



In most cases, Connect Care adheres to the Alberta Health Services (AHS) writing guidelines ([available on Insite](#)). This means following the Canadian Press Stylebook and the Canadian Oxford Dictionary.

## Session Names

- No hyphens (e.g. Direction Setting not Direction-Setting)
- Capitalize names of sessions, but do not capitalize the word session (e.g. Validation and Adoption sessions). Exception: You can capitalize sessions in headings.
- These rules apply to Direction Setting sessions, Groundwork sessions, Adoption and Validation sessions, Clinical System Design sessions).

## Acronyms

- On first mention, spell out in full followed by acronym in brackets. You can use just the acronym on subsequent mentions.  
Examples: Alberta Health Services (AHS) or Connect Care Executive Council (CCEC).
- Don't provide the acronym if the spelled-out version only appears once in a document.
- Spell Connect Care out in full. Avoid shortening to CC. Exception: You can use cc to shorten a file name, such as *cc-sme-faqs-.docx*).
- Spell out subject matter expert. Avoid shortening to SME.

## Epic

- Capitalize the first letter only. Epic not EPIC.
- Epic UserWeb (note capitalization). Use full name on first mention. You can shorten to UserWeb on subsequent mentions.

## Jargon and word misuse

For a full list, refer to the AHS writing guidelines ([available on Insite](#)).

Jargon word	Plain language equivalents
and/or	Pick the one that works best.
approximately	about
facilitate	support
utilize	use

## Connect Care Graphic

- The Connect Care people bridge graphic is not to be altered, re-type set or modified in any way. Please do not stretch the graphic (to avoid this, hold down the Shift key on your keyboard when you resize the graphic).

### Correct



### Incorrect



# Identity style sheet

## Connect Care bridgeline

Our bridgeline links the Connect Care project to the AHS logo. It's the basis of our identity and the central graphic used in all materials.

Our bridgeline



Connect Care

## Wordmark

A wordmark can support our bridgeline and help us identify programs and activities that fall under the Connect Care umbrella. We can also use it to signify AHS Provincial CIS, sections of a report, or the AHS vision.

Example

AHS Provincial  
CIS

## Colour palette

Our colour palette complements the work we do. Yellow and Orange combined with Dark Blue, Teal and Gray create a perfect balance between friendliness, comfort and professionalism. Our 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

## Bridge illustration

Our illustration conveys Connect Care's focus on building healthcare bridges and connecting care for patients, families and healthcare professionals. Our illustration is secondary to the Connect Care bridgeline. It's not intended to be used as a logo and instead a visual element that adds appeal and helps simplify the complexity of our project. You can use the illustration as necessary where whitespace allows.

Our illustration



Example on a web page



Example on a brochure

