

# AABB

## Brand Style Guide

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Advancing Transfusion and  
Cellular Therapies Worldwide

# Mission

The mission of AABB is to advance the practice and standards of transfusion medicine and related biological therapies.

# Introduction to the AABB Brand

AABB logos, trademarks, wordmarks and taglines are all part of the association's intellectual property and comprise one of its most valuable assets, the AABB Brand. Throughout history, the AABB Brand has represented the association's commitment to its high standards of quality. In order to protect the AABB corporate brand identity, it is essential that all representations of the AABB Brand be truthful, fair, not misleading, and in compliance with this Guide.

# Intended Audience

This AABB Brand Style Guide is universal and applies to: AABB employees, AABB Institutional and Individual Members, Corporate Affiliates, vendors, exhibitors, advertisers and the general public. Use of AABB trademarks constitutes acceptance of this Guide.

# Usage of the AABB Brand

# AABB Brand Style Guide

## Prior Written Permission Required

Written approval must be obtained from AABB prior to use of the AABB Brand. Written requests should be submitted to AABB either by mail to Attention: Marketing Department, 8101 Glenbrook Road, Bethesda, MD 20814, or email to [marketing@aabb.org](mailto:marketing@aabb.org).

Please note the following rules when applying these guidelines:

- Unlicensed use of AABB logos is not permitted.
- Only accredited AABB Institutional Members in good standing may use the “AABB Accredited” logo. Once approved, Institutional Members may use the “AABB Accredited” logo on letterhead, advertisements, general business correspondence and their official Web sites.
- Use of AABB logos is not permitted on products or packaging.
- AABB Corporate Affiliates may not use any AABB logos in any form or for any purpose.
- While AABB appreciates the decision of brokers and other third-parties to use facilities accredited by AABB, use of AABB logos on Web sites or the promotional material of these third-party entities is strictly prohibited.
- When using AABB logos, the appropriate trademark symbol and trademark acknowledgment of AABB ownership of the logos is required.
- AABB logos may not be incorporated into product names, service names, domain names, trademarks, logos or company names. Logos that are confusingly similar to those of AABB should not be adopted.

This style guide outlines how each logo must be applied. When using any AABB logo, the following graphic rules apply:

- Always use the electronic file provided by the AABB Marketing Department.
  - PMS for coated/uncoated printing
  - CMYK for 4-color process printing
  - RGB for Web use
- The AABB logos may not be modified in any way. Their use must be exactly as depicted in the corresponding logo’s style guide, including same font size, colors, spacing and proportions.
- A minimum of 1/2” white space must surround any AABB logo.
- All AABB logos must be produced for optimum legibility with no distortion.
- When sizing the logos, reduce or enlarge the graphic staying true to original proportions.
- The logos must always be oriented in an upright manner.
- Do not add or apply any graphical treatment to the logos.

Any use of the AABB logos except as authorized in this AABB Brand Style Guide requires advance written permission from AABB. If you are interested in obtaining a license to use the logos other than as permitted in these Guidelines, contact the AABB Marketing Department, at +1.301.215.6498 or [marketing@aabb.org](mailto:marketing@aabb.org).

# Trademark License

## Grant of Limited License

Through its written approval to use the AABB Brand, AABB grants a limited, revocable, non-exclusive license to use certain AABB logos as detailed in each logo's corresponding style guide. This license cannot be sub-licensed to another third-party under any circumstances.

## Terms of Use

- AABB may request at any time that an entity using the AABB logos discontinue and/or substitute new or different logos, in which case prompt compliance with the request is required.
- Entities using AABB logos must not take any action inconsistent with or challenge AABB ownership of the logos.
- AABB owns and is entitled to claim any benefits accruing from use of its logos.
- Title to and ownership of the logos and all goodwill associated with the logos shall at all times remain exclusively with AABB.
- Prior to use of any AABB logo, a sample shall be submitted to the AABB Marketing Department for approval.

## Termination of License

AABB may suspend or terminate this license at any time if, in its sole discretion, it finds use of the AABB logos does not conform to this Guide or is otherwise objectionable to AABB for any other reason. The most recent version of the AABB Brand Style Guide may be found at [www.aabb.org](http://www.aabb.org). The license to use any AABB logo is automatically terminated if: an institution loses its accreditation or its AABB member status for any reason, including failure to pay dues. In either event, the licensee must immediately stop all use of the AABB logos and destroy any material, goods or other documentation in its possession or control that contain the logos.

## Limitation of Liability

AABB disclaims all liability to any licensee, its clients, customers, and any third-parties, relating to the use of AABB logos, or the goods or services provided by a licensee. The licensee agrees to indemnify, defend and hold AABB harmless from any and all costs, damages, expenses or losses of any nature (including reasonable attorney's fees) resulting from any claim arising out of licensee use of the AABB logos to the full extent permitted by the law. The AABB logos are provided AS-IS without warranty of any kind, whether express or implied, including any implied warranty of non-infringement. In no event shall AABB be liable for any direct or indirect damages, including, but not limited to, those for lost profits or business interruption, speculative, consequential, incidental, special, punitive or exemplary damages regardless of whether such liability is based in tort, contract or otherwise, so long as such limitations are consistent with state law. AABB reserves the right to modify without notice this Guide from time to time in any way that best protects its interests.



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