



**Giving
in memory**



Program Identity Guideline

Overview



Giving in Memory is Heart & Stroke's dedicated memorial giving program. It offers families, friends and communities a meaningful way to honour the memory of someone they've lost by supporting life-saving research, advocacy and support.

This program recognizes that grief often seeks expression through action. *Giving in Memory* provides a clear and compassionate path to turn remembrance into impact, offering donors the opportunity to carry forward the legacy of someone they love while helping to create a future with fewer lives lost to heart disease and stroke.

This document provides specific guidance for applying the *Giving in Memory* identity across language, visuals and assets. For broader brand elements, including organizational tone and language, logo usage, typography, colour and more, please refer to the Heart & Stroke master brand guidelines.

Tone & Language

The name *Giving in Memory* is intentionally active. It frames remembrance as an ongoing practice, a way to keep a loved one's memory alive through meaningful action. Rather than a static or ceremonial label, *Giving in Memory* reflects the continuous connection between grief, love and the desire to make a difference.

Our tone of voice carries this sentiment forward.

Writing for *Giving in Memory* should always be:

- **Warm and supportive** without being sentimental
- **Clear and direct**, particularly when offering steps or options
- **Respectful of grief**, while hopeful in the impact that giving creates
- **Action-oriented**, reinforcing that giving is a way to honour, remember and support others

Language should gently guide donors and supporters, offering clarity and compassion in equal measure. The goal is to acknowledge the weight of loss while affirming the power of generosity to create meaningful change.

Giving in Memory Capitalization

Capitalization for *Giving in Memory* follows two distinct conventions, depending on how the term is being used.

- 1:** When referencing the formal program name, capitalize *Giving in Memory* to reflect its status as a branded program. This applies when referring to specific program offerings, materials or tools. Below are a couple examples:

Giving in Memory program

Giving in Memory page

Giving in Memory fundraiser

Giving in Memory resources

Giving in Memory donation materials

- 2:** When used as part of general narrative or descriptive copy, keep it lowercase to maintain a natural and conversational tone. Below are a couple examples:

"Start giving in memory of a loved one today."

"Families can honour their loved ones by giving in memory."

Audiences

Giving in Memory speaks to three distinct audiences, each with different needs and motivations. Understanding these audiences helps us tailor our language to ensure it feels personal and relevant to their experience.

People Who've Lost Someone: These individuals are navigating personal grief and seeking ways to honour the memory of someone they love. Giving becomes a means to continue their loved one's legacy through impact.

People Supporting Someone in Grief: This audience is looking for a way to express care and solidarity with friends or family members who are grieving. Giving offers them a thoughtful and compassionate action when words may not suffice.

Funeral Homes: Funeral professionals serve as facilitators and ambassadors for Giving in Memory. They are uniquely positioned to introduce the program to families as a meaningful option during the planning process.

Audience	Example Copy
For People Who've Lost Someone • Focus on personal connection and legacy • Emphasize how giving keeps their loved one's memory alive through impact	Giving in memory helps others live. Turn your loved one's memory into something meaningful with a gift that helps continue their story through life-saving impact. Ask: Make a gift in memory that honours someone you've lost and helps protect other families from heart disease and stroke.
For People Supporting Someone in Grief • Highlight giving as an expression of care and solidarity • Acknowledge the challenge of knowing what to do when someone is grieving	Show you care by giving in memory. Your gift becomes a message of love and support. A meaningful gesture when words fall short. Ask: Make a gift in memory that supports people you care about through their grief and help protect other families from heart disease and stroke.
For Funeral Homes • Position Giving in Memory as a compassionate service they can offer • Highlight the ease of implementation and the value to families	Empower families to give in memory of their loved one. It is a way to honour life while creating lasting impact. Ask: Offer families a path to healing and purpose through giving in memory.

Logos

The *Giving in Memory* program logo follows the Heart & Stroke master brand structure. The Heart & Stroke logo is designed to be flexible, with the stroke acting as punctuation that introduces the program name.

Typography is used to represent the program name without the need for a pictogram. This logo is intended for **internal program use only** and is not to be distributed to third parties for independent use.

For complete logo usage rules and visual consistency, refer to the **Heart & Stroke master brand guidelines**.



Photography

Photography for *Giving in Memory* should:

- Align with Heart & Stroke brand standards
- Build distinct visual familiarity for the program

When selecting photography, consider images that:

- Reflect the emotional experience of loss, grief and remembrance
- Capture memorial services or moments of personal reflection
- Depict people engaging with memories, such as holding a photo or meaningful object
- Illustrate connection between family, friends and community in times of remembrance

Approach to imagery:

- Use natural light to create authenticity and warmth
- Avoid colour filters or heavy editing
- Explore cropping for visually arresting compositions

These approaches can be used independently or combined to create a rich, respectful visual language for the program.



Visual examples

Examples of the Giving in Memory program applied within the Heart & Stroke brand system are available and should be referenced when developing new materials.

These examples illustrate:

- How the program logo is applied
- How tone and language come to life across digital and print materials
- Appropriate use of photography and visual styling

For access to these examples and application files, please contact the Heart & Stroke brand or marketing team.

