



Brand Standards Guide

Version 1.6 (August 2019)

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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.

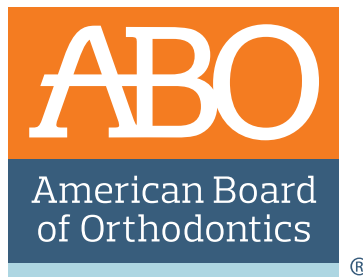
■ All social media properties

■ Online directory profiles

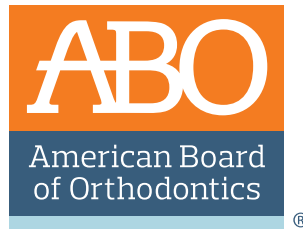
■ Email signatures

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

■ Advertising materials, signage or print mailings



Primary Logo_Stacked

Filename: **ABO_PrimaryLogo_Stacked***The highest commitment to excellence.®*

Primary Logo_Stacked_Tagline

Filename: **ABO_PrimaryLogo_Stacked_Tagline**

Primary Logo_Horizontal

Filename: **ABO_PrimaryLogo_Horizontal***The highest commitment to excellence.®*

Primary Logo_Horizontal_Tagline

Filename: **ABO_PrimaryLogo_Horizontal_Tagline**



Seal_Blue

Filename: **ABO_Seal_Blue**

Seal_Black

Filename: **ABO_Seal_Black**

Seal_White

Filename: **ABO_Seal_White**

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.



MicroSEAL_OneINCH_Wide

Filename: **ABO_MicroSEAL_OneINCH_Wide**

LARGEST POSSIBLE SIZE



MicroSEAL_HalfINCH_Wide

Filename: **ABO_MicroSEAL_HalfINCH_Wide**

SMALLEST POSSIBLE SIZE

**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.*

The screenshot shows the Dugoni Orthodontics website. A horizontal dashed red line indicates the "Website 'Fold'".

- Annotation A:** Points to the ABO Board Certified Seal located in the top right corner of the website header, above the contact information.
- Annotation B:** Points to the ABO Board Certified Seal located in the main content area, below the "Welcome to our website!" section.
- Annotation C:** Points to the ABO logo and the American Association of Orthodontists (AAO) logo located at the bottom of the website, near the footer.

Website Content:

- Header:** DUGONI ORTHODONTICS logo, Steven A. Dugoni D.M.D., M.S.D., Patient Login button, and a large photo of a smiling family.
- Navigation:** Home, About Us, Patient Information, Treatment, Fun Stuff.
- Main Content:**
 - Welcome to our website!**

Welcome to Dugoni Orthodontics. Dr. Steven Dugoni and his staff have been straightening teeth and creating beautiful smiles for over 25 years. Located in South San Francisco, our practice's top priority is to provide you the highest quality orthodontic care in a friendly, comfortable environment.

We recognize that each patient has unique needs, which is why we believe in forming a partnership with each of our patients in order to provide personalized care of the highest quality. We work with all of our patients to develop a treatment plan that fits their lifestyle and budget.

We utilize the latest technological advances in the industry, such as the StylaOrtho microlaser and self-ligation (reduced friction) brackets, to ensure that you receive the most effective care possible.

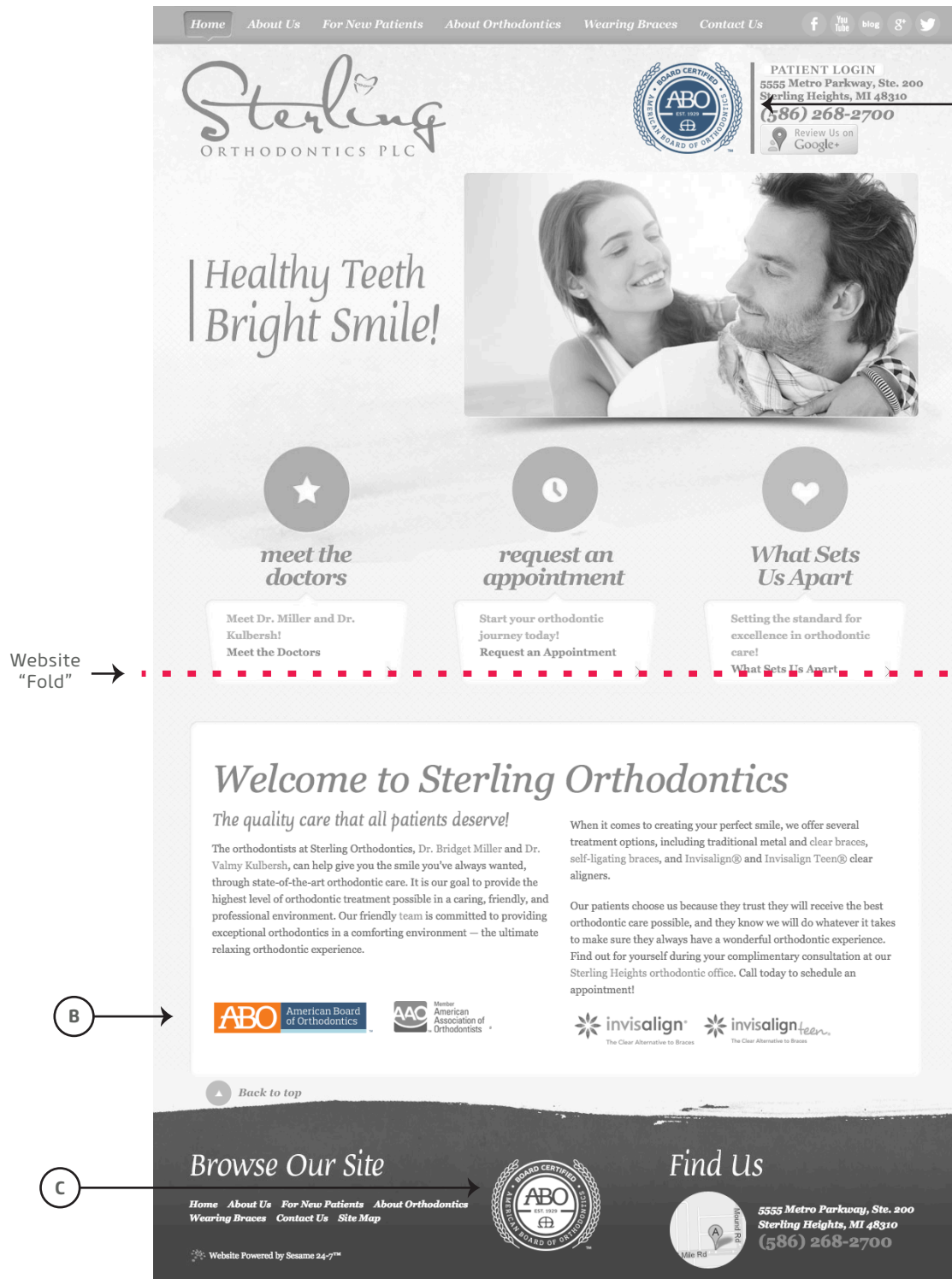
Children, teenagers, young adults, middle-aged men and women, seniors—all can benefit from orthodontic treatment. A beautiful smile contributes to self-esteem, self-confidence and self-image—important qualities at every age. Dr. Steven Dugoni and his qualified staff are committed to helping you achieve the smile you deserve.
 - American Association of Orthodontists Videos:** Three video thumbnails with captions: "Done it Sooner", "Best Decision", and "Never Too Late".
- Right Sidebar:**
 - 1131 Mission Road, South San Francisco, CA 94080
 - Phone: 650.588.5042, Fax: 650.615.0781, info@dugonismile.com
 - Facebook and YouTube icons.
 - Buttons: "Dugoni Doughnuts", "Doctor Referral", "Request an Appointment".

- Footer:**
- Dr. Dugoni is pleased to provide orthodontic care for the residents of California in San Mateo County for the following cities: San Mateo CA, Burlingame CA, Pacifica CA, San Bruno CA, Brisbane CA, South San Francisco CA, Daly City CA, San Francisco CA, Millbrae CA, Montara CA, El Granada CA, Moss Beach CA, Half Moon Bay CA, Foster City CA, Bay Area CA, Peninsula CA, Colma CA, Burlingame CA, Belmont CA, San Carlos CA, Redwood City CA, Atherton CA, Hillsborough CA, La Honda CA, Loma Mar CA, Menlo Park CA, Pescadero CA, Portola Valley CA, Woodside CA.
- 1131 Mission Road | South San Francisco | CA 94080 | Phone: 650.588.5042 | Fax: 650.615.0781
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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.




Artisan Orthodontic Group
Excellence In Orthodontic Care.

Dr. John Q. Smith
ABO Board Certified

Dr. Sarah J. Thomas
Dr. Robert K. Shepard
Dr. Michelle M. Abel



HOME PATIENT INFORMATION TREATMENT INFORMATION BRACES



A beautiful smile...
and improved dental health

NEW PATIENTS

Learn more about our new patient specials, discounts and the exceptional service we give our patients! We want to thank you for visiting the Your Practice Name website! Our goal is for your first visit to be one of comfort and acknowledgement of your personal orthodontic needs.

LEARN MORE


ORTHODONTICS CITY STATE

Your Practice Name

Orthodontic problems require specialized care. Patients who have dental and facial irregularities should see an orthodontist. Our specific qualifications in the design, application and control of braces, retainers and removable appliances will bring teeth, lips and jaws into proper alignment for optimal facial balance.

The practice of Dr. Your Last Name(s) has the specialized equipment, facility and staff to properly address today's most demanding orthodontic needs in a warm and caring environment.

Dr. John Q. Smith
D.D.S., M.S.
ABO Board Certified



Dr. Sarah J. Thomas
D.D.S., M.S.

Dr. Robert K. Shepard
D.D.S., M.S.

Dr. Michelle M. Abel
D.D.S., M.S.

AAC Member
American Association of
Orthodontists

CONTACT US TODAY

The first step towards a beautiful, healthy smile is to schedule an appointment. Please contact our office by phone or complete the appointment request form below. Our scheduling coordinator will contact you to confirm your appointment. If you are an existing patient, this contact form should not be utilized for communicating private health information.

Privacy Policy

Your Name *

Your E-mail Address *

Your Phone Number

I am interested in

☐ Scheduling Appointment
☐ Clear Braces
☐ Adult Braces
☐ Children's Braces

Best Time for Appointment

☐ Morning ☐ Afternoon

Preferred Day of Week

☐ M ☐ T ☐ W ☐ Th ☐ F

How did you hear about us?

Comments/Questions

SEND MESSAGE

Website
“Fold”

B

A

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. **The following copy is recommended to help educate and inform the general public:**

HOME PAGE

See examples provided in the ABO Brand Standards Guide

BOARD CERTIFIED SEAL

(with direct link to this sub page)

The seal should link to a separate "About Board Certification" page on the orthodontist's website


"ABOUT BOARD CERTIFICATION" page should also be accessible from the navigation bar

ABOUT BOARD CERTIFICATION PAGE

(on orthodontist's website)

The following copy featured in the example to the right is recommended to help educate and inform the general public.

Copy is available via a word document from the Educational Toolkit page on AmericanBoardOrtho.com



Artisan Orthodontic Group
Excellence In Orthodontic Care.

[HOME](#) [PATIENT INFORMATION](#) [TREATMENT INFORMATION](#) [BRACES](#)

Dr. John G. S.
ABO Board Certified

Dr. Sarah J. T.
Dr. Robert K.
Dr. Michelle

About Board Certification

Are all orthodontists Board Certified?

No. All orthodontists must be licensed to practice, however board certification is a voluntary achievement that all orthodontists do not choose to pursue. In order to become board certified by the American Board of Orthodontics (ABO), an individual orthodontist is thoroughly tested by a highly respected panel of examiners to demonstrate their orthodontic knowledge, clinical skills and judgment. The most fair, reliable and valid testing methodology is utilized to test clinical proficiency in an objective manner. The 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.

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 personal commitment to excellence in orthodontics – to both the orthodontic profession and the general public. 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 orthodontics and dental facial orthopedics which an orthodontist should be knowledgeable. Successful completion of this board examination allows the orthodontist to proceed to the **Scenario-based Oral Clinical Examination** where they are objectively evaluated on their knowledge, abilities and critical thinking skills based on proficiency and clinical excellence in four core performance areas/domains. Both examinations take significant preparation and time. After successful completion of these examinations, the orthodontist has officially achieved Board Certification, for a limited time 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](#).

Comments/Questions

Home Patient Information Treatment Information Braces Home Care Meet Us Contact Us Disclaimer Sitemap

Your Practice Name • Address: Address City State Zip Code • Phone: 555-555-5555 • Fax: 777-777-7777

Dental Website Design by PBHS © 2015

Comments/Questions