

## Brand Usage Guidelines

AABB-accredited facilities are invited to use the “AABB-accredited” logo to promote their accreditation status and to highlight their commitment to the highest levels of quality and safety. The “AABB-accredited” logo may only be used by AABB member facilities in good standing.

Facilities that are currently accredited by AABB may refer to their facility and/or accredited activity as “AABB Accredited.”

This logo may not be used by facilities or organizations that are not currently accredited by AABB or by organizations that use AABB-accredited labs.

### LOGO USAGE

The “AABB-accredited” logo must be used in its original format, color, and aspect. The logo may not be modified or distorted.

Allow an area of isolation—based on the height the lowercase letters (X)—around the logo (A). When sizing the logos, reduce or enlarge the graphic staying true to original proportions. Do not add or apply other graphical treatment to the logos.

#### Logo Style Formats

The logo is provided in three file formats: EPS, PNG and JPG. In addition, three style formats are provided: line (B), and stacked with (C) and without the full name (D).

Select the appropriate format based on the design application and available space.

#### Logo Color Applications

The logo should be used in the AABB brand colors whenever possible. In instances where this is not possible, it is acceptable to use the reverse (E), white (F) or grayscale (G) version.

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.*



# Proudly Display Your AABB Accreditation

The “AABB-accredited” logo may be used on facility communications and promotional vehicles, including websites, collateral, ads and social media. The logo must be used in a way that makes it clear that the facility has achieved AABB accreditation and is in no other way representative of the AABB accreditation program or AABB as an organization. Whenever possible, the logo should link to [aabb.org/accredited](http://aabb.org/accredited).

## Announcement Items

The following phrases may be used in announcing or describing AABB accreditation.

*[Facility Name] has earned AABB accreditation, achieving the highest standards of quality and safety in [activity].*

*AABB accreditation follows an intensive assessment by specially trained AABB assessors and recognizes that the level of technical and administrative performance of the facility meets or exceeds the highest standards of quality and safety.*

*AABB’s accreditation program is the leader in ensuring the highest level of quality and safety for the blood and biotherapies field.*

*AABB’s accreditation program promotes the highest standards of care for patients, donors, processes and products in all aspects of transfusion medicine, biotherapies and relationship testing.*

**For questions regarding usage, please contact AABB ([marketing@aabb.org](mailto:marketing@aabb.org)). We look forward to helping you promote your AABB-accredited facility.**

THE FOLLOWING ITEMS WILL BE AVAILABLE FOR DOWNLOAD, ALONG WITH LOGOS AT: [aabb.org/accreditedresources](http://aabb.org/accreditedresources)



PRESS RELEASE COPY



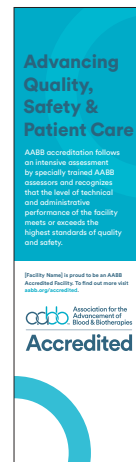
SOCIAL MEDIA AND WEB HERO ART



WINDOW DECAL



BLOODMOBILE DECAL



POPUP BANNER ART FOR LOBBY



## Terms of Use

AABB may request at any time that an entity using AABB’s 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 with AABB.

## Termination of License

AABB may suspend or terminate license to use the AABB-accredited logos at any time if, in its

sole discretion, it finds use of the AABB logos does not conform to these Guidelines or is otherwise objectionable to AABB for any other reason. The license to use any AABB logo is automatically terminated if an institution loses its AABB accreditation 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 AABB-accredited logos.

## Limitation of Liability

AABB disclaims all liability to any licensee, their 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 these guidelines from time to time in any way that best protects its interests.