



Association for the
Advancement of
Blood & Biotherapies

Brand Logo Usage Guide

SEPTEMBER 2023

AABB logos, trademarks, wordmarks and taglines are all part of the Association's intellectual property and are valuable elements of the AABB brand.

The AABB Brand reflects the Association's commitment to 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, and with any additional logo guidelines provided for the use of a specific AABB logo, including the AABB-Accredited logo, AABB-Accredited Relationship Testing Logo, AABB Corporate Partner logo, AABB Premium Corporate Partner logo, AABB Standards-Compliant seal and the Cellular Starting Material (CSM) Qualification logo.

USAGE OF THE AABB BRAND

AABB's logos, trademarks and wordmarks are proprietary and may only be used by authorized and accredited or certified organizations. Compliance with this AABB Brand Style Guide is required by AABB employees, AABB institutional and individual members, partners, vendors, exhibitors, advertisers and the general public. Use of AABB trademarks constitutes acceptance of this Guide.

PRIOR WRITTEN PERMISSION REQUIRED

Written approval must be obtained from AABB prior to use of the AABB brand in any format. Written requests should be submitted to AABB either by email to marketing@aabb.org or mail to: Attention: Marketing Department, 4550 Montgomery Avenue, Suite 700, North Tower, Bethesda, MD 20814-2749.

Approved AABB Style Application

Unlicensed use of AABB logos is not permitted.

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 or other designs that are confusingly similar or may mislead the public into believing the logo is related to AABB are not permissible and may violate applicable trademark laws.

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 unless approval has been granted in writing and access to proper logo identifiers supplied.

AABB maintains logo usage guidelines for logos and language applicable to specific programs, products and services maintained and supported by AABB.

Below are approved recognition logos specific to programs and for use by members and partners who have earned the right to display their achievement or support of AABB and its brand.



AABB-Accredited Logo

For use exclusively by AABB-accredited member facilities in good standing. View the [“AABB-Accredited” Logo Guidelines](#) for details.



AABB-Accredited Relationship Testing Logo

For use exclusively by facilities currently AABB accredited for in relationship testing activities, and in good standing. View the [AABB-Accredited Relationship Testing Logo Guidelines](#) for details.



AABB Corporate Partner Logo

For use exclusively by current, paid members of AABB's Corporate Partner Program. View [AABB Corporate Partner Logo Guidelines](#) for details.



AABB Premium Corporate Partner Logo

For use exclusively by current, paid members of AABB's Premium Corporate Partner Program. View [AABB Premium Corporate Partner Logo Guidelines](#) for details.



AABB Standards-Compliant Product Seal

For use exclusively by current, paid AABB Standards-Compliant Products Program vendors to show a specific laboratory product has been reviewed by AABB and complies with the AABB Standards.



Cellular Starting Material (CSM) Qualification Logo

For use exclusively by current AABB-accredited member facilities who are currently recognized with the CSM Qualification. View the [CSM Qualification Logo Guidelines](#) for details.

AABB Brand Style Guide

This style guide outlines how each logo must be applied when permissible.

When using any AABB logo, the following graphic rules apply:

- Always use the electronic file provided by the AABB Marketing Department. In all applications, the seal should be reproduced at a size that maintains the integrity of the mark and yields clean and legible lettering and art detail. Minimum standard resolution must be used for each media, e.g., 72 dpi for digital, 300 dpi for print, etc.
- 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 ¼" 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.

AREA OF ISOLATION *No other graphics, images or logos should intrude on this area. Distance will vary with size of the logo. Allow a minimum of ¼".*



APPROVED LOGO FORMATS *Only use the provided art files for reproduction.*



APPROVED COLOR APPLICATION SAMPLES *Art provided for each format.*



THE AABB LOGOS MAY NOT BE MODIFIED IN ANY WAY



Any use of the AABB logos except as authorized in this AABB Brand Style Guide requires advance written permission from AABB, which may be denied in AABB's sole discretion. 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 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 throughout the world.
- 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 a license to use any of its logos or trademarks 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 aabb.org. The license to use any AABB logo is automatically terminated if: an institution loses its accreditation or its AABB member or partner status for any reason, including failure to pay dues or required fees. In any 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's 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 and other applicable law. AABB reserves the right to modify without notice this Guide from time to time in any way that best protects its interests.