

CDA Logo Usage Policy

This policy was developed to encourage members and component dental societies to incorporate the CDA logo into their business systems and advertising with guidelines for proper logo usage. Consistent use of the logo by the California Dental Association and its members reinforces this visual image as the symbol of quality dental care.

Individual members and component dental societies of the California Dental Association may apply for permission to use the CDA logo on certain materials and advertisements (see, *Requirements for Use of the CDA Logo*). Permission can be obtained by submitting an application available through the CDA Member Resource Center at 800-CDA-SMILE (232-7645) or online at cda.org.

Logo Specifications

The CDA logo is the official trademarked identifying symbol of the California Dental Association. It consists of three parts:

1. The identifying symbol:



2. The acronym of the association:

cda

3. The registered mark:

®

The relationship in size of the two design elements – the symbol and acronym may not be altered and must be used together at all times.

Only black ink is acceptable for member usage. Individual choice of paper color is permissible.

The phrase “a member of the California Dental Association” must appear with the symbol and acronym when used by members; the phrase “a local society of the California Dental Association” must appear with the symbol and acronym when used by component dental societies.

Use of the symbol alone is reserved for the association use only and not available for use by the member or local dental society.

The CDA logo may not be assimilated or merged with any other design trademark or copy and must be positioned separately to ensure that its distinct identity is maintained and that it identifies only the individual dentist(s) as member(s) of the CDA.

Acceptable logo formats:



a member of the California Dental Association



a local society of the California Dental Association

Requirements for Use of the CDA Logo

The CDA logo may be used by Active, Life Active, Military, Retired, Faculty, Public Health, recently graduated members and component dental societies. It may also be used by members with relief, disability (permanent or temporary) and hardship status, and post-graduates if paying active member dues.

The CDA logo may be used by members on the following materials:

- Business Identity Systems:
 - Member stationary, business cards, patient orientation brochures, billing statements, envelopes, recall cards and office forms.
- Advertisements:
 - Advertising templates developed and approved only by CDA for the member's use in such media as telephone books, dental practice Web sites, direct mail campaigns and print (magazine and newspaper).

The use of the CDA logo on office stationery or any other printed material or advertisement is restricted to those offices in which the solo practitioner, or each and every practitioner in that practice, is currently a member in good standing with CDA.

A practice which includes a non-CDA member or members as practitioner(s) **does not** meet the requirements for authorized use of the CDA logo.

Members incorporated for the purpose of practicing dentistry must be wholly owned and operated by CDA members, and all dentists employed or contracted to provide dental services for the corporation must be CDA members; the CDA logo may only be used where it is clearly associated with the names of members listed in a location other than the corporate title.

The CDA logo may **not** be used:

- By Student, Honorary, Affiliate, Associate, Provisional members or by Pending Applicants, nor can it be used by conditional applicants.
- On building signage/displays, office newsletters, garments or other solicitation materials prepared on behalf of an individual member, practice or on behalf of an informal association of members not approved by CDA.
- Usage of the CDA logo in advertising and promotional materials is restricted to only those templates developed and approved by CDA as noted above.

If a dentist loses membership for any reason, he/she relinquishes the right to use the CDA logo. If a dentist is found in violation of these licensing agreements, the association will take appropriate legal action.

The CDA logo may be used by component dental societies on the following materials:

- Business Identity Systems:
 - Component stationary, business cards, member orientation brochures, billing statements, envelopes, office forms and component newsletters.
- Advertisements:
 - Advertising templates for membership retention and recruitment developed and approved only by CDA for the component's use in such media as component websites, direct mail campaigns and print (magazine and newspaper)