



American  
Heart  
Association®

# **ECC Authorized Training Center and Aligned Training Site Seal Brand Guidelines**

# THE AMERICAN HEART ASSOCIATION (AHA) AUTHORIZED TRAINING CENTER (TC) AND TRAINING SITE (TS) SEAL USAGE GUIDELINES AND STANDARDS

The AHA teaches first aid, cardiopulmonary resuscitation (CPR) or advanced lifesaving courses which form the foundation of lifesaving protocols used by healthcare professionals, companies and hospitals, and the general public throughout the world.

## ADDITIONAL RULES ON TC AND TS SEAL USAGE:

1. The TC seal may only be used by training organizations that have executed a TC Agreement with the AHA only so long as that agreement is in effect.
2. The TS seal:
  - a. May only be used by TSs that have been authorized by their TC to use the TS seal. TCs must send in an application for their TSs.
  - b. Must always contain a line text defining which TC the TS is affiliated with:
    - i. **[TS name]** is aligned with **[TC name]** in **[City, State, Country]**.
  - c. May not be used by a TS if the authorizing TC's Training Agreement is no longer in effect.
3. The TC and TS seals and their usage must conform to AHA standards as outlined in this document and Branding Guidelines.
4. While these standards apply to individual TCs and their TSs, the primary responsibility for enforcing these standards lies with the individual TC.

If you're promoting your authorized American Heart Association Training Center or Site for American Heart Association First Aid, CPR or advanced lifesaving training, the following document will explain guidelines for use of the seals.

5. Violation of these standards by the TC or by any of TSs may result in termination of the TC Agreement with the AHA.
6. Upon expiration of the TCs or TSs authorization to use a seal, the TC or TS must immediately take reasonable action to ensure that all uses are discontinued, all re-publications are canceled, and any removable or "deletable" occurrences are removed or deleted.
7. These guidelines are subject to change by the AHA in accordance with the AHA's scientific positions, government regulations and other circumstances.

If there are any changes, updated guidelines will be posted in the information section of **Atlas**, updated on the instructor network, and sent to all current TC Coordinators.

The AHA reserves the right, at its sole discretion, to prohibit any TC or TS from use of the seals.

The AHA reserves the right, at its sole discretion, to reject any specific use of the TC or TS seal by the TC or TS.

# AHA TC/TS SEALS

## RULES:

The seals consist of three elements—the AHA logo in the center with the ®, surrounded by red and gray circles, then the text “Authorized Training Center” or “Aligned Training Site” on the outside of the circle. It must only be used in its entirety with all three elements. The “®” denotes that the signature is a registered mark owned by the American Heart Association.

The TS seal must also include the phrase, “[TS name] is aligned with [TC name] in [City, State, Country].”

The seals are offered in the following languages:

- English
- Spanish
- Portuguese
- Traditional Chinese
- Simplified Chinese
- German
- Polish
- Italian
- Korean
- Japanese

The seal consists of four colors, White, AHA Red, Gray and Black, which are listed on the right.

<b>White</b> <b>CMYK:</b> 0 0 0 0 <b>RGB:</b> 255 255 255 <b>HEX:</b> #FFFFFF
<b>AHA Red</b> <b>PMS:</b> 3517C <b>CMYK:</b> 17 100 100 0 <b>RGB:</b> 193 14 33 <b>HEX:</b> #C10E21
<b>Gray</b> <b>PMS:</b> Cool Gray 10C <b>CMYK:</b> 0 0 0 75 <b>RGB:</b> 99 100 102 <b>HEX:</b> #636466
<b>Black</b> <b>CMYK:</b> 0 0 0 100 <b>RGB:</b> 0 0 0 <b>HEX:</b> #000000

# AHA TC/TS SEALS

Below are examples of the seals in three languages and two color methods. To obtain the seal files, please contact your local AHA regional office to submit an application.

ENGLISH VERSION

SPANISH VERSION

PORTUGUESE VERSION

TC VERSION •  
CMYK ON A LIGHT  
BACKGROUND



TS VERSION •  
CMYK ON A DARK  
BACKGROUND



TS VERSION •  
RGB ON A LIGHT  
BACKGROUND



**THIS PHRASE MUST  
ACCOMPANY  
THE TS SEAL**

[TS NAME] IS ALIGNED  
WITH [TS NAME] IN  
[CITY, STATE, COUNTRY].

[TS NAME] IS ALIGNED  
WITH [TC NAME] IN  
[CITY, STATE, COUNTRY].

[TS NAME] IS ALIGNED  
WITH [TC NAME] IN  
[CITY, STATE, COUNTRY].

# SIZING AND POSITIONING OF AHA TC/TS SEALS

## RULES:

### WHERE AND WHEN THIS SEAL IS USED:

The seals must be used in conjunction with a reference to AHA ECC, CPR, First Aid or other lifesaving courses offered by the TC and TS.

The seal may only be used on marketing and promotion of AHA training, never on any independent training or instructional materials created by the TC or TS.

Any materials or displays of the TC or TS seal must clearly depict to the average viewer that the materials or displays are issued by the TC or TS, and may not give the impression that the materials or displays are issued by the AHA.

The seal must be shown in its entirety, and cannot be screened back or used as background art.

### SPACING:

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

### MINIMUM SIZE:

For clarity and legibility, the heart/torch in the seal should always exceed  $\frac{3}{8}$  inch.

### AHA SEAL AND TC OR TS NAME/LOGO RELATIONSHIP:

Seal must be used with the TC or TS name or logo (never alone).

Seal must be visually separated from the TC or TS logo by white space the width of the seal circle or 1 inch, whichever is larger.

The seal must be smaller in height and width than the TC or TS name/logo. Ideally, the seal is 50% or smaller than the size of the TC or TS name/logo.

### SAMPLES REQUIRED:

The seal design can not be altered in any way. AHA will periodically audit the use of the seal. All TCs and their sites must submit copies of uses of the TC and TS seal usage to your local AHA regional office. Samples will be randomly selected for auditing purposes to ensure proper usage. Any required changes will be communicated to the TC.



**SPACING:** MINIMUM  
CLEAR SPACE AROUND  
SEAL = WIDTH OF HEART



**MINIMUM SIZE:** IN SIZING THE  
SEAL, THE HEART & TORCH IN  
THE AHA LOGO MUST NEVER BE  
SHORTER THAN  $\frac{3}{8}$  OF AN INCH.

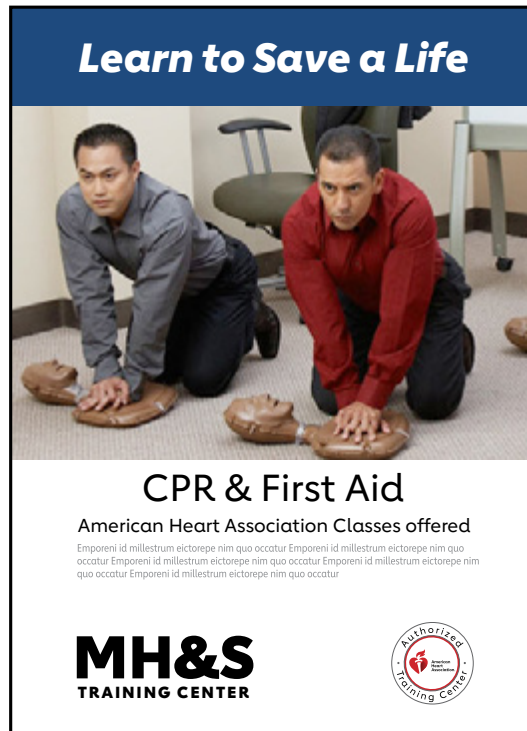


**SEAL/LOGO RELATIONSHIP:** MINIMUM  
CLEAR SPACE FROM OTHER LOGOS = WIDTH  
OF SEAL CIRCLE OR ONE INCH, WHICHEVER  
IS LARGER

# **ECC Authorized Training Center Seal Usage Examples**

## TC USE EXAMPLE

### ADVERTISEMENT EXAMPLE



### CORRECT!

- Used in conjunction with an AHA lifesaving course offered by the TC
- Seal is clearly visible and an inch or more from another logo.
- Without altering it, the seal is 50% of the TC logo or smaller



### INCORRECT!

- Seal is marketing or promoting a non-AHA lifesaving course
- The seal is not used with a TC name or logo
- The seal is not clearly visible nor separate from other text or graphics

## TC USE EXAMPLE

### BANNER EXAMPLE



### CORRECT!

- Used in conjunction with an AHA lifesaving course offered by the TC
- Seal is clearly visible and an inch or more from another logo.
- Without altering it, the seal is 50% of the TC logo or smaller



### INCORRECT!

- Seal is marketing or promoting a non-AHA lifesaving course
- The seal is not used with a TC name or logo



## TC USE EXAMPLE

### EMAIL SIGNATURE EXAMPLES



### CORRECT!

- TC name/logo is placed before or above the seal
- If the line and seal are secondary to the TC name/logo, the TS seal may be used with the copy line, "Proud to be an AHA Training Center."
- Without altering it, the seal is 50% of the TC logo or smaller



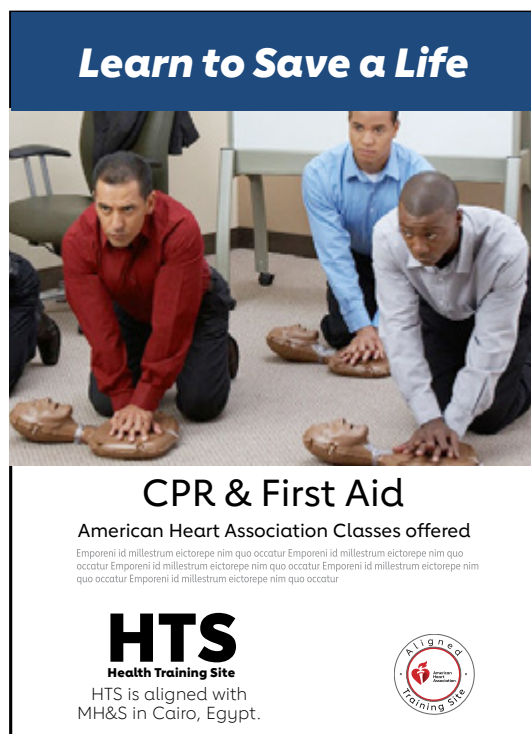
### INCORRECT!

- Seal is placed before or above the TC name/logo
- The seal is not used with a TC name/logo
- The copy line, "Proud to be an AHA Training Center," is not secondary to the TC name/logo

# **ECC Aligned Training Site Seal Usage Examples**

## TS USE EXAMPLE

### ADVERTISEMENT EXAMPLE



### CORRECT!

- Used in conjunction with an AHA lifesaving course offered by the TS
- This line is added with the TS seal:  
**[TS name]** is aligned with **[TC name]** in **[City, State, Country]**.
- Seal is clearly visible and an inch or more from another logo.
- Without altering it, the seal is 50% of the TS logo or smaller



### INCORRECT!

- Seal is marketing or promoting a non-AHA lifesaving course
- The seal is not used with a TS name or logo
- The seal is not clearly visible nor separate from other text or graphics

## TS USE EXAMPLE

### BANNER EXAMPLE



### CORRECT!

- Used in conjunction with an AHA lifesaving course offered by the TS
- This line is added with the TS seal: **[TS name]** is aligned with **[TC name]** in **[City, State, Country]**.
- Seal is clearly visible and an inch or more from another logo.
- Without altering it, the seal is 50% of the TS logo or smaller

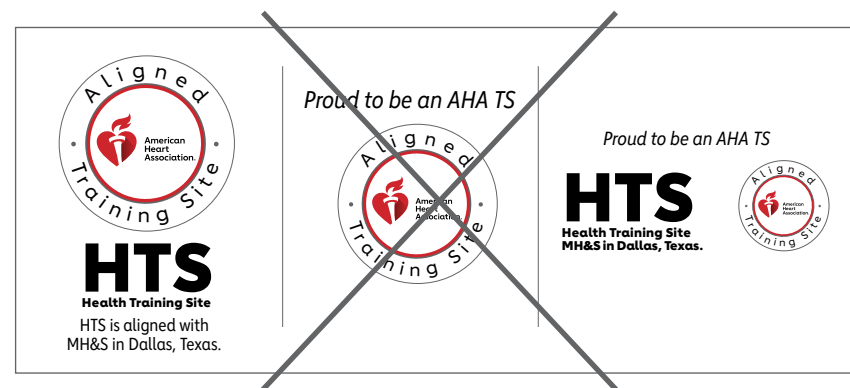


### INCORRECT!

- Seal is marketing or promoting a non-AHA lifesaving course
- The seal is not used with a TS name or logo

# TS USE EXAMPLE

## EMAIL SIGNATURE EXAMPLES



### CORRECT!

- TS name/logo is placed before or above the seal
- This line is added with the TS seal: **[TS name]** is aligned with **[TC name]** in **[City, State, Country]**.
- If the line and seal are secondary to the TS name/logo, the TS seal may be used with the copy line, "Proud to be an AHA Training Site."
- Without altering it, the seal is 50% of the TS logo or smaller



### INCORRECT!

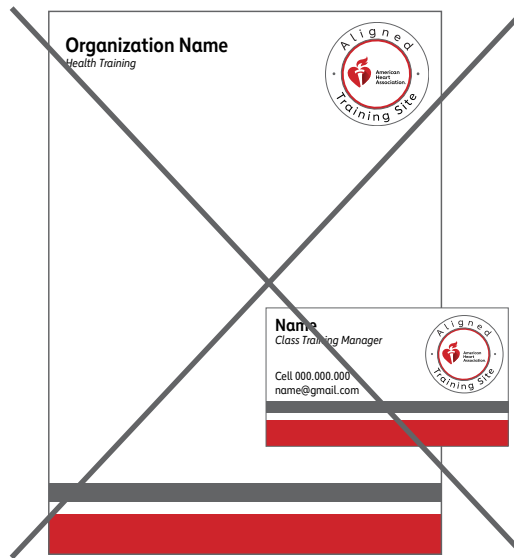
- Seal is placed before or above the TC name/logo
- The seal is not used with a TS name/logo nor the required TS sentence, "**[TS name]** is aligned with **[TC name]** in **[City, State, Country]**."
- The copy line, "Proud to be an AHA Training Site," is not secondary to the TS name/logo

**ECC Authorized Training Center  
and Aligned Training Site  
Seal Permissible and Prohibited Uses**

## TC/TS SEAL PROHIBITED USES

**UNDER NO CIRCUMSTANCES MAY THE TC OR TS SEAL BE PLACED ON:**

1. Letterhead
2. Business cards
3. Permanent building signage
4. Specialty items (Cups, Pens, T-shirts, etc.)
5. Supplementary educational materials not published by the AHA, but used by the TC or TS
6. Non-AHA textbooks, charts, booklets, course outlines, etc.



### INCORRECT!

- Seal is used on letterhead and business card
- Seal is on non-AHA-published supplemental materials used by the TC or TS

## TC/TS SEAL PERMISSIBLE USES

### MATERIALS THE TC/TS SEAL MAY BE USED ON, FOLLOWING GUIDELINES PREVIOUSLY LISTED:

1. Schedules of AHA ECC courses
2. Announcements of AHA ECC courses
3. Brochures regarding AHA ECC courses
4. Flyers about AHA ECC courses
5. Posters advertising AHA ECC courses
6. Temporary automobile signage, e.g. magnetic sign or removable placard
7. AHA ECC course advertisements (print and online)
8. Web page that lists or advertises AHA ECC courses
9. Telephone directory for AHA ECC courses
10. Email Signatures

The TC and TS seal may be displayed only in the country(ies) specifically listed in your application.

The TC and TS seal can only be displayed if all the following conditions are met:

- in association with ECC courses that are taught in the country(ies) stated in the application
- using AHA materials
- offered by authorized AHA TCs
- in accordance with the most recent AHA Guidelines for CPR and ECC.



### CORRECT!

- Seal is used in an advertisement
- Seal is on AHA-published supplemental materials used by the TC or TS
- Seal is used on a poster/banner