



Brand Standards and Marks Usage Guide

Version 1.7 (August 2025)

BRAND STANDARDS

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MARKS USAGE GUIDE

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Brand Standards

Version 1.7 (August 2025)

BRAND STANDARDS

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Brand Standards

GUIDELINES

The ABO Logo(s) and Seal(s):

- ✓ Are registered trademarks and must be used as provided.
- ✓ May not be altered in any way.
- ✓ May only be used by active board certified orthodontists in good standing for professional affiliation purposes.

In multi-orthodontist practices where not all doctors are board certified, it is important to ensure accurate representation. In such instances, the ABO Logo and Seal should only be used on the bio pages of active board certified orthodontists.

If a board certified orthodontist allows their status to terminate or expire, use of all indicators of being board certified must discontinue within 30 days. Continued use of the ABO Logo and/or Seal constitute infringement on the ABO's trademark.

- ✓ Used in a manner which does not reflect good taste or professionalism may be prohibited by the ABO at its discretion.
- ✓ May not be used in any way that suggests that the ABO approves, or disapproves, a particular service, product, treatment modality or procedure.

BRAND COLORS



CMYK: 83, 61, 33, 13
RGB: 60, 93, 124
Hex: 3C5D7C 3C5D7C
Pantone: 308 C



CMYK: 87, 71, 51, 49
RGB: 32, 50, 66
Hex: 203242



CMYK: 30, 5, 9, 0
RGB: 175, 213, 224
Hex: AFD5E0
Pantone: 635 C



CMYK: 8, 6, 7, 0
RGB: 230, 230, 230
Hex: E6E6E6



CMYK: 0 64, 100, 0
RGB: 244, 124, 32
Hex: F47B20
Pantone: 1505 C



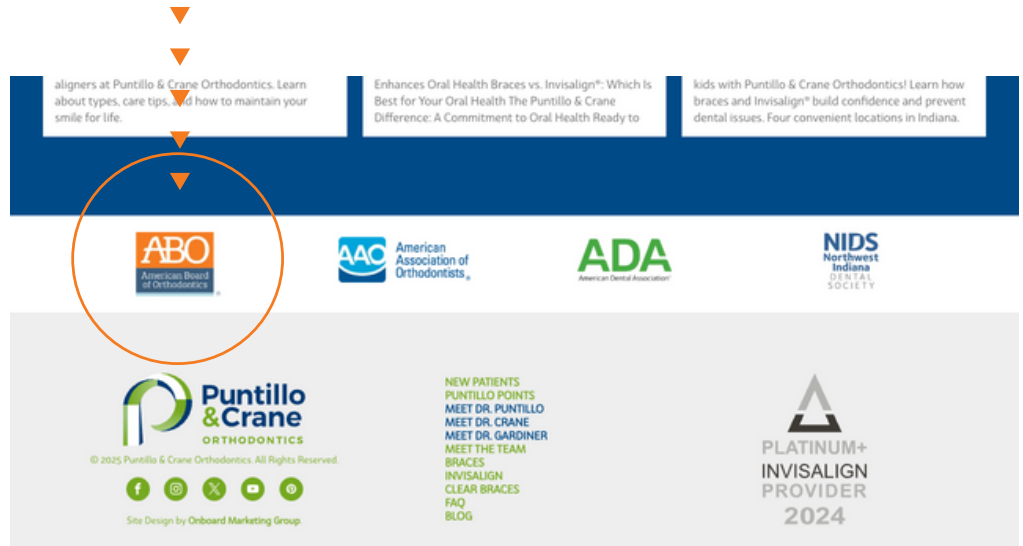
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Hex: FFFFFFFF

Brand Standards

LOGO USAGE

Suggested placement of the ABO Logo is in your website footer, in proximity to similar organizations, such as the AAO, ADA, and state and regional organization logos, as shown in the image below.

Include hyperlink to:
AmericanBoardOrtho.com



LOGO VARIATIONS

Primary Logo



Alternate Logo



Alternate Stacked Logo



Primary Logo Reverse



Alternate Logo Reverse



Alternate Stacked Logo Reverse



Brand Standards

SEAL USAGE

The ABO encourages you to use the ABO Seal on the following:

- Your website
 - Homepage
 - Biography Page
- Printed Office Materials
 - Letterhead
 - Business Cards
 - Brochures & Folders
 - Consult Estimates/Materials
- Social Media Platforms
 - Personal Profiles (LinkedIn, Instagram, etc.)
 - Business Pages (Facebook, etc.)
 - Online Business Directories (Yelp, Google Business, etc.)
- Email Communications
 - Personal Email Signature
 - Patient Communications
 - Email Marketing
- Promotional Materials
 - Direct Mail
 - Digital Ads
 - Billboards
 - Flyers/Posters

SEAL VARIATIONS

Primary Seal

Blue



Black



Gray



White



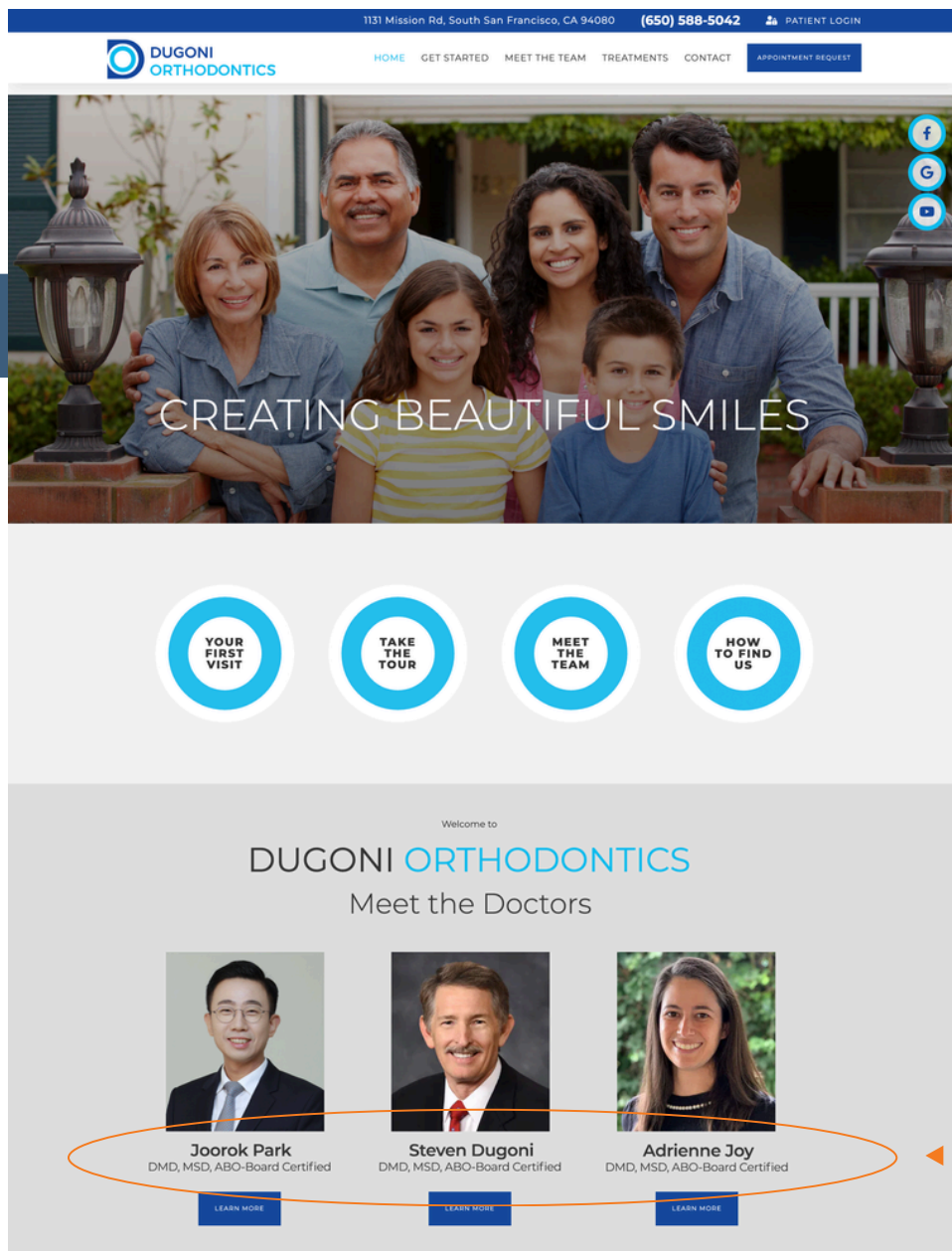
Micro Seal

Min. Size: ½ inch
Max. Size 1 inch



Brand Standards

EXAMPLES OF USE



HOME PAGES

1131 Mission Rd, South San Francisco, CA 94080 (650) 588-5042
PATIENT LOGIN

HOME GET STARTED MEET THE TEAM TREATMENTS CONTACT

APPOINTMENT REQUEST

MEET DR. PARK | MEET DR. DUGONI | MEET DR. JOY | MEET THE STAFF
WHAT SETS US APART | ABO CERTIFICATION

MEET DR. JOOROK PARK

Dr. Park is passionate about creating beautiful smiles and delivering excellent treatment results.

Dr. Park grew up in the bay area, earned his Bachelor of Arts degree in Molecular and Cell Biology from [University of California at Berkeley](#). He received his Doctorate of Dental Medicine from the [University of Pennsylvania](#) where he was selected as the president of the Matthew Cryer Honor Society – the highest academic honor. He earned his Certificate in Orthodontics and Master's degree from the [University of the Pacific, Arthur A. Dugoni School of Dentistry](#). Dr. Park is a diplomate of the [American Board of Orthodontics](#).

Since 2008, Dr. Park has been teaching at the University of the Pacific, Arthur A. Dugoni School of Dentistry where he is [Associate Professor of Orthodontics](#). In 2019, he was appointed to the [Director of the Graduate Orthodontics Clinic](#). As an expert in advanced clinical orthodontics and digital technology, he published numerous articles in orthodontic journals and lectures throughout the world. Dr. Park also serves as the [Director of the prestigious Edward H. Angle Society of Orthodontists](#) (Northern California) and the [Chair of its Clinical Evaluation Committee](#).

Dr. Park, Elizabeth (wife), and Aston (son) reside in San Francisco. In his spare time, Dr. Park enjoys exploring new restaurants, going to the movies, shopping at Costco, hiking, and traveling.

Dr. Park is an active member of the orthodontic community, his affiliations include:

- Director of the Graduate Orthodontics Clinic, University of the Pacific, Dugoni School of Dentistry
- Associate Professor of Orthodontics, University of the Pacific, Dugoni School of Dentistry
- Edward H. Angle Society of Orthodontists (Northern California)
- American Board of Orthodontics
- American Association of Orthodontists
- American Association of Orthodontists Foundation
- Pacific Coast Society of Orthodontists
- American Dental Association
- California Dental Association
- San Mateo County Dental Society
- Peninsula Orthodontic Research Group (PORC)

Joorok Park
DMD, MSD, ABO-Board Certified

ADA American Dental Association®

1131 Mission Rd, South San Francisco
E-mail
650-588-5042

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BIO PAGES

COLLEGE OF DENTISTRY
The University of Oklahoma Health Sciences

FOR: STUDENTS | FACULTY & STAFF | ALUMNI | HIPAA

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Faculty and Staff Contacts

Onur Kadioglu
D.D.S., M.S., ABO-Board Certified
Division Head, Orthodontics & Clinical Professor
(405) 271-6087
Onur-Kadioglu@ouhsc.edu

Dr. Onur Kadioglu is a Professor and the Ram S. Nanda Endowed Chair, as well as Head of the Division of Orthodontics at the University of Oklahoma Health Sciences Center. He is also a full member of the Graduate College. Dr. Kadioglu earned both his certificate and MS degree in Orthodontics from the University of Oklahoma.

In addition to his academic responsibilities, he serves as a Director of the American Board of Orthodontics, representing the Southwestern Society of Orthodontists, and remains an instructor at the Tweed Course in Tucson, Arizona. He is currently Chair of the Faculty Assembly at the College of Dentistry.

Dr. Kadioglu has authored more than 30 peer-reviewed journal articles, contributed 12 chapters to orthodontic textbooks, and co-authored a textbook on 3D Imaging. He also serves on the editorial review boards of four orthodontic journals.

Education:

MS, Orthodontics, University of Oklahoma College of Dentistry
Certificate, Orthodontics, University of Oklahoma College of Dentistry
D.D.S., Istanbul University

Organizations and Professional Associations:

American Board of Orthodontics
American Dental Association
Oklahoma Dental Association
Oklahoma County Dental Society
American Association of Orthodontists
Southwestern Society of Orthodontists
Oklahoma Orthodontic Society
Omicron Kappa Upsilon
American College of Dentists
American Association of Dental Research
International Association of Dental Research

SOUTH RIDING (703) 722-2900 ONE LOUISIANA (703) 729-0169

KRAVITZ ORTHODONTICS

HOME | DR. KRAVITZ INSURANCE INVISALIGN® PUBLICATIONS LECTURES CONTACT

NEAL D. KRAVITZ, DMD, MS, ABO-Board Certified

Dr. Kravitz is the Editor-in-Chief for the Journal of Clinical Orthodontics, an Associate Editor for the [American Journal of Orthodontics and Dentofacial Orthopedics](#) in charge of Invisalign® research, and serves on the Editorial Board for the Angle Orthodontist and the Seminars in Orthodontics journals. He is a recertified Diplomate of the American Board of Orthodontics, a member of the Edward Angle Society, a past chairperson for the AAO Committee on Technology, a Director of the American Association of Orthodontists Foundation, a Director of the Virginia Association of Orthodontists, faculty at the Harvard School of Dental Medicine, and a visiting lecturer at numerous residencies throughout the country. In 2024, he was presented with the prestigious John Valentine Mershon Award by the AAO.

He has been featured on the cover of the AAO eBulletin, Orthodontic Advocate, Orthodontic Products, and OrthoTown, and his office has been awarded TOP ORTHODONTIST numerous times by virtually every regional magazine and newspaper. Most importantly, Dr. Kravitz is known for providing conservative, ethical, affordable orthodontic care and giving back to his community.


Dr. Kravitz graduated from Columbia University, where he was Academic All-Ivy as a placekicker for the football team, and the University of Pennsylvania School of Dental Medicine, where he received the Matthew Cryer and Omicron Kappa Epsilon Awards and graduated at the top of his class (4.0 GPA).

[Read Dr. Kravitz's curriculum vitae](#)


KRAVITZ ORTHODONTICS

EMAIL SIGNATURE

SMILE
ORTHODONTICS




John Q. Smith
DDS, MS, ABO-Board Certified
1 Street Address
City, ST 12345-6789
PHONE: 987-654-3210



Lauren Hoye, DDS, MS, ABO-Board Certified
Orthodontist
Hinsdale, Illinois, United States - [Contact info](#)
392 connections
[Message](#) [+ Follow](#) [More](#)
[Connect if you know each other](#) [Connect](#)

Spring Orthodontics
University of Illinois at Chicago


SOCIAL MEDIA



Smith Orthodontics

Jane Q. Smith, DMD, MSD, PhD, ABO-Board Certified

987-654-1000
jqsmith@email.com
OrthoWebsite.com
1 Street Address
City, ST 12345



BUSINESS CARD

Brand Standards

ABOUT BOARD CERTIFICATION

In addition to displaying the ABO Logo and Seal on your website, the ABO recommends creating a dedicated page titled 'About Board Certification' to educate patients about the voluntary, rigorous standards you've met to become an ABO-Board Certified Orthodontic Specialist.



Accessible from
Navigation Page

When it comes to your smile, you deserve the best possible care. When choosing a dental professional, it is important to consider whether a general dentist or a dental specialist is more appropriate. Choosing an orthodontist certified by the American Board of Orthodontics (ABO) means your treatment is in the hands of a proven specialist. Many dental professionals can provide orthodontic treatment, but an ABO-Board Certified orthodontist has taken extra steps to specialize in the treatment you are seeking.

A Trusted Mark of Excellence

ABO is partnered with the American Association of Orthodontists and is recognized by the National Commission on Recognition of Dental Specialties and Certifying Boards as the national certifying board for Orthodontics and Dentofacial Orthopedics. ABO's mission is to elevate the quality of orthodontic care for the public by promoting excellence through continuing education and professional collaboration.

What it Means to Be ABO-Board Certified

Certification goes beyond basic training. It is a voluntary, rigorous process that reflects an orthodontist's advanced clinical skills, in-depth knowledge of the field, and ongoing commitment to quality care.

ABO-Board Certified orthodontists have:

- Completed a CODA-accredited orthodontic program.
- Passed ABO written and clinical examinations.
- Committed to renewing certification every 10 years.

This ensures they stay current with the latest standards and innovations in orthodontics.

Why It Matters to You

Choosing an ABO-Board Certified orthodontist means you're working with a specialist who is:

- Focused on excellence, clinical expertise, and ongoing education.
- Dedicated to the highest standard of care in diagnosis, treatment, and follow-up.
- Passed ABO written and clinical examinations.
- Trained in handling complex cases using up-to-date techniques.
- Verified by the national leader in orthodontic standards.



Look for the Seal

The ABO seal is your sign that an orthodontic specialist committed to excellence, patient safety, and lifelong learning.

Learn More at [American Board of Orthodontics](https://www.AmericanBoardOfOrthodontics.com).



For webpage content,
as shown in this visual,
visit the Complimentary
Downloads section on
the ABO Storefront.

Include Seal and
Hyperlink to
[AmericanBoardOrtho.com](https://www.AmericanBoardOrtho.com)

Results
SEE OUR WORK IN
ACTION.

Reviews
IN OUR PATIENTS'
WORDS.

Book Now
YOUR DREAM SMILE
IS WAITING!

QUICK LINKS
Your First Visit
Braces
Invisalign
Orthodontics
Technology
Reviews
Patient Forms
Contact
Privacy Policy
Accessibility Statement

NAPERVILLE OFFICE
55 South Main Street, Suite 271
Naperville, IL 60540
info@innovativeorthocenters.com
(630) 446-6590
MON: Varies 8am-4pm or 10am-6pm
TUE: 10am-6pm
WED: Varies 8am-4pm or 10am-6pm
THU: 8am-4pm
FRI: 8am-3pm
SAT: Varies 8am-2pm

ASSOCIATIONS

Brand Standards

INCORRECT USAGE

Correct logo usage is vital for maintaining a strong, consistent, and recognizable brand identity. It helps build trust, credibility, and customer loyalty. Examples of incorrect logo/seal usage are:



Do not stretch logo



Do not change font



Do not rotate logo



Do not outline logo



Do not alter color



Do not place logo on low contrast background



Do not rotate seal



Do not alter color



Primary seal should not be used at 1 inch or smaller



Micro seal should not be used larger than 1 inch



Marks Usage Guide

Version 1.7 (August 2025)

MARKS USAGE GUIDE

- 11** *Contents*
- 12** *Introduction*
- 14** *General Guidelines*
- 16** *Guidelines for Protecting
Marks Against
Infringement and Misuse*

Marks Usage Guide

INTRODUCTION

The following policy governs the use of the American Board of Orthodontics' ("ABO") certification marks ("Marks") by board certified orthodontists.

What is ABO board certification?

The ABO was founded in 1929 as the first specialty board in dentistry. ABO board certification is a voluntary credential that exceeds dental licensure requirements and can only be achieved by orthodontic specialists. The board certification process requires orthodontists to complete critical self-evaluations and measure their work against current standards; therefore, continually identifying opportunities for improvement. Research has shown that individuals who have completed ABO board certification feel the process enhanced their skills as orthodontists.

As advocates for the orthodontic specialty, the ABO promotes excellence through certification, education, and professional collaboration. ABO board certification reflects a commitment to lifelong learning and adherence to recognized standards in orthodontics. With treatment options and technology evolving rapidly, ongoing education is essential. Through the ABO's Certification Renewal process, board-certified orthodontists demonstrate their ongoing dedication to maintaining current knowledge and best practices in the specialty.

Who is authorized to use the Marks?

An "Authorized User" is an orthodontist who has successfully completed the written and clinical examinations administered by the ABO, has been awarded a certificate, and maintains in good standing as established and required by the Board. And, if applicable, who has successfully completed mandatory renewal requirements prior to certification expiration dates.

Upon the awarding of a certificate, a board-certified orthodontist becomes an Authorized User of the Marks and retains that status so long as the orthodontist remains in compliance with all legal, financial, and regulatory standards as required by the Board to remain in good standing with an "Active" or "Retired" ABO status. However, the ABO monitors the use of its Marks and may revoke Authorized User status and/or certification of any user found to violate ethical standards, brand guidelines, recertification requirements, any other directives or policies of the ABO, and/or as otherwise determined within the sole discretion of the ABO.

The ABO encourages Authorized Users to proudly display the Marks to reflect their achievement of board certification, which signifies a commitment to excellence through certification, education, and professional collaboration.

Marks Usage Guide

INTRODUCTION cont.

Use of the Marks by anyone other than Authorized Users is strictly prohibited, and may constitute a violation of the American Dental Association's ("ADA") Principles of Ethics, Code of Professional Conduct and Advisory Opinions, the American Association of Orthodontists' ("AAO") Principles of Ethics, Code of Professional Conduct and Advisory Opinions, and/or the ABO Code of Professional Conduct, as each may be amended from time to time (collectively, "Ethics Code").

What are the Marks?

ABO Board Certified Seal:

The seal is a registered certification mark with the United States Patent and Trademark Office ("USPTO") and should always be accompanied by the ® notice to signify registration. Approved high-resolution images of the seal may be obtained via the ABO Portal in the ABO Storefront: <https://abo.roc-p.com/>

ABO Board Certified Micro Seal:

The micro seal is a certification mark incorporating several marks that are registered with the USPTO and should always be accompanied by the ® notice to signify registration. Approved high-resolution images of the micro seal may be obtained via the ABO Portal in the ABO Storefront: <https://abo.roc-p.com/>

ABO® and AMERICAN BOARD OF ORTHODONTICS®:

ABO® and AMERICAN BOARD OF ORTHODONTICS® are each registered trademarks with the USPTO and should always be accompanied by the ® notice to signify registration.

ABO Logo:

The ABO Logo is a trademark incorporating several marks that are registered with the USPTO and should always be accompanied by the ® notice to signify registration. Approved high-resolution images of the micro seal may be obtained via the ABO Portal in the ABO Storefront: <https://abo.roc-p.com/>

ABO-Board Certified Word Mark and Post-Nominal:

ABO-BOARD CERTIFIED™ is a common law certification mark, currently pending registration with the USPTO, and thus should be accompanied by the TM notice until registration is granted.

The ABO reserves the right to add, modify, or remove Marks from this policy in its sole discretion. Authorized Users shall, within a reasonable time after any such revisions or updates to this policy, modify their use of the Marks so as to remain in compliance herewith.

Marks Usage Guide

GENERAL GUIDELINES

How may Authorized Users use the Marks?

Only individuals may achieve board certification. Therefore, use of all Marks must relate specifically to the individual Authorized User who has achieved board certification and must not be used to suggest that a practice or entity has achieved board certification. The ABO Brand Standards Guide (ABO Brand Guide) should be referenced for additional details and examples. The ABO Brand Guide is available through the ABO Policies: <https://americanboardortho.com/about-abo/policies/>

The Marks may be used in reference to the Authorized User, including, for example, in a listing of professional affiliations or accomplishments, in a biography page or section of the practice website, and other professional and/or promotional materials for the Authorized User. The Marks may be used on business cards, individual stationery, charting, name badges, and other professional documents, correspondence, and materials.

The ABO–Board Certified™ post-nominal may be used after the Authorized User's name. When combined with other post-nominals permitted by law and any applicable Ethics Code, the ABO suggests the following sequence: (1) abbreviated dental degree(s) (e.g., DDS, DMD, or equivalent); (2) and any other earned and/or attained advanced academic degrees (e.g., MS, MSD, PhD, etc.); (3) board certification, as long as such use and indication is in accordance with any applicable Ethics Code (e.g., ABO–Board Certified™); and (4) fellowships and memberships. For example: John Q. Smith, DDS, MS, ABO–Board Certified™.

Authorized Users may use the ABO Certification Marks to communicate their achievement of board certification and to reflect their commitment to continued education, assessment, and adherence to recognized professional standards.

The Marks should be rendered in a sufficient size to be legible in normal usage. There is no regulation on the maximum size, provided that the Marks may not be displayed larger or more prominently than the Authorized User's own name or branding.

What is incorrect usage of the Marks?

The Marks must each be used as a single, integral design. The Marks may not be altered, modified, or hand drawn. The Marks may not be reproduced or electronically scanned in such poor quality as to distort or significantly alter their appearance.

Marks Usage Guide

GENERAL GUIDELINES cont.

The Marks must not be used as part of, or incorporated into, the name of a practice, entity, or employer name or logo, or any other proprietary mark or logo in a manner that creates the overall impression of a single, unitary mark.

All reproductions of the Marks must use the artwork provided by ABO and comply with these guidelines.

The Marks may not be used in any way that explicitly states or implicitly suggests that a board-certified orthodontist is superior in skill, ability, or quality of care when compared to a non-board-certified orthodontist. Every jurisdiction has advertising regulations contained in their respective dental practice acts that prohibit false, deceptive, or misleading claims in professional advertising. These laws routinely include restrictions against language that implies professional superiority. Using the Marks to assert superiority in care or outcomes would be misleading and is prohibited. In addition, the ADA and the AAO each maintain codes of ethics that expressly prohibit advertising any credential in a manner that misleads the public or suggests superiority without an objective basis. For these reasons, the Marks may not be used in promotional materials—whether digital, print, or spoken—in a way that conveys or implies that ABO certification reflects a higher level of care, better results, or greater clinical ability than that provided by non-certified orthodontists. Doing so may place the user at risk of violating state law and professional ethics requirements.

The Marks must not be used in a vulgar, libelous, disparaging or otherwise unlawful manner. The ABO assumes no responsibility for damages or any wrongdoing that an individual may cause in using the Marks. The ABO shall not be held liable for the unauthorized, improper, or illegal use of the Marks.

While it is appropriate to communicate to the public an accurate description of the process of board certification, the ABO discourages the use of specific statistics that may be used for marketing or self-promotion. The statistics reported by the ABO are fluid in nature, and it is recommended to direct the public to the ABO website for up-to date information regarding board certification specifics.

Immediately upon notice from the ABO, any Authorized User and/or any other person or entity must remove any or all uses of the Marks that the ABO deems, in its sole discretion, to violate its policies, guidelines, and/or other standards.

Marks Usage Guide

GUIDELINES FOR PROTECTING ABO MARKS AGAINST INFRINGEMENT AND MISUSE

In addition to using the Marks properly, it is important to protect ABO Marks from infringement, misuse, or otherwise unlawful activities by others. Please follow these guidelines to help ensure that the ABO Marks remain protected.

How should I report suspected infringements and misuse?

Trademark and certification mark rights may be weakened if a trademark owner does not take timely and appropriate action against infringement of, misuse of, or otherwise unlawful activities related to its marks. Please immediately contact

Info@AmericanBoardOrtho.com if you become aware of:

- Any third-party or unauthorized use of ABO Marks, or any similar trademarks, that you believe may violate the ABO's rights.
- Any third-party use of ABO Marks in a generic sense, for example, by using the mark to refer to any products or services generally and not the products or services of the ABO, or its Authorized Users, offered under the ABO Marks.
- Any continued use of ABO Marks by individuals or practices that you have reason to believe are not currently authorized to do so.

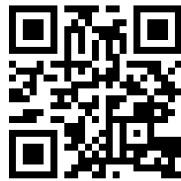
Please, do not contact any suspected infringer directly; contact the American Board of Orthodontics.

As an Authorized User, can I allow others to use the Marks?

The Marks are for individual use only. An Authorized User may not, and has no authority to, grant others any right or permission to use ABO Marks without express written approval of the ABO. If a third party requests a license or permission to use any Marks, please direct them to Info@AmericanBoardOrtho.com.

Updated August 2025

The ABO Brand Standards
and Marks Usage Guidelines
may also be accessed on the
ABO Storefront in
Complimentary Downloads.



Scan to access your ABO portal



American Board
of Orthodontics®

401 N. Lindbergh Blvd., Suite 300
St. Louis, MO 63141-7839

(314) 432.6130 | (800) 853.6130

Info@AmericanBoardOrtho.com

AmericanBoardOrtho.com