



American  
Heart  
Association.

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

**Updated May 2022**

# THE AMERICAN HEART ASSOCIATION (AHA) AUTHORIZED TRAINING CENTER (TC), TRAINING CENTER COORDINATOR (TCC), 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, TCC, 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, TCC and Instructor seal:
  - a. Must always contain a line of text defining which TC the TS/TCC/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].  
[TCC name] is aligned with [TC name] in [City, State, Country].
1. The TC, TS, TCC and Instructor seals and their usage must conform to AHA standards as outlined in this document and Branding Guidelines.
2. While these standards apply to individual TCs, their TSs, TCCs 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, TCCs or Instructor may result in termination of the TC Agreement with the AHA.
6. Upon expiration of the TCs, TSs., TCCs 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 TCCs (Training Center Coordinators).

The AHA reserves the right, at its sole discretion, to prohibit any TC, TS, TCC 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, TCC or Instructor seal by the TC, TS, TCC or Instructor.

# AHA TC/TS/TCC/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”, “Aligned Training Center Coordinator” 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].”

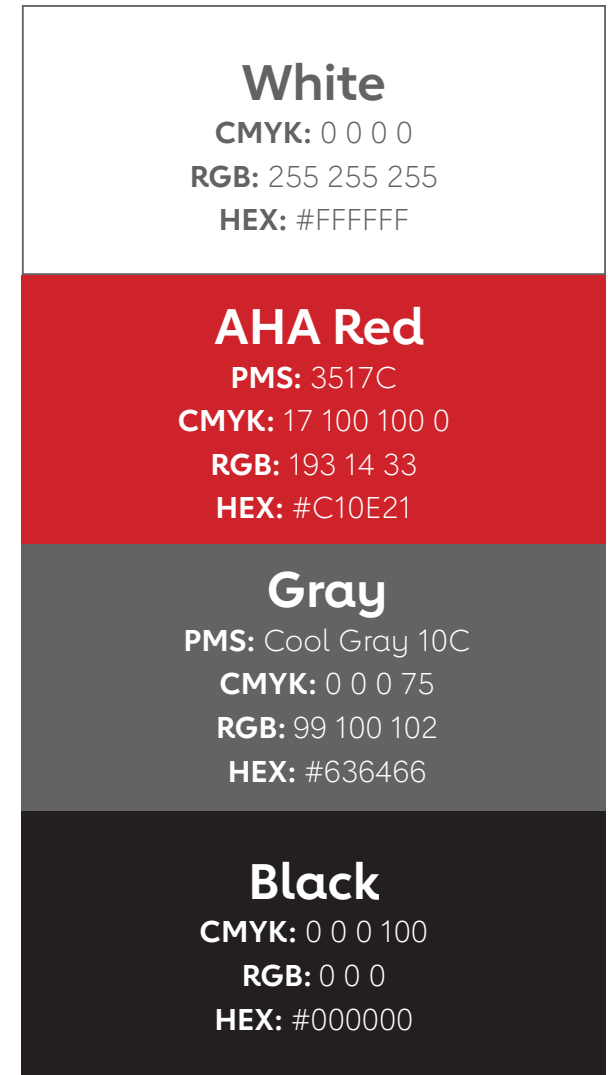
The Instructor seal must also include the phrase, “Aligned with [TC name] in [City, State, Country].”

The TCC seal must also include the phrase, “[TCC name] is 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/TCC/INSTRUCTOR SEALS

Below are examples of the three seals and two color methods. To obtain the seal, please contact [ecc.intl.ops@heart.org](mailto:ecc.intl.ops@heart.org).

TRAINING CENTER VERSION

TRAINING SITE VERSION

TRAINING CENTER COORDINATOR 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 TCC  
SEAL [TCC 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/TCC/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, TCC 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/TCC/Instructor.

Any materials or displays of the TC, TS, TCC or Instructor seal must clearly depict to the average viewer that the materials or displays are issued by the TC/TS/TCC/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/TCC/Instructor name or logo (never alone).

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

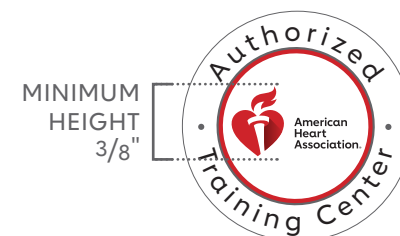
The seal must be smaller in height and width than the TC/TS/TCC/Instructor name/logo. Ideally, the seal is 50% or smaller than the size of the TC/TS/TCC/Instructor name/logo.

### SAMPLES REQUIRED:

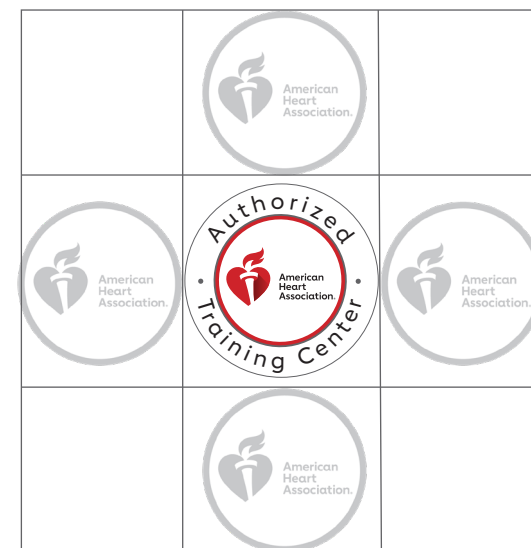
The seal design can not be altered in any way. AHA will periodically audit the use of the seal. Samples will be randomly selected for auditing purposes to ensure proper usage. Any required changes will be communicated to the TC.



**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 Center  
Coordinator Seal Usage  
Examples**



# TCC 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 TCC 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]."

# TCC USE EXAMPLE

## EMAIL SIGNATURE EXAMPLES



### CORRECT!

- TC name/logo is placed before or above the seal
- This line is added with the TCC 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 TCC seal may be used with the copy line, "Proud to be an AHA Training Center Coordinator."



### 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 Coordinator," 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 Aligned Training Site Seal Usage Examples**





# 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



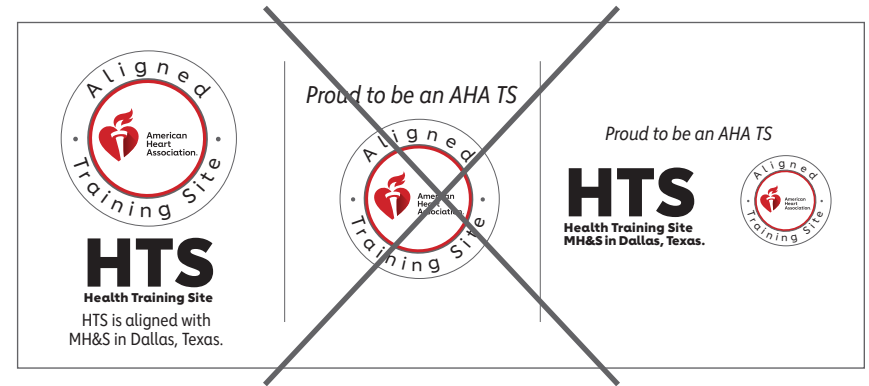
### INCORRECT!

- 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!

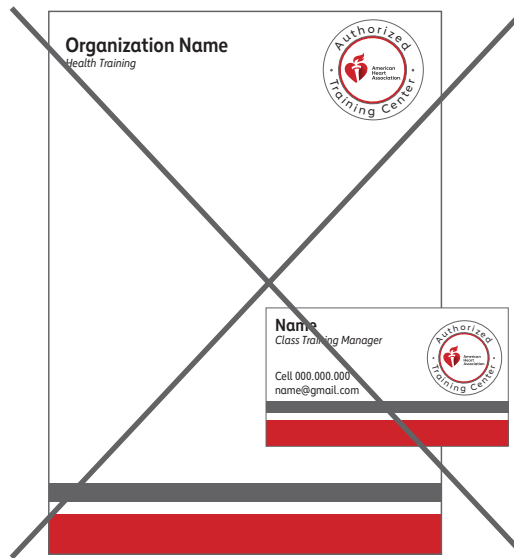
- Seal is placed before or above the TC name/logo
- The seal is not used with a TC name/logo
- The copy line, "Proud to be an AHA Training Instructor," is not secondary to the TC name/logo
- Seal is marketing or promoting a non-AHA lifesaving course
- The seal is not used with one TC name/logo
- Does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

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

## TC/TS/TCC/INSTRUCTOR SEAL PROHIBITED USES

**UNDER NO CIRCUMSTANCES MAY THE TC, TS, TCC 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/TCC/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/TCC/Instructor



# TC/TS/TCC/INSTRUCTOR SEAL PERMISSIBLE USES

## MATERIALS THE TC/TS/TCC/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/TCC/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/TCC/Instructor
- Seal is used on a poster/banner