

REBRANDING AABB



Association for the
Advancement of
Blood & Biotherapies

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 reflects where we've been and where we're going.

Our new name respects and connects our past, present and future:
Association for the Advancement of Blood & Biotherapies.

The new logo symbolizes forward and collaborative thinking with a repetition of circular shapes that draw the eye across, around, in and out. The interlocking letters represent the connections of our community. Donor to Patient. Lab to Bedside. Member to Member.