



# Condensed Brand Guidelines

updated 5.10.2023

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## Mission Statement

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

# Identity

# American Heart Association Masterbrand

## Primary Mark

## Alternate Mark



### PRIMARY MARK

The Primary Mark of the Masterbrand logo is to be used whenever possible. Only when it is not possible to replicate the shadow correctly can an Alternate Mark be used. Please refer to legal and sponsor requirements for use of the logo on materials.

### TYPE AND ICON RELATIONSHIP

The relationship between the type and the Heart and Torch Icon should never change.

### 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, please refer to page 7 for when the Heart and Torch can be used and to legal requirements for where it can be used.

### ALTERNATE MARK (PRIMARY MARK WITHOUT SHADOW)

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

### COLOR

The Alternate Mark may use the AHA Red Heart and Torch with black logo type, or it may be displayed as all white or all gray but never all black.



Minimum clear space: one flame



Minimum clear space: one flame



Minimum print size:  
Logo should not be smaller  
than 1" (72px) wide



Single color variations



# American Stroke Association Masterbrand

## Primary Mark

## Alternate Mark



## PRIMARY MARK

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.

## 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, please refer to page 7 for when the Heart and Torch can be used and to legal requirements for where it can be used.

## ALTERNATE MARK (PRIMARY MARK WITHOUT SHADOW)

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

## COLOR

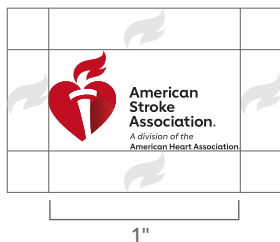
The Alternate Mark may use the AHA Red Heart and Torch with black logo type, or it may be displayed as all white or all gray but never all black.



Minimum clear space: one flame



Minimum clear space: one flame



Minimum print size:  
Logo should not be smaller than 1" (72px) wide



Single-color variations



# Heart and Torch Icon

Full-color



Single-color



Minimum clear space: one flame



## FULL-COLOR H&T ICON

The full-color Heart and Torch (H&T) Icon should only be used in the digital spaces that do not allow for the full logo, like a social media profile pic. The full-color version with the shadow is always preferred. Please refer to legal and sponsor requirements for use of AHA's logos on materials.

## SPACING

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

## MINIMUM SIZE

For clarity and legibility, the H&T Icon width should always exceed 0.20" (15px).

## SINGLE-COLOR H&T ICON

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

## COLOR

The single-color Icon may be displayed as all red, all white or all gray but never all black.

# 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 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.



American Heart Association

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



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



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



Do not change the type/icon relationship.



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 use the full-color shadow logo in white.



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



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



# Graphic Elements

## 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.



Examples

# Typography

## RECOMMENDED USES

Headline Copy	<b>Lub Dub Heavy</b> <b>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk 0 1 2 3</b> <i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk 0 1 2 3</i>
Headline/ Sub-head Copy	<b>Lub Dub Bold</b> <b>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm</b> <i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm</i>
Body Copy	Lub Dub Medium <b>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk 0 1 2 3</b> <i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk 0 1 2 3</i>
Accent Copy	Lub Dub Light <b>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk 0 1 2 3</b> <i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk 0 1 2 3</i>
Legal Copy	<b>Lub Dub Bold Condensed</b> <b>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk 0 1 2 3</b> <i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk 0 1 2 3</i>
Legal Copy	Lub Dub Condensed <b>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk 0 1 2 3</b> <i>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk 0 1 2 3</i>
Long-form Copy	Georgia Regular <b>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk 0 1 2 3</b>
Web Copy	Montserrat Regular <b>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk 0 1 2 3</b>

## 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.

Montserrat is the main font used for all [heart.org](https://heart.org) web properties and can be downloaded from [Google Fonts](https://www.google.com/fonts).

**Heart**  
**Heart**  
**Heart**  
Heart

---

**1 2 3 4 5 6 7 8 9**

---

# Color Palette

## RULES

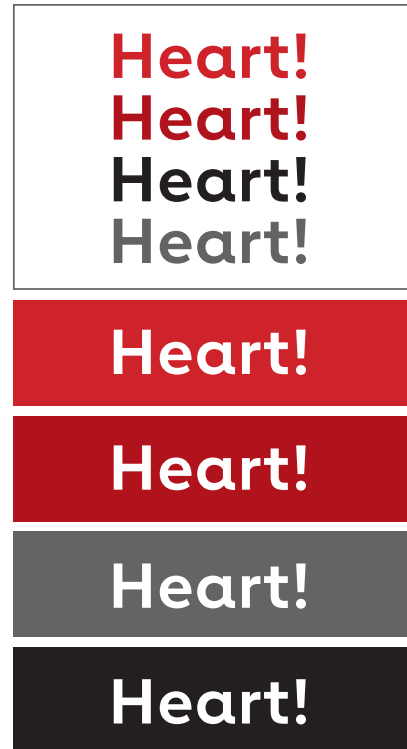
Red should always be an accent, but that doesn't mean it always has to be minimal.

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

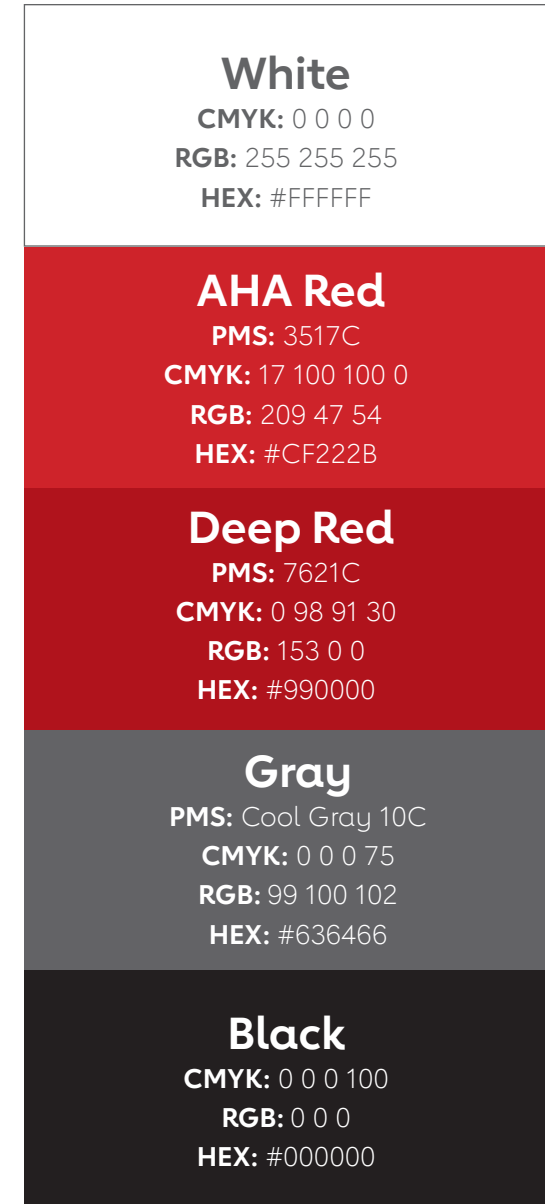
Both Gray and Black should be used sparingly.

The colors should never feel heavy or overpowering.

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



Acceptable Color + Type Combos



# Imagery



## **AUTHENTICITY**

When we have photography either in-studio or real-life environments, it should always feel like the human is the center of the story. 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.

**NOTE:** AHA must own the rights to use the images and/or videos.



# Core Program Guidelines

# Core Programs Marks

## SIZING

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

## TYPE AND ICON RELATIONSHIP

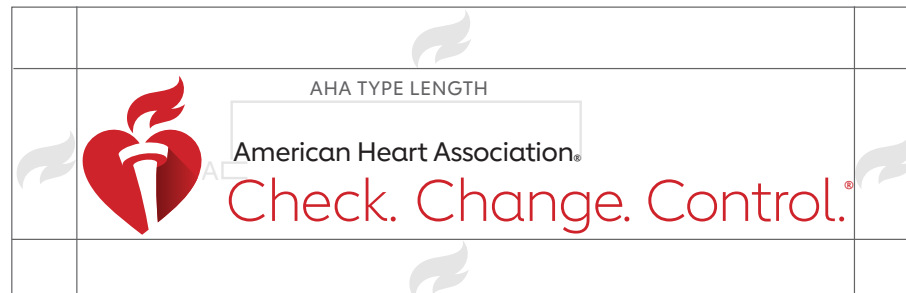
The relationship between the type and the Heart and Torch Icon should never change. These are fixed elements that must remain consistent.

## 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.**

Link to the [Design Studio job submission form](#).



Minimum clear space: one flame



# Core Programs

## Logo Guidance for AHA-Produced Materials

### PLACEMENT

The AHA logo should be at the top, while the 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. Certain signature and Level 1-4 sponsors are represented by name in type, not a logo. Refer to individual sales sponsorship guidelines for more info.

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.

### TYPE-ONLY SPONSORS

Type should be set in Lub Dub Medium if their logo is not represented.

### ATTRIBUTION STATEMENT

The following attribution statement should always be included: ©2023 American Heart Association, Inc., a 501(c)(3) not-for-profit. All rights reserved. Unauthorized use prohibited. [WF# month/year]

### STATEMENT OF RELATIONSHIP

Statement of relationship must be adjacent to the sponsor's mark. 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%

Go Red for Women is nationally sponsored by



Life is Why & Platform Sponsors – 55%

Life is Why Sponsor:



[City] [Platform] Sponsors:



Certain Signature & Level 1-4 Sponsors – type only

Company 1  
Company 2  
Company 3  
Company 4

Jane Doe  
Jennifer Doe  
Jimmy Doe  
John Doe

# Core Programs

## Multiple Sponsors – Creative Samples

**SAVE THE DATE**  
**THE HEART OF CENTRAL KENTUCKY**  
 HEART BALL DIGITAL EXPERIENCE  
**THURSDAY, JUNE 10, 2021**

HEART BALL CO-CHAIRS  
**Carol & Jack Russell**  
 Founding Partner and CEO  
 Russell Capital Management

HONORING  
**Tom Hammond**  
 Broadcaster  
 NBC Sports

PAYING TRIBUTE TO  
**Carol Barr**

[LexingtonHeartBall.Heart.org](http://LexingtonHeartBall.Heart.org) | [#CentralKYHeartBall](https://twitter.com/CentralKYHeartBall)

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**ON 5.11.21**  
**WOMEN CHANGE HISTORY**  
 ...AGAIN.

Go Red for Women® Chair Jasmine M. Johnson cordially invites you to this year's Go Red for Women Digital Experience.

**Tuesday, May 11, 2021 | Zoom**

5:50 p.m. | Pre-Event Music  
 6:30 p.m. | Program  
 7:30 p.m. | Post-Event Music

**TWO-STEP REGISTRATION**  
 Step 1 - Celebration Registration: [CLICK HERE](#)  
 Step 2 - Auction Registration: [CLICK HERE](#)

For more information, contact Col Thiermann at [col.thiermann@heart.org](mailto:col.thiermann@heart.org) | 716.844.6215

Logos displayed in the grid: CVS Health, American Heart Association, Pandora, THE heart TRUTH, Go Red for Women.

Go Red for Women is nationally sponsored by:

**CVS Health**

Locally sponsored by:

Logos displayed: American Family Insurance, Cypselis Planning, Inc., KCB Investment Group, Ernst & Young, Hays Companies, J.K. Frazier & Sons, Professional Care, EBay Construction, Barber-Kay & Associates, Westport Private Client at First Bank, Local Media Sponsors: BizTimes, 73.0 WISN, 95.7 WISN, FM-106.1, 100.7, 97.3 WISN, 95.3 WISN.

© Copyright 2021 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. 2002. Unauthorized use prohibited.



# Supporter Collateral

# Supporter Collateral Legal Requirements

## SPONSORS AND SUPPORTERS ARE STEWARDS OF THE AHA BRAND

We rely on you to keep the American Heart Association brand strong so that we can keep hearts beating around the world.

### ENDORSEMENTS

Neither the name nor the Masterbrand may be used in any way that states or implies endorsement of a commercial product or service or gives a false impression, is misleading or could cause confusion regarding the American Heart Association's relationship with any entity or person.

### STATEMENT OF RELATIONSHIP

State of relationship which is stated in the contract must be included verbatim and be adjacent to the American Heart Association's Mark.

### USING INTELLECTUAL PROPERTY SYMBOLS

Trademarks must include the registered ® symbol or ™ mark symbol after the logo or name to indicate American Heart Association's ownership; only after the first reference in copy. This applies to social media posts as well.

### LOGO/TRADEMARK USE

A fully executed license/agreement is required for use of the American Heart Association Masterbrand or program logo. No third-party entity or person can use the American Heart Association's trademarks without a written license agreement approved by Legal.

When in doubt, reach out to [NAT Legal](#).



# Supporter Collateral Creative Development Guidelines



## UCSF Rosenman Institute BUILD™ Heart Health program

The Problem		The Solution	
The development process for innovations in cardiovascular health has not traditionally involved the full ecosystem of stakeholders, leading to a lack of solutions for patients.		The UCSF Rosenman Institute BUILD™ Heart Health program provides an environment that teaches and enables innovators to connect with and integrate all essential stakeholders and facets of development, with a focus on collaborative innovation.	
Program Outline		Sponsorship and Recognition Opportunities	
<ul style="list-style-type: none"> <li>Immersive fellowship program</li> <li>Focused on cardiovascular health</li> <li>Coached by entrepreneurs/SMEs</li> </ul>	<ul style="list-style-type: none"> <li>Tailored to each team</li> <li>Led by Advisory Board and Clinical Board</li> <li>Designed to create viable services, products and companies</li> </ul>	<b>Supporter Circle</b> \$100,000 – \$249,000 <ul style="list-style-type: none"> <li>Website recognition</li> <li>Receptions (Kickoff, Ideation, Final)</li> <li>Opportunity to invest in companies that come from the program</li> </ul>	<b>Leadership Circle</b> \$250,000 – \$499,000 <i>Supporter Circle recognition, plus:</i> <ul style="list-style-type: none"> <li>Attend program sessions, mentor BUILDers</li> <li>Opportunity to be named "The Name Fellow in UCSF Rosenman Institute BUILD Heart Health"</li> </ul>
<b>Immersion</b> (1 month) <ul style="list-style-type: none"> <li>Become familiar with the entire stakeholder ecosystem</li> <li>Understand existing workflows</li> <li>Learn the BUILD Heart Health process</li> </ul>		<b>Benefactor Circle</b> \$500,000+ <i>Leadership Circle recognition, plus:</i> <ul style="list-style-type: none"> <li>Thought-leadership oriented private dinner</li> <li>Opportunity to host additional networking events</li> <li>Opportunity to be featured as UCSF Health Technology podcast guest</li> <li>Amplification via UCSF newsletter (Health Technology Leader of the Month)</li> <li>Opportunity to name a UCSF Rosenman Institute BUILD Heart Health team (will ideally spin out to be a company)</li> </ul>	
<b>Investigation</b> (3 months) <ul style="list-style-type: none"> <li>Analyze market gaps and opportunities</li> <li>Identify the problem their team will focus on</li> <li>Begin collaboration with stakeholder ecosystem to vet problem</li> </ul>			
<b>Ideation</b> (2 months) <ul style="list-style-type: none"> <li>Ideation for design of novel solutions</li> <li>Identify pathways for navigating stakeholder ecosystem</li> <li>Revisit and refine design</li> </ul>			
<b>BUILD</b> (5 months) <ul style="list-style-type: none"> <li>Demonstrate proof of concept, potential for MVP</li> <li>Build viable business plan</li> <li>Design strategies for fundraising, operations and growth</li> </ul>			

For more, visit [rosenmaninstitute.org/programs/build/](https://rosenmaninstitute.org/programs/build/).

To get involved as a donor, sponsor or participant, contact us at [build@rosenmaninstitute.org](mailto:build@rosenmaninstitute.org).

UCSF Rosenman  
Institute



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UCSF Rosenman Institute BUILD™ Heart Health program  
in collaboration with the American Heart Association®

## TIPS FOR DEVELOPING MATERIALS FOR SUPPORTERS

When creating marketing materials, supporters should keep the following Do's and Don'ts in mind:

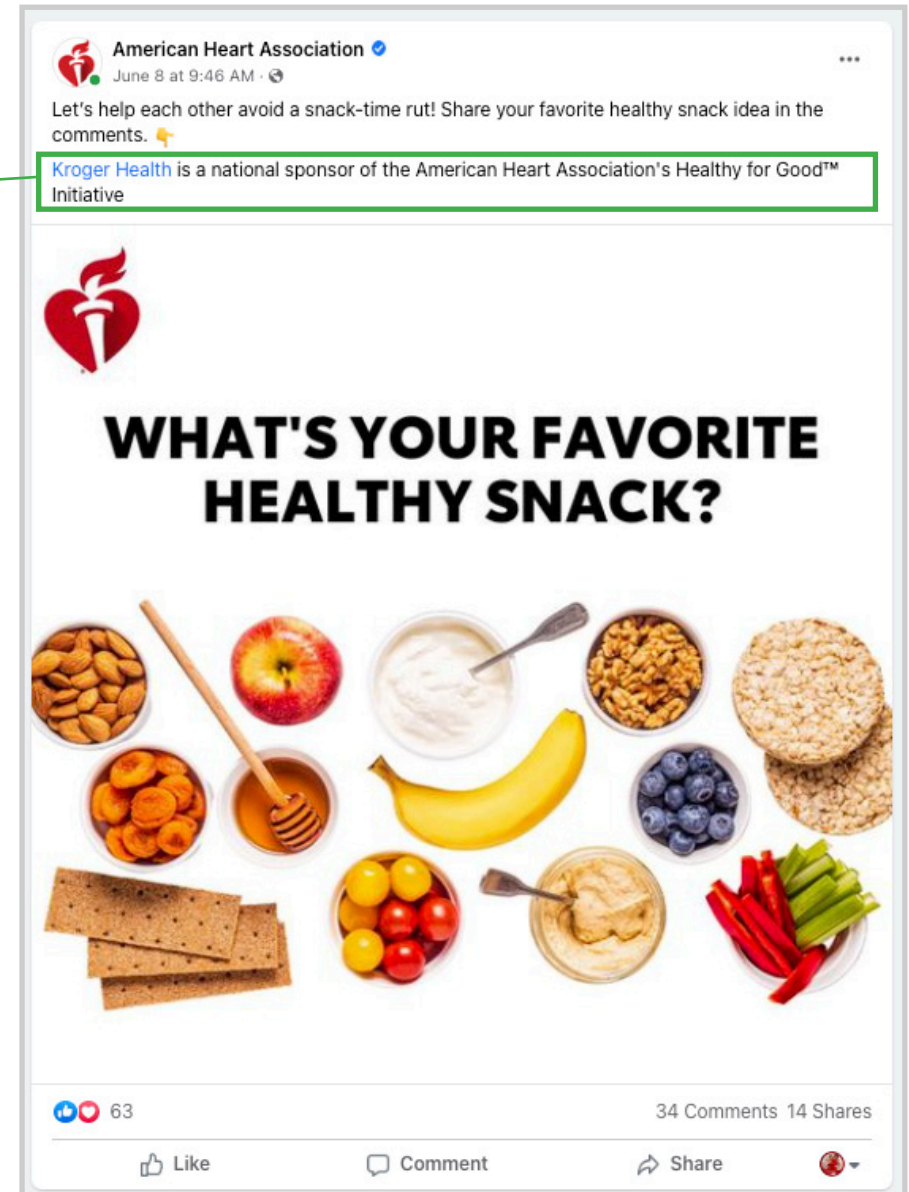
- It should be apparent when material is being distributed by a supporter. Branding of materials will follow the supporter's brand look and feel. The AHA mark should be smaller and less prominent than the sponsor logo.
- Include the statement of relationship (SOR) from the contract that explains the relationship between the supporter and the AHA agreement. (e.g., Company XYZ is a proud to raise funds for the American Heart Association through Life Is Why.) The SOR must be adjacent to the AHA program/initiative logo and should appear word-for-word as approved in the sponsor agreement.
- The AHA does not endorse any company or product/service; avoid creating that perception by giving as much separation as possible between a product/service and the AHA marks. Any deviation from the contract does require a change order.
- AHA's mark should be visually separated from the supporter's commercial message. AHA mark's may not be placed on or adjacent to a coupon or offer of savings.
- AHA marks may not appear on materials that include superlative statements regarding a supporter's products or make comparisons to other 3rd party products.

# Social Media Guidance

# Social Media Guidelines

## PRO TIPS

- The AHA may acknowledge a third party's support of AHA in social media posts.
- Posts may tag the sponsor/supporter. *(shown in example)*
  - Posts must include statement of relationship as written in the agreement and approved by legal. *(shown in example)*
  - Posts may not include call-to-action or promotional language related to the sponsor or their products, e.g., *Go to...; Show your support by...*
  - For LIW Supporters: AHA may state what the company's promotion is and how the AHA is benefitting, as set out in the co-venture statement in the contract.
- Use royalty-free images that do not feature any commercial logos.
- AHA may 'Follow' a third party on social media sites. AHA will include a disclaimer that 'Following' is not endorsement by the AHA.
- If a third party posts from their social media presences about the AHA or its programs, the AHA may 'Like,' 'Comment' or 'Share/Retweet' the post to the AHA community.



# Social Media Sponsor Recognition DOs



- Acknowledge and recognize the sponsor's support of the AHA, so long as no qualitative or comparative language is used.
- Tag the sponsor in the post or use Facebook's Branded Content.
- Use the Statement of Relationship (SOR) as included in the agreement.

American Heart Association - Alaska with Fairbanks Memorial Hospital. Sponsored -

Like millions of Americans, you could be at higher risk for COVID-19 complications because of diabetes, high blood pressure and heart conditions. Learning about the COVID-19 vaccine can be the first step towards getting back to your life. Get informed -> [heart.org/vaccine](http://heart.org/vaccine)

HEART.ORG/VACCINE  
Get informed  
It's up to you.

LEARN MORE

American Heart Association - Hawaii. Sponsored -

May is American Stroke Month. Knowing how to recognize a stroke and act FAST can be key to improving a stroke patient's health outcome, or even chances to survive.

Mahalo to our Heart Challenge Stroke Awareness month sponsor Zephyr Insurance for supporting this message.

FAST  
POP QUIZ

Like Comment Share

American Heart Association - New York State with Montefiore St. Luke's Cornwall. Sponsored -

Use the letters in "F.A.S.T." to spot stroke signs and know when to call 9-1-1. (F) is for face drooping, (A) is for arm weakness, (S) is for slurred speech, and (T) is time to call 9-1-1. If someone shows any of these symptoms, even if the symptoms go away, call 9-1-1 and get to the hospital immediately! For more information, please visit <http://spr.ly/6009y6YhP>

♥ Thank you Montefiore St. Luke's Cornwall for being our local sponsor.

STROKE.ORG  
Learn F.A.S.T.  
Spot a stroke, save a life

LEARN MORE

# Social Media Sponsor Recognition DON'Ts



- Do not use words such as “together” or “partner”, etc. Use approved language ONLY.
- Do not advertise for the sponsor or supporter, including a call-to-action to participate in a promotion or a link to the sponsor or supporter’s website.
- Do not make sponsor logo bigger or even the same size as the AHA logo. Furthermore, no logos are allowed on still images featured on social.

American Heart Association

Sponsored · 🌐

Today is #WorldStrokeDay. Did you know that women face a higher risk of stroke than men?

Together with Sponsor we are helping women learn the signs of a stroke. #FAST



HEART.ORG  
American Heart Association

LEARN MORE

American Heart Association -

Sponsored · 🌐

Shop today and support the AHA! Thank you to Grocery Outlet for donating a portion of proceeds from every purchase!

Learn more: [www.groceryoutlet.com](http://www.groceryoutlet.com). #GroceryOutletBargainMarket



GROCERYOUTLET.COM  
Discount Groceries - Supermarket | Grocery...

LEARN MORE

American Heart Association -

Sponsored · 🌐

It's no secret that pets can relieve stress, boost mental well-being and bring joy all year long. Thanks to our local sponsor Macy's for supporting our four-legged friends!



HEART.ORG  
Best Friend Fridays Resources and Info Kit

LEARN MORE

# Social Media Copy Tips

## AHA POSTS MAY **NOT** INCLUDE:

- A call-to-action for consumers to participate in the promotion (i.e., an inducement to purchase a sponsor's products or services)
- Qualitative, superlative, or comparative language
- Unsubstantiated or qualified claims
- Advertising for or endorsement of the sponsor or its products/services (including product images)
- Any price information or indications of savings or value for any third-party products or services
- Include the Sponsor's logo
- Feature any images of celebrities who are not approved by the AHA or for which we don't have a license.

Words to avoid	Words to use instead
Partner	Sponsor Supporter
Portion of proceeds	Sales price
Go here to purchase Show your support for...	Make a factual statement of relationship/promotion
Investment	Support



# Social Media

## Life is Why Consumer Campaigns

Life is Why Consumer Campaigns operate differently than traditional corporate sponsors and require a separate review process.

### HIGHLIGHTS:

- The AHA cannot advertise or endorse the company or product but can thank and recognize them for their support.
- All locally-produced materials – whether created by the AHA or the LIW Supporter – require branding and legal approval.
- An overview is on the next page but please refer to the LIW Consumer Campaign Communications Guidance for complete details. Please review the LIW Branding Documents on the LIW sharepoint for detailed communication guidance.



American Heart Association®

Life is Why®

# Video Guidance

# Video

## AHA-Produced Video & Live Production

### INTRO

- Video title is not required at the head of the piece; video can begin with content immediately or start with title, depending on creative needs.
- If a title is used, option to use text treatment in lieu of logo: "Brought to you by the American Heart Association."

### OUTRO

- The end-slate for any AHA production should carry our logo, typically centered.
- Preferred logo = Red+Black or White+Black; Secondary usage of reverse (all-white) logo
- Avoid use of Black-only AHA logo.
- End-slate should also include the following elements:
  - Call-to-action
  - Copyright line, e.g.: © Copyright 2023 American Heart Association, Inc., a 501(c)(3) not-for-profit. All rights reserved. Unauthorized use prohibited. [WF# month/year]
  - Disclaimers, if applicable
  - Sponsor logo if applicable, including Statement of Relationship (SOR)

### FONT & COLOR PALETTE

- As with all materials, the principal font should be Lub Dub, our corporate font. Other fonts are permissible for particular emphasis.
- Art elements should always feature AHA Red as the primary color.
- Additional colors within the AHA palette may also be used.
- Black may also be used selectively for functional use. Black should never be the dominant/overwhelming color element on the screen.



# Video

## AHA-Produced Video & Live Production *continued*

### USE OF LOGO “BUG”

- Use of a logo bug throughout (e.g., ghosted heart-and-torch) is not recommended for most productions.
- In limited cases where content will be on non-AHA platform, it may be used.

### LOWER THIRDS

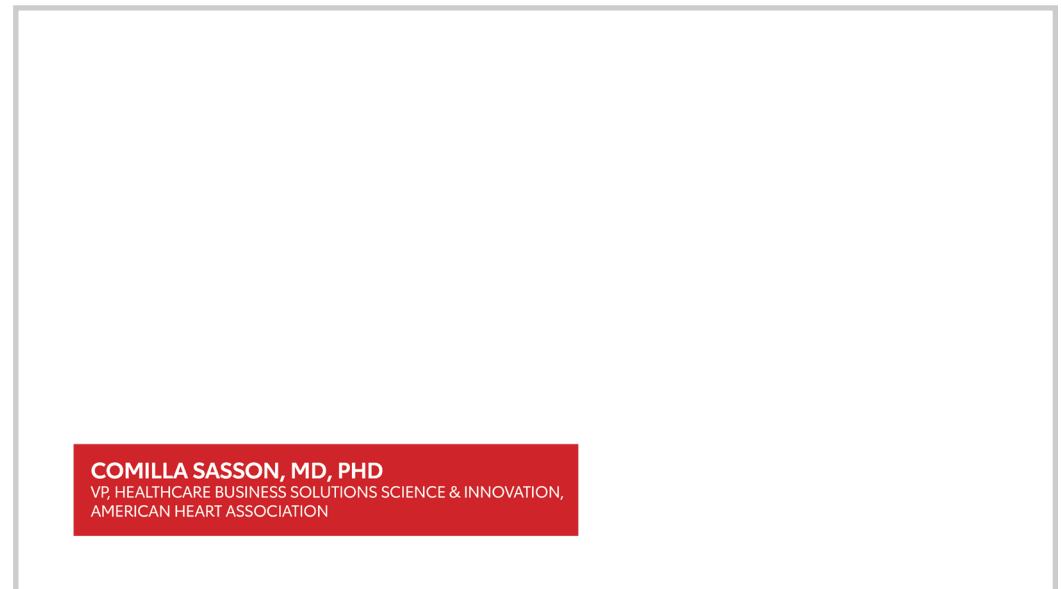
- Lower thirds may be animated or static.
- Lower-thirds should be limited to name + title only.
- Lower-thirds can be placed on either the left or right side, depending on positioning/framing of the shot.
- Lower-third options that apply to AHA staff/volunteers should feature the AHA logo. For non-AHA talent, lower thirds should omit the AHA logo.

### SEGMENT TITLES / DIVIDERS

- Segment dividers should include AHA logo, in case the viewer joins the video in progress.
- Segment dividers may be static or animated.

### BACKGROUNDS & ART ELEMENTS

- If a background is a solid color, the background should use the AHA color palette (first choice: AHA red).
- Do not place AHA logo in the background.
- Constructed sets: avoid overuse of red, instead lean towards organic feel (e.g., wood or fabric).
- All other graphic elements should follow AHA font and color guidelines.



# Video

## User-Generated Content (UGC)



### UNEDITED CONTENT FROM OUTSIDE SOURCES

- AHA may solicit and post UGC unedited from outside sources, as part of promotional or awareness campaigns (e.g., “Share your story” or “post to this hashtag”).
- All UGC posted by AHA requires explicit consent from the author.
- UGC should contain none of the following: fraudulent, deceptive, or misleading statements, libelous, profane, defamatory, disparaging, hateful, harassing, threatening, or obscene statements, political statements, swearing, nudity, or anything else that could potentially embarrass the organization.
- UGC should not contain anything that may violate a third party’s copyright or intellectual property.

### EDITED / WRAPPED CONTENT

- AHA may solicit and post UGC that is wrapped with AHA branding (e.g., Power Moments).
- All UGC posted by AHA requires explicit consent from the author.
- Edited/wrapped content should follow all the standards above, and should be clearly branded via Outro screen as AHA.

# Video

## AHA-Sponsored Videos

### VIDEOS REQUIRING SPONSOR RECOGNITION

- Sponsored videos require recognition of the sponsor on end-slate.
- For shorter content (<30 seconds), the best recognition option will be a single screen treatment of AHA branding and sponsor:

AHA Logo  
Statement of Relationship  
Sponsor Logo  
URL/Call-to-action

- Longer-form content (>30 seconds) may use the option above or may split the AHA branding and sponsor recognition into two screens.
- Sponsor logo should go first, allowing the video to end on the AHA logo:

SCREEN 1: Sponsor logo  
SOR

SCREEN 2: AHA logo  
URL/Call-to-action



# Review Process

# Review Process

## Collateral for Sponsor Use

### WHAT NEEDS REVIEW

All collateral materials that includes the AHA logo and is produced by AHA or the sponsor, for sponsor use, must be reviewed by AHA Legal and Science (if applicable – see below).

- National sponsorship materials should route through both National Center Brand and Communication teams for review.
- Materials for field sponsor use should be run up through the VP of Comms.

AHA's internal relationship owner should review using this guide as a reference.

### REVIEW PROCESS

#### LEGAL

Enter materials for [Legal review here](#).

#### SCIENCE

Enter materials into the [Science Review Center here](#).

- Science Review is necessary when any health-/science-related messaging or content that hasn't been pre-approved or provided by AHA Science is included in the material. Please note that if stats or claims from sources other than AHA are included, AHA Science will need to review the source information as well. Please submit that or links with the collateral material.
- Longer-form pieces (e.g., a multi-page brochure) will likely require longer review times than items like a single-page ad.

If edits are requested by AHA Science or Legal, the revised materials must be resubmitted for final approval before production/use. Once approved, AHA would like to receive a final copy of the materials to be filed for reference.



# Review Process

## Collateral for Sponsor Use *continued*

### ATTACHMENT A

AHA and Sponsor agree that terms set out in all attachments must be consistent with applicable laws, AHA policies and internal AHA approvals.

#### 1. Description of Movement:

The American Heart Association's signature women's initiative, Go Red for Women, is a comprehensive platform designed to increase women's heart health awareness and serve as a catalyst for change to improve the lives of women globally.

#### 2. AHA Recognition of Sponsor:

During the term of this Agreement, AHA will recognize Better Starts for All and Enfamil as a Proud National Supporter of Go Red for Women from March 1, 2022 to June 30, 2022 by the placement of Better Starts for All and Enfamil's name, Trademark and statement of relationship in the following:

- Development of four (4) digital content resources around maternal health to be featured on Go Red for Women's Mom Life page with Better Starts for All and Enfamil sponsor recognition on each resource.
- Better Starts for All and Enfamil recognized as a National Supporter of Go Red for Women through a series of social media posts (two (2) posts for each content piece on Go Red for Women social media channels) that will promote four (4) digital content resources around maternal health that are outlined above.
- Better Starts for All and Enfamil recognized as a National Supporter of Go Red for Women in four (4) national Go Red for Women emails that highlight the four (4) new digital content resources
- Better Starts for All and Enfamil featured as a National Supporter in a recruitment campaign to grow the membership of the Support Network's Maternal Health forum. Recruitment focuses on women who

#### 3. Statement of Relationship:

In accord with Section 5.1 of the Terms and Conditions of Sponsorship the following statement(s) of relationship must be used in all Sponsor promotional materials and must accompany any use by Sponsor of AHA Program Servicemark:

"Enfamil is a proud national supporter of the American Heart Association's Go Red for Women movement."

"Better Starts for All is a proud national supporter of the American Heart Association's Go Red for Women movement."

Sponsor may not state or imply that the AHA endorses any Sponsor product or service.

"Better Starts for All is a proud national supporter of the American Heart Association's Go Red for Women movement."

Sponsor may not state or imply that the AHA endorses any Sponsor product or service.

#### 4. Health Messaging:

### KEEP IN MIND

- The relationship owner should confirm the sponsor contract has been approved in Optimus and signed by both parties.
- The relationship owner should provide the Field or National Communications lead with the statement of relationship as stated on the contract; make sure the SOR on the contract matches that on the materials.
- The following times of year will likely require additional time for review due to limited AHA staff availability:
  - Scientific Sessions in early-/mid-November
  - American Heart Month in February
  - International Stroke Conference in early-February
  - American Stroke Month in May
  - Holiday Office Closure (generally Christmas Eve through New Year's Day)
  - National Board Meetings (last week of February, June and October)

# Review Process

## UBIT Review Process

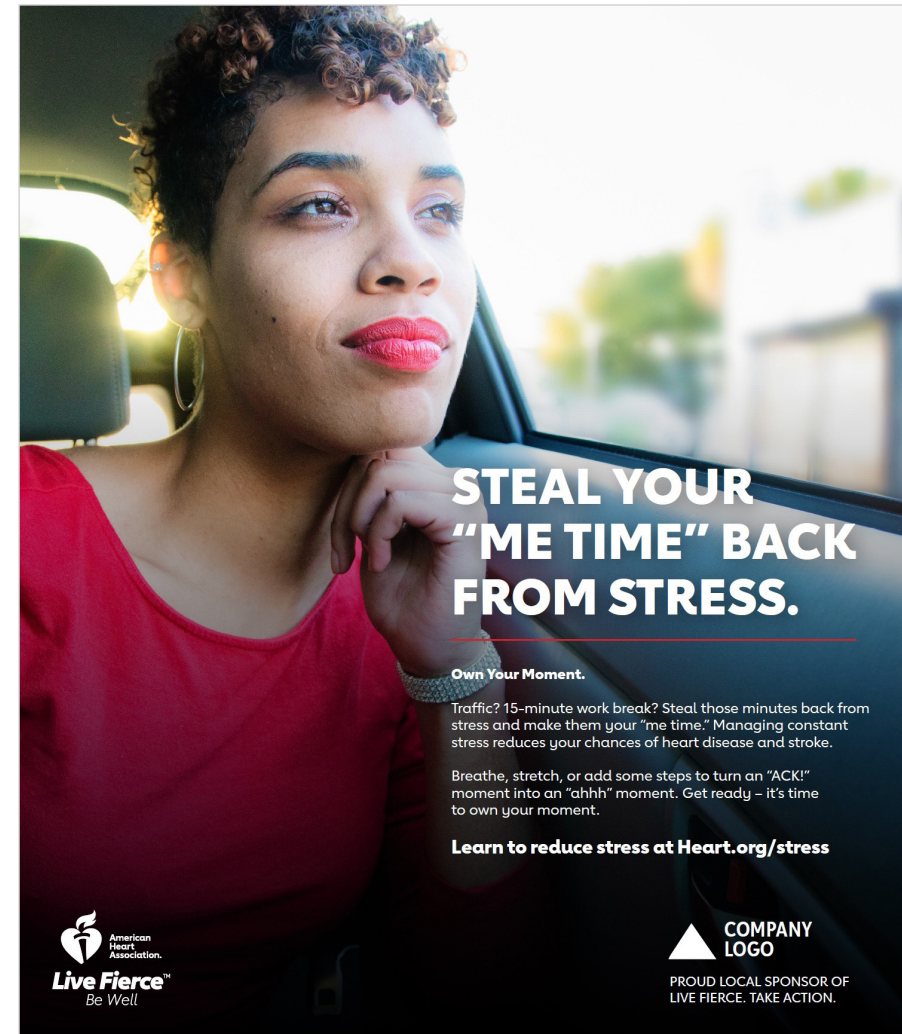
### UBIT: UNRELATED BUSINESS INCOME TAX

The American Heart Association is a 501(c)(3) nonprofit organization. As a non-profit organization and public charity, in compliance with the Internal Revenue Code and the AHA's Board of Directors Policies, AHA cannot endorse, impliedly or directly, the goods or services of a for-profit company. AHA must comply with this policy in order to protect itself from risk and remain in good standing as a trusted charitable organization.

As such, AHA cannot provide marketing or advertising services on behalf of a corporate supporter or sponsor. The AHA is very appreciative of the financial support it receives from its sponsors, and relies on this funding to deliver the important messages and educational content about cardiovascular disease and stroke to consumers across the U.S. The AHA can only acknowledge the generous support of a sponsor. In advertisements, the sponsor may only include that it is a sponsor/supporter of AHA's program or incentive but may not in any way express or imply endorsement. See an example of a sponsor statement of relationship to the right. If there are any questions, please reach out to legal.

### UBIT QUESTIONS AND REVIEW

Communications Directors should submit UBIT (social media, program acknowledgments, etc.) questions to the region Communications VPs. As needed, content will be submitted to legal for final review.




**STEAL YOUR  
"ME TIME" BACK  
FROM STRESS.**


**Own Your Moment.**

Traffic? 15-minute work break? Steal those minutes back from stress and make them your "me time." Managing constant stress reduces your chances of heart disease and stroke.

Breathe, stretch, or add some steps to turn an "ACK!" moment into an "ahhh" moment. Get ready - it's time to own your moment.

**Learn to reduce stress at [Heart.org/stress](https://www.heart.org/stress)**

 American Heart Association.  
**Live Fierce™**  
Be Well

 **COMPANY LOGO**

PROUD LOCAL SPONSOR OF  
LIVE FIERCE. TAKE ACTION.

Stay up-to-date on  
upcoming campaigns, creative  
assets and all things brand!

Visit the [Brand Hub here](#).

**Thank you**