The Brand Toolkit was created by Community Engagement & Communications in 2016. For help and advice using it, contact one of the following:

Terry Bullick  
Publisher & Editor,  
*Apple* magazine  
terry.bullick@ahs.ca  
403-943-2892

Janine Poersch  
Editorial Assistant,  
*Apple* magazine  
janine.poersch@ahs.ca  
403-969-1857

Derek Shimozawa  
Coordinator,  
Multimedia  
derek.shimozawa@ahs.ca  
403-388-6350

Brand Toolkit  
brand.toolkit@ahs.ca

**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 Terry Bullick at terry.bullick@ahs.ca.

When printing the document, use the setting for landscape with binding 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 all Albertans in every community.

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

The perception people have about what we do and where we do it
the importance of branding

Brand consistency helps build trust

These guidelines and tools have been created to help you weave the AHS brand into your materials. Using them builds brand consistency, which has several benefits:

- It builds confidence in our organization
- It helps shape and solidify our messages
- It promotes our reputation
- It grows pride in and loyalty to our organization.

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

Being consistent with our brand also helps Albertans get to know us as an organization. Brand consistency makes it easier for people to understand our purpose and value, and to trust the work we do.

**Branding consistency will help better understand:**
- 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 the health and well-being of four million Albertans throughout their lives. 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 some 123,000 staff, volunteers and physicians dedicated to making a difference in the lives of Albertans.

These people are our organization’s greatest asset. 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 revolves around hospitals and community health centres. It also reaches across the spectrum of health care, from health promotion in school classrooms to end-of-life care in families’ homes.
The needs of people shape our organization

AHS is driven by twin engines. One is fuelled by knowledge, discovery, science and evidence. The other is by hope, compassion and a desire to help. Whatever our skills, education or jobs, we genuinely care for people and all contribute to our organization. We are resilient in the face of difficult change and agile in overcoming challenges of any description. We look for solutions to health problems and constantly work to improve the care and services we deliver. Our success and sustainability depend on anticipating and responding to the smallest details as well as seeing the big picture.

Our organization is shaped by the health needs of individuals, families and communities as well as broader groups and policies. Our roots can be traced to the first clinics and hospitals in the province. AHS is built on more than 150 years of advances and innovations in caring for the health and well-being of people. In 2009, Alberta’s nine health authorities, the Alberta Alcohol and Drug Abuse Commission, the Alberta Cancer Board and the Alberta Mental Health Board merged into a single entity, Alberta Health Services.

AHS is built on more than 150 years of advances and innovations in caring for the health and well-being of people. Today, we are shaping our future with four foundational strategies. The Patient First Strategy forms the foundation for our deep commitment to patient- and family-centred care. Our People Strategy contains concrete steps to support, empower and foster a fully engaged workforce, who will work together to advance our Patient First Strategy.

The Strategy for Clinical Health Research, Innovation and Analytics will generate, share, and use evidence to improve outcomes for Albertans and solve complex healthcare challenges. And our Information Management, Information Technology Strategy will allow health information to flow with Albertans, creating improved access to information at the point of care.

We’re set to move into the future with confidence and pride in our achievements. And we are driven by our passion to build and safeguard a healthcare system that is for all Albertans and second to none.
the brand essence
the brand essence

We care for people. Together.

These simple words are the essence of our brand. They reflect our desire to work closely with Albertans who are in our care, 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 54,000 babies, tending to two million emergency department visits and caring for patients who spend a total of 2.8 million days in our hospitals.
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 this vision in the spring of 2016 after consulting with staff, physicians, volunteers and several external partners. Our vision reflects many voices of AHS, our commitment to patients, families, and healthcare partners, and our passion for working together to care for Albertans.

Our vision
Healthy Albertans, Healthy Communities. Together.

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

Our values
compassion  accountability  respect  excellence  safety

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

NOTE
When the vision and values appear next to or adjacent to the AHS logo (such as the back of a business card), they are to be 75% of the size of the AHS logo.
brand characteristics
brand characteristics

Our brand characteristics are built upon our vision, mission and values. These are some of the words that describe the personality of Alberta Health Services.

genuine  warm  human  professional  personable  caring  confident  authentic  supportive  intelligent  mindful  curious  innovative  educated  collaborative  passionate  open  friendly  engaging  down-to-earth  scientific  innovative  knowledgeable  compassionate  responsible  empathetic  engaging  people-centric  preventative  courageous  passionate  respectful  accountable  safe  healthy  community-focused
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 audience(s) 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 would be based on our understanding of the audience we’re connecting with.
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 is going to 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.
Our brand is shaped by tone

The tone of our organization is shaped by our brand characteristics and organizational values.

Tone helps capture the meaning of our work and how it touches the lives of people and their communities.

Other underpinnings of AHS’s tone include:

**Truth and authenticity**
Our materials are factual and talk about real people, situations, experiences and emotions.

**Relevance and believability**
It’s important to capture the meaning of our work and how it touches the lives of people and communities.

**Inviting and welcoming**
Our organization exists to serve people. Being inviting and welcoming reflect the care and attention people receive at the frontlines of healthcare.

**Diversity and inclusion**
We welcome and respect the diversity of Albertans and their experiences, and treat all people with care, compassion, support, respect and dignity.

**Focus**
We are a vast organization that delivers thousands of services. It is impossible to tell everyone everything. Pinpoint your audience, topic and message.

**Knowledge translation**
Our organization has a tremendous amount of knowledge. Our audiences may not have the same knowledge. Our tone helps close the gap by translating complex concepts into ideas our audience can immediately understand.

**Solutions**
We help people and communities solve problems to improve their health and their lives.
tone

As a patient- and family-centred organization, we put people first
✅ For example:
   More than 500 people received renal care at an AHS clinic.
   Rather than:
   AHS treated more than 500 people at one of its renal care clinics.

We use positive language to say what something is rather than what it’s not
✅ For example:
   Given the large number of people at the evacuation centre, AHS anticipated an outbreak of viral gastroenteritis.
   Rather than:
   Given the large number of people at the evacuation centre, an outbreak of viral gastroenteritis was not unexpected.

We strive to be simple and supportive
✅ For example:
   Making your end-of-life wishes known to your family can help with difficult decisions later on.
   Rather than:
   Make your end-of-life wishes known to family to help with difficult decisions later on.

We are respectful and do not blame people for their circumstances
✅ For example:
   Education, lifestyle and using tobacco and alcohol affect our health.
   Rather than:
   Risk factors, over which we have some control, include educational attainment, head injury, tobacco and alcohol use.

We use plain English
✅ For example:
   We’re looking for people to talk with us about creative solutions for healthcare in Alberta.
   Rather than:
   We are looking for people interested in participating in dialogue with AHS that will lead to creative solutions to healthcare services across Alberta.

Simple, active and concise language is effective and memorable. For most communications to Albertans, patients, residents, staff, physicians and partners, aim for:
- Grade 9 to 10.5 reading level
- Average sentence length no more than 18 words; no sentence longer than 30 words.
For more on writing, see the AHS Style Guide on Insite.
typography
Typography conveys style, tone and voice

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

The AHS fonts are professional, classic and versatile

Serif and sans serif, what are they?

Serif fonts are characterized by the small lines that tail from the edges of their lettering. Their decorative shape makes them an ideal font for print materials. Sans serif fonts, such as the one you’re reading, do not have tails on the edges. These fonts 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.
Helvetica Neue

The original Helvetica was designed for versatility and has become one of the most widely used typefaces in the world. Through improvement in technology, Helvetica evolved into Helvetica Neue. Changes were subtle.

Some font designs have the ability to ignite a feeling or emotion; Helvetica’s creators envisioned a neutral typeface with clarity and no inherent meaning. This makes the font well suited for AHS’s use because it allows messages to be conveyed and processed for what they are. Incorporating a versatile font such as Helvetica Neue caters to healthcare’s ever-changing environment.

**Best uses**

- Helvetica Neue’s versatility makes it an ideal font for any material, whether in print or online. It can be used in various weights.

**Suggestions for use (weighting dependent):**

- Headings (bold, italics, regular and light)
- Subheads (italics, regular)
- Body copy (regular only)
- Pullquotes (italics, regular, bold)
- Graphic element type
- Placing emphasis on text (bold or italics).

Helvetica Neue Thin

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

Helvetica Neue Light

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

Helvetica Neue Roman

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

Helvetica Neue Medium

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

Helvetica Neue Bold

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

Helvetica Neue Heavy

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

Helvetica Neue also includes a condensed version, but its use is not recommended.
**Arial**

Many computers, including those at AHS, do not have Helvetica so Arial is also part of our family of fonts. It is an acceptable substitute. For widely produced print materials, however, Helvetica is preferred.

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

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

**Best uses**
An ideal font 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, italics, regular)
- Subheads (italics, regular)
- Body copy (regular only)
- Pull quotes (italics, regular, bold)
- Graphic element type.

**Arial Light**

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

**Arial Regular**

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

**Arial Medium**

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.

**Arial Extra Bold**

AHS is quickly delivering complex, quality services within Alberta’s five major zones.
Garamond dates back to the 1500s. Its use has continued over the centuries and the font has outlasted many other typefaces. Garamond has weathered several changes and redesigns, making it a timeless and cherished font. It evolved out of efforts to make traditional handwritten styles more readable.

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

**Best uses**

Garamond is a serif font, making it ideal for body copy and print materials.

**Suggestions for use (weighting dependent):**

- Body copy (regular only)
- Subheads (regular, italics)
- Placing emphasis on text (bold, italics).

_Garamond Regular_

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

_Garamond Italic_

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

_Garamond Semibold_

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

_Garamond Semibold Italic_

**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.**

_Garamond Italic_

**AHS is quickly delivering complex, quality services within Alberta’s five major zones.**
This is another widely used typeface. Palatino Linotype was built for readability, whether it is on screen or on print. This font has tremendous versatility—its light lines and large letter size make it legible even when used as fine print.

**Best uses**

Palatino, like Helvetica, is built for functionality. It can be used in virtually any setting for any purpose. It is used in many corporate materials and works well in headlines.

**Suggestions for use (weighting dependent):**

Use Palatino primarily for body copy in print materials. Use sparingly for online text as it is a serif font.
- Body copy (regular)
- Emphasis on text (bold, italics).

**A note on web fonts**

The AHS WebComm team follows different typography rules, primarily to deal with online text.

The main fonts used on AHS.ca are:
- Helvetica Neue, Helvetica, Arial, Tahoma and Verdana.

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

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

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

AHS is quickly delivering complex, quality services within Alberta’s five major zones.
colour palette
### Our corporate colours

#### Main corporate colours

<table>
<thead>
<tr>
<th>Pantone™ colours</th>
<th>CMYK colours</th>
<th>RGB colours</th>
</tr>
</thead>
<tbody>
<tr>
<td>AHS Blue Pantone 300</td>
<td>AHS Blue C100, M62, Y7, K0</td>
<td>AHS Blue R0, G92, B185</td>
</tr>
<tr>
<td>AHS Green Pantone 7482</td>
<td>AHS Green C95, M8, Y100, K1</td>
<td>AHS Green R0, G157, B78</td>
</tr>
</tbody>
</table>

#### What are Pantone™ colours?

Pantone™ is a standardized colour matching system in which colours are each assigned individual numbers. This system allows professional printers to represent a desired colour with a high degree of accuracy. Use these Pantone™ colours for all materials requiring a professional printer such as signage, merchandise and pre-printed materials such as stationery.

**NOTE**
The Pantone™ colours are for coated and uncoated paper.
Colour is key to brand consistency

Think of the red and white of Coca-Cola and the primary of Google. Colour is a central expression of brand and identity.

The blue and green of AHS’s logo is synonymous with the organization. Our colour palette complements those colours and also removes the need to use them exclusively in many materials.

**Secondary colour palette**

**Blues**

- AHS Cyan
  Pantone 7466
  C95, M0, Y31, K0
  R0, G173, B187

- AHS Teal
  Pantone 321
  C100, M22, Y43, K2
  R0, G137, B150

- AHS Dark Blue
  Pantone 7469
  C100, M58, Y30, K10
  R0, G94, B133

**Greens**

- AHS Light Green
  Pantone 367
  C40, M0, Y81, K0
  R164, G213, B93

- AHS Lime Green
  Pantone 583
  C32, M13, Y100, K0
  R184, G190, B52

- AHS Dark Green
  Pantone 576C
  C57, M22, Y91, K4
  R122, G156, B73

**Yellows**

- AHS Yellow
  Pantone 1225
  C0, M22, Y93, K0
  R255, G200, B67

- AHS Dark Yellow
  Pantone 124
  C7, M35, Y100, K0
  R236, G170, B33

- AHS Orange
  Pantone 7413
  C9, M57, Y93, K0
  R226, G132, B50

**Complementary colour palette**

**Lights**

- AHS Dusty Teal
  Pantone 623
  C41, M16, Y33, K0
  R154, G185, B173

- AHS Khaki
  Pantone 5797
  C23, M14, Y45, K0
  R199, G200, B155

- AHS Dusty Gray
  Pantone 429
  C38, M28, Y27, K0
  R164, G169, B173

- AHS Dusty Mauve
  Pantone 5155
  C24, M36, Y15, K0
  R194, G164, B183

- AHS Dusty Teal
  Pantone 625
  C71, M34, Y58, K12
  R79, G127, B112

- AHS Light Pink
  Pantone 510
  C4, M30, Y9, K0
  R237, G190, B201

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

- AHS Smoky Teal
  Pantone 625
  C71, M34, Y58, K12
  R79, G127, B112

- AHS Dark Khaki
  Pantone 5773
  C47, M33, Y69, K7
  R139, G144, B100

- AHS Dark Gray
  Pantone 431
  C66, M52, Y45, K17
  R92, G102, B112

- AHS Dark Mauve
  Pantone 5125
  C56, M84, Y39, K24
  R109, G58, B93

**Darks**

- AHS Dark Blue
  Pantone 7469
  C100, M58, Y30, K10
  R0, G94, B133

- AHS Dark Yellow
  Pantone 124
  C7, M35, Y100, K0
  R236, G170, B33
colour palette

Colour has meaning

The Pantone Color Institute describes blue as: “From the quiet cool of the azure sky above to the thought-provoking inky blues of the ocean depths below, the blues are a color range of infinite possibilities. The most dominant color in our natural habitat, blues are the most globally accepted color range. With most connections to blue derived from a non-turbulent sea and sky, the human mind embraces the concept of blue as tranquil and constant.” For more, visit pantone.com/blue.

The Pantone Color Institute describes greens as: “The human eye literally sees more green than any other color. The hue of foliage, grass, and growing plants; bountiful trees, lush meadows and clinging vines; the shade of forests and jungles; elves and leprechauns; the product of the Irish patriarch and St. Patrick’s Day; with a multitude of greens so plentiful in the surrounding world, there are many moods the green family can convey.” Read more at pantone.com/green.

Yellow is a luminous colour that captures our attention more than most other colours. It warns us of danger, advises caution and imparts happiness and optimism. It is sunshine and warmth. Yellow stimulates brain activity and encourages communication. On the flip side, yellow can also cause fatigue and strain the eyes. For reasons of legibility, use sparingly in headlines and avoid using altogether in body copy.

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.

Gray is cool, neutral and balanced. Often described as sophisticated and formal, it 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.
photography
The vision we’re working towards

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 T.V.

Aim to use images that show people in many settings and situations.

Photos need to be at 300 dpi (dots per inch) for print and 72 dpi for web close to the size they will be used.
photography

Our images reflect the diversity and inclusion of Albertans’ race, religious beliefs, gender, gender identity, gender expression, physical disability, mental disability, age, ancestry, place of origin, marital status, source of income, family status, sexual orientation, education and perspectives.
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 with a nurse in hospital)
- Observed moments rather than posed or staged situations.
ilustration
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:

- Are able to simply represent complex ideas
- Show people with facial features (especially eyes, ears and mouths)
- Portray solutions rather than problems.

We will strive to use illustrations that show concepts that evoke emotions.

Note: Detailed visual guidelines are available from brand.toolkit@ahs.ca
We use illustrations to convey concepts that are difficult or impossible to photograph.

- **Concept:** More distractions in our lives make it difficult for us to focus.
- **Concept:** Disruptions in family life when parents work out of town.
- **Concept:** Immunization as protective community armour.
- **Concept:** Learning to deal with memories of fear after trauma.
- **Concept:** Fast and slow thinking.
- **Concept:** Removing the hurdles to care.
Icons can simplify the complex

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.

You can review a PDF library of AHS icons on Insite. To request a group of icons, email brand.toolkit@ahs.ca.

We will strive to use icons to illustrate simple concepts and increase readability.
the AHS logo
the AHS logo

Our logo is the visual representation of our identity

Composition of the logo

Representation of the province of Alberta

The graphic portion forms a medical cross

Graphic portion

Wordmark portion
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.
logo

Colour

AHS Blue
Pantone 300
C100, M42, Y0, K0
R0, G101, B189

AHS Green
Pantone 7482
C95, M0, Y90, K0
R0, G165, B81

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

Reverse logo/white logo

Use the reverse (white) logo on colour or black backgrounds.
**Minimum logo spacing**

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

**Minimum print size**

- Alberta Health Services
  - 1.25 inches 3.2 cm wide
  - 0.6875 inches 1.7 cm high

**Minimum electronic size**

- Alberta Health Services
  - 100 pixels
  - 60 pixels
**Incorrect uses of the logo**

Do not use outline lettering

The wordmarks must remain in position

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

Do not place in an outline box
logo usage

Promotional materials – use of wordmark

When the logo needs to be applied to promotional materials such as pencils, pens and lapel pins, it is permissible to use only the wordmark (Helvetica 77 Bold Condensed) part of the logo. In addition, the wordmark may be placed on one line. It is not permissible to alter the arrangement of the graphic portion of the logo and the wordmark portion when they are used together.

For more information of promotional material, see page 65.
logo format

Logo file format applications guide

Please note EPS files often appear to have jagged edges on-screen, but produce absolutely crisp printouts. You can test this by placing your EPS file in a new document (it may appear black and jagged even if it is a colour logo) and printing a test page from your printer. EPS files are vector graphics, meaning they can be resized without distortion or loss of detail.

TIFF, GIF, and JPG files are raster graphics, which means detail is composed of pixels. The quality of digital images degrades as they are enlarged. For print documents, TIFF and JPG files need to be at least 300 dpi (dots per inch) close to or larger than the size they will be used. For online and computer use, TIFFs, GIFs and JPGs need to be a minimum of 72 dpi and close to or larger than the size they will be used.

One of the most common problems users encounter is opening logo files. If you cannot open a logo file, first create a new document in your preferred software program. Second, place or import the logo file into your new document and keep backup copies of your logos. If you are importing a file into a Microsoft program, JPG and TIFF files typically work best.

In some programs (Microsoft Word®, Excel® and PowerPoint®) hold down the shift key while resizing logos to avoid distortion in the logo.

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

<table>
<thead>
<tr>
<th>Type of project</th>
<th>recommended file format</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>EPS</td>
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<tr>
<td>Banners</td>
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<tr>
<td>Books</td>
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<tr>
<td>Business cards*</td>
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<tr>
<td>Journals</td>
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<tr>
<td>Letterhead*</td>
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<td>Stationery*</td>
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<td>Newsletters</td>
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<td>Webpages</td>
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<td>Painting programs</td>
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<td>Video editing</td>
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<td>Web building (vector)</td>
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<tr>
<td>Web building (pixel)</td>
<td>⊗</td>
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<tr>
<td>Word processing</td>
<td>⊗</td>
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</tbody>
</table>

- ⊗ Recommended
- ⊗ Acceptable
- ⊗ Not permitted

* must be produced by official printer
** must have a resolution of 300 dpi at actual size and be in the CMYK colour format
In most applications, the logo is approximately the same height as the Government of Alberta logo.

Any subsequent logos must be added using a single square on either side of the line for consistency.

When the Alberta Health Services logo appears with the Government of Alberta logo use the following guidelines:
- The logos appear side by side.
- The Government of Alberta logo always appears to the left.

Use a buffer zone the size of the capital H in the word Health. This is the minimum allowable space separating the logos. Logos can be positioned farther apart, but cannot be positioned closer than the minimum buffer zone.
### Logo Hierarchy

#### Hierarchy Placement

**With Subsidiaries**
When AHS owns the entity, no vertical line appears between the two logos. The size of the subsidiary’s logo is to be 75% of the AHS logo. Subsidiaries include AHS facilities, programs, initiatives and projects.

![Example of logo hierarchy with subsidiaries](image1)

**With Partners and Subsidiaries**
Separate the logos of AHS and its owned entities from a third-party logo with a vertical line as shown.

![Example of logo hierarchy with partners and subsidiaries](image2)

**Note**
For more than one subsidiary, use the AHS logo only.
A bridgeline is a way to link our different entities

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

Using a bridgeline is important to brand consistency and eliminates the need for additional logos from within AHS.

Some logos (such as those for CoAct, Apple magazine, the Alberta Children’s Hospital and Stollery Children’s Hospital) will be grandfathered, meaning they can still be used.

The development and use of any new logos is strongly discouraged and requires approval of Community Engagement & Communications. Contact Terry Bullick at 403.943.2892 or terry.bullick@ahs.ca for details.

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

Bridgelines are widely used by a number of organizations such as the governments of Alberta and Canada and the universities of Alberta and Calgary.

NOTE:
- Bridgelines are in AHS Dark Gray (Pantone 431) or its CMYK equivalent (C66, M52, Y45, K17)
- Bridgelines have a maximum of three lines
- Bridgeline copy is smaller than the size of the wordmark copy
- Logos with bridgelines follow the same minimum sizing as the AHS logo on p. 40
- Words such as department, program and initiative are not needed in bridgelines.

Copy any line cannot extend wider than the second “h” in the word Health.
bridgelines

AHS bridgelines in colour

Alberta Health Services
Collaborative Practice, Nursing & Health Professions

Alberta Health Services
Central Zone

Alberta Health Services
Workplace Wellness

Alberta Health Services
Foothills Medical Centre

AHS bridgelines in black

Alberta Health Services
Seniors Health Strategic Clinical Network

Alberta Health Services
Foundation Relations

Alberta Health Services
Tobacco Risk Reduction

AHS bridgelines in reverse

Alberta Health Services
Community Engagement and Communications

Alberta Health Services
Northern Lights Regional Health Centre

Alberta Health Services
Sexual & Reproductive Health

Alberta Health Services
Mental Health Capacity Building in Schools

NOTE
To request a bridgeline, contact your communications advisor or email brand.toolkit@ahs.ca.
vision & values graphics
Our vision

AHS’ vision is represented by the following graphic.

Healthy Albertans. Healthy Communities. Together.

The vision graphic is distinct to AHS and is not to be used for other products, initiatives or services. It is intended for internal and external use.

Applying the AHS visions graphics

Versions of the vision graphic are available to download from Insite.

Standards for use:

- Colours are set and must remain as illustrated; black and white version are acceptable.
- The incorrect uses of the AHS logo shown on page 41 also apply to the mission graphic.

Minimum spacing

To ensure the graphic is legible, use a visual buffer (such as a rectangle of white space); equal to the height of the “H”.

Minimum print size

The minimum reproduction sizes ensure the graphics remain legible.

Minimum electronic size

65 pixels
Graphic colours and typeface

The typeface for the AHS vision graphic is Helvetica Neue Light Standard, Bold.

Colours for the AHS vision graphic are from AHS’ colour palette.

- **AHS Dark Gray**
  - Pantone 431
  - C66, M52, Y45, K17
  - R92, G102, B112

- **AHS Dark Blue**
  - Pantone 7469
  - C100, M58, Y30, K10
  - R0, G94, B133

Using the vision graphic with the AHS Logo

When using the vision graphic and the AHS logo together, the following standards apply:

- The AHS logo appears to the left or above the AHS vision graphic.
- Align the baselines of the AHS logo and AHS vision graphic; the AHS vision graphic appears at 75% of the size of the AHS logo.
- Separate the logo and vision graphics by a space at least as wide as one of the blue squares in the AHS logo.
- Separation by a vertical line or other visual element is not required.

Horizontal Placement

![Horizontal Placement of AHS Logo and Vision Graphic](image)

Healthy Albertans. Healthy Communities. Together.

Vertical Placement

![Vertical Placement of AHS Logo and Vision Graphic](image)

Healthy Albertans. Healthy Communities. Together.
values graphics

Our values

AHS’ values are represented in a series of graphics:

The AHS values graphics include the following elements: AHS CARES and a graphic for each of the five values.

The values graphics are distinct to AHS, and can appear with is the AHS logo. They must not be used for other products, initiatives or services. The values graphics are mainly intended for internal use.

Applying the AHS values graphics

Colour versions of the values graphics are all available to download from Insite.

Standards for use:

- Colours are set and must remain as illustrated.
- The open-ended ring cannot be used with AHS cares or one of the five values.
- The open-ended ring is always surrounded by a white outline to keep it from blending into the background.
- The incorrect uses of the AHS logo shown on page 41 also apply to the vision graphics.
- When listing the five values, the order is always: 
  - Compassion
  - Accountability
  - Respect
  - Excellence
  - Safety

Using the values graphics

The values are equally important, but specific values can be highlighted with a dedicated graphic. When representing one or more of the values, use only the AHS cares graphic.
values graphics

Minimum spacing
To ensure the graphic is legible, use a visual buffer (such as a rectangle of white space); equal to the height of the “H”.

Minimum print size
The minimum reproduction sizes ensure the graphics remain legible.

Minimum electronic size

Graphic colours and typeface
The typeface for AHS CARES and the individual values is Helvetica Neue Light Standard, Bold.

Colours for the AHS values graphics are from AHS’ colour palette. The colours assigned to each value are not interchangeable. For instance, respect is always red; safety is always be yellow, and so on.

- **compassion**
  - AHS Dark Green
  - Pantone 576C
  - C57, M22, Y91, K4
  - R122, G156, B73

- **accountability**
  - AHS Orange
  - Pantone 7413
  - C9, M57, Y93, K0
  - R226, G132, B50

- **respect**
  - AHS Red
  - Pantone 180
  - C17, M91, Y89, K6
  - R195, G58, B50

- **excellence**
  - AHS Cyan
  - Pantone 7466
  - C95, M0, Y31, K0
  - R0, G173, B187

- **safety**
  - AHS Dark Yellow
  - Pantone 124
  - C7, M35, Y100, K0
  - R236, G170, B33
Using the values graphics with the AHS Logo

When using the values graphics and the AHS logo together, the following standards apply:

- The AHS logo appears to the left or above the AHS cares graphic. The individual values graphics are not used with the AHS logo.
- Align the baselines of the AHS logo and AHS cares graphic; the AHS cares graphic appears at 75% of the size of the AHS logo.
- Separate the logo and the AHS values graphic by a space at least as wide as one of the blue squares in the AHS logo.
- Separation by a vertical line or other visual element is not required.
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.

One-sided card

Albert Smith
BA Comms
Senior Communications Advisor

10101 Southport Road SW Calgary, Alberta T2W 3N2
p: 403-943-2802 c: 403-471-3972 f: 403-943-1880
Albert.Smith@ahs.ca

Learn more about us at: ahs.ca.
business card

Two-sided cards

Albert Smith
BA Comms
Senior Communications Advisor
Foundation Relations
10101 Southport Road SW Calgary, Alberta T2W 3N2
p: 403-943-2802 c: 403-471-3972 t: 403-943-1880
Albert.smith@ahs.ca

Learn more about us at: ahs.ca.

Albert Smith
BA Comms
Senior Communications Advisor
Foundation Relations
10101 Southport Road SW Calgary, Alberta T2W 3N2
p: 403-943-2802 c: 403-471-3972 t: 403-943-1880
Albert.smith@ahs.ca

Learn more about us at: ahs.ca.

Albert Smith
BA Comms
Senior Advisor
e-People
10101 Southport Road SW Calgary, Alberta T2W 3N2
p: 403-943-2802 c: 403-471-3972 t: 403-943-1880
Albert.smith@ahs.ca

Learn more about us at: ahs.ca.

Healthy Albertans.
Healthy Communities.
Together.

Our vision

Healthy Albertans.
Healthy Communities.
Together.

Our vision
The letterhead contains:

- Alberta Health Services logo in colour, horizontal format
- Address, telephone, fax number and web address in blue, Pantone™ 300 C.

AHS stationery (e.g. letterhead, business cards, envelopes) must be produced by the designated printers of record for AHS. Staff have the option of either printing their letter content directly onto preprinted letterhead or selecting the letterhead template from Insite, adding body copy, and printing directly onto plain paper.

Contact information and sub-designations are horizontally centered on the page and are not used on subsequent pages of a letter.
The envelope contains:

- Alberta Health Services logo in colour, horizontal format
- Department and/or facility and address in blue, Pantone™ 300 C

AHS stationery (e.g. letterhead, business cards, envelopes) must be produced by the designated printers of record for AHS. Staff have the option of either printing their letter content directly onto preprinted letterhead or selecting the letterhead template from Insite, adding body copy, and printing directly onto plain paper.

For details on ordering envelopes, business cards, letterhead or other similar stationery, visit insite.albertahealthservices.ca/1498.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).

Optional elements:
• First and last name may be printed on the front of the card when required by staff function.

The new standards for staff ID badges will be managed by Protective Services and occur over coming months. For additional information please contact:
Wayne Pelletier
Provincial Manager, Enterprise Security Systems
Protective Services
provincialbadgingoffice@ahs.ca
card.access@ahs.ca

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

Examples of existing signs that have been altered to meet the Alberta Health Services overall visual identity standards are shown here.

- Logo may be reverse (white) on a blue background or colour on a white background.
- All colours must adhere to the Pantone™ colour model.

For vinyl films, these colours are to be used as Pantone equivalencies:
- Blue Pantone 300 – 3M graphic film Intense Blue Pantone 300C
- Green Pantone 7482 – 3M graphic film Light Kelly Green Pantone 347C
- Red Pantone 180 – 3M graphic film Red Pantone 180C.

- Facility name can come before the AHS logo on signage only for functional reasons.
- If the Alberta Health Services logo is followed by other sub logos and or wordmarks, use the reverse (white) AHS logo on a blue, Pantone™ 300 C background. Sub logos and or wordmarks to appear on a white background.
- Additional text (ie. EMERGENCY, Public Parking) on sign must be in title case or upper case and must either be Helvetica 75 Bold or 55 Regular.
- If text is placed on colour background then text must be reversed out to white.
- If text is placed on a white background then text must be black.

- If the AHS logo stands alone, it is in full colour, horizontal.
Example of directional signage to reflect the AHS visual identity standards.
signage

All requests for new or altered signage must be approved by both facility/program leads and Community Engagement and Communications. Community Engagement and Communications will work with designers or suppliers to create signage as needed.

- Facility name can come before the AHS logo on signage only for functional reasons.
display booths

Place the logo in the upper half of the display so it is visible if a table or podium is placed in front of display.

- The logo may be reversed out of a blue bar or a colour logo may be placed on a white bar.
- Whenever possible use a large photograph or illustration that plays to the purpose of the display and audience.

- If sequential banners are situated close to each other then all banners may be utilized to form one large image for greater visual impact.
- A tiled pattern of the AHS logo may be created to form a wallpaper effect.
- Include the web address on the panel; if sequential banners are used, use the logo on at least one banner.

Design proofs for all display booths must be approved by Community Engagement & Communications before production. To request support for the development of a display to meet your program needs, or for approval of design proofs, please contact your communications advisor or 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 embossed/engraved letters do not fill in, and are legible.
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 (Helvetica, Arial, Garamond or Palatino in bold or regular)
- 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 – note: “www” is not needed).

**Optional (use one only):**
- AHS logo
- Department, program, project or initiative bridgeline.
email signature

**Examples**

**Basic**

Albert Smith  
Senior Communications Advisor  
Foundation Relations  
P: 999-999-9999

---

**Basic with bridgeline**

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

---

**Basic with logo**

Albert Smith  
Senior Communications Advisor  
Foundation Relations  
P: 999-999-9999  
Albert.Smith@ahs.ca  
Learn more about us at ahs.ca.

---

**Basic with logo and address**

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

We care for people. Together.

OUR WORK
- Includes immunizing 1.2 million people
- Responding to a half million EMS calls
- Delivering 54,000 babies

BY THE NUMBERS
- Serve more than four million Albertans
- Provide healthcare in 145 communities
- Work 24/7, 365 days a year

Health and healthcare for Albertans.
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.

**Workplace Health & Safety Newsletter**

Modified work is a proactive way to assist injured workers return and contribute to the workplace as soon as functionally able. Benefits include psychosocial well-being of the worker, increasing employee engagement and reducing claim costs.

**SAFETY MOMENT**

**Electric Pallet Jack Safety**

Electric pallet jacks are designed for lifting and transporting materials on pallets over relatively short distances. They come in many different types and designs and are vital to daily operations in our facilities. Even though they seem simple to use, they can be dangerous when used by an untrained operator or in an unsafe manner. Not anyone can simply operate a pallet jack or any other powered mobile equipment; you must be trained. For more details please contact your manager or WHS Advisor.

**SAFETY DISCUSSIONS**

**Hazards**

By making a point of talking about safety, leaders demonstrate their commitment to both worker and patient safety. These interactions allow leaders to learn from frontline workers. When employees share their concerns regarding hazards, near misses, incidents, leaders gain an understanding of why unsafe acts or conditions exist.

Open dialogue is critical. A conversation about safety engages everyone in sharing their ideas for improvement and encourages everyone to contribute to the safety culture.

**SAFETY UPDATES**

**Food Safety**

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For more information contact your WHS Services Team.

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**Click here for the Modified Work Toolkit**

For more information contact your WHS Services Team.
Active living is an act of health
Tennis, badminton and other racquet sports help keep your mind and body healthy.

Learn more at ahs.ca/activeliving
internal poster/ad

Example of a horizontal poster (11 x 8.5 inches). For a Word template, email brand.toolkit@ahs.ca.

Rest well. Grow well.
Sleep helps your baby grow and develop. See tips for helping your baby sleep well.
Learn more at ahs.ca
Draft example of infographic poster 8.5 x 11 inches) for AHS Green ‘n Healthy Buildings.
Draft example of a three-panel brochure (11 x 8.5 inches) for Destination Home. For a modified Word template of this brochure, email brand.toolkit@ahs.ca.
For additional information about the AHS brand and branding activities, contact: brand.toolkit@ahs.ca.