



Brand Guidelines

TABLE OF CONTENTS

OUR MISSION	03	CORE PROGRAM GUIDELINES	35
IDENTITY	11	CORE PROGRAM EXCEPTIONS	42
MASTERBRAND AND CORPORATE SIGNATURE	12	LOGO GUIDANCE FOR AHA-PRODUCED MATERIALS	46
ALT PRIMARY MARK	13	USAGE	49
AMERICAN STROKE ASSOCIATION LOGO	14	CORPORATE STATIONERY	50
ALT AMERICAN STROKE ASSOCIATION LOGO	15	EMAIL SIGNATURES	51
HEART AND TORCH ICON	16	ENVELOPES	52
INCORRECT LOGO USE	17	BUSINESS CARDS	53
GRAPHIC ELEMENTS	18	SOCIAL MEDIA GUIDELINES	56
TONE OF VOICE	19		
LEGAL REQUIREMENTS	20		
TYPOGRAPHY	21		
COLOR	25		
LOOK & FEEL	27		
PHOTOGRAPHY	28		
DESIGN	32		

Here at the American Heart Association,
we are at a turning point.

Culture is changing and so must we.

From

A charity focused on
fighting disease

To

An organization dedicated
to promoting health and
well-being for all

Cosmetic changes won't be enough.

We can't just create a hipper, more modern version of what we're already doing.

We must evolve in fundamental ways.

It begins with a mission, crafted for today's hearts and brains:

**To be a relentless force
for a world of longer,
healthier lives.**

And a brand positioning that breaks through:

Not (Just) a Charity

BRAND ESSENCE
Life is Why

BRAND POSITIONING
We are not (just) a charity.
We are crusaders, innovators, scientists, partners.

BRAND PILLARS

**BE INCLUSIVE &
ACCESSIBLE**

Meet people where they are; don't expect them to come to us.

**WEAR OUR HEARTS
ON OUR SLEEVES**

We care. Deeply. Let's bring our passion to everything we do.

**CHAMPION
THE SCIENCE**

Advance health and well-being through scientific study, discovery and application.

**INSPIRE
CHANGE**

Get people to take action, no matter how small.

BRAND PERSONALITY

MODERN ————— **BOLD** ————— **INCLUSIVE**

We are not just communicating this message.

We are living it.

Donors

Partners

Sponsors

Supporters

Volunteers

Staff

Researchers

Doctors

Participants

Caregivers

Agencies

NOT JUST

Educating and informing people
about how to live healthier

BUT ALSO

Inspiring and encouraging them
to make positive changes

NOT JUST

Reinforcing the trust we've
earned over the years

BUT ALSO

Being good stewards about how
donations are used to improve the
health and well-being of all

NOT JUST

Meeting people where they are
with easy-to-use, accessible
tools for better health

BUT ALSO

Telling the story in a transparent,
motivating way that can make
people feel like they're part
of a bigger movement

WHY DO WE NEED BRAND GUIDELINES?

In today's environment, it's increasingly difficult for an organization to be noticed and remembered. The clutter and volume of competing messages is overwhelming. As a result, more businesses are developing a uniform, easily recognized "masterbrand" identity system to communicate who they are to the public. Beneath this umbrella brand, other products may carry specific messages for various markets.

Our goals are to enhance the American Heart Association identity, improve consistency, simplify and update the brand's look and feel and provide easy-to-use standardized design templates.

The American Heart Association is committed to developing its brand and communications strategies and strengthening its image and identity in the marketplace. A strong organizational identity is vital because that's what the public recognizes — it's what sustains loyalty. Benefits of a strong corporate identity include:

- Heightened public awareness of the American Heart Association and its mission
 - Enhanced credibility for the organization and its messages
 - Differentiation from competitors
 - Improved fundraising potential from the general public and corporate sponsors and supporters

WHY DO WE NEED BRAND GUIDELINES?

To achieve a stronger identity, we have developed and will implement resources and tools to create a unique organizational image (or “masterbrand”) for the American Heart Association. These resources and tools include:

- Our logo
 - Color
- Photography
- Graphic devices
- Consistent use of typeface(s)
- The style of our materials (tone, graphics, audio and editorial content)
 - Program names
- Media we use to deliver our messages

Implementation of these guidelines ensures the American Heart Association is more memorable, relevant and accessible to consumers, while preserving the American Heart Association’s time-honored reputation and heritage.

WHO SHOULD USE THIS GUIDE?

American Heart Association staff and volunteers will use these guidelines when designing or producing materials, or when directing outside vendors to produce materials.

These guidelines should also be given to corporate supporters or other organizations that will produce materials with our name and logo. Staff who develop corporate sponsorships that result in the production of materials should discuss these guidelines during initial negotiations and contract development to set expectations and ensure compliance.

Finally, field staff or others in contact with volunteers doing design work to promote local American Heart Association events should ensure that they follow these guidelines.

HOW SHOULD THIS GUIDE BE USED?

This is a guide to the basics that must be followed in all instances. Its goal is not to limit creativity, but to provide direction that will guide us all to produce materials with greater unity, clarity and visual harmony. This will help us produce materials that the public recognizes as distinctly ours, whether the items are found in the Northwest or Southeast United States or come via the Web or direct mail, on video or in print.

To use a musical analogy, we're not asking everyone to play the same instrument, only to play the same music.

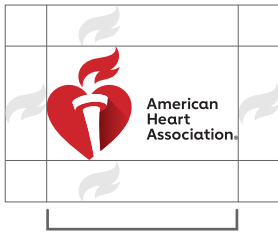
We believe the result will be a more visible, more cohesive American Heart Association, which will benefit us all. **For any questions, please reach out to the Association's Brand, Advertising and Design team: AHAAASABrand@heart.org**

Identity

MASTERBRAND AND CORPORATE SIGNATURE PRIMARY MARK



MINIMUM CLEAR SPACE = ONE FLAME WIDTH



MINIMUM PRINT SIZE: LOGO SHOULD NOT BE SMALLER THAN 1" / 72PX WIDE

RULES:

WHERE AND WHEN THIS LOGO IS USED:

This logo should be used whenever possible for consistency and brand clarity. This logo must be the primary mark used in all instances except in Stroke-only materials. This mark is to be used on all corporate materials, including business cards, letterhead, presentation folders, name placards and presentations. Only when it is not possible to replicate the shadow correctly can an alternate version be used.

TYPE AND ICON RELATIONSHIP:

The relationship between the type and the Heart and Torch Icon should never change. This is a fixed element that must remain consistent.

SPACING:

The flame represents the amount of clear space that must be present around the logo at all times. No matter the dimension of the logo, the clear space will always be based off of the size of the flame.

MINIMUM SIZE:

For clarity and legibility, the logo width should always exceed 1". For small applications below the minimum size, use the Heart and Torch Icon only.

ALT PRIMARY MARK
NO SHADOW



MINIMUM CLEAR SPACE = ONE FLAME WIDTH



SINGLE COLOR VARIATIONS



RULES:

WHERE AND WHEN THIS LOGO IS USED:

This alternate flat color mark may be used when the full color mark cannot be due to printing or display specifications.

TYPE AND ICON RELATIONSHIP:

The relationship between the type and the Heart and Torch Icon should never change. This is a fixed element that must remain consistent.

COLOR:

The Alt Primary Mark may use the AHA Red Heart and Torch with black logo type, or it may be displayed as a single color using white or gray. Single color variations are only used when necessary. The Heart and Torch can never be represented in black.

SPACING:

The flame represents the amount of clear space that must be present around the logo at all times. No matter the dimension of the logo, the clear space will always be based off of the size of the flame.

MINIMUM SIZE:

For clarity and legibility, the logo width should always exceed 1". For small applications below the minimum size, use the Heart and Torch Icon only.

AMERICAN STROKE ASSOCIATION

STROKE-ONLY MATERIALS



MINIMUM CLEAR SPACE = ONE FLAME WIDTH



MINIMUM PRINT SIZE: LOGO SHOULD NOT BE SMALLER THAN 1" / 72PX WIDE

RULES:

WHERE AND WHEN THIS LOGO IS USED:

This logo should be used on Stroke-only materials.

TYPE AND ICON RELATIONSHIP:

The relationship between the type and the Heart and Torch Icon should never change. This is a fixed element that must remain consistent.

SPACING:

The flame represents the amount of clear space that must be present around the logo at all times. No matter the dimension of the logo, the clear space will always be based off of the size of the flame.

MINIMUM SIZE:

For clarity and legibility, the logo width should always exceed 1". For small applications below the minimum size, use the Heart and Torch Icon only.

ALT AMERICAN STROKE ASSOCIATION MARK

NO SHADOW



MINIMUM CLEAR SPACE = ONE FLAME WIDTH



SINGLE COLOR VARIATIONS

RULES:

WHERE AND WHEN THIS LOGO IS USED:

This alternate flat color mark should be used on Stroke-only materials and when the full color Stroke mark cannot be used.

COLOR:

The Alt Stroke Mark may use the AHA Red Heart and Torch with black logo type, or it may be displayed as a single color using white or gray. Single color variations are only used when necessary. The Heart and Torch can never be represented in black.

TYPE AND ICON RELATIONSHIP:

The relationship between the type and the Heart and Torch Icon should never change. This is a fixed element that must remain consistent.

SPACING:

The flame represents the amount of clear space that must be present around the logo at all times. No matter the dimension of the logo, the clear space will always be based off of the size of the flame.

MINIMUM SIZE:

For clarity and legibility, the logo width should always exceed 1". For small applications below the minimum size, use the Heart and Torch Icon only.

HEART AND TORCH ICON



FULL COLOR VERSION



SINGLE COLOR VERSION

RULES:

WHERE AND WHEN THIS LOGO IS USED:

The Heart and Torch Icon should only be used when spacial restrictions do not allow for the full logo or when the logo is being used as a design element. E.g. social media profile pictures, T-shirts and other promotional materials, web favicons, etc. The full color version with the shadow is always preferred.

SPACING:

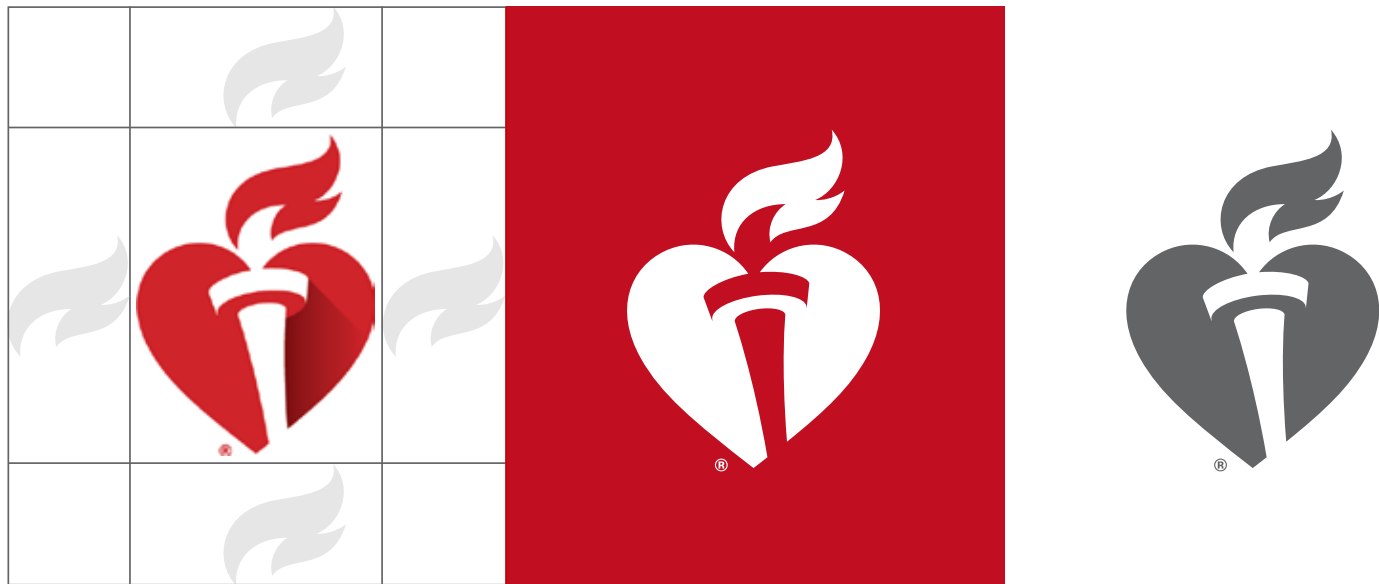
The flame represents the amount of clear space that must be present around the icon at all times. No matter the dimensions of the icon, the clear space will always be based off of the size of the flame.

COLOR:

The Heart and Torch Icon may use AHA Red, or it may be displayed as a single color using white or gray. Single color variations are only used when necessary. The Heart and Torch can never be represented in black.

MINIMUM SIZE:

For clarity and legibility, the icon width should always exceed .2".



INCORRECT LOGO USE

THE LOGO MUST BE USED PROPERLY FOR A CONSISTENT BRAND PRESENTATION.
THE MARK SHOULD NOT BE ALTERED IN ANY WAY. ALSO, BE CAREFUL TO AVOID THESE LOGO MISTAKES.



Do not stretch, distort or alter the logo in any way.



Never use black or any unapproved color for the Heart and Torch.



Do not place elements in the clear zones.



Do not place the logo over a complex image.



Do not use the full color shadow logo in white.



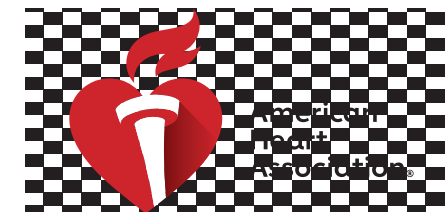
Do not change the type/icon relationship.



Do not use any part of the mark as part of another word, letter or as punctuation.



American Heart Association
Do not redesign, redraw, animate, modify, distort or alter the proportions of the marks.



Do not surround the marks with—or place in the foreground over—a pattern or design.



Do not make the torch transparent on the full color primary mark.



Do not rotate or render the mark three-dimensionally on 2-D media.



Do not add words, images or any other new elements to the marks.



Do not replace the approved typeface with any other typeface.



Do not enclose the mark in a shape or combine it with other design elements or effects.

USE OF GRAPHIC ELEMENTS

RULES:

HOW TO USE THE HEART AND TORCH:

The Heart and Torch Icon can be used as a graphic element when space permits. It should be a singular large graphic that extends partially past the edge of the page. The graphic should fit well with the other elements of the asset and not cover or overlap any other elements. The Heart and Torch graphic does not take place of the full American Heart Association logo, the primary mark or appropriate program mark should still be used. The full color icon with shadow should be used when possible. If color or media type does not allow for full color icon usage, the alternate icon may be used.

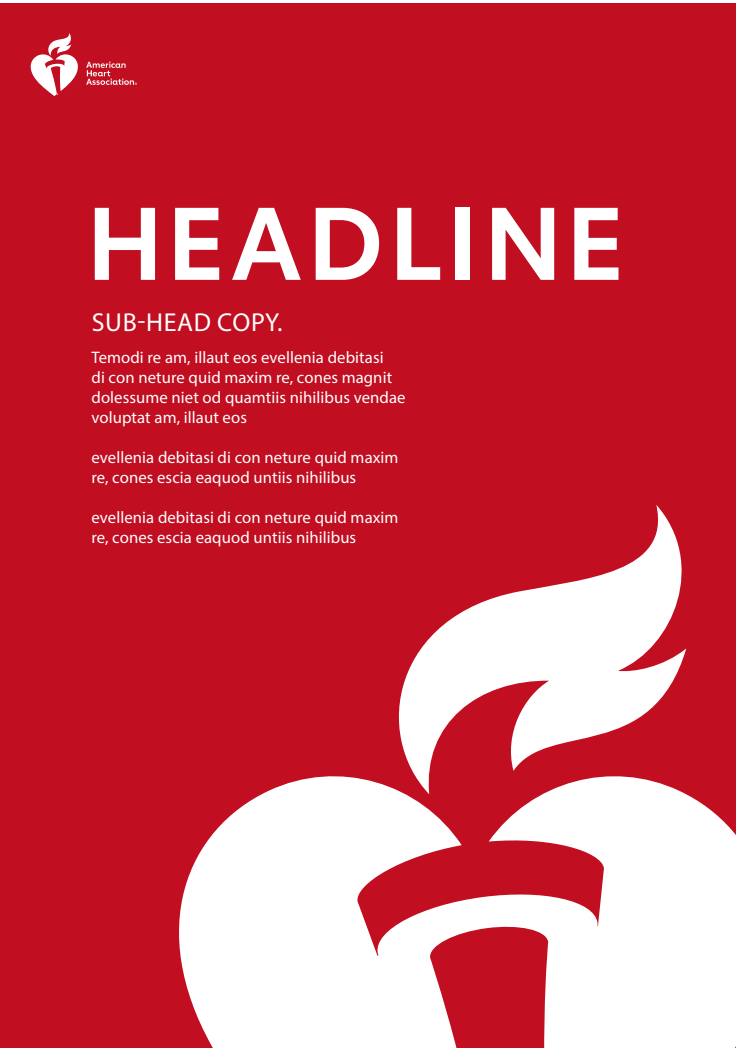
VISIBILITY:

When using the Heart and Torch as a graphic it is important that the icon remains recognizable and is not overly cropped. At least 60% of the icon should be visible in these applications.

OTHER GRAPHIC ELEMENTS:

All other graphics should be used minimally and cannot compete with the minimal look and feel or color palette of the American Heart Association brand. Gradients, patterns and textures should generally be avoided.

EXAMPLE:



TONE OF VOICE

HOW WE TALK IS JUST AS IMPORTANT AS WHAT WE TALK ABOUT.
THESE POINTERS CAN KEEP YOUR TONE IN TUNE:

YOU TALKIN' TO ME?

We need to speak appropriately to our many audiences. We're more personal with donors, informative with patients, technical with scientists, etc. Regardless of the dominant tone in each piece, we always should be accessible, authoritative, informative, interesting, inclusive and helpful.

IT'S NOT US, IT'S YOU.

We need to make sure volunteers, donors and sponsors realize their lifesaving impact. They are the real heroes here, not us. Similarly, we always need to focus on what audiences want and need — and we must realize they might not always want and need what we've traditionally given them.

BE INSPIRING.

We want to eradicate the leading cause of death and a leading cause of disability, a massive undertaking requiring the help of millions of motivated and inspired Americans. Inspire in your communications using specific details showing impact: moving stories, compelling quotes, breakthrough science, major policy changes, etc.

BE INCLUSIVE.

We are working to improve the health and well-being of ALL Americans. We need to use open, engaging, diverse, inclusive and culturally appropriate language, images, subjects and sources.

USE ACTIVE LANGUAGE.

We want people to know our supporters and staff are working toward a healthier future. Use an active voice and seek appropriately exciting verbs to convey our forward momentum. Our rich history is important, but the additional lifesaving impact we're striving for is even more important.

LEGAL REQUIREMENTS

STAFF, VENDORS AND VOLUNTEERS ARE STEWARDS OF OUR TRADEMARKS

We rely on you to keep the AHA/ASA brand strong so we can keep hearts beating around the world. Read on to learn about the basics.

DEFINITIONS

- A trademark is a word, phrase, symbol and/or design that identifies and distinguishes the source of a party's goods from others.
- Trademark infringement is the unauthorized use of a trademark or service mark, i.e., a mark that's the same or similar to another entity's mark for the same or similar goods. It can lead to confusion, deception or mistakes.

GETTING STARTED

Familiarize yourself with the American Heart Association's formal trademark approval process [here](#) or on the Brand, Advertising and Design SharePoint site. All new trademarks must be approved by your EVP/SVP and the VP of Advertising and Brand Management prior to Legal review.

The American Heart Association's in-house Design Studio develops all trademarks because a uniform, consistent process enhances our work to heighten the relevance of the masterbrand. The VP of Advertising and Brand Management must approve exceptions in writing.

TRADEMARK USE

A trademark is a valuable American Heart Association asset that requires tight controls. Here's why we don't allow anyone to use the AHA/ASA logo/trademark without a written license agreement.

Think of our trademark as a Lamborghini, a highly valuable car. You are a Lamborghini dealer. Would you loan one of your cars without parameters or rules such as where and when it can be driven, when to return it, proof of insurance and a valid driver's license?

While having someone drive the car could lead to more awareness or business for you, the Lamborghini dealer, protecting your assets is even more important.

That's how the AHA/ASA treats its trademark, and that's why we have the rules outlined below. Remember — infringement doesn't have to be intentional to violate the law.

- A fully executed license/agreement is required for use of any American Heart Association/American Stroke Association logo. No third-party entity or person can use American Heart Association's trademarks without a written license agreement approved by Legal.
- Using any other entity's trademark without its prior written consent could be infringement by the American Heart Association, regardless of intent. Trademark infringement can be very costly to the organization and detract from our mission.
- The only way to ensure a new American Heart Association trademark doesn't infringe on another party's trademark rights is to obtain Legal input before any use to make sure there is no evidence of ownership of a similar mark. Not wanting to formally register a mark does not remove any liability for infringement.

USING INTELLECTUAL PROPERTY SYMBOLS

- Trademarks must include the registered symbol ® or ™ mark symbol after the logo or name to indicate American Heart Association ownership.
- Use ™ to signify common-law rights in a trademark under U.S. law, which is ownership that is not registered with the United States Patent and Trademark Office.
- Use ® when the trademark is formally registered and accepted by the USPTO or when an application has been submitted but not yet accepted.

Typography

LUB DUB

Our typography is designed to visually express the unique details that make us all human individuals, but also convey the beauty that comes from what we all share—a beating heart.

This graphic interpretation helps modernize the brand, and allows us to speak to a broader audience and make new connections through the power of the sound of life as we know it—
lub dub, lub dub, lub dub.

TYPOGRAPHY

RECOMMENDED USE:

Headline Copy	Lub Dub Heavy Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm <i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm</i>
Headline/ Sub-Head Copy	Lub Dub Bold Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm <i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm</i>
Body Copy	Lub Dub Medium Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm <i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm</i>
Accent Copy	Lub Dub Light Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm <i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm</i>
Legal Copy	Lub Dub Bold Condensed Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm <i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm</i>
Legal Copy	Lub Dub Condensed Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm <i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm</i>
Long Form Copy	Georgia Regular Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

RULES:

Lub Dub is our custom American Heart Association typeface and should be the sole typeface used on all materials (except long form scientific documents where a sans serif may not be suitable). The complete set of weights and styles is shown here.

Heart
Heart
Heart
Heart

1 2 3 4 5 6 7 8 9

RECOMMENDED COPY SETTING

RULES:

WEIGHTS:

Combining type weights allows for a dynamic and interesting design; consider your messaging importance when selecting type weights. Headline copy should always be in the heavier font weight to ensure proper type hierarchy.

CONDENSED TYPE:

Lub Dub is available in two condensed weights. These should be used sparingly and only when necessary.

THIRD-PARTY USAGE:

External and third parties may only use Lub Dub with written permission from the Association under select circumstances approved by the National Center Advertising and Brand Vice President. Please email AHAASABrand@Heart.org

Large Headline
Font: Lub Dub Heavy
Leading: 1:1
Tracking: 20pt

Headline Option 1
Font: Lub Dub Bold
Leading: 1:1
Tracking: 20pt

Headline Option 2
Font: Lub Dub Bold
Leading: 1:1
Tracking: 10pt

Sub-Headline
Font: Lub Dub Bold
Leading: 1:1
Tracking: 10pt

Body Copy
Font: Lub Dub Medium
Leading: 1:1.2
Tracking: 10pt

Legal Copy
Font: Lub Dub Condensed
Leading: 1:1.2
Tracking: 0pt

LARGE HEADLINE

HEADLINE OPTION 1

Headline Option 2

Sub-Headline

Body copy setting. Ero odio blaces dus, quaecus. Am quo omnihitaspis doluptis ilique expliquate vere non nimus rerferiam quia nis eaturitis intoriaerum veresci enihitiam asim fugiatur, que everit adio. Nam, viderumqui diorem.

Legal copy setting. Ero odio blaces dus, quaecus. Am quo omnihitaspis doluptis ilique expliquate vere non nimus rerferiam quia nis eaturitis intoriaerum veresci enihitiam asim fugiatur, que everit adio. Nam, viderumqui diorem.

Color

COLOR PALETTE

RULES:

Red should always be an accent, but that doesn't mean it always has to be minimal.

The Deep Red color will serve as an accent to AHA Red.

Both Gray and Black should be used sparingly. The colors should never feel heavy or overpowering.

Black should be used for copy in most materials, including Power Point.

White CMYK: 0 0 0 0 RGB: 255 255 255 HEX: #FFFFFF
AHA Red PMS: 3517C CMYK: 17 100 100 0 RGB: 193 14 33 HEX: #C10E21
Deep Red PMS: 7621C CMYK: 0 98 91 30 RGB: 153 0 0 HEX: #990000
Gray PMS: Cool Grey 10 CMYK: 0 0 0 75 RGB: 99 100 102 HEX: #636466
Black CMYK: 0 0 0 100 RGB: 0 0 0 HEX: #000000

ACCEPTABLE COLOR + TYPE COMBINATIONS

Heart! Heart! Heart! Heart!
Heart!
Heart!
Heart!
Heart!
Heart!

Look & Feel

PHOTOGRAPHY

RULES:

AUTHENTICITY:

We want the photos to feel unstaged, authentic and honest to the moment and situation. While our imagery should always feel light in composition, the mood of the photo should reflect the emotion that person is feeling at the time. For example, if we're discussing what it's like to lose someone to a heart attack, the corresponding photo should feel raw and authentic to that emotion. We don't want any of our photography to have a doom and gloom feel, but we should always make sure that it feels like a true depiction of life in all facets and reflects a full spectrum of emotions.

COLOR:

The color palette for our photography should be very reduced. Studio shots should always be on white or red backgrounds, with the ratio of white backgrounds outweighing red ones. We should also work red into the shots when it feels natural, whether it's through props, food or other accents.

CONTRAST:

When applicable, our ad placements should always be in high-contrast situations for maximum visibility. For example, when running a banner on a website, the dominant color in the banner will often be red, as the background of many sites is white. If we are running a placement in a dark environment, the dominant color in the ad should be white. We always want our placements to pop.

USAGE:

Use human photography sparingly. Any time we're not running media on our owned properties, we should stick to graphic elements, much like you'll see in the banners, OOH and print examples on the following pages.



Human



*THESE ARE PHOTOGRAPHY REFERENCES AND DO NOT DEPICT ACCEPTABLE STAND ALONE ADS AS THE AHA LOGO DOES NOT APPEAR.

Movement

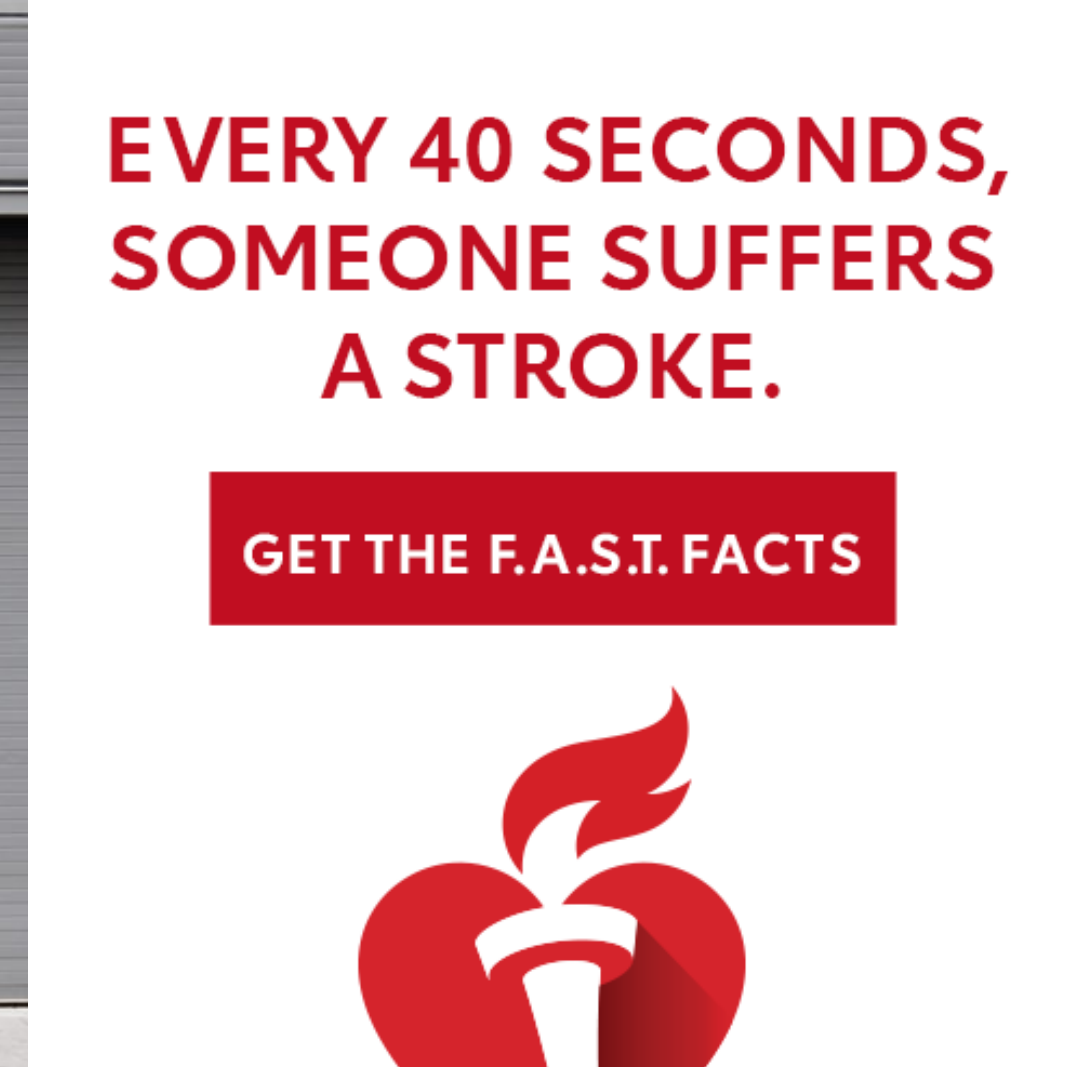


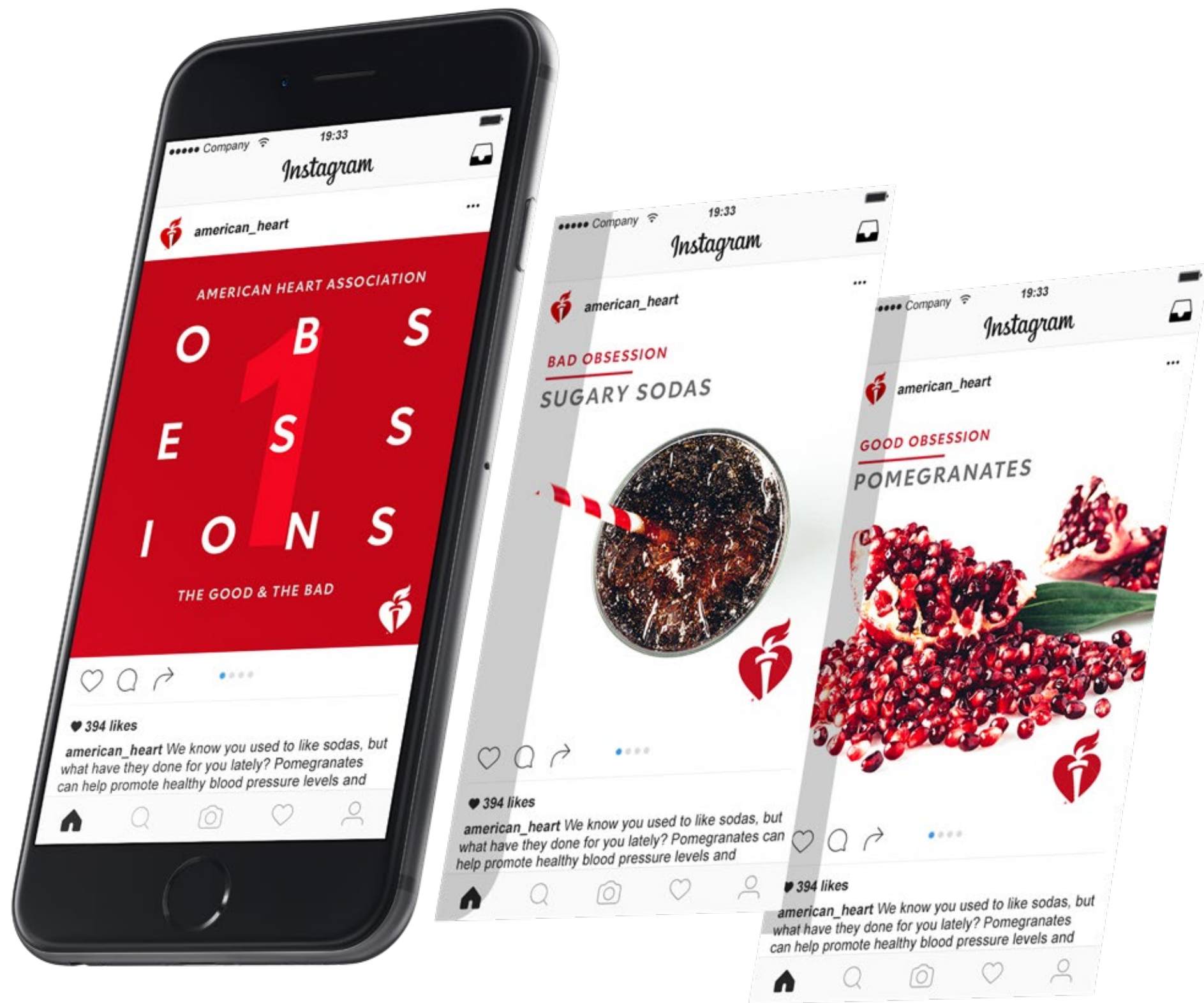
*THESE ARE PHOTOGRAPHY REFERENCES AND DO NOT DEPICT ACCEPTABLE STAND ALONE ADS AS THE AHA LOGO DOES NOT APPEAR.

Stills



*THESE ARE PHOTOGRAPHY REFERENCES AND DO NOT DEPICT ACCEPTABLE STAND ALONE ADS AS THE AHA LOGO DOES NOT APPEAR.

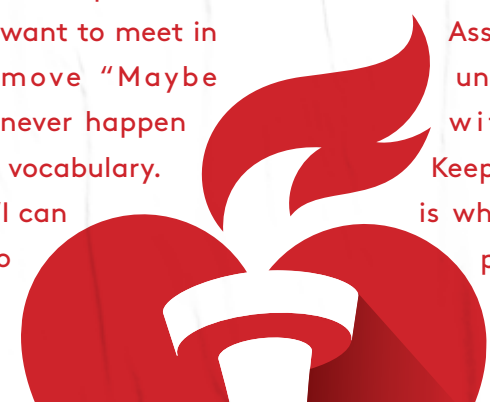




WHAT DO I DO?

Short answer, I work for the American Heart Association. Long answer, I help save lives. The list of those who can say that with a straight face is short. Firefighters. Police. Doctors. EMTs. Nurses. The military. And me. That's right—me. No, I'm not running into burning buildings or reviving car accident victims. But I still wake up every day with one mission: to keep hearts beating around the world. I'm an advocate. Volunteer. Mentor. Changemaker. Researcher. Coach. Educator. Friend. I don't just fight procrastination; I decimate it. I help people make change happen, not just wait for it. I tell our story with emotion and passion. I champion the difference between merely existing and truly living. I am complacency's worst nightmare. I'm the person a lame excuse doesn't want to meet in a dark alley. I remove "Maybe someday" and "It'll never happen to me" from people's vocabulary. I replace them with "I can do this," "I need to change now" and "I

am in it for the long haul." Because I'm not just part of a charity. I'm a living, breathing part of an ever-growing movement. A movement where it's all about people, not numbers. One obsessed with improving the cardiovascular health of all Americans. Reducing deaths from heart disease and stroke and more. That's why I give well beyond 100%. To help people get started. Get informed. Get donating money and time. Get moving around more. Get eating better. Get rid of the cigarettes. Get up and get walking. Get wearing red. Get volunteering. Get their blood pressure under control. Get regular checkups. Get on top of their meds. Not tomorrow. Or the next day. Right now. So, what do I do? I work for the American Heart Association. I have an unhealthy obsession with your health. Keeping hearts beating is what keeps my heart pumping. That's what I do.



**Be
Selfless-ish.**

Donating to Heart Walk funds lifesaving science. It also makes your heart healthier. Donate today and you can pat yourself on the back and hug your heart at the same time.

Register and donate at heartwalk.org.

**Be a heart
walk hero.**

Donations for Heart Walk fund lifesaving science. When you donate, you, yes you, are kind of responsible for saving lives. And if that doesn't make you want to do a victory dance right here and now, well, we don't know what will.

Register and donate at heartwalk.org.

**We are the
American
Heart
Association.**



**KEEPING HEARTS
BEATING GETS OUR
HEARTS PUMPING.**



Core Program Guidelines

CORE PROGRAMS

BRANDING DOMINANCE: HIGH

In this category, the American Heart Association is the lead collaborator or owner of each individual program. The program name (such as Check. Change. Control.) is a descriptor of the American Heart Association program, rather than a distinct brand in its own right, and will therefore always be tethered to the American Heart Association masterbrand in order to both accrue value to and take full advantage of our brand's trust, equity and credibility. Program names are treated the same in this entire section.

CORE PROGRAMS - MARKS

RULES:

SIZING:

The mark should not be represented less than 2” or 144px to ensure legibility.

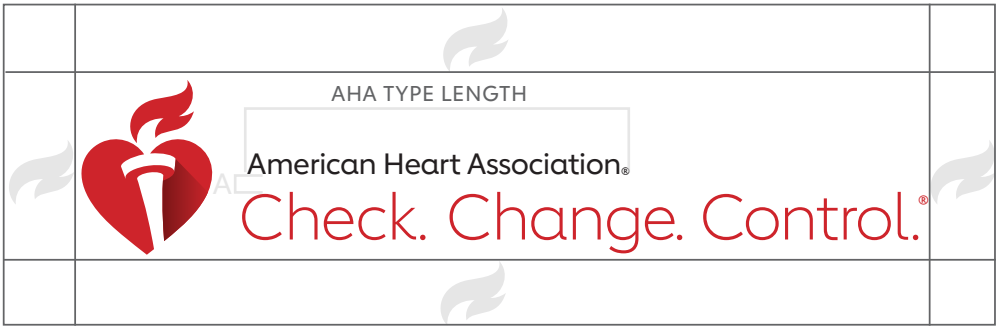
TYPE AND ICON RELATIONSHIP:

The relationship between the type and the Heart and Torch Icon should never change. These are fixed elements that must remain consistent.

COLOR:

The AHA type uses black on white/light backgrounds and white on dark backgrounds. The program type uses AHA Red on white/light background and white on dark backgrounds.

ALL PROGRAM MARKS MUST BE CREATED BY THE AMERICAN HEART ASSOCIATION BRAND TEAM.



MINIMUM CLEAR SPACE = ONE FLAME WIDTH



MINIMUM SIZE = 2" / 144PX



American Heart Association.
Check. Change. Control.®



American Association.
Healthy for Good™



American Heart Association.
Heart Walk



American Stroke Association.
Together to End Stroke.®



American Heart Association.
Heart Walk



American Heart Association.
Heart Walk

CORE PROGRAMS

CONTINUED

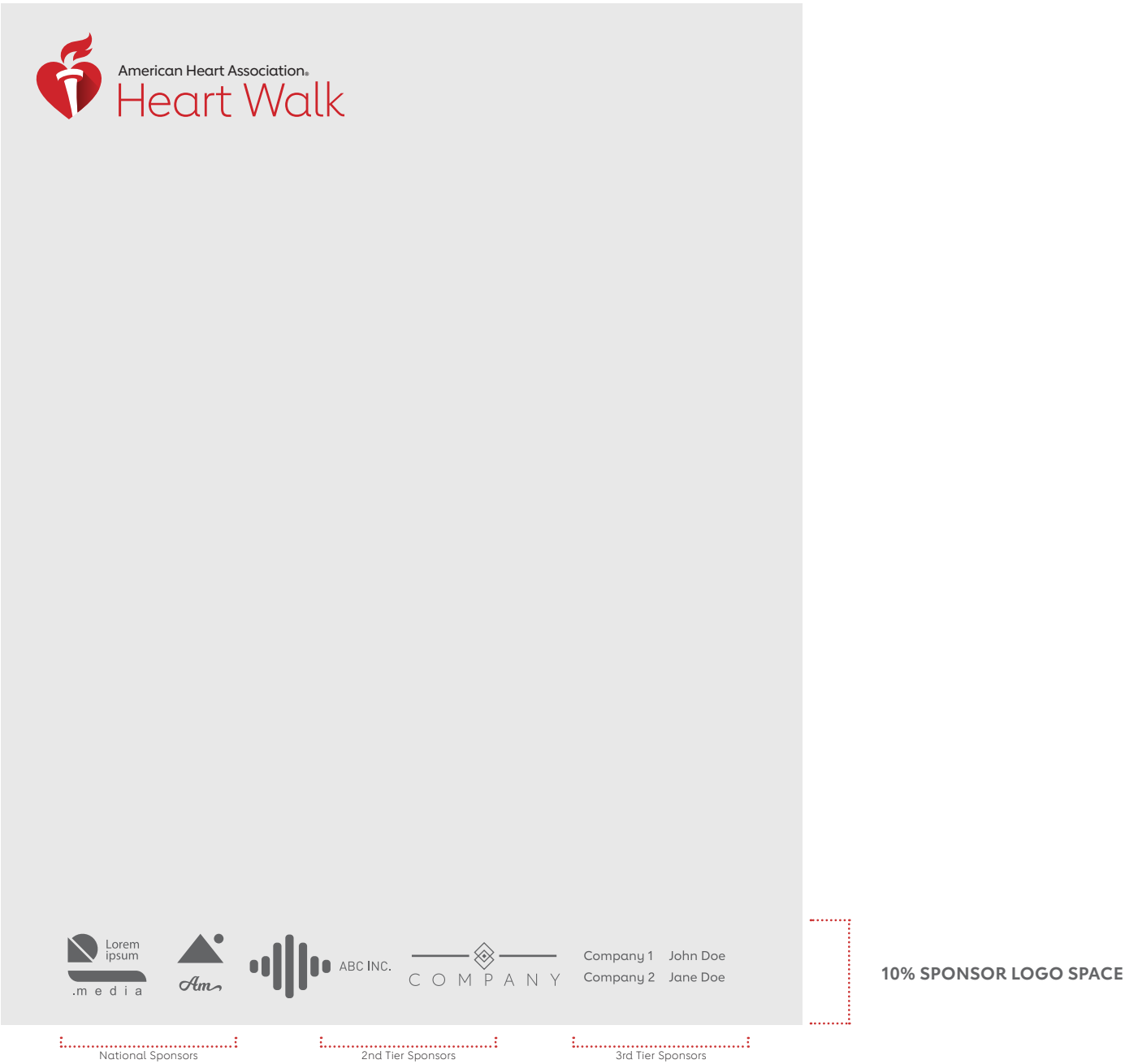
RULES:

PLACEMENT:

The Core Program mark should be placed in the upper left corner of the art area while maintaining the proper safe space of one flame width from the edge.

SPONSORS:

If necessary, sponsor logos may be placed in a gridded layout on the bottom 10% of the art area.



CORE PROGRAMS - ALT PLACEMENTS

Due to the wide range of media proportions and sizes, accommodations must be made to fit the program lock-up. Below are examples for various sizes including vertical and horizontal layouts.

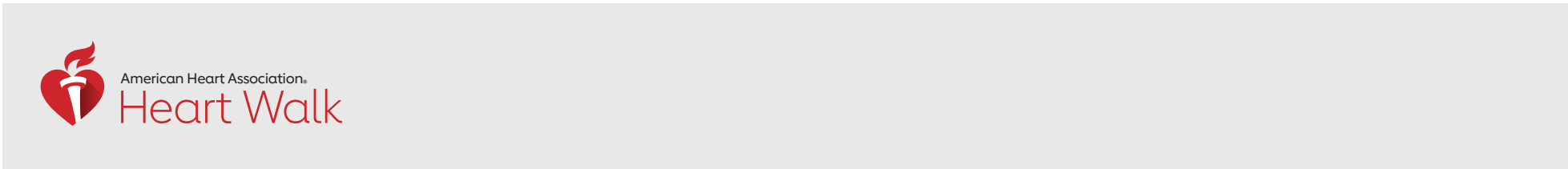
If sponsors must be included, an animated banner that changes to reveal a sponsor logo layout may need to be used if space does not permit for the gridded layout.



1X1 SOCIAL - SEE SOCIAL MEDIA GUIDELINES FOR RULES

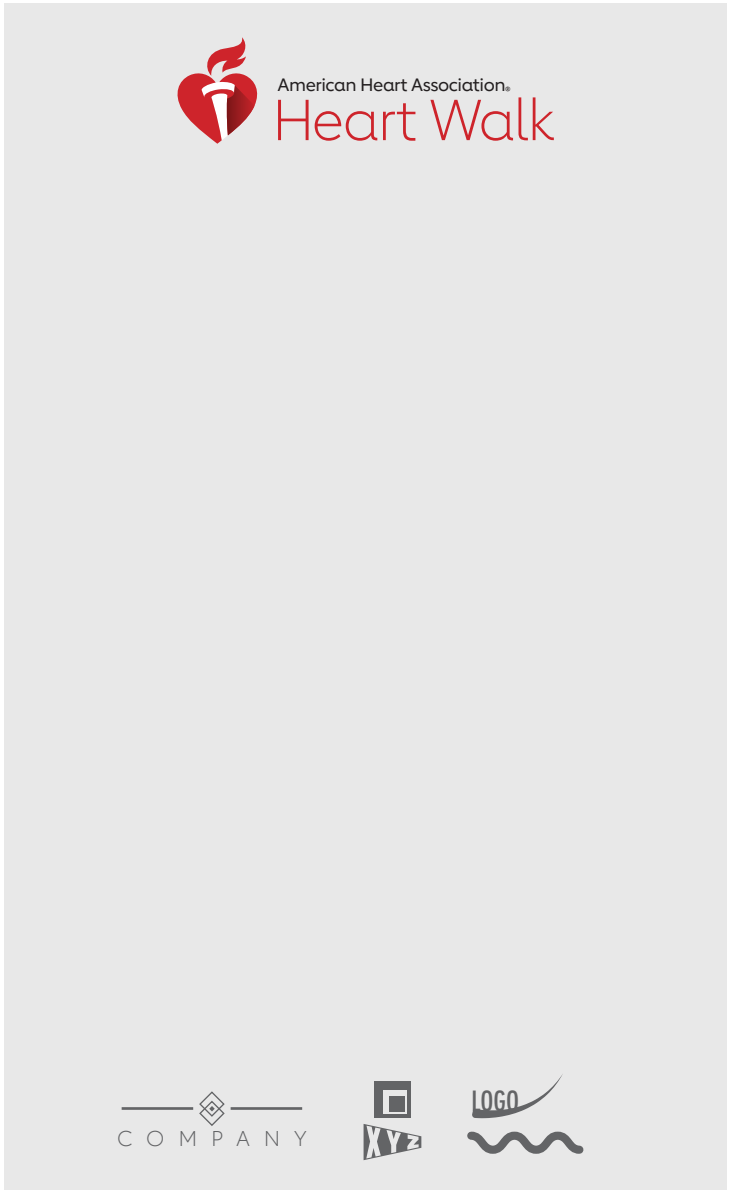


HORIZONTAL



BANNER

VERTICAL



CORE PROGRAMS - EXAMPLE

PROGRAM MARK SPACE



Want to keep hearts beating across the country?
Beat your goals.

Team Name: _____

Amount Goal: _____

Number of Walkers Goal: _____

Date: _____

Number of Walkers: _____

Total Dollar Amount: _____

Date: _____

Number of Walkers: _____

Total Dollar Amount: _____

Date: _____

Number of Walkers: _____

Total Dollar Amount: _____

Date: _____

Number of Walkers: _____

Total Dollar Amount: _____

Date: _____

Number of Walkers: _____

Total Dollar Amount: _____

EVENT INFORMATION

FOR MORE INFORMATION, CALL
1 (800) 487-5203

10% SPONSOR LOGO SPACE



Company 1 John Doe
Company 2 Jane Doe

HEART WALK POSTER

CORE PROGRAMS EXCEPTIONS

BRANDING DOMINANCE: HIGH

These programs are similar to Core Programs, except that the program has an established logo (GRFW) or has been permitted a logo due to their very specialized area or focus (Kids Heart Challenge). Since the American Heart Association receives the most credit for these programs, the American Heart Association will be used in tandem with program name to lend credit to the organization. All programs in this category must be approved by the CMO.

CORE PROGRAMS EXCEPTIONS - GO RED FOR WOMEN

RULES:

GO RED FOR WOMEN LOGO EXCEPTION:

Due to the nature of the Go Red for Women program, the GRFW logo will be used in full. This logo should follow all other Core Program guidelines and rules concerning placement and sizing.

SIZING:

Both logos should be roughly the same size and have the same visual weight.

SPONSORS:

If necessary, sponsor logos may be placed in a gridded layout on the bottom 10% of the art area.

American Heart Association®



GRFW
LOGO SPACE



10% SPONSOR LOGO SPACE



National Sponsors



ABC INC.



C O M P A N Y

Company 1 John Doe
Company 2 Jane Doe

3rd Tier Sponsors

CORE PROGRAMS EXCEPTIONS - KIDS HEART CHALLENGE

RULES:

KIDS HEART CHALLENGE LOGO EXCEPTION:
Due to the nature of the Kids Heart Challenge program, the logo will be used in full. This logo should follow all other Core Program guidelines and rules concerning placement and sizing.

SIZING:
Both logos should be roughly the same size and have the same visual weight.

SPONSORS:
If necessary, sponsor logos may be placed in a gridded layout on the bottom 10% of the art area.



CORE PROGRAM EXCEPTIONS - LOGO LOCK-UPS

RULES:

LOCK-UP USE:

If media size does not allow for a full separation of the two partner logos of a minimum of two AHA logo spaces, a lock-up may need to be created.

LOGO PLACEMENT:

The AHA Logo should come first, placed on the left, with the core program exception logo on the right.

MINIMUM SIZE:

The American Heart Association logo should never be smaller than 1" or 72px wide.

CLEAR SPACE:

The American Heart Association logo should maintain its one flame width of clear space at all times.

VISUAL WEIGHT:

All partner logos should maintain the same visual weight, but the program logo may be larger.

DIVIDER LINE:

A vertical AHA Gray divider line should be placed between partner logos.

LOCK-UP PLACEMENT:

Due to the lock-up's heavy visual weight, the placement must be carefully considered. The lock-up should be placed top or bottom centered or in a corner depending on the space.

AHA LOGO + CORE PROGRAM LOGO



CORE PROGRAMS EXCEPTIONS- ALT PLACEMENTS

Due to the wide range of media proportions and sizes, accommodations must be made to fit the program lock-up. Below are examples for various sizes including vertical and horizontal layouts.

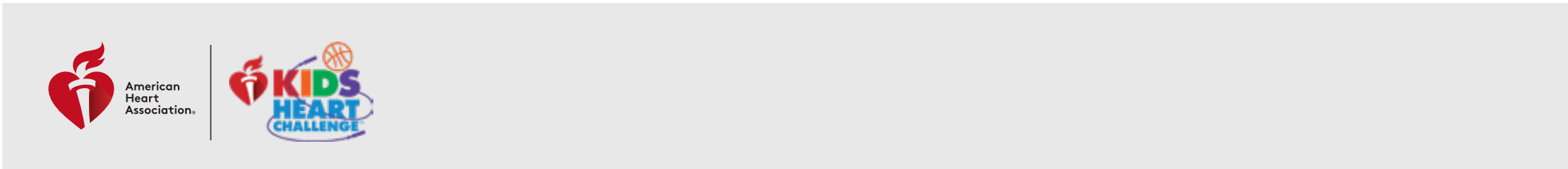
If sponsors must be included, an animated banner that changes to reveal a sponsor logo layout may need to be used if space does not permit for the gridded layout.



1X1 SOCIAL - SEE SOCIAL MEDIA GUIDELINES FOR RULES

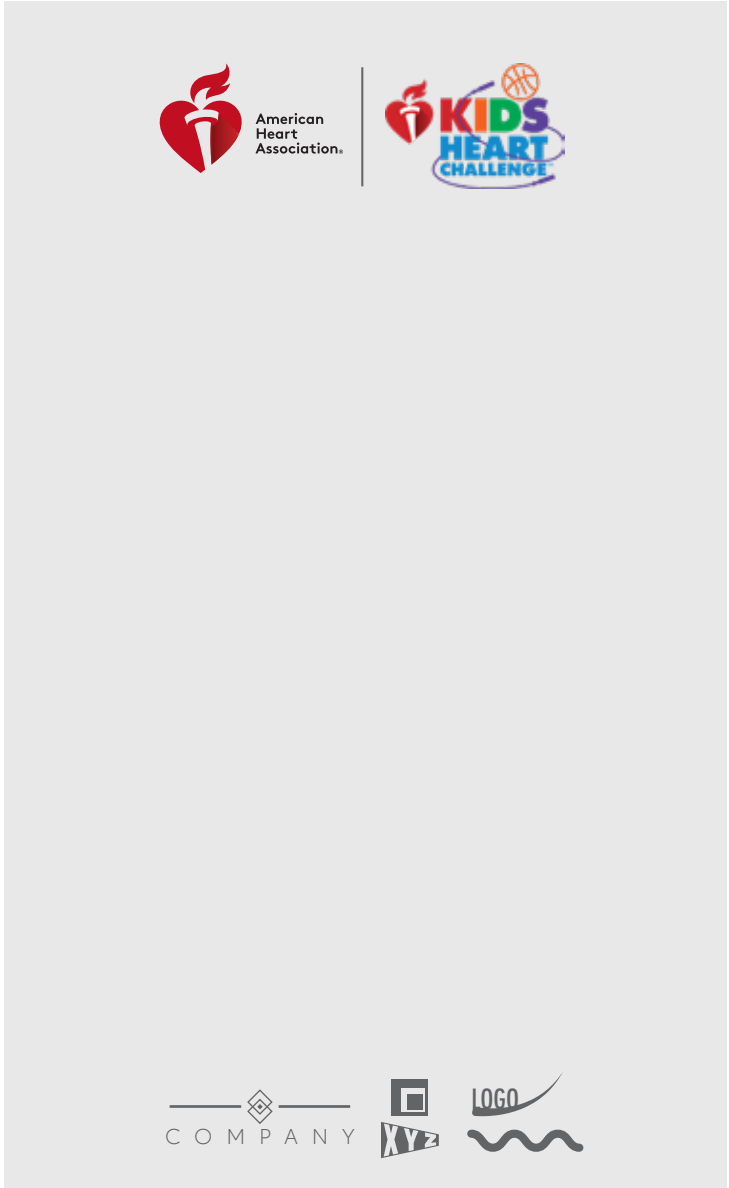


HORIZONTAL



BANNER

VERTICAL



LOGO GUIDANCE FOR AHA-PRODUCED MATERIALS

NO EXCEPTIONS

The guidelines show a couple of examples, but these guidelines should be applied to ALL AHA programs.

PLACEMENT

The AHA logo should be at the top, while sponsor sections should remain in the bottom 10% of the art area. Space may be increased if there are more sponsors than the space allows.

SIZING

Sponsor logo sizing is based on the size of the AHA program logo and their sponsorship level. National sponsors are weighted at 75% of the AHA program logo. Life is Why and platform sponsors are 55% of the AHA program logo. Signature sponsors are at 35%. Level 1 & 2 sponsors are 25% and Level 3 & 4 are represented by name in type, not a logo.

When calculating logo sizes, it's important to keep in mind the overall visual weight. All logos are not created equally when it comes to proportional sizing. If you have questions or need help, please consult your communications director or contact the AHA brand team at AHAASABrand@heart.org

TYPE ONLY SPONSORS

Level 3 & 4 sponsors should be set in Lub Dub Medium; their logo is not represented.

STATEMENT OF RELATIONSHIP

Statement of relationship must be included. Refer to the contract, brand guidelines or style guide for specific language (e.g., *Nationally sponsored by*, *Locally sponsored by*, *Proudly sponsored by*).

ATTRIBUTION STATEMENT

The following Go Red attribution statement should also be included: ©2019 American Heart Association, Inc., a 501(c)(3) not-for-profit. All rights reserved. Go Red for Women is a registered trademark of AHA. The Red Dress Design is a trademark of U.S. DHHS. Unauthorized use prohibited.

Program Logo – 100%



Go Red for Women is nationally sponsored by

National Sponsors – 75%



Life is Why Sponsor:

[City] [Platform] Sponsors:

Life is Why & Platform Sponsors – 55%



Local Sponsor:

Signature Sponsors – 35%



Level 1 & 2 Sponsors – 25%



Level 3 & 4 Sponsors – No Logo

Company 1	John Doe
Company 2	Jane Doe
Company 3	John Doe 2
Company 4	Jane Doe 2

LOGO GUIDANCE FOR AHA-PRODUCED MATERIALS CONTINUED

NO EXCEPTIONS

The guidelines show a couple of examples, but these guidelines should be applied to ALL AHA programs.

PLACEMENT

The AHA logo should be at the top, while sponsor sections should remain in the bottom 10% of the art area. Space may be increased if there are more sponsors than the space allows.

SIZING

Sponsor logo sizing is based on the size of the AHA program logo and their sponsorship level. National sponsors are weighted at 75% of the AHA program logo. Life is Why and platform sponsors are 55% of the AHA program logo. Signature sponsors are at 35%. Level 1 & 2 sponsors are 25% and Level 3 & 4 are represented by name in type, not a logo.

When calculating logo sizes, it’s important to keep in mind the overall visual weight. All logos are not created equally when it comes to proportional sizing. If you have questions or need help, please consult your communications director or contact the AHA brand team at AHAASABrand@heart.org

TYPE ONLY SPONSORS

Level 3 & 4 sponsors should be set in Lub Dub Medium;their logo is not represented.

STATEMENT OF RELATIONSHIP:

Statement of relationship must be included. Refer to the contract, brand guidelines or style guide for specific language (e.g., *Nationally sponsored by, Locally sponsored by, Proudly sponsored by*).

Program Logo – 100%



National Sponsors – 75%



Life is Why Sponsor:



Life is Why & Platform Sponsors – 55%

[City] [Platform] Sponsors:



Local Sponsor:



Signature Sponsors – 35%



Level 1 & 2 Sponsors – 25%



Level 3 & 4 Sponsors – No Logo

Company 1	John Doe
Company 2	Jane Doe
Company 3	John Doe 2
Company 4	Jane Doe 2

SPONSORSHIP EXAMPLES



American Heart Association.

American Heart Association.



Go Red
for women.

Go Red for Women is nationally sponsored by:



©2019 American Heart Association, Inc., a 501(c)(3) not-for-profit. All rights reserved. Go Red for Women is a registered trademark of AHA. The Red Dress Design is a trademark of U.S. DHHS. Unauthorized use prohibited.

Life is Why sponsor:



Local sponsors:





Company 1
Company 2
Company 3



American Heart Association.

American Heart Association.



Heart Walk.

National sponsor:



Life is Why sponsor:



Local sponsors:





Company 1
Company 2
Company 3



American Heart Association.

American Heart Association.



Heart Ball

National sponsor:



Life is Why sponsor:



Local sponsors:





Company 1
Company 2
Company 3

National sponsors

Life is Why & Platform sponsors

Signature sponsors

Level 1 & 2 sponsors

Level 3 & 4 sponsors

10% SPONSOR LOGO SPACE

National sponsors

Life is Why & Platform sponsors

Signature sponsors

Level 1 & 2 sponsors

Level 3 & 4 sponsors

10% SPONSOR LOGO SPACE

National sponsors

Life is Why & Platform sponsors

Signature sponsors

Level 1 & 2 sponsors

Level 3 & 4 sponsors

10% SPONSOR LOGO SPACE

Usage

CORPORATE STATIONERY

1.5" HEADER WITH AMERICAN
HEART ASSOCIATION LOGO



1" HEADER

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.75" MARGIN

.75" MARGIN

BODY COPY: LUB DUB MEDIUM 10PT

FOOTER COPY: LUB DUB MEDIUM 8PT

National Center | 7272 Greenville Avenue | Dallas, TX 75231

8.5" X 11" LETTERHEAD

EMAIL SIGNATURES

AHA/ASA STAFF EMAIL SIGNATURE - LUB DUB 10PT



First Last
Title
American Heart Association
Office Street | City | ST | Zip Code
O XXX.XXX.XXXX | M XXX.XXX.XXXX

NOTE: THE HEART & TORCH IS A HYPERLINK TO HEART.ORG

EXAMPLE:



Jane Heart
Marketing Manager
American Heart Association
7272 Greenville Ave | Dallas | TX | 75231
O 214.555.5555 | M 800.242.8721

ASA ONLY STAFF EMAIL SIGNATURE - LUB DUB 10PT



First Last
Title
American Stroke Association
A division of the **American Heart Association**
Office Street | City | ST | Zip Code
O XXX.XXX.XXXX | M XXX.XXX.XXXX

NOTE: THE HEART & TORCH IS A HYPERLINK TO HEART.ORG

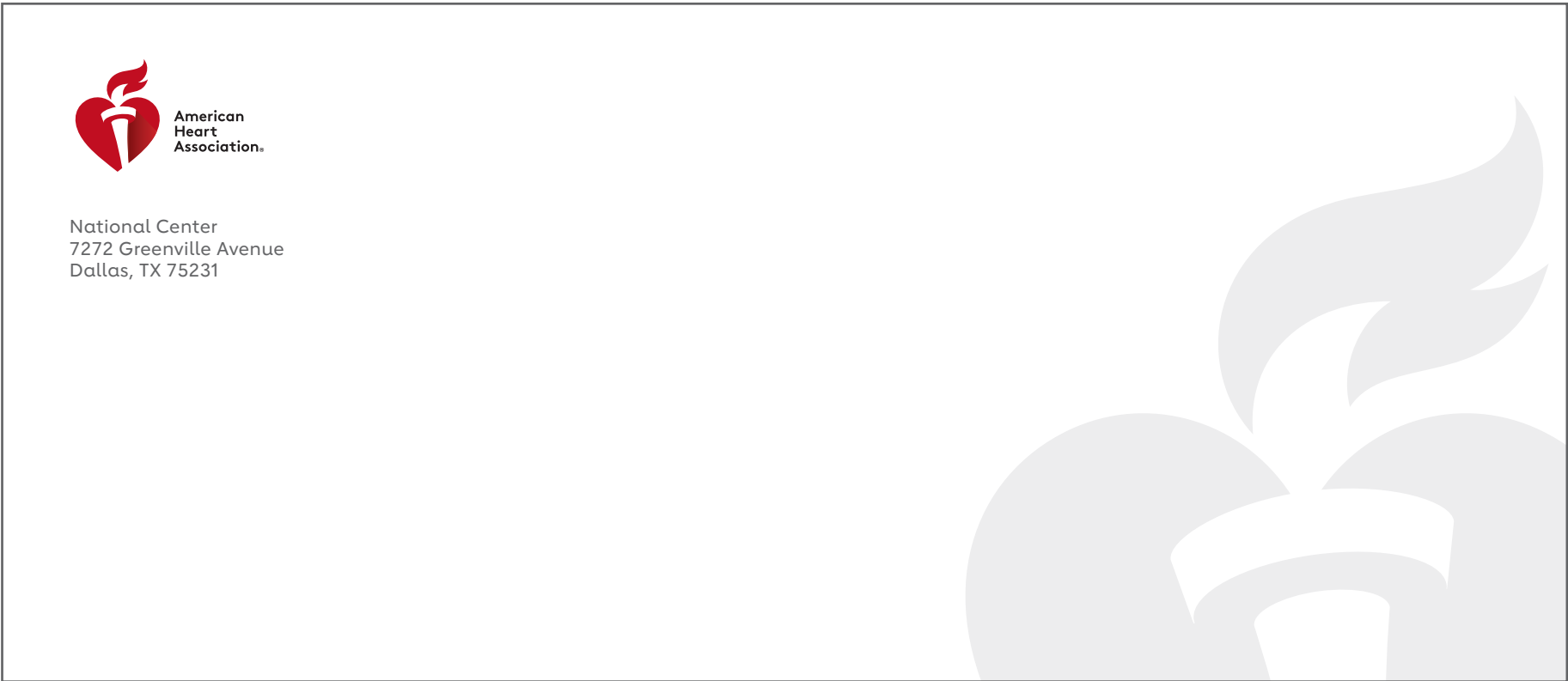
EXAMPLE:



John Heart
Marketing Manager
American Stroke Association
A division of the **American Heart Association**
7272 Greenville Ave | Dallas | TX | 76092
O 214.555.5555 | M 800.242.8721

ENVELOPE

ADDRESS: LUB DUB MEDIUM 8PT



ONLY 7% GRAYSCALE IS ALLOWED ACCORDING TO USPS REGULATIONS. THIS ELEMENT IS OPTIONAL.

4.125" X 9.5" ENVELOPE

BUSINESS CARDS

AHA/ASA STAFF BUSINESS CARD

NAME: LUB DUB BOLD 14PT
POSITION: LUB DUB BOLD 7PT

CONTACT: LUB DUB MEDIUM 7PT

OFFICE INFO: LUB DUB MEDIUM 5.75PT

First Last

Position

email@heart.org
555.555.5555

American Heart Association
National Center
7272 Greenville Avenue
Dallas, TX 75231
www.heart.org





American
Heart
Association.

3.5" X 2" BUSINESS CARD - AMERICAN HEART ASSOCIATION

ASA ONLY STAFF BUSINESS CARD

NAME: LUB DUB BOLD 14PT
POSITION: LUB DUB BOLD 7PT

CONTACT: LUB DUB MEDIUM 7PT

OFFICE INFO: LUB DUB MEDIUM 5.75PT

First Last

Position

email@heart.org
555.555.5555

American Stroke Association
A division of the American Heart Association
7272 Greenville Avenue
Dallas, TX 75231
www.heart.org





American
Stroke
Association.
A division of the
American Heart Association.

3.5" X 2" BUSINESS CARD - AMERICAN STROKE ASSOCIATION ONLY

BROCHURES



TRI-FOLD BROCHURE EXAMPLE LAYOUT:



T-SHIRTS



Social Media Guidelines

SOCIAL MEDIA BRAND GUIDELINES

The Social Media Brand Guidelines provide guidance for how the American Heart Association brand appears on social media. By following these guidelines, American Heart Association employees who oversee and publish to social media channels can help create a cohesive social media experience for our audiences. While the voice, tone and personality may vary due to audience and purpose, every social media post should look and feel like it comes from the American Heart Association.

These guidelines enhance the American Heart Association identity, improve consistency, simplify and update the brand's look and feel.

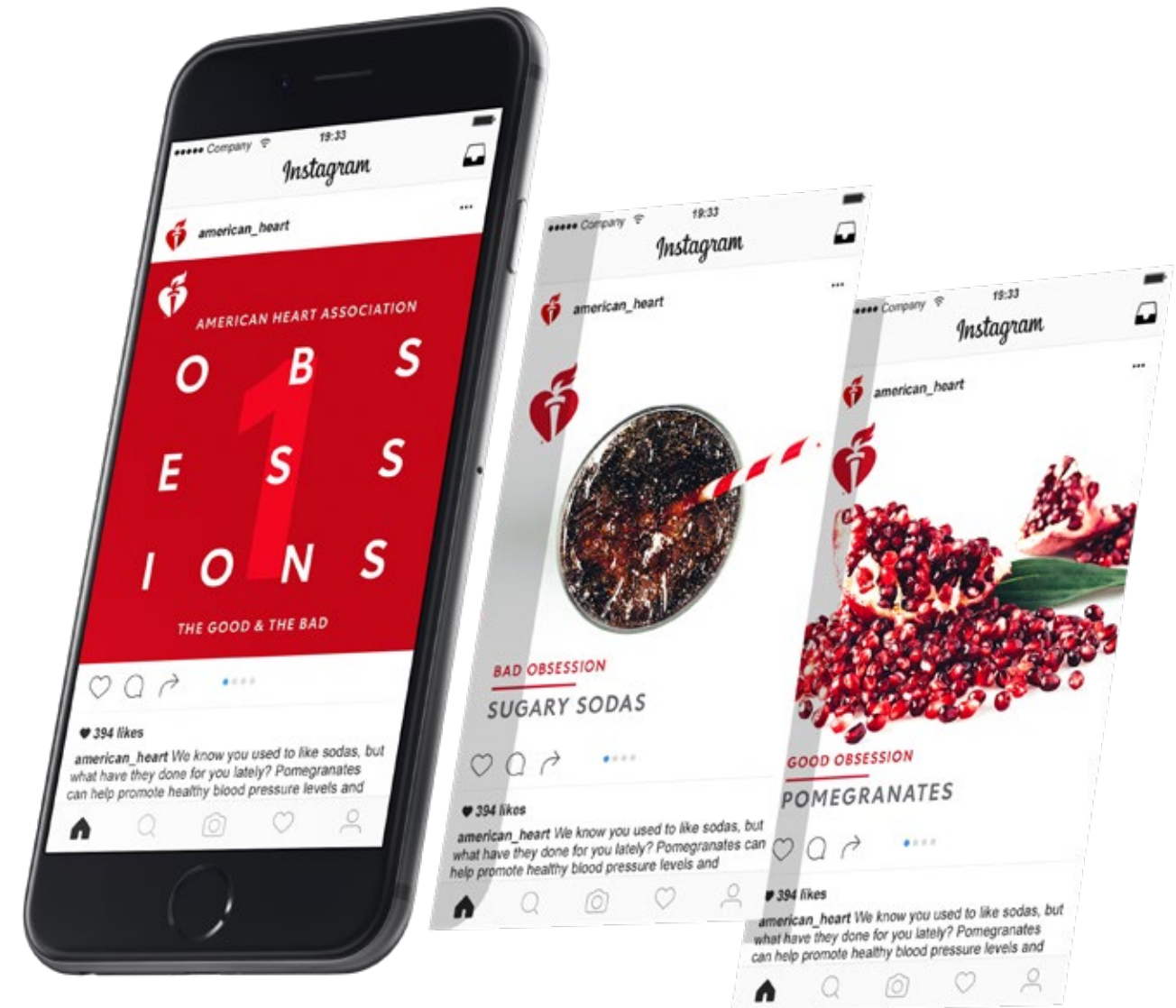
SOCIAL MEDIA GUIDELINES

BRAND COMPLIANCE HELPS THE AHA CONVEY CLEAR, CONSISTENT MESSAGES.

If you're a social media manager, please familiarize yourself with our brand guidelines and accessibility rules. Note that color, style, photography and logo guidelines are the same online and offline.

A FEW BASICS

- Affiliate channels should use the standardized social avatars on each local presence for consistency. National Center provides them via Sprinklr.
- National program channels should use the avatar template when possible. There may be exceptions if a program carries a logo that doesn't include the heart and torch. For questions, contact the National Center's social team or AHAASABrand@heart.org.
- The full masterbrand logo isn't needed within community cover images since it's already included as the community icon.
- National Center will provide cover images regularly via Sprinklr. Please change them to reflect the new guidelines as appropriate.
- When creating social graphics that require a logo, we recommend placing the primary Heart and Torch logo with shadow in the upper left corner of each image for consistency.
- The AHA must own or purchase rights to use any image, video, etc. used in our social communities to avoid unauthorized use, which could result in fees and legal action. When in doubt, don't use the asset. Media posted by sharing or retweeting is exempt, but crediting the original author is recommended.



SOCIAL MEDIA GUIDELINES

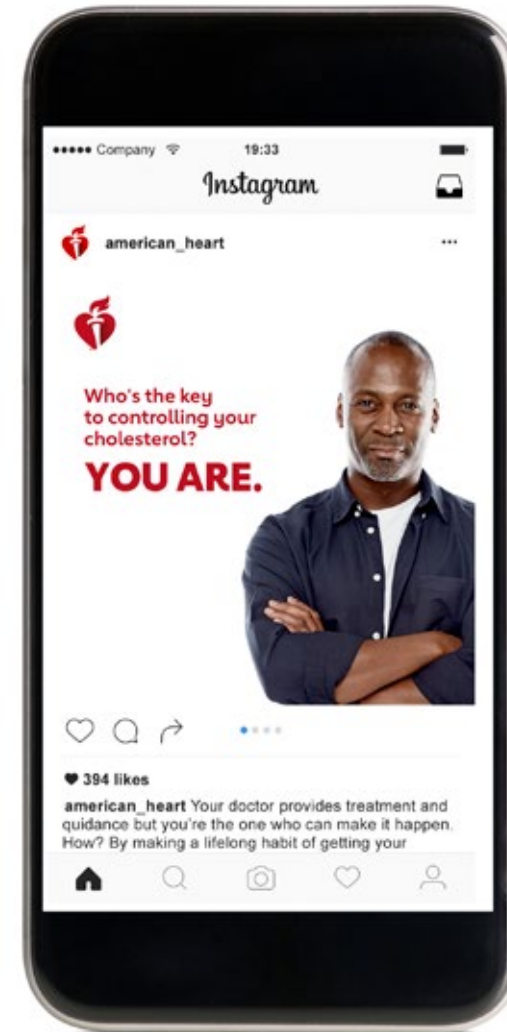
CONTINUED



Instagram® Example

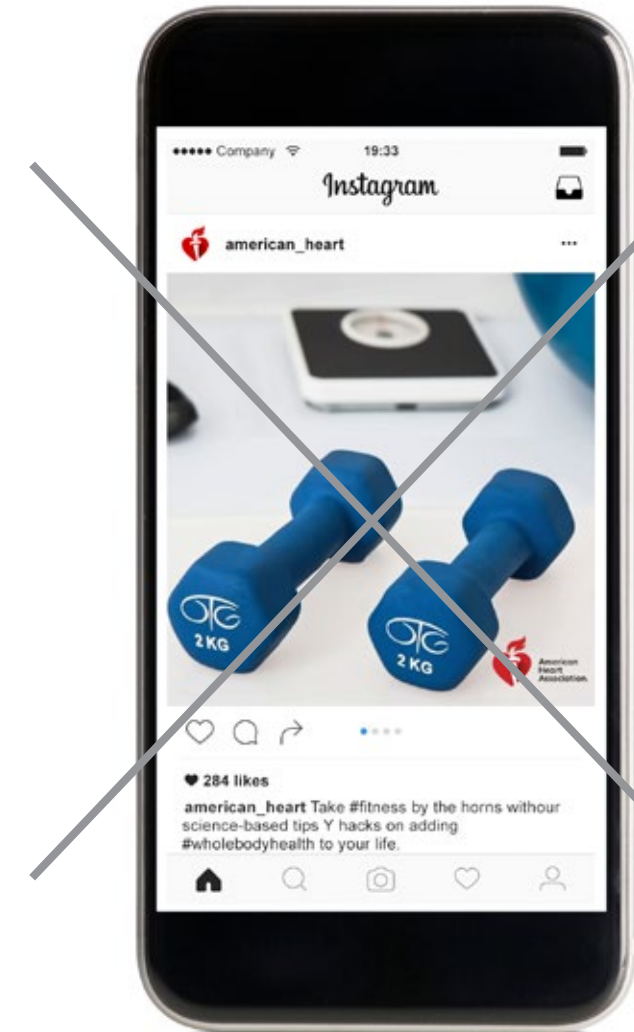
DEALING WITH SPONSORS AND PUBLIC PERSONALITIES

- The Heart and Torch logo cannot be locked up with a sponsor or alliance within social media.
- Sponsors may be acknowledged in the copy of the post.
- Sponsor logo shouldn't be included in the images. Exceptions must be approved by the AHA brand team.
- No AHA social media communication may recommend, promote, sell or endorse any product. This helps protect the integrity of the brand and also protects us from legal action and potential taxes. See Social Media Playbook for more details.
- The AHA entertainment group must approve in advance any celebrities, influencers or other public personalities who promote the AHA and use our name or trademark.
- Our sponsors and alliances may share AHA social media posts, tweets, etc., but they may not alter them or add comments that imply an AHA endorsement or recommendation. Sponsors must adhere to the approved language and statement of relationship within the current AHA agreement within social media. Sponsors may not alter any assets on social media to include their logo without prior approval. See Social Media Playbook for more details.
- For more information about social media brand compliance, contact AHAASABrand@heart.org.



CORRECT!

- Uses AHA color palette
- Heart and Torch in upper left corner
- Lub Dub font



INCORRECT!

- Doesn't use AHA color palette (Use red in the photo when possible. In this case, red weights are easy to find.)
- Uses full AHA logo, and incorrect placement

SPONSORS DO'S & DON'TS

ACKNOWLEDGING SPONSORS

- AHA social media posts may acknowledge sponsors as long as no qualitative or comparative language is used.
- The AHA can tag sponsors in AHA posts, tweets and other social media messages.
- Do not advertise for a sponsor, even if a sponsor is offering a promotion that supports the AHA.
- Branded content is the preferred way to acknowledge a sponsor on Facebook. It may be used in organic or paid messaging. For more information, contact your social media lead or National Center's social media team.
- Do not include inducements to purchase sponsor's products or services.
- Do not include price information or indications of savings or value (prices of AHA products are acceptable). Do not mention coupons or discounts.
- Do not include endorsements.

LINKING TO SPONSORS

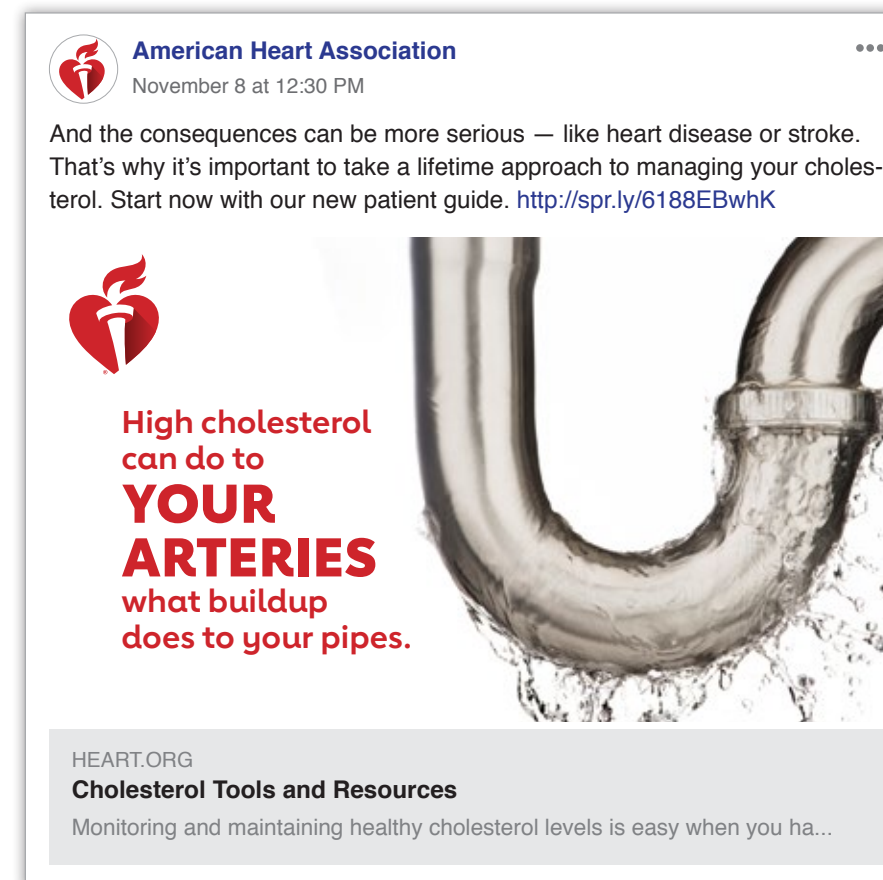
- Do not link to sponsor's main website. Always link to a page that is specifically created for the AHA sponsorship.
- Do not post links to a page on a sponsor's website where products or services can be purchased, which implies endorsement.

SPONSOR PROMOTIONS, FUNDRAISERS AND TICKET SALES

- All posts created or shared by the AHA that reference a sponsor's charitable promotion must clearly disclose the material terms of the promotion. This includes all amounts donated per action, the benefit to AHA, start and end dates and the minimum and maximum amount to be donated.
- Do not use the phrase "a percentage of proceeds," which is vague. Be specific, such as, "5% of purchase price of \$\$ will be donated to AHA."



Facebook® Example



CORRECT!

- Heart and Torch icon with registered trademark and placement
- AHA color palette
- Lub Dub font



INCORRECT!

- Placement of logo
- Uses full logo instead of Heart and Torch alone
- Uses a font other than Lub Dub

SPONSORS DO'S & DONT'S

CONTINUED



SPONSOR HASHTAGS

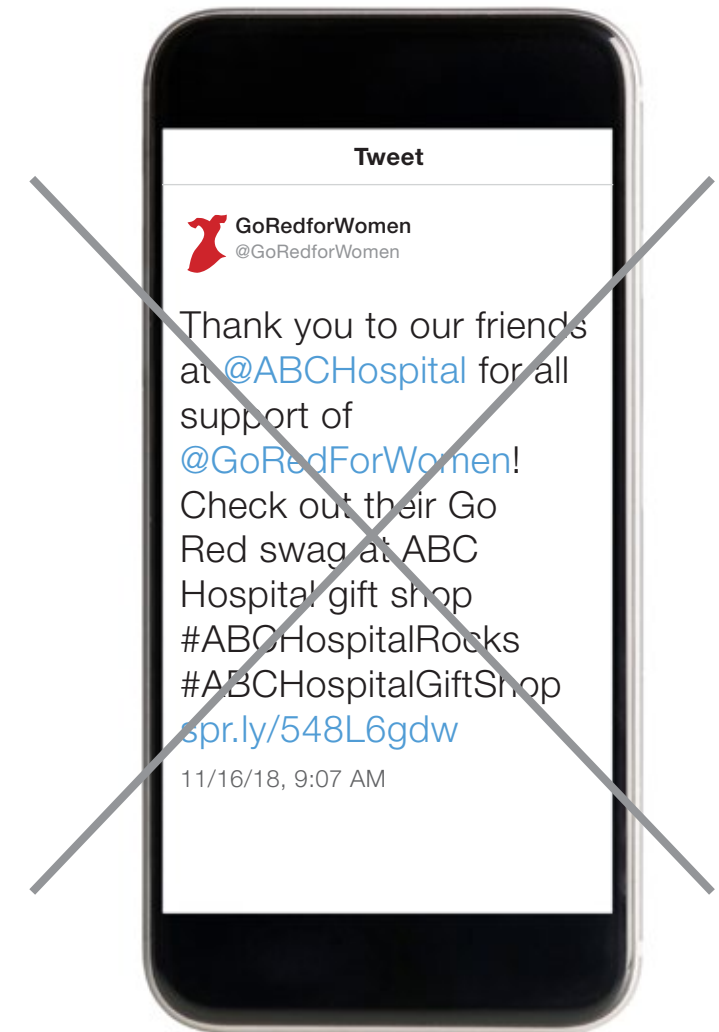
- You may mention a sponsor's hashtag in an AHA post to show our appreciation as long as the hashtag doesn't imply qualitative or comparative value.
- "Co-branded" hashtags may be used for special campaigns.

Note: Use this approach with caution. Creating hashtags, particularly around events, can interfere with overall engagement and brand recognition of established hashtags.



CORRECT!

- Acknowledges sponsor
- Tags sponsor but does not send people directly to the sponsor's webpage
- Does not induce people to make a purchase or visit the store



INCORRECT!

- Tweet sends people directly to the sponsor's webpage
- Tweet induces people to make a purchase or visit the store
- Hashtags are qualitative and comparative

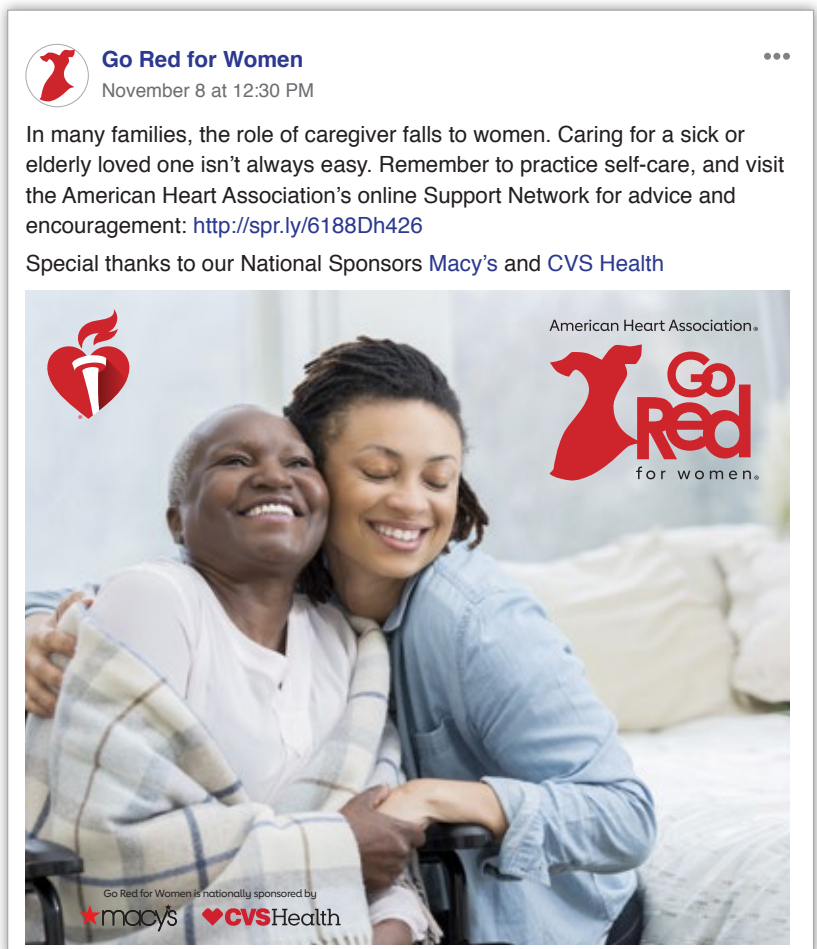
SPONSOR EXCEPTIONS

Any sponsorship and partner logo exceptions must be approved by the Brand Team. The exceptions are in relationship to how the sponsorship and/or partnership is defined. Here are a couple of examples:



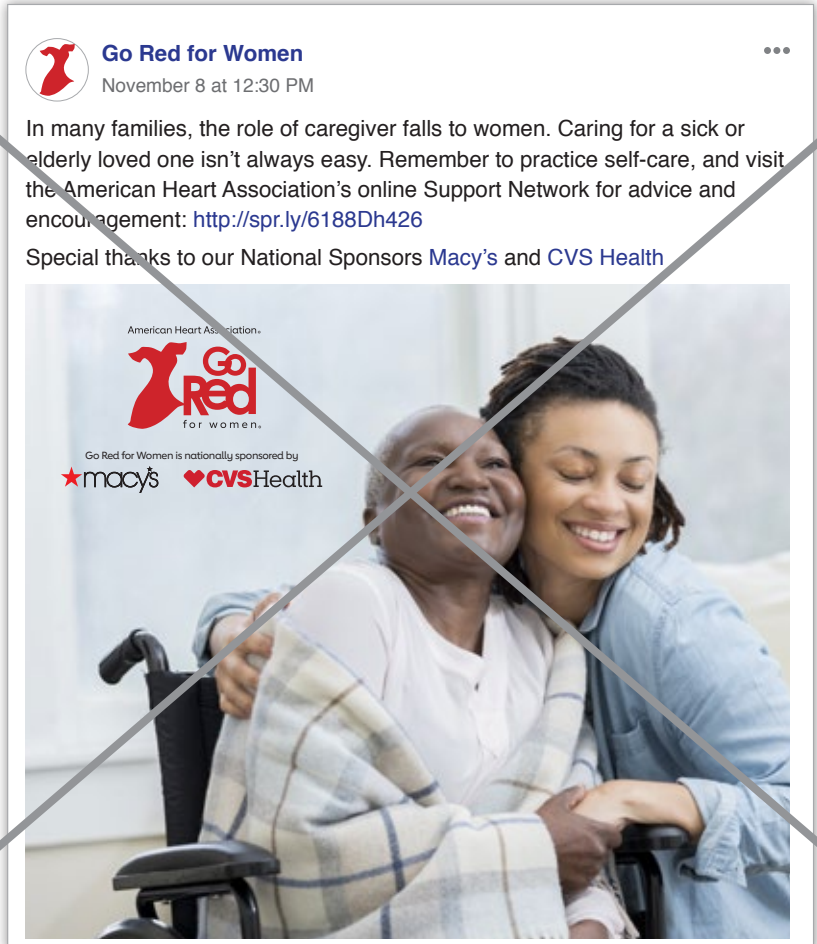
CORRECT

- Program partner logo is included on the image.
- The jointly owned program name is on the image.
- ⓘ symbol includes the program sponsors.



CORRECT!

- Sponsors are listed in the copy.
- Uses Heart and Torch icon in upper left corner.
- Uses logo in the upper right corner.
- Sponsor logos are correct.
- Statement of relationship is included.



INCORRECT!

- Locking up the AHA logo with sponsor logos
- Placement of logo



Facebook® Example

THANK YOU