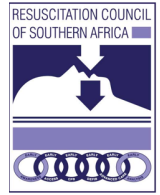




# RESUSCITATION COUNCIL OF SOUTHERN AFRICA



## Policy Statement # 2(a)

### USE OF THE AHA NAME, TRADEMARKS AND LOGO

This policy serves to clarify the acceptable use of the American Heart Association (AHA) name, trademarks, or logo by instructors and Training Sites registered with the Resuscitation Council of Southern Africa (RCSA).

In accordance with the RCSA's contract with the AHA:

1. "The American Heart Association's stylized name and heart-and-torch logo are service marks of the American Heart Association, Inc, and are registered with the US Patent and Trademark Office. Only the American Heart Association may use these service marks. These service marks symbolize the identity of the American Heart Association, and when placed on publications, materials, and other items, they serve to distinctly identify the materials as having originated from the American Heart Association."
2. "The American Heart Association stylized name and logo ***may not appear on advertising or announcements for AHA courses conducted through AHA-designated Training Centers.***" The AHA logo may also ***not*** be used on any documentation or certificates generated by Training Sites.
3. "Advertising and announcements may state that a specific course is an AHA approved course if AHA course criteria are strictly and entirely complied with. However, advertising and announcements ***may not*** suggest or imply that the American Heart Association sponsors, owns, or manages the Training Center / Site".
4. "Instructors and ECC leaders ***may not*** use their AHA instructor title on business cards or other advertising materials".

Some Training Sites issue their own local certificates for AHA courses. While it is acceptable to issue an internal certificate from the TS verifying course completion in addition to the official AHA course completion card, it is only acceptable to include wording such as: "this course is conducted according to AHA standards and guidelines" if the course is an official AHA course, where AHA manuals have been individually issued to each candidate, the relevant formal AHA course program has been followed and where AHA course completion cards have been issued to the candidates upon successful completion of the course.

<i>RCSA Policy Title:</i>	<b>Use of the AHA Name, Trademarks and Logo</b>	<i>Date implemented:</i>	March 2008
<i>Compiled by:</i>	RCSA Executive Committee	<i>Last reviewed:</i>	January 2024
<i>Custodian:</i>	Darren Van Zyl	<i>Policy ref</i>	Policy # 2(a)