

ABOI/ID Logo Usage Policy

1. All rights to the ABOI/ID logo are owned and controlled by the American Board of Oral Implantology/Implant Dentistry. The ABOI/ID logo, when used with an appropriate identifying phrase, is the collective mark that may only be used by ABOI/ID Diplomates in good standing. Any reproduction or use by a non-Diplomate is strictly prohibited. Use of the ABOI logo is limited to:

- Professional stationary;
- Letterhead;
- Business and referral cards and forms excluding educational literature and patient information forms;
- Interior or exterior doors and windows only in all ABOI/ID Diplomate offices;
- Personal or all ABOI/ID Diplomate professional web sites

2. The logo must always be accompanied by the phrase: “*Diplomate of the American Board of Oral Implantology/Implant Dentistry*”.

3. To remain in compliance with state dental board advertising requirements regarding specialty announcements, and to comply with the ADA Principles of Ethics and the Code of Professional Conduct, Diplomates announcing their credentials should avoid the implication that implant dentistry is a recognized specialty. Therefore, the following terms may not be used in conjunction with use of the ABOI/ID logo:

- “Board certified”
- “Board certified implant specialist:
- “Implant specialist”

4. The ABOI/ID logo may only be used on websites maintained by ABOI/ID Diplomates for the purposes of advertising, marketing or informing the public of implant services available through their practice. The logo may only be used once on the website, either on the home page or the first page, to establish Diplomate status with the ABOI/ID. A link to the ABOI/ID website must also be included when the logo is used on a website. The ABOI/ID website address is www.aboi.org. No external links from the ABOI logo to another website, whether owned or controlled by the Diplomate, are permitted.

5. The logo will be provided in electronic form as a PDF file and must be used without modification in size, unless the modification results in a reduction in the size of the logo to fit on a business card. File format conversion is permissible in to GIF or JPEG format. No other customization or modification of the logo is permitted. No color change is permitted. No animation or other graphic modification of the logo is permitted when it is used in electronic format.

6. The ABOI/ID logo shall not be used for any commercial endorsement or in any way that implies a commercial endorsement by or partnership with the ABOI/ID.

7. If the logo is used in the promotion of a group practice where not all of the dentists in that practice are ABOI/ID Diplomates, use of the logo is restricted only to the biographical page of the dentists who are in fact Diplomates, and may not be used to promote the practice as a whole.

8. Diplomates in good standing must review and sign the ABOI/ID Logo Licensing Agreement prior to using the ABOI/ID logo. Diplomates must also be in good standing with the ABOI/ID for such a request to be approved, and must remain in good standing in order to continue to use the logo under license from the ABOI/ID.

For additional information, please contact Kathleen Huttner, ABOI Executive Director at 312-335-8793 or by email at khuttner@aboi.org

AGREEMENT FOR LICENSING OF ABOI/ID LOGO

In consideration for a limited license from the American Board of Oral Implantology/Implant Dentistry (“ABOI”) to use its logos in accordance with the terms and conditions set forth below, I hereby agree as follows: (initial on each line below after reviewing terms)

_____ I recognize that the ABOI/ID logo is the sole and exclusive property of the ABOI/ID. By using the ABOI/ID logo, I acquire no rights in that logo other than as set forth in this license.

_____ I will use the ABOI/ID logo only as long as I remain a Diplomate in good standing of the ABOI/ID.

_____ I will not make any use of the logo without clearly and conspicuously indicating my Diplomate status.

_____ I will immediately cease using the logo if I cease being a Diplomate of the ABOI/ID, and I will immediately make the appropriate modification in my use of the logo if my Diplomate status changes.

_____ I recognize that the ABOI may revoke my license to use the logo any time and for any reason. I hereby waive any and all rights that I may have to contest revocation by ABOI of my right to use the ABOI logo. I will not revise or alter the ABOI/ID logo as set forth in any way.

_____ I will always use the logo as it currently appears, except in terms of size. I may use the logo only on my stationery, in telephone directory listings, on my Web site and in advertisements. Notwithstanding the foregoing, I may not use the ABOI/ID logo in any manner that, in the sole discretion of the ABOI/ID, discredits ABOI/ID; is false or misleading; violates the rights of others; or violates any law, regulation or other public policy.

_____ I will not make any claim that states or implies endorsement, approval, sponsorship, or certification of me or my practice by ABOI/ID.

_____ I will immediately cease using the ABOI/ID logo if I am convicted of a felony; am found to have a substance abuse problem; have my dental or Controlled Substances Act license revoked, suspended or restricted; or have disciplinary proceedings instituted against me by the ABOI/ID, any licensure authority, or similar institution.

_____ If requested by the ABOI/ID, I shall give the ABOI/ID samples of my use of the ABOI/ID logo. I agree to forfeit any and all right to use the logo if ABOI/ID, in its sole discretion, determines that my use of the logo is not in strict accordance with the terms and conditions of this license. I will direct any questions concerning the use of the ABOI/ID logo or the terms and conditions of this license to the ABOI/ID Associate Executive Director, by phone at (312) 335-8793 or by e-mail at Diplomate@aboi.org

ACCEPTANCE OF LICENSING OF ABOI/ID LOGOS TO DIPLOMATES

I have read and accept the ABOI/ID Agreement of Licensing of ABOI/ID Logos to Diplomates.

Print First, Last Name: _____

Signature: _____

Date: _____

Return to:

ABOI/ID | 211 E. Chicago Ave., Suite 750-B | Chicago, IL 60611 phone: 312-335-8793 fax: (312) 335-9045 | E-mail: khuttner@aboi.org | www.aboi.org