



## **Communications** **Logo Usage Policy**

### **Policy:**

To ensure proper usage of The American Board of Radiology (ABR) logos.

### **Procedure:**

#### **ABR, ABRF, myABR, and ABR Team Tracker Logos**

The ABR does not allow the use of its logos, which are registered trademarks, for any commercial purposes. Usage of the logo by a third party must be approved by the ABR Communications Office. The ABR will consider whether the organization is for-profit or non-profit and whether the proposed logo usage is related to a commercial, money-making enterprise or is for public interest. The registration symbol (®) should be used after the letters (within the United States).

#### **ABR DABR (Diplomate, American Board of Radiology) Logo**

The ABR has registered the DABR® (Diplomate, American Board of Radiology) certification mark for use by its diplomates. ABR-certified diplomates may add “DABR®” after their degree—on letterhead, business cards, websites, marketing materials, etc. The registration symbol (®) should be used after the letters (within the United States). Periods should not be present between the letters, i.e. “John Doe, MD, DABR®”

#### **ABMS (American Board of Medical Specialties) MOC Starmark Logo**

Diplomates and practices are allowed to use the ABMS MOC starmark logo, which is trademarked by the ABMS, to publicize their participation in MOC. The logo, which has been customized for the ABR, is available from the ABR Communications office.