Marking our 20th year with a renewed brand promise to Canadians

On September 28, 2018, we were proud to initiate a new chapter in our story with the unveiling of a renewed brand and an expanded commitment to Canadian patients in commemoration of our 20-year anniversary.

The work that Canadian Blood Services began 20 years ago has changed over time. Born from crisis, the early years were about establishing trust in Canada's blood system. To earn the privilege of serving patients, we have relied on the collective efforts of a diverse community of committed partners and stakeholders, and we will continue to do so.

While we have moved beyond crisis to confidence, new technologies, evolving threats and growing demands are now impacting every aspect of health-care. Likewise, the role of Canadian Blood Services has grown beyond blood: today, the focus is on life essentials for transfusion and transplantation. To remain relevant and capable of delivering on our commitments, in an increasingly competitive environment, the organization must continue to adapt and evolve.

“Our brand is much more than just a logo or a tagline. It is what sets us apart. It is what we believe in. And, it is how collectively, all of us will work together to deliver on our promise to Canadians.” ~ Dr. Graham Sher, CEO, Canadian Blood Services.

This promise — to champion and safeguard Canada’s national lifeline for blood, plasma, stem cells, and organs and tissues — was broadcast across the country, as donors, recipients, employees, volunteers, and stakeholders came together to mark our milestone anniversary.

Renewing the brand is part of a multi-year plan by Canadian Blood Services to improve the donor experience and engage the donor of the future. The transition to a new visual identity, which is based on the universal symbol for infinity, will gradually be phased in. Many materials will only change as they reach the end of their life cycle, and as supplies are exhausted.

Learn more about how our story is changing...

Embed video: https://www.youtube.com/watch?v=N6of1mZz4aE
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