

**American College of Prosthodontists**  
**Policy and Licensing Agreement**  
**Member Use of the ACP Logos and Registered Trademarks**  
*Approved ACP Board of Directors May 2010*  
*Revised April 2014, January 2016, November 2016*

**I. Member Use of the ACP Logo and Tagline**

The American College of Prosthodontists logo and tagline “Your Smile. Our Specialty.®” represent an important element of the College’s identity and are ACP registered trademarks. Current members in good standing may use the ACP logo to identify themselves as a member of the College; former and lapsed members may not use the ACP logo.

Use of the ACP logo by members demonstrates pride in the College and helps identify the ACP to patients and the public. The ACP logo appears below in two approved logo types:



The logotypes as presented above may not be modified in any way, and the logo tagline may not be used separately from the ACP’s name, logo, and brand.

**II. Alliance Affiliate Use of the ACP Alliance Logo**

The ACP Alliance logos also represent an important element of the College’s identity. Alliance affiliates in good standing may use the appropriate Alliance logo to identify themselves as Alliance affiliates of the ACP. Use of the ACP Alliance logos by Alliance affiliates demonstrates pride in the College and helps to identify the ACP Alliances to patients and the public.



**III. Use of the ACP Section Logo**

Sections of the College may use the ACP Logo and Tagline or the ACP Section logo to indicate their affiliation with the organization. The ACP logo and Official Section Name filed with the Articles of Incorporation must be displayed on all letterhead, newsletters and other publications, announcements, correspondence and Section-designated member recognition. As it is the College’s responsibility to maintain the ACP brand, Sections should adhere to the guidelines in the **Agreement for Licensing of ACP Logos to Members** and Section Presidents are to sign and return the agreement. The agreement will be retained in the Section files.

Examples:



#### **IV. Use of the ACP Seal**

The Seal of the American College of Prosthodontists (“College”) was designed by Dr. Steve Bartlett on September 30, 1970. The seal has 32 ‘dentate’ or ‘teeth’ and includes an image of the lamp of knowledge and the phrase ‘VERITAS.’ The Seal of the College is reserved **exclusively** by the national organization for official correspondence and member recognition. The College Seal should not be used on print or electronic communications, merchandise, or otherwise.



#### **V. Use of Other Logo Forms**

The ACP logo forms shown below are reserved **exclusively** by the national organization. Neither of these logo forms nor any other may be used by any other party without explicit prior written permission.



#### **V. Use of Other ACP Trademarks**

The American College of Prosthodontists owns the following additional trademark:

Prosthopedia®

This trademark is used by the ACP to identify the above product that is owned by the College and is distinguished from other organizations. Whenever reference is made to this product in any form, the trademark ® symbol must accompany it.

#### **VI. Prohibited Use**

Members may not separate elements of the logos, tagline, and other ACP trademarks for use independent of the whole; for example, the trademark “Your Smile. Our Specialty.”® may not be used in advertisements or communications of any kind without the ACP logo in one of the two approved forms shown in Section I.

The logo and associated trademarks may not be used to convey the endorsement of the ACP for any specific product, practice, or service beyond confirming a person’s current membership in the College.

**VII. Licensing Agreement**

The American College of Prosthodontists will license use of its logos to any member who agrees to and satisfies the terms of the Licensing Agreement set forth in this policy. PLEASE READ THE AGREEMENT CAREFULLY. Members must agree to its terms, and indicate acceptance by signing where indicated at the end of the Agreement and returning this form to the ACP Central Office prior to using the logo. This form will be retained in the membership file.

## **AGREEMENT FOR LICENSING OF ACP LOGOS**

In consideration for a limited license from the American College of Prosthodontists (“ACP”) to use its logos in accordance with the terms and conditions set forth below, I hereby agree as follows: I recognize that the ACP logos are the sole and exclusive property of the ACP. By using the ACP logos, I acquire no rights in that logo other than as set forth in this license.

I will use the ACP logos only as long as I remain a member in good standing of the ACP. **I will use the logo that corresponds to the category of my membership (e.g. Members, Resident/Graduate Student Members, Dental Technician Alliance; Academic Alliance; Global Alliance; Predoctoral Student Alliance; and Advanced Program and Graduate Student Alliance).** I will not make any use of the logos without clearly and conspicuously indicating my membership category, e.g. Member, Fellow (FACP), Resident/Graduate Student Member, Dental Technician Alliance, Academic Alliance, Global Alliance, Predoctoral Student Alliance; and Advanced Program and Graduate Student Alliance. I will immediately cease using the logo if I cease being a member of the ACP, and I will immediately make the appropriate modification in my use of the logo if my membership category changes.

I recognize that the ACP may revoke my license to use the logo any time and for any reason. I hereby waive any and all rights that I may have to contest revocation by ACP of my right to use the ACP logo. I will not revise or alter the ACP logo as set forth in any way. I will always use the logo as it currently appears, except in terms of size. I may use the logo only on my stationery, in telephone directory listings, and on my website. If I propose to use the ACP logo in other paid advertisements to the public, such content must be reviewed and approved by the ACP Central Office prior to publication.

Notwithstanding the foregoing, I may not use the ACP logo in any manner that, in the sole discretion of the ACP, discredits the ACP; is false or misleading; violates the rights of others; or violates any law, regulation, or other public policy. I will not make any claim that states or implies endorsement, approval, sponsorship, or certification of me or my practice by the ACP. I will immediately cease using the ACP logo if I am convicted of a felony; am found to have a substance abuse problem; have my dental or Controlled Substances Act license revoked, suspended, or restricted; or have disciplinary proceedings instituted against me by the ACP, any licensure authority, or similar institution.

If requested by the ACP, I shall give the ACP samples of my use of the ACP logo. I agree to forfeit any and all rights to use the logo if ACP, in its sole discretion, determines that my use of the logo is not in strict accordance with the terms and conditions of this license. I will direct any questions concerning the use of the ACP logo or the terms and conditions of this license to the ACP Communications & Marketing Manager by phone at (312) 573-1260 or by email at [lswanson@prosthodontics.org](mailto:lswanson@prosthodontics.org).

## **ACCEPTANCE OF LICENSING OF ACP LOGOS TO MEMBERS**

I have read and accept the ACP Agreement of Licensing of ACP Logos to Members.

Print First, Last Name: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### **Return to:**

American College of Prosthodontists | 211 E. Chicago Ave., Suite 1000 | Chicago, IL 60611  
Fax: (312) 573-1257 | Email: [lswanson@prosthodontics.org](mailto:lswanson@prosthodontics.org) | Web: [prosthodontics.org](http://prosthodontics.org)