

The History of the Hearties Logo & Merchandise

In early 2014, when *When Calls the Heart* was only a few episodes old and the Facebook fan page numbered just a few hundred devout members, Janet Roark posted a simple message: if anyone was interested, she had coined a hashtag for us to use when live tweeting during the show. . .

#Hearties

In that moment, a movement was born.

And just as suddenly, the idea of a logo popped into my head—a red heart with a Mountie’s brown Stetson tipped off one side. I quickly drafted an image and posted it on the group page, and was amazed at how well it was received! The Hearties immediately embraced their name with vigor and suggested all kinds of ideas for how to expand the logo beyond this simple original vision.



The original Hearties™ logo



The Hearties™ Season 1 logo

In a matter of a few hours, I had created four different logos and we had an official poll online to allow the Hearties to vote for their favorite. Hundreds of votes were cast over the course of a week, and by a narrow margin, the winner was the journal logo that became the staple of our Season 1 Hearties identity.

But even before the voting had concluded, someone had suggested the Hearties should get T-shirts. I readily agreed to look into merchandise options for not just T-shirts, but also mugs, keychains, mousepads, tote bags, phone covers, and more. My only caveat was that I felt 100% of the profits should go to charity, and in true Coal Valley-inspired fashion, the Hearties universally embraced this idea.

Around that time, episode 8, “Perils of the Soloists,” aired. The inspiration behind that episode became the inspiration for the Hearties charitable efforts, and after consulting with Brian Bird and the other creators and producers of the show, we chose to support [Operation Heal Our Patriots](#) program, a faith-based program through Samaritan’s Purse which helps wounded veterans reconnect with their families. To date, the Hearties have raised nearly \$1,000 toward this wonderful cause.

When Season 2 was announced, a second Hearties logo was introduced, the runner-up from our original ballot, and new merchandise was added to the online stores, with more coming soon.

I am often asked which logo is my favorite. I love them all, and I love the input that my fellow Hearties have given over the past months as our little grassroots movement has exploded into a bona fide phenomenon. But as much fun as it is to update and expand the graphics as the series develops, I ultimately prefer the simplicity of the original logo—even as I look forward to many more seasons of *When Calls the Heart* and creating many more logos for the amazing Heartie family!



The Hearties™ Season 2 logo

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