



Association for the Advancement
of Blood & Biotherapies

Advancing Our Brand



Keeping Pace

From advancing quality and safety in blood, to supporting innovative research and furthering the new frontier of biotherapies, AABB has not just kept pace with change in our field—we've driven it. As we look ahead, we want to ensure our name and brand reflect where we've been and where we're going.



Why Change?

To **BETTER REPRESENT** and reflect the work of our Association and its members and partners.

To **SUPPORT ADVANCEMENTS** in the field of transfusion medicine and biotherapies.

To **REMAIN VALUABLE** to the expanding roles of the membership.

To **HONOR** our members—past and present—while laying the groundwork for the next phase of our Association's remarkable journey.

To **ATTRACT NEW GENERATIONS** to both our field and membership.

To **AMPLIFY** our Association and its mission.

Our New Brand

**DONOR TO PATIENT.
LAB TO BEDSIDE.
MEMBER TO MEMBER.**

We are proud to remain AABB—**iconic initials** that are an integral part of our identity, well-known and well-respected throughout the world. And we are equally proud that these initials now stand for words that clearly reflect who we are and what we do.

Each word in our new name emphasizes and underscores our purpose:

First, an **Association** representing a true community whose calling couldn't be nobler: improving and saving lives by making transfusion medicine and biotherapies safe, available and effective worldwide.

We do this through the **advancement** of research, technology, education, policy and partnerships.

Blood will forever represent our blood banking and transfusion medicine community—as always, the cornerstone of our Association's work.

And **biotherapies** is now added as an integral part of our name to reflect our decades of globally recognized work in this arena and the many members of our community who are pioneers in this growing area of the field.

And there you have it: A name that clearly defines who we are and what we do, representing the community we serve.

New Logo

Our logo's strength lies in its elegant construction—making for a timeless, modern, and even iconic brand identity. The repetition of circular shapes creates a rhythm that pulls the eye across, implying forward thinking, futuristic goals and positive change. The interlocking circles represent connection on many levels—donor to patient, lab to bedside, member to member.

Logo Colors

The slate-blue and teal palette combines calming confidence and strength with qualities of renewal and rejuvenation. Together, these colors inspire open communication and intelligence.



Association for the Advancement of Blood & Biotherapies

Connected Community

Our brand recognizes the power of AABB's connected community, which helps to advance every aspect of this life-saving chain.



Supporting Innovations

A scientist in a white lab coat, face mask, and safety glasses is holding a vial labeled "COVID-19". The background is a blurred laboratory setting with a microscope in the foreground. The entire image has a yellowish-orange tint and is overlaid with large, semi-transparent circular shapes.

**Our brand recognizes
AABB's legacy of supporting
early-career research,
while making space for the
expansion of key programs
to cover more innovative
research.**

Advancing the Field

Our brand builds on our 75 years of leading the transfusion medicine field and our decades of globally respected work supporting the advancement of biotherapies.



AABB's new branding is the direct result of **YOUR** (our members) shared insights, perspectives and experiences.

This feedback allowed us to define the future of AABB as the **Association for the Advancement of Blood & Biotherapies**.

Please take a moment to comment on our new name and brand.

