Through the *Together to End Stroke*® initiative, the American Stroke Association unites individuals and communities around a shared purpose, coming together to prevent, treat and beat stroke by empowering Americans to live healthier lives, enabling faster, better stroke response and treatment and providing practical support for survivors, loved ones and caregivers.

These guidelines are meant to be used in conjunction with AHA/ASA branding guidelines, which can be downloaded at heart.org/branding.

For additional information, contact Beatriz Mina at Beatriz.Mina@heart.org.
Logo with No National or Local Sponsors

On materials related to stroke in which no national or local sponsors are recognized, the American Heart Association/American Stroke Association *Together to End Stroke*® logo with *Life is Why*® mark should be used.

Please refer to the example below.
F.A.S.T. Warning Signs and Stroke Treatment

Medtronic sponsors the “treat” pillar of the *Together to End Stroke®* Initiative, and as such should be recognized in all materials related to F.A.S.T. and the Acute Ischemic Stroke (AIS) Toolkit.

This initiative aims to increase knowledge of the stroke warning signs and F.A.S.T. acronym, supports local market activation to amplify messaging in key communities that stroke is treatable and encourages local community entities, facilities and hospitals to magnify *Together to End Stroke®*.

The Acute Ischemic Stroke Treatment Toolkit increases health care providers’ understanding of the AIS Guidelines, specifically highlighting the new updates to assess and treat against large vessel occlusions (LVOs).

**National Sponsor Usage**

Medtronic will be designated as a national sponsor of the *Together To End Stroke®* initiative for F.A.S.T. and stroke treatment messaging and as such will have **medical device category exclusivity** until 2/15/2019. This applies to *Together To End Stroke®* nationally, regionally or locally. To remove any doubt, below is a list of some of Medtronic’s competitors. If you are unsure about a potential sponsor, contact Brand and/or Legal.

- Abbott Labs
- Baxter International
- Microvention (Terumo)
- Becton Dickinson
- Owens & Minor
- Boston Scientific
- Penumbra
- C.R. Bard
- St. Jude Medical
- Cardinal Health
- Stryker
- CareFusion
- Teleflex
- Hospira
- Thermo Fisher
- Intuitive Medical
- Zimmer Holdings
- Johnson & Johnson (Including Codman, Ethicon, Micrus)
Sizing National and Local Sponsors

Make national sponsor logos no more than 75% of the AHA logo. Make local sponsor logos no more than 55% of the AHA logo. Keep in mind, however, that this is not an exact science. Signatures vary in shape, thickness, complexity, etc. and cannot be made to fit a specific percentage of an area.

Place the Together To End Stroke® logo at the top right of most communications, separated from sponsor logos. Make the Together To End Stroke® logo the most prominent identity on the page. Use a proclaimer statement as specified in legal agreement to designate each type of sponsor relationship.

For the AHA|ASA Together to End Stroke® and Medtronic logo lock-up please visit heart.org/branding.
Secondary Stroke Prevention

Bayer sponsors the “beat” pillar of the Together to End Stroke® initiative and specifically the Secondary Prevention of Stroke campaign. Therefore, Bayer should be recognized in materials related to the secondary prevention of stroke.

The Secondary Stroke Prevention Initiative aims to reduce stroke recurrence, reduce 30-day readmissions, increase stroke patient knowledge of the risk factors and educate people on the benefits of aspirin and other medications, promote healthy behaviors, as recommended by physicians to reduce stroke recurrence.

National Sponsor Usage

Bayer® has category exclusivity until 3/6/2021 for over-the-counter and Rx aspirin and anti-platelet therapy specifically in the Secondary Prevention of Stroke Campaign. This applies to Together to End Stroke® nationally, regionally or locally.
Sizing National and Local Sponsors

Make national sponsor logos no more than 75% of the AHA logo. Make local sponsor logos no more than 55% of the AHA logo. Keep in mind, however, that this is not an exact science. Signatures vary in shape, thickness, complexity, etc. and cannot be made to fit a specific percentage of an area.

Place the Together To End Stroke® logo at the top right of most communications, separated from sponsor logos. Make the Together To End Stroke® logo the most prominent identity on the page. Use a proclaimer statement as specified in legal agreement to designate each type of sponsor relationship.
**Stroke Rehab and Recovery**

Kindred Healthcare is a sponsor of the beat pillar of the *Together to End Stroke*® initiative and specifically sponsors the Rehabilitation Guidelines Toolkit. As such, Kindred Healthcare should be recognized on Rehabilitation Toolkit materials.

This toolkit elevates national and local awareness that stroke is beatable through high quality rehabilitation and patient support and implementation of the Association’s Stroke Rehabilitation Guidelines.

**Sponsor Usage**

Kindred Healthcare **does NOT have category exclusivity**, and as such, affiliates and local offices may seek local sponsorships to support the efforts.
Sizing National and Local Sponsors

Make national sponsor logos no more than 75% of the AHA logo. Make local sponsor logos no more than 55% of the AHA logo. Keep in mind, however, that this is not an exact science. Signatures vary in shape, thickness, complexity, etc. and cannot be made to fit a specific percentage of an area.

Place the Together To End Stroke® logo at the top right of most communications, separated from sponsor logos. Make the Together To End Stroke® logo the most prominent identity on the page. Use a proclaimer statement as specified in legal agreement to designate each type of sponsor relationship.
Cryptogenic Stroke Initiative

Medtronic sponsors the Cryptogenic Stroke initiative and, as such, should be recognized in all materials related to cryptogenic stroke.

The Cryptogenic Stroke initiative is a nationwide integrated education and awareness effort designed to engage and educate healthcare providers on cryptogenic strokes (or strokes of unclear origin). The initiative seeks to improve health impact by reducing the burden of stroke through a public health education campaign and health care professional education.
National Sponsor Usage

Medtronic will be designated as a national sponsor of the Cryptogenic Stroke Initiative, and as such will have medical device category exclusivity until 12/31/2019. This applies to the Cryptogenic Stroke initiative nationally, regionally or locally. To remove any doubt, below is a list of some of Medtronic’s competitors. If you are unsure about a potential sponsor, contact Brand and/or Legal.

• Abbott Labs
• Baxter International
• Microvention (Terumo)
• Becton Dickinson
• Owens & Minor
• Boston Scientific

• Penumbra
• C.R. Bard
• St. Jude Medical
• Cardinal Health
• Stryker
• CareFusion

• Teleflex
• Hospira
• Thermo Fisher
• Intuitive Medical
• Zimmer Holdings
• Johnson & Johnson
 (Including Codman, Ethicon, Micrus)
Sizing National Sponsors

On materials relating to cryptogenic stroke make national sponsor logos no more than 75% of the AHA logo. Make local sponsor logos no more than 55% of the AHA logo. Keep in mind, however, that this is not an exact science. Signatures vary in shape, thickness, complexity, etc. and cannot be made to fit a specific percentage of an area.

Place the Together To End Stroke® logo at the top right of most communications, separated from sponsor logos. Make the Together To End Stroke® logo the most prominent identity on the page. Use a proclaimer statement as specified in legal agreement to designate each type of sponsor relationship.
## In Summary

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*F.A.S.T.* and *Life Is Why* are trademarks, service marks, or registered trademarks of American Stroke Association (ASA). Used under license. **To End Stroke** is a registered trademark of the American Heart Association (AHA). Used under license. **Medtronic**, *Life Is Why* and *Together to End Stroke*® are trademarks of Medtronic. All rights reserved.
Tips for Developing *Together* to End Stroke® Materials with Sponsor Recognition

All materials with sponsor recognition must include a clear and conspicuous statement of relationship included between the company and *Together* to End Stroke® (i.e. the words “*Together* to End Stroke® nationally supported by” or “*Together* to End Stroke® locally supported by” just above the company logo).

- In text, *Together* in *Together* to End Stroke® should be in italics, and a ® should always be noted.
- The AHA/ASA TTES service-marks may not be used on any sponsor product, product packaging or product labeling.
- The AHA/ASA TTES service-marks cannot be featured on, or next to, a coupon or product.
- The AHA/ASA cannot be associated with games of chance; so if there is any mention of a sweepstakes in a company piece, there must be clear separation between that and the AHA/ASA. Additionally, the following should be included in the legal disclaimers on the piece: Sweepstakes is conducted by [Company] and is not connected in any way to the American Heart Association/American Stroke Association.
- The AHA/ASA can never be seen as endorsing a company or product; avoid creating that perception by giving as much separation between the product and the AHA/ASA service-marks.

If you have any questions, please contact your AHA/ASA representative for clarification.