Brand Guide Notes

- Confirm this is the current version of the brand standards guide prior to use of any brand assets.

- ABO Logo and Board Certified Seal are registered trademarks and are the property of The American Board of Orthodontics.

- The above referenced marks may only be used by board certified orthodontists in good standing for professional identification.

- If a board certified orthodontist allows their status to terminate or expire, use of all indicators of being board certified must discontinue within 30 days. Continued use of the ABO Logo and/or Board Certified Seal constitute infringement on the ABO’s trademark.

- Any use of the ABO Logo and Board Certified Seal which does not reflect good taste or professionalism may be prohibited by the ABO at its discretion.

- ABO Logo and the Board Certified Seal may not be used in any way that suggests that the ABO approves, or disapproves, a particular service, product, treatment modality or procedure.
Logo and Seal Usage

If an orthodontic practice has more than one orthodontist and all are not board certified, the ABO Logo and Board Certified Seal can still be used, but NOT on the home page as a general endorsement/statement. It can only be used on any web page or copy pertaining DIRECTLY to the specific board certified orthodontist. Accurate representation must be clear.

**ABO Logo should be used as follows:**

- **On Your Website**
  - Hyperlink to: www.AmericanBoardOrtho.com
  - Website Homepage: See examples provided in this document

  **NOTE:** OTHER THAN YOUR PRACTICE’S WEBSITE, THE PRIMARY USE OF THE ABO LOGO IS BY THE BOARD AND ADMINISTRATIVE TEAM.

**Board Certified Seal should be used as follows:**

- **On Your Website**
  - Hyperlink to: www.AmericanBoardOrtho.com
  - Website Homepage: See examples provided in this document
  - Biography Page: Seal should be located directly by the name(s) of the Board Certified Orthodontist(s)

  **NOTE:** LANGUAGE ON HOMEPAGE MUST CLEARLY IDENTIFY WHICH ORTHODONTIST(S) WITHIN THE PRACTICE HAVE COMPLETED BOARD CERTIFICATION.

- **All social media properties**

- **Online directory profiles**

- **Email signatures**

- **Printed office materials (letterhead, business cards, folders brochures, consult estimates)**

- **Advertising materials, signage or print mailings**
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*The highest commitment to excellence.*
Guidelines: Seal may only be used by board certified orthodontists in good standing for professional identification.

THE ABO LOGO AND THE BOARD CERTIFIED SEAL ARE REGISTERED TRADEMARKS AND MUST BE USED AS PROVIDED. THEY MAY NOT BE ALTERED IN ANY WAY.
TO BE USED NO SMALLER THAN .5” WIDE AND NO LARGER THAN 1” WIDE.
PLEASE USE STANDARD ABO SEAL AT SIZES OF 1” WIDE & LARGER
USE ABO LOGO AND BOARD CERTIFIED SEAL BOTH ON YOUR WEBSITE AS FOLLOWS:

Board Certified Orthodontists should use the seal in a prominent position on their website above the “fold” (the area of website viewable without scrolling or clicking a link). This is demonstrated below in Example A. Example B shows the seal used beneath the fold but in an acceptable placement. Example C shows the ABO logo in proximity to other likely associations such as the AAO.

NOTE — this pertains only to practices with ALL board certified orthodontists. If all orthodontists in the practice are not certified, the logo and/or seal cannot be used in this manner on the home page and should only be used on a page specifically about the board certified orthodontist.
USE ABO LOGO AND BOARD CERTIFIED SEAL BOTH ON YOUR WEBSITE AS FOLLOWS:

Board Certified Orthodontists should use the seal in a prominent position on their website above the “fold”, (the area of website viewable without scrolling or clicking a link). This is demonstrated below in Example A. Example B shows the ABO logo in proximity to other likely associations such as the AAO. Example C shows the seal used beneath the fold but in an acceptable placement in the footer of the website.

NOTE — this pertains only to practices with ALL board certified orthodontists. If all orthodontists in the practice are not certified, the logo and/or seal cannot be used in this manner on the home page and should only be used on a page specifically about the board certified orthodontist.
NON-BOARD CERTIFIED AND BOARD CERTIFIED ORTHODONTISTS IN JOINT PRACTICES—USE BOARD CERTIFIED SEAL AND ABO CORPORATE LOGO ON WEBSITE WITH MULTIPLE ORTHODONTISTS AS FOLLOWS:

For practices with multiple orthodontists who have not all completed board certification, the seal and ABO logo can still be used, but must be clearly linked to the specific Board Certified Orthodontist(s) vs. the entire practice and cannot be used on the home page. Board Certified Orthodontists should use the seal in a prominent position on their website above the “fold” (the area of website viewable without scrolling or clicking a link). This is demonstrated below in Example A, but is linked to a specific orthodontist when using the seal. Example B shows the seal used beneath the fold but in an acceptable placement and again, associated with one orthodontist. When using the seal, the Board Certified Orthodontist must be indicated in type as shown in the examples. Example C shows the ABO logo in proximity to other likely associations such as the AAO and not clearly linked to one orthodontist.
The ABO recommends that all Board Certified Orthodontists continue to speak in a unified voice. In addition to displaying the ABO Logo and Board Certified Seal on your website, we also recommend creating a separate page titled “About Board Certification”. This informational page is intended to speak to the general public to assist in educating them about the dedication that a Board Certified Orthodontist has exemplified to their specialty.

**About Board Certification**

**Are all orthodontists Board Certified?**

No. All orthodontists must be licensed to practice, but at this time only 1 in 3 orthodontists have continued on to complete Board Certification. The American Board of Orthodontics (ABO) certification process signifies a unique achievement—a significant step beyond the two to three years of advanced education required for a dentist to become a specialist in orthodontics. The process requires the orthodontist to demonstrate actual accomplishments in patient care with detailed case reports on the treatment provided for a broad range of patient problems. Board certification is a voluntary achievement that all orthodontists do not choose to pursue. In order to become board certified by the ABO, an individual orthodontist is thoroughly interviewed by a highly respected panel of examiners to demonstrate their orthodontic knowledge, clinical skills and judgment.

**How many certifying boards are recognized by the American Dental Association in the specialty of orthodontics?**

One. The American Board of Orthodontics (ABO) is the only certifying board in the specialty that is recognized by the American Dental Association. The ABO was founded in 1929 and is the oldest specialty board in dentistry. The board's purpose is to elevate the quality of orthodontic care for the public by promoting excellence through certification, education and professional collaboration.

**Why would an orthodontist choose to complete this voluntary certification process?**

Successful completion of the examination process demonstrates the orthodontist's highest commitment to excellence in orthodontics—to both the orthodontic profession and the general public. It represents a commitment by a licensed specialist that he/she has the necessary knowledge base and skills to treat patients to the highest of standards. It exemplifies a practitioner's commitment to continue to keep abreast of the latest advances in patient care, and to continue to deliver these latest advances to patients. Many orthodontists see it as a demonstration of their dedication to the specialty and the highest level of personal achievement.

**What steps are required to complete the ABO certification process?**

Since the establishment of the ABO in 1929, the certification process requirements have continued to adjust to the demands of the specialty. Today, the process involves a thorough Written Examination (240 questions) covering all areas of information which an orthodontist should be knowledgeable. Successful completion of this “board exam” allows the orthodontist to proceed to the Clinical Examination where they present detailed case reports from their practice/residency, demonstrating a history of excellence in patient care. These cases are evaluated by a panel of examiners and later discussed during an oral examination where the applicant is tested on a wide variety of academic and clinical topics. After successful completion of these examinations, the orthodontist has officially achieved Board Certification, for a time-limited period. The orthodontist must go through Certification Renewal every 10 years to maintain their certification status by demonstrating this continued level of patient care.

For further information about The American Board of Orthodontics and Board Certification, [click here](#).