



**American Association of Tissue Banks®**

# AATB Trademark User Guide

Revisions effective February 1, 2023

## I. Introduction

This Trademark User Guide sets forth how to properly use and display AATB trademarks in all communications, documents, presentations, web sites, and electronic messages to allow authorized members, licensees, and consumers to benefit from the reputation and goodwill of these marks. Consistent use of these trademarks allows AATB to maintain its strong, valuable brand and to enforce against unauthorized users and infringers.

Should you have any questions, please contact the American Association of Tissue Banks national office ph. 703-229-1020, or [aatb@aatb.org](mailto:aatb@aatb.org).

## II. Trademarks Owned By AATB

The American Association of Tissue Banks owns the following US Trademarks:

### **AMERICAN ASSOCIATION OF TISSUE BANKS**

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**AATB**

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American Association of Tissue Banks®

Full Corporate Logo

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Abbrev. Corporate Logo



Accredited Institution Logo

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Certified Tissue Bank Specialist Logo & Seal

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Affiliate Member Logo

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Accredited Institution Seal

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US Trademark Law requires AATB to actively police and enforce its trademarks in order to ensure the value of, and corresponding consumer goodwill associated with, these marks. Accordingly, the below trademark use requirements are strictly followed:

- a) AATB members may display the AATB and/or AMERICAN ASSOCIATION OF TISSUE BANKS word marks to accurately communicate that they are members of the Association and/or that they meet AATB Standards.
- b) All other uses and displays of any of AATB's trademarks require prior written approval from the Association.
- c) The ® (Registered Notice Symbol) must be used with the first and most prominent use of all AATB US Registered trademarks regardless of the medium used to display the mark (hardcopy, online, presentation slides, marketing materials, etc.). In addition, for any web site use, the following ownership attribution language must appear at the bottom of the web page on which the AATB trademark(s) is/are displayed:  
"AATB and AMERICAN ASSOCIATION OF TISSUE BANKS are registered trademarks of American Association of Tissue Banks."
- d) *DO NOT* incorporate any AATB trademark into your own product names, service names, trademarks, logos, company names, domain names, or social media handle names.
  - a. Use of the AATB Accredited Institution Logo is prohibited on
    - (i) the label of the immediate container of finished tissue, and
    - (ii) the label of the package of non-transplant anatomical material.
- e) *DO NOT* register or adopt trademarks, domain names, or social media handle names that are confusingly similar to AATB's trademarks.
- f) For AATB Logo trademarks, use only the authorized artwork provided by AATB to ensure proper color and formatting. Permitted b/w, gray scale, white on black, and green versions are listed in the below chart. The size of said marks must permit all text contained therein to be clearly legible. The Logo marks should never be obstructed by graphics or third-party trademarks. In addition, if the Logo marks are displayed next to or in close proximity to third-party marks, it is important that such display or arrangement does not suggest or reasonably infer that AATB is affiliated with, or a business partner or sponsor of, the respective third-party mark owners.

**AATB Logo Mark**

**Authorized Pantone® Color (HEX#)**

Corporate Logo



American Association of Tissue Banks®



American Association of Tissue Banks®



American Association of Tissue Banks®



American Association of Tissue Banks®

Pantone 7743 C	Pantone 156-16 U	Hex# 36671D
Pantone 578 C	Pantone 155-9 U	Hex# ABC99D
Pantone 7490 C	Pantone 155-13 U	Hex# 739B5F
Pantone 7742 C	Pantone 156-14 U	Hex# 558045

Abbrev. Corporate Logo



Pantone 7743 C	Pantone 156-16 U	Hex# 36671D
Pantone 578 C	Pantone 155-9 U	Hex# ABC99D
Pantone 7490 C	Pantone 155-13 U	Hex# 739B5F
Pantone 7742 C	Pantone 156-14 U	Hex# 558045

Accredited Institution Logo



Pantone 7743 C	Pantone 156-16 U	Hex# 36671D
Pantone 578 C	Pantone 155-9 U	Hex# ABC99D
Pantone 7490 C	Pantone 155-13 U	Hex# 739B5F
Pantone 7742 C	Pantone 156-14 U	Hex# 558045

Accredited Institution Foil Seal



Certified Tissue Bank Specialist Foil Seal



Certified Tissue Bank Specialist Logo



Pantone 7743 C	Pantone 156-16 U	Hex# 36671D
Pantone 578 C	Pantone 155-9 U	Hex# ABC99D
Pantone 7490 C	Pantone 155-13 U	Hex# 739B5F
Pantone 7742 C	Pantone 156-14 U	Hex# 558045

Affiliate Member Logo



Pantone 7743 C	Pantone 156-16 U	Hex# 36671D
Pantone 578 C	Pantone 155-9 U	Hex# ABC99D
Pantone 7490 C	Pantone 155-13 U	Hex# 739B5F
Pantone 7742 C	Pantone 156-14 U	Hex# 558045