



AMERICAN UNIVERSITY OF BEIRUT MEDICAL CENTER

المركز الطبي في الجامعة الأميركية في بيروت

THE AMERICAN UNIVERSITY OF BEIRUT MEDICAL CENTER

Beirut, 25 April 2023

The American University of Beirut Medical Center unveils its new logo reaffirming its commitment to pioneering healthcare in Lebanon and the region

On Tuesday, April 25, 2023, the American University of Beirut Medical Center revealed its revamped and uplifted brand identity. The new logo reinforces the medical center's mission of advancing the health and wellbeing of the community in Lebanon and the region through the delivery of comprehensive quality care, excellence in education and training, and leading with innovative research.

AUB president, Dr. Fadlo R. Khuri said, "The American University of Beirut (AUB) has long focused on training healthcare workers and providers, and providing compassionate, innovative medicine. The first hospital across the street from the academic buildings boasted 200 beds and has since grown into a proud and complex operation serving more than 32,000 inpatients a year and 400,000 people annually as outpatients. It is home to numerous centers of excellence and specialized clinical services providing the highest standards of evidence-based treatment and championing a multidisciplinary, patient-centered approach to care."

The new logo comes at a time when the American University of Beirut Medical Center is working diligently to evolve the patient experience and to transform healthcare for the best interest of the peoples of the Middle East and beyond by delivering compassionate patient care, state-of-the-art technology, and innovative research, while maintaining impactful outcomes, international accreditations, and ensuring accessible and sustainable services.

Designed to harmonize with the American University of Beirut new core identity, the new logo reaffirms the medical center's position as a pioneer in healthcare and reflects the medical center's legacy. The color, called *Bliss Blue*, was chosen to show trustworthiness, to evoke a feeling of credibility, compassion, and comfort, and to pay homage to the first presidents of the American University of Beirut: founder Daniel Bliss and his son Howard Bliss, who presided over the university when the medical center was established.

Since 1902, the American University of Beirut Medical Center has been at the forefront of pioneering healthcare, with a long history of medical firsts; from performing the first open heart surgery in the Middle East in 1959 to performing the first successful separation of newborn conjoined twins last January. Attesting to its superior standards as a renowned leader in advancing health and wellbeing, AUBMC is the first medical institution in the Middle East to have earned five international accreditations of Joint Commission International (JCI), Magnet, College of American Pathologists (CAP), Joint Accreditation Committee for EBMT and ISCT Europe (JACIE), and the Accreditation Council for Graduate Medical Education - International (ACGME-I).

"The American University of Beirut Medical Center's commitment to progress has only grown stronger over the years. Its commitment to the people of Lebanon and the region has only deepened, its resilience enhanced through a multitude of crises," said President Khuri. "AUBMC's impact on the medical sector and on improving people's lives is without equal in

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the Arab world. With this transformative history comes tremendous responsibility to continue to provide the highest standards of excellence in patient-centered care, education, and research to the peoples of Lebanon, the Middle East, and beyond.”

The American University of Beirut Medical Center is one of the oldest, most prestigious, and most trusted medical institutions in the region. This fresh and distinctive new look builds on this storied history and reaffirms its commitment to continue pioneering healthcare, advancing health and wellbeing in Lebanon and the region, and pursuing excellence for the greater good.