American Heart Association.

American Heart Association CERTIFIED Meets Criteria For Heart-Healthy Recipe™

HEART-CHECK RECIPE CERTIFICATION

PROGRAM GUIDE

JUNE 2025



WELCOME!

Congratulations on choosing to connect your company and brand with consumers' interest in heart health. Together, we can help consumers make heart-smart food and recipe choices. The following information serves as your step-by-step "how to" program guide and provides all the information you need to navigate the certification process and then begin to leverage the certification of your recipe(s) by using the Heart-Check mark on your website, social media platforms, and in other promotional materials.

The iconic Heart-Check mark has been on food packages and in the grocery store since 1995 helping consumers identify foods that can be building blocks of a heart-healthy diet. Now, recipes that meet requirements based on the sound science of the American Heart Association® can also be certified. This offers consumers a bridge from heart-healthy foods to an overall heart-healthy dietary pattern using heart-healthy recipes.

Heart-Check certification provides added credibility for your brand, boosts your visibility, and helps your company connect with health-conscious consumers. Seeing the Heart-Check mark on a recipe assures consumers they are making a smart choice. As a program participant, you enjoy these benefits:

- **INDEPENDENT EVALUATION BY A NUTRITIONAL LEADER.** The American Heart Association is one of the nation's most recognized brands. Consumers seek our guidance on nutrition and heart-healthy living. Certification from the American Heart Association is especially meaningful to consumers because it signifies the independent voice of a trusted health organization.
- **BOOST YOUR BRAND'S VISIBILITY.** Consumers already recognize the Heart-Check mark on foods in the grocery store and in restaurants. The American Heart Association and certification program participants have built awareness of the Heart-Check mark over many years using various advertising, broadcast and print media placements to drive consumers to certified foods, meals and now...recipes!
- **LICENSE TO USE THE HEART-CHECK MARK IN PROMOTIONS OF YOUR CERTIFIED RECIPES.** See "Promotion Requirements" on **page 16** of this guide for details.
- **RECOGNITION OF YOUR CERTIFIED RECIPES** on **heartcheck.org**.

Do you have questions?

Don't hesitate to contact your Business Development Manager for more information or for help with your certification process. Your Business Development Manager is your primary contact in the Heart-Check Recipe Certification Program and is here to help you! Contact us at **certify@heart.org** to have a Business Development Manager assigned to your account.

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ABOUT THE PROGRAM

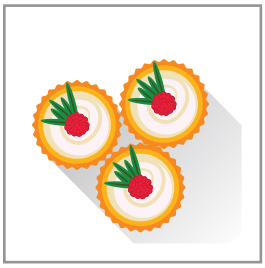
RECIPE ELIGIBILITY

When consumers see the Heart-Check mark, they instantly know the food has been certified to meet the American Heart Association's nutrition requirements for a heart-healthy recipe. The Heart-Check nutrition requirements were developed based on American Heart Association science recommendations published in the leading scientific journal *Circulation: Journal of the American Heart Association*, including:

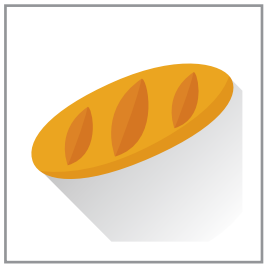
- ***2021 Dietary Guidance to Improve Cardiovascular Health:*** *A Scientific Statement from the American Heart Association* **(ahajournals.org/doi/10.1161/CIR.0000000000001031)**
- ***2019 ACC/AHA Guideline on the Primary Prevention of Cardiovascular Disease:*** *A Report of the American College of Cardiology/American Heart Association Task Force on Clinical Practice Guidelines* **(ahajournals.org/doi/10.1161/CIR.0000000000000678)**
- ***Defining and Setting National Goals for Cardiovascular Health Promotion and Disease Reduction****: The American Heart Association's Strategic Impact Goal Through 2020 and Beyond* **(circ.ahajournals.org/content/121/4/586.full)**

All AHA scientific statements undergo a rigorous review and approval process.

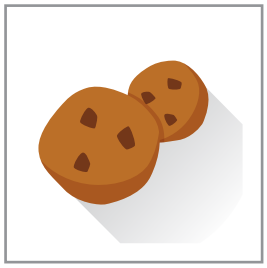
THE HEART-CHECK PROGRAM CURRENTLY CERTIFIES RECIPES IN SEVERAL CATEGORIES; see Program Nutrition Criteria Charts for details:



APPETIZERS



BREADS
Muffins
Quick Breads
Yeast Breads



DESSERTS



MAIN DISH
With Meat
Meatless



ENTREES
Fish, Meat
Poultry, Salad
Seafood, Soup



SIDE DISHES & SALADS



SOUPS (small)

ABOUT THE PROGRAM

Please note, the following ingredients/foods are prohibited from use in certified recipes (qualifications or exceptions noted):



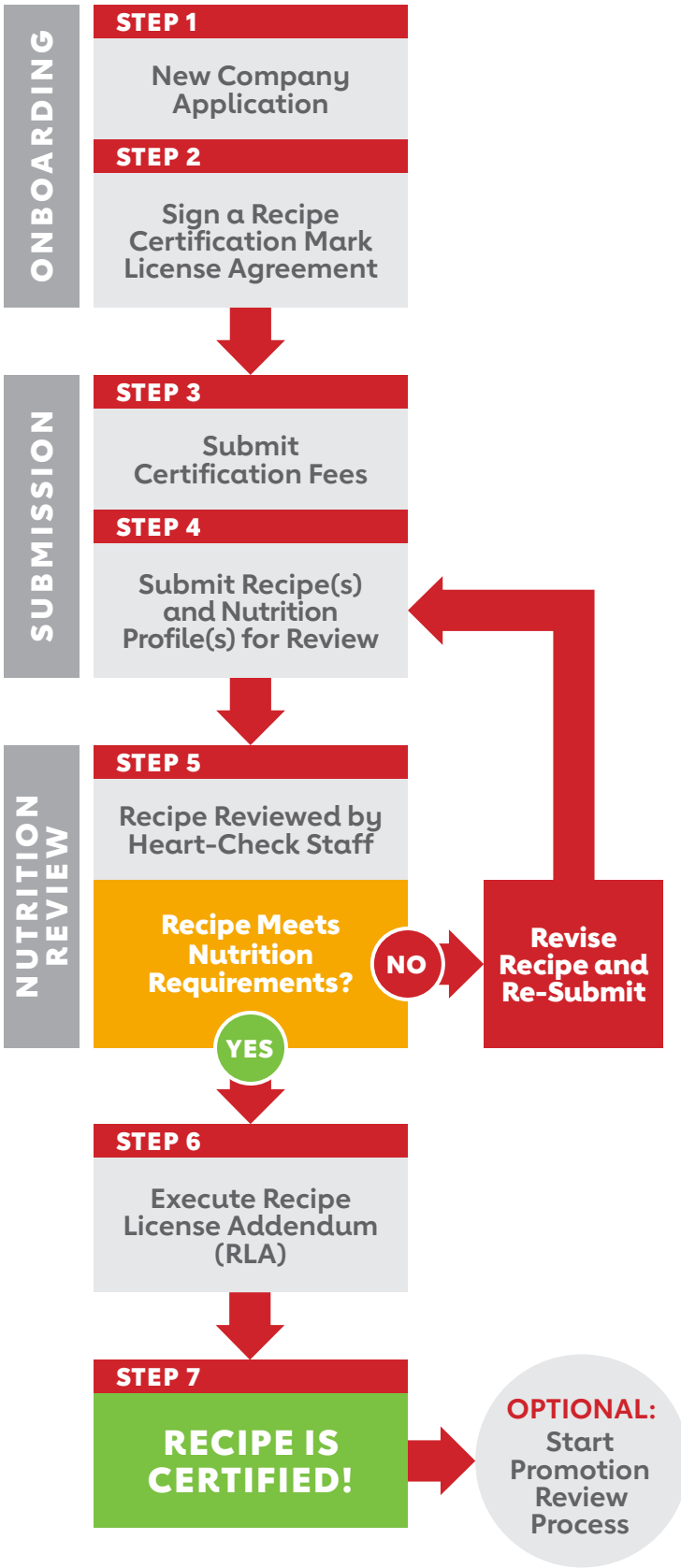
- Bacon (includes fatback, pork belly and turkey bacon)
- Butter (lard and ghee)
- Certain types of deli meat
- Candy and confections (including chocolate chips)
- Full fat dairy products (reduced fat, low fat and fat free are allowed)
- Dietary Supplements [per the NIH Office of Dietary Supplements definition: "contains one or more dietary ingredients (including vitamins; minerals; herbs or other botanicals; amino acids; and other substances) or their constituents."]
  See **ods.od.nih.gov/HealthInformation/healthprofessional.aspx**.
- Monosodium Glutamate
- Pudding/Gelatin Dessert with added sugars (sugar-free are allowed)
- Stick Margarine (unless <0.5g trans fatty acids and PHO-free)
- Sugary Cereals (> 9g sugar per standard serving)
- Tropical oils (e.g. coconut, palm, palm kernel)
- Whipped Toppings, frozen

If you have any questions or are interested in certifying a recipe that may contain a prohibited ingredient, please contact your Business Development Manager for more information.

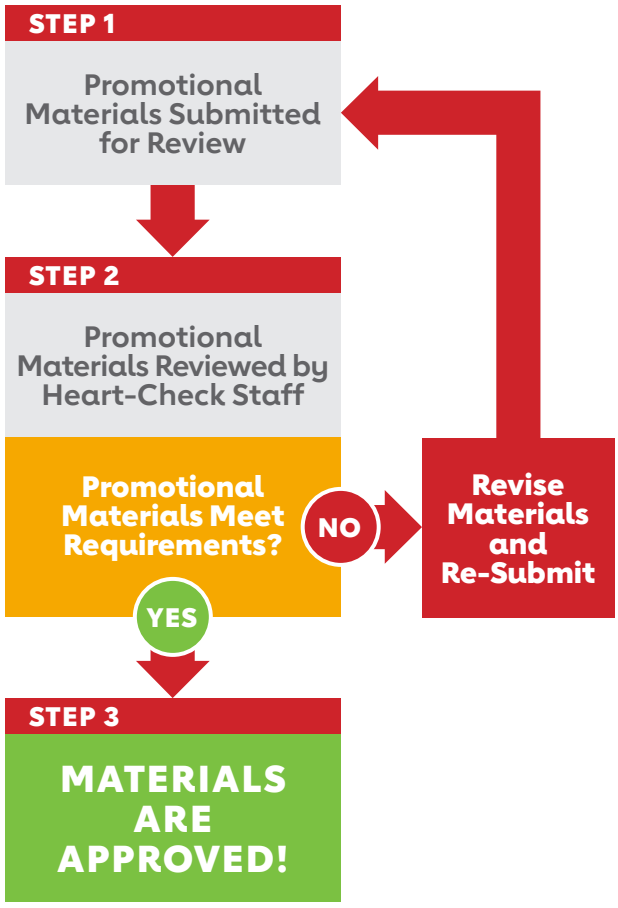
Other restrictions, limitations, and preferences for recipe eligibility include:

- The Heart-Check mark may be used only in recipes promoted within the United States, its territories and possessions.
- Recipes will not be certified if the ingredients or end result per preparation instructions do not align with American Heart Association science, are inconsistent with American Heart Association (most recently published) diet and lifestyle recommendations or related position papers, or if the recipe name or positioning conveys an unhealthy message that could adversely affect the credibility of the program.
- Any recipe produced by a company (or its subsidiaries) that produces or distributes tobacco products may not be certified. It is American Heart Association policy to prohibit formal corporate relationships with tobacco companies or their corporate subsidiaries or parents. A "subsidiary" or "parent" is an entity in which there exists a 5 percent or greater ownership by a tobacco company.
- Deep frying is *not* allowed; other "frying" preparation methods are acceptable (e.g. pan frying, sautéing, stir frying).
- Recipes must be original. Industry standards for "original recipe content" apply, including ingredients and instructions. The AHA may decline certification based on similarity to other recipes certified by AHA or in the public domain.
- Whole-grain ingredients are preferred over refined grain ingredients (e.g. brown rice vs. white rice).
- All recipes must meet the sodium limits in the program criteria. Use of herbs, spices and other salt-free seasonings is encouraged. See "Program Nutrition Requirements" charts starting on **page 8** of this Program Guide.
- Oils used for greasing pans, etc. should be listed with quantified amounts and included in the nutrition profile of the recipe. Cooking sprays can be used, but should be qualified with a description of the spray (i.e. quick spray/light spray).

CERTIFICATION FLOWCHART



PROMOTION REVIEW PROCESS (OPTIONAL)



OVERVIEW OF STEPS TO CERTIFICATION

ONBOARDING

1 New Company Application

- Submit the Application WebForm on **heartcheck.org/certify** to provide the Heart-Check program with your company information.

2 Execute Recipe Certification Master License Agreement (RCMLA)

- Sign and return the RCMLA. This agreement outlines the terms of participation in the program and the terms of use of the Heart-Check mark.
- Submit a valid Certificate of Insurance (as outlined in the agreement). Once received, we will execute the agreement and return a copy for your records.

SUBMISSION

3 Submit Certification Fees

- Provide the most recent audited financial information for your company to your Business Development Manager to identify your revenue tier for certification pricing.
- We will issue an invoice for certification fees based on the number of recipe licenses you are purchasing.

4 Submit Recipe(s) and Nutrition Profile(s) for Review

- Provide information for your recipe(s) to Heart-Check staff as noted on **pages 14–15** of this Guide.

NUTRITION REVIEW

5 Recipe(s) Reviewed by Heart-Check Staff

- The Heart-Check staff will review the nutrition profile of each recipe to determine if it meets the nutrition requirements. If there are any questions during this process, we will contact you to discuss them. If the recipe does not meet the nutrition requirements, you will need to revise and re-submit it for review before it can be certified.

6 Execute Recipe License Addendum (RLA)

- Once the review of the recipe(s) is complete, we will notify you of which recipe(s) are approved for certification. We will also issue a Recipe License Agreement (RLA), which is an addendum to the RCMLA that names the recipe(s) certified and the term of the certification.

7 Recipe is Certified!

- When we receive the signed RLA from you and return the fully executed agreement back to you, your recipe is certified for a term of one year or twelve (12) consecutive months (unless terminated earlier as set out in Section 9 of the RCMLA).

PROMOTION REVIEW (OPTIONAL)

1 Submit Promotional Materials for Review

- All promotional materials (print ads, social media, websites, POP, etc.) that will feature your certified recipe(s) with the Heart-Check mark or a reference to certification must be reviewed and approved prior to being released. Submit them for review in our customer portal any time during your certification term. Please note that this process may take up to 10-12 business days, but we will make every effort to complete the reviews sooner.

2 Promotional Materials Reviewed by Heart-Check Staff

- The Heart-Check team will review your promotional materials for compliance with our graphic standards. If we have any questions on your materials or if we need you to make any revisions, we will be in touch to work with you on them prior to final approval.

3 Notification of Approval

- Once the promotional materials are reviewed (and edited, if needed), we will notify you of approval. This approval is valid for one year, or until the certification of your recipe(s) expires, whichever occurs first.

PROGRAM NUTRITION REQUIREMENTS

The reputation of the American Heart Association—and its value to consumers—drives our dedication to preserving the integrity of the Heart-Check programs. All certified recipes must meet our specified nutrition requirements and program policies. A recipe is defined as "A specific set of ingredients and instructions for making or preparing a food dish that represents a unique formula and/or nutrient profile." Recipes for Heart-Check certification must comply with the qualitative descriptions and be at or below the upper limit for each nutrient criterion.

	Appetizers, Soups, Salads, Side Dishes, Muffins/Quick Breads and Yeast Breads
Qualitative	• Appetizers: Preference for appetizers providing a serving of fruit, vegetables, whole grains, or legumes • Soups: Preference for smaller portions served as a first course or a side dish; 1 serving = approximately 1 cup • Smaller Salads: Intended to be served as a first course, side dish, or fruit salad
Calories	≤ 250 calories (inclusive of salad dressing)
Saturated Fat	≤ 2g if non-meat/fish/seafood ≤ 3g if contains meat/fish/seafood
Trans Fat	< 0.5 g trans fatty acid and no partially hydrogenated oils (PHOs) or ingredient products that contain PHOs
Sodium	≤ 240 mg
Added Sugars	≤ 2 tsp Some common household ingredients used in recipes that are considered added sugars include: brown sugar, corn syrup, fruit juice concentrate, honey, molasses, malt syrup, maple syrup, raw sugar, turbinado sugar and agave nectar. The primary function of the ingredient in the recipe will also be considered. Non-nutritive sweeteners are permissible.



PROGRAM NUTRITION REQUIREMENTS

	Main Dish, Entrée Salads, Entrée Soups
Qualitative	• One-dish meals, mixed meals, combination dishes, casseroles, etc. served as a main course • A main dish typically includes a serving from at least two of the following food groups: 1.) meat, poultry, fish, dry beans, eggs, nuts 2.) fruits and vegetables 3.) milk, yogurt, cheese, and 4.) bread, cereal, rice, pasta. Examples include: beef stew, Greek salad with Shrimp or Chicken with Stir-fried Vegetables. Note: Small quantities of vegetables used for seasoning (e.g. onions, peppers, celery, etc.) do not count as a vegetable serving.
Calories	≤ 500 calories
Saturated Fat	≤ 3.5 g
Trans Fat	< 0.5 g trans fatty acid and no partially hydrogenated oils (PHOs) or ingredient products that contain PHOs
Sodium	≤ 600 mg
Added Sugars	≤ 2 tsp Some common household ingredients used in recipes that are considered added sugars include: brown sugar, corn syrup, fruit juice concentrate, honey, molasses, malt syrup, maple syrup, raw sugar, turbinado sugar and agave nectar. The primary function of the ingredient in the recipe will also be considered. Non-nutritive sweeteners are permissible.

	Meat and Poultry Entrées & Seafood Entrees
Qualitative	• Meat & Poultry Entrées: chicken, turkey, beef, pork, game meats, etc. Examples include: Baked Chicken, Pork Medallions or Grilled Flank Steak • Seafood Entrées: fish and seafood other than those identified as being high in omega-3 fatty acids (see chart on next page). Examples include: Baked Halibut, Grilled Salmon or Shrimp Skewers.
Calories	≤ 350 calories
Saturated Fat	≤ 3.0 g for beef, poultry, pork, etc. ≤ 4.0 g for fish or seafood
Trans Fat	< 0.5 g trans fatty acid and no partially hydrogenated oils (PHOs) or ingredient products that contain PHOs
Sodium	≤ 360 mg
Added Sugars	≤ 2 tsp Some common household ingredients used in recipes that are considered added sugars include: brown sugar, corn syrup, fruit juice concentrate, honey, molasses, malt syrup, maple syrup, raw sugar, turbinado sugar and agave nectar. The primary function of the ingredient in the recipe will also be considered. Non-nutritive sweeteners are permissible.

PROGRAM NUTRITION REQUIREMENTS

	Fish Entrées with 500mg of Omega-3 fatty acids (EPA/DHA) per serving
Qualitative	• Examples include: Bass (Striped Bass, Freshwater, Sea Bass), Herring, Mackerel, Oysters, Pompano, Salmon, Sardines, Swordfish, Trout, Tuna
Calories	≤ 350 calories
Saturated Fat	≤ 5.0 g
Trans Fat	< 0.5 g trans fatty acid and no partially hydrogenated oils (PHOs) or ingredient products that contain PHOs
Sodium	≤ 360 mg
Added Sugars	≤ 2 tsp Some common household ingredients used in recipes that are considered added sugars include: brown sugar, corn syrup, fruit juice concentrate, honey, molasses, malt syrup, maple syrup, raw sugar, turbinado sugar and agave nectar. The primary function of the ingredient in the recipe will also be considered. Non-nutritive sweeteners are permissible.

	Desserts and Smoothies
Qualitative	• Preference is for fruit-based or low-fat/non-fat dairy-based desserts • Preference is for whole-grain flours and old-fashioned rolled or steel cut oats as ingredients
Calories	≤ 200 calories
Saturated Fat	≤ 2.0 g
Trans Fat	< 0.5 g trans fatty acid and no partially hydrogenated oils (PHOs) or ingredient products that contain PHOs
Sodium	≤ 240 mg
Added Sugars	≤ 2 tsp Some common household ingredients used in recipes that are considered added sugars include: brown sugar, corn syrup, fruit juice concentrate, honey, molasses, malt syrup, maple syrup, raw sugar, turbinado sugar and agave nectar. The primary function of the ingredient in the recipe will also be considered. Non-nutritive sweeteners are permissible.

PROGRAM FEES

The American Heart Association's Heart-Check Recipe Certification Program employs a per-recipe fee-based assessment. "Recipe" is defined as a specific set of ingredients and instructions for making or preparing a food dish that represents a unique formula and/or nutrient profile.

SALES REVENUE

		Ex-Small (<$25M)	Small ($25M to <$100M)	Medium $100M to <$500M)	Large $500M to <$1B	Ex-Large ($1B+)
Tier		**Annual Fee Per Tier***				
1	up to 5 licenses	$500	$550	$600	$700	$750
2	up to 10 licenses	$450	$500	$550	$650	$700
3	up to 20 licenses	$400	$450	$500	$600	$650
4	up to 35 licenses	$350	$400	$450	$550	$600
5	up to 50 licenses	$300	$350	$400	$500	$550
6	up to 75 licenses	$250	$300	$350	$450	$500
7	up to 100 licenses	n/a	$250	$300	$400	$450
8	up to 200 licenses	n/a	n/a	n/a	$350	$400
9	up to 350 licenses	n/a	n/a	n/a	n/a	$350
10	up to 500 licenses	n/a	n/a	n/a	n/a	n/a

* = company can add to/replace recipes within a contract year but must commit to the level and per license fee; recipes added during the contract year that push to the next tier level would be invoiced pro rata per tier level and months to renewal date

PAYMENT PROCESS

Once you determine how many recipe licenses you would like to purchase to certify your recipes, we will issue an invoice for payment. Payments can be made by mail or by ACH. Payment must be received before your recipe certification can be finalized. All license fees are non-refundable.

To pay by ACH, please contact Kimberly Pruitt at Kimberly.Pruitt@heart.org.

If paying by paper check, please remit to:

Standard Mail
American Heart Association
ATTN: Heart-Check Program
c/o Bank of America Lockbox Services
Lockbox 841750
Dallas, TX 75284-4504

Overnight Mail
American Heart Association
ATTN: Heart-Check Program
c/o Bank of America Lockbox Services
1950 N. Stemmons Fwy., Ste. 5010
Lockbox 841750
Dallas, TX 75284-4504

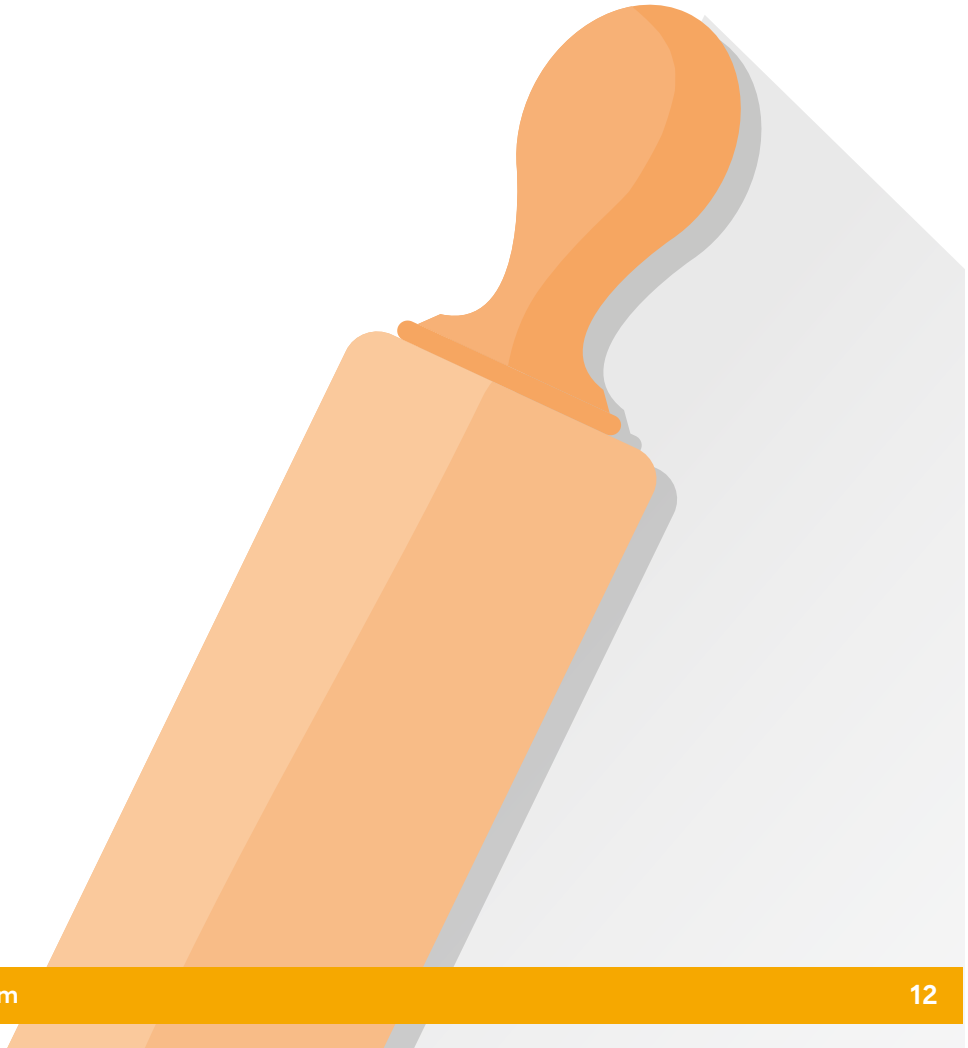
PROGRAM FEES

RECIPE LICENSE PROMOTIONAL BENEFITS

PROGRAM FEE INCLUDES:

The license for your certified recipe(s) includes rights to promote your recipe(s) as certified and display the Heart-Check mark are as follows:

- Website
- Social Media (includes promoted posts)
- Recipe Cards/E-books
- Point of Purchase/In-store
- E-blasts
- Trade Show/Conference Materials
- One General (digital) Press Release announcing that you now have certified recipes (no specific recipe callouts)
- Consumer Materials (such as brochures, fact sheets, infographics)
- Sponsored Blog Posts (related to a recipe contest).
- Digital Advertising (i.e. web banners, digital catalogs)
- Regional Print, Radio, and TV (includes customer magazines, retailer circulars and FSIs, regional direct mailers, posting on a 3rd party website (e.g. partner website), and/or retailer e-blast or recipe book)
- National Print, Radio, and TV (includes B2B advertising in national print outlets, billboards, and/or national direct mailers)



NEW COMPANY OR TRADE ASSOCIATION APPLICATION

Complete the New Company or Trade Association Application WebForm at

apps.heart.org/Account/CompanyApplication.aspx

then follow these steps:

1. Applications completed via webform are automatically sent to your Business Development Manager, who will contact you to facilitate next steps.
2. You will be assigned a Business Development Manager who will issue a RCMLA to you. Email the signed RCMLA and your Certificate of Insurance to your Business Development Manager, or mail *two* hard copies to:

   American Heart Association
   ATTN: Heart-Check Recipe Certification Program
   Business Development Manager
   7272 Greenville Ave.
   Dallas, TX 75231

If you elect to send hard copies of the RCMLA, they must be sent directly to your Business Development Manager.

The completed New Company or Trade Association Application, financial disclosure documentation and Certificate of Insurance (COI) must be received and RCMLA fully executed before you submit recipes for nutrition review.

CERTIFICATE OF INSURANCE REQUIREMENTS

All companies participating in the Heart-Check Recipe Certification Program are required to obtain and maintain insurance from a qualified insurance carrier designating the American Heart Association as an additional insured party in the amount of $5,000,000 each for general liability, product liability, and personal injury. If you have less than $5,000,000 for any of these categories, you must have umbrella coverage to equal $5,000,000. For example, if you have $1,000,000 in general liability, you must have $4,000,000 in umbrella coverage to equal $5,000,000.

We require that a copy of the Certificate of Insurance be provided to the AHA for our records upon entry into the program and annually thereafter. If you have questions about the insurance requirements, please contact your Business Development Manager.



NEW RECIPE SUBMISSION

If you are new to the Heart-Check Recipe Certification Program or if you'd like a refresher on our nutrition and promotional review processes, please contact your Business Development Manager or certify@heart.org.

Once the company set-up process is complete, you will receive notification from your Business Development Manager. You may then submit recipes for certification.

SUBMISSION PROCESS

The following documentation should be submitted to your Business Development Manager for review. Your Business Development Manager will also send you a spreadsheet to complete nutritional information.

- Recipe Title
- Recipe Category (Appetizer, Side Dish, Main Dish, etc.)
- Recipe Image (thumbnail, optional)
- Ingredient List
  - Heading (if any)
  - Quantity
  - Measurement
  - State, i.e. boneless, no-salt-added, etc.
  - Ingredient Name
  - Secondary State, i.e. drained, rinsed, all visible fat removed, etc.
  - You are encouraged to provide consumers with feasible substitutions when appropriate (e.g. ground turkey for ground chicken, yogurt for sour cream, etc.).
- Additional Ingredient Details
  Note: if substitution results in different nutrient profile both/all should be submitted to validate all comply with program requirements.
  - Ingredients should be identified in common household measures (e.g. "one large red bell pepper or approx. 1 cup chopped").
  - If a recipe calls for an ingredient for which there is great variability in terms of the nutrient profile (e.g. sodium), a notation may be requested that would inform the consumer about selecting an appropriate version of the ingredient to ensure compliance with the recipe's nutrient profile as shown (e.g. for an ingredient like tomato sauce a note telling the consumer to select one with no more than XXX mg of sodium per XX on the Nutrition Facts label).
- Preparation Instructions
- Video (optional)
- Preparation time, cook time, total time
- Number of servings
- Serving size
- Nutrient Profile (per serving) generated by an industry-standard program application must include unrounded values (one decimal rounding) for the following nutrients:
  - Calories
  - Total Fat
  - Saturated Fat
  - Trans Fat
  - Polyunsaturated Fat
  - Monounsaturated Fat
  - Cholesterol
  - Sodium
  - Potassium
  - Total Carbohydrates
  - Dietary Fiber
  - Sugars
  - Added Sugars
  - Protein
  - Calcium
  - EPA/DHA (Fish Entrees)
- Additional Information:
  - Short Description (text only)
  - Long Description (text, images or links)
- Other Information (optional):
  - Cooking skill level required to make the recipe (very low, low, medium or experienced)
  - Cost per serving
  - Classification information
    - BBQ & Grilling
    - Budget Friendly
    - Holiday
    - International
    - Kid-Friendly
    - Quick & Easy
    - Seasonal
    - Slow Cooker
    - Vegan
    - Vegetarian
    - Other _____

Your recipe(s) will be reviewed for compliance with the established guidelines and criteria. Upon verification of compliance, Heart-Check staff will notify the submitter and a Recipe License Addendum (RLA) will be issued to indicate the names of the recipes certified and the term of the certification.

Congratulations...

Upon execution of the RLA you are eligible to submit promotional materials for review and approval (e.g. web content, social media posts, etc.).

For more information, see "Promotional Requirements" on ***page 16***.

RENEWAL PROCESS

Recipe certification is renewed annually through resubmission as outlined in the previous pages. Ninety (90) days in advance of your recipe expiration date, you will receive an email reminder. This reminder includes instructions for renewing your recipe(s) and information regarding your expiration date.

You will also receive additional email reminders sixty (60) and thirty (30) days in advance of your recipe expiration date. If you choose not to renew certification, please consult the RCMLA for details on the terms of termination of your license to use the Heart-Check mark in promotional materials.

Expired recipes will be deactivated and will no longer appear on heartcheck.org. Please be aware that expired recipes decrease your total count and could result in movement to a lower pricing tier, thereby increasing the certification fee you pay per recipe. It is beneficial to renew your recipes in advance of expiration.



PROMOTION REQUIREMENTS

This section outlines the standards, practices and restrictions for displaying the Heart-Check mark in promotions for your recipe. All materials (print or digital) that display the Heart-Check mark or reference your certified recipes must meet the following requirements and be submitted to Heart-Check program staff for review and approval prior to print/launch.

GRAPHIC STANDARDS

USING THE APPROPRIATE MARK

All companies participating in the Heart-Check program must use the current version of the Heart-Check mark (the "shield" logo) as shown below. Packaging or promotions with old versions of the Heart-Check mark are not permitted. This design capitalizes on powerful elements of greatest relevance to shoppers: the "American Heart Association" name, the word "certified" and the familiar red heart and checkmark.

There are now two graphic options available for the Heart-Check mark. The traditional, full-sized mark capitalizes on powerful elements of relevance to shoppers: the "American Heart Association" name, the word "certified" and the familiar red heart and checkmark. The new abbreviated version of the Heart-Check mark features the iconic Heart-Check and gives more design flexibility with a smaller profile than the traditional mark.

The American Heart Association's corporate service mark — the heart and torch — cannot be substituted for the Heart-Check mark or used in any promotions of certified recipes.





FILE FORMATS

The Heart-Check mark is available in the following file formats. Included below are recommended uses for each format.

EPS Files (CMYK, PMS, Grayscale and Black & White)
The EPS files apply to printed materials. They are native to Adobe Illustrator. They can be opened in Illustrator or placed in QuarkXpress, Adobe InDesign and other applications. The EPS files are vector files that can be enlarged or reduced without losing their integrity.

JPEG (RGB)
The JPEG files apply to digital media, such as websites, television, etc. They are pixel-based files that can be placed in Microsoft PowerPoint, Adobe Dreamweaver and other applications. They should be used at 100% of their current size and may become pixilated if enlarged. These files have a white background and are best utilized when placed on a white background.

PNG (RGB)
The PNG files apply to digital media, such as websites, television, etc. They are pixel-based files that can be placed in Microsoft PowerPoint, Adobe Dreamweaver and other applications. They should be used at 100% of their current size and may become pixilated if enlarged. These files have a transparent background and are best utilized when placed on photos or color backgrounds.

Flexography (CMYK & PMS)
These simplified EPS files apply to challenging printing processes, such as flexography or silk screening. They are native to Adobe Illustrator. They can be opened in Illustrator or placed in QuarkXpress, Adobe InDesign and other applications. The EPS files are vector files that can be enlarged or reduced without losing their integrity.

PROMOTION REQUIREMENTS

TYPEFACE

The font is Lub Dub.

SIZE

Minimum size: 0.875" x 0.6875"
Maximum size: 1.25" x 1"

- For extremely small labels, packages or promotional pieces, smaller sizes of the Heart-Check mark may be submitted for consideration.

SYMBOL/TYPE PROPORTIONAL RELATIONSHIP

- The Heart-Check mark should always be used in its entirety and not re-typeset in any way. This will ensure the proportional relationship of the wording and the Heart-Check mark.
- The ratio of height to width must be maintained when scaling the mark.

COLOR

- It is preferred that the full color version of the Heart-Check mark is used whenever possible. When this is not an option, the following additional versions are available:
  - Black & White
  - Grayscale
  - Red & White
  - Reverse out in White (can be used with pre-approval only)
- Pantone®* 3517C (red) is the recommended color for the heart, the rule, the word "certified", and the mark border. Black is the required color for the American Heart Association name and descriptor statement. (Process red color formulation is 17% cyan 100% magenta and 100% yellow.)
- Other acceptable Pantone colors are 7621C and Cool Grey 10. Custom colors are also acceptable, but samples must be submitted for approval
- When the Heart-Check mark is used on a promotion that has red in its established color scheme, this red may be considered as a replacement for Pantone 3715C if the red is a "true" red (not burgundy, pink, orange, rust, magenta, etc.). The substituted color must be approved by the American Heart Association.

NOTE: *The checkmark within the heart must be white, except when the mark appears reversed out in white.*

PROMOTION REVIEW

Companies are encouraged to use the Heart-Check mark and refer to the recipe's certification in promotion and marketing materials. However, you must receive *prior written approval* from the American Heart Association Heart-Check Certification Program staff.

All promotions featuring the Heart-Check mark must be submitted for review and approval. Promotions include, but are not limited to: recipe cards, brochures, fliers, print ads, FSIs, e-newsletters, websites, web banner advertisements, and trade show materials. If you are unsure if a piece is a promotion that requires review, please ask your Business Development Manager for clarification.

PROMOTION REVIEW (OPTIONAL)

1 Submit Promotional Materials for Review

- Submit Promotional Materials for review in our customer portal any time during your certification term. Please note that this process may take up to 10-12 business days, but we will make every effort to complete the reviews sooner.

2 Promotional Materials Reviewed by Heart-Check Staff

- The Heart-Check team will review your promotional materials for compliance with our promotional requirements and graphic standards on **page 16**. If we have any questions on your materials or if we need you to make any revisions, we will be in touch to work with you on them prior to final approval.

3 Notification of Approval

- Once the promotional materials are reviewed (and edited, if needed), we will notify you of approval. This approval is valid for one year, or until the certification of your recipe(s) expires, whichever occurs first.

For promotions on your company website, post the final webpage design on a test site. Submit the URL, PDF or JPEG images of the test site with the Promotion Review Form.

* Pantone, Inc.'s standardized color reproduction system

PROMOTION REQUIREMENTS

Please allow 10–12 business days for American Heart Association internal reviews. We make every effort to complete reviews as quickly as possible. Should the piece warrant approval from our Science, Legal and/or Communications departments, *additional* time above the 10–12 business days will be needed to process the review. All heart-related health claims require review from our Science department, which has a turnaround time of 15 additional business days.

Promotional approvals are effective for 12 consecutive months or until your recipe certification expires, whichever comes first.

Please remember that final, *written approval will not be granted until your RCMLA with Recipe License Addendum is signed by both parties.*

FOOD STYLING

Food styling must convey a heart-healthy image. With the continued public health concern over the incidence of obesity and overweight in the U.S., it is very important that food photography convey how the recipe fits into an overall heart-healthy eating plan. Food styling guidelines include:

- **Portion Control:** Individual servings must be representative of a recipe's serving size. If the image appears to exceed a reasonable serving size, it may not be approved or the American Heart Association may require disclaimer language adjacent to the image. Sample disclaimer: "One serving of this recipe is 1 cup. This image shows 2 servings."
- **Use of Condiments and other foods:** Serving suggestions should minimize the use of condiments or additional food items in the image that might result in the finished product being perceived as not heart-healthy. Food stylists should not embellish the certified recipe with foods high in fat or sodium, such as pickles, cheese, gravy, mayonnaise or potato chips.

The American Heart Association must approve all images used in promotion of certified recipes, and is the final authority on the appropriateness of images. Companies are encouraged to contact Heart-Check program staff with questions prior to photo shoots.

COMPANY WEBSITE

We encourage you to promote your recipe's certification on your company website. Although the Heart-Check mark graphic may not be used as a hyperlink, we suggest you place the following sentence near the mark:

> **Visit heartcheck.org for more information on heart-healthy living and to learn more about American Heart Association® recipe certification.**

When promoting certification in digital media, the following disclaimer will be required: "Heart-Check certification does not apply to information reached through links unless expressly stated."

Do not place information about recipe certification on websites for holding companies, partners, distributors or retailers of companies with certified recipes.

HEART-CHECK MARK PLACEMENT

It is important that a reasonable consumer does not perceive that the American Heart Association has certified (or is the author of) the advertisement, promotion, or website rather than the recipe.

The Heart-Check mark must be:

- Visually separated from the messages or copy.
- Shown in close proximity to the certified recipe.
- At least 25% smaller and less prominently displayed than company or product logos.

Additionally:

- It is preferred that the Heart-Check mark be placed immediately next to the certified recipe name.
- Within a multi-page promotional piece, the Heart-Check mark may not be placed on a page containing only non-certified recipes. The Heart-Check mark should not be placed over or in close proximity to an image of a non-certified recipe, meal, or product.
- The Heart-Check mark is not permitted to be placed on or next to a coupon (i.e. not adjacent to the outline/dotted line of the coupon). In promotions that include the Heart-Check mark and a coupon, there must be physical separation between the Heart-Check mark and the coupon.

PROMOTION REQUIREMENTS

PROMOTING CERTIFIED AND NON-CERTIFIED RECIPES TOGETHER

When promoting your certified recipes along with non-certified recipes or in conjunction with the promotion of a food product, it must be clear to the reader what is certified and what is not certified. Certified recipes can only be displayed on packaging of products currently certified in the Heart-Check Food Certification program.

A distinction between the certified and non-certified items can be achieved by:

- Physical positioning or separation of certified and non-certified recipes.
- A statement about which recipes are or are not certified included near the Heart-Check mark such as: "Certification applies only to [insert recipe name]".

DISCLAIMER MESSAGE DISASSOCIATING CERTIFICATION FROM NON-AHA INFORMATION

When scientific research from an organization other than AHA or links to the company website are provided in promotional material, the disclaimer below must be included as a footnote. The disclaimer must be legible for the average consumer.

Heart-Check Certification does not apply to [INSERT THE FOLLOWING AS APPLICABLE: recipes, scientific research by an organization other than the American Heart Association, and/or information reached through links or QR codes], unless expressly stated. *Optional: For more information about the American Heart Association's Heart-Check nutrition requirements, visit* ***heartcheck.org/requirements***.

Other disclaimer statements may be required by the AHA in order to prevent consumer confusion.

HEALTH CLAIMS, NUTRITION CLAIMS, AND CARDIOVASCULAR CLAIMS

- There must be no implication through words, graphics or positioning that use of the Heart-Check mark assures the consumer that non-cardiovascular health claims are valid, endorsed or approved by the American Heart Association. Advertising or promotional materials will not be approved if the American Heart Association feels that reference to a non-cardiovascular health claim is not clear to the consumer.
- All claims and other information related to certified recipes must be factual, accurate, truthful and non-misleading. Written documentation may be required for support.
- The American Heart Association is the final authority on cardiovascular disease-related statements and positions on cardiovascular diseases, including coronary heart disease (heart attack), stroke, atherosclerosis, arteriosclerosis, hypertension (high blood pressure) and high blood cholesterol.
- Additionally, you may not promote the benefits of individual nutrients or compounds, such as antioxidants. Instead, you may promote your recipe as part of an overall healthy eating plan.
- Consumers must not be given the impression that any one food/ingredient/nutrient is a "magic bullet" or "superfood."

COMPARATIVE ADVERTISING CLAIMS

- Comparative claims are strongly discouraged and the American Heart Association has the right to refuse use of the Heart-Check mark or mention of certification if a comparative claim is determined to be inappropriate.
- Comparative advertising is permitted between certified recipes and non-certified recipes only if handled with caution. Any consumer perception of "good" food vs. "bad" food must be avoided.
- A certified recipe may not be promoted as the first or only one of its kind certified.
- Consumers must not be left with the impression that a certified recipe is superior to a similar recipe that is not certified.

RESTRICTIONS

- Certified recipes can only be displayed on packaging of products currently certified in the Heart-Check Food Certification Program.
- The Heart-Check mark must not be used in connection with any product, product claim(s) or promotion that is inconsistent with American Heart Association science statements, positions or policy statements.
- Images in advertising and promotions must not place the Heart-Check mark in controversial environments or settings inconsistent with the

image of the American Heart Association (for example, environments or events that promote smoking or other unhealthy lifestyle habits).

- The Heart-Check mark must not be displayed in relation to any type of sweepstakes or fundraising promotion.
- The Heart-Check mark must not be used where there is any business or promotional link to a tobacco company or subsidiary thereof. This includes food manufacturers owned or partially owned by tobacco companies.
- Heart-Check program participants are not permitted to imply any type of exclusivity.

QUICK TIPS FOR PROMOTING YOUR CERTIFIED RECIPES

PROMOTION DO'S & DON'TS

DO

- ✔ Do send promotional materials for approval before they are finalized. For example, when preparing for a photo shoot of a certified recipe, discuss the plans for setting/condiments/additional foods with Heart-Check staff prior to the shoot. You can minimize design fees by providing copy for approval before promotional materials are designed.
- ✔ Do remember the American Heart Association promotes healthy eating. Take this approach when styling your food, writing promotional copy and choosing media outlets.
- ✔ Do allow 10-12 business days for promotion reviews by Heart-Check program staff.

DON'T

- ✘ Don't use the Heart-Check Recipe Certification mark in connection with food products or restaurant menu items in a way that implies the food product or menu item is also certified.
- ✘ Don't use the Heart-Check mark in sweepstakes and fundraising promotions.
- ✘ Don't imply exclusivity. Even if a recipe is the only or first one certified in its category, exclusivity claims or messaging will not be approved.

Avoid these common mistakes when developing your promotional materials:

- The American Heart Association "certifies" recipes. It does not "endorse," "approve" or "recognize" them.
- A reasonable consumer should be able to easily distinguish between certified recipe and non-certified recipes.
- Do not use "AHA," "The Association" or "The Heart Association." Always spell out "American Heart Association®" in its entirety.

Don't Forget...

- **Use of the Heart-Check mark without prior written approval constitutes a breach of contract.** In all cases, use of the Heart-Check mark or mention of certification must be submitted to the American Heart Association for approval before publication, printing or production.
- Distribution of promotional materials is not authorized until the Recipe Certification Mark License Agreement (RCMLA) and Recipe License Addendum (RLA) is fully executed with the American Heart Association and the promotional item(s) are approved by Heart-Check staff.
- Only Heart-Check program staff can approve advertising, promotion and public relations materials displaying the Heart-Check mark. Individuals at local American Heart Association offices are not authorized to approve materials related to the Heart-Check Recipe Certification Program.
- Expired or terminated recipes must discontinue use of the mark on in promotions per the terms and conditions indicated in the RCMLA.
- Unauthorized display and/or use of the Heart-Check mark is considered trademark infringement. Legal action will be taken against such actions.



EXPANDING YOUR RELATIONSHIP WITH THE AMERICAN HEART ASSOCIATION

Your company's relationship with the American Heart Association can extend beyond the Heart-Check Recipe Certification Program. The American Heart Association offers additional opportunities for your company to help increase choices for consumers who want to improve their overall diet and to help the American Heart Association fulfill its mission to save lives.

HEART-CHECK RECIPE CERTIFICATION

The American Heart Association® established the Heart-Check Food Certification Program in 1995 to give consumers an easy, reliable way to identify foods that can be building blocks of a heart-healthy diet. The iconic red and white Heart-Check mark helps shoppers cut through the confusion on grocery store shelves to reach for foods that meet requirements based on the sound science of the American Heart Association. Certification from the American Heart Association is especially meaningful to consumers who value heart healthy options because it signifies the independent voice of a trusted health organization. Seeing the mark on a food package assures shoppers they are making a smart choice

HEALTHY FOR GOOD™

More than 70% Americans report that living a healthy lifestyle is important to them, but 60% of them are confused by conflicting information. To fill that need for evidence-based information from a trusted source, the American Heart Association has created its first direct-to-consumer healthy living movement. It's called Healthy for Good™.

Healthy for Good delivers science-based information and you-based motivation to help people live longer, healthier lives. Its messaging is optimistic, colorful, shareable and current. It focuses on four components of optimal health: Eat smart. Add color. Move more. Be well. It's not just information, it's teaching how to live healthier with the goal of building one-to-one coaching to support behavior change.

Corporate sponsorship opportunities are available to organizations that fit within one or more of the four focus areas and are committed to supporting the mission of the Healthy for Good movement. For more information on getting involved, contact your Business Development Manager.

INDUSTRY NUTRITION FORUM

The American Heart Association's Industry Nutrition Forum, previously called the Industry Nutrition Advisory Panel (INAP), brings together leaders from the food and beverage industry who embrace the American Heart Association's work to accelerate making food more nourishing and making healthier foods and beverages accessible to everyone. Through the forum, industry members are kept abreast of emerging nutrition science and American Heart Association nutrition policies and programs while providing the American Heart Association information on the strategic needs, structure and operations of the food industry.

Forum members:

- Build thought leadership in the industry
- Leverage cutting edge nutrition science and consumer insights
- Network with nutrition and health experts
- Receive regular reports from the American Heart Association, including strategy, advocacy, research, community impact and consumer health

Any for-profit or not-for-profit corporation, trade organization or agency whose objectives are in alignment with the American Heart Association's is eligible for membership.

RETAIL CAMPAIGN OPPORTUNITIES

Positioning grocery stores as "health and wellness" destinations has become a major retail strategy to strengthen shopper loyalty and increase return visits.

The American Heart Association facilitates proactive collaborations with consumer packaged goods companies, trade associations and grocery retailers to implement solutions-based shopper health and wellness programs delivered directly in stores. For more information about in-store health and wellness events, contact your Business Development Manager.

WELL-BEING WORKS BETTER

Our **Well-being Works Better** platform helps business leaders promote health and well-being for all.

No, this is not just another wellness program. Yes, this is what you need to help improve the mental and physical health of your greatest asset, your employees. You'll get:

- A holistic approach (mind-heart-body connection)
- Actionable guidance grounded in science
- The latest research and tools
- Competitive advantages when hiring talent

Building a culture where employees thrive is no longer an option. It's a business imperative. We'll help you re-evaluate pre-pandemic norms to unleash the power of a healthy, happy workforce. For more information, visit **heart.org/workforce**.

WORKFORCE WELL-BEING SCORECARD

The American Heart Association's Workforce Well-being Scorecard is designed to help employers evaluate the culture of health and well-being within their workforces to identify gaps and determine how their progress stacks up to peer organizations. The Scorecard was developed in partnership with leading science and workforce well-being volunteers, and is grounded in the science of the American Heart Association. Employers have the option to submit employee health data in order to achieve Platinum recognition, and the AHA offers a free online health assessment tool for gathering the data, if needed.

The new-and-improved Scorecard has been enhanced to include evaluation of:

- Mental health policies
- Organizational well-being strategies to address employee burnout
- Strategies to promote health equity in the workforce
- Employer support of financial health, a key element of well-being
- Impact of volunteerism and community partnerships

For more information, visit **heart.org/workforce**.

AMERICAN HEART ASSOCIATION CPR & FIRST AID

Saving lives is our business. We fund the research and develop the courses to train lifesavers. Every workplace should be safe. That's why we prepare employees to respond to any life-threatening event, whether it's a cardiac emergency, on-the-job accident or workplace disaster. As more companies have access to on-site AEDs, our training ensures employees are confident and ready to act in an emergency. For more information, go to **cpr.heart.org**.

