



American
Heart
Association®

Voices for Healthy Kids Branding Guidelines

TABLE OF CONTENTS

PROGRAM ESSENCE AND POSTING	3	VFHK-LOGO LOCK-UPS	8
WHO WE ARE	4	ALTERNATIVE PLACEMENTS	9
VALUES	4	COLOR PALETTE	10
PURPOSE	4	TYPOGRAPHY	11
VOICE	4	NAME USE IN TEXT	12
LANGUAGE	4	STATEMENTS OF FUNDER RELATIONSHIPS	12
PROGRAM DESCRIPTIONS	5	CAMPAIGN GRANTEE USE OF LOGOS AND TREATMENTS	13
LANGUAGE TO EMPHASIZE/AVOID	6	ORGANIZATION CO-BRANDING	13
VFHK-LOGO USAGE	7		

PROGRAM ESSENCE

MAKING EACH DAY HEALTHIER FOR ALL CHILDREN.

PROGRAM POSITIONING

We work to make the environments where we live, learn, work and play healthier for all children regardless of zip code.

Our work is grounded in building and supporting health equity.

Our policies aim to improve the lives of ALL children.

WHO WE ARE

- **VALUES** – *what we stand for:*
 - Health justice
 - Public mindedness
 - Community empowerment
- **PURPOSE** – *We're a group of passionate individuals, working together to improve the health of all children. Collectively, we're a catalyst-driving change, empowering communities and energizing advocates. We're positive and confront challenges with solutions.*
 - Catalyst for change
 - Provoking action
 - Movement-building
- **VOICE** – *We highlight the positive. Instead of focusing on the negative, give audiences the positive benefits of taking action and changing policies to make communities healthier.*
 - Edgy enough to provoke action
 - Driven
 - Bold
 - Motivational
 - Approachable
 - Inclusive
- **LANGUAGE** – *Our messages are important, and we're constantly looking for ways to make them more accessible to more audiences. Communicating in clear, precise, everyday language helps everyone understand what we're trying to say – giving our messages more impact.*
 - Limited jargon – If you must use an academic, technical, or medical term – provide context.
 - Relatable to wide audiences – not elitist or off-putting. Avoid unnecessary abbreviations and acronyms.
 - Keep it simple – clear, precise, easy-to-understand.
 - Asset-based framing – defining people by their aspirations and contributions before exploring their deficits.
 - Inclusive – we demonstrate inclusivity through the imagery and examples we use.

PROGRAM DESCRIPTORS

BOLD
COMPASSIONATE
JUSTICE-FOCUSED
RELATABLE
MOMENTUM
DRIVEN
POWER
EFFECTIVE
INFLUENTIAL

LANGUAGE TO EMPHASIZE/AVOID WITHIN VOICES FOR HEALTHY KIDS:

Use This Language	Instead of This Language
Describe the environment that makes it difficult to eat healthy and be active	Describing personal behavior
Clear facts about the magnitude of the problem	“Bombard” “Avalanche” or other words that trigger trauma
Invokes a sense of cooperation and partnership	Imagery that invokes wars, battles, and game playing
People living in the United States	Americans, citizens
Underserved	Poor
Helping children grow up at a healthy weight	Preventing childhood obesity
Focus on the positive outcomes of the change you want to see	Focus on directly challenging the opposition arguments
Eating healthy and being physically active helps prevent diabetes and heart disease.	Eating healthy and being physically active helps prevent childhood obesity.
Clear examples of what comprises neighborhood (school, church, family)	General “community” which means something different to each person
Standards, choices, and options	Restrictions, mandates, bans, regulations
Focus on what stands to be gained	Focus on what is at risk for being lost
People/kids being physically active, active play	Exercise
People first language, ie people with disabilities, people with low incomes	Poor people, disabled people or other ways of defining people by status first.
Asset-based framing	Defining communities by what they lack or need.

VOICES FOR HEALTHY KIDS- LOGO USAGE

RULES:

VOICES FOR HEALTHY KIDS LOGO USAGE:

Due to the nature of the Voices for Healthy Kids program, the logo will be used in full. This logo should follow all other Joint Venture guidelines and rules concerning placement and sizing.

SIZING:

Both logos should be roughly the same size and have the same visual weight.

SPONSORS:

If necessary, sponsor logos may be placed in a gridded layout on the bottom 10% of the art area.

American Heart Association®



VOICES FOR HEALTHY KIDS - LOGO LOCK-UPS

RULES:

LOCK-UP USE:

If media size does not allow for a full separation of the two partner logos of a minimum of two AHA logo spaces, a lock-up may need to be created.

LOGO PLACEMENT:

The AHA Logo should come first, placed on the left, with the core program exception logo on the right.

MINIMUM SIZE:

The American Heart Association logo should never be smaller than 1" or 72px wide.

CLEAR SPACE:

The American Heart Association logo should maintain its one flame width of clear space at all times.

VISUAL WEIGHT:

All partner logos should maintain the same visual weight, but the program logo may be larger.

DIVIDER LINE:

A vertical AHA Gray divider line should be placed between partner logos.

LOCK-UP PLACEMENT:

Due to the lock-up's heavy visual weight, the placement must be carefully considered. The lock-up should be placed top or bottom centered or in a corner depending on the space.

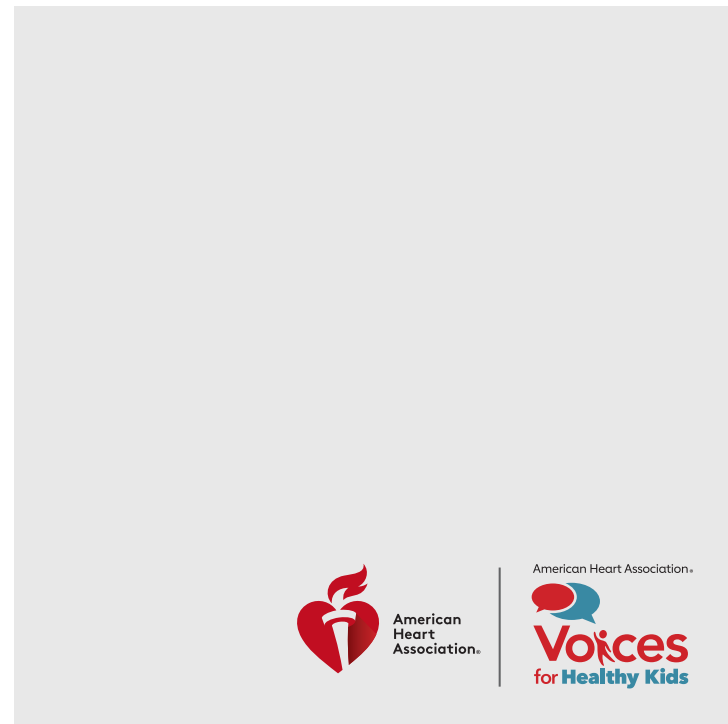
AHA LOGO + JOINT VENTURE LOGO



VOICES FOR HEALTHY KIDS - ALTERNATIVE PLACEMENTS

Due to the wide range of media proportions and sizes, accommodations must be made to fit the program lock-up. Below are examples for various sizes including vertical and horizontal layouts.

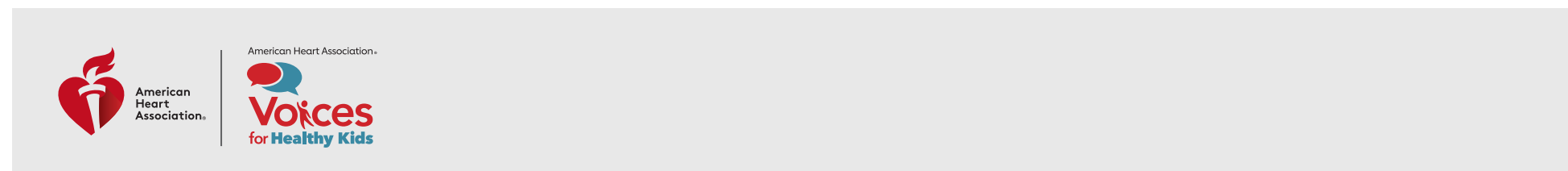
If sponsors must be included, an animated banner that changes to reveal a sponsor logo layout may need to be used if space does not permit for the gridded layout.



1X1 SOCIAL - SEE SOCIAL MEDIA GUIDELINES FOR RULES

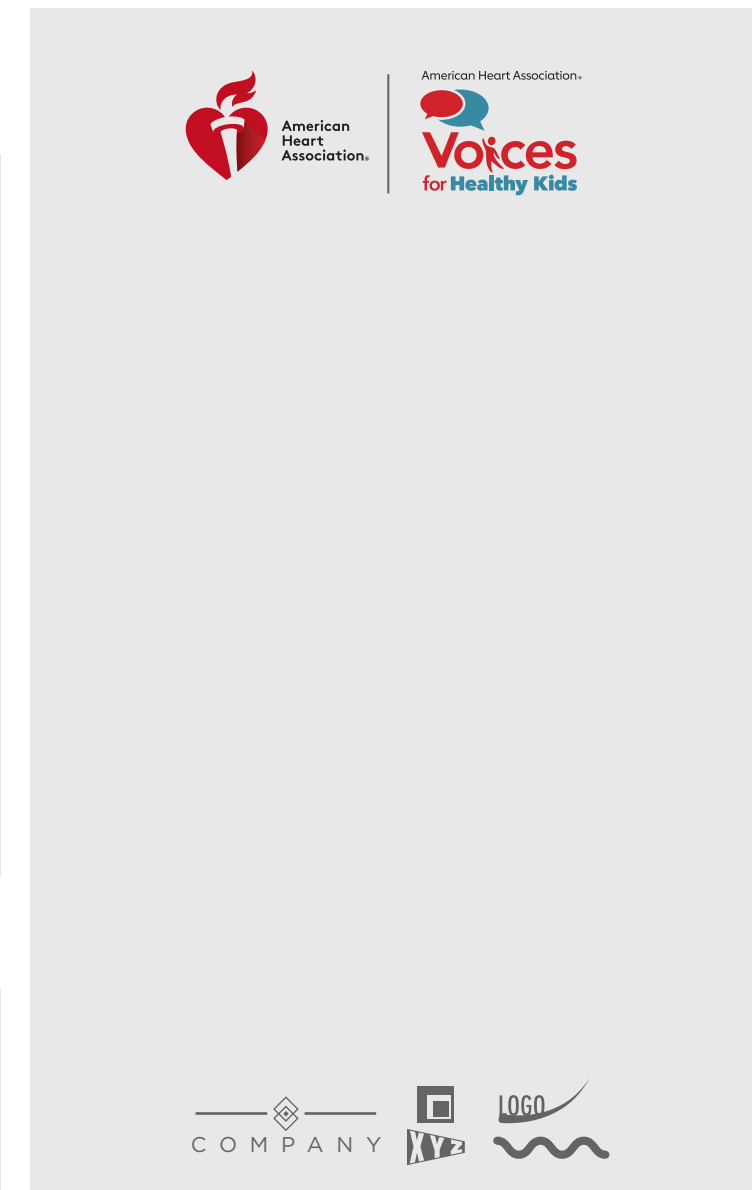


HORIZONTAL



BANNER

VERTICAL



COLOR PALETTE

RULES:

Red should always be an accent, but that doesn't mean it always has to be minimal.

The Blue color will serve as an accent to AHA Red.

Black should be used for copy in most materials, including Power Point.

<p>White CMYK: 0 0 0 0 RGB: 255 255 255 HEX: #FFFFFF</p>
<p>AHA Red PMS: 3517C CMYK: 17 100 100 0 RGB: 193 14 33 HEX: #C10E21</p>
<p>Blue PMS: 631C CMYK: 73 27 21 0 RGB: 69 186 25 HEX: #45bac9</p>
<p>Black CMYK: 0 0 0 100 RGB: 0 0 0 HEX: #000000</p>

ACCEPTABLE COLOR + TYPE COMBINATIONS

<p>Heart! Heart! Heart!</p>
<p>Heart!</p>
<p>Heart!</p>
<p>Heart!</p>

TYPOGRAPHY

RECOMMENDED USE:

Headline Copy **Gotham Bold**
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Headline/
Sub-Head Copy **Gotham Medium**
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Body Copy **Gotham Book**
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Legal Copy **Gotham Book**
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

NAME USE IN TEXT

- The full name (Voices for Healthy Kids) must always be used. Abbreviations such as VFHK are not permitted for external audiences.
- The first letter of “Voices,” “Healthy” and “Kids” in the name must be capitalized.
- The registered trademark symbol (®) must be used at the end of Voices for Healthy Kids the first time the name is used in text in a document.
- Subsequent uses within the same document do not require a registration mark.
- On first use of Voices for Healthy Kids in text, the full name must be preceded or followed by identification of the American Heart Association
- Voices for Healthy Kids may be referred to as an “initiative” or “program,” but not an “organization” or any term that implies a status of an independent organization.

Example: Voices for Healthy Kids® is an initiative of the American Heart Association, with support from the Robert Wood Johnson Foundation, working to make each day healthier for all children. Voices for Healthy Kids empowers advocates to take action in their communities and improve health of children across the nation.

STATEMENTS OF FUNDER RELATIONSHIP

- In text, Voices for Healthy Kids should be described as “an initiative of the American Heart Association, with support from the Robert Wood Johnson Foundation.”
- Voices for Healthy Kids materials should include “created with support from the Robert Wood Johnson Foundation” when appropriate.

CAMPAIGN GRANTEE USE OF LOGOS AND TREATMENTS

- A campaign grantee is a coalition or other organization that has received a funding award to support an advocacy campaign at the state, local or tribal level through the Voices for Healthy Kids initiative. Campaign grantee use of any Voices for Healthy Kids logo is limited and will be reviewed on a case by case basis.
 - Use of any Voices for Healthy Kids logo or American Heart Association logo requires approval. Approval requests should be directed to your State and Community Advocacy Manager.
- A credit line may be used to identify involvement in the Voices for Healthy Kids initiative.
 - If material has been partially funded by Voices for Healthy Kids funds, a credit line may be used.
 - Use of a credit line requires approval. Approval requests should be directed to your State and Community Advocacy Manager.
- Example of Credit Lines: This message was funded in part by a grant from Voices for Healthy Kids, an initiative of the American Heart Association.

ORGANIZATION CO-BRANDING

The use of the Voices for Healthy Kids brand and logo must follow the Master Brand guidelines:

- Voices for Healthy Kids must approve the use and placement of its logos in all co-branding instances.
- Voices for Healthy Kids will review all co-branded content for messaging, science, and initiative alignment.

THANK YOU