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INTRODUCTION

In today's business environment it is increasingly difficult for an organization to be noticed, perhaps recognized, let alone remembered. The volume of competing messaging and the general abundance of advertising is overwhelming to end-consumers. To counter this problem, businesses develop branding guidelines to ensure that their programs and products are represented consistently to form an identity with the intended customer community and retain recognition within that community. Strict adherence to the branding guidelines gives strength to the identity that is created with the target audiences, reinforces the brand and its credibility and differentiates the brand from competitors.

When there is more than one component of a program or product that needs branding, an umbrella brand is created that will serve as the foundation by which the individual components are housed. The individual components can be referred to as secondary brands. The Get With The GuidelinesSM (GWTG) program has been created in this fashion. The umbrella brand is GWTG, and the secondary brands are the individual modules of the program. Currently we offer the coronary artery disease, stroke, and heart failure modules known as GWTG-CAD, GWTG-Stroke, and GWTG-Heart Failure.

BRANDING ELEMENTS

AHA Branding Elements

There are many required branding elements for American Heart Association Programs, Products and Services. The GWTG program follows all applicable AHA branding guidelines.

General Listing of AHA branding guidelines:

AHA, ASA or combo signature should be placed on the top right hand corner of printed materials.

- a. The AHA signatures are always left intact, meaning that the heart and torch is never used as an individual graphic, mark or logo (unless special permission is granted for an internal product from the branding officers).
- b. The signatures should not be re-typeset or altered in anyway.
- c. The signature is never used in text copy.
- d. The signature should never be smaller than 1/2 inch (vertical)—from top of torch to bottom of tagline

A vertical red bar should appear on the left hand side of printed products (Example, brochures and flyers). The red bar will "wrap around" to back cover of product when possible.. Standard bar width should be .5 inch. For smaller pieces such as tri-fold brochures you can use .375 inch.

Graphic elements should never interface (interfere) with the AHA signature.

Materials owned by the AHA must display the copyright notice.

- a. First time: (c) 2004, American Heart Association
- b. Revision: (c) 2003, 2004 American Heart Association
- c. Co-Copy right: (c) 2004, American Heart Association, American Diabetes Association

Note: A revision needs to be major to require date change

Body copy should be flush left with ragged right, unless a specific design element calls for a different treatment in a professional produced product.

The AHA signatures should not be distributed for use by anyone who is not in a contractual agreement with the AHA. All signature applications that are to be used outside the organization must be run through the legal department for approval before promises or agreement are made or distribution takes place. This is to preserve the integrity of the signature brand and to keep the AHA from legal liability.

**Note: GWTG Hospitals do not have a contractual agreement with the American Heart Association.*

For more complete information on AHA branding guidelines visit www.americanheart.org/branding

Get With The Guidelines Branding Elements

General Listing of GWTG branding guidelines:

The GWTG umbrella logo should appear on all printed materials (See page ?? for examples of umbrella logos).

A module logo should never appear on a printed item without the GWTG umbrella logo present.

AHA/ASA and GWTG logos

- a. When a communications piece is oriented towards the GWTG program as a whole, the dual AHA/ASA logo should be present in the top right-hand corner.
- b. When a communications piece is oriented towards heart-related topics only (CAD, CHF), the AHA logo should be present.
- c. When a communications piece is oriented towards stroke, the ASA logo should be present.

Fonts

The official font type for GWTG is Helvetica. Helvetica font will be used in all professional produced communications and products.

***When producing GWTG documents or products utilizing text generated from a PC you may substitute Arial for Helvetica font.*

Helvetica Options available:

Helvetica Light

Helvetica Regular

Helvetica Regular Italic

Helvetica Bold

Helvetica Black

Helvetica Regular Condensed

Helvetica Bold Condensed

GET WITH THE GUIDELINES TITLE TREATMENTS

Umbrella Brand Title and Treatments

Get With The GuidelinesSM is the signature title of the overall program, which encompasses several modules.

When spelling out GWTG, the first letter of each word should be capitalized.

Correct Example: Get With The Guidelines

Incorrect Example: Get with the Guidelines—this violates our service mark agreement.

The service mark is a “superscripted” capital SM (not lowercase) see example above.

(See page x for instructions on how to insert a service mark)

When using the signature title for the **first time** on any document (like a word document, Power Point presentation, or a business card, etc.) the service mark should accompany the title especially if the document is being sent to external audiences. Correct example: Get With The GuidelinesSM It is not necessary to use the service mark again after the first appearance. The one exception to this rule is a press release. It is the only type of document where you should see all instances of Get With The Guidelines service marked throughout the entire document.

Do not utilize the service mark on the “GWTG” acronym

Do not italicize, underline or place signature title in quotation marks when used as a title of a document or in a text body.