St. Joseph's Health Care London
Web Style Guide
Updated December 3, 2016

Branding guidelines:
These style guidelines are a supplement to the "St. Joseph's Health Care London — Branding and Identity Guidelines."

All branding and identity guidelines must also be applied to St. Joseph's and foundation web pages.

Writing level:
All writing on the St. Joseph's and foundation public web pages is to be between grade three to six level, easily consumable by our primary audience – the public.

NB: Please do not update page title headings*
For directional information, please connect with the Web Producer prior to updating contact and directions pages, turn-by-turn content, program and service directories, site maps, parking or other location information pages and links.

General formatting:
Only the preset paragraph and heading styles may be used on St. Joseph's web pages (i.e. the formatting built into the content management system used to update web pages). Do not choose alternative fonts, styles or colours unless under the direction of the web producer.

- Avoid using all capitals
- Avoid using *unnecessary* capitalization, punctuation, italic, bold and underline
- Be consistent: use same sentence case and tense throughout
- Use active voice whenever possible
    - Good: active voice – "John washed the dishes."
    - Bad: passive voice – "The dishes were washed by John."
- **Paragraphs**: use the preset "paragraph" style in the content management system
    - 1 single hard return between paragraphs (no line breaks)
    - 1 space between sentences
    - Try for 5 sentences max per paragraph. Brevity is best!
- **Headings**: use the preset "heading" style in the content management system only (do not apply bold, italics, underline, different font size)
    - No additional returns after headings
    - Sentence case, no period at end (i.e. only first letter and proper names capitalized)

Bullets: use the pre-set ordered/numbered list format (as set up automatically in the content management system. Do not try to adjust the format)

- Maximum 7 bullets in list (if more, break into two lists)
- Sentence case, no period at end of bullets, only first letter and proper names capitalized

Numbers

- Zero to nine written out, 10 and above as numbers

Exclamation mark
- Rarely, if ever, used. Since it is to show emphasis, use sparingly; only one exclamation mark is necessary

Comma
- For consistency, no comma after last word/phrase in list or series

Date
- Saturday, June 1, 2009
- June 1, 2009
- June 2009 (no comma between month and year)
- Never use (st, nd, rd… eg. June 1st)
- Never use abbreviation for day or month
  - Good: Monday, August 1, 2009
  - Bad: Mon., Aug. 1, 2009

Time
- am/pm (all lower case with no periods)
- 1 space after number (i.e. 10 am)
- No :00 or o'clock
  - Good: 10 am
  - Bad: 10:00 am, 10 o'clock
- 12 noon; 12 midnight
- Use "to" between intervals (i.e. 10 am to 11:30 pm)

Phone and fax
- General main St. Joseph's phone number 519 646-6100
  - St. Joseph's site phone number: 519 646-6100
  - St. Joseph's Family Medical and Dental Centre: 519 672-9660
- Format: 519 646-6100 ext. 12345
  - Space (no dash or brackets) between area code and phone number
  - Space (no comma) between phone number and ext.
  - ext. (not Ext., x. extension)
    - good: 519 646-6100 ext. 12345
    - bad: 519-646-6100, x. 12345
  - Phone, Email, Fax (not P., Ph., F., Fx, e, E)
    - Good Phone: 519 646-6100 ext. 12345
    - Good Email: danielle.brucei@sjhc.london.on.ca
    - Bad   e: danielle.bruce@sjhc.london.on.ca
    - Bad   ph. 519 646-6100 ext. 12345

Professional titles and program/service titles
- Always capitalize

Email
- Email (capitalize) if at start of sentence; email (lower case) in a sentence (i.e. "email communications and public affairs")

- No hyphen (not e-mail)

PDF and other document links
- It is always preferable to have content as a web page rather than linking to a pdf document. Whenever possible, put the contents of the pdf in a web page.
- Add the pdf icon to the pdf download link by choosing the PDF style class
- PDF downloads must be set to target open in the same window

Primary Site Navigation Titles
- Can be capitalized, as in "Areas of Care," "For Your Visit", "Your St. Joseph's" etc

Image Sizes
Always 72dpi
- Full-width: 436px wide x 226px high (the height on this can be what you want)
- Half-width: 206px wide x 126px high (the height on this can be what you want)

Colour Contrast

- Check with the web producer for colour contrast ratio checks and tips for accessible graphic design
- Do not use red and green for fonts