2019-06-25

Dear Colleagues:

As you may be aware, on September 28, 2018 Canadian Blood Services launched a renewed brand, which included a refreshed brand identity and new logo. The transition to our new logo is being gradually phased in for many materials, including the blood component labels.

The former Canadian Blood Services logo displayed on blood component labels will be removed and replaced with our corporate name “Canadian Blood Services.” This change will be implemented in September 2019.

Please note that for a period of time after this change you may have an inventory of blood components displaying both brand identities. This could be for up to 12 months for plasma components due to the products shelf life.

The attachments below contain examples of these label changes as well as changes to the packing slips that accompany your blood component shipments.

Please share a copy of this customer letter with healthcare professionals at your hospital who might be interested in this information.

This customer letter can also be viewed at www.blood.ca in the “Hospitals Services” section. If you have questions about this letter, or if you require it in an accessible format, please contact your local hospital liaison specialist.

Sincerely,

David Howe
Director, Supply Chain Process Management
Example of Old Logo Placement on eProgesa Blood Component Label

Example of New Corporate Name Placement on eProgesa Blood Component Label
Example of Old Logo Placement on Packing Slip

Example of New Corporate Name Placement on Packing Slip