

DANB Usage Guidelines for DANB Marks

DANB Marks

This document provides guidelines for the approved usage of registered and unregistered trade, service, and certification marks of and belonging to the Dental Assisting National Board, Inc. (“DANB”) (“DANB’s Marks”), by certificants, individuals who have met the knowledge-based competence standards established by DANB, and individuals or entities that refer to DANB’s services to ensure that the nature and source of those services are accurately represented to the public. DANB is the recognized certification body for dental assisting and has been rendering its certification and testing services for over 70 years. DANB Marks have a substantial reputation and goodwill in the industry and among the public, which can be diminished by improper use. Third parties discussing or referring to DANB products or services should observe the relevant guidelines to avoid confusing the public as to the nature, source or affiliation of any products and services that do not originate with DANB and are not under its control. Usage needs that are not defined in this document must be separately reviewed and approved by DANB.

Registered Trademarks: DANB Logos:



Registered Certification Marks: CDA®, COA®, CDIPC®, CDPMA®, COMSA®, CRFDA®, CPFDA®, DISIPC®, NELDA®, DANB®, and Dental Assisting National Board®

Registered Service Marks: RHS®, ICE®, DANB®, Dental Assisting National Board®, *Measuring Dental Assisting Excellence*®, Certified in Dental Infection Prevention and Control (CDIPC)®, Dental Industry Specialist in Infection Prevention and Control (DISIPC)®, and the DANB logo.

Certification Mark: Certified Dental Assistant™

Service Marks: *Mark of Dental Assisting Excellence*™, and *Dental Assistant Life*™

Guidelines for Making Permissible Uses of DANB Marks

The use of DANB Marks must conform to the following guidelines:

1. If you are a current DANB certificant, the DANB certification mark(s) corresponding to the certification(s) you hold (NELDA, CDA, COA, CPFDA, CRFDA, CDIPC, DISIPC, CDPMA, COMSA) may be used in the below listed acceptable format, after your name: on a résumé, business card, or website; in a book or publication; and in other print and electronic media.

Acceptable:

- John Doe, CDA
- John Doe, CDA, COA, CPFDA, CDPMA

The marks DANB and DENTAL ASSISTING NATIONAL BOARD may be used in the below listed acceptable format, to indicate to the public that you are certified by DANB.

Acceptable:

- John Doe, a DANB CDA certificant for 13 years
- John Doe, Dental Assisting National Board CDA certification earned in 1993.

2. If you previously earned DANB certification, but have not maintained your certification by renewing annually, and have not been awarded Emeritus status by DANB, DANB certification marks may only be used to make factual references detailing your history of certification. Such references must not imply that you hold a current DANB certification.

Acceptable:

- On a professional bio: I held CDA certification for 10 years before retiring.
- On a resume: CDA certification 2005-2010.

3. If you passed a DANB exam that uses a DANB service mark in its title, such as the RHS or ICE exam, these marks may not be used as a certification mark as outlined in #1. However, factual reference may be made on

your resume or professional biography to having passed these DANB exams and/or holding the corresponding certificate of knowledge-based competence.

Acceptable:

- I have passed DANB's RHS exam.
- Jane Doe has earned DANB's ICE certificate of knowledge-based competence.
- On a resume: Passed DANB's RHS and ICE exams – 2015.
- DANB's RHS certificate of knowledge-based competence earned June 2015.

Unacceptable:

- Jane Doe, ICE
- Jane Doe, RHS

4. If DANB has granted you Emeritus status, the DANB certification mark corresponding to your former certification(s) held can only be used after your name if it is followed by a hyphen and the word "Emeritus."

Acceptable:

- Jane Doe, CDA-Emeritus
- Jane Doe, CDA-Emeritus, COA-Emeritus

5. Except as provided for in these guidelines, if you have neither earned DANB certification nor passed a DANB exam, a DANB certification or service mark cannot be used.
6. Do not use or reproduce DANB's logos without DANB's express written permission.
7. When making nominative use of DANB Marks (i.e., describing or referring to DANB's products or services), a DANB ownership statement must be included on the same printed or electronic page where the mark appears.

Acceptable Ownership Statement Template:

[Mark] is a (registered) [trade/service/certification] mark of the Dental Assisting National Board, Inc. ("DANB"). This [publication, website, product, course] is not reviewed or endorsed by or affiliated with DANB.

When completing this template, insert the mark(s) you are using; refer to page 1 to determine whether the mark is registered and whether the mark is trademark, service mark, or certification mark; modify the template accordingly.

However, if you are a current or former certificant, or have been granted Emeritus status, you are not required to include an ownership statement when making permissible use of DANB certification marks under #1-4 of this guideline.

8. Always use DANB Marks as an adjective, never as a noun or verb, and never in plural or possessive form. Notwithstanding the foregoing, the possessive "DANB's" may be used before a nominative use that includes a DANB-owned trademark followed by a generic noun, if such use does not conflict with any other guidelines.

Acceptable use of DANB Mark as an adjective followed by a generic noun:

- Course title: Prepare for the DANB CDA[®] Exam
- On a resume: I received my DANB CDA certification in 2000.
- When referring to DANB's actual exam: There are no eligibility requirements for taking the RHS[®] exam.

Unacceptable use of DANB Mark as a noun:

- Course title: Prepare for the CDA[®]
- On a resume: I received my CDA in 2000.
- When referring to DANB's actual exam: There are no eligibility requirements for taking the RHS[®].

Acceptable possessive use:

- When referring to DANB's actual exam: There are no eligibility requirements for taking DANB's RHS[®] exam.
- When referring to a DANB certification: DANB's COA[®] certification helps orthodontic assistants stand out in the dental assisting profession.

Unacceptable plural or possessive use:

- Course title: DANB's CDA Exam Review. This title conflicts with #13 and #15 of the guidelines.

9. Either ® for registered marks or ™ for unregistered marks must be included after the first or most prominent use of a DANB Mark. Refer to page 1 to determine if a mark is registered or unregistered.
10. Do not display any DANB Mark so that it is larger or more prominent than your own name or logo. You may not call attention to a DANB Mark by making use of fonts, typefaces, colors, and/or font sizes that differ from those used in the surrounding text.
11. Do not incorporate a DANB Mark into your corporate name, trade name, or email address.
12. Do not use a DANB Mark as part of an internet domain name, or in meta tags or hidden text on any internet page.
13. Do not use a DANB Mark in any way that implies that the product or item being described is a DANB product or that it is endorsed by or affiliated with DANB.

Unacceptable:

- Course title: DANB CDA® Exam Review

14. DANB Marks must be used in a way that provides accurate information about DANB, DANB exams, eligibility pathways for DANB certification, and the relationship between you and DANB.
15. In DANB exam preparation course titles, a DANB Mark cannot be used as the first word, and a disclaimer of affiliation, endorsement, or sponsorship by DANB must be included on the page displaying the title.

Acceptable:

- Course title: Preparation Course for DANB's CDA® Exam

Acceptable Disclaimer Language:

- DANB® and CDA® are registered trademarks of the Dental Assisting National Board, Inc. ("DANB").
- This course is not sponsored or endorsed by or affiliated with DANB.

Unacceptable:

- Course title: DANB CDA® Review Course

16. In a course catalog, if one or more course titles makes nominative use of DANB Marks, a disclaimer of affiliation, endorsement or sponsorship is not required on each page where a DANB Mark appears, and may instead include a disclaimer on only one page, provided that each DANB Mark is indicated with an asterisk or other footnote symbol and a disclaimer is included as a footnote or endnote on the first or last page that contains a course whose title makes nominative use of a DANB Mark.
17. Any person or entity desiring to display a link to DANB's official website, www.danb.org, on a referring site may do so, provided that the link is presented in a context that provides accurate information about DANB, DANB exams, eligibility pathways for DANB certification, and the relationship between the referring website owner and DANB.

If you display a link to DANB's website, there are a number of restrictions, which include but may not be limited to the following:

- You may not use DANB's logo as part of the link.
- You may not use frames or other technology to create the impression that you are the provider of DANB's website content or that you are the owner of any of DANB's proprietary information or are otherwise affiliated or in partnership with DANB.
- You may not use DANB Marks in meta tags or hidden text.

These Guidelines are not meant to be an exhaustive list of instructions and are subject to revision from time to time. If you are unsure whether your proposed use infringes on a DANB Mark or conforms to these guidelines, please send an electronic color copy of your proposed use as a .pdf, .jpg or hard copy for review prior to posting or publication to DANB using the contact information below.

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