



American
Heart
Association.

**ASLS Authorized Training Center,
Aligned Training Center Coordinator,
Aligned Training Site and
Aligned Instructor Seal, General Logo
Brand Guidelines**

September 2023

THE ADVANCED STROKE LIFE SUPPORT (ASLS) AUTHORIZED TRAINING CENTER (TC), TRAINING CENTER COORDINATOR (TCC), ALIGNED TRAINING SITE (TS), ALIGNED INSTRUCTOR SEAL, AND GENERAL LOGO USAGE GUIDELINES AND STANDARDS

The Advanced Stroke Life Support (ASLS®) Blended Learning Course educates healthcare professionals to identify, evaluate, and manage patients with stroke.

The American Heart Association, in partnership with The University of Miami's Gordon Center, co-developed this course for in-hospital and pre-hospital healthcare professionals.

If you're promoting your authorized American Heart Association Training Center or Site for Advanced Stroke Life Support, the following document will explain guidelines for use of the seals.

ADDITIONAL RULES ON ASLS TC, TCC, TS AND INSTRUCTOR SEAL USAGE:

1. The ASLS TC seal may only be used by training organizations that have executed an ASLS TC Agreement with the AHA only so long as that agreement is in effect.
2. The ASLS 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]**.
 - iii. **[TCC name]** is aligned with **[City, State, Country]**.
3. The ASLS TC, TS, TCC and Instructor seals and their usage must conform to AHA standards as outlined in this document and Branding Guidelines.
4. While these standards apply to individual ASLS TCs, their TSs, TCCs and Instructors, the primary responsibility for enforcing these standards lies with the individual TC.
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 ASLS TCCs (Training Center Coordinators).

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

AHA TC/TS/TCC/INSTRUCTOR SEALS

RULES:

The seals consist of four elements—ASLS in the center with the “®” symbol, the ASLS brain image, the names of the co-developing organizations - the American Stroke Association and the University of Miami, surrounded by teal and gray, then the text “Authorized Training Center,” “Aligned Training Site,” “Training Center Coordinator” or “Instructor” on the outside of the circle.

It must only be used in its entirety with all three elements. The “®” denotes that ASLS 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 three colors: White, ASLS Blue, and ASLS Gray, which are listed on the right.

White

CMYK: 0 0 0 0

RGB: 255 255 255

HEX: #FFFFFF

ASLS Blue

PMS: 7459C

CMYK: 73 27 21 0

RGB: 66 152 181

HEX: #4298B5

ASLS Gray

PMS: Cool Gray 11C

CMYK: 0 0 0 85

RGB: 77 77 79

HEX: #4D4D4F

AHA TC/TS/TCC/INSTRUCTOR SEALS

Below are examples of the four seals and three color methods.

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 ASLS seals must be used in conjunction with a reference to AHA ASLS courses offered by the TC, TS, TCC and Instructor.

The seal may only be used on marketing and promotion of ASLS 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 "A" in "ASLS" 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 "A" in "ASLS".

MINIMUM SIZE:

For clarity and legibility, the "A" in "ASLS" should always exceed .3 inches in height.

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 of 1 inch.

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:

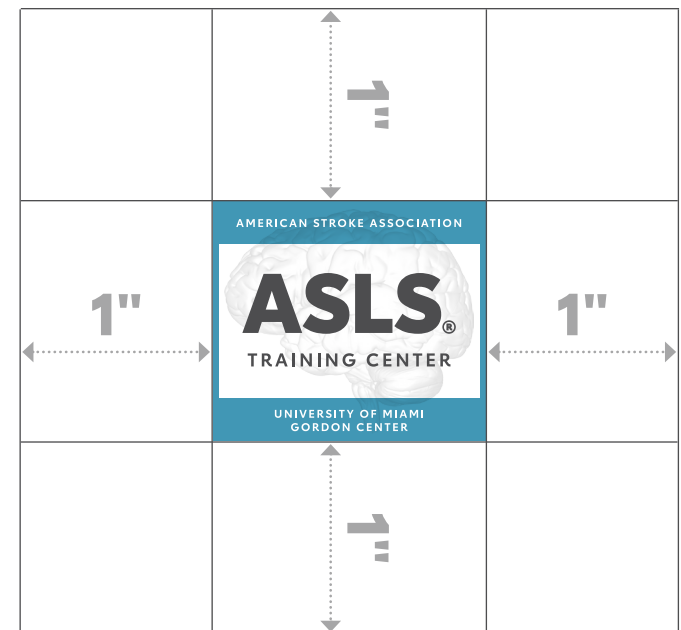
The seal design can not be altered in any way. AHA will periodically audit the use of the seal. Samples will be randomly selected for auditing purposes to ensure proper usage. Any required changes will be communicated to the TC.



SPACING: MINIMUM CLEAR SPACE AROUND SEAL = WIDTH OF "A" IN "ASLS".



MINIMUM SIZE: IN SIZING THE SEAL, "A" IN "ASLS" MUST NEVER BE SHORTER THAN .3" OF AN INCH.



SEAL/LOGO RELATIONSHIP: MINIMUM CLEAR SPACE FROM OTHER LOGOS = 1".

ASLS Authorized Training Center Seal Usage Examples

ASLS TC USE EXAMPLE

ADVERTISEMENT EXAMPLE



CORRECT!

- Used in conjunction with an AHA ASLS 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

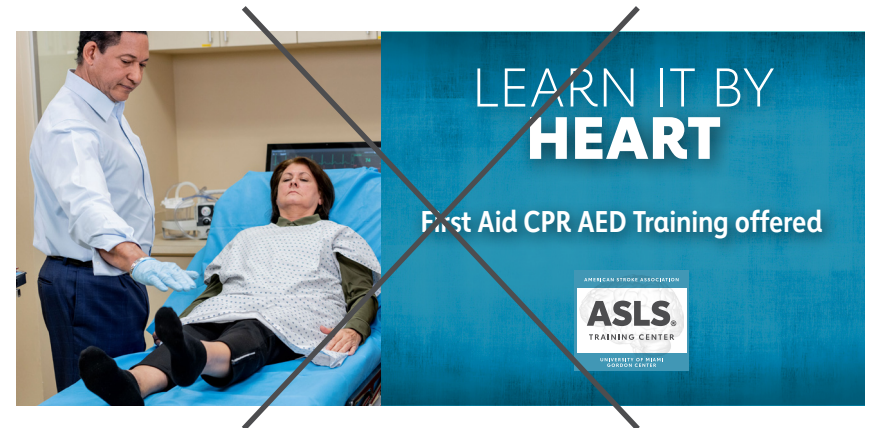


INCORRECT!

- Seal is marketing or promoting a non-AHA ASLS course
- The seal is not used with a TC name or logo
- The seal is not clearly visible nor separate from other text or graphics

ASLS TC USE EXAMPLE

BANNER EXAMPLE



CORRECT!

- Used in conjunction with an AHA ASLS 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 ASLS lifesaving course
- The seal is not used with a TC name or logo

ASLS 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 ASLS 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 ASLS Training Center," is not secondary to the TC name/logo

**ASLS Aligned Training
Center Coordinator Seal
Usage Examples**

ASLS TCC USE EXAMPLE

ADVERTISEMENT EXAMPLE



Learn to Save a Life

Advanced Stroke Life Support

American Heart Association Classes offered

Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur

MH&S
TRAINING CENTER

ASLS
TRAINING CENTER
COORDINATOR

Aligned with MH&S
in Dallas, TX USA



Healthy Living Seminar

ASLS
TRAINING CENTER
COORDINATOR

Health & Fitness classes

Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur



CORRECT!

- Used in conjunction with an AHA ASLS 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 TS logo or smaller



INCORRECT!

- Seal is marketing or promoting a non-AHA ASLS course
- The seal is not used with a TC name or logo
- The seal is not clearly visible nor separate from other text or graphics

ASLS TCC USE EXAMPLE

BANNER EXAMPLE



CORRECT!

- Used in conjunction with an official AHA ASLS 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 TS logo or smaller



INCORRECT!

- Seal is marketing or promoting a non-AHA ASLS course
- The seal is not used with one TC name/logo
- Does not include "Aligned with [TC name] in [City, State, Country]."

ASLS 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 [TCC 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 ASLS 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 ASLS Training Center Coordinator," is not secondary to the TC name/logo
- Seal is marketing or promoting a non-AHA ASLS course
- The seal is not used with a TC name/logo
- Does not include "Aligned with [TCC name] in [City, State, Country]."

ASLS Aligned Training Site Seal Usage Examples

ASLS TS USE EXAMPLE

ADVERTISEMENT EXAMPLE

Learn to Save a Life

Advanced Stroke Life Support

American Heart Association Classes offered

Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur

HTS
Health Training Site
HTS is aligned with MH&S in Dallas, Texas.

AMERICAN HEART ASSOCIATION
ASLS
TRAINING SITE
UNIVERSITY OF MARY
DALLAS, TEXAS

Healthy Living Seminar

ASLS
TRAINING SITE
UNIVERSITY OF MARY
DALLAS, TEXAS

Health & Fitness classes

Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur Emporeni id millestrum eictorepe nim quo occatur



CORRECT!

- Used in conjunction with an official AHA ASLS 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 ASLS course
- The seal is not used with one TC name or logo
- The seal is not clearly visible nor separate from other text or graphics

ASLS TS USE EXAMPLE

BANNER EXAMPLE



CORRECT!

- Used in conjunction with an official AHA ASLS 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

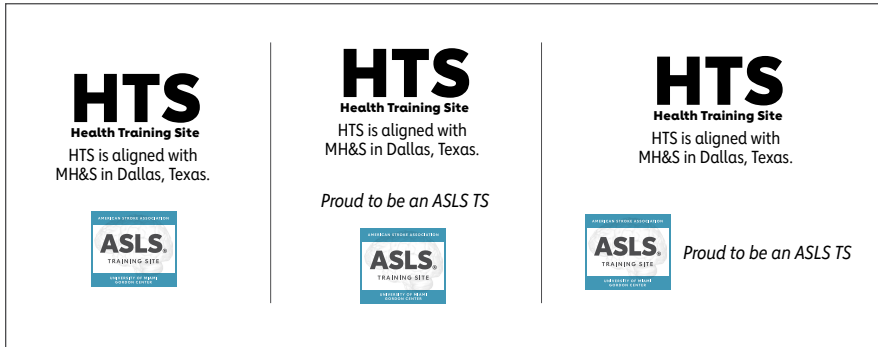


INCORRECT!

- Seal is marketing or promoting a non-AHA ASLS course
- The seal is not used with one TS name or logo

INSTRUCTOR 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 ASLS Training Site."
- Without altering it, the seal is 50% of the TC logo or smaller



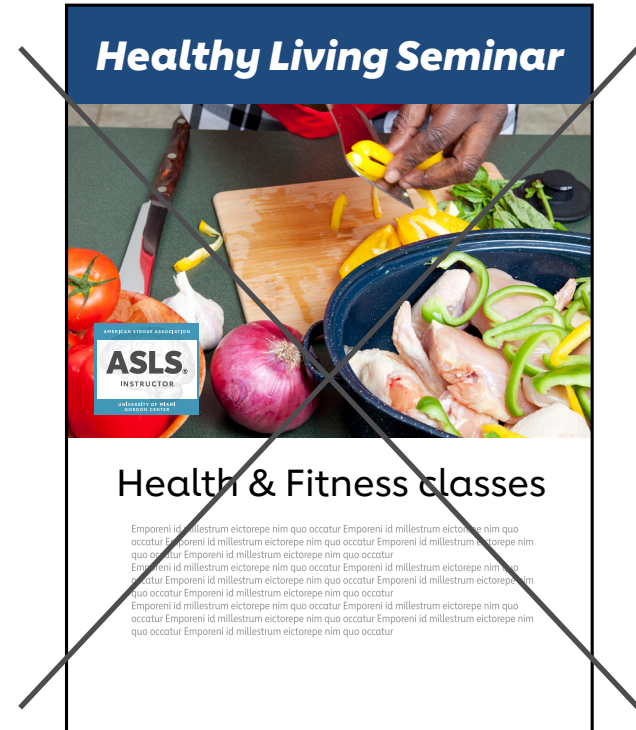
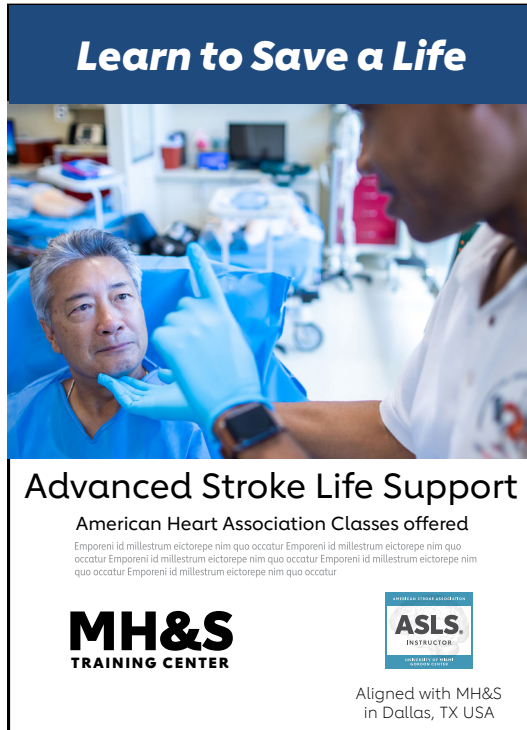
INCORRECT!

- Seal is placed before or above the TS 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 ASLS Training Site," is not secondary to the TC name/logo

ASLS Aligned Instructor Seal Usage Examples

ASLS INSTRUCTOR USE EXAMPLE

ADVERTISEMENT EXAMPLE



CORRECT!

- Used in conjunction with an official AHA ASLS 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 TS logo or smaller



INCORRECT!

- Seal is marketing or promoting a non-AHA ASLS course
- The seal is not used with one TC name/logo
- The seal is not clearly visible nor separate from other text or graphics

ASLS INSTRUCTOR USE EXAMPLE

BANNER EXAMPLE



CORRECT!

- Used in conjunction with an official AHA ASLS 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 ASLS course
- The seal is not used with one TC name/logo
- Does not include "Aligned with [TC name] in [City, State, Country]."

ASLS 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 ASLS Instructor."



INCORRECT!

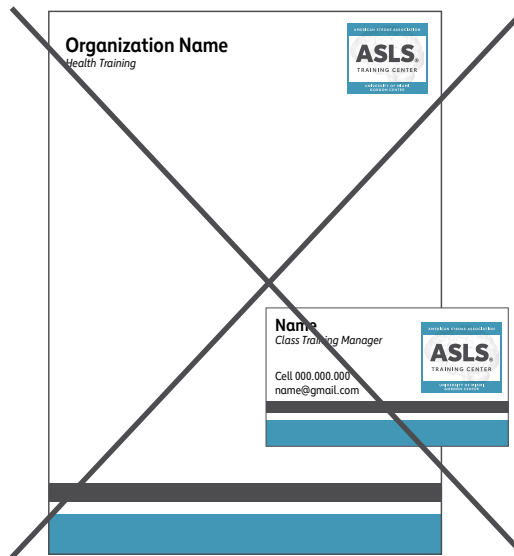
- Seal is placed before or above the TC name/logo
- The seal is not used with a TC name/logo
- The copy line, "Proud to be an ASLS Training Instructor," is not secondary to the TC name/logo
- Seal is marketing or promoting a non-AHA ASLS course
- The seal is not used with one TC name/logo
- Does not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

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

ASLS 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 (unrelated to ASLS)



INCORRECT!

- Seal is used on letterhead and business card
- Seal is on non-AHA-published supplemental materials used by the TC/TS/TCC/Instructor

ASLS 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 ASLS courses
2. Announcements of AHA ASLS courses
3. Brochures regarding AHA ASLS courses
4. Flyers about AHA ASLS courses
5. Posters advertising AHA ASLS courses
6. Temporary automobile signage, e.g. magnetic sign or removable placard
7. AHA ASLS course advertisements (print and online)
8. Web page that lists or advertises AHA ASLS courses
9. Telephone directory or Yellow Pages advertising AHA ASLS 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 ASLS TCs
- In accordance with the most recent AHA Guidelines.



CORRECT!

- Seal is used in an AHA ASLS course advertisement
- Seal is on AHA-published supplemental materials used by the TC/TS/TCC/Instructor
- Seal is used on a poster/banner