American Heart Association®
Heart Club™

Heart Club
Brand Guidelines

updated 6.5.2024

Logo Guidelines

American Heart Association®
Heart Club ™

American Heart Association®
Heart Club ™
Hart County High School

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Heart Club ™
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TYPE AND ICON RELATIONSHIP
The relationship between the type and the Heart and Torch should never change. This is a fixed element that must remain consistent.

The signature of the American Heart Association– the organization name above the logo – is to be used at all times in conjunction with the Heart Club brand.

Due to the nature of the Heart Club initiative, the Heart Club logo should be used here in full. Schools are encouraged to used the personalized logo provided by the American Heart Association.
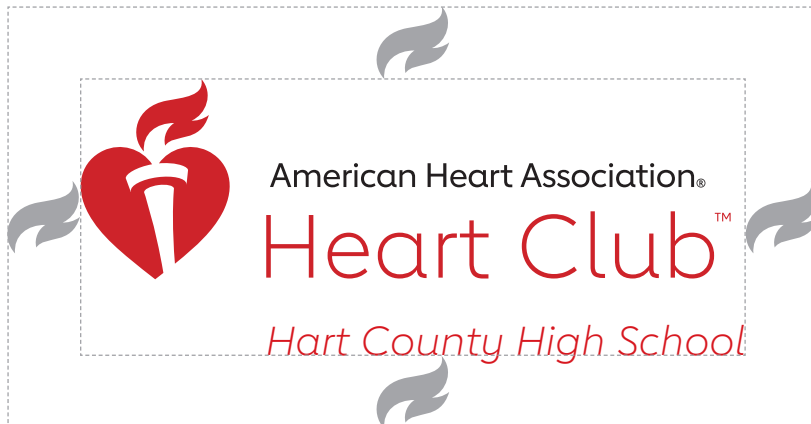
The Heart and Torch icon alone cannot be used as a graphic element and may not be altered. See next page for incorrect logo examples.

SPACING
The area of clear space around any version of the Heart Club logo should equal the height of the flame of the Heart and Torch. This will ensure the logo is clearly visible and best represented. 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 2".

Incorrect Logo Use

Please be careful to avoid these mistakes when using the Heart Club logo.

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

Do not recolor the logo.

Do not place elements in the clear zones.

Do not redesign, redraw, modify,
animate, distort or alter the logo.

Do not replace logo elements or place
official school logo too close to the logo.

Do not place the logo over
a complex image.

Do not rotate or render the
logo in 3D media.

Do not replace the logo type
with another typeface.

Do not use a low-resolution
version of the logo.

Do not remove or move type within the logo.

Do not use dark colors around the logo that make it
difficult to read, or enclose the logo in a shape.

Do not add drop shadows to the logo.

Color Palate & Recommended Fonts

COLORS

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.

FONTS

When writing and designing Heart Club materials, please consider using the following fonts:

Arial, **Arial Bold,** Arial Narrow

Calibri, **Calibri Bold**, Calibri Light

Century Gothic, **Century Gothic Bold**

Corbel, **Corbel Bold,** Corbel Light

Myraid Pro, **Myraid Pro Bold**

Heart!
Heart!
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Heart!

Acceptable Color + Type Combos

White
CMYK: 0 0 0 0
RGB: 255 255 255
HEX: #FFFFFF

AHA Red
PMS: 3517C
CMYK: 17 100 100 0
RGB: 209 47 54
HEX: #CF222B

Deep Red
PMS: 7621C
CMYK: 0 98 91 30
RGB: 153 0 0
HEX: #990000

Gray
PMS: Cool Gray 10C
CMYK: 0 0 0 75
RGB: 99 100 102
HEX: #636466

Black
CMYK: 0 0 0 100
RGB: 0 0 0
HEX: #000000