



Connect Care

Identity Style Sheet

AHS has adopted brand standards to help tell our story, share who we are, what we do and what we bring to the lives of people we serve. The pillars of a good brand are consistency and repetition in all materials. Using brand elements such as colours, tone, graphics and design consistently helps people understand and tells people what they can expect of us. This style sheet is intended to help Connect Care use elements consistently and build a strong identity within AHS.

Connect Care bridgeline

The Connect Care bridgeline is linked to the AHS logo. It's the foundation of Connect Care's identity and the central graphic used in all materials such as email signatures, business cards, reports, brochures, PowerPoints and more.

Connect Care bridgeline



Example in an email signature

Name

Title

Connect Care

P: 999-999-9999

Learn more about us at ahs.ca/connectcare.



Example on a web page



Bridge illustration

The bridge illustration conveys Connect Care's focus on building healthcare bridges and connecting care for patients, families and healthcare professionals. It is secondary to the Connect Care bridgeline and is not a logo. It's a visual element that adds appeal and helps simplify the complexity of Connect Care. You can use the illustration throughout your materials except on stationary materials such as letterhead, business cards, email signatures, agendas and memos.

Bridge illustration



Example on a brochure



Wordmark

A wordmark identifies programs, projects and activities associated with Connect Care. It's used on the top left of materials or as a folio in a report or booklet. For example, you can use it to identify AHS Provincial CIS, sections of a report, or other projects within Connect Care. You would not use a wordmark on a business card, in an email signature, or on other stationary items such as memos, letterhead or agendas. Wordmarks are best on creative materials such as brochures, infographics, posters and reports.

Examples of wordmarks

AHS Provincial CIS

A more complete picture of health

Example of a wordmark as a folio

Goals & Objectives

Colour palette

The Connect Care colour palette complements the nature of the project. Yellow and Orange combined with Dark Blue, Teal and Gray create a perfect balance between friendliness, comfort and professionalism. The dark colours are used most frequently to help with legibility and lighter colours for accents and graphic elements.



Dark Blue
R0
G94
B133

Teal
R0
G137
B150

Dark Gray
R92
G102
B112

Orange
R226
G132
B50

Yellow
R255
G200
B67

Example of a wordmark on a newsletter

A more complete
picture of health

abridge

Better tools and seamless
information for Albertans' health
Newsletter • Summer 2017



Taking a huge step with a bold project

Connect Care means better healthcare for Albertans

Check inside

Using technology
to put information
at our fingertips

Measureable
benefits of
streamlined
information

Next steps

Connect Care is a huge step forward in electronic health record keeping. It will fundamentally change how Alberta Health Services delivers healthcare in the province.

Through this bold project, we're investing in Albertans' health. Connect Care will put the tools, technology and resources in place to make comprehensive patient information accessible to health providers and patients, when and where they need it.

Better information means better healthcare for all Albertans.

Connect Care will mean healthcare teams can make quick, informed decisions and provide patients and families better care.

As well, Connect Care will result in all patients moving more seamlessly between care providers, services and facilities.

Health and healthcare are changing rapidly. Both patients and healthcare providers depend on an ever-growing amount of information to support their important healthcare decisions. Technology can help them navigate and filter health information. As well, Albertans want more ownership of their health and healthcare records.

Connect Care will support the work we do, and enhance the quality of care we provide, with better tools and seamless information to support patients and clinicians.



Connect Care

Fonts

Connect Care uses AHS brand fonts throughout all materials. AHS fonts include Helvetica Neue, Arial, Garamond and Palatino. Arial and Helvetica Neue are recommended for web, email and online materials. And Garamond and Palatino for print.

Most computers do not have Helvetica Neue and Arial is recommended as a substitute. Helvetica Neue is primarily used in professionally-designed materials.

Arial, Arial, *Arial*

Helvetica Neue, Helvetica Neue, *Helvetica Neue*

Garamond, Garamond, *Garamond*

Palatino, Palatino, *Palatino*

