CPR & First Aid Logo Guidelines
(October 2011)

Follow these CPR & First Aid branding guidelines whenever the CPR & First Aid logo is used.

Note: Also follow existing AHA organization-wide branding guidelines. Any use or reproduction of these marks without the express, prior written consent of the AHA is strictly prohibited.

The Logo

The CPR & First Aid logo consists of:

1. The American Heart Association signature (including heart & torch) icon*
2. The words “CPR & First Aid”

Which Color Logo Should You Use?

The CPR & First Aid logo uses the AHA’s corporate colors of red and black.

• AHA’s corporate red is PANTONE® 485 (PMS 485) or the CMYK (four-color process) equivalent of 100% Magenta and 100% Yellow.

• The acronym “CPR” can be printed in 100% red or 100% black. The symbol “&” can be printed in 50% black or 100% black. The words “First Aid” can be printed in 100% black.

• The AHA logo can print 100% red and black or 100% black.

The surface of the end product will also determine which logo to use:

1. AHA preference is to always use the 2-color logo. Add a white box to frame the logo for use on a colored surface if necessary.

2. Second preference is to use the 1-color black logo.

3. If the surface of the final product — such as, but not limited to, fabric or embroidery — prohibits the use of the 2-color logo, you may use a 1-color logo applicable to the final product size.

Refer to the following samples for appropriate color usage. Any variation other than what is shown within these guidelines MUST be approved by the CPR & First Aid Manager at AHA National Center prior to production.

*The American Heart Association signature is to be used at all times in conjunction with the CPR & First Aid logo/brand unless special permission has been granted by the CPR & First Aid Marketing Manager at the AHA National Center.

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CPR & First Aid Logos

2-color red and black vertical logo, preferred

1-color black vertical logo, optional

2-color red and black horizontal logo, preferred

1-color black horizontal logo, optional
Sizing CPR & First Aid Logos

When using the CPR & First Aid logo, the American Heart Association logo must be no smaller than \( \frac{1}{2} \)" in vertical height, measured from the tip of the flame to the baseline of “Association.” If the space on your product does not allow you to use the logo at this size, you must just use the words CPR & First Aid and American Heart Association on your product.

Area of Non-Interference

The area of non-interference around the CPR & First Aid logo and the American Heart Association logo should equal the cap height of the “A” in the word “American.” This will ensure the logo is clearly visible in all presentations. This area is to be applied to all versions of the logo.