

# CareOregon Brand Style Guide

March 2024



CareOregon®

# Brand Style Guide contents

We put together this Brand Style Guide for many reasons, including the practical one of saving us all time as we strive for consistency. Use it as a reference.

The guide codifies and summarizes how we present ourselves internally and externally — from handling acronyms to placing our logo on a page. It compiles overarching principles as well as the nitty-gritty decisions related to punctuation, capitalization and format for CareOregon and our family of companies.

### Questions?

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# Language

# Glossary

# Glossary guidelines

We largely base our style on The Associated Press Stylebook.

For additional spelling questions, our dictionary of choice is Merriam-Webster.

Note that our voice, tone and style are covered in later sections.

## Key to Stylebook entries

The entry word, in its correct form, is in **boldface**.

The text explains the usage. Examples of correct and incorrect usage are in *italic*.

**abbreviations** Abbreviate titles when used before a full name. Gov. Kate Brown admires Sen. William Morris. In social media, drop the period after the title.

**academic degrees** Use an apostrophe in bachelor's and master's degree. No apostrophe in associate degree.

If you're mentioning a degree to establish someone's credentials, it's best to avoid an abbreviation and instead use a phrase, such as: Phoebe Randall, who has a doctorate of pharmacy... If that construction is awkward: The mayor presented the award to John Sanchez, PharmD, for his work with teenagers.

Use RN, MSW and MD only when you must identify many individuals by degree on first reference. Use only after a full name, never after just a last name.

Set off an academic degree or professional credential abbreviation with a comma:

Sue Smith, RN.

**Note:** *CareOregon style does not use periods when abbreviating academic degrees: PhD rather than Ph.D. This is an exception to AP style. For greater clarity, we use academic and professional degrees, not the general "Dr." When using less-familiar acronyms, explain what they mean.*

For multiple people with doctorates: The speakers include John Sanchez, PhD; Greta Reike, PhD; and Margaret Jefferson, PhD.

**acknowledgment** Not acknowledgement.

**acronyms and initialisms** Government and agencies are awash in them, but they make readers stumble. We'll refer to both types of abbreviations as "acronyms." Avoid them whenever possible unless they are well-known (see below).

For external documents, avoid COA for CareOregon Advantage and RCT for Regional Care Teams.

If possible, introduce no more than one such abbreviation per sentence. Our updated style is to put the acronym in parentheses after the first reference only if the acronym appears later in the story or document: *The Oregon Health Plan (OHP) is the state's Medicaid program. CareOregon serves OHP clients.*

Look for ways to avoid an acronym altogether on second reference. *The Oregon Health Authority is the state agency that administers OHP. The health authority works closely with the federal government.*

Some acronyms are widely understood and can stand alone. *CPR, DNA, PTA, NAACP, ER, and CEO.* However, if you have space, emergency room is preferred on first reference to *ER*.

**addresses, street** Our style is no periods after NW, SW, N, SE, NE when used with a numbered address. Use the abbreviations Ave, Blvd, St only with a numbered address. CareOregon is at 315 SW Fifth Ave, Portland, OR 97204 Spell out Avenue, Boulevard and Street when used without a street number, We are located at the corner of Southwest Fifth Avenue and Oak Street. In all

# Glossary guidelines

cases, spell out *Circle, Court, Drive, Highway* and *Road*. Spell out numbered streets from First to Ninth. Use numerals for 10th and up. The parade begins at the corner of Northwest 10th Avenue and Couch Street.

**Affordable Care Act (ACA).**

**ages** Always use figures. When the context doesn't require years or years old, the figure is presumed to be years. Hyphenate when the age is expressed as an adjective before a noun or a substitute for a noun. *A 5-year-old boy loves apples. A boy, 5, said apples were his favorite fruit. The fruit basket is for the 5-year-olds. The children moved into the 5-year-old house. The youngest member of the family is a 3-month-old girl. The parents are in their 30s* (no apostrophe).

**Asperger's syndrome** Not Aspergers

**behavioral health** In member-facing materials, we prefer "mental health" and/or "substance use disorder" depending on the context. It is acceptable to use behavioral health in physician-facing communications.

**bilingual, bicultural** Not bi-lingual or bi-cultural. No hyphen.

**Black** Capitalized when talking about people with a shared cultural identity. *Members of the Black community offered ideas for addressing health disparities.* Also, use neither Black nor white as a singular noun. The plural nouns *Blacks* and *whites* are acceptable when clearly relevant and needed for reasons of space or sentence construction.

**Board** Capitalize when referring to a shortened version of the CareOregon Board of Directors. *The Board approved the budget for the new fiscal year.*

**book titles and other compositions** Do not italicize. Set off title with quote marks, except for reference books. Capitalize the main words, including prepositions and conjunctions of four or more letters.

**bus lines** *Take the TriMet No. 15 bus to Legacy Good Samaritan Medical Center.*

**CareCard** One word, capital C. The CareOregon Advantage CareCard is a debit card-style benefit used to purchase non-prescription health items, as well as healthy foods. It also serves as the vehicle for any supplemental funds that can be added at the discretion of COA.

**caregiver, caregiving** One word.

**CareOregon** One word. Capital O. CareOregon helps more than 500,000 Oregonians access free physical, dental and mental health care and prescription drug coverage through the Oregon Health Plan. As a community benefit organization, we invest millions in Oregon communities to combat homelessness, food insecurity and behavioral health access issues.

**cc** In correspondence, lowercase, no periods.

**child care** Two words per AP Style.

**cisgender** May be used if necessary, and only with explanation, to refer to people who are not transgender in stories or materials about gender. Cisgender refers to gender and is not synonymous with heterosexual, which refers to sexuality.

**coinsurance** No hyphen.

**Columbia Pacific CCO** Part of the CareOregon family, Columbia Pacific CCO is a nonprofit health plan serving Oregon Health Plan members in Clatsop, Columbia and Tillamook counties. Refer to its three-county service region as Northwest

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Oregon. For external purposes, use Columbia Pacific CCO on first reference and Columbia Pacific on second reference.

**coordinated care organization** Our updated style is to lowercase: *coordinated care organization (CCO)*. This style aligns us with the state. Plural is CCOs (no apostrophe).

**copayment** Or copay. No hyphen.

**county names** Capitalize “county” when it’s an integral part of a proper name. *The new courthouse for Multnomah County will be on the west end of the Hawthorne Bridge. Washington County’s health care workers see patients from many cultures. We crossed the county line.*

**C-suite titles** CEO is the only C-suite level title that stands on its own as an acronym.

**COVID-19** The name of the disease caused by a virus named SARS-CoV-2, a member of the coronavirus family. *COVID* is short for coronavirus disease.

**C-suite titles** CEO is the only C-suite level title that stands on its own as an acronym.

**Customer Service** Spell out and capitalize as a name of a department at CareOregon. See entry for “departments.”

**dates** Capitalize months, always. Updated style is to always spell out the months, unless space is an issue; then use abbreviated form. Do not use ordinal numbers: like 1st, 3rd, 4th. Do not say: *The meeting is September 1st.* Say: *The meeting is September 1.* Here are the correct short forms of months: *Jan., Feb., March, April, May, June, July, Aug., Sept., Oct., Nov. and Dec.*

**Dates and days, range** When date range is in the same month, use a hyphen: *November 1-30*, When date range spans months, use “through”: *November 1 through December 15*. For a span of

days of the week, use “through”: *Monday through Friday*. In all cases, if space is an issue, substitute a hyphen.

**day of week** Spell out days of the week. OK to abbreviate for social media or if space is a factor: *Sun., Mon., Tues., Weds., Thurs., Fri., Sat.* OK to drop period for space as long as clarity is not compromised.

**daylight saving time** No capitalization. No plural. When linked to a time zone: *Pacific Daylight Savings Time*.

**decimals, percentages and fractions** Use numerals except for simple fractions under one. *Every year, three-quarters of our members receive a flu shot.*

**dietitian** Not *dietician*.

**departments** Spell out and capitalize the name of the department. *When members have questions, we welcome them to call Customer Service. We have job openings in our Customer Service department.*

**doctor** The title “Dr.” applies to an individual who holds a doctor of dental surgery, doctor of medicine, doctor of optometry, doctor of osteopathic medicine etc. Preference is to forgo the title and use MD after the name.

**drive-thru testing; drive-thru test site** Lowercase, hyphenated.

**EDI** CareOregon’s preferred shorthand for “Equity, Diversity and Inclusion.” Not DEI.

See also:  
Asperger’s syndrome  
bilingual, bicultural  
Black  
Latinx  
LGBTQ+  
Native American

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**email** Not *e-mail*.

**emergency room** lowercase. OK to use “ER” on first reference, on its own. No need to write *emergency room (ER)*. Avoid *emergency department* except in provider-facing pieces.

**Eric C. Hunter** *CareOregon’s President and CEO prefers using his middle initial.* In formal circumstances, may spell out *Chief Executive Officer*.

**every day, everyday** (adj.) Depends on usage in a sentence. *We go to school every day. We wear our everyday clothes.*

**eyeglasses** One word, per Merriam-Webster.

**follow-up (adj.) follow up (v.)**

**Free Nurse Advice Line** Not *24/7 nurse line*.

**gender** Gender refers to a person’s social identity. Sex refers to biological characteristics. Language around gender is evolving. Ideally, use plurals. *We encourage members to make an appointment for a wellness visit so they and their provider get to know each other.*

**gender-affirming care.** A term used to refer to care that affirms a person’s social identity.

**gender nonconforming (n), gender-nonconforming (adj)** Use in broad references as a term for people who do not conform to the traditional view of two genders. *The group is providing scholarships for gender-nonconforming students.*

**Hanukkah** This is the preferred spelling for the Jewish Festival of Lights.

**health care** Two words.

**Health Share/CareOregon** Not *Health Share of Oregon-CareOregon*. Separate with slash, not hyphen. In later references, use *Health Share*.

**Health Share of Oregon** Use full name on first reference when it stands alone and not combined with CareOregon.

**HIPAA** Acronym for the Health Insurance Portability and Accountability Act of 1996. Avoid the acronym unless it’s in a quote. Instead refer to privacy laws or the federal law restricting release of medical information. If *HIPAA* is used in a quote, explain it.

**holidays** *Fourth of July, Independence Day. Not 4th of July. Hanukkah. Christmas Day. Kwanzaa. Lunar New Year. Mawlid al-Nabi (birthday of Muhammad).*

**homelessness** Express an individual’s situation as *a person experiencing homelessness*. Not *homeless person*.

**hotline** One word.

**Indigenous** Capitalized when referring to the original inhabitants of North America.

**Indigenous Peoples’ Day** A holiday celebrating the original inhabitants of North America, observed by some instead of the federal Columbus Day holiday.

**in-house** Not *inhouse*.

**Jackson Care Connect** Part of the CareOregon family, Jackson Care Connect is a nonprofit health plan serving Oregon Health Plan members in Jackson County. For external purposes, use Jackson Care Connect on first reference and JCC on second reference.



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**job titles** Capitalize job titles only when they are paired with a person’s name. *Senior Strategist Daisy Duck said we should position ourselves with Mickey.* Unlike AP, we also capitalize job titles appearing after a name. *Daisy Duck, Senior Strategist for Population Health, said...*

Lowercase title when there’s no name. *If we hire a senior strategist, we’ll seek her opinion of an alliance with Mickey.*

**judgment** Not *judgement*.

**Latino, Latina, Latinx** AP style prefers *Latino* as the noun or adjective describing a person from, or whose ancestors were from, a Spanish- speaking land or culture, or from Latin America. *Latina* is the feminine form. AP suggests the gender neutral *Latinx* for those who prefer it. For now, CareOregon, too, allows this depending on the audience and person or community being described.

**LGBTQ+** CareOregon’s preferred shorthand for lesbian, gay, bisexual, transgender, intersex, queer/questioning, asexual and many other terms (such as non-binary and pansexual).

**legislator** First reference, use *Rep., Reps., Sen., Sens.* Spell out lowercase representative and senator in other uses. Provide party affiliation and district: *Sen. Sara Gelser, D-Corvallis, spoke recently.*

**legislature** Capitalize when preceded by the name of the state: *the Oregon Legislature.* Retain capitalization when the state name is dropped, but the reference is specific to that state’s legislature. *The Legislature debated the schools budget.* Lowercase for legislatures in general. *Campaigning is intense for seats in state legislatures.*

**login** (adj.), **log in** (v.)

**member** Not capitalized.

**MD** Medical doctor. No periods. We differ from AP style here.

**months** We generally spell out all months for readability and to make translations easier. An exception to AP style. When using a month with a specific date, abbreviate only *Jan., Feb., Aug., Sept., Oct., Nov., Dec.* *Christmas is Dec. 25.*

Spell out all months when using alone or with a year alone; no comma between month and year. *January 2018 was difficult for those living on the streets.* OK to abbreviate or drop the period in advertising, social media or charts. See “dates” entry.

**Native American** Capitalized to refer to a member of any of the indigenous people of North, Central or South America, especially those indigenous to what is now the United States. Capitalize in all cases.

**No. 1** An update to our previous style. AP style is No. 1. Do not use *#1*.

**nonprofit** Not *non-profit*. *CareOregon is a nonprofit.*

**noon** Say *noon*, not *12 p.m.*

**number** Use *No.* as abbreviation for number when used to indicate position, rank or a specific number.

**Number 1** *Our new style is No. 1, which follows AP style. Do not use #1.*

**numbers** With few exceptions, such as ages, spell out numbers zero through nine. Use numerals for 10 and up. *We signed up three new CareOregon Advantage members and 12 returning members.* Do not add numerals in parentheses after a spelled-out number. Wrong: *We have four (4) goals.*

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**Nurse Advice Line** Correct reference is Free Nurse Advice Line. Not *24/7 nurse line*.

**OK** Use *OK*, not *okay*.

**onboarding, onboarded** Webster's defines onboarding as a noun... *Good onboarding leads to higher employee engagement and greater retention rates*. Also in common use as a verb and adjective.

**Oregon** Spell out in all instances unless there is a space issue. Then use the two-letter postal code, *OR*.

**Oregon Health Plan** *OHP* on second reference.

**over-the-counter** Hyphenate as an adjective, as in *over-the-counter products*.

**penicillin** Not *Penicillin*.

**percent** Updated AP style is to use % sign for percents in most cases. Use figures for percents and percentages, even when single digit: 2.5% (use decimals). If less than 1%, start with a zero.

*The cost of living rose 0.9%*. For a range, can use "to," a hyphen or an "and." *Medicaid expansion affected those from 100% to 139% of the poverty level*. Spell out "percentage" when used like this: *The election was won by 4 percentage points*. In casual uses, spell out "percent." *They thought Medicaid expansion had zero percent chance of failing in Oregon*.

Singular or plural? Constructions with the % sign take a singular verb when standing alone or when a singular word follows an "of" construction. *The shelter was at 75% of capacity in May*. It takes a plural verb when a plural word follows an "of" construction. *Nearly 80% of our members work at least part time*.

**phone numbers** Do not identify the Portland number as "local." Simply say: *503-416-4100*. Do not use a leading "1" for a long distance number. Separate digits with hyphens. Say *toll-free* — lowercase with hyphen unless is first word in line.

For three-digit emergency, social services info or TTY/TDD numbers, don't use hyphens. *In an emergency, call 911. Members may connect with nonprofit agencies and public services by calling 211*. Updated style for TTY/TDD is to drop the TDD. Say *TTY: 711* when in a phone list; use *TTY 711* (no colon) when in the flow of a sentence. Default format for phone numbers is flush left; may alter for design purposes.

**pharmacist** *PharmD*

**physical therapy** Not *Physical Therapy*.

**physician assistant** Not *physician's assistant*. Plural: *physician assistants*.

**plain language** Per federal government style, is not capitalized. Same as plain English.

**preregistration or preregister** No hyphen, i.e., *not pre-register or pre-registration*. Or *register in advance*.

**preventive** Not *preventative*. *There's never a copay for covered preventive health screenings*.

**primary care provider** No capitalization. *PCP* is OK on second reference.

**Prioritized List** A term used to refer to OHA's Prioritized List of Health Services that is the basis for covered OHP services.

**P.S.** Capitalize the abbreviation for postscript.

**Q&A** Updated default style is pose the question in boldface, and supply the answer in regular face. However, the writer and designer can choose the

# Glossary guidelines

question with boldface **Q.** and the answer with **A.** in regular face, if they judge that, in that context, that's better for clarity or design purposes.

**REALD** REALD is a type of demographic information. REALD stands for the types of information it includes: Race, Ethnicity, and Language, Disability.

**RN** registered nurse. Plural: *RNs*.

**room numbers** Use numerals and capitalize *Room*: *The meeting is in Room 200.*

**rooms** Capitalize the names of specific rooms. *The meeting is in the East Portland Community Center, Multi-Purpose Room 3. The enrollment fair is in the Dave Ford Room.*

**RSVP** An accepted acronym; French for “please reply.” *RSVP for our member lunch by noon Monday, March 16.* However, it may be more clear to say: *Let us know by Monday March 16 if you can come to our member lunch.*

**search engine optimization** *SEO* on second reference.

**seasons** They are common nouns. Not capitalized: *spring, summer, fall, winter.*

**sex reassignment** The treatments, surgeries and other medical procedures used by transgender people to match their sex to their gender. *Sex reassignment is not necessary for people to transition their gender.*

**signup** No hyphen, whether used as a verb or an adjective. *The signup period for the Oregon Health Plan (OHP) is always open.*

**speeds** *20 mph, speeds of 5 to 10 mph*

**states' names** Spell out names of U.S. states in all cases. A change to past AP style.

**T-shirt** Not *tee shirt*. Not *t-shirt*.

**taglines** Either italicize a tagline or put it in quotes. Not both. “Bringing health care home” or *bringing health care home*.

**time and date** Whenever possible, place the time of an event before the date. *The health fair is 10 a.m. to 2 p.m. Saturday, April 25.* Separate timeframes with a hyphen, with no extra spaces or “to.” Include day of the week if that information is helpful. Spell out day of week. Exceptions may be made for social media.

**time of day** Use figures except for *noon* and *midnight*. For a range of hours, it's *8-10 a.m.*; *8 a.m. to 5 p.m.* Not *5:00 to 8:00 p.m.* Not *8 a.m.-5 p.m.*

**toll-free** Hyphenate. Capitalize only at the beginning of a line. Use hyphens to separate the numerals. *Call Customer Service toll-free at 855-722-8206.*

**transgender** (adj) Describes people whose biology at birth does not match their gender identity. The shorthand *trans* is OK on second reference and in headlines. Do not use as a noun.

**Tribe, Tribes, Tribal** Always capitalize. *Oregon is home to nine federally recognized Tribes.*

**TTY** Not *TTY/TDD*. Not *Oregon Relay Service*. Depending on context, is either *TTY: 711* or *TTY 711*.

**24 hours a day, every day** Avoid *24/7*. The state has required that term be re-written. Preferred, depending on space and context: *Every day, all hours. 24 hours a day, every day. 24 hours a day, seven days a week.*

**United States** Use periods when abbreviated *U.S.* No periods for *USA*.

# Glossary guidelines

**urgent care** lowercase.

**versus** Per AP, spell it out in ordinary speech and writing. *The proposal to reform Medicare versus proposals to reform both Medicare and Medicaid at the same time...* In short expressions, may use *vs.* (with period). *The issue of fluoride vs. tooth decay is heated.* Court cases, use just *v.* (with period) *Marbury v. Madison.*

**web, website** (do not capitalize) Also, *webcast.*

**web address** Do not use leading *www* or *https* unless the URL won't work without it. *The web address of our coordinated care organization in Jackson County is [jacksoncareconnect.org](http://jacksoncareconnect.org)*

**Note:** Even when at the end of a sentence, don't use a period after a web or email address.

**well-being** Should be hyphenated in all cases.

**work group** Two words.

**workplace titles** Unlike AP style, we capitalize a person's work title whether it appears before or after the name. Sometimes a title goes smoothly before a name, and other times, not. Also, on second reference, use only the last name (or only the first name, depending on the situation), including for doctors. *The keynote speaker is Bob Squarepants, Director of Development.* This title is also short enough to go before the name: *Director of Development Bob Squarepants will deliver the keynote speech. Squarepants is known for building grassroots financial support for nonprofits.*

**wraparound** One word as an adjective: *wraparound services.* Not *wrap-around services.*

**Xmas** Do not use this as an abbreviation for Christmas.

**X-ray** Not *xray*, not *x-ray*.

**ZIP code** Not *zip code*.

# Writing style

## Voice, tone and style

Our voice is conversational and clear. Our tone is warm, empathetic, genuine and respectful.

We humanize rather than institutionalize. And we strive to be culturally responsive, inclusive and diverse.

Our work is informed by a creative brief that we develop with our clients. We consider content from our target audience's point of view and needs, along with business goals.

Some practical ways we achieve this:

- We phrase things in the positive, telling our audience what we'd like them to do, not what they should or shouldn't do.
- We use contractions unless they impair clarity.
- We use first and second person unless we have a compelling reason not to: we, our, you.
- We use active voice, not passive voice.
- We keep our sentence structure pleasing and direct.
- We avoid jargon, though may make exceptions if it is suitable for a specific audience.
- We avoid acronyms unless they are highly familiar. The Associated Press Stylebook gives guidance but generally, on second reference we use a shortened form instead of an acronym. Does the audience know that the Oregon Health Authority is OHA? That will determine whether on second reference it becomes "the state," "the health authority" or OHA. The Oregon Health Plan is commonly known as OHP; it becomes OHP on second reference.

We follow the principles of plain language and health literacy:

- The Oregon Health Authority requires a sixth-grade reading level for member communications.
- We consider the approachability of the message, not just readability tools.
- We pay attention to logical organization, clear messages, familiar words and calls to action.
- We understand that design, images and writing are partners in plain language.

**See more on plain language and health**  
[plainlanguage.gov](http://plainlanguage.gov)

### Writing and designing for digital

Capitalization and punctuation rules generally follow our print style, unless there are practical reasons not to.

Set off URLs in some way such as color, boldface or italic. PDFs that have clickable links, and online URLs, have some different considerations from printed-only URLs.

URLs (uniform resource locators) are all lowercase.

If a URL is included in the flow of a sentence, use a preposition (such as "at") to set up the address, not a colon. Do not use a colon and a preposition.

Do not use a leading www or http with web addresses, but make sure the address works without them.

When a URL is at the end of a single-sentence item, paragraph or block of text, do not use a period to end the sentence.

We typically do not underline for emphasis. We use italic, boldface, color and capitalization, but sparingly.

# Headlines, subheads, lists and Q&As

These rules cover headlines and subheadings in print and digital. Writers and designers may depart from them when circumstance calls.

## Tense

Write headlines using strong, active verbs. Use present tense for immediate past information, past tense for past perfect, and future tense for coming events. Label headlines (ones without a verb) are OK in the right circumstances.

Present tense: The Legislature sees the light

Past tense: The Legislature saw the light

Future tense: The Legislature will see the light

Label headline: Legislative awakening

## Capitalization

Use “down” style for headlines and subheadings, in both print and digital. Readability research says down style — also called “sentence case” — is most readable for those with limited literacy.

In down style, in headlines and subheadings we capitalize only:

- The first word of the first line.
- Proper nouns.
- In most cases, the first word following a colon. If a single word follows the colon, use best judgment.

In multi-line headlines, the first word in succeeding lines is lowercase unless it is a proper noun.

## Headline peculiarities

Headlines break some typical text rules.

- Use single quote marks when using a quotation in a headline or subhead.
- For numbers under 10, it’s OK to use numerals instead of spelling out.
- In a sentence used as an ad headline or subhead, decide if punctuation would be helpful for meaning. If no, then leave it off.
- Avoid acronyms.

Readability and clean design inform our formatting decisions.

**Flush left:** We use flush left unless we see a reason to do otherwise. Flush left text, headlines and subheadings have higher readability than centered or flush right.

**Orphans and widows:** Avoid orphans (one word lines) and widows (a single line of a paragraph stranded at the top or bottom of a column).

**Line breaks:** Make sure line breaks are logical. Avoid splitting phone numbers, CCO names, dollar amounts, an individual’s name, an article from the related noun. You get the idea!

**Visuals:** When presenting data or other figures, think beyond bullet lists.

- Numerical info is easier to digest in a diagram, bar, graph or pie chart.
- Add a headline to the visual.

# Headlines, subheads, lists and Q&As

## Lists

Look for ways to break out info from the main text. In print and online, various types of lists are easy to scan and digest.

- Use lists to offer welcome white space.
- Capitalize the first word in each item in lists.
- Use a numbered list to convey a chronology, steps in a sequence or a ranking of importance.
- Try icons — small visual representations of a concept — instead of bullets, whenever available, for lists of action steps, resources or categories.
- Consider checklists with checkmarks or checkable boxes for action steps, points to consider or eligibility criteria.
- Include a colon if the header is leading into the information and would seem wrong without a colon. No colon is needed if the header is an explanatory sentence or phrase. Don't underline headings or subheadings. They're in boldface.
- **Boldfaced Lead-ins.** This format can help the reader. Use a period after a boldface lead-in when the regular text starts on the same line. Do not use a period or a colon when the BF lead-in is on its own line, acting as a mini subhead. Do not use a colon if you're using an introductory sentence or phrase to lead into info in a list.

- Use parallel construction with lists. For example, begin each item with a verb, or consistently use an adjective/noun sequence.
- Do use a colon after "**More info.**" Do boldface it unless there's a reason not to. If the "**More info:**" sets up page numbers, do it like this, capitalizing "Pages" and no period after the numbers: **More info: Pages 14-15**

## Setting up a bullet list

Use a bullet list for separating important points from the rest of the text.

- Use a period (full stop) after every bullet point that is a sentence.
- Use a period after every bullet point that completes the introductory stem.
- Use no punctuation after bullets that are not sentences and do not complete the stem.
- Use all sentences or all fragments, not a mixture.



## Headlines, subheads, lists and Q&As

Directly below is an example of bullet points that complete the introductory stem. Below that example is a version that does not need periods.

I like living in Seattle because of its:

- Access to culture, natural beauty, and work opportunities.
- Moderate climate — not too hot or too cold.
- Liberal politics and social attitudes.

Here are the things I like about living in Seattle:

- Access to culture, natural beauty, and work opportunities
- Moderate climate — not too hot or too cold
- Liberal politics and social attitudes

There is an exception to putting periods after bullet points that complete the stem sentence: If they are one word or a short phrase that feels like an inventory or shopping list, do not use end punctuation.

Below is an example:

I like living in Seattle because of its:

- Culture
- Natural beauty
- Work opportunities

Use a bullet list for separating important points from the rest of the text. Use it for numbered lists and checklists, too.

- Capitalize the first letter of each bullet point.
- Aim for each line item to be of similar length and importance.
- Put a period, question mark or exclamation point at the end of full sentences. (If sentences are super short, you may skip the end punctuation mark.) If the other sentences end in a period, for consistency, go ahead and put a period after a super short sentence, too.
- Leave off punctuation when the line is a phrase or sentence fragment. Place a period after the last bullet if the list completes a sentence that followed a colon.
- If possible, limit lists to a maximum of five items.
- Note punctuation and use of boldface.

# Punctuation and numbers

We strive for clear meaning and a lack of visual clutter.

## Punctuation

In general, we follow Associated Press guidelines for punctuation. Exceptions typically involve periods.

In a sentence used as an ad headline or subhead, for example, we ask if punctuation would be a helpful guidepost to meaning. If no, then we leave it off.

Some specific rules:

**Commas.** In a series, no comma comes before the “and.” We do use the Oxford comma when it improves clarity.

**Addresses.** We do not use a period after directional (N, NW, S, SW, E, SE, NE, W). Also, no period after St, Ave, Blvd, Hwy.

### **Academic degrees, medical titles.**

No periods.

**Social media.** Feel free to drop typical periods after other abbreviations.

**URLs and email addresses.** No period at the end of a sentence that closes with a web address or email final.

**Quote marks.** Periods and commas always go within quotation marks. Question marks may go inside or outside, depending on the meaning:

Who wrote “You and Medicaid”?

She asked, “When do I enroll?”

**Running quotations.** Don’t use close-quote marks at the end of a paragraph if it is followed by another full paragraph of quoted text. Put open-quote marks at the start of any succeeding paragraphs. Use a close-quote mark at the end of all the quoted text.

## Numbers

We stick closely to Associated Press style when it comes to numbers.

Some specific rules:

**Spell out numbers below 10.** (In a headline or subhead, it’s OK to use a numeral under 10.) For numbers 10 and above, use numerals, except when it’s the first word in a sentence. This goes for street names, too. Use plain numerals, no ordinals. *We get paid on July 31.* Not July 31st. *The health fair event is Aug. 15.* Not Aug. 15th.

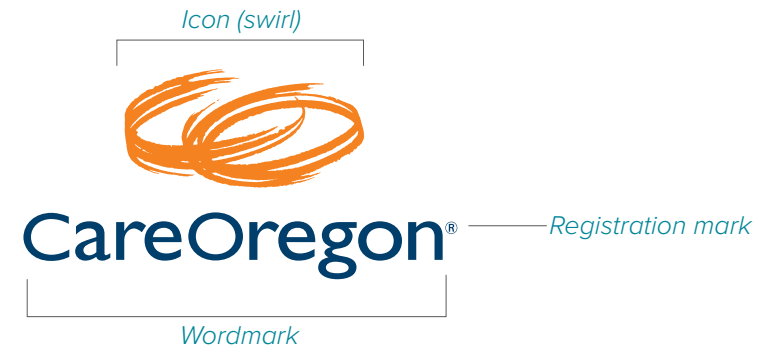
**Phone numbers use hyphens.** *Call CareOregon Customer Service at 503-416-4100.*

# Visuals

# Logo treatment

## Primary logo

- Our CareOregon logo consists of three elements: the icon, the wordmark and the registration.
- The three elements should never be used separately. The only exception is the screened icon (swirl) used as a background pattern and in other places too.
- Use the vertical (v) version of the logo whenever the space allows.
- If printing in one color, do not screen the logo.



Full-color horizontal (h) version



Solid one color (black) version



Solid reversed (white) version

## Secondary logo

Use the horizontal (h) logo when space does not allow the use of the vertical (v) logo.



Full-color horizontal (h) version



Solid one color (black) version



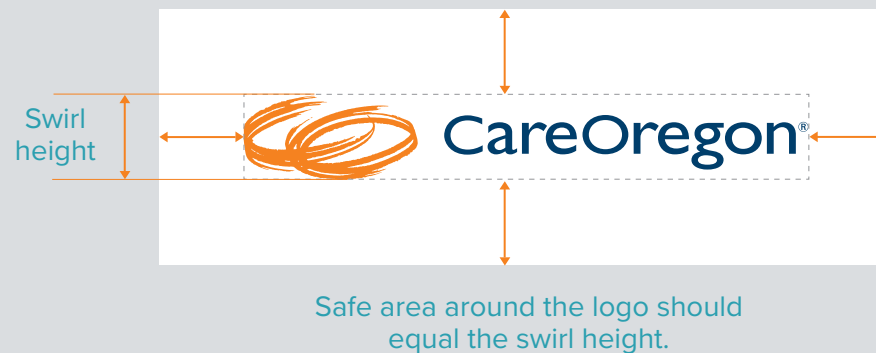
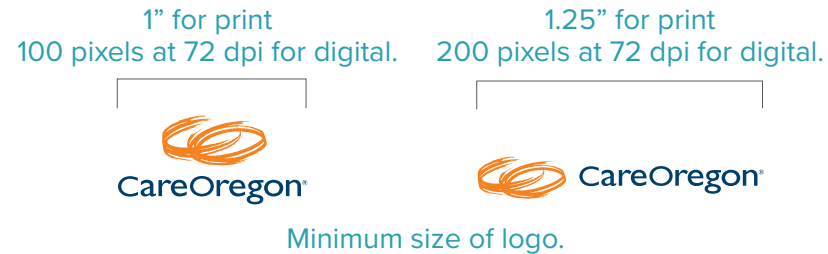
Solid reversed (white) version

## LOGO TREATMENT

# Minimum size and safe area

To make sure our logo is clearly visible, we have minimum sizes for print and digital.

- When printing, logos reduced to less than 1" wide for the primary vertical (v) logo and 1.25" wide for the horizontal (h) logo are too small to be clearly visible.
- For 72 dpi digital applications, keep the vertical logo above 100 pixels wide, and horizontal more than 200 pixels wide.
- There may be an occasional exception to the minimum size, such as printing on small swag items.
- The safe area prevents other nearby elements from distorting the perception of the logo.
- When defining the safe area, measure the height of the swirl (logo icon). This vertical measure needs to be the size of the clear area around the top, bottom and sides of the logo.



# Logo colors

- Use only the accepted logo colors of PMS 151 orange and PMS 541 blue.
- When using the color logo, do not switch colors. The swirl is always orange, and the wordmark is always blue.
- Always place the logo against a clean background. Never place the logo against a busy background.
- If you must place the logo against a photo or patterned background, adjust the background to provide sufficient contrast. The logo must stand out. Contrast must pass visual test at [webaim.org/resources/contrastchecker](http://webaim.org/resources/contrastchecker)
- When using the reverse (white) logo, reverse the entire logo.



CareOregon®

Two-color logo:  
PMS 151 orange and 541 blue.



CareOregon®

One-color logo: black  
Use 100% ink (solid).



Place reversed (white) logo on  
backgrounds of 40% or more.



Place black logo on screened  
backgrounds of 30% or less.



CareOregon®

X

Use only our accepted  
colors. No substitutes,  
even for holiday fun.



CareOregon®

X

Use our accepted  
color placement  
without switching.



CareOregon®

X

Use only our accepted  
colors. Black is not an  
accepted color.



CareOregon®

X

Use a reverse (white) logo  
against dark backgrounds.



CareOregon®

X

Use a black or two-color logo  
against light backgrounds.



X

Avoid a busy or  
patterned background  
with insufficient contrast.



## Incorrect logo use

- Do not squish or stretch the logo. **Note:** *Hold the shift key when enlarging or reducing the logo to keep the proportions correct.*
- Do not screen the logo. Only use a solid 100% color.
- Keep the spacing of the swirl and the wordmark.
- Avoid drop shadows.
- Do not tilt or alter the logo in any way.
- Use colors properly (see logo colors page).



X  
Do not compress.



X  
Do not screen.



X  
Maintain the proper spacing of the icon and wordmark.



X  
Do not stretch.



X  
Do not add a drop shadow.

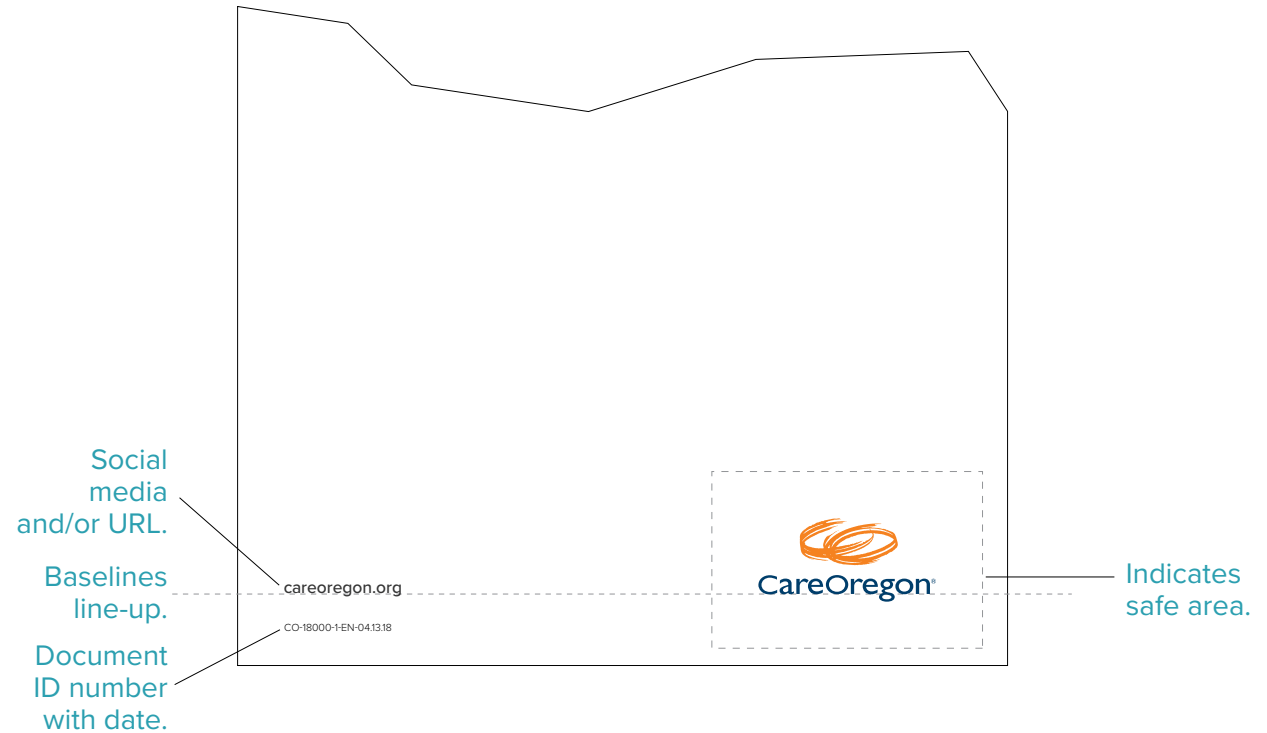


X  
Do not tilt.

## LOGO TREATMENT

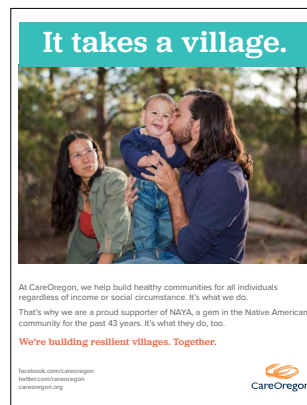
# Logo signature and placement

- The CareOregon signature consists of the logo and the URL.
- The URL lines up with the baseline of the logo wordmark.
- Place logo in bottom right corner.
- Exception: Center the logo when centering makes more sense with the design.
- Document ID: Each print piece is catalogued with a Document ID. Place it on the back at bottom left. Use 8-point Proxima Nova Light, capitalized, in this order:
  - Line of business code
  - ID number
  - EN (language code)
  - Revision date MMDD

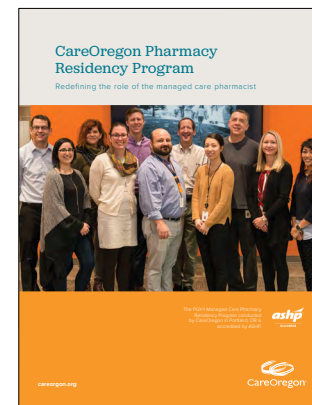


### Examples of logo signature:

#### Standard



#### Standard



#### Exception



## LOGO TREATMENT

# The CareOregon family of logos

### Columbia Pacific CCO and Jackson Care Connect

- Use the “Part of the CareOregon Family” tagline on all printed marketing materials.
- The tagline serves as a closing thought. So, if the logo appears multiple times on a piece, use the tagline on only the final logo.
- *Do not* use the tagline version on letterhead or other stationery items.
- Use the Spanish-language version logos on Spanish language materials.
- The Spanish-language tagline, like the English, serves as a closing thought. So, if the logo appears multiple times, use the tagline on only the final logo.



# Family logo placement

## Placement of logos

- In horizontal designs, the CareOregon logo is usually placed in the far right, lower corner.
- In vertical designs, the CareOregon logo is generally placed at the bottom.
- If the piece is co-branded with Health Share of Oregon, place the Health Share logo directly to the left of the CareOregon logo.
- If the piece is co-branded with a line of business from the CareOregon family, place that “family” logo in the far left, lower corner.
- When using multiple logos — including CareOregon, a logo from the CareOregon family or a partner logo — place the CareOregon logo to the far right.

**Hello CareOregon Dental members.**

- ▶ You still have CareOregon Dental; your dentist has not changed.
- ▶ Your CareOregon Dental ID card still works.
- ▶ Coming soon: your permanent, new Health Share of Oregon ID card will list your dental clinic name and phone number.
- ▶ As a Health Share / CareOregon Dental member, you can get great dental care – free teeth cleanings, exams and more.
- ▶ Dental care isn't just good for your teeth, it's good for your overall health, too.

**We're here to help you keep your teeth healthy!**

**Schedule a checkup or cleaning today!**

**FOR MORE INFORMATION:**  
Visit [careoregondental.org](http://careoregondental.org) or call CareOregon Dental at **888-440-9912**  
TTY/TDD: 711

CareOregon Dental complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability or sex.

CCD-0205-1851  
CHF-0205-18-014

**Integrated care is here.**

Our Clatsop County and Columbia County complex care teams bring together providers, clinicians, social workers and health resilience specialists to help your clients get the best in integrated care.

Contact our triage coordinator: [ColPacComplexCare@careoregon.org](mailto:ColPacComplexCare@careoregon.org)

**Creating health together**

Part of the CareOregon Family

**You may qualify**  
For **FREE health support**, and **FREE data, talk and text**; plus a **FREE Smartphone!**

For more information visit:  
[LifelineApply.com/CareOregon](http://LifelineApply.com/CareOregon)

**Our Mobile Health Program Includes:**

- Mobile Health Coaching Programs
- Text Reminders & Tips to Stay Healthy
- Calls with our Member Services
- Stay in Touch with Family and Friends

**Assurance Wireless Lifeline Service Includes:**

- 500 FREE Data Each Month
- 350 FREE Voice Minutes Each Month
- Unlimited FREE Texts
- NO Annual Contract
- Nationwide Sprint® Network
- Voicemail, Call Waiting & Caller ID
- Access to Wi-Fi Networks
- 911 and 211 Access

ALL ©2005-2010 © 010-1014

# Typography

## Primary brand fonts

- Our primary brand fonts are Proxima Nova and Jubilat. Whenever possible, we use these fonts in all printed and digital communications.
- If Proxima Nova is not available, substitute Calibri.

### Sans Serif font Proxima Nova

Proxima Nova Light  
*Proxima Nova Light Italic*  
Proxima Nova Regular  
*Proxima Nova Italic*  
Proxima Nova Medium  
*Proxima Nova Medium Italic*  
Proxima Nova Semibold  
*Proxima Nova Semibold Italic*  
**Proxima Nova Bold**  
***Proxima Nova Bold Italic***  
**Proxima Nova Extrabold**  
***Proxima Nova Extrabold Italic***  
**Proxima Nova Black**  
***Proxima Nova Black Italic***

### Serif font Jubilat

**Note:** *Jubilat requires +10 tracking*

Jubilat Light  
Jubilat Book  
Jubilat Regular  
*Jubilat Regular Italic*  
**Jubilat Medium**  
**Jubilat Semibold**  
**Jubilat Bold**

## Secondary brand fonts

- We use condensed versions of our fonts when we need to fit a large amount of text into a small area.
- A common use for Proxima Nova Condensed is in graphics and tables.
- The minimum size for Proxima Nova Condensed is 13 points.
- Use Calibri as a substitute when our primary fonts are not available.

Sans Serif font Proxima Nova Condensed

Proxima Nova Condensed Light

*Proxima Nova Condensed Light Italic*

Proxima Nova Condensed Regular

*Proxima Nova Condensed Italic*

Proxima Nova Condensed Medium

*Proxima Nova Condensed Medium Italic*

Proxima Nova Condensed Semibold

*Proxima Nova Condensed Semibold Italic*

Proxima Nova Condensed Bold

*Proxima Nova Condensed Bold Italic*

Proxima Nova Condensed Extrabold

*Proxima Nova Condensed Extrabold Italic*

Substitute font Calibri

Calibri Light

Calibri Regular

*Calibri Italic*

**Calibri Bold**

***Calibri Bold Italic***

## Formatting fonts: heads/subheads

- Jubilat needs +10 tracking.
- Heads and subheads can be either Jubilat or Proxima Nova, depending on content and design.

# Headline

Jubilat Bold (+10 tracking)

# Headline

Proxima Nova Medium

# Headline

Jubilat Light (+10 tracking)

## Subhead

Proxima Nova Medium

## Subhead

Proxima Nova Bold

## Subhead

Jubilat Book (+10 tracking)



## Formatting fonts: body copy

- Use Proxima Nova Light or Regular for body copy.
- Use a minimum of 12 points for body copy with a minimum of 14 points of leading, but typically 15-16 points.
- Use a minimum of 13 points for Proxima Nova Condensed.
- Use a minimum of 18 points for all large print.
- Use heavier weights of Proxima Nova for emphasis.
- Use italic sparingly, also for emphasis or to distinguish urls.

We the People of the United States, in Order to form a more perfect Union, establish justice, insure domestic Tranquility, provide for the common defense, promote the general Welfare, and secure the Blessings of Liberty to ourselves and our Posterity, do ordain and establish this Constitution for the United States of America.

Body Copy: Proxima Nova Light  
Minimum 12/14 Point

One country,  
one constitution,  
one destiny.

Call Out 1: Jubilat Light (+10 tracking)

The **House of Representatives** shall be composed of members chosen every second year by the people of the several states, and the electors in each state shall have the qualifications requisite for electors of the most numerous branch of the state legislature.

In-Copy Bold: Proxima Nova Semibold

*The meaning of the  
Constitution should be  
fixed and known*

Call Out 2: Jubilat Light Italic  
(+10 tracking)

# Color

COLOR

# CareOregon color palette

- Use the primary colors for the majority of work.
- Use the secondary palette and tints for a wider range of expression.
- Use the Pantone® Color Matching System as a reference to ensure accuracy when matching colors for printed materials.

**Primary**

<b>PMS 151</b> 0-60-100-0 255-130-0 #ff8200	<b>PMS 541</b> 100-58-9-46 0-60-113 #003c71	<b>PMS 3145</b> 100-10-29-20 0-119-139 #00778b	<b>PMS 348</b> 96-2-100-12 0-132-61 #00843d
--	--	---	--

**Secondary**

<b>PMS 7584</b> 0-70-100-17 186-88-38 #ba5826	<b>PMS 2151</b> 93-51-6-4 37-107-162 #256ba2	<b>PMS 7710</b> 81-0-23-0 0-167-181 #00a7b5	<b>PMS 7738</b> 74-0-98-2 72-162-63 #48a23f
<b>PMS 1235</b> 0-31-98-0 255-184-28 #ffb81c	<b>PMS 542</b> 60-19-1-4 123-175-212 #7bafd4	<b>PMS 3105</b> 44-0-11-0 104-210-223 #68d2df	<b>PMS 345</b> 43-0-41-0 145-214-172 #91d6ac

<b>PMS 7530</b> 10-18-25-32 163-147-130 #a39382	<b>PMS 430</b> 33-18-13-40 124-135-142 #7c878e
--	---

**Tints & Shades**

**Neutral**

<b>PMS 2103</b> 84-82-0-0 89-73-167 #5949a7	<b>PMS 7628</b> 8-93-78-33 158-42-43 #9e2a2b	<b>PMS 7630</b> 26-86-80-69 99-50-49 #633231
--	---	---

**Alternate**



## COLOR

# Columbia Pacific CCO color palette

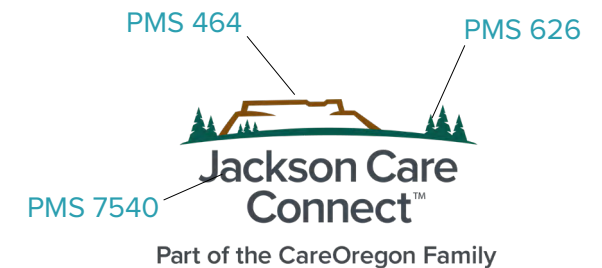
- Use the primary colors for the majority of work.
- Use the secondary palette and tints for a wider range of expression.
- Use the Pantone® Color Matching System as a reference to ensure accuracy when matching colors for printed materials.



## COLOR

# Jackson Care Connect color palette

- Use the primary colors for the majority of work.
- Use the secondary palette and tints for a wider range of expression.
- Use the Pantone® Color Matching System as a reference to ensure accuracy when matching colors for printed materials.



# CareOregon Advantage color palette

- Use the primary colors for the majority of work.
- Use the secondary palette for a wider range of expression.
- Use the Pantone® Color Matching System as a reference to ensure accuracy when matching colors for printed materials.
- Text colors can be used for small headlines and possibly some limited body copy, as long as color contrast is maintained for accessibility/readability.

## Primary

<b>PMS Rubine Red</b> 4-100-26-0 228-16-114 #E41072	<b>PMS 632 CP</b> 77-18-15-0 0-62-197 #00A2C5	<b>PMS 375 CP</b> 54-0-100-0 130-195-66 #82C342	<b>PMS 151 CP</b> 0-60-100-0 245-130-32 #F58220	<b>PMS 266 CP</b> 76-90-0-0 117-59-189 #753BBB
--	--	--	--	---

## Secondary

<b>PMS 220 CP</b> 25-100-45-6 180-30-95 #B41E5F	<b>PMS 634 CP</b> 91-52-29-7 5-106-141 #056A8D	<b>PMS 377 CP</b> 61-17-100-2 115-163-65 #73A341	<b>PMS 153 CP</b> 18-68-100-5 197-105-40 #C56928	<b>PMS 165 CP</b> 52-66-0-0 144-99-205 #9063CD
<b>PMS 218 CP</b> 3-63-0-0 234-127-179 #F0AACB	<b>PMS 630 CP</b> 48-0-10-0 123-208-226 #7BD0E2	<b>PMS 376 CP 70%</b> 54-0-100-0 130-195-66 #A7D278	<b>PMS 150 CP</b> 0-41-78-0 250-165-79 #FAA54F	<b>PMS 264 CP</b> 26-37-0-0 193-167-226 #C1A7E2
<b>PMS 217 CP</b> 2-32-0-0 242-187-214 #FBE9F2	<b>PMS 630 CP 50%</b> 24-0-5-0 190-230-239 #BEE6EF	<b>PMS 376 CP 40%</b> 16-0-30-0 215-233-193 #D7E9C1	<b>PMS 150 CP 50%</b> 0-18-16-0 255-234-212 #FFEAD4	<b>PMS 263 CP</b> 10-17-0-0 215-198-230 #D7C6E6

<b>PMS 7530 CP</b> 10-18-25-32 163-147-130 #A39382	<b>PMS 430 CP</b> 33-18-13-40 124-135-142 #7C878E
<b>Neutral</b>	

## Text colors

<b>PMS 222 CP</b> 44-100-51-44 100-12-57 #640C39	<b>PMS 541 CP</b> 100-80-33-20 19-63-106 #133F6A	<b>PMS 378 CP</b> 70-43-98-37 67-89-41 #435929	<b>PMS 154 CP</b> 30-73-100-24 148-77-34 #944D22	<b>PMS 267 CP</b> 82-97-0-0 95-37-159 #5F259F
---	---	---	---	--

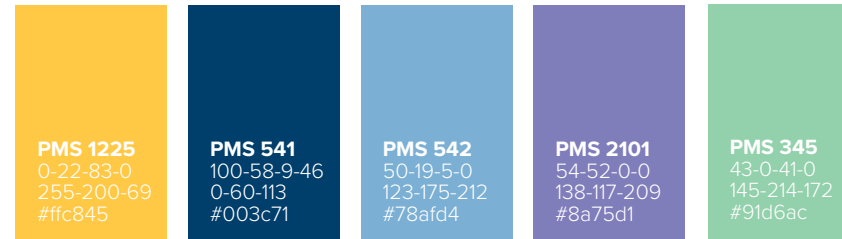


## COLOR

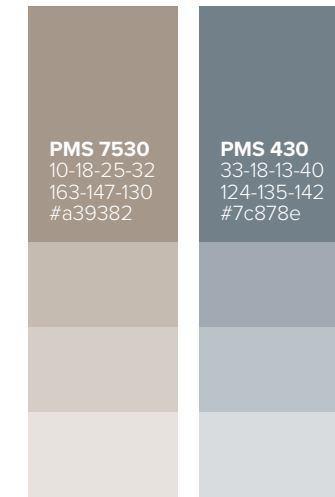
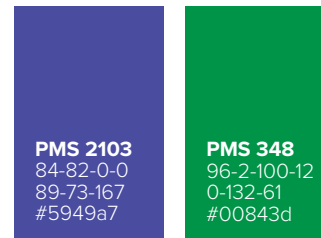
# Housecall Providers color palette

- Use the primary colors for the majority of work.
- Use the secondary palette and tints for a wider range of expression.
- Use the Pantone® Color Matching System as a reference to ensure accuracy when matching colors for printed materials.

### Primary



### Secondary



### Neutral



# Brand elements



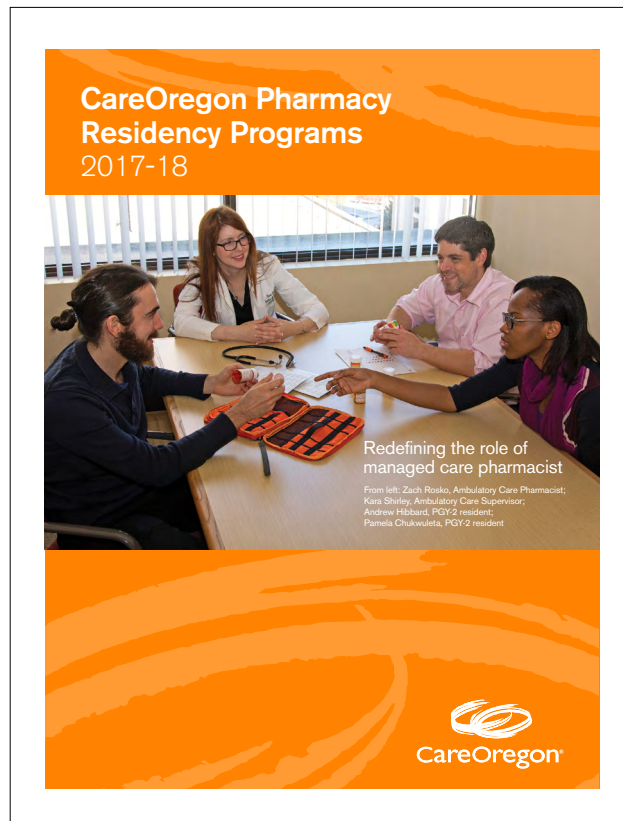
# Design elements

Overall, our design style is simple and clean, with plenty of white space.

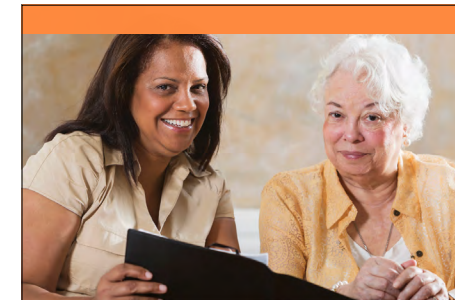
- You may use the CareOregon swirl (icon) to create texture.
- In addition to photographs, use color blocks to add dimension to the design. Be aware of contrast between background and overlaid text.



Photos and color block



Swirl used as background texture



## Help our members get all the benefits they deserve

People who are low-income or disabled can get help through many programs. It can be hard to know which is the best fit.

That's why CareOregon hires a trusted expert – **Healthcare Financial, Inc. (HFI)** – to help us, and members, get the right benefits.

HFI reaches out to members and offers to help them enroll in Supplemental Security Income or Social Security Disability.

**You can help!** When a CareOregon member asks you about HFI, please reassure them:

- ▶ HFI works with CareOregon
- ▶ HFI protects personal medical information
- ▶ HFI helps members get the right benefits
- ▶ HFI services are free



Photo and color block

# Photography



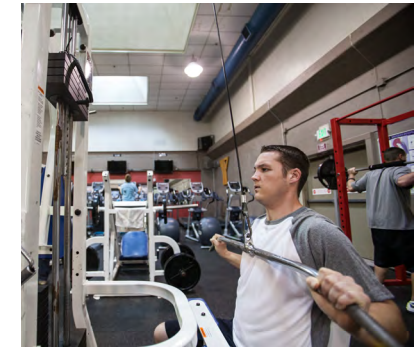
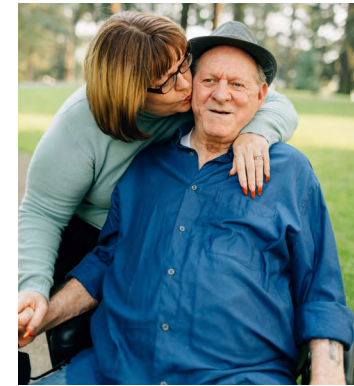
## PHOTOGRAPHY

# Photography guidelines

We use both stock photos and custom photos shot by our staff or contract photographers.

Whether selecting stock images or taking our own pictures, follow these guidelines:

- Select or take photos that are sharp and clear, unless blurriness is intentional.
- Use photos that represent our members, including ethnicity that reflects the populations of each line of business.
- Choose images that are aspirational and express achieving goals. We show health, happiness, vibrancy and interpersonal connections instead of pain, isolation, struggles and sadness.
- Avoid backgrounds or items that distract from the main subject, including non-CareOregon logos, backs turned toward the camera and trash cans.



# Digital

# Video

## Video guidelines

Video is an important medium for connecting with our members. Videos may be instructional, guiding members through a process. They may be illuminating and emotional, sharing a member or employee's journey. Or they may be fun, offering a behind-the-scenes look at CareOregon and our place in the community.

Whatever their purpose, our videos follow certain guidelines. We've outlined them below.

### Opening slide

The official opening slide includes the line-of-business logo and the title of the presentation.

This creates a consistent experience for the viewer and builds equity in the CareOregon brand.

### Closing slide

The official closing slide includes the line-of-business logo and copyright information.

This creates a consistent experience for the viewer and builds equity in the CareOregon brand.

### Lower thirds

Use the lower third of a slide to identify the subject or person speaking. Include first and last name, title, and department or company.

If the subject has multiple titles, use the title most directly related to the content of the story. Use this format the first time the person appears and speaks.

### Bug

When appropriate, a small solid white version of the CareOregon logo ("bug") should appear in all video openings. Keep the bug in the lower right corner throughout the video.

### See our library of videos

Find our public-facing videos at [youtube.com](https://www.youtube.com)

Search for "CareOregon."

## Video guidelines

### Audio guidelines

- Keep audio peaks between -2 and -8db if possible, with no peaks at 0db throughout the sequence.
- If music is used along with spoken words, make sure the speaker's audio remains clear and easily heard.
- Avoid copyright music, always. If you buy stock music, use it in compliance with the licensing regulations.

### Color and framing

- Use images that are in focus and exposed with the proper white balance.
- Frame subjects in a way that provides suitable headroom and follows the rule of thirds for framing. See: [bhphotovideo.com/explora/photography/tips-and-solutions/framing-rule-thirds](http://bhphotovideo.com/explora/photography/tips-and-solutions/framing-rule-thirds)
- Keep images stabilized. Avoid using shaky shots if possible.



Closing slide





## Web standards

Our websites and apps must be effective tools to reach a variety of audiences. We follow all CareOregon brand styles for fonts, logos, images and copy as described in this guide, with some additional web-related requirements:

- Web applications must be designed with a user experience that transitions fluidly between desktop and mobile devices of all screen sizes.
- Web applications must meet ADA 508 compliant standards for accessibility, readability and navigation, specifically regarding member materials. See [ada.gov/508](https://www.ada.gov/508)
- Web applications must follow current, accepted practices of layout and navigation for ease of user experience.

### CareOregon websites

[careoregon.org](https://careoregon.org)

[careoregonadvantage.org](https://careoregonadvantage.org)

[careoregondental.org](https://careoregondental.org)

[colpachealth.org](https://colpachealth.org)

[jacksoncareconnect.org](https://jacksoncareconnect.org)

[housecallproviders.org](https://housecallproviders.org)

# Web content guidelines

## Web Writing Style

- Your first paragraph is the most important one. It should be brief, clear, and to the point to engage the user. One-sentence paragraphs are encouraged.
- Use short paragraphs. Large blocks of text look like walls to the user. Research has shown that short, concise paragraphs and bulleted lists work best for web use. Also use short text lines of text (around 50–75 characters).
- Webpages are not documents. If your copy is long and includes many topics, consider whether it should be broken down into separate, linked pages. Not everything needs to fit on one page.
- Make text easy to scan by using
  - Highlighted keywords (bold or hyperlinked text)
  - Meaningful sub-headings
  - Bulleted lists
  - One idea per paragraph
  - Half the word count of conventional writing

**Bulleted lists:** Use bulleted lists to emphasize particular information.

- Use numbered lists only when the sequence or count of items are important.
- Avoid repeating the same word(s) at the beginning of each list item.
- Introduce a list with a clear, descriptive sentence or phrase.
- Do not overuse bulleted lists, as they can lose their effectiveness.

**Terminology:** Use consistent terminology. Avoid using different words interchangeable to mean the same thing. Examples:

- Webinar/Session/Seminar/Course/Class
- Enroll/Sign up/Join/RSVP/Reserve a spot

**Evergreen content:** Evergreen content is quality content that is relevant now, and that will continue to be relevant long after it is published.

- We usually want to avoid talking about current or upcoming events on pages that are not updated on a very regular cadence (once a month).
- Don't write specific dates for anticipated changes to content. For example, instead of "check back for updates to this page in May," you could say "check back regularly for more updates"
- News posts are an exception. If the content is time-specific, we should consider if it should be a news post instead of a permanent webpage.

**Link text:** Link text is the visible, clickable text in an HTML hyperlink. Often it is colored blue and underlined.

- **Best:** Read Tips for Better Patient Care
- **Acceptable:** Get the CareOregon article
- **Needs more context:** Get the article
- **Bad:** Click here

### Link text tips:

- Be specific about the link destination.
- Use meaningful link descriptions.

# Web content guidelines

- Do NOT use “Click here” in link descriptions because:
  - People don’t “click” on mobile phones or tablets.
  - It’s not descriptive or unique.
  - It’s bad for accessibility (screen readers).
  - It’s bad for SEO.
- Make your links contextual. Use part of the actual referencing sentence as the link. Research shows that users like them to be 3-8 words in length.
- Place links at the end of sentences where possible. This is better than placing a link at the start and forcing people to scan backwards to take that action once they’ve read what you have to say.

**Image alt text:** Not all users can see images. Disabled visitors to your site may be using assistive technology like screen readers or other text to speech software which reads the page aloud, and this software will read the alt text instead of the image.

- All images and graphics require alt text. This is an accessibility and compliance requirement.
- Alt-text should describe what you see in the image with context that aids understanding of what the page is about.
- If the image requires a lengthier description, it is better to describe the image in the body copy and provide a shorter alt text description.

- You don’t need to include “image of” or “photo of” in the alt text. Just describe what the image is of.
- Use less than 100 characters
- Use correct grammar.

## Example of alt text:



### Good

- Two people with bicycles on the Broadway Bridge in Portland, Oregon.

### Bad

- Image of a bridge. (*Uses “image of” and description has no context.*)
- Bridge (*No context and no details*)
- Two people walk their bicycles on a cloudy day on the Broadway Bridge, which runs along the northern edge of downtown Portland, Oregon. (*Too long*)

# Web content guidelines

## Search Engine Optimization (SEO)

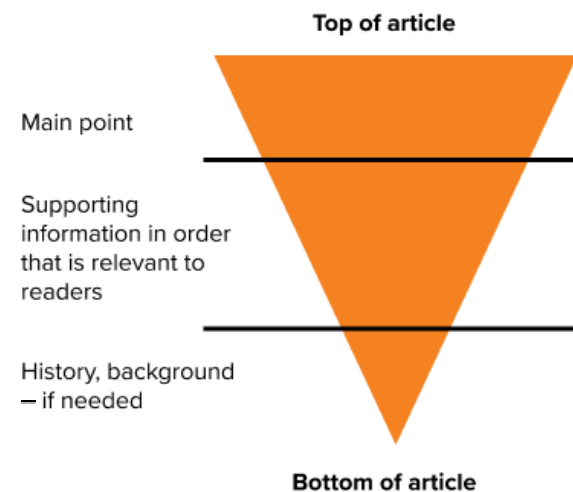
SEO stands for search engine optimization. It's a set of processes aimed at improving a website's visibility in search engines (such as Google). All with the goal of getting more organic traffic.

**Keywords are an important part of SEO:** Keywords are the words and phrases that web users type into search engines to discover content, also called search queries. Keywords should define the topics that your content is about. These keywords should be used naturally throughout the webpage content so that search engines recognize the content as high quality and relevant. Incorporating the most relevant keywords to increase your ability to rank and, in turn, increase website traffic.

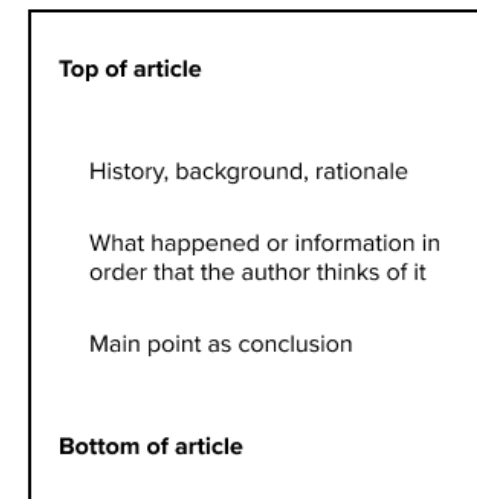
## Page and Content Structure

**Content hierarchy:** Content hierarchy is the strategic ordering of information on a web page, where the most essential or actionable information receives the most emphasis, and the least essential information receives the least emphasis. We should aim to follow an inverted pyramid style of content hierarchy.

### Inverted pyramid style



### Traditional narrative style



# Web content guidelines

## Headings

- Use headings to break up text. Headings allow users to determine what a block of text is about before they invest time to read it.
- Headings have SEO value (by using keywords), help organize the content, and make pages more accessible.
- Consider headings that are user questions, statements, or key messages.
- Front-load headings with strong keywords (most important terms that section will cover).

## How do you know if you have good headings?

- Read only the headings on your page. Make sure each one makes sense out of context.
- Do they read like a table of contents for the information on the page?
- Do they distinguish different sections? If you wanted only some of the information, is it clear where you would go for that information?

# Social media

# Social media standards

## Platforms

Each social media platform has its own purpose and set of best practices, and we follow these to achieve greater connectivity through these networks. While we often broadcast outbound messaging, we're also committed to ongoing dialogue with our network followers through commenting, sharing and direct messaging.

We focus on a different audience with each social channel. Facebook is for our members, Instagram is for our employees, and LinkedIn is focused on business leaders, community benefit organizations and elected officials.

We direct inbound messages appropriately.

- Our Customer Service team manages customer service requests.
- The Social Media team responds to general requests for local resources by providing links to available resources and, when possible, community partners.

In all messaging exchanges, we strive to make a genuine connection and provide caring, consistent service.

