



## Usage Guidelines for DANB Marks

### DANB Marks

This document provides guidelines for approved usage of DANB's marks by certificants, individuals who have met the knowledge-based competency 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 60 years. Its marks have 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 Logo:



and DANB pin design:



**Registered Certification Marks:** CDA<sup>®</sup>, COA<sup>®</sup>, CDPMA<sup>®</sup>, COMSA<sup>®</sup>, CRFDA<sup>®</sup>, CPFDA<sup>®</sup>, NELDA<sup>®</sup>, DANB<sup>®</sup>, and DENTAL ASSISTING NATIONAL BOARD<sup>®</sup>

**Registered Service Marks:** RHS<sup>®</sup>, ICE<sup>®</sup>, DANB<sup>®</sup>, DENTAL ASSISTING NATIONAL BOARD<sup>®</sup>, MEASURING DENTAL ASSISTING EXCELLENCE<sup>®</sup>, and the DANB logo:



**Certification Mark:** CERTIFIED DENTAL ASSISTANT<sup>™</sup>

**Service Mark:** MARK OF DENTAL ASSISTING EXCELLENCE<sup>™</sup>

### 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, you may use the DANB certification mark(s) corresponding to the certification(s) you hold (NELDA, CDA, CPFDA, CRFDA, COA, CDPMA, and COMSA) after your name on a résumé, business card or website; in a book or publication; and in other print and electronic media.

You may also use the marks DANB and DENTAL ASSISTING NATIONAL BOARD to indicate to the public that you are certified by DANB.

#### Acceptable:

John Doe, CDA

John Doe, CDA, COA, CPFDA, CDPMA

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, you may only use DANB certification marks 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, you may not use these marks as certification marks as outlined in #1. However, you may make factual reference on your resume or professional biography to having passed these DANB exams and/or holding the corresponding certificate of knowledge-based competency.

**Acceptable:**

I have passed DANB's RHS exam.

Jane Doe has earned DANB's ICE certificate of knowledge-based competency.

On a resume: Passed DANB's RHS and ICE exams – 2015.

DANB's RHS certificate of knowledge-based competency earned June, 2015.

**Unacceptable:**

Jane Doe, ICE

4. If DANB has granted you Emeritus status, you may only use the DANB certification mark corresponding to your former certification(s) held 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, you may not use a DANB certification or service mark. This is true even if you are authorized to use the identical mark in another country.
6. You may not use or reproduce DANB's logos or the DANB pin design without DANB's express written permission.

7. When making nominative use of DANB's protected marks (i.e., describing or referring to DANB's products or services), you must include a DANB ownership statement 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; and 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. When making nominative use of DANB marks, you must use the DANB mark as an adjective followed by a generic noun. Do not use DANB's marks as a noun or display them in a plural or possessive form. Notwithstanding the foregoing, you may use the possessive "DANB's" before a nominative use that includes a DANB-owned trademark followed by a generic noun as long as 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:**

ABC Dental employs five CDAs.

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

9. You must include either ® for registered marks or ™ for unregistered marks 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. You may 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, or font sizes that differ from those used in the surrounding text.
11. You may not incorporate a DANB mark into your corporate name, trade name or email address.
12. You may not use a DANB mark as part of an internet domain name, or in meta tags or hidden text on any internet page.
13. You may 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. You must use DANB marks 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, you must refrain from using a DANB mark as the first word, and you must include a disclaimer of affiliation, endorsement or sponsorship by DANB 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's marks, you are not required to include a disclaimer of affiliation, endorsement or sponsorship on each page where a DANB mark appears, and may instead include a disclaimer on only one page, provided that you indicate each DANB mark with an asterisk or other footnote symbol and include a disclaimer as a footnote or endnote on the first or last page that contains a course whose title makes nominative use of a DANB mark.

These Guidelines are not meant to be an exhaustive list of instructions and are subject to revisions 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 (using the contact information below) as a .pdf, .jpg or hard copy for review prior to posting or publication.

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## **Terms and Conditions for Linking to DANB's Website**

Any person or entity desiring to display a link to DANB's official website, [www.danb.org](http://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 with DANB
- You may not use DANB's protected marks in meta tags or hidden text

Any violation of these terms and conditions terminates the permission granted herein by DANB.