

OUR VISION IS:  
Within a generation, we will  
create a world where people do  
not die prematurely of heart disease

**Brand Vision**  
A competitively unique  
and unifying statement  
representing the future  
aspirations of all  
Stakeholders

**Brand Positioning**

BEATING  
HEART DISEASE  
TOGETHER

**Brand Presentation**  
A toolkit that defines a  
coherent messaging ;  
a visual language;  
and an appropriate  
presentation style  
and tone

**Brand Personality**

VITAL  
PIONEERING  
CARING

