

NEW FOR EXHIBITORS

In response to exhibitor requests, AABB has developed a logo for exhibitors to promote their presence at the AABB Annual Meeting & CTTXPO. Use of this logo, which can be found on page 6, is available for exhibitors who are paid and in good standing. It is required that any use is in compliance with the AABB logo usage guidelines as outlined in this document. Please note, the AABB member logo and AABB Accredited logo are reserved for individual members and accredited facilities, respectively.

AABB Brand Usage Guidelines - External

Introduction to the AABB Brand

AABB logos, trademarks, wordmarks and taglines are all part of the association's intellectual property and comprise one of its most valuable assets, the AABB Brand. Throughout history, the AABB Brand has represented the association's commitment to the highest standard 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 these Guidelines.

Intended Audience

These AABB Brand Usage Guidelines are universal and apply to: AABB employees, AABB Institutional and Individual Members, Affiliates, vendors, exhibitors, advertisers and the general public. Use of AABB trademarks constitutes acceptance of these Guidelines.

Usage of the AABB Brand

Prior Written Permission Required

Written approval must be obtained from AABB prior to use of the AABB Brand. Written requests should be submitted to AABB either by mail to Attention: Marketing Department, 8101 Glenbrook Road, Bethesda, MD 20814, or email to marketing@aabb.org.

Please note the following rules when applying these Guidelines:

- Unlicensed use of AABB logos is not permitted.
- Only accredited AABB Institutional Members in good standing may use the "AABB Accredited" logo. Once approved, Institutional Members may use the "AABB Accredited" logo on letterhead, advertisements, general business correspondence and their official Web sites.
- Use of AABB logos is not permitted on products or packaging.
- AABB Affiliates may not use any AABB logos in any form or for any purpose.
- 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.
- 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, booth numbers or company names. Logos that are confusingly similar to those of AABB should not be adopted.

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 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.
- **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 this 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 most recent version of the AABB Brand Usage Guidelines may be found at www.aabb.org. The license to use any AABB logo is automatically terminated if: an institution loses its accreditation or its AABB member status 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 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.

AABB Brand Style Guide

This style guide outlines how each logo must be applied. In general, when using any AABB logo, the following graphic rules apply:

- Always use the electronic file provided by the AABB Marketing Department.
 - PMS for coated/uncoated printing
 - CMYK for 4-color process printing
 - RGB for Web use
- 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 1/2" 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.

Any use of the AABB logos except as authorized in these AABB Brand Usage Guidelines requires advance written permission from AABB. 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 +1.301.215.6498 or marketing@aabb.org.

AABB Brand Style Guide

Example of Acceptable Usage - **AABB Member Logo**

The logo below may be used by AABB Individual Members in good standing. AABB Institutional Members should use the AABB Accredited logo.

- The entire AABB Member logo must be used and may not be altered in any way. (Illustration 1.)
- The elements of the two-color logo are the wordmark ("AABB") with the addition of ("Member") and it must be produced in the following color designs:

("AABB")

PMS: 534

CMYK: 100, 82, 30, 5

RGB: 27, 71, 123

("Member")

PMS: Cool Gray 11

CMYK: 0, 2, 0, 68

RGB: 113, 112, 116

- Illustration 1.



Any use of the AABB logos except as authorized in these AABB Brand Usage Guidelines requires advance written permission from AABB. 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 +1.301.215.6498 or marketing@aabb.org.

AABB Brand Style Guide

Example of Acceptable Usage - AABB Accredited Logo

The logo below may be used by AABB Accredited Institutional Members in good standing.

- The entire AABB Accredited logo must be used and may not be altered in any way (Illustration 2.)
- The elements of the logo are the wordmark ("AABB") with the addition of ("Accredited") and it must be produced in the following color designs:

("AABB") & ("Accredited")

PMS: 534

CMYK: 100, 82, 30, 5

RGB: 27, 71, 123

- Illustration 2.



Any use of the AABB logos except as authorized in these AABB Brand Usage Guidelines requires advance written permission from AABB. 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 +1.301.215.6498 or marketing@aabb.org.

AABB Brand Style Guide

Example of Acceptable Usage - AABB Annual Meeting & CTTXPO Exhibitor Logo

The logo below may be used by AABB Annual Meeting & CTTXPO Exhibitors that are paid and in good standing.

- The entire AABB Annual Meeting & CTTXPO Exhibitor logo must be used and may not be altered in any way (Illustration 3.)
- The elements of the logo must be produced in the following color designs:

("AABB") & ("2010")

PMS: 166

CMYK: 0, 75, 95, 0

RGB: 242, 101, 41

("&") & ("CTTXPO") & ("exhibitor banner")

PMS: 3115

CMYK: 65, 10, 28, 2

RGB: 80, 173, 180

("Annual Meeting") & ("October 9-12, 2010") & ("Baltimore, Maryland, USA")

PMS: 462

CMYK: 54, 69, 82, 73

RGB: 52, 33, 16

("Exhibitor") is a knockout, for a white background

- Illustration 3.



Any use of the AABB logos except as authorized in these AABB Brand Usage Guidelines requires advance written permission from AABB. 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 +1.301.215.6498 or marketing@aabb.org.

Last updated 5/3/10