

## USE OF THE ADA CERP LOGO AND AUTHORIZED RECOGNITION STATEMENTS

ADA CERP recognized providers are required to indicate their recognition status in publicity materials and in verification of participation documents. Provisions for referencing ADA CERP recognition are contained in the ADA CERP Recognition Standards & Procedures and in the ADA CERP License Agreement, which recognized providers are required to sign. These provisions are summarized below to assist your organization in complying with the terms and conditions.

Recognized providers *must* use the following statements regarding recognition status, credit designation and notice of opportunity to file complaints on materials related to their continuing education activities.

### Publicity materials

The following authorized recognition and credit designation statements must be used on publicity materials related to the provider's continuing education courses:

*<<Name of provider>> is an ADA CERP Recognized Provider.*

*ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.*

*<<Name of provider>> designates this activity for <<number of credit hours>> continuing education credits.*

### Course materials and verification of participation forms

The following authorized recognition statement and notice of opportunity to file complaints must be published by recognized providers in course materials available to participants during the activity, such as program guides, evaluation forms, instructions for self-study activities, etc., and on all verification of participation documents issued by the provider for continuing dental education activities:

*<<Name of provider>> is an ADA CERP Recognized Provider.*

*ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.*

*Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at [www.ada.org/goto/cerp](http://www.ada.org/goto/cerp).*

### Use of the ADA CERP logo

The ADA CERP logo may not be used without the authorized recognition statements above. (However, the recognition statements may be used alone.)

The logo may not be given greater prominence than the name of the CE provider or the provider's logo. Policies governing the use of the ADA CERP logo are listed below:

- It shall not be used to imply that any CE activities or CE credit hours have been approved or endorsed by ADA CERP or the ADA;
- It shall not be used on letterheads or in any fashion that would imply that the organization is affiliated with ADA CERP or the ADA, other than as a recognized provider;

- It may not be displayed in a type size larger than the provider organization's name, or given greater prominence than the provider organization's name;
- It shall not be published in conjunction with any statement or material that, in the ADA's judgment, may be harmful to the ADA's goodwill or may tend to undermine the ADA's credibility;
- It shall only be used in conjunction with the authorized statement that the organization is a recognized provider.

For more information, please consult the current edition of the *ADA CERP Recognition Standards and Procedures*, available at [www.ada.org/goto/cerp](http://www.ada.org/goto/cerp) or contact the ADA CERP at 800-691-8099 extension 2869.