

# Training Center Seal Guidelines for Use

## Basic Principles and Requirements

These guidelines permit AHA Training Centers (TC) to use the Authorized Training Center Seal (TC Seal) in limited situations to identify that Training Center offers emergency cardiovascular care and CPR courses pursuant to its Training Center Agreement with the AHA and for which AHA course completion and participation cards can be issued.

These guidelines also permit TCs to allow its Training Sites to use the TC Seal, so long as the TC ensures that the Training Sites comply with these guidelines. It is the responsibility of the TC to manage and control the use of the TC Seal according to these guidelines.

Because the TC Seal serves to identify the AHA, it cannot be used by the TCs as a part of its own name or logo. That is why these guidelines will not permit use of the TC Seal on permanent building signage, letterhead, business cards or other items whose primary function is to identify the TC.

## The AHA Signature and Heart-and-Torch Symbol

The AHA owns the American Heart Association name, signature and heart-and-torch logo. These guidelines do not permit TCs to use the American Heart Association signature or heart-and-torch symbol separate from its inclusion in the TC Seal.

## General

This document sets forth the standards for use of the TC Seal.

1. The TC Seal may only be used by:
  - a. Training organizations that have executed a TC Agreement with the AHA only so long as that agreement is in affect.
  - b. Training Sites that have been authorized by their TC to use the TC Seal.
2. The TC Seal and its usage must conform to AHA standards as set forth in this document.
3. While these standards apply to individual TCs and their Training Sites, the primary responsibility for enforcing these standards lies with the individual TC.
4. Violation of these standards by the TC or by any of its Training Sites may result in termination of the TC Agreement with the AHA.
5. 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 Training Center section of the AHA's Instructor Network Website [www.ahainstructornetwork.org](http://www.ahainstructornetwork.org) and sent to all current Training Center Coordinators with notification of changes and their effective dates. The TC shall be responsible for notifying all of its Training Sites and Instructors of such changes or updates.
6. The AHA reserves the right, at its sole discretion, to prohibit any individual Training Center or Training Site from use of the TC Seal. The AHA reserves the right, at its sole discretion, to reject any specific use of the TC Seal by the TC or TC Sites.

## Placement Guidelines

The TC Seal must be positioned as follows:

1. The TC Seal must be used **in conjunction with** a reference to AHA ECC Courses offered by the Training Center or Training Site.
2. Any materials or displays of the TC Seal must clearly depict to the average viewer that the materials or display are issued by the Training Center or Training Site, and may not give the impression that the materials or displays are issued by the AHA.
3. The TC Seal must be clearly and visually separated by white space equal to the height of the heart-and-torch in the TC Seal from the TC name or from any text or graphic.
4. The TC Seal must not be equal to or larger in height or width than the TC name or logo.
5. When using the TC Seal the AHA logo must be a minimum of 1/2" in depth from the tip of the flame to the baseline of Learn and Live.
6. The TC Seal cannot be altered or modified in any way.

AHA will periodically audit the use of the TC Seal. All TCs must submit copies of uses of the TC Seal by the TC and its Sites to [TCSeal@heart.org](mailto:TCSeal@heart.org). Samples will be randomly selected for auditing purposes to ensure proper usage. Any required changes will be communicated to the TC.

## Permissible Uses

The TC Seal may be displayed in the United States, its Territories and Possessions only, and only on the following types of materials, **in conjunction with** a reference to AHA ECC courses offered by the TC:

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. Webpage that lists or advertises AHA ECC courses
9. Telephone directory or Yellow Pages advertising AHA ECC Courses

The TC Seal can only be displayed in association with ECC Courses that are taught in the United States, its Territories and Possessions with AHA materials, offered by authorized AHA Training Centers and in accordance with the most recent *American Heart Association Guidelines for CPR and ECC*.

## Prohibited Uses

Under no circumstances may the TC 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
6. Non-AHA textbooks, charts, booklets, course outlines, etc.
7. Any advertisement or notice that includes non-AHA Courses
8. Any advertisement for courses taught outside the United States

## Versions of the Seal

Listed are three color variations in which the TC Seal can be produced.

### Pantone® 485 and Black

The primary colors for our signature are Pantone® 485 (red) and black. This is the preferred color combination and should be used on the majority of materials.



### Black

Due to budget or technical limitations, it will sometimes be necessary to produce certain products using only black ink. Examples include forms, educational copy masters and some advertising. For these, the entire signature may be printed in black. Our symbol should be printed in red as often as possible.



### White

Use this option sparingly. Our symbol should be printed in red as often as possible.

