

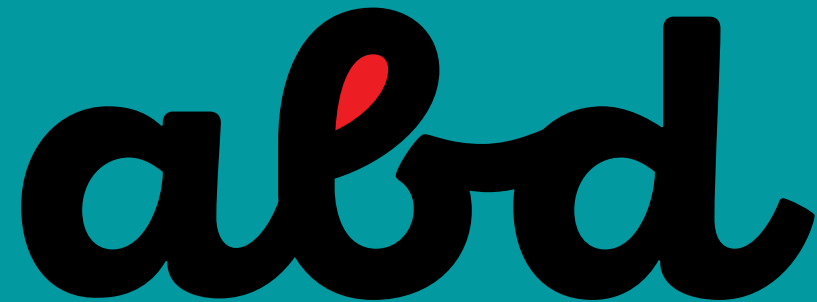
ABD LOGO RATIONALE

The Australian Blood Donations logo concept is designed to feel friendly, approachable and human, helping make the idea of blood donation feel positive and accessible.

The lowercase cursive lettering gives the logo a warm, personal quality. Its flowing form suggests connection, care and generosity, while avoiding the clinical or institutional feel often associated with healthcare organisations.

The "b" provides the key visual element. Its loop is filled with red to create a subtle blood-drop reference, integrating the idea of blood directly into the name rather than relying on a separate symbol. This keeps the logo simple, memorable and easy to recognise.

The use of red provides an immediate connection to blood donation, while the softer lettering balances this with warmth and friendliness. Together, the elements create a logo that communicates care, humanity and the simple act of giving, while remaining distinctive and versatile across digital and print applications.



AUSTRALIAN BLOOD DONATIONS