

PROJECT ADAM[®] BRAND GUIDELINES

Logo Guidelines



Our logo is very important to us and should appear on all of the marketing and communication pieces produced.

Our logo must always appear in the proportions shown, with the registered mark, and no attempt should be made to stretch or distort the logo in any way.

The preferred version is the 2-color logo option. The 1-color black logo is to be used when color constraints make black the only available color selection. The reversed white logo is to be used on pieces where the background is any color other than white and where the 2-color logo would be difficult to read.

Logo Lock-up

Our logo may be tied with your logo, to strengthen the relationship and give affiliates a way to tie-in their brand. You may use the horizontal or vertical lock-up and replace (your logo here) with your logo. Please keep the logos proportionate, neither logo should overshadow the other or feel visually larger than the other.

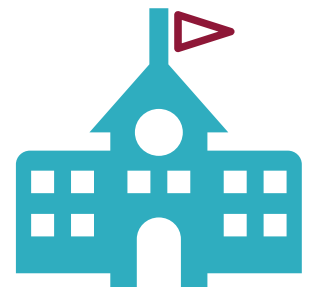


LED BY

(your logo here)

Other Logo Elements

Project ADAM[®] has icons or secondary logos that may be requested and used. The heart graphic by itself should be used sparingly. It is strongly recommended that the graphic only be used if the full Project ADAM[®] logo is used nearby.



Heart Safe School
Project ADAM[®]

Fonts

ITC Avant Garde is our brand headline/subhead font and Gotham is used for large blocks of copy for easier legibility. The combination of these two fonts should be used whenever possible to bring a visual consistency to our brand. If using a computer without brand fonts, it is acceptable to substitute ITC Avant Garde with Century Gothic and Gotham with Arial.

ITC Avant Garde Gothic Pro Extra Light
 ITC Avant Garde Gothic Pro Book
 ITC Avant Garde Gothic Pro Medium
 ITC Avant Garde Gothic Pro Extra Demi
 ITC Avant Garde Gothic Pro Extra Bold

Gotham Light
 Gotham Book
 Gotham Medium
 Gotham Bold
 Gotham Black
 Gotham Ultra

Primary Colors

A range of teal colors are our primary colors. Supporting colors are available when dealing with longer pieces or situations where a variety of colors are needed.



CMYK 34 0 17 0
 RGB 164 219 216
 HEX A4DBD8



CMYK 70 11 23 0
 RGB 57 174 192
 HEX 39AEC0



CMYK 91 61 47 32
 RGB 23 74 91
 HEX 174A5B

Secondary Colors

To enhance the design and create a visual hierarchy, Project ADAM utilizes a supporting color palette. The bright red secondary color in particular is used to highlight key elements like calls to action, buttons, and essential information, ensuring they stand out.



CMYK 0 94 76 0
 RGB 239 51 65
 HEX EF33A1



CMYK 4 6 13 0
 RGB 242 233 218
 HEX F2E9DA



CMYK 0 0 0 0
 RGB 0 0 0
 HEX FFFFFFFF

Design Examples

Saving lives by creating heart-safe environments

Project ADAM
SAVES LIVES

Project ADAM is a community-based program that educates school systems, youth sports groups and communities about sudden cardiac arrest and how to implement programs to create heart-safe environments.

Are your schools and communities heart-safe and prepared to respond to a sudden cardiac arrest?

- YES!** Our schools and communities are prepared!
 - Visit this QR code to learn more about our heart-safe programs and connect with or start an affiliate program in your state.
- NO!** We need help implementing heart-safe programs.
 - Does your state have a Project ADAM program?
 - YES!** Connect with an affiliate site team member near you.
 - View full list of affiliates and team members at projectadam.org/ or email projectadam@childrenswi.org
 - NO!** Start a Project ADAM team in your area!
 - Visit projectadam.com/projectadam/ view our team page or email projectadam@childrenswi.org

All Project ADAM Heart Safe programs, education and training are provided at no cost thanks to the support of each local affiliate program across the country.

How to Become a Heart Safe Site

Your journey to becoming a Heart Safe site begins here. Having an accessible AED and knowing how to use it is a crucial step in saving the life of someone experiencing a Sudden Cardiac Arrest (SCA). It can happen to anyone of any age at any time without any warning. If it happened in your organization, are you prepared? Take the following steps to become designated "Heart Safe."

To get started, scan the QR code to reach out to our program coordinator.

Project ADAM
SAVES LIVES

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Children's Wisconsin
 Herma Heart Institute

Your Project ADAM coordinator will be available to consult with you and your team along the way, and resources and tools are available at projectadam.com.

Interest in Becoming Heart Safe
 Evaluating your organization's Heart Safe readiness will determine your organization's unique starting point. Not every organization's journey will look the same. Reach out to your local Project ADAM program coordinator, and they will schedule time to introduce you to the Heart Safe process and help you get started by sharing the Heart Safe program assessment form.

Select Response Team
 Next, you want to move on to creating a cardiac emergency response team among your staff. Here are some considerations when creating your response team:

- Include at least 10% of staff
- Involve a diverse group of individuals
- Include team members who work various hours that your site is open

Create Response Plan and Conduct Training
 Creating a Cardiac Emergency Response Plan (CERP) allows staff to have clear awareness of how to respond during a cardiac emergency. It clarifies the who, what, when, where, why and how of the process. Conduct CPR and AED training for staff, if not already in place.

Drill and Debrief
 A cardiac emergency response drill ensures your cardiac response team is ready if a cardiac emergency occurs. It is recommended each site run a minimum of one drill annually and debrief afterward to highlight proper response steps and areas of improvement within your CERP.

Designation and Maintenance
 Once all steps are completed, reach out to your Project ADAM coordinator, who will have a final check-in with you prior to designation as a Heart Safe site.

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Heart Safe School designation

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childrenswi.org/heartsafe