

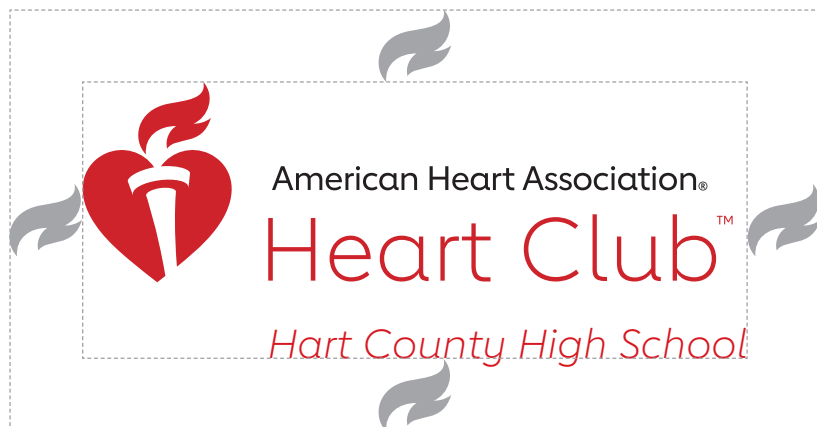


American Heart Association®
Heart Club™

Heart Club Brand Guidelines

updated 3.9.2026

Logo Guidelines



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 use 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".

WHEN WRITING OR SPEAKING

When mentioning the American Heart Association, you can say and write things like "Heart Club," "the American Heart Association" or "the Heart Association." Please avoid using the abbreviation "AHA."

Incorrect Logo Use

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



Heart Club schools **ONLY** have the right to use the official Heart Club logo with their school name included. Any other American Heart Association logos are not approved for use.



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.

Featuring the Heart Club logo with other logos

We love it when our Heart Clubs work alongside other organizations to help advance the mission, and it's important that the groups we work with are aligned with our science and core values. Including the Heart Club logo near other logos can sometimes provide credibility to an event, but it may also imply an endorsement -- which would violate our 501(c)3 nonprofit status. Please follow these steps before creating materials with other organization logos, or sharing your Heart Club logo with others.

No approval needed

- Featuring your Heart Club logo next to other club logos on campus
- Featuring your Heart Club logo alongside official school/athletics logos (with approval from your school or university)

Approval needed

Work with your local Communications Director to determine if these opportunities are approved. If you don't know who your contact is, email: heartclub@heart.org. **Subject Line:** Communications Director/Logo Approval

- Featuring your Heart Club logo next to other nonprofits or organizations not affiliated with your school
- Featuring your Heart Club logo alongside companies that appear to offer a healthy service or product

Not approved

Featuring your Heart Club logo on materials with any of the following:

- Any materials that promote or endorse political parties or candidates
- Companies that sell alcohol, tobacco or vaping products, sugary drinks, candy, fast food or foods in high fat, salt or sugar
- Companies that sell firearms or other weapons
- All co-venture sales (A co-venture sale is a marketing approach used by companies where a percentage of a purchase is given to a nonprofit organization. An example of this is a restaurant or shop giving back 10% of its proceeds from every sale made during the day. Because co-ventures are regulated by state laws and because every state law is different – co-ventures are not permitted.)



American Heart Association®

Heart Club™

Hart County High School



**COMPANY
NAME**

Having other logos near the Heart Club logo signifies a relationship. Many of these opportunities need to be approved by your local Communications Director.

Words to avoid

- Partner
- Investment
- Any advertisement or endorsement of a product, individual or service

Words to use instead

- (with approval from your Communications Director)
- Sponsor
 - Supporter

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 Heart 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!
Heart!
Heart!

Heart!

Heart!

Heart!

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