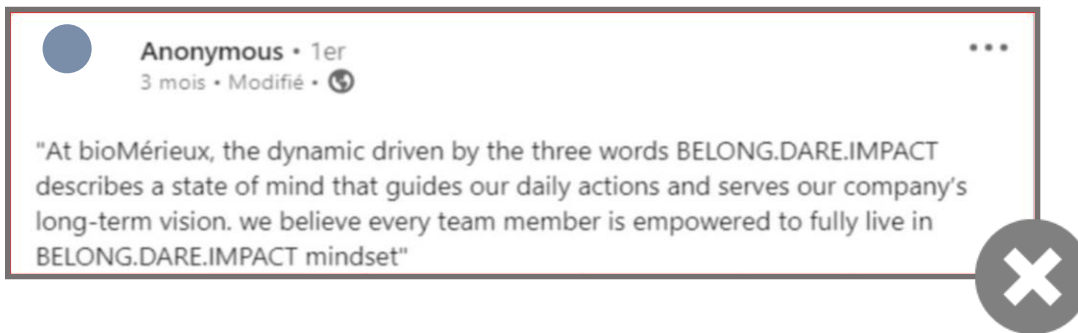
Externally

- Concrete illustrations of our state of mind and behaviors without using our internal wordings
- #WeArebioMérieux

	INTERNALLY (<i>bob</i> , Yammer, screens...)	EXTERNALLY (social media, external events...)
Our Behaviors		
Belong. Dare. Impact.		
We are bioMérieux		
Pictures of internal deliverables (brainstorming boards, posters; etc...)		
Pictures of workshop scenes / groups		

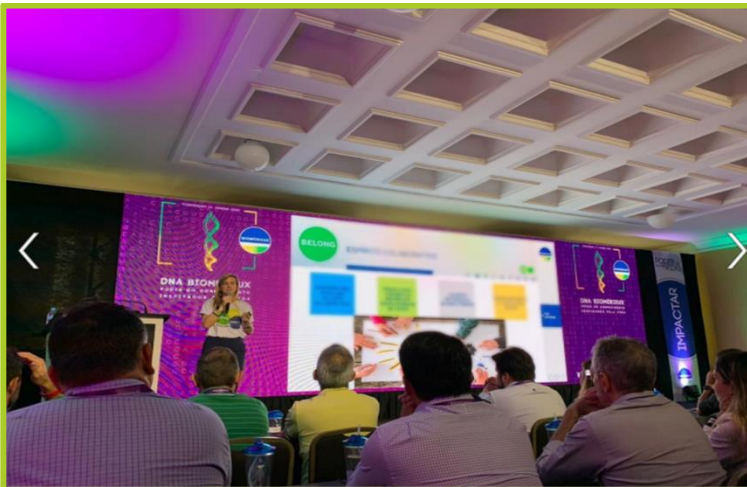
External Communication

- Don't use any image of internal workshops or meetings with internal data (Klaxoon screenshot, slides of PPT...)
- If you publish pictures featuring colleagues, please make sure you get their approval beforehand
- Use the #WeArebioMérieux on social networks, to speak about what makes working at bioMérieux unique and promote our company culture, mindset or benefits

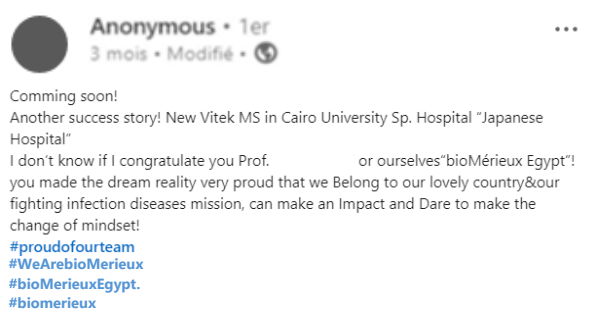


Example of Good Practices

- Blur screen before posting:



- Integration of BELONG DARE IMPACT in the text:

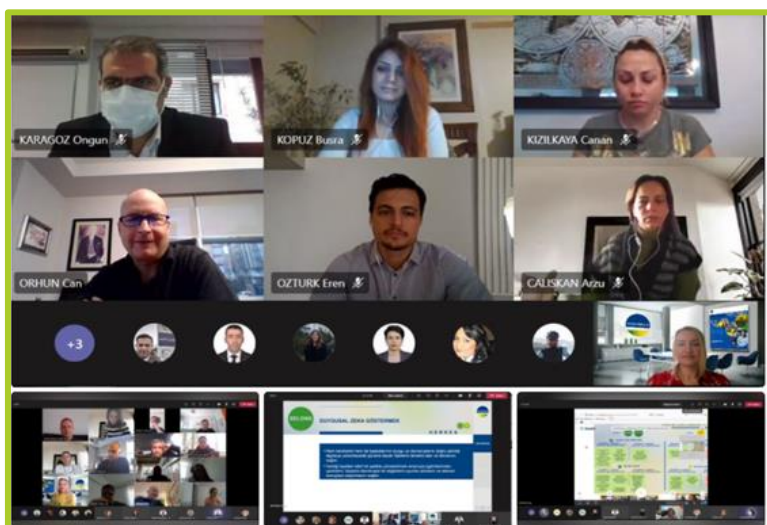


Internal



- Confirm participants' agreement before publication
- Images from internal content can be shared (Klaxoon screenshot, slides of PPT...) on an internal channel

Two separate Our Behaviors, Belong.Dare.Impact sessions for Turkish team members were facilitated On December 25th, 2020. With these workshops, we had the opportunity to discuss about #OurBehaviors and learn from our colleagues' experiences. As an advantage of these adoption workshops, we decided that we need more interdepartmental meetings as this kind of workshop improves interdepartmental communication and we can convey experiences and knowledge. It was great to see that we have similar thoughts about #OurBehaviors. I guess using training materials in Turkish Language encouraged the participation and ease the adoption of #OurBehaviors.

I'd like to thank all of the team members for their participation and their valuable insights. I felt privileged to be a part of this amazing team.

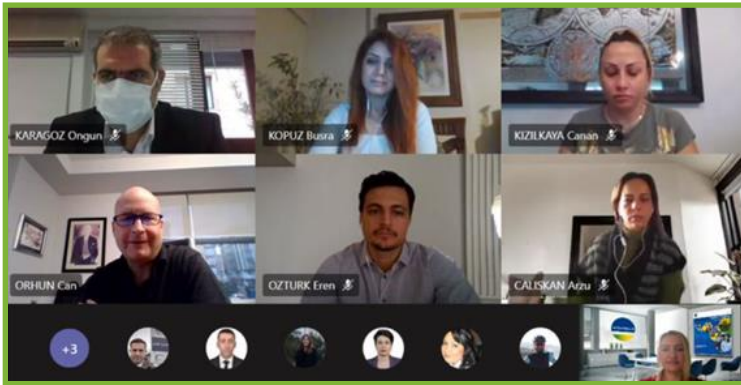


External

**Anonymous** • 1er
3 mois • Modifié • 

I lead a workshop on our company culture today! People were really excited to discuss about our leadership style. Each of us is part of the success of our daily collaboration :-)
#WeArebioMérieux

BELONG.DARE.IMPACT mindset"



CONTENT GUIDELINES

SECTION EIGHT

CONTENT GOVERNANCE



CONTENT GOVERNANCE

Definition

Content governance describes the content production lifecycle within the OnebioMérieux ecosystem and includes the following processes:

- Briefing of content creators (writers, designers, other team members)
- Content creation
- Approval and validation of content (several iterations)
- Publication
- Translation (if needed)

Ideal Ways of Working Together

- Define clear process with the right level of control for each content asset
- For each content asset, determine the required iterations of approval, for example:
- Press releases: Corporate comms, Investor relations, Legal, Executive committee...
- Cold content on biomerieux.com: Corporate comms
- Job posting: HR, Corporate comms, Legal
- Product launch: Marketing comms, Regulatory Affairs, Legal...
- Identify within each of these teams who is responsible for content coordination
- The content coordinator appoints the content approver for a specific content asset
- Set clear and transparent timelines for content approval of each asset
- Coordinate new and existing content assets in a shared document or drive where changes and comments can be monitored, for example Microsoft Teams folder or WRIKE
- Once a content asset appears in the shared drive, send emails to alert the necessary parties that action is required on their part
- Similarly, once a content asset is approved within the shared drive, alert the relevant stakeholders by email
- Avoid duplication of validation efforts by only submitting new content assets to approval processes
- Where necessary, use existing approved documentation like URD or the annual report as 'source of truth' assets to inform other content

SOP

The goal of the global-level Standard Operating Procedure (SOP) is to replace the validation protocol of RACM for bioMérieux and Medical, Legal and Regulatory (MLR) requirements used for BioFire. This SOP is currently being developed with possible approval and integration towards the end of 2021 or beginning 2022.

WRIKE

The goal is to replace the validation protocol of RACM for bioMérieux and Medical, Legal and Regulatory (MLR) requirements used for BioFire. WRIKE is the document control system to route material for review. It is currently being tested as a validation process by Global Clinical Marketing. WRIKE is the platform that will be used to consolidate creation and working between agencies and the company, to avoid validation taking place by email but rather on an online platform. The agencies will be able to place their content assets (latest versions) on the platform and everyone will have access to it in real-time. WRIKE will be able to support any function that produces customer-facing content.

The WRIKE system could offer great potential for improving content governance, not only within Global Clinical Marketing, but within the whole OnebioMérieux ecosystem. Once it has been approved for use by Clinical Marketing, we suggest WRIKE being implemented across the board within all content-creating and validation teams. Notably, it could have great benefit for the review of Press releases, in order for the review process to be centralized on the WRIKE platform, instead of taking place via emails. Similarly, WRIKE can facilitate the content validation of the annual report, URD, and all clinical and medical education content. Our suggestion is to have the WRIKE demo presented to all teams, including Industry, to help with a quick uptake.

Editorial Calendar

Monthly editorial meetings will oversee the synchronized consolidated global calendar of events and enable different departments to produce and disseminate content/messages.

These include role of diagnostics, WearebioMérieux and others teams to ensure that messaging is consistent with the communication strategies of the Industry, R&D; MarCom & Medical Office departments. These meetings will review the status of existing/ future projects, prioritize the production of assets and choose the most effective channels for disseminating the content. The committee will also review what has been produced and measure the impact. As ongoing planning and collaboration tools, members of the committee will have an active link to the excel input file for continued visibility, alignment and collaboration on key activities by department, and will also access the campaign collaboration framework to align on key activities for integrated campaign initiatives.

CONTENT GUIDELINES

SECTION NINE

REPOSITORY OF QUOTES



REPOSITORY OF QUOTES

Recommendation:

Create a repository of quotes from Executive Committee members on predetermined topics and subjects. Also include in this repository quotes that have been used before that can be used again. Similarly, add quotes from employees, prospects and partners that can be used as part of the creation of articles and other content assets. Having validated quotes on a variety of subjects would save a considerable amount of time to progress from the creation of content to its publication.

CONTENT GUIDELINES

SECTION TEN

TRANSLATION/LOCALIZATION STRAGTEGY



TRANSLATION /LOCALIZATION STRATEGY

Coming soon

References

- nngroup/articles: <https://gathercontent.com/blog/tone-of-voice-guide>
- AP style book: <https://store.stylebooks.com/apstylebookonline.html>
- MailChimp: <https://styleguide.mailchimp.com/creating-structured-content/>