What is My Heart. My Life?

My Heart. My Life. is the American Heart Association’s healthy living initiative that empowers individuals, families and communities to make small changes that make a huge difference — at home, school, work and play — by eating healthier and getting more active.

Visit heart.org/myheartmylife to take the first step to a healthy life.

Find out how to get moving and stay active with our Heart Walk, Walking Paths and Walking Clubs. Learn more about our Teaching Gardens that show children the importance of healthy eating through hands-on gardening activities. And find out how you can use our Simple Cooking with Heart and Heart-Check mark programs to help your family make healthier eating simple and affordable.

My Heart. My Life. Key Messaging

• Simple Steps, Big Outcomes
  • Small changes can get you healthier and make you feel better.
  • If you’re like most Americans, you know you should get more active. But did you know it’s easier to do than you think? Just start small and build from there.
  • We can all do something to improve our health. Why not start today?

You’ll feel better, look better — and lower your chances of heart disease or stroke. Let the American Heart Association help today.

• Ready to start getting healthier? You’ll feel better, look better and lower your chances of heart disease and stroke.

• When it comes to your health, every little bit helps. The American Heart Association wants to help you feel better, look better and lower your risk of heart disease and stroke.

• We all feel better when we’re eating healthy foods and staying active. So why not make your move today?

Framework for the MHML Platform

<table>
<thead>
<tr>
<th>Focus Areas: Healthy Eating, Physical Activity and Children’s Health</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impact Goal: Improve cardiovascular health of all Americans by 20% by 2020</td>
</tr>
<tr>
<td>Call to Action: Building Healthier Communities</td>
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</tbody>
</table>

Core Assets:

• Family Go Cards
• Fit-Friendly Worksites
• Healthy Start to Home Cooking
• Heart Check Mark
• National Eating Healthy Day
• National Walking Day
• Simple Cooking With Heart
• Sodium Reduction Initiative
• Teaching Gardens
• Walking Paths
• Walking Clubs

Support and Credibility

Professional relationships and alliances • Publications • Materials
Conferences • Advocacy • Media • Professional Support
Fit-Friendly Recognition • Web Tools • Volunteer Committees
The Logo

To build strong visual recognition of the Heart & Torch and position the icon as a recognizable symbol to the public, it is recommended that the *My Heart. My Life.* logo positioning be the first impression (top or left- or right-hand side) to help establish and build this awareness.

In text, first instance should include ™ and be in italics when possible.

*My Heart. My Life.*™

Messaging should help consumers understand the relationship between HEART and STROKE and reinforce the risk factors that are shared by both.

The *My Heart. My Life.* program logo consists of the AHA or AHA/ASA dual signature, a black rule, and the words “My Heart. My Life.”™ “My Heart. My Life.”™ is not an AHA tagline and is not meant to replace “Learn and Live.”

The American Heart Association version is the preferred version for use with the *My Heart. My Life.* program logo and should used most often. A vertical version is always preferred over the horizontal and should be used in most cases to provide consistency.

Usage of the AHA/ASA dual signature with the *My Heart. My Life.* program logo is reserved for stroke-specific opportunities, relationships and alliances and requires pre-approval. Please contact tina.graves@heart.org for the Stroke Exception Request Form.

The American Heart Association or American Heart Association/American Stroke Association portion of the logo should be produced no smaller than ½” in vertical height measured from the tip of the flame to the baseline of “Association.”
Color
The colors for the My Heart. My Life. logo are red and black. The preferred red and black vertical version prints the words “American Heart Association,” “My Heart. My Life.” and the vertical rule in black and prints the heart-and-torch symbol in PANTONE 485 red. In four-color process, use a combination of 100% Magenta and 100% Yellow for the red. The logo may also be printed entirely in black, entirely in red or reversed to white, preferably within a field of red. When printing on colored backgrounds where red would be readable but black type would not, consider printing the heart-and-torch symbol in red and reversing the rest of the logo to white.

Who can I contact with questions?
E-mail tina.graves@heart.org.

Contact tina.graves@heart.org before using versions below.

Vertical, AHSA, Red and Black
American Heart Association | American Stroke Association
My Heart. My Life.

Vertical, AHSA, Black
American Heart Association | American Stroke Association
My Heart. My Life.

Vertical, AHSA, Red
American Heart Association | American Stroke Association
My Heart. My Life.

Vertical, AHSA, White
American Heart Association | American Stroke Association
My Heart. My Life.

Horizontal, AHSA, Red and Black
American Heart Association | American Stroke Association
My Heart. My Life.

Horizontal, AHSA, Black
American Heart Association | American Stroke Association
My Heart. My Life.

Horizontal, AHSA, Red
American Heart Association | American Stroke Association
My Heart. My Life.

Horizontal, AHSA, White
American Heart Association | American Stroke Association
My Heart. My Life.
Area of Non-Interference

The area of non-interference is defined by the height of the capital letter “A” in the word “American.”

Who can I contact with questions?
E-mail miriam.hansen@heart.org.
Program Names

The program name will always appear to the right of or below the AHA or AHA/ASA dual signature. The horizontal version will be separated by a 0.5 point vertical rule. Rule height is determined by what is aesthetically pleasing between the program name and AHA or AHA/ASA dual signature.

Sizing National and Local Supporters

National and local supporters should be sized as outlined by the examples shown. Keep in mind, however, that this is not an exact science. Signatures vary in shape, thickness, complexity, etc., and cannot be made to fit a specific percentage of an area.

These examples show size relationship and do not represent placement relationship. The AHA signature/program name is generally placed in the right-hand corner of the page. The supporters may be located at the bottom or on the back of products.

National Supporter Usage

When a national supporter uses the AHA/My Heart. My Life. logo to promote an event their logo will probably be the most prominent. The AHA logo must always measure at least ½" vertically. If it’s an AHA or AHA/ASA product (such as those with corporate underwriting), this is easier to do than when working through another company or adapting an existing product. The minimum guidelines that must be adhered to are those covering signature size and color. National or local supporters can also add a city designation.

Example of AHA material with National and Local sponsors.
Sponsorship Branding Proclaimer

See examples below of proclaimer statements that can be used. See area circled in red to the right for placement.

Specific Asset National Sponsor (Home Depot and Heart Walk) – “Home Depot is a proud national sponsor of the Heart Walk in support of the American Heart Association My Heart. My Life. initiative.” In addition, Home Depot could use “Home Depot is proud to support the American Heart Association’s My Heart. My Life. initiative.”

Specific Asset (Predetermined Number of Gardens/Components within the Community Asset) – “The American Heart Association and Home Depot are teaming up to plant XX Teaching Gardens in support of the My Heart. My Life. Initiative.” In addition, Home Depot could use “Home Depot is proud to support the American Heart Association’s My Heart. My Life. initiative.”

No Specific Asset – “Home Depot is proud to support the American Stroke Association’s My Heart. My Life. initiative.”


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Example of Sponsorship Branding
Subway partners with AHA/MHML to create healthy communities. As part of this effort, Subway will implement 100 teaching gardens.
Style Guide

Complete organization-wide branding guidelines are available online. Please note that colors may vary among computer monitors and pdf files.

Graphic Elements

Here are examples of graphic elements that can be used on My Heart. My Life. products.

Who can I contact with questions?

E-mail tina.graves@heart.org.
Website Design

This example shows the color designations used for different categories on websites. The chart gives the hex color to be used.

There are also various colors of red that can be used in printing products. Please see page 12 of the AHA Branding Guide for those examples and color combinations.

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E-mail tina.graves@heart.org.