

Hoops For Heart Logo Guidelines

(Updated March 2011)

Follow these Hoops For Heart (HFH) branding guidelines whenever the HFH logo is used.

Note: Also follow existing AHA organization-wide branding guidelines. Any use or reproduction of these logos without the express, prior written consent of the AHA is strictly prohibited.

The Hoops For Heart Logo

The Hoops For Heart logo consists of:

1. Hoops For Heart (text)
2. Oval swoosh
3. American Heart Association signature (including heart & torch) icon*

Logo Colors

The Hoops For Heart logo uses the AHA's corporate colors of red and black.

- AHA's corporate red is PANTONE® 485 (PMS 485) or the CMYK (four-color process) equivalent of 100 percent Magenta and 100 percent Yellow.

If the surface of the final product — such as, but not limited to, fabric or embroidery — prohibits the use of the full-color logo, you may use a one- or two-color logo applicable to the final product size.

Refer to the following samples on pages 2–5 for appropriate color usage. Any variation other than what is shown within these guidelines **MUST** be approved by the HFH Product Manager at the AHA National Center prior to production.

The AAHPERD Program Partner Logo

The American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) is the program partner of HFH. Their logo (shown at right) includes the statement of relationship “AAHPERD is a proud program partner of Hoops For Heart” and must appear on each page that bears the HFH/AHA logo.



Sizing the Program Partner Logo

The AAHPERD logo **MUST** visually appear at the same size as the AHA signature. So, if the AHA logo is at ½” vertically, the AAHPERD logo must be at ½” vertically. The program partner logo signage must include the statement of relationship, “AAHPERD is a proud program partner of Hoops For Heart.”

Please note that the “F” in For is always capitalized in text.

*The American Heart Association signature is to be used at all times in conjunction with the Hoops For Heart logo/brand unless special permission has been granted by the Hoops For Heart Product Manager at the AHA National Center.

The SUBWAY® National Sponsor Logo

SUBWAY® restaurants is the national sponsor of Hoops For Heart. Their logo (shown below) includes the statement of relationship “National Sponsor” This logo must appear at least once on each printed piece in conjunction with the AAHPERD and HFH/AHA logos.

Sizing the National Sponsor Logo

The SUBWAY® logo MUST visually appear at 75 percent size of the AHA signature. So, if the AHA logo is at 1/2” vertically, the SUBWAY® logo must be at 3/8” vertically. The national sponsor logo must include the statement of relationship, “National Sponsor”

Please note that the SUBWAY® logo must always include the legal text underneath it: “SUBWAY® is a registered trademark of Doctor’s Associates Inc.”



REMEMBER: All collateral, banners, ads, programs, signage or any other item printed in relation to your Hoops For Heart event MUST include the AAHPERD program partner and SUBWAY® national sponsor logo as presented in these guidelines. Any variation MUST be approved by the Hoops For Heart Product Manager at AHA National Center prior to production.

Hoops For Heart Logos (vertical)



Two-color vertical logo



One-color vertical gray-and-black logo



One-color vertical black logo



One-color vertical white logo

Hoops For Heart Logos (horizontal)



Two-color horizontal red-and-black logo



One-color horizontal gray-and-black logo



One-color horizontal black logo



One-color horizontal white logo

Hoops For Heart with Program Partner and National Sponsor Logos (vertical)



National Sponsor



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

Four-color vertical logo with program partner and national sponsor

National Sponsor



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

Two-color vertical logo with program partner and national sponsor

National Sponsor



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

One-color screened vertical logo with program partner and national sponsor

National Sponsor



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

One-color vertical logo with program partner and national sponsor

Hoops For Heart with Program Partner and National Sponsor Logos (horizontal)



Four-color horizontal logo with program partner and national sponsor

National Sponsor



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



Two-color horizontal logo with program partner and national sponsor

National Sponsor



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



Two-color screened horizontal logo with program partner and national sponsor

National Sponsor



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



Two-color horizontal logo with program partner and national sponsor

National Sponsor



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

Sizing the Hoops For Heart Logo

When using the HFH logo, the American Heart Association logo must be no smaller than ½" in vertical height, measured from the tip of the flame to the baseline of "Learn and Live." The logos shown on pages 3 and 4 show the logo at the correct size for most products.



National Sponsor



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

Area of Non-Interference

The area of non-interference around the HFH logo should equal the cap height of the “A” in the word “American.” This will ensure the logo is clearly visible in all presentations. This area is to be applied to all versions of the logo.



Hoops For Heart Hero Logo

The Hero logo version may be used to make a graphic or branding impact with the HFH logo.

This logo is only offered in the AHA/HFH combination version. The AHA logo is minus the “Learn and Live” tagline. When using the HFH Hero logo, the American Heart Association logo must be no smaller than 3/8” in vertical height, measured from the tip of the flame to the bottom of the heart. The logos shown on right show the logo at its smallest size and regular size. The program partner and national sponsor logos must also be used on the product whenever this logo is used.

PLEASE NOTE: When using the HFH Hero logo graphic, the AAHPERD logo with its program partner proclaimer must appear on the same page.



Smallest size to use Hero logo, AHA at 3/8” in height