

Go Red Por Tu Corazón™ Logo Guidelines

(Updated June 2011)

Follow these Go Red Por Tu Corazón™ branding guidelines whenever the Go Red Por Tu Corazón™ logo is used.

Note: Also follow existing AHA organization-wide branding guidelines. Any logo guidelines that apply to Go Red For Women® also apply to Go Red Por Tu Corazón™. Any use or reproduction of these marks without the express, prior written consent of the AHA is strictly prohibited.*

The Logo

The Go Red Por Tu Corazón logo consists of:

1. Go Red Por Tu Corazón (text)
2. Red Dress (icon)
3. American Heart Association signature (including heart & torch) icon*

Trademarks

Go Red Por Tu Corazón is a trademark of the American Heart Association, Inc. The red dress is a trademark of the U.S. Department of Health and Human Services (DHHS).

One of the following trademark statements must be used when the red dress appears alone or with the GRFW logo, and must be conspicuous or readable by the average viewer/reader.

TM Go Red trademark of AHA, Red Dress trademark of DHHS.

Or

Go Red and Go Red Por Tu Corazón are trademarks of AHA. The Red Dress Design is a trademark of U.S. DHHS.

The attribution should appear under the AHA trademark notice (©(year), American Heart Association. Also known as the Heart Fund.) or at the bottom or back side of the printed piece. The statement should not appear on or immediately adjacent to the actual mark.

Example: ©(year), American Heart Association. Also known as the Heart Fund.

TM Go Red trademark of AHA, Red Dress trademark of DHHS.

Spanish Version

TM Go Red es una marca registrada de AHA, y el Vestido Rojo es una marca registrada de DHHS

Example: ©(year), American Heart Association. También conocida como “The Heart Fund.”

TM Go Red es una marca registrada de AHA, y el Vestido Rojo es una marca registrada de DHHS.

Additionally, the phrase (word mark) Go Red Por Tu Corazón™ is trademarked and notice of trademark must be used in the first instance of the phrase on each page of the printed piece. The trademark can be made by using a left parenthesis ‘(’ with the letters TM and a right parenthesis ‘)’.

*The American Heart Association signature is to be used at all times in conjunction with the Go Red Por Tu Corazón™ logo/brand unless special permission has been granted by the Go Red Por Tu Corazón™ marketing manager at the AHA National Center.

Go Red Por Tu Corazón™ URL Guidelines

To ensure consistency in all areas of communications, the Go Red Por Tu Corazón website URL should always be bolded and should always read as **GoRedCorazon.org** with the beginning of each word capitalized.

National Sponsor Logos

National Sponsor logos must always be 75 percent the size of the American Heart Association Heart and Torch Graphic.

REMEMBER: All collateral, banners, ads, programs, signage or any other item printed in relation to your Go Red Por Tu Corazón event MUST include national sponsor logo(s) as presented in these guidelines as well as the DHHS Attribution Statement shown on page 1. Any variation MUST be approved by the Go Red Por Tu Corazón marketing manager at the AHA National Center prior to production.

Go Red Por Tu Corazón with National Sponsor Logos (horizontal)

The Go Red Por Tu Corazón horizontal logo is the preferred logo version. Use this version in all materials unless the size of the piece specifically requires a vertical logo.

The two-color screened logo is the preferred, approved logo. The two-color red-and-black and the one-color black logo are the only other Go Red Por Tu Corazón logos that have been approved to use with sponsor logos. The reversed-out white logo is not a preferred application and should only be considered when the design concept calls for a reversed option.

English Logos



nationally sponsored by



Two-color horizontal screened logo with national sponsor

Spanish Logos



patrocinado a nivel nacional por



Two-color horizontal screened logo with national sponsor



nationally sponsored by



Two-color horizontal red-and-black logo with national sponsor



patrocinado a nivel nacional por



Two-color horizontal red-and-black logo with national sponsor

Go Red Por Tu Corazón with National Sponsor Logos (horizontal, continued)

The Go Red Por Tu Corazón vertical logo is the secondary logo choice over the horizontal logo. Use this version only if the size of the piece specifically requires a vertical logo.

English Logos



nationally sponsored by



One-color horizontal black logo
with national sponsor

Spanish Logos



patrocinado a nivel nacional por



One-color horizontal black logo
with national sponsor



nationally sponsored by



One-color horizontal white logo
with national sponsor



patrocinado a nivel nacional por



One-color horizontal white logo
with national sponsor

Go Red Por Tu Corazón with National Sponsor Logos (vertical)



nationally sponsored by



Two-color vertical screened logo
with national sponsor



patrocinado a nivel nacional por



Two-color vertical screened logo
with national sponsor

Go Red Por Tu Corazón with National Sponsor Logos (vertical, continued)

English Logos



nationally sponsored by



Two-color vertical red-and-black logo with national sponsor

Spanish Logos



patrocinado a nivel nacional por



Two-color vertical red-and-black logo with national sponsor



nationally sponsored by



One-color vertical black logo with national sponsor



patrocinado a nivel nacional por



One-color vertical black logo with national sponsor



nationally sponsored by



One-color vertical white logo with national sponsor



patrocinado a nivel nacional por



One-color vertical white logo with national sponsor

Local Sponsor Logos

Local sponsor logos MUST be 50 percent the size of the AHA signature. Local sponsor logo signage must include a statement of relationship. The acceptable statements are: “locally sponsored by,” “local sponsor of” or “proud local sponsor of.”

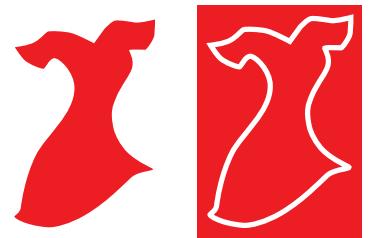
On occasion, local sponsors will print their own materials for their Go Red Por Tu Corazón sponsorship event. Although it is acceptable for them to omit national sponsor logos from materials printed at their expense, it is highly recommended that affiliates request that sponsors include national sponsor logos. In such an instance, as always, the local sponsor logo must be accompanied by: “locally sponsored by,” “local sponsor of” or “proud local sponsor of.”

Alternate National or Local Sponsor Logo Options

In most instances, sponsor logos are placed directly beneath the GRPTC/AHA logo block as shown in the above examples. However, if you are creating, for example, an advertisement or a collateral piece with a large cover, the GRPTC/AHA logo block may be separated from the sponsor logos. In such cases, sponsor logos should appear on the same page as the GRPTC/AHA logo block. Sponsor logos can also be placed either on the front or the back of the collateral piece, but not on both front and back.

Red Dress Icon

The Red Dress icon may only be printed in PANTONE® 485 (PMS 485), or the CMYK (four-color process) equivalent of 100 percent Magenta and 100 percent Yellow, if used without the Go Red Por Tu Corazón logo. It should be used sparingly and not as an overpowering decorative element.



Please remember to always include the attribution statement when using the Red Dress icon. The attribution statement can be printed on the back of collateral or in an unobtrusive location on the printed piece.

NOTE: It is not acceptable to print the Red Dress reversed completely out to white. When using the Red Dress, either within the logo brand or alone, the Red Dress must be printed in red or in a white outline format. The only exception is when using the approved one-color black logo.

The Red Dress may be used alone as a graphic element as long as the full GRPTC logo appears somewhere else on the piece. **The Red Dress may NOT be altered in any way. No embellishments of any kind can be added to the Red Dress. Examples include bows, stripes, hearts, color variations, copy blocks or any other element.**

Area of Non-Interference

The area of non-interference around the Go Red Por Tu Corazón logo should equal the cap height of the “O” in the word “Go.” This will ensure the logo is clearly visible in all presentations. This area is to be applied to all versions of the logo (with or without sponsor logos).



Spanish Language Modifications

Please note the following modifications required for the Go Red Por Tu Corazón™ logo and English and Spanish copy requirements.

Name in body copy	The first letter in each word of “Go Red Por Tu Corazón™” is always capitalized.	
Name in logo	“por tu corazón” is always lower case to mimic the Go Red For Women® logo.	
Website URL	GoRedCorazon.org . Do NOT add an accent mark over Corazon in the URL.	
Grammar	In body copy, always add an accent mark above the ‘o’ in Corazón.	
Sponsor logo guidelines	Follow the same guidelines provided for Go Red For Women® Sponsors.	
The following copy must be used in all Go Red Por Tu Corazón™ materials. The English copy should be used when the materials created are in English, and the Spanish copy should be used when Spanish-language materials are created.		
When/use	English Copy	Spanish Copy
Copyright Statement	©(year), American Heart Association. Also known as the Heart Fund.	©(year), American Heart Association. También conocida como “The Heart Fund.”
DHHS Statement	Go Red and Go Red Por Tu Corazón™ are trademarks of AHA. The Red Dress Design is a trademark of U.S. DHHS.	TM Go Red es una marca registrada de AHA, y el Vestido Rojo es una marca registrada de DHHS.
Sponsor Recognition	nationally sponsored by	patrocinado a nivel nacional por
	locally sponsored by	es patrocinado localmente por