

Heart- Check Brand & Style User Guide



What We Are.....2
Heart-Check Value Proposition

Our Aspiration and Expression.....6
Be Alive, Be Cautious

Our Style Rules8
Getting it Right — Our Logo
Style Missteps to Avoid
File Format
Color & Typeface

Packaging and Promotions 18
Style Guide and Promotion Review
Food Styling
Serving Size
Disclaimers
Restrictions
Comparative Advertising Claims
Common Packaging Mistakes to Avoid
Common Promotion Mistakes to Avoid

About the American32
Heart Association

Welcome

Take out the guess work

When consumers see the Heart-Check mark, they'll instantly know that they can trust that your product is heart-healthy and feel good about the decision they're making.

We're very proud that consumers look for our mark and we hope you are just as excited as we are about promoting your participation the Program. This Style Guide will help you get started right away and help you maximize your Heart-Check participation.

75% of consumers report that they are familiar with the Heart-Check symbol. 75% of consumers also say they are more likely to purchase foods that feature the Heart-Check mark, regardless of age or number of kids in their household.¹



¹ Healthy Living Rewards Concept Test Report - May 2016

Heart- Check Value Proposition



It's a effective tool to help all Americans make better food choices and live a heart healthy lifestyle.

The American Heart Association (AHA)[®] established the Heart-Check Food Certification Program in 1995 to give consumers an easy, reliable way to identify foods that can be part of a heart-healthy eating pattern. The iconic red-and-white Heart-Check mark helps shoppers cut through the confusion of excess information in stores and make healthier choices. When you see the Heart-Check mark on a food package, you know the food has been certified to meet program requirements based on the sound science of the American Heart Association[®].

Aspiration

The Heart-Check mark is a effective tool to help consumers visually identify heart-healthy choices. It's about making heart-healthy the easy choice and living a healthier lifestyle.

Expression

Our Expressions are the envisioned usage and non-usage of the Heart-Check mark.

Through our expressions, we guide you toward our aspiration; for consumers to visually identify heart-healthy choices.

Be Alive

Direct, smart, enlightening, cool, clever, engaging

Be Alive in how you use the Heart-Check mark.

These expressions are how we encourage our participants to use the Heart-Check mark.

Be Cautious

Irresponsible, insincerity, neglectful, uniformed

Be Cautious with the Heart-Check mark.

AHA will not approve use of the HCM in circumstances that do not reflect these expressions.



Our goal is to educate consumers about heart-healthy options wherever they are: in a grocery store, restaurant, or while cooking.



When referencing Heart-Check certification no matter the medium, always use “Heart-Check” in this format.

LIKE THIS

- CORRECT – Heart-Check**
- CORRECT – Heart-Check mark**
- CORRECT – Heart-Check certification**

NOT THIS

- INCORRECT – Heart Check**
- INCORRECT – heart-check**
- INCORRECT – heart check**
- INCORRECT – HEART-CHECK**



When using Facebook, Twitter, Instagram, and Pinterest, always use a hashtag with #AHAheartcheck and never hyphenate.

Getting It Right

Using the Appropriate Mark

All companies participating in the Heart-Check program must use the current version of the Heart-Check mark (the “shield” logo). Packaging or promotions with old versions of the Heart-Check mark are not permitted. This design capitalizes on powerful elements of greatest relevance to shoppers: the “American Heart Association” name, the word “certified” and the familiar red heart and checkmark.

The American Heart Association’s corporate service mark – the heart and torch – cannot be substituted for the Heart-Check mark.

Full Color no Shadow



1 Color



Reverse Out
(white preferred, other colors will be considered upon request)



Black and White



Greyscale



Logo Size



Minimum size: 0.875"H x 0.6875"W



Maximum size: 1.25"H x 1"W

Note: exceptions will be considered on a case by case bases as needed for very large/small pieces.

Style Missteps to Avoid

The Heart-Check mark should be placed to provide maximum clarity in all printed materials, slides or electronic media.

When applying the Heart-Check mark to materials, DO NOT:



Never stretch or distort the logo or alter the proportional relationship between the elements



Never add effects to the logo icon or print words or images over the Heart-Check mark



Never add a shadow to the logo



Never change the logo colors except as approved for a reverse out version of the mark or use the parts separately. Never modify the Heart-Check mark



Don't place logo on distracting backgrounds or superimpose the mark on backgrounds that would impair immediate recognition and readability. Recycled papers with light speckle are acceptable.

File Format

Confused? Don't be...



WHICH ONE TO USE WHEN	
.pdf	A file format developed by Adobe Systems that can be universally downloaded and viewed by any computer that has the Adobe Acrobat plug-in. Today, PDFs are widely favored by most.
.eps	<p>The preferred file format for professional CMYK offset and digital printing, .eps, is also the required format for embroidery or silk-screening, since it is the only format that can be used for Pantone spot colors.</p> <p>Another advantage of using the .eps format of the logo is its ability to be scaled to large sizes and still maintain the overall sharpness and clarity of the logo.</p>
.jpg	Use the .jpg (or .jpeg) format when inserting the logo into Microsoft Word or PowerPoint documents.
.png	The preferred file type for placing into PowerPoint and Word, as they have transparent backgrounds that allow them to be placed on any background color. Files in .jpeg format do not have this capability.

Color

It is preferred that the full color version of the Heart-Check mark is used whenever possible. When this is not an option, the following additional versions are available:

- Black & White
- Grayscale
- Red & White
- Reverse out in White
(can be used with pre-approval only)

Pantone®* 485 (red) is the recommended color for the heart, the rule, the word “certified”, and the mark border. Black is the required color for the American Heart Association name and descriptor statement. (Process red color formulation is 100% magenta and 100% yellow.)

Other acceptable Pantone colors are 206, 199, 192, 186, 185, Pantone Red 032 and 1788. Custom colors are also acceptable, but samples must be submitted for approval.

NOTE: The checkmark within the heart must be white, except when the mark appears reversed out in white.

**Pantone, Inc.’s check-standard trademark for color reproduction and color reproduction materials.*

Here are the typeface style rules AHA uses if you need to match it.

Helvetica Neue family is the preferred brand typeface. Including weights light to black in Regular and Condensed.

Brand Color



PMS 485
C0 M100 Y100 K0
R225 G38 B28

Packaging and Promotions

Using the Heart-Check Mark in Packaging and Promotions

How to Obtain the Mark

For any logos to promote your Heart-Check participation, contact your Business Development Manager.





Food Styling

Food styling must convey an image perceived as heart-healthy. With the growing public health concern over the incidence of obesity and overweight in the U.S., it is very important that food photography convey how the product fits into an overall heart-healthy eating plan. Food styling guidelines include:

- **Portion Control:** Individual servings must be representative of a product's standard serving size.
- **Serving Size:** Any food appearing to be eaten by one person in one sitting (sandwiches, salads, soup, spaghetti, etc.) should not contain more than one serving of the certified product.
- **Use of Condiments:** Serving suggestions, including displays of multiple servings or preparation methods, should minimize the use of condiments or additional food items in the image that might result in the finished product being perceived as not heart-healthy. Food stylists should not embellish the certified products with foods high in fat or sodium, such as pickles, cheese, gravy, mayonnaise or potato chips.

Note: The American Heart Association must approve all images, and is the final authority on the appropriateness of images. Companies are encouraged to contact Heart-Check program staff with questions **prior to photo shoots.**

Serving size

Packaging and Promotions should accurately convey the serving size. Additional clarification may be required for certain products – refer to the comprehensive Program Guide for more details.

Additional Considerations for Nuts and Deli Meat:

- **Nuts:** All nut promotions require the serving size to be listed near the Heart-Check mark (see example below). Additionally, the copy text in pieces like articles, press releases, etc. should accurately convey the serving size.
- **Deli Meats:** All deli meat promotions require the serving size to be listed near the Heart-Check mark (see example below). If there are images of other foods (ex: cheese/crackers) in the promotion; we may require the phrase “Per __oz. serving **of meat**” be used to provide additional clarification. Also, if an image of the deli meat in a sandwich/wrap/etc. is in the promotion, the following disclaimer is required: “Serving size is _oz. of meat. This sandwich/wrap/salad/etc. contains _servings.” We do not permit images to depict more than two servings.

Example for nuts:



Per 1 oz. Serving

Example for deli meats:



Per 2 oz. Serving of Meat

Disclaimers



Message Disassociating Certification from Non-AHA Information

When recipes, scientific research from an organization other than AHA, or links to the company website are provided in promotional material, the disclaimer below must be included as a footnote.

“Heart-Check certification does not apply to...” [INSERT THE FOLLOWING AS APPLICABLE: recipes, scientific research, and/or information reached through links or QR codes], unless expressly stated.

When the Heart-Check mark is used on a website, the following disclaimer should be included:

“Heart-Check certification does not apply to information or links unless expressly stated.”

Health Claims, Nutrition Claims, and Cardiovascular Claims

All claims made on packaging and in promotional materials must be accurate and non-misleading. It cannot be implied that the AHA validates, endorses, or approves non-cardiovascular disease claims. Certification should not be linked to any claims other than those used by the Heart-Check program; it must be clear what the Heart-Check certification applies to and what it does not. Materials will not be approved by AHA if these guidelines are not followed.



Restrictions

- The Heart-Check mark must not be used in connection with any product, product claim(s) or promotion that is inconsistent with American Heart Association science statements, positions or policy statements.
- The Heart-Check mark must not be displayed in relation to any type of sweepstakes or fundraising promotion.
- The Heart-Check mark is not permitted to be placed on or next to a coupon (i.e. not adjacent to the outline/dotted line of the coupon). In promotions that include the Heart-Check mark and a coupon, there must be physical separation between the Heart-Check mark and the coupon.
- The Heart-Check mark cannot be used on recipe cards unless the recipe is a Heart-Check certified recipe.
- Certification of one food product cannot be extended to other non-certified products in any direct or implied manner.
- Do not imply that a certified product is better than another or that another food is a “bad” food.
- Consumers must not be given the impression that any one food/ingredient/nutrient is a “magic bullet,” or that a certified product is superior to an identical food product that is not certified.
- Do not imply any type of exclusivity.
- Comparative claims are strongly discouraged and the American Heart Association has the right to refuse use of the Heart-Check mark or mention of certification if a comparative claim is determined to be inappropriate.





Common Packaging Mistakes to Avoid

- The American Heart Association “certifies” products. It does not “endorse,” “approve” or “recognize” products.
- The American Heart Association only certifies products, not product lines, brands or companies. It is incorrect for your company to say “we” are certified.
- Do not use “AHA,” “The Association” or “The Heart Association.” Always spell out “American Heart Association®” in its entirety.
- FDA/USDA regulations require that when an implied health claim is made, the appropriate health claim language must be included in immediate proximity to the Heart-Check mark. See the comprehensive Program Guide for more details.

Packaging Do's & Dont's

DO

- ✓ Do add the Heart-Check mark on front of the product packaging where consumers can see it.
- ✓ Do add FDA/USDA health claim language in immediate proximity to the Heart-Check mark.
- ✓ Do visually separate – preferably in a different panel – the Heart-Check mark from health claims other than those against which we certify, such as soy.
- ✓ Do have a mockup of your packaging with the mark properly placed ready to upload when you log on to apply for certification.
- ✓ Do contact your Business Development Manager to ask questions if you need further guidance.

DON'T

- ✗ Don't separate the components of the Heart-Check mark. The mark should only be used in its entirety.
- ✗ Don't change the colors of the Heart-Check mark to match your packaging. Use approved colors for the Heart-Check mark.
- ✗ Don't print words or images over the Heart-Check mark.
- ✗ Don't alter the height/width ratio of the Heart-Check mark, or the proportional relationship between the elements of the mark.

Common Promotion Mistakes to Avoid



To guard against an erroneous implied suggestion that all displayed food products are certified when there is a mix of certified and non-certified products in sponsor advertisements or promotional materials, there must be a distinction made between the certified and non-certified foods.

It is important that a reasonable consumer does not perceive that the American Heart Association has certified the advertisement, promotion, company, or website rather than the product.

Promotion Do's & Don'ts

DO

- ✓ Do send promotional materials for approval before they are finalized. For example, when preparing a television commercial, send the script and/or story board for approval before filming. You can minimize design fees by providing copy for approval before promotional materials are designed.
- ✓ Do remember the American Heart Association promotes healthy eating. Take this approach when styling your food, writing promotional copy and choosing media outlets.
- ✓ Do allow 12 business days for promotion reviews by Heart-Check program staff.
- ✓ Do limit portions to one serving in photos of certified products. Oversized portions are not allowed.

DON'T

- ⊘ Don't use the Heart-Check Food Certification mark in connection with restaurant menu items. (Note: The new Heart-Check Meal Certification Program, a separate product from the Food Certification Program, governs the use of the Heart-Check mark in restaurants.)
- ⊘ Don't use the Heart-Check mark in sweepstakes and fundraising promotions.
- ⊘ Don't imply exclusivity. Even if a product is the only or first product certified in its category, exclusivity claims or messaging will not be approved.

About the American Heart Association



The American Heart Association is devoted to saving people from heart disease and stroke – two of the leading causes of death in the world. We team with millions of volunteers to fund innovative research, fight for stronger public health policies, and provide lifesaving tools and information to prevent and treat these diseases. The Dallas-based association is the nation’s oldest and largest voluntary organization dedicated to fighting heart disease and stroke. To learn more or to get involved, call 1-800-AHA-USA1, visit heart.org or call any of our offices around the country. Follow us on [Facebook](#) and [Twitter](#).

The Heart-Check mark makes it easy to identify foods that can be part of a heart-healthy eating plan. Look for the American Heart Association name along with the red heart with a white check mark on the package. It means the food has been certified to meet Heart-Check nutrition requirements that limit saturated fat, trans fat, sodium and added sugars, and promote consumption of beneficial nutrients. The nutrition requirements are food category-based and intended for healthy people over age two. People with special medical needs or dietary restrictions should follow the advice of their health professionals. Learn more at www.heartcheck.org.

© 2015 American Heart Association. Used by permission.



heartcheck.org