

As the Stroke Collaborative is a distinctive campaign from three organizations, if the Give Me 5 Logo is used on material to share or distribute, the branding guidelines below must be adhered to. If you are in doubt of usage for the Give Me 5 For Stroke logo/information please contact Lisa Contreras for approval and Committee Review (lisa.contreras@heart.org).

General Usage Guidelines:

- Please add *TM* to all Give Me 5 logos
- The Stroke Collaborative should always be mentioned when this design is being used/promoted. If there is room include all three logos, in alpha order: AAN, ACEP, and AHA/ASA
 - “Give Me 5 For Stroke is created by the Stroke Collaborative with the American Academy of Neurology, the American College of Emergency Physicians and the American Stroke Association”
- **Integration into current stroke information is appropriate but the disclaimer statement in the design documents MUST be used.**

The “Give Me 5” stroke check is brought to you by the Stroke Collaborative, including the American Academy of Neurology, the American College of Emergency Physicians, and the American Heart Association / American Stroke Association. Presentation of this check list does not imply AAN, ACEP, or AHA/ASA approval or endorsement of other content.

Please see the PowerPoint for examples of when the disclaimer would be used.

- Use of already developed and available materials, such as lapel pins, postcards, posters, etc, do not need prior approval if used *without alteration*.

Logos:

- All three partner logos should always be the same size
- All three logos should be no smaller than 1x 2 inches to be readable
- All three logos should always be included in the same visual field/frame with any use of Give Me 5
- Alpha order (AAN, ACEP, ASA)

The Give Me 5 For Stroke campaign should reference the following points in messaging:

- “For Stroke”
- State: “call 9-1-1”
- Get to the Emergency **Department** fast (when abbreviating use ER but otherwise reference Emergency Department spelled out).
- Tell the ED that you think you are having a stroke
- Use the Give Me 5 Logo prominently
- Use the 5 signs
- Act quickly, even if signs/symptoms subside/go away
- Reference the number and website for more information: 1-888-4STROKE or visit www.giveme5forstroke.org

Agreed upon verbiage for the Stroke Collaborative:

“The Stroke Collaborative is a joint campaign of the American Academy of Neurology, the American College of Emergency Physicians, and the American Heart Association/American Stroke Association to increase awareness among Americans of stroke symptoms, call 9-1-1, and get to the emergency department.

WHEN ARE THIRD PARTIES PERMITTED TO USE/REPRODUCE STROKE COLLABORATIVE MARKS?

A. Philosophy

The Stroke Collaborative has the obligation to act in compliance with trademark/service mark laws and to protect the integrity of its marks, its non-endorsement policy, and its image. As with other assets, the Stroke Collaborative must safeguard against improper use of its marks, whether by AHA volunteers, staff and components or by third parties.

B. AHS/ASA Affiliates

By virtue of the annual affiliation agreement, the Affiliates are licensed to use AHA servicemarks within their respective chartered geographic areas. An Affiliate may license third parties to use AHA marks only within the chartered geographic area of that Affiliate and **only when the use is pursuant to AHA policies and guidelines.**

Prior approval needed on the following:

- Approval is needed if you will be adding an additional logo and you must state, “Distributed By; Brought to you by; etc”
- Approval is needed even if you are only using the Give Me 5 slogan and warning signs. You must still state, “Created by The Stroke Collaboration: AAN, ACEP, and AHA/ASA.” We encourage the use of the organizational logos as well.

Disclaimer needed on the following:

- Approval is not needed if you add the Give Me 5 information to other materials/campaigns **Integration into current stroke information is appropriate. However, the disclaimer statement in the design documents MUST be used.**

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Please see the PowerPoint for examples of when the disclaimer would be used.

Trade Mark Dos & Don’ts:

Don’ts:

- Don’t put the logo/mark on clothing. Including but not limited to: t-shirts, ball caps, sweatshirts, etc.
- Don’t develop any video or music recordings for sale
- Don’t use the Give Me 5 logos without referencing stroke – includes using the fact that the logo on it’s own should include the url underneath

Do’s:

- Do reference stroke with every use of the logo/mark
- Do follow graphic standards in the attached PDF
- Do keep documentation of using Give Me 5 for Stroke campaign: keep track of when you used the logo, where, what collateral you used, etc. You can send this to Lisa Contreras at AHA using the following format (*with sample info*). This will support our ownership of this mark/logo. *Form Attached*

Contact Name	Material Distributed	Amount (#)	Date	Description of use
Judy Jetson	GM5 Bookmarks GM5 pins	500 500	11/12/07	Distributed at an annual stroke CME meeting with physicians and nurses in NY City

Design:

The Stroke Collaborative has design files for a postcard, lapel pin, and poster. We will make these files available on a branding site (in progress) for Affiliates and members to use. The PDFs are available on the Stroke Collaborative website: www.giveme5forstroke.org

We are doing so to ensure proper usage of donor dollars and to avoid duplication. We encourage affiliates and members to also share their design files (by sending to Lisa Contreras: lisa.contreras@heart.org). They will be posted to the branding site and thus, save money and duplication by sharing resources.