Check. Change. Control.® Logo Guidelines
(Revised August 2016)

These logos have been developed to increase awareness of high blood pressure risks and treatment. Please follow these guidelines when ever the Check. Change. Control.® logo is used.

Note: These guidelines also apply to Revise. Cambie. Controle. Spanish version logos. Also follow existing American Heart Association organization-wide branding guidelines. Any use or reproduction of these marks without prior written consent of the AHA is strictly prohibited.*

The Logo

The Check. Change. Control. logo is available in a horizontal and vertical format and consists of:

1. The American Heart Association/American Stroke Association heart & torch logo (which consists of the heart and torch icon and the words “American Heart Association” and “American Stroke Association” divided by a vertical rule and life is why tagline.)

2. The words “CHECK. CHANGE. CONTROL.” to the right of the AHA/ASA logo, divided by a vertical rule or the words “CHECK. CHANGE. CONTROL.” underneath the AHA/ASA logo, without a rule.

The logos are available in red and black, solid red, solid black or solid white in CMYK colors. The CMYK color breakdown for the AHA/ASA corporate red is 100% magenta and 100% yellow.

All logos are available in eps, pdf, png, or jpg files on the AHA branding web site. Always use the logo in it’s entirety, do not separate. Do not attempt to recreate any part of the logo.

Logos may not be placed directly on an image or pattern unless the mark, 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/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 mark unclear 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 Trey Sullivan (trey.sullivan@heart.org).

When referring to the Check. Change. Control. logo in text you may omit the caps and the copyright sign after the first usage.

*The American Heart Association signature is to be used at all times in conjunction with the CHECK. CHANGE. CONTROL. logo/brand unless special permission has been granted by the CHECK. CHANGE. CONTROL. marketing manager at the AHA National Center.

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Minimum Size Requirements

Do not use the Check. Change. Control. logos at a size where the AHA/ASA logo would be less than ½" vertically. See below for minimum sizes.

Area of Non-Interference

The area of non-interference around the Check. Change. Control. logo should equal ¼” minimum. Do not place type or any other element in this space. This will ensure the logos are clearly visible in all presentations.

Check. Change. Control. Logo

two-color horizontal red and black logo

one-color horizontal black logo

one-color horizontal white logo

two-color vertical red and black logo

one-color vertical black logo

one-color vertical white logo
Revise. Cambie. Controle. Logo

American Heart Association | American Stroke Association
es por la vida

one-color horizontal red and black logo

two-color vertical red and black logo

one-color horizontal black logo

one-color horizontal white logo

one-color vertical black logo

one-color vertical white logo