Follow these guidelines whenever the Heart Walk logo is used. Follow existing AHA organization-wide branding guidelines too.

The Heart Walk logo consists of the words “Heart Walk,” a black rule, the AHA signature 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 signature with the words “My Heart. My Life.™” should be produced no smaller than ½” in vertical height measured from the tip of the flame to the baseline of “My Heart. My Life.™” For applications where the Heart Walk logo is small and the vertical height would be less than ½”, or when the reproduction method necessitates (such as embroidery), you may delete “My Heart. My Life.™”

**Color**

The colors for the Heart Walk logo are red and black. The preferred color version prints the words “Heart Walk,” “American Heart Association,” “My Heart. My Life.™” and the horizontal or 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 on which red would look good but black type would not, consider printing the heart-and-torch symbol in red and reversing the rest of the Heart Walk logo to white.

**Who can I contact with questions?**

E-mail tina.graves@heart.org.

---

**The Logo**

Follow these guidelines whenever the Heart Walk logo is used. Follow existing AHA organization-wide branding guidelines too.

The Heart Walk logo consists of the words “Heart Walk,” a black rule, the AHA signature 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 signature with the words “My Heart. My Life.™” should be produced no smaller than ½” in vertical height measured from the tip of the flame to the baseline of “My Heart. My Life.™” For applications where the Heart Walk logo is small and the vertical height would be less than ½”, or when the reproduction method necessitates (such as embroidery), you may delete “My Heart. My Life.™”

**Color**

The colors for the Heart Walk logo are red and black. The preferred color version prints the words “Heart Walk,” “American Heart Association,” “My Heart. My Life.™” and the horizontal or 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 on which red would look good but black type would not, consider printing the heart-and-torch symbol in red and reversing the rest of the Heart Walk logo to white.

**Who can I contact with questions?**

E-mail tina.graves@heart.org.

---

**American Heart Association Heart Walk Branding Guide**
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 tina.graves@heart.org.
To build strong visual recognition of the Heart & Torch and position the icon as a recognizable symbol to the public, it is recommended that moving its positioning to the first impression (top or left-hand side) will help establish and build this awareness.

**Cause Icons**

The proportional relationship between cause/program icons and the AHA or AHA/ASA dual signature will be pre-determined by the National Center. The cause icon 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 cause icon and AHA or AHA/ASA dual signature.

**Sizing National and Local Sponsors**

National and local sponsors should be sized as outlined by the guidelines 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/Cause Icon is generally placed in the right-hand corner of the page. The sponsors may be located at the bottom or on the back of products.

**National Sponsor Usage**

When a national sponsor uses the AHA/Heart Walk logo to promote an event their logo will probably be the most prominent. The AHA logo must always measure at least 1/2" 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 use and color.

Who can I contact with questions?

E-mail tina.graves@heart.org.

**Cause Icons with AHA Lockups**

Blue-shaded area indicates 75% of the overall area of the AHA signature indicated by the dotted line.

<table>
<thead>
<tr>
<th>American Heart Association®</th>
<th>Heart Walk®</th>
</tr>
</thead>
<tbody>
<tr>
<td>My Heart. My Life.™</td>
<td></td>
</tr>
</tbody>
</table>

Sponsored nationally by SUBWAY® restaurants and JENNY CRAIG®

SUBWAY® is a registered trademark of Doctor’s Associates Inc.

Locally Sponsored by

<table>
<thead>
<tr>
<th>PacifiCare®</th>
<th>National City</th>
</tr>
</thead>
</table>

Blue-shaded areas indicate 50% of the overall area of the AHA signature indicated by the dotted line (see above).

Heart Walk logo with city designation added by local sponsor

Heart Walk logo with city designation added by national sponsor

Heart Walk (City)

Heart Walk (City)
Corporate-Funded Materials

When creating Heart Walk materials using corporate funding from a for-profit organization, the sponsoring organization’s signature should be no larger than 75 percent of the AHA’s. The sponsoring organization’s signature may be placed below AHA’s signature as shown.

TEAM CAPTAIN
Step-by-Step Guide

Thanks for agreeing to serve as a Team Captain for your company’s Heart Walk campaign. These instructions will help you lead a successful team!

TEAM CAPTAIN ACTION PLAN

1. Register online as a team captain on your local Heart Walk website.
2. Attend the Team Captain Kickoff event at your company.
3. Recruit 15 fundraising walkers and challenge each walker on your team to raise a specific amount of money.
4. Set a team fundraising goal. For example, a team of 15 walkers can easily raise $3,000 if each walker raises $200.
5. Set a personal fundraising goal and make a personal donation to jump start your fundraising efforts.
6. Help all walkers register online on the Heart Walk website by sending an email from your Heart Walk Web page that includes a link for them to register on your team. (“Join My Team” Template Email)

TEAM CAPTAIN TIPS FOR SUCCESS

Lead By Example. As the team captain, it is important for you to set the pace for your team through your personal fundraising efforts.

1. Personalize your Heart Walk Web page with a picture, video and a story sharing your motivation for volunteering for the American Heart Association and/or your personal connection to cardiovascular diseases and stroke.
2. Make a personal donation to jump start your fundraising efforts.
3. Utilize ALL of the tools available to you to raise money and share your support of the American Heart Association. The walkers on your team will follow your lead!

1. Your Personal Heart Walk Web page.
2. Through your Social Media Pages using the Heart Walk website’s Social Share feature.

Identifying and Recruiting Potential Walkers

Take 10 minutes to develop a list of 30 potential walkers. List twice as many people as you will need.

1. Look for busy people because they get things done!
2. Look for people who are passionate about fighting heart disease and stroke, especially people who have been affected by those diseases.

(continued on last page)