

# Branding Guidelines & Logo Usage

AABB-Accredited facilities recognized with the Cellular Starting Material (CSM) Qualification are invited to use the “AABB CSM-Qualified Facility” logo to promote their accreditation status and to highlight their expertise, capacity and practices related to collecting CSM.

Only AABB-Accredited facilities that have been recognized as CSM-Qualified by AABB may refer to themselves as a “CSM-Qualified Facility.” The logo may only be used by AABB-Accredited facilities in good standing, and may not be used by facilities or organizations that are not currently recognized with the CSM Qualification.

## LOGO USAGE

The “AABB-CSM Qualified Facility” 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, 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 two file formats: EPS and PNG. In addition, two style formats are provided: seal and logo (B), stacked seal and logo (C), and seal only (D).

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

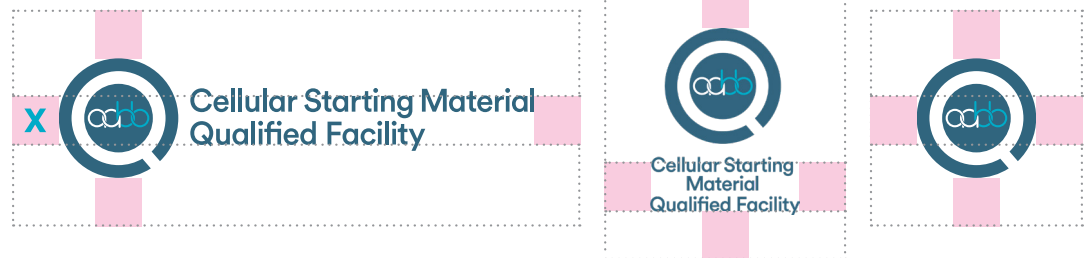
## Logo Color Applications

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.

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

**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”.*

(A)



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

(B)



(C)



Cellular Starting  
Material  
Qualified Facility

(D)



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

(E)



(F)



(G)



## A Value to Biopharma Companies

Biopharma organizations struggle to find and validate qualified CSM supplies needed to ramp-up to commercialization. AABB's CSM Qualification database provides access to the largest, most comprehensive list of qualified CSM providers. The reports provided by AABB allow biopharma organizations to find and verify sites faster at lower costs with the goal of expanding to commercialization with greater speed.

AABB's CSM Qualification demonstrates that a facility has a comprehensive quality management system that addresses:

- Organization
- Resources
- Equipment
- Supplier and customer issues
- Process control
- Documents and records
- Deviations, non-conformances, and adverse events
- Assessments: internal and external
- Process improvement through corrective and preventive action
- Facilities and safety

## Proudly Share Your Qualification

The "AABB CSM-Qualified Facility" logo may be used on facility communications and promotional materials, 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's CSM Qualification and is in no other way representative of AABB's CSM Qualification program or AABB as an organization. Whenever possible, the logo should link to [aabb.org/CSMQ](http://aabb.org/CSMQ).

### Informing Your Clients

The following phrases may be used in announcing or describing AABB's CSM Qualification in outreach such as email, direct mail or social media.

*[Facility Name] has earned the CSM Qualification recognition for AABB-accredited facilities, in recognition of its expertise, capacity and practices related to collecting CSM.*

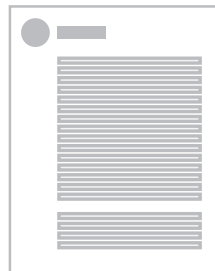
*AABB CSM Qualification follows an intensive assessment by specially trained AABB assessors and recognizes the level of technical and administrative performance of the facility meets or exceeds the highest standards of quality and safety.*

*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 for CSM-Qualified Facilities promotes the highest standards of care for patients, donors, processes and products in all aspects related to collecting CSM (including whole blood for research, byproducts from blood processing, or apheresis mononuclear cells, etc.).*

THE FOLLOWING ITEMS WILL BE AVAILABLE FOR DOWNLOAD, ALONG WITH LOGOS AT:

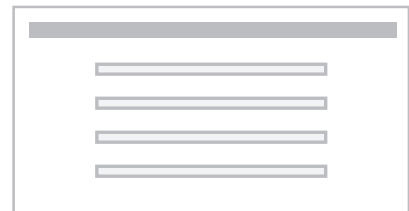
[aabb.org/CSMQwelcome](http://aabb.org/CSMQwelcome)



PRESS RELEASE COPY



EMAIL BANNER & COPY



TALKING POINTS SLIDES

### 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.

### Grant and Termination of License

AABB grants CSM Qualified Facilities a limited, revocable license to use the AABB CSM-Qualified Facility logo(s) according to these Terms of Use. AABB may suspend or terminate the license 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 CSM Qualification for any reason, including failure to pay amounts due. In such an 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 CSM-Qualified Facility 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's use of the AABB logos to the full extent permitted by applicable law.

AABB logos are provided as-is without warranty of any kind, whether express or implied, including any implied warranty of nonin-

fringement. 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.

### Usage in Print

AABB CSM Qualified Facilities may refer to their organization an AABB CSM-Qualified Facility where appropriate. When possible, please link text to [aabb.org/CSMQ](http://aabb.org/CSMQ).

**For questions regarding usage, please contact AABB ([marketing@aabb.org](mailto:marketing@aabb.org)). We look forward to helping you promote your organization as an AABB CSM-Qualified Facility.**