



advancing innovative healthcare
with compassion at its core

Recognition, Publication and Visual Identity Guidelines



Recognition Guidelines

As a condition of AMS Healthcare funding all publications, presentations, and events completed, as well as awards received, using AMS resources must acknowledge AMS' support.

AMS Acknowledgement

AMS Healthcare works to advance a compassionate healthcare system by investing in leaders, convening stakeholders, supporting research and funding innovative projects. Our work supports and learns from our rich history of healthcare.

<https://www.ams-inc.on.ca/about-us-2/>

AMS Logos

A variety of logo formats and sizes are available on our website at:

<http://www.ams-inc.on.ca/logo-guidelines/>

Presentations

- Use the AMS logo and name according to our guidelines.

Publication Requirements

- This includes all peer-reviewed, organization-published or individually published and/or distributed documents.
- At a minimum, please acknowledge “funding from AMS Healthcare” and include the logo.

Event Sponsorship Requirements

- AMS Healthcare Sponsorship must be acknowledged on all event materials, including but not limited to media releases, social media, event signage, program and promotional materials, online and in print. (The AMS acknowledgement and link to the website must appear on the event program and/or event website.)
- Visual and verbal recognition must be provided at the event.

Social Media

Bluesky:

- Please add [@amshealthcare.ca](https://bsky.app/profile/amshealthcare.ca) to your Bluesky profile/bio.
- When posting about your AMS work/partnership please tag us in the post [@amshealthcare.ca](https://bsky.app/profile/amshealthcare.ca)
- Tag us in any announcement or award that you have received that can be linked to your AMS work/partnership

LinkedIn:

- Add the AMS Healthcare funding to your LinkedIn profile
- When posting about your AMS work/partnership please tag us in the post [@AMS Healthcare](https://www.linkedin.com/company/ams-healthcare)

Instagram:

- Tag [@ams.healthcare.canada](https://www.instagram.com/ams.healthcare.canada) in any announcements about the work/event that we have funded

Our Signature



Preferred Usage



Alternate Usage

AMS Logos

The AMS corporate signature (logo) is a 3 colour “AMS” wordmark that is accompanied with our tagline “advancing innovative healthcare with compassion at its core”

www.ams-inc.on.ca

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Usage and Placement

The To ensure our signature stands out clearly, the AMS logo must be framed with an area of unobstructed space similar to the examples shown at left. The preferred appearance is the 3 colour wordmark with black tagline for use on a solid white background. An alternate version of the 3 colour wordmark with white tagline is available for use on a solid black background. The AMS logo must not be used on a graduated or photographic background.

All signatures are official marks of AMS Healthcare.