



American
Heart
Association.

ECC Authorized Training Center, Aligned Training Site and Aligned Instructor Seal Brand Guidelines

Updated: September 1, 2020

THE AMERICAN HEART ASSOCIATION (AHA) AUTHORIZED TRAINING CENTER (TC), ALIGNED TRAINING SITE (TS), AND ALIGNED INSTRUCTOR 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.

ADDITIONAL RULES ON TC, TS AND INSTRUCTOR 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 and Instructor seal:
 - a. Must always contain a line text defining which TC the TS/Instructor is affiliated with:
 - i. [TS name] is aligned with [TC name] in [City, State, Country].
 - ii. For an Instructor - Aligned with [TC name] in [City, State, Country].
3. The TC, TS and Instructor 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, their TSs and Instructors, 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 or Instructor may result in termination of the TC Agreement with the AHA.
6. Upon expiration of the TCs, TSs or Instructor 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 *CPRverify*, 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, TS or Instructor from use of the seals.

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

AHA TC/TS/INSTRUCTOR 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, “Aligned Training Site”, or “Aligned Instructor” 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.

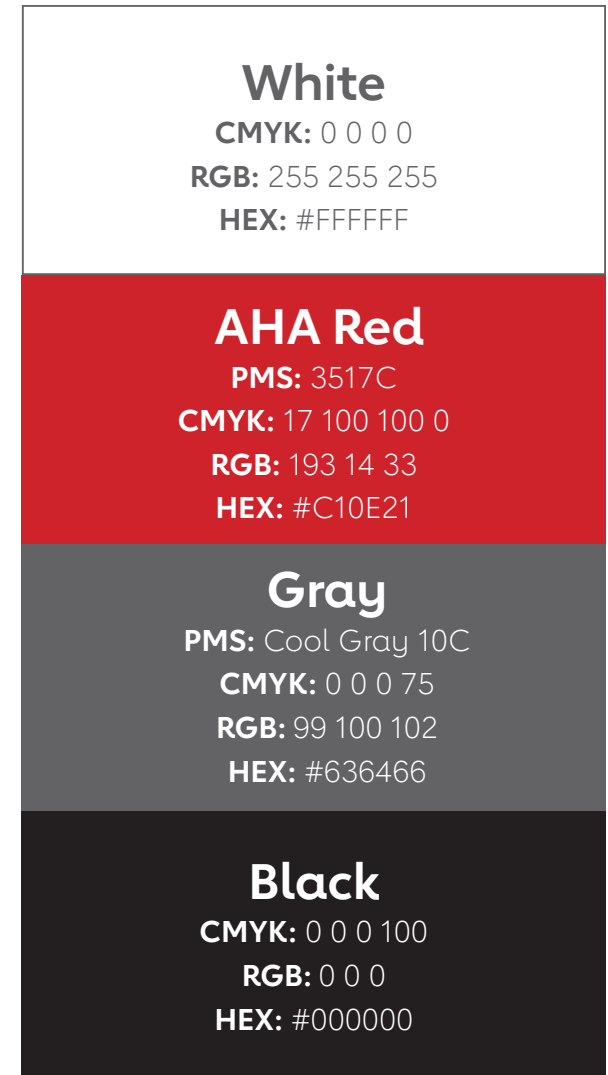
The TS seal must also include the phrase, “[TS name] is aligned with [TC name] in [City, State, Country].”

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

The TC mentioned should be the one relevant to the event/ correspondence of that particular flyer/email.

The seals are offered in English.

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



AHA TC/TS/INSTRUCTOR SEALS

Below are examples of the three seals and two color methods.

TRAINING CENTER VERSION

TRAINING SITE VERSION

INSTRUCTOR VERSION

CMYK ON A LIGHT
BACKGROUND



CMYK ON A DARK
BACKGROUND



PMS ON A LIGHT
BACKGROUND



THIS PHRASE MUST ACCOMPANY THE TS SEAL
[TS NAME] IS ALIGNED WITH [TC NAME] IN
[CITY, STATE, COUNTRY].

THIS PHRASE MUST ACCOMPANY THE INSTRUCTOR SEAL
ALIGNED WITH [TC NAME] IN [CITY, STATE, COUNTRY].

SIZING AND POSITIONING OF AHA TC/TS/INSTRUCTOR 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, TS and Instructor.

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/TS/Instructor.

Any materials or displays of the TC, TS or Instructor seal must clearly depict to the average viewer that the materials or displays are issued by the TC/TS/Instructor, 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 3/8 inch.

AHA SEAL AND TC/TS NAME/LOGO RELATIONSHIP:

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

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

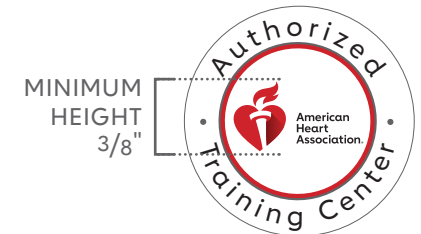
The seal must be smaller in height and width than the TC/TS/Instructor name/logo. Ideally, the seal is 50% or smaller than the size of the TC/TS/Instructor name/logo.

SAMPLES REQUIRED:

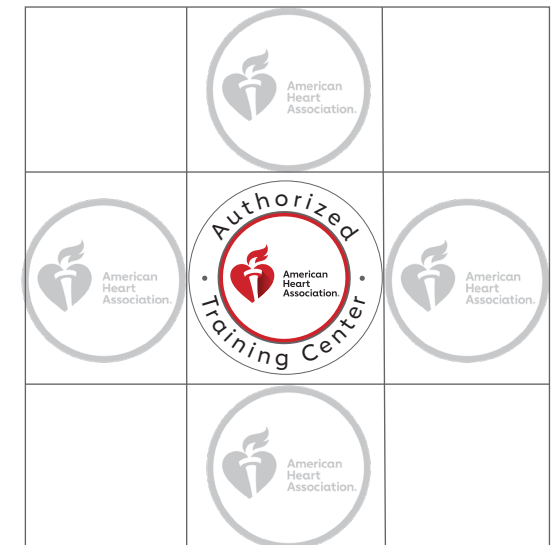
The seal design can not be altered in any way. AHA will periodically audit the use of the seal. Samples will be randomly selected for auditing purposes to ensure proper usage. Any required changes will be communicated to the TC.



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 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

BANNER EXAMPLE



CORRECT!

- Used in conjunction with an AHA lifesaving course offered by the TC
- Seal is clearly visible 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



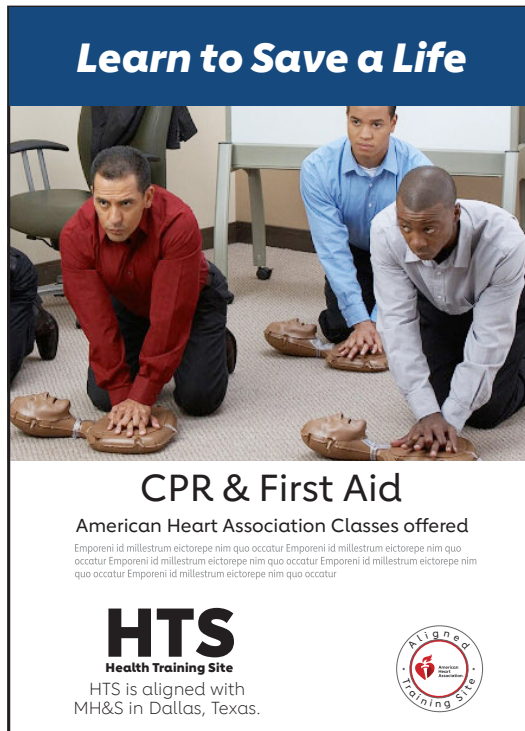
INCORRECT!

- 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 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 TC 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 an inch or more from another logo.
- Without altering it, the seal is 50% of the TS logo or smaller

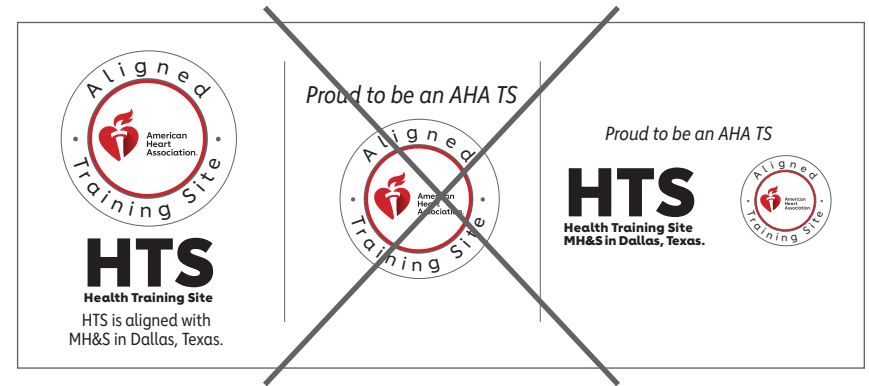


INCORRECT!

- 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 Aligned Instructor Seal Usage Examples

INSTRUCTOR USE EXAMPLE

BANNER EXAMPLE



CORRECT!

- Used in conjunction with an official AHA lifesaving course
- The relevant TC logo is shown
- This line is added with the Instructor seal: Aligned with [TC name] in [City, State, Country].
- Seal is clearly visible 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 one TC name/logo
- Does not include "Aligned with [TC name] in [City, State, Country]."

INSTRUCTOR USE EXAMPLE

EMAIL SIGNATURE EXAMPLES



CORRECT!

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



INCORRECT!

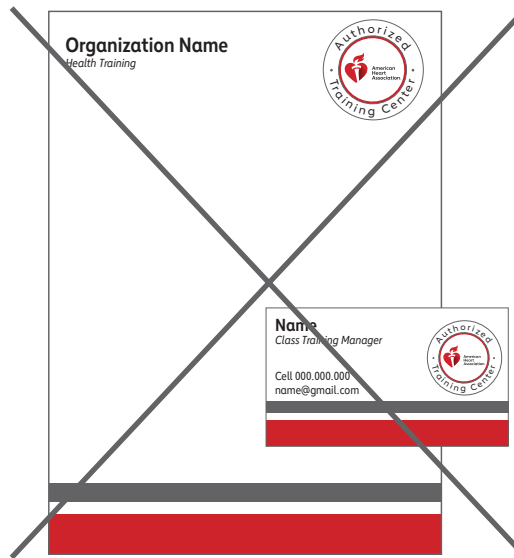
- Seal is placed before or above the TC name/logo
- The seal is not used with a TC name/logo
- The copy line, "Proud to be an AHA Training Instructor," is not secondary to the TC name/logo
- Seal is marketing or promoting a non-AHA lifesaving course
- The seal is not used with one TC name/logo
- Does not include "Aligned with [TC name] in [City, State, Country]."

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

TC/TS/INSTRUCTOR SEAL PROHIBITED USES

UNDER NO CIRCUMSTANCES MAY THE TC, TS OR INSTRUCTOR 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/TS/Instructor
6. Non-AHA textbooks, charts, booklets, course outlines, etc.
7. Any advertisement or notice



INCORRECT!

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

TC/Ts/INSTRUCTOR SEAL PERMISSIBLE USES

MATERIALS THE TC/Ts/INSTRUCTOR 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 or Yellow Pages advertising AHA ECC courses
10. Email Signatures

The TC/Ts/Instructor seal can only be displayed if all the following conditions are met:

- 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/Ts/Instructor
- Seal is used on a poster/banner