BRAND TOOLKIT

MAY 2024

Alberta Health Services

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contacts

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Brand Toolkit
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NOTE This is a living document and will evolve to meet the ever-changing needs of AHS and its people. If you have comments or suggestions, contact Branding & Identity at brand.toolkit@ahs.ca.

When printing the document, print on both sides of paper and use the setting to flip on the short edge.

the importance of branding

the importance of branding

Giving people a deeper understanding of AHS

A brand is experiential: it's what people think and feel when AHS is seen or mentioned. It is both factual (for example, AHS oversees the province's hospitals) and emotional (We were grateful our dad received excellent care in the hospital.).

Our brand is the perception people have about what we do and where we do it. It's the experience someone has with a receptionist or during their visit to an urgent care centre.

Telling the AHS story––the backbone of our brand––serves a real purpose.

Our brand story opens the door to who we are, what we do and what we bring to the lives of the people we serve. It shows how we help in times of trouble, how we support people through many of life's ages and stages, and how we meet the healthcare needs of Albertans in every community.

Compelling and authentic, our brand is more than a logo, colours and fonts. It's a consistent expression that connects us to people and gives them a deeper understanding of the work that takes place in our living, breathing organization.

Brand is the perception people have about what we do and where we do it

Brand consistency helps build trust

These standards have been created to help you align with the AHS brand.

Using them builds brand consistency, which has several benefits:
- Builds confidence in our organization
- Helps shape and solidify our messages
- Promotes our reputation
- Grows pride in and loyalty to our organization.

Brand consistency builds understanding and signals people what they can expect of us. Brand consistency also builds trust, which is critical to our reputation and to third-party perceptions and portrayals of us.

Being consistent with our brand helps Albertans get to know us as an organization.

And brand consistency makes it easier for people to understand our purpose and value, and to trust the work we do.

Brand consistency supports and reflects:
- Our vision, mission and values
- Our programs and services
- The organization we are today
- The kind of organization we are working to be.

"A brand for a company is like a reputation for a person. You earn a reputation by trying to do hard things well."
— Jeff Bezos, CEO, Amazon

the AHS story

We care for people. Together.

We do incredible life-changing work every day by serving the health needs of Albertans. It may be when a gentle grandmother has a stroke. Or when a fearless teenager breaks a leg. Or when a nervous young mother learns to breastfeed her newborn. Or when an entire city flees a disaster.

Working in partnership with other healthcare providers and communities, businesses and governments, we care for the health and well-being of four million Albertans throughout their lives. We are the cornerstone of Alberta's health system and Canada's largest healthcare provider with over 130,000 staff, volunteers and physicians dedicated to making a difference in the lives of Albertans.

These people are our organization's greatest assets. They are compassionate, reliable, diverse, caring, warm and professional. They help people during illness, disease, disaster, trauma, birth, life and death.

A good part of our work akes place in hospitals and community health centres. It also reaches across the spectrum of healthcare, from health promotion in school classrooms to end-of-life care in families' homes.

These simple words are the essence of our brand. They reflect our desire to work closely with Albertans in our care, with Albertans in their communities, and with each other.

By the numbers

AHS serves more than four million Albertans by providing quality healthcare services in 145 communities at more than 650 facilities in the province. We work 24 hours a day, seven days a week, 365 days a year. Each year, our work includes immunizing 1.2 million people against influenza, responding to a half million EMS calls, conducting 93,000 food safety inspections, delivering 56,000 babies, tending to two million emergency department visits and caring for patients who spend a total of 2.8 million days in our hospitals.

We care for the health and well-being of four million Albertans throughout their lives

vision, mission & values

The core purpose

Our vision, mission and values describe the core purpose of our organization, how we operate and what motivates us. They clarify what we do, who we do it for and why we do it. AHS adopted its vision in the spring of 2016 after consulting with staff, physicians, volunteers and several external partners. Our vision reflects the many voices of AHS, our commitment to patients, families and healthcare partners, and our passion for working together to care for Albertans.

EPS and PNG versions of the vision and values are available on Insite.

Our mission

To provide a patient-focused, quality health system that is accessible and sustainable for all Albertans.

Our vision

Healthy Albertans.
Healthy Communities.
Together.

Our values

AHS
cares

compassion accountability
respect excellence safety

brand expression

audience

Our audiences shape our messages

We serve all Albertans, so it is important for us to be able to talk with all Albertans. Only rarely would AHS need to reach all Albertans at the same time with the same message. This makes it important to understand our audiences and their knowledge, views and values about issues.

We also need to recognize and respect the diverse backgrounds, values, experiences and needs of the people we are trying to reach. No one size or solution fits all, but all communications move in the same direction with the same voice and the same messages. What can differ is the approach, level of detail and type of delivery. These differences are based on our understanding of the audience we're connecting with.

Many AHS materials can be written to a Grade 10 level. That level will increase or decrease, depending on the audience. For advice on writing effectively, contact the Branding team at brand.toolkit@ahs.ca.

storytelling

Together, we do amazing things everyday.

In 2017 we began using this line and variations of it in our communications materials, including a site signage project rolled out across the province in 2018.

Storytelling is a powerful way to communicate messages. And chances are audiences will better remember a good story than a list of bullets. A good story is memorable, it has deeper meaning and it's authentic. Stories emanate a human experience that allows people to bond with messages. The best story will deliver value to Albertans and communicate clearly how the message will make a difference in their lives.

Stories work

Stories connect us to people. A story is always a shared experience between the storyteller and the audience.

Through storytelling, we can see the larger vision and gain a deeper sense of purpose.

Storytelling is part of the human experience and helps us process information. Stories make the unfamiliar understandable and the complex simpler. They also bring our brand to life and help us deliver effective messages because they paint a vivid picture that goes beyond words. Stories can make us laugh, cry, tingle, shudder and identify with others.

At AHS, storytelling is the exchange of something meaningful. We tell our stories for a purpose and with intent, with goals, objectives and outcomes in mind. We want to compel our audiences to a desired action.

For more about writing, see the AHS Style Guide.

Using AHS logos

Composition of the logo

The green portion represent Alberta

The graphic portion forms a medical cross

Graphic portion   Wordmark portion

logo

Colour

AHS Blue
Pantone 300
C100, M62, Y7, K0
R0, G92, B185
#005cb9

AHS Green
Pantone 7482
C95, M8, Y100, K1
R0, G157, B78
#009d4e

Reverse logo/white logo

AHS Black
Pantone Black
C0, M0, Y0, K100
R35, G31, B32
#000000

Horizontal format

Alberta Health Services

Vertical format

Alberta Health Services

Use of AHS logo:

- The primary and preferred format of the AHS logo is a horizontal layout.

- The vertical logo is used when the horizontal format can't be accommodated.

- Use the reverse/white logo on colour or black backgrounds.

logo

Leave space around the logo

For legibility and visual presence, maintain a buffer around the logo. This also prevents other graphic elements from crowding the logo. A space equal to the width of the blue square in the logo is the required minimum buffer zone.

Alberta Health Services

Alberta Health Services

Minimum print size

Alberta Health Services

1.25 inches 3.2 cm wide

Alberta Health Services

0.6875 inches 1.7 cm high

Minimum electronic size

Alberta Health Services

100 pixels

Alberta Health Services

60 pixels

logo

Incorrect uses of the logo

Do not use outline lettering

The wordmarks must remain in position

Do not place in an outline box

The only acceptable logo colours are AHS Blue (Pantone 300) and AHS Green (Pantone 7482), their CMYK equivalents and black and white.

Use files with adequate resolution

Do not screen the logo, or use as a watermark

Do not compress

Do not stretch

Do not use a different font

Do not use in a sentence

Do not use a gradient blend

Do not alter letter spacing

Do not use on a textured background
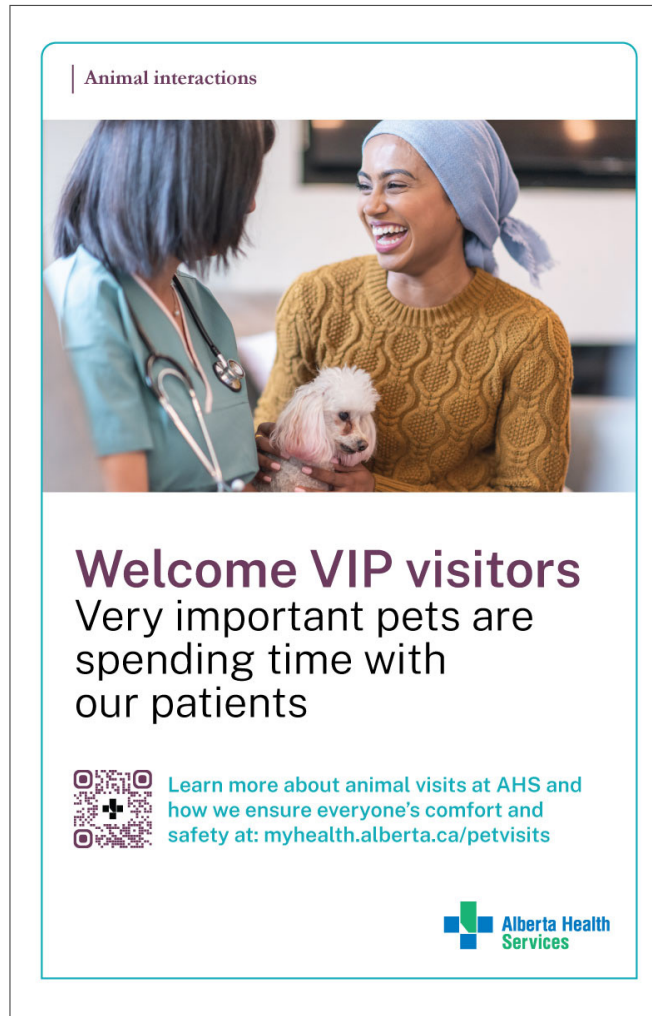
Do not use on a photo background

Do not tilt the orientation

logo placement

Example on a poster

As a patient- and family-focused organization, we put people first. We show this in our materials by putting information for them before the AHS logo.

In general, place all AHS logos (primary and secondary with and without bridgelines) at the lower right of documents and materials.

Do not change the position or size of logos on AHS templates.

....

The AHS logo is placed on the bottom right corner

logo format

Logo file format applications guide

The AHS logo is available in various file formats, including PNG and EPS. Each format is intended for a particular application. For example, PNG files work well in Microsoft programs, whereas EPS files do not.

PNG files are raster graphics, which means detail is composed of pixels. The quality of these types of graphics degrade as they are enlarged. For print documents, PNG files need to be at least 300 dpi (dots per inch) and be close to or larger than the size they will be used. For online and computer use, PNGs need to be a minimum of 72 dpi and close to or larger than the size they will be used.

To find the dpi of an image:
- Right click on an image in your folder
- Select Properties from the list
- In the Details tab in the Image section, the dpi appears next to the Horizontal and Vertical resolution lines.

EPS files are vector graphics, meaning they can be resized without distortion or loss of detail. They often appear to have jagged edges on screen, but produce absolutely crisp printouts.

EPS files are needed when printing promotional items and large materials. Most people at AHS will not be able to view or open EPS as they are generally for professional design programs only.

Opening and placing logos

To insert a logo, first create a new document. If you're using a Microsoft program, PNGs typically work best. To insert a logo into your document:
- Select Insert > Pictures > This Device for a logo file on your computer.
- Select the file you want
- Select Insert.

To resize your logo, select the image and drag a corner handle. Be sure to follow AHS logo minimum sizing and spacing requirements, as outlined on page 13.

Visit Insite or contact brand.toolkit@ahs.ca for logo files.

Logo formats

- In print materials use PNG or EPS files

Secondary logos for major sites or provincial programs

Secondary logos are a variation to the primary AHS logo. The primary graphic serves as the visual representation of AHS with the entity's name appears in black only. Use of a secondary logo is restricted to major sites such as the

University of Alberta Hospital and the Grande Prairie Regional Hospital and provincial programs, such as Cancer Care Alberta, Data & Analytics and Virtual Health.

Secondary logos must be developed by AHS' Community Engagement & Communications team.

NOTE Secondary logos are in horizontal format only.

The preference is to fit names within two lines. However lengthy names can extend to a maximum of three lines.

Bridgelines recognize different AHS teams

A bridgeline is a way to link our organization's logo to our sites, departments, programs and services. A bridgeline is NOT used to denote partnerships and associations with third-party groups.

Bridgelines are an elegant, user friendly and cost effective way to bring more brand consistency to our many sites, departments, programs and services.

Bridgelines are widely used by organizations of all kinds, including the governments of Alberta and Canada and the universities of Alberta and Calgary.

new Bridgelines now aligned under the logo wordmark in Public Sans font

Alberta Health Services

Medical Leadership, Workforce & Medical Affairs

bridgelines

AHS bridgelines in black

Diagnostic Imaging

Tobacco Risk
Reduction

Minimum size

Minimum height of
primary graphic: .36
inches (.9 cm)

Community
Engagement &
Communications

Grace Women's
Health Centre

NOTE

- Bridgelines must be approved by a team's director or executive director.

- To request a bridgeline, contact your communications advisor or email brand.toolkit@ahs.ca.

secondary logos with bridgelines

Bridgelines can also be attached to a secondary logo.

Data & Analytics
Patient Access Management

University of Alberta Hospital
Burn Unit

Grand Cache Community Health Complex

Maximum width of wordmark cannot exceed the width of four consecutive AHS primary graphics.

logo combination

Line divider thickness and height

1"

Alberta Health Services

Line is the same height as AHS primary graphic.

1" tall AHS primary graphic has a line that is 1 pt thick.

All uses of lines must be proportionate to this. So if the AHS logo is 2 inches high, the line would be 2 pt wide.

Combination with other logos

When used with a third-party logo, the AHS logo is generally the same height or width as the other logo with a vertical line in between.

Alberta Health Services | *Alberta*

Alberta Health Services | *Alberta*

Use a buffer zone the size of one of the blue elements on both sides of the line separating the logos. This is the minimum allowable space. Logos can be positioned farther apart, but cannot be positioned closer than the minimum buffer zone.

logo combination

No line
When using another AHS logo, such as Alberta Children's or Stollery Children's Hospital.

Solid line
When combining AHS with a third party (i.e., partnership, foundation).

Dotted line
When combining AHS with a branded entity owned by AHS (Capital Care, Alberta Precision Laboratories, subsidiaries, provincial programs).

NOTE Line is the height of AHS primary graphic.

legacy

Structure

AHS has "grandfathered" logos which have been in use since before the organization was formed in 2009. These logos continue to be used.

Each legacy logo is unique and must adhere to any guidelines that have been agreed to for it.

Examples

Legacy logos are 75% of the visual size (by height) of the main logo.

University of Alberta Hospital Facility

foundations

Using AHS logos with foundation logos

Make AHS logo and foundation logos the same height. Place a solid black line between the logos.

Examples

logo use

Other logo uses

AHS logo with AHS subsidiary logo
(Carewest)

AHS logo with an AHS legacy logo
(Stollery Children's Hospital) and
a third-party logo (Univeristy of
Alberta)

Using an AHS logo and bridgeline
with a third-party logo (University of
Calgary)

Defining our teams

An opportunity to express uniqueness
Any AHS entity with a secondary logo has the option to have a special icon created. They can be emotive or tactical — text ony, or text plus a graphic.

Emotive: something unique and meaningful that services as a rallying thought and point of pride for all those connected to the entity.

Tactical: straighforward delivery or information.

Intended for a wide variety of uses as a visual or message, special icons must work on their own as well as an element that can be attached to the appropriate secondary logo as a logo lockup.

Special icons must be created by the AHS Community Engagement & Communications team.

University of
Alberta Hospital

Mazankowski Alberta Heart Institute
Kaye Edmonton Clinic

special icons

Special icons are created through the Brand & Identity team to ensure brand consistency.

Structure (stand alone)
Location of the text in relation to the visual can be changed, but the proportion must be maintained.

When used as a stand alone, the entity's logo must also appear elsewhere on the piece.

Examples of special icons

Examples of special icons with sub-brand taglines.

Be heard.
Be valued.

Advancing human experiences in healthcare.

Engaging people.
Enriching care.
Realizing potential.

using special icon

Invitation

With you. For you.

Introducing our Shared Commitments
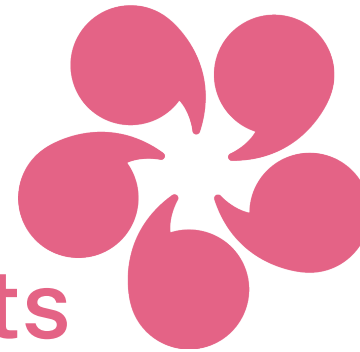
Our Shared Commitments reflect the relationship patients, families and healthcare providers want to have with one another at Alberta Health Services.

Learn more about the passion and principles of our Shared Commitments at our online webinar on Insite on starting Sept 13.

Contact us today at:
shared.commitments@ahs.ca

Alberta Health Services

Shared Commitments

using special icon

Pull up banner
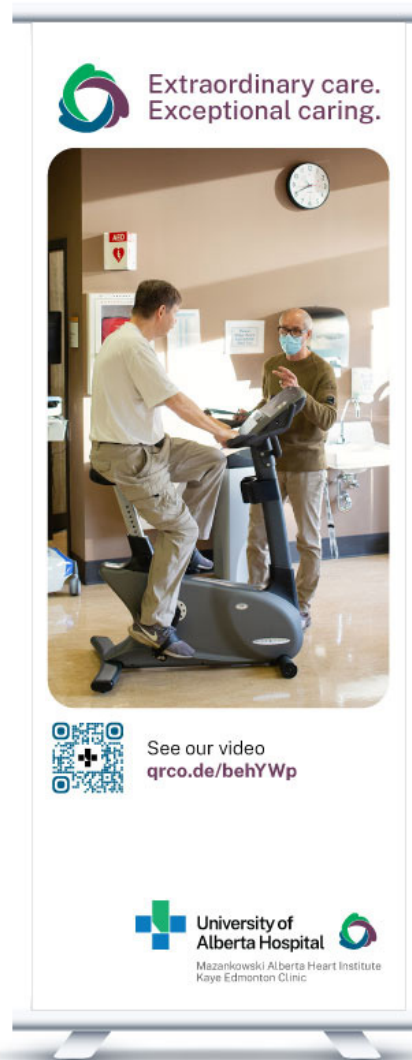
using special icon

Poster
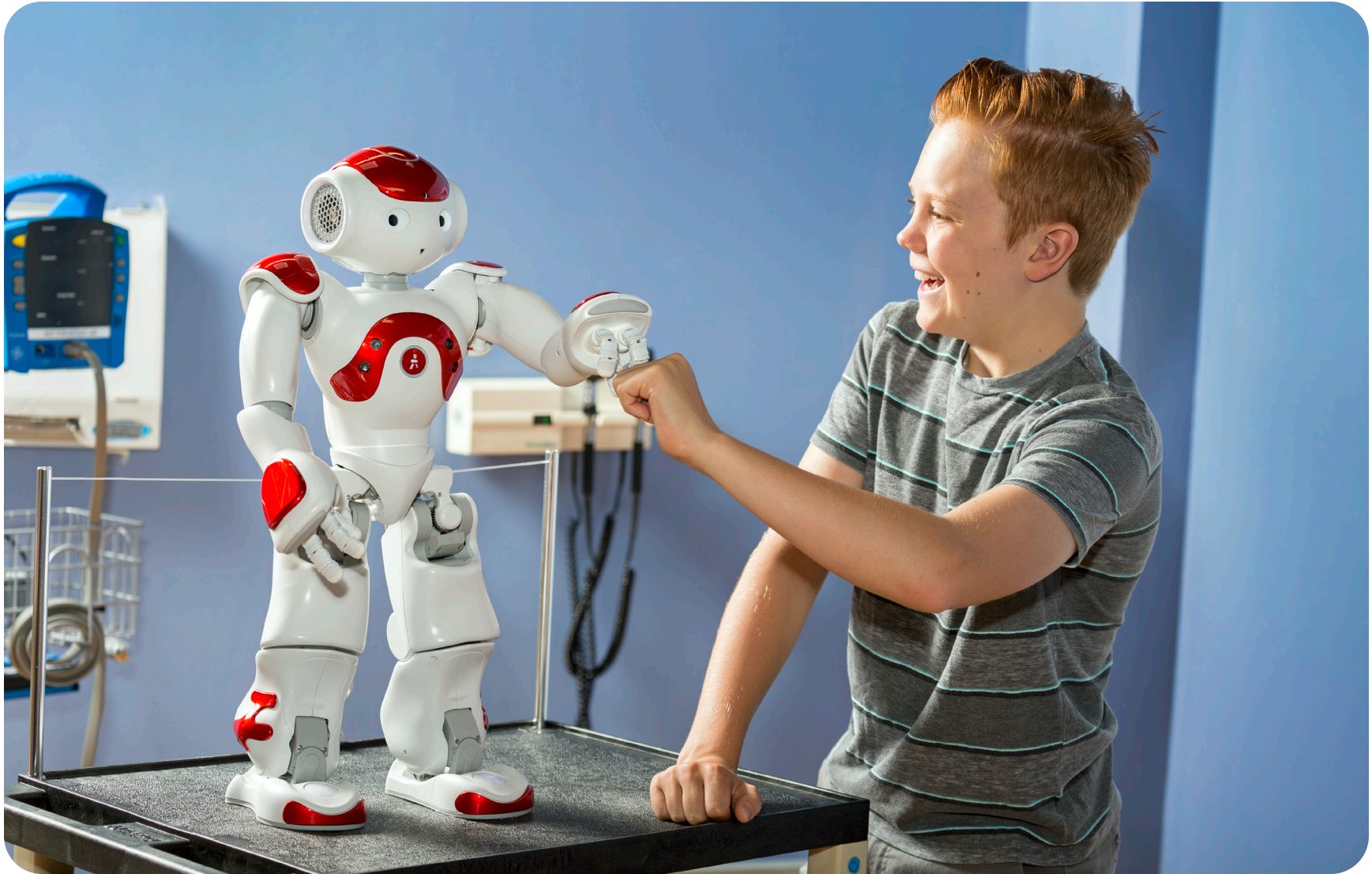
typography

Typography conveys style, tone and voice

AHS uses the typefaces on the following pages because they are professional and can be used in a wide variety of applications, from letters and emails to web pages and newsletters. These typefaces are highly legible and have a number of variations, or fonts.

The AHS fonts are professional, classic and versatile

Serif and sans serif — what are they?
Serifs are the small tails on the ends of each letter's strokes. Their decorative shape makes them ideal for print materials. Sans serif typefaces, such as the one you're reading, do not have tails. They are most suitable for online work such as web pages, online print materials and email because they are highly legible on computer screens, especially those with lower resolutions.

Sans serif

A

Serif

A

Public Sans

In 2023, AHS adopted Public Sans as a brand font. Public Sans is a strong, neutral font well suited to uses in many formats.

It was originally created by a U.S. government employee on their own time who wanted to design a practical, legible font with its own personality. Public Sans has been described as "being fit for civic duty."
Public Sans replaced Helvetica Neue.

Suggestions for use:
- Headings (bold, semibold and light)
- Subheads (semibold)
- Body copy (light only)
- Pull quotes (light only)
- Graphic element type
- Placing emphasis on text (bold).

Public Sans Thin
AHS is quickly delivering complex, quality services within Alberta's five major zones.

Public Sans Light
AHS is quickly delivering complex, quality services within Alberta's five major zones.

Public Sans Regular
AHS is quickly delivering complex, quality services within Alberta's five major zones.

Public Sans Medium
AHS is quickly delivering complex, quality services within Alberta's five major zones.

Public Sans Semibold
AHS is quickly delivering complex, quality services within Alberta's five major zones.

Public Sans Bold
AHS is quickly delivering complex, quality services within Alberta's five major zones.

Public Sans Black
AHS is quickly delivering complex, quality services within Alberta's five major zones.

Arial

Arial was created for IBM in the late 1990s and since then has been included on computers using virtually every operating system. It has been considered a staple screen font for decades.

This typeface has more human elements than its predecessors: it has softer and fuller curves than most industrial style sans-serif faces.

Best uses

Arial is ideal for many materials, including everyday correspondence, emails, PowerPoint presentations and headlines in print materials.

Arial has a number of versatile weights, works well in body copy and pairs well with Garamond and Palatino.

Suggestions for use (weighting dependent):
- Headings (bold, regular)

- Subheads (regular)
- Body copy (regular only)
- Pull quotes (regular)
- Graphic element type.

Arial Regular

AHS is quickly delivering complex, quality services within Alberta's five major zones.

Arial Bold

AHS is quickly delivering complex, quality services within Alberta's five major zones.

Garamond

Garamond dates back to the 1500s. Its use has continued over the centuries, outlasting many other typefaces. Garamond has weathered several redesigns, making it a timeless and cherished typeface. It evolved out of efforts to make traditional handwritten styles more readable.

Garamond is visually appealing, professional, comforting and timeless. It's available in several fonts, including Garamond Regular, one of the world's most popular book fonts.

Suggestions for use:
- Subheads (regular or bold)

Garamond Regular

AHS is quickly delivering complex, quality services within Alberta's five major zones.

Garamond Bold

AHS is quickly delivering complex, quality services within Alberta's five major zones.

NOTE ON WEB FONTS
The AHS WebComm uses different fonts for web pages, however, documents must be in Arial or Public Sans to be posted on ahs.ca, insite or any other digital channels.

Our corporate colours

Main corporate colours

AHS Blue
Pantone 300
C100, M62, Y7, K0
R0, G92, B185
#005cb9

AHS Green
Pantone 7482
C95, M8, Y100, K1
R0, G157, B78
#009d4e

What are Pantone, CMYK, RGB and HEX colours?
Pantone is a colour-matching system and premixed inks that helps produce the truest colours. CMYK is a four-colour printing model that uses cyan, magenta, yellow and black (or key). This method is widely used in everyday printing.

The RGB colour model mixes red, green and blue to create colours that are best suited for digital devices, televisions and computer screens.

Hex colour codes act as shorthand for RGB values and are similarly best suited for onscreen use.

NOTE When choosing colours for your team, three to five colours are recommended, with at least two from the secondary colour palette.

Colour is key to brand consistency

Secondary colour palette

Blues

AHS Cyan
Pantone 7466
C95, M0, Y31, K0
R0, G173, B187
#00adbb

AHS Teal
Pantone 321
C100, M22, Y42, K3
R0, G136, B149
#008995

AHS Dark Blue
Pantone 7469
C100, M58, Y30, K10
R0, G93, B133
#005d85

Greens

AHS Light Green
Pantone 367
C41, M0, Y82, K0
R162, G212, B94
#a2d45e

AHS Lime Green
Pantone 583
C33, M13, Y100, K0
R184, G190, B20
#b8be14

AHS Dark Green
Pantone 158-6
C58, M22, Y91, K4
R120, G156, B74
#789c4a

Yellows

AHS Yellow
Pantone 1225
C0, M23, Y84, K0
R255, G199, B67
#ffc743

AHS Dark Yellow
Pantone 124
C7, M35, Y100, K0
R237, G171, B0
#eba900

AHS Orange
Pantone 7413
C9, M56, Y92, K0
R225, G133, B52
#e18534

NOTE Learn how to change text and shape colours in Microsoft applications.

AHS Red
Pantone 180
C17, M91, Y89, K7
R193, G58, B50
#c23b33

Action colour — use sparingly
This colour is mainly used for site signage and urgent/emergency situations.

Complementary colour palette

Lights

AHS Dusty Teal
Pantone 623
C41, M15, Y32, K0
R154, G186, B174
#9abaae

AHS Khaki
Pantone 5797
C24, M14, Y44, K0
R198, G200, B156
#c6c89c

AHS Dusty Gray
Pantone 429
C38, M27, Y27, K0
R162, G169, B173
#a2a9ad

AHS Dusty Mauve
Pantone 5155
C24, M36, Y15, K0
R193, G164, B183
#c1a4b7

AHS Light Pink
Pantone 510
C4, M29, Y9, K0
R238, G190, B201
#eebec9

Darks

AHS Smoky Teal
Pantone 625
C72, M34, Y58, K12
R76, G126, B112
#4c7e70

AHS Dark Khaki
Pantone 5773
C48, M33, Y69, K8
R136, G142, B100
#888e64

AHS Dark Gray
Pantone 431
C67, M52, Y44, K17
R91, G103, B113
#5b6671

AHS Dark Mauve
Pantone 5125
C57, M84, Y39, K24
R107, G58, B93
#6b3a5d

AHS Dark Pink
Pantone 7423
C5, M76, Y26, K0
R229, G99, B133
#e56385

colour palette

Sample colour combinations

For ideal contrast between colours, these combinations meet industry standards for legible contrast.

AHS Cyan
AHS Light Green

AHS Smoky Teal
AHS Yellow

AHS Dark Blue
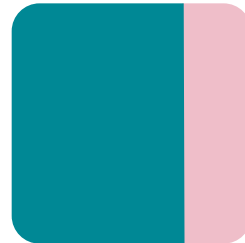AHS Lime Green

AHS Cyan
AHS Dark Mauve

AHS Dark Yellow
AHS Dark Pink

AHS Dark Mauve
AHS Lime Green

AHS Orange
AHS Dark Mauve

AHS Teal
AHS Light Pink
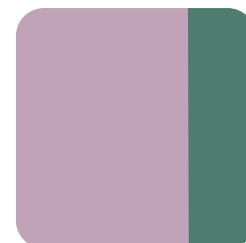
AHS Dark Green
AHS Cyan

AHS Dusty Teal
AHS Orange

AHS Teal
AHS Dark Mauve

AHS Cyan
AHS Orange

AHS Yellow
AHS Cyan

AHS Dusty Mauve
AHS Light Green
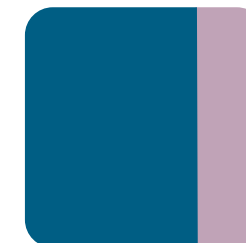
AHS Dark Blue
AHS Dusty Mauve

colour contrast

Colour contrast is what makes colours more distinguishable against white or colour backgrounds. For example, dark colours, such as AHS Dark Blue or AHS Dark Mauve have a higher contrast against a white background, making them more legible for our audiences.
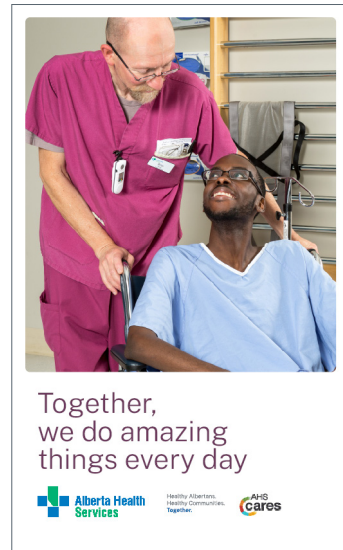
Dark text on a white background makes text on this signage legible from a distance.

A mix of dark and white text on this postcard ensures the audience can read text on different coloured backgrounds.
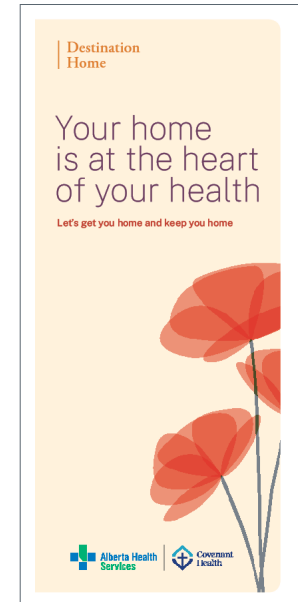
Darker copy on a light background ensures the message on this brochure cover stands out.

Best contrast

Black copy against white background

Acceptable contrast

White copy against black background

Poor contrast

AHS Dark Blue copy against AHS Dusty Teal

AHS Cyan copy against AHS Teal background

NOTE Always use black or dark grey on a white or light-coloured background for large bodies of text.

Colour has meaning

The Pantone Color Institute describes blue as a color representing stability, trust, and tranquility. It embodies a calming influence, fostering a sense of reliability and depth, making it a timeless and versatile hue in design and emotional expression.

The Pantone Color Institute describes green as: attributes green with harmony, growth, and rejuvenation. Symbolizing nature and balance, green signifies freshness and renewal. It conveys a sense of calm and vitality, making it a color associated with both environmental awareness and a positive outlook.

Yellow is characterized as a color representing joy, energy, and optimism. Symbolizing sunlight and happiness, it evokes a vibrant and uplifting spirit. Yellow is associated with clarity, enlightenment, and a positive outlook, making it a lively and attention-grabbing hue.

Red is a powerful and emotional colour. It demands attention and implies urgency and energy. Red also signals confidence, aggression and determination and is often associated with fire and blood. AHS Red is meant to be used sparingly and largely as an accent colour.

Like yellow, orange is associated with warmth and sunshine. People see orange as friendly, joyous, successful, healthy, stimulating and confident. In some uses, it warns of caution. In others it convey happiness, fun and freedom. Orange is highly visible and often used to gain attention and is a softer alternative to red.

Often described as sophisticated and formal, gray combines well with other colours. It's warmer and less jarring and dominant than black. Gray is also associated with brain power (gray matter) and seniors influence (gray power). The downside of gray is that it can come across as dull, dingy and illegible in certain situations..

NOTE For more information on colours, visit pantone.com/color-intelligence/articles.

colour hierarchy & shape

Using colour consistently helps signal our identities.

AHS Cyan or reverse white (on solid colour background) for workshop name or purpose of document

AHS Dark Green and AHS Cyan for our special icon

AHS Dark Green for 2 pt thick round edge-frame

AHS Dark Blue for major headlines

Black for main copy

AHS Orange for our calls-to-action

One-hour workshop series

Learn how we can help you

Food is life. We help Albertans better understand how it enriches and shapes their lives.

> **For more information, contact us at email@ahs.ca**

Nutrition Services

Essential partners in health

A simple round-cornered rule for frames throughout AHS templates anchors the information and draws in readers

photography

photography

Showing our work

As AHS works to realize its vision (Healthy Albertans. Healthy Communities. Together.), our photography will capture those efforts. We will use more images that show the outcomes of our work, rather than the inputs. We want to show the healthy behaviours we are encouraging Albertans and our staff to adopt.

☑ **For example:**
A stroke patient doing rehabilitation exercises with an AHS staff member.

Rather than:
A stroke patient posed with their stroke-care team.

☑ **For example:**
A family walking outside when promoting active living.

Rather than:
An Albertan sitting on the couch watching TV.

Use images that show people in many settings and situations.

NOTE Photos need to be at 300 dpi (dots per inch) for print and 72 dpi for the web.

photography

AHS strives to include images that reflect Alberta's diversity of race, religious beliefs, gender, gender identity, gender expression, physical abilities, mental abilities, age, ancestry, place of origin, marital status, source of income, family status, sexual orientation, education and perspectives.

Everyone (or their parent) must sign an AHS photo consent form before we can use their image in our materials. You can find printable consent forms on Insite by searching "photo consent form."

Proper credit to the photographer or AHS is also recommended. This can appear next to the image.

NOTE AHS staff, physicians and volunteers can download photos from the AHS media library on Insite: medialibrary.ahs.ca. Outside users, such as design vendors, can use these photos for AHS projects only.

photography

Our photography is more powerful and genuine when we show:

- ☑ Our people working with others
- ☑ Everyday people in everyday situations
- ☑ The results and value of our care (a mother at home with her baby), rather than people in our care (a mother and baby in hospital)
- ☑ Observed moments, rather than posed or staged situations.

illustrations & icons

Illustrations can also tell the story

Illustrations can often capture concepts that would be difficult or impossible to photograph. They are particularly well suited to abstract concepts, such as the illustration showing slow and fast thinking on the top right of the next page. Illustrations are highly useful in creating or reflecting a mood or feeling.

The style and tone of an illustration can also resonate with a specific audience and be recalled long after words or photographs are forgotten.

Our illustrations are more meaningful and authentic when we:

- ☑ Represent complex ideas simply
- ☑ Show people with facial features (especially eyes, ears and mouths)
- ☑ Portray solutions rather the problems.

We will strive to use illustrations that show concepts that evoke emotions. We use illustrations to convey concepts that are difficult or impossible to photograph.

Adding visual interest and emotional appeal

Considering nature in healthcare design, and adding images from nature to our materials, has proven benefits. Nature has the power to instil calmness, promote healing and relieve stress.

AHS has created a series of illustrations inspired by the natural flora and geography of Alberta. The illustrations complement the AHS icons and help people bring deeper meaning, style, context and distinctness to their materials.

The illustrations were designed to reflect the AHS brand, as well as the metaphor that we are driven by twin engines: one fuelled by knowledge, discovery, science and evidence; the other by hope, compassion and a desire to help.

When used consistently with other brand elements, these illustrations can help your team create a distinct and instantly recognizable identity.

The illustrations are available to AHS staff, physicians and volunteers on the AHS media library: medialibrary.ahs.ca.
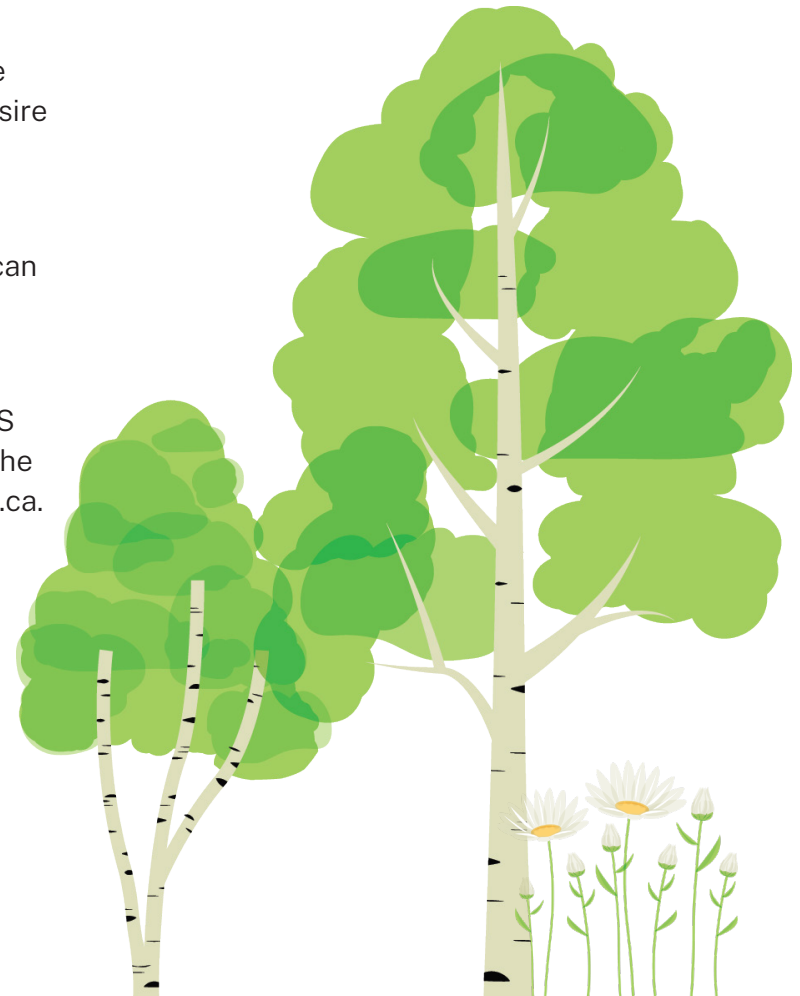
Icons can simplify the complex

AHS ICON CATALOGUE

Icons or simple drawings and symbols are visual shorthand: they instantly convey or evoke a more complex concept, idea or description. They also impart knowledge and understanding: when we see twin silhouettes of a man and a woman on a door, we understand that a unisex washroom is on the other side.

Icons work well in infographics, can be used to signal topics and transitions in complex documents and work well in PowerPoint presentations and web content.

Over 300 icons have been developed for AHS staff, physicians and employees to use in their work. Icons are available in the AHS media library on Insite: medialibrary.ahs.ca.

Medical icons

Community icons

Symbolic icons

NOTE The Policy and Forms department strongly discourages the use of icons on forms. For questions, please contact formsmanagement@ahs.ca.

examples & templates

business card

A key element in communicating the AHS brand

Business cards can be one-or two-sided. This allows for flexibility of information while staying within brand.
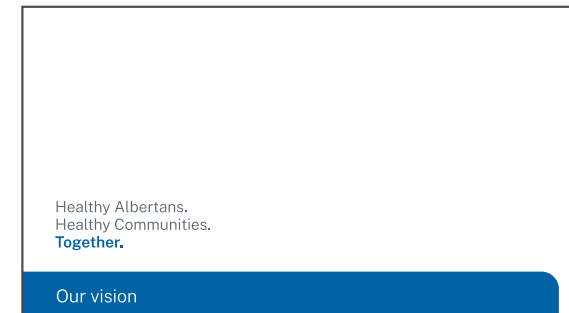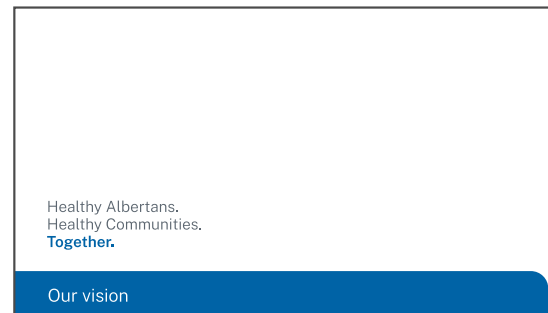
NOTE One-sided business cards are recommended.

One-sided cards

Alberta Health Services
Community Engagement & Communications

Albert Smith
Senior Communications Advisor
Foundation Relations

10101 Southport Road SW Calgary, Alberta T2W 3N2
p: 403-943-2801 c: 403-943-2802 f: 403-943-2803
Albert.Smith@ahs.ca

Learn more about us at: ahs.ca

Two-sided cards

Alberta Health Services
Community Engagement & Communications

Albert Smith
Senior Communications Advisor
Foundation Relations

10101 Southport Road SW Calgary, Alberta T2W 3N2
p: 403-943-2801 c: 403-943-2802 f: 403-943-2803
Albert.Smith@ahs.ca

Learn more about us at: ahs.ca

Healthy Albertans.
Healthy Communities.
Together.

Our vision

Secondary-logo card

Nutrition Services

Albert Smith
Nutritionist

10101 Southport Road SW Calgary, Alberta T2W 3N2
p: 403-943-2801 c: 403-943-2802 f: 403-943-2803
Albert.Smith@ahs.ca

Learn more about us at: ahs.ca

Healthy Albertans.
Healthy Communities.
Together.

Our vision

Program, project, initiative
2 lines, Garamond, size 12, bold

Insert report title, Public Sans, SemiBold size 36

Date:
Created by:

Alberta Health Services

Program, project, initiative
2 lines, Garamond, size 12, bold

Insert report title Public Sans SemiBold Font size 42

Date:
Created by:

Alberta Health Services

report

Program, project, initiative
2 lines, Garamond, size 12, bold

Introduction

Give readers a brief summary of your report and outline what information they'll find in the following sections.

Purpose

In this section, you want to let your readers know why your report exists and what purpose it serves. A report typically stems from an issue or problem you're trying to solve and how you intend to solve it. A clear purpose will give readers an understanding of what they'll gain or how they'll benefit from reading your report.

> A pull quote is an attention-grabbing quote from your text that highlights important information or a key topic.

Background or environmental scan

Provide your readers with relevant background information on your topic. Include information that will give readers:

- A better understanding of your topic
- Information that your topic builds on such as previous studies, research or strategies
- An understanding of the current environment.

If you've completed an environmental scan, discuss any trends, gaps or issues you found. You can also discuss previous studies, reports or data that are relevant to or support your report.

Goals and objectives or outcomes

Outline goals and objectives you plan to achieve with your report in this section.

Goals are broad, intangible statements that outline future results you plan to achieve. They also help guide decision making for your strategy or project. For example, Our People strategy goals are:

o A safe, healthy and valued workforce and, in turn,

4   Alberta Health Services
    Name of report   Last revised: [insert date]

Program, project, initiative
2 lines, Garamond, size 12, bold

Surveillance, Monitoring and Evaluation

Monitoring and evaluating your work against goals and objectives are important to a successful plan. You can break up your plan into phases or checkpoints to help determine if the actions you're taking are contributing to your goals and objectives. If they are not, you can take a moment to reevaluate your actions and adjust them to get you back on track to achieving your goals and objectives.

You can further break up your evaluation by your chosen strategic action areas. This will show/for the work you're doing in areas in isolation.

Table 2

Phase	Evaluation
Phase one: Title	Strategic action area #1
	#2
	#3
Phase two: Title	
Phase three: Title	

General tips

Create white space. White space is simply a term that describes the white (or negative) space between graphics, text and other elements in your materials. Creating space between these elements helps keep your readers focused and can improve legibility. You can easily create white space in your report by leaving generous space between headings or by breaking up your text with columns.

Use columns. You can use columns to break up large bodies of text and help readers understand information. It's also a technique that helps create white space in your report. To create columns in your report, highlight the body of text you'd like to put into columns, click the Page Layout tab and choose the dropdown menu on the

7   Alberta Health Services
    Name of report   Last revised: [insert date]

Program, project, initiative
2 lines, Garamond, size 12, bold

Columns button.

Use visuals. Visuals can be photos, graphics, diagrams or tables. Using them throughout your report can help break up text, organize information and grab readers' attention.

Create hierarchy. This template includes pre-set font sizes to help you create hierarchy in your report and better organize information. Using consistent sizes, formats (bold, unbold) for your headings, subheads and body of text can also help organize your information.

Bullets & lists. Organizing your information into bullets and lists also helps readers comprehend information, improves legibility and adds white space.

Use appendices. You can use an appendix when you would like to include information that supports your topic, but is not essential to your report. An appendix will help unclutter your information and keep readers focused on what's important.

Insert image description and credit the creator. Round-corner images are recommended.

References

If your report cites the works of others, you will need to reference them according to the style guide you're using. Alberta Health Services recommends using the *Publication Manual of the American Psychological Association* for reports, references and citations. If your report has a medical focus, or is intended for a medical journal, AHS recommends using the *AMA Manual of Style.*

Appendix

You can place information in an appendix when it's not essential to your report, but supports your topic. Placing non-essential information in appendices helps simplify your report and keeps readers focused on what's important.

8   Alberta Health Services
    Name of report   Last revised: [insert date]

memo & multi-pager

Memorandum

Date: Month Day, Year

To:

From:

RE:

Use this template consistently to align with the AHS brand.

The recommended font size for memo body copy is 11 points with a line spacing of 1.0. Use Public Sans font, which became an AHS font in 2024. Use single spaces after periods; use a double return between paragraphs.

If changing the colour of the header or dotted lines, use AHS colours. See Brand Toolkit for colour codes.

Keep your message short and use plain language. See the AHS Style Guide for plain language tips.

Clearly state the topic of your message and what you expect people to do with the information. Note if a response or follow up is needed and when.

Use subheads if needed to guide readers through longer content.

Edit, proof and read your memo aloud before sending to ensure clean copy and appropriate tone.

When using multiple pages, logos, secondary logos and bridgelines need only appear on the first page.

For more information, contact
p: xxx-xxx-xxxx
name@ahs.ca

Alberta Health Services

Multi-pager

Header
Use Public Sans, which became an AHS font in 2024. For headers, use Public Sans Medium in 18 points. For subheads, use Public Sans Medium in 16 points. For sub-subheads use Public Sans Medium in 14 points. For body copy, use Public Sans Light in 11 points with a line spacing of 1.0. Use a single space after periods; use a double return between paragraphs.

Use one line of copy only in the coloured graphic above.

This template replaces the one-pager template. It can be consistently used for a wide variety of communications. When using multiple pages, logos, secondary logos and bridgelines need only appear on the first page.

Subhead
If changing the colour of the coloured graphic above or the dotted lines, use AHS colours. See Brand Toolkit for colour codes.

Keep your message short and use plain language. See the AHS Style Guide for plain language tips.

Clearly state the topic of your message and what you expect people to do with the information. Note if a response or follow up is needed and when.

Edit, proof and read your memo aloud before sending to ensure clean copy and appropriate tone.

Header
Use Public Sans, which became an AHS font in 2024. For headers, use Public Sans Medium in 18 points. For subheads, use Public Sans Medium in 16 points. For sub-subheads use Public Sans Medium in 14 points. For body copy, use Public Sans Light in 11 points with a line spacing of 1.0. Use a single space after periods; use a double return between paragraphs.

Date:
Created by:

Alberta Health Services

envelope

Alberta Health Services

Community Engagement
& Communications

Street Address
City, AB XXX XXX

The envelope contains:

- Alberta Health Services logo or bridgeline in colour, horizontal format
- Department and/or facility and address in AHS Dark Gray, Pantone™ 431.

AHS stationery (e.g. letterhead, business cards, envelopes) must be produced by the designated printers of record for AHS.
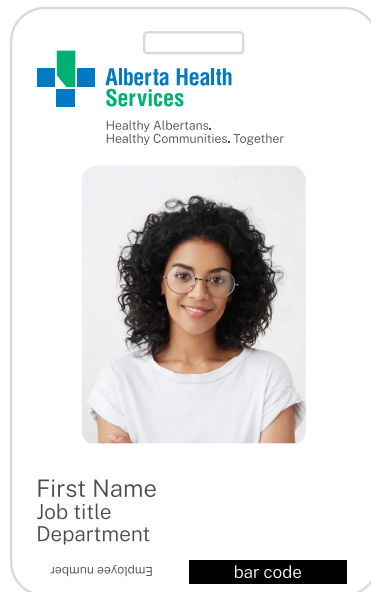
For details on ordering envelopes, business cards, letterhead or other similar stationery, visit http://insite.albertahealthservices.ca/902.asp

identification badges

ID badge front minimum requirements:

- First name
- Department
- Job title
- Employee number (printed upside down and gray)
- Photograph of person named on the card
- Alberta Health Services logo
- Bar code (printed on the front of the ID card).

Alberta Health Services

Healthy Albertans.
Healthy Communities. Together

First Name
Job title
Department

Employee number   bar code

Optional elements:

- First and last name may be printed on the front of the card when required by staff function.

The staff ID badges are managed by Protective Services. For additional information please contact:

North Zone:
northzone.cardaccess@ahs.ca

Edmonton Zone:
edmontonzone.cardaccess@ahs.ca

Central Zone:
centralzone.cardaccess@ahs.ca

Calgary Zone:
calgaryzone.cardaccess@ahs.ca

South Zone:
southzone.cardaccess@ahs.ca

NOTE To request an ID badge, fill out the request form available on Insite.

signage

The Exterior Signage Guidelines outline AHS' standards for outdoor signage at sites.

The guidelines can be downloaded from the brand pages on Insite.

For questions about interior signage, contact brand.toolkit@ahs.ca.

display booths

For display booth design, contact Branding & Identity at brand.toolkit@ahs.ca.

Examples
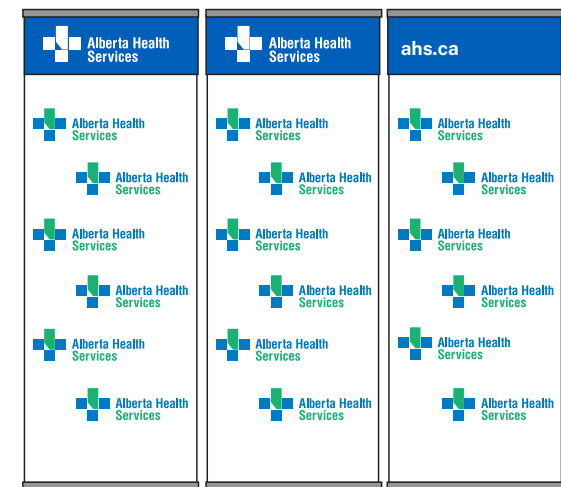
promotional material

Design proofs for all promotional materials must be approved by Community Engagement and Communications before submitting for production.

Forward your request for approval to brand.toolkit@ahs.ca.

When choosing promotional materials ensure application of the logo meets the guidelines provided.

The AHS logo can be embossed, embroidered or engraved on a variety of materials including leather and metals.

Use the logo large enough to ensure the letters do not fill in, and are legible.

For additional assistance, contact the Branding & Identity team.

email signature

Your brand within the AHS brand

The following guidelines will help you build your own email signature.

Include:
- Name (and degrees/designations)
- Title
- Contact number
- One font style (Public Sans or Arial)
- Font size no bigger than your email copy
- Black font with white background recommended for all text and contact information.

Optional:
- Office address
- Email
- Website (ahs.ca – "www" is not needed).
- AHS logo
- Department, program, project or initiative bridgeline.

NOTE Icons, images and other graphics are not permitted in email signatures.

Two column, regular body with header.

email signature

Use of AHS email signature

Email signatures are created in Microsoft Outlook. You can find instructions on how to create or modify signatures on insite

A short land acknowledgment can also be added to your email signature

All AHS email signatures are a minimum of 11 pt font size

An optional disclaimer can be added after your signature:

new

This message, and any documents attached hereto, is intended only for the addressee and may contain privileged or confidential information. Any unauthorized disclosure is strictly prohibited. If you have received this message in error, please notify us immediately so that we may correct our internal records. Please then delete the original message. Thank you.

Basic with logo and address

Alex Lee
Senior Communications Advisor
Foundation Relations
P: 999-999-9999
Alex.Lee@ahs.ca
10101 Southport Rd SW
Calgary, Alberta T2W 3N2
Learn more about us at ahs.ca

Alberta Health Services

Basic with bridgeline
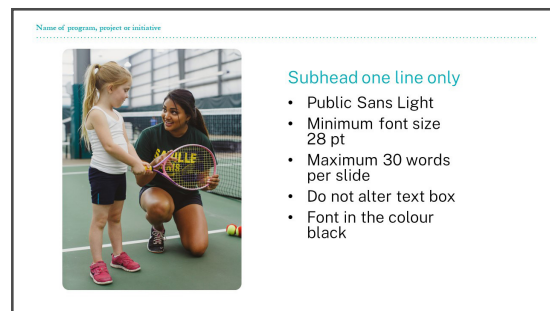
Alex Lee
Senior Communications Advisor
P: 999-999-9999
Alex.Lee@ahs.ca

Alberta Health Services

Foundation Relations

powerpoint

Here is an example of a PowerPoint template showing title page and slide page layouts. This template is available for downloading on Insite or can be requested by emailing brand.toolkit@ahs.ca.
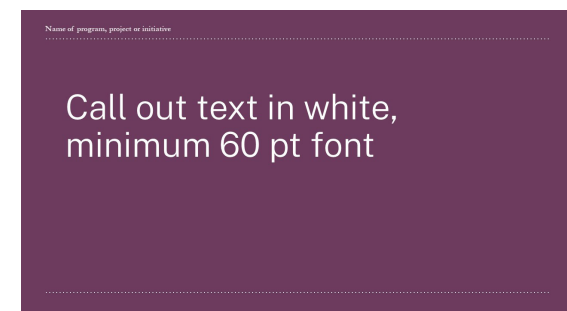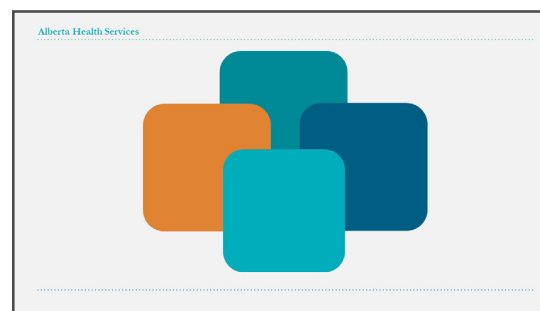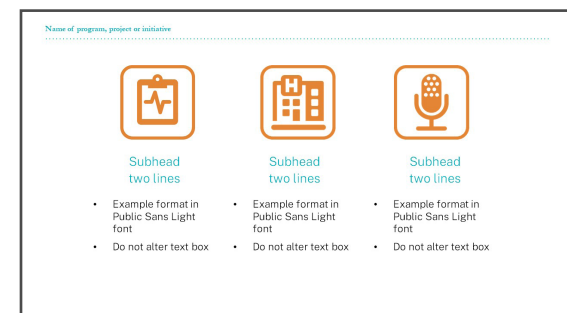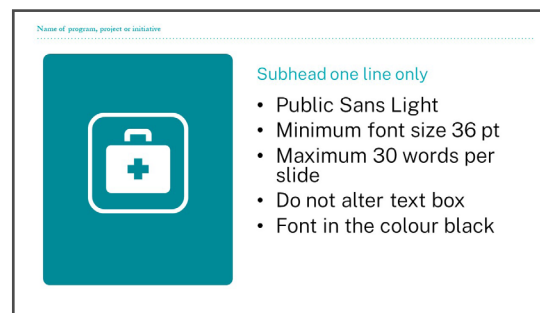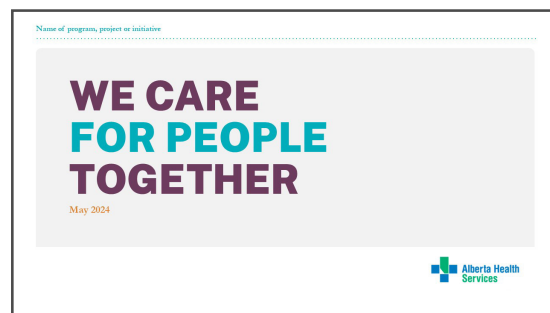
internal newsletter

Here is an example of an internal newsletter. A modified Word template is available for downloading on Insite or can be requested by emailing brand.toolkit@ahs.ca.

Newsletter title

Alberta Health Services newsletter | Month Year

Use a short caption under a photo or illustration

Header copy

Nam vel quam convallis, commodo nulla id, ullamcorper massa. Nulla sit amet sapien ultrices, mattis erat posuere, congue ipsum. Integer velit diam, dapibus nec cursus non luctus non odi nullam nec nibh non lacus sagittis ultricies sed non enim. Etiam vitae urna id magna porta convallis.

Integer mauris metus, vehicula ut nisi sit amet, gravida hendrerit nisi. Nullam nec lectus dignissim, auctor odio a, dapibus quam integer suscipit neque a augue volutpat.

Header copy

Etiam et tempus ligula, sed dictum metus. In sodales vestibulum nulla id semper. Nulla sagittis vehicula est, id pulvinar velit tincidunt ac. Donec enim justo, hendrerit eu pulvinar in, vehicula sed mi. Duis vestibulum malesuada dignissim. Donec porttitor ante vitae semper maximus.

Sed vitae dolor mi. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Praesent vitae augue nec risus scelerisque tempor. Ut diam nisi, ullamcorper ac tincidunt rhoncus, suscipit et nunc. Duis eget sollicitudin Etiam et tempus ligula, sed dictum metus in sodales vestibulum.

Header copy maximum two lines

Subhead copy

Donec enim justo, hendrerit eu pulvinar in, vehicula sed mi. Duis vestibulum malesuada dignissim. Donec porttitor ante vitae semper maximus.

Subhead copy

Curabitur ornare tristique dolor, non tincidunt dolor finibus eu. Curabitur vestibulum ullamcorper arcu in lacinia. In malesuada, mi in congue dignissim, nibh ante convallis ligula, sit amet scelerisque felis mi nec ipsum.

Subhead copy

Praesent vitae augue nec risus scelerisque tempor. Ut diam nisi, ullamcorper ac tincidunt rhoncus, suscipit et nunc.
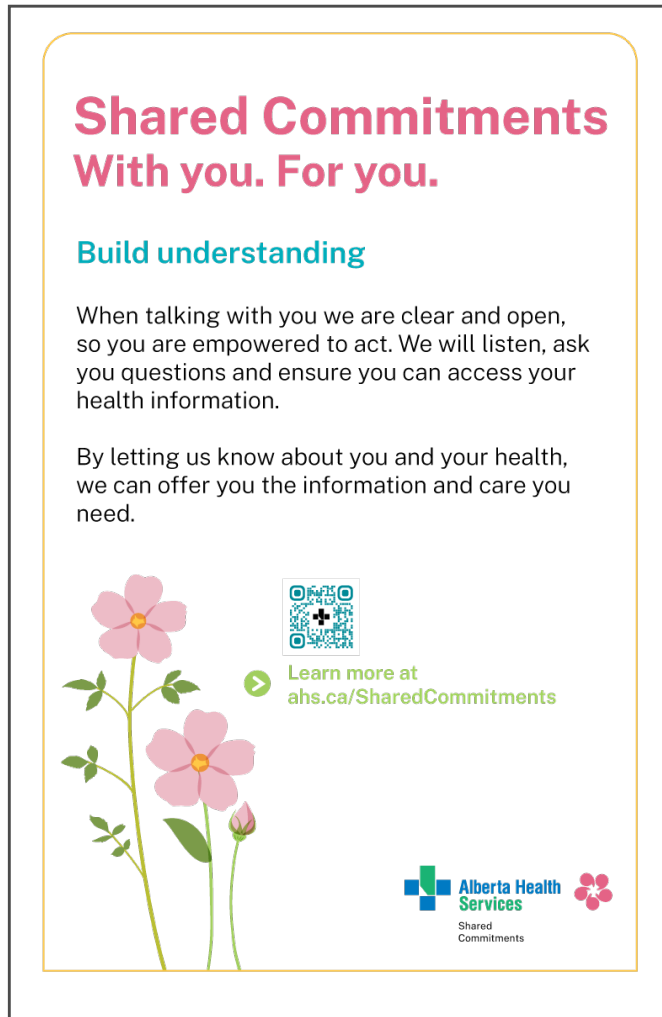
Subhead copy

Donec enim justo, hendrerit eu pulvinar in, vehicula sed mi. Duis vestibulum malesuada dignissim. Donec porttitor ante vitae semper maximus. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Praesent vitae augue nec risus scelerisque tempor.

Share your story of caring at the University of Alberta Hospital.
You can reach us at email at university.hospital@ahs.ca or by mail:
University of Alberta Hospital Administration
8440 – 112 Street NW, Edmonton, Alberta T6G 2B7

Alberta Health Services
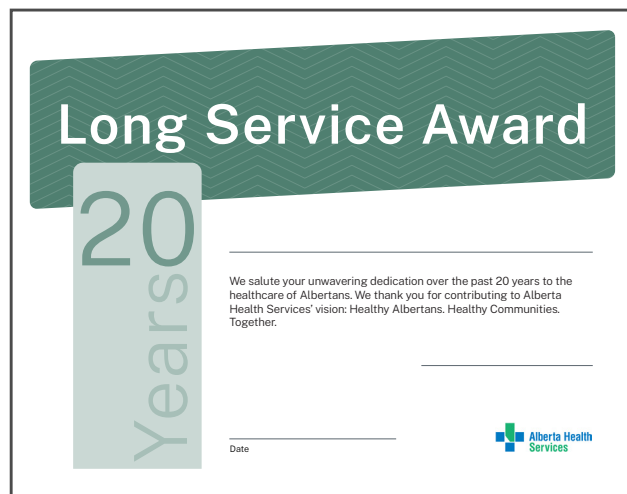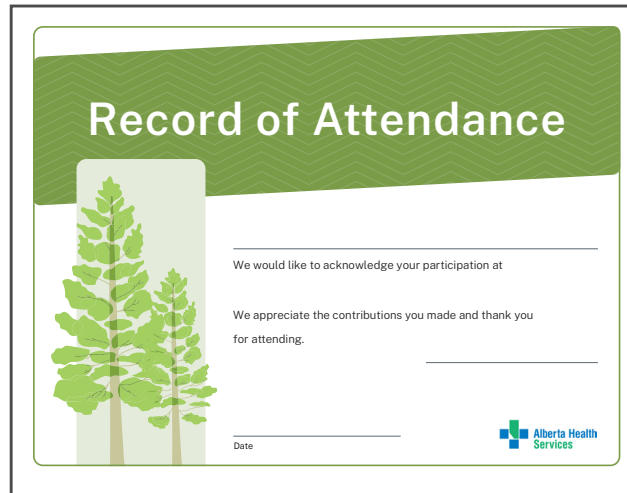
posters/ads

Examples of 11"x17" tabloid-size portrait and horizontal posters

Shared Commitments
With you. For you.

Build understanding

When talking with you we are clear and open, so you are empowered to act. We will listen, ask you questions and ensure you can access your health information.

By letting us know about you and your health, we can offer you the information and care you need.

Learn more at
ahs.ca/SharedCommitments

Alberta Health Services
Shared Commitments

One-hour
workshop series

Learn how we can help you

Food is life. We help Albertans better understand how it enriches and shapes their lives.

For more information, contact us at email@ahs.ca

Nutrition Services
Essential partners in health

recognition certificates

Examples of <u>recogniton certificates.</u> These and others can be downloaded on insite.

Record of Attendance

We would like to acknowledge your participation at

We appreciate the contributions you made and thank you for attending.

_____

Date

Alberta Health Services

Certificate of Recognition

We would like to thank you for your exceptional efforts to:

Your contributions are greatly appreciated and our team is proud to work with you.

_____

Date

Alberta Health Services

Long Service Award

20 Years

We salute your unwavering dedication over the past 20 years to the healthcare of Albertans. We thank you for contributing to Alberta Health Services' vision: Healthy Albertans. Healthy Communities. Together.

_____

Date

Alberta Health Services

Certificate of Completion

Congratulations for successfully completing

_____

Date

Alberta Health Services

posters/ads

Examples of 8.5"x11" letter-size portrait and horizontal posters

Essential partners
in health

Learn how we can help you

Food is life. We help Albertans better understand how it enriches and shapes their lives.

Join our workshop March XX from X p.m. to X p.m.

❯ RSVP by Feb XX to email@ahs.ca

For more information visit
Qrco.de/ahs.ca

Nutrition
Services
Essential partners
in health

Program, project, initiative
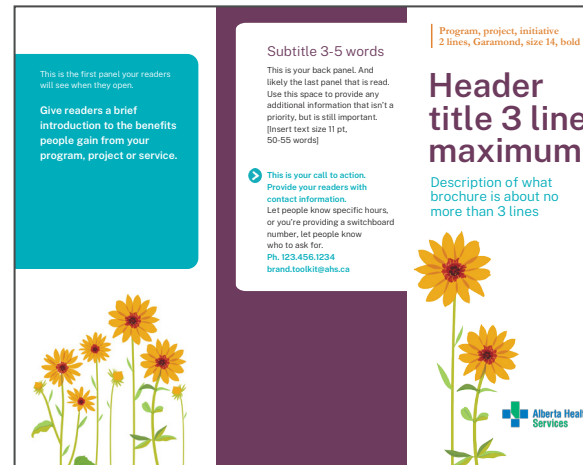2 lines, Garamond, size 18, bold

Header copy limit message to three lines

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur imperdiet Bibendum.

❯ For more information, contact us at email@ahs.ca

Alberta Health
Services

Sample bridgeline
Second line
Third line

brochure

Draft examples of three-panel brochures. For a modified Word template of these brochures, email brand.toolkit@ahs.ca.

miscellaneous

new

Protocols for elected and provincial officials

Protocol of the Office

lieutenantgovernor.ab.ca/role/symbols-and-protocol/protocol-and-hosting/

- Hosting
- Forms of address

Protocol and Ceremony

alberta.ca/protocol-and-ceremony.aspx

- Consular Corps of Alberta
- Protocol for ceremonies
- Flag etiquette
- Toasting the Queen
- Order of Precedence

AHS Style Guide

insite.albertahealthservices.ca/main/assets/tls/brand/tls-brand-writing-style-guide.pdf

Indigenous Land Acknowledgment

https://insite.albertahealthservices.ca/ihp/Page27529.aspx

Diversity and Inclusion

insite.albertahealthservices.ca/dvi/Page21926.aspx

AHS is committed to empowering a workforce that welcomes and celebrates diversity, to create culturally safe places for our people to provide the best possible patient and family centred care. We strive to celebrate our diverse workforce and the outstanding work we do every day.

learn more

For additional information about the AHS brand and branding activities, contact: brand.toolkit@ahs.ca.

Alberta Health Services