



Approved Board of Directors 7/29/06

“FELLOW” LOGO, AAD VISION STATEMENT, AND FAAD DESIGNATION USAGE POLICY

The American Academy of Dermatology (AAD) “**Fellow**” **Logo** is a trademark owned by the Academy and thus protected by law. It is a collective mark to represent the AAD and a Fellow’s¹ membership in the AAD.



Excellence In Dermatology™

F E L L O W

The requirements and prohibitions associated with the use of the AAD “Fellow” Logo, which incorporates the AAD Vision Statement (Physicians Dedicated to Excellence in Dermatology™) are detailed in this Policy, which must be adhered to at all times when the AAD “Fellow” Logo is used to promote a Fellow member’s affiliation with the American Academy of Dermatology. This Policy applies to any usage of the AAD “Fellow” Logo, including any use of part of the logo, such as the incorporated AAD Vision Statement.

AAD “Fellow” Logo Usage

The AAD “Fellow” Logo may only be used by AAD Fellows, and Life or Honorary members formerly in this category (also referred to herein as “Fellows”), who are in good standing and have been officially approved as members by the Board of Directors in accordance with the Bylaws and defined in this document.

The AAD “Fellow” Logo is to be used only to designate Fellow membership in the American Academy of Dermatology. The AAD “Fellow” Logo is permitted to be displayed only on professional letterhead or stationery, business cards, encounter forms, practice Web sites, and advertisements such as telephone directories or newspaper/magazine/circulars, for promotion of the Fellow member’s private practice. The AAD “Fellow” Logo must not be used to promote any other service or activity Fellow members provide beyond their private dermatology practice (e.g., cannot be used on promotional materials for continuing medical education (CME) courses directed by member dermatologists; cannot be utilized in conjunction with relationships with pharmaceutical companies or products, etc.). The AAD Vision Statement (Physicians Dedicated to Excellence in Dermatology™) may not be used separately from the AAD “Fellow” Logo.

If membership in the Academy is discontinued or suspended for any reason, the individual must immediately cease usage of the AAD “Fellow” Logo, and it must immediately be removed from all items, materials, and communications, regardless of the medium used.

All usage of the AAD “Fellow” Logo must include:

- The AAD Logo bearing the words: “Fellow”
 - The AAD Vision Statement (Physicians Dedicated to Excellence in Dermatology™) including the registered trademark designation ™
- Statements that products or services are approved by the AAD or that imply AAD endorsement are not permitted. The AAD “Fellow” Logo cannot be used on any items, materials, or communications to represent that the AAD “Fellow” Logo is owned or controlled by any party other than the American Academy of Dermatology.

FAAD Designation Usage

Fellows, and Life or Honorary members formerly in this category, who are in good standing may use the designation FAAD following their name. If membership in the Academy is discontinued or suspended for any reason, the individual must immediately cease using the FAAD designation, and it must immediately be removed from all items, materials, and communications.

¹ Fellows of the American Academy of Dermatology, as well as Life and Honorary members who were formerly in this category, are permitted use of the AAD “Fellow” logo and FAAD designation. Fellow members are defined as U.S. and Canadian dermatologists certified by the American Board of Dermatology or the Royal College of Physicians and Surgeons of Canada.

Integrity of the AAD “Fellow” Logo (Proper Usage)

- The AAD “Fellow” Logo cannot be modified in any manner.
- The AAD “Fellow” Logo cannot be rotated.
- Ruled circles or boxes cannot be placed around the AAD “Fellow” Logo, as it detracts from the integrity of the AAD “Fellow” Logo.
- The AAD Vision Statement (Physicians Dedicated to Excellence in Dermatology™) must be placed in the logo exactly as shown in the graphic standard provided and cannot be altered in any manner.
- AAD Vision Statement font: Universe 65 Bold.
- “Fellow” font: Universe 65 Bold.
- AAD “Fellow” Logo Color: Pantone® Matching System (PMS) 5405; unless printed in black or reversed out in white.
- The AAD “Fellow” Logo should be utilized only at the preferred sizes provided via download from the AAD Web Site, www.aad.org.
- When utilized with other logos, the AAD “Fellow” Logo should be displayed most prominently before any other society or affiliation logos.

Non-Fellow Member and Non-Member Usage of the AAD Logo

Only Fellow members (and Life or Honorary members formerly in this category) are permitted to use the AAD “Fellow” Logo and FAAD designation. No member in any other category or organization is permitted to use the AAD “Fellow” Logo.

No member or organization is permitted use of the AAD Corporate Logo or any other AAD logo. Refer to the Board Policy on GUIDELINES FOR PROMOTION OF NON-ACADEMY PRODUCTS & SERVICES, Logo Use.

Violations

Failure to adhere to this AAD “Fellow” Logo, AAD Vision Statement, and FAAD Designation Usage Policy can result in serious consequences. The action taken will be determined on the basis of the particular circumstances of the violation, but may include (without limitation) revocation or suspension of an individual's membership standing, refusal of a candidate for membership, and/or appropriate legal action.

Interpretation and Application of Standards

All matters and questions not specifically covered by this Policy, or other specific Academy policies, are subject to the interpretation and final decision of the Executive Committee of the Academy.

Clarifications regarding usage of the AAD “Fellow” Logo, AAD Vision Statement, or FAAD designation can be obtained by contacting the AAD Member Resource Center (MRC) at 866-503-7546. Please allow a minimum of five (5) business days for a response.