

NBC Logo and Usage Policy

The NBC Staff will assist by providing Certified Dental Technicians, Certified Dental Laboratories, Recognized Graduates and NBC-Approved Continuing Education providers with camera-ready artwork of the applicable certification trademark. CDTs, CDLs, RGs and NBC-Approved CE providers are encouraged to incorporate this trademark into their stationary, business cards, published advertising in dental and dental laboratory publications, price lists, flyers and other announcements to the dental profession and the dental laboratory industry. Anyone using NBC logos is urged to use these materials in a manner appropriate for their business and clientele.

The following guidelines are to be followed when using any of the NBC-approved logos:

- 1. Any reprinting, sublicensing, copying, modifying, publishing, assignment, transfer, sales, or other distribution of the NBC logos is strictly prohibited without the prior written consent of NBC.
- 2. The user shall not copy, reverse engineer, translate, port, modify or make derivative works of the logos without express written permission from NBC.
- 3. All NBC logos are to be used "as they appear" and are not to be cut up, rearranged or recreated with other typefaces without express written permission of NBC.
- 4. Because the size and spatial relationships of the letters in the wordmark are part of the overall design and function as a part of each complete logo, distortion of the logos in any way (outlining, reorienting, stretching or arching) is unacceptable. NBC logos may be resized as needed, but the *ratios* of wordmark to graphic must remain the same.
- 5. Do not shrink the logos so much that the wordmark becomes illegible.
- 6. The NBC logos may not appear as part of an integrated design. That is, they may not be partially obscured by or overlapping any other design elements including type and/or graphics.
- 7. All NBC logos remain the property of NBC. Unauthorized usage of the NBC logos or failure to comply with any of the terms, restrictions, conditions, or limitations herein will result in a denial of future usage.