



Academy
of General Dentistry

Guidelines for Graphic Standards and Reproduction of the Logo for the Academy of General Dentistry

The following document outlines the appropriate use of the Academy of General Dentistry's (AGD) logo. The examples on the following pages are the only official logos approved for use by AGD members to indicate their individual affiliation (in good standing) with the association.

The AGD logo itself should not be altered in any way; to do so would be a violation of the AGD trademark. On the following pages are examples of correct and incorrect ways to use the AGD member logo.

May 2011



AGD LOGO USE AGREEMENT

Permission to use the AGD logo graphic for the following:

- AGD member use for letterhead, office documents, and Web site
- AGD constituent use for constituent letterhead, office documents, newsletters, or Web site
- Non-member use in good standing with the AGD (includes the media)
- Other (please explain): _____

I have read the terms and conditions of this Agreement and agree to abide by these regulations in full:

Signed: _____

Date: _____

Please e-mail the AGD logo graphic:

(Please Print)

Name: _____

Title: _____

Name of Organization: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____

E-mail: _____

Please return this signed document to:

**Tim Henney
Manager, Production/Design
312.440.4327 Direct
312.335.3434 Fax**

Primary Configuration — Centered Version



The logomark is comprised of two elements — the symbol and the logotype.

In most instances, the logomark should be treated as a unit.

Logo Colors

Pantone™ Matching System (PMS) 542 is the standard color for the AGD brand identity system. The PMS color may be converted into process color matches. The process match for PMS 542 is 76% cyan, 24% magenta, 0% yellow, and 8.5% black.

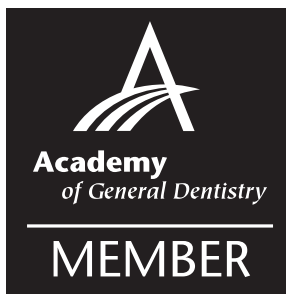
However, the primary brand color for the AGD is PMS 542 (blue) — AGD Blue. This color should be given first consideration for use on all materials developed by the AGD.

Color is strictly regulated on all AGD materials. For consistent brand identification, color matching must be maintained.

To strengthen the association of the AGD brand identity colors, the primary color choice for the logomark is PMS 542.

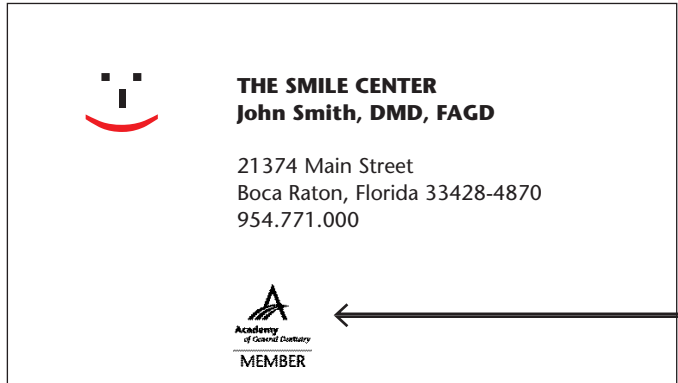
Any other color is unacceptable.

When colors are limited, acceptable single color applications for the logo are black. The logo should never appear in any other solid color.



The logomark may be reversed to white, within any background that provides sufficient contrast. Sufficient contrast can be defined as a color or screened percentage of a color that is dark enough to hold enough contrast for a white logomark. Generally a screen of 50% or more is sufficient. However, this rule would not apply to lighter value colors such as pastels. If there are any doubts about the sufficient contrast of a background, contact the Communications Department.

This is a SAMPLE of an AGD member business card. Members of the AGD should use the *member identifier* or use the *tag line*: Member of the Academy of General Dentistry.



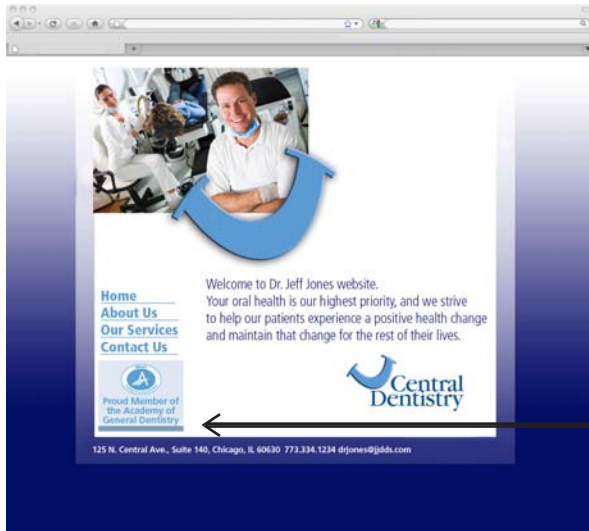
Member Identifier



Tagline



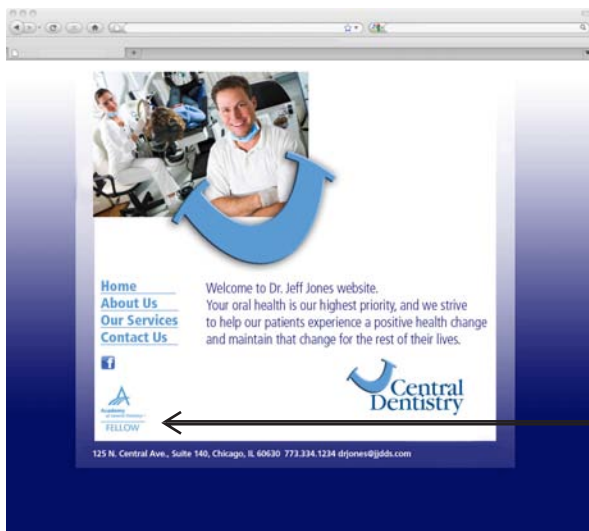
This is a SAMPLE of a member website with the AGD member identifier and the AGD Constituent member identifier. Members of the AGD should use either of the the *member identifiers* or use the *tag line*: Member of the Academy of General Dentistry.



AGD Constituent Member Identifier



AGD Constituent Member Identifier



Member Identifier

Communications Department

Any questions relating to graphic design should be addressed to the Communications Department. For example, members of the department will be able to answer questions relating to:

- logomark usage — color, placement, reproduction, etc.
- layout information for all classes of communications
- electronic files (The Communications Department is the source for any electronic file. Electronic files should not be acquired from any other source and must not be recreated using any other software. Original graphic files such as logomarks, Business Class templates, etc. should always be acquired directly from the Communications Department.)

Contact:
Tim Henney
Manager, Production/Design
312.440.4327
312.335.3434 fax
tim.henney@agd.org