Scientific Sessions, Resuscitation Science and Cardiovascular Nursing Branding Guidelines

(Created January 2012)

The American Heart Association wants to build brand equity into our meetings so that our print and online pieces are recognizable by color. This way, even if the design elements change every year, the conferences will not lose the power of recognition, as they will have a particular color palette associated with them. If you saw a Coca-Cola® can in another country, you would still recognize it as Coke. As we become more global in our reach we strive to build the same brand recognition. Follow these guidelines whenever a Scientific Sessions or specialty conference logo is used.

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

Logos

Scientific Sessions Logo

The AHA Scientific Sessions logo is available in horizontal and vertical format, with and without the dates of the meeting. The preferred two-color version of the logo consists of the following elements:

1. The American Heart Association logo in red and black.
2. A vertical 1 pt. black rule
3. The words “Scientific Sessions” followed by the current year in black.
4. In the version with dates, the logo includes exhibit dates, sessions dates and the Resuscitation Science Symposium dates, followed by the location of the venue for that year. The Sessions’ web address is also displayed in this version and is set in black type.

The logos are available in red and black (preferred), solid black, or solid white in both cmyk and spot colors. The spot colors used are PANTONE® 485 and black, which are the American Heart Association’s corporate colors. The CMYK color breakdown for PMS 485 is 100% Magenta and 100% Yellow.

All logos are available in eps, pdf, png, jpg and tif on the Sessions website, branding.heart.org/sessions/elements2013.html.

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*PANTONE, Inc.’s check standard trademark for color reproduction and color reproduction materials.
Resuscitation Science Logos

The American Heart Association Resuscitation Science Symposium (ReSS) is an international forum for fundamental, translational, clinical and population scientists and care providers to discuss recent advances related to treating cardiopulmonary arrest and life-threatening traumatic injury. The symposium is a separate meeting that runs concurrent with Scientific Sessions.

The ReSS logo is available in red and black (preferred), solid black, or solid white in both cmyk and spot colors. It is available in horizontal and vertical format, with and without the dates of the meeting, in eps, pdf, png, jpg and tif on the Sessions’ website, branding.heart.org/sessions/elements2013.html. The vertical version does not have the dates included. The dates can be reset separately, if needed.

The ReSS preferred two-color logo with dates consists of the following elements. The logo without dates would stop after No. 3 below.

1. The American Heart Association/American Stroke Association logo in red and black as shown
2. A vertical black 1 pt. rule
3. The ReSS acronym. The R, S and S are red and the lowercase “e” is black
4. A horizontal black 1 pt. rule
5. The date of the two-day event in black
6. A vertical black 1 pt. rule
7. The ReSS date with Scientific Sessions in black

Cardiovascular Nursing Symposium

The American Heart Association Cardiovascular Nursing Symposium (CVN) provides the most up-to-date evidence-based practices to nurses who care for cardiovascular patients to promote optimal patient outcomes. The symposium is a separate meeting that runs concurrent with Scientific Sessions.

The CVN logo is available in red and black (preferred), solid black, or solid white in both cmyk and spot colors. It is available in horizontal and vertical format, with and without the dates of the meeting, in eps, pdf, png, jpg and tif on the Sessions’ website, branding.heart.org/sessions/elements2013.html. The vertical version does not have the dates included. The dates can be reset separately, if needed.

The CVN preferred color logo with dates consists of the following elements. The logo without dates would stop after No. 3 below.

1. The American Heart Association/American Stroke Association logo in red and black as shown
2. A vertical black 1 pt. rule
3. The words “Cardiovascular Nursing Symposium” in black
4. A horizontal black 1 pt. rule
5. The date of the two-day event
6. A vertical black 1 pt. rule
7. The date with Scientific Sessions
Minimum Size Requirements

Do not use the Scientific Sessions, Resuscitation Science or Cardiovascular Nursing Symposium logos at a size where the American Heart Association or the American Heart Association/American Stroke Association logo would be less than \( \frac{1}{2} \)″ vertically. See below for examples of minimum sizes:

![Logo Examples](image.png)

Area of Non-Interference

The area of non-interference around the Scientific Sessions, Resuscitation Science and Cardiovascular Nursing logos should equal \( \frac{1}{4} \)″ minimum. Do not place type or any other element in this space. This will ensure the logos are clearly visible in all presentations.

Do not place the logos directly on an image or pattern unless the entire logo, including all text, is legible. Do not superimpose it on backgrounds that would impair immediate recognition and readability. These types of backgrounds include heavily speckled papers, grid patterns, photos with high contrast or excessive detail, etc. Recycled papers with light speckle are acceptable.

Color and and/or manufacturing quality should be carefully monitored. On problem surfaces such as fabric, leather, stamped metals or porous materials, take special care.

Factors such as size, manufacturing process and the substance the product is made of may make the logo illegible or hard to read. In these instances, another logo configuration may be considered.

Approval of any logo exception must be obtained before use. A minimum of five business days is required for review. To request approval, contact Tina Graves (tina.graves@heart.org).

Product Design

To ensure a cohesive look, please adhere to the following design guidelines. The AHA internal design studio can provide a flat design file or high res pdf, but like all design companies or vendors they will not provide native files as these are intellectual and creative property that belong to the AHA design team. For a flat design file or high res pdf, or for questions on logo usage or any design element, please contact Tina Graves (tina.graves@heart.org). Thumbnail examples of the current look and feel are shown on pages 5–7.
• **Photography:** No photography is allowed on the front cover of collateral pieces unless it is a cityscape for “highly” recognizable skylines, cities or landmarks where the conference will be held. Photography use for the inside of collateral pieces should be limited to actual conference photos.

• **Color adherence:** Do not deviate from the main colors of the brand for each specific conference. The intensity of the colors can be shaded, i.e., if you want to have a deeper red you can pull out more of the magenta. However, all designs must retain the spectrum of shades in the original design.

• **Swoops:** The swoops of the brand look can change direction (see the different directions on the examples on the following pages). You can swoop up, down, diagonal, use a smaller version of the design, etc. The colors must remain the same.

• **Type:** The Times and Helvetica type families were chosen as the American Heart Association’s corporate type for their readability, compatibility with each other, and their clean, corporate look consistent with the AHA or AHA/ASA signature. It’s important to apply our corporate typefaces to our products in the letterforms’ original format. That is, don’t extend, condense or skew the letterform in any way. To insure cohesiveness in this product line, we are using the Helvetica type family for all covers, banners and signs. We also use Helvetica for most of the inside text, however, Times Roman can also be used. Do not use larger type sizes than what is shown in the examples on the following pages, or attempt to set the type vertically.

• **Brand Adherence:** Outside vendor designs must adhere to AHA brand guidelines with colors, logos and sizes. Please run your collateral through internal design for a brand review before completion if you use an outside vendor. There will be a nominal charge for this and a five-day minimum turn around time. Contact Tina Graves at tina.graves@heart.org.

• **Web work:** All web, printed and email collateral should adhere to the new color branding. Please work with your marketing manager to ensure your web banners, email headers and print elements look cohesive and are updated with the new look.
Color Breakdown and Examples

2012 Scientific Sessions

Red
Use these color combinations to create the red gradients.

- 100% Magenta, 100% Yellow
- 68% Magenta, 20% Yellow
- 76% Magenta, 10% Yellow
- 15% Cyan, 100% Magenta, 90% Yellow, 26% Black

Yellow
Use these color combinations to create the yellow gradient.

- 35% Magenta, 85% Yellow
- 78% Yellow

Blue
Use these color combinations to create the blue gradient.

- 85% Cyan, 50% Magenta
- 50% Cyan

Green
Use these color combinations to create the green gradient.

- 12% Cyan, 50% Yellow
- 27% Cyan, 100% Yellow

Examples of Sessions Logo, Art and Title Placement
**Red**
Use these color combinations to create the red gradient.

- 100% Magenta, 100% Yellow, 15% Black
- 77% Magenta, 8% Yellow

**Yellow**
Use these color combinations to create the yellow gradient.

- 20% Cyan, 100% Yellow
- 100% Yellow

**Grey**
Use these color combinations to create the grey gradient.

- 40% Cyan, 45% Magenta, 50% Yellow, 5 Black
- 90% Cyan, 30% Magenta, 95% Yellow, 30% Black

**Green**
Use these color combinations to create the green gradient.

- 66% Cyan, 100% Yellow
- 51% Cyan, 78% Yellow
- 52% Cyan, 90% Yellow
- 50% Cyan, 100% Yellow
- 48% Cyan, 17% Magenta, 100% Yellow
- 58% Cyan, 30% Magenta, 95% Yellow, 31% Black
- 85% Cyan, 10% Magenta, 100% Yellow, 10% Black
- 90% Cyan, 30% Magenta, 95% Yellow, 30% Black
- 90% Cyan, 95% Yellow, 30% Black

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Resuscitation Science Symposium

Final Program

Los Angeles Convention Center | Los Angeles, CA

Leading Discovery. Global Impact.

Scientificsessions.org

Examples of ReSS Logo, Art and Title Placement
Save the Date!
November 6-7
scientificsessions.org

Cardiovascular Nursing Symposium

Example of color combinations for blue gradient.

Blue

Use these color combinations to create the blue gradient.

57% Cyan, 30% Magenta
50% Cyan, 11% Magenta
100% Cyan, 50% Magenta
50% Cyan, 31% Magenta
70% Cyan, 16% Magenta
100% Cyan, 44% Magenta
85% Cyan, 9% Magenta
35% Cyan, 9% Magenta
35% Cyan, 9% Magenta
100% Cyan

85% Cyan, 75% Magenta
100% Cyan, 19% Black
52% Cyan, 50% Magenta
73% Cyan, 12% Magenta

Cardiovascular Nursing Symposium

TWO-DAY EVENT
CARDIOVASCULAR NURSING SYMPOSIUM
Nov. 6–7

FOUR-DAY EVENT
with
SCIENTIFIC SESSIONS
Nov. 3–7

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ABSTRACT SUBMISSION*
April 17–June 6
* Each submission must include a non-refundable $30 online payment.

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Visit scientificsessions.org/ress for abstract categories and submission guidelines.

Examples of Cardiovascular Nursing Symposium Logo, Art and Title Placement