



WORLD FEDERATION OF ORTHODONTISTS

Logo Standards Document

1) INTRODUCTION

- 1 a) The logo of the World Federation of Orthodontists (WFO) is the symbol of specialty and high quality orthodontic care through the globe.
- 1 b) The WFO logo is the:
 - official registered trademark of the Federation.
 - property of the Federation.
 - sole logo used in conjunction with and/or to promote WFO activities and events.
- 1 c) Use of the logo is an important and exclusive Fellow and Affiliate Association benefit. WFO fellows in good standing are encouraged to use the logo consistently per the guidelines in this document so that their patients, potential patients and professional contacts know that they are a member of a select group of orthodontic specialists. However, the logo should not be used in a manner that could imply that a WFO Fellowship is an additional qualification in orthodontics. The logo signifies a Fellow's good standing in his/her national or regional WFO Affiliate Association.
- 1 d) The WFO logo usage guidelines are subject to change at any time.
- 1 e) The Federation in its discretion may prohibit any use of the WFO logo that does not reflect good taste, professionalism or quality, and any decision of the Executive Committee shall be final in this regard.
- 1 f) Any logo usage questions not addressed in this document should be directed to the WFO Secretariat.

2) THE WFO LOGO USAGE

- 2 a) The WFO (Use of the identifying symbol alone is reserved solely for the Federation.)



- 2 b) Affiliate national /regional associations may use the Affiliate Association Logo.



- 2 c) Fellows may use the "Fellow-WFO" logo. A fellow in good standing in any of these categories may use the "Fellow-WFO" Logo.

- Fellow
- Honorary Fellow
- Academic
- Retired



2 d) Student Members of the WFO can use the “Student Member-WFO” Logo.



2 e) Honorary Fellows of the WFO may use the Logo for Fellows, as described in 2c.

3) LOGO USAGE RESTRICTIONS

3 a) The WFO Fellow(s) logo (described in 2c) may not be used in any way that might suggest:

- that any orthodontist who is not currently a WFO Fellow in good standing is or may be a fellow of the WFO; or
- that any corporate or any other business organization is a Fellow or Affiliate of the WFO.

3 b) The WFO Logo may not be assimilated or merged with any other design/trademark or copy, and used with any corporate, group/clinic name/s or designation/s. However, Fellow/Affiliate Stationery may bear another design or trademark, where the WFO logo is positioned separately so that its distinct identity is maintained; and it identifies the Fellow/Affiliate’s association with the WFO.

3 c) Stationery/printed materials, building signage and web sites bearing any version of the WFO logo may be used only in conjunction with the professional practice of orthodontics.

- Stationery with any version of the WFO logo may be used to:
 - Promote or organize any official activity of the WFO.
- No version of the WFO logo may be used to promote personal business ventures unrelated to the practice of orthodontics. Examples of how the logo may not be used include, but are not limited to:
 - Soliciting sales of property, merchandise or non- orthodontic services.
 - Promoting seminars, lectures, publications or other associations/organizations concerning orthodontics or any other professional or business area.

3 d) If a WFO Fellowship is terminated or expires, the use of the WFO member(s) logo and other indicators of WFO Fellowship must be removed immediately from web sites and the Internet; and within 30 days from other promotional material like office stationary, pamphlets, racks, desk signs, advertisements (in any form of media) and other WFO office merchandise indicating it is for Fellow/Affiliate use only.

3 e) Affiliate associations cannot use the logo, or the variant described in 2b to promote any activity of theirs/conference/convention other than the IOC.

3 f) Violation of 3(c and d) or use of the Logo by person/s, organizations not permitted to (as per Section 2 of the Logo Standards Document) constitutes infringement of the WFO’s trademark.

4) LOGO SPECIFICATIONS

4 a) The WFO logo is the official trademark of the WFO, registered with the Principal Register of the United States Patent and Trademark Office. The logo should always include the R/TM designation.

4 b) The WFO logo has 2 components

- The identifying symbol that has a triangle (oriented base upward) with an incorporated encircled globe within it.
- The name of the “World Federation of Orthodontists” in white on a Maroon Bar.

4 c) The shade guidelines of the colors used are as follows:

- The PMS colors are PMS 874 metallic gold and PMS 194 Maroon.

4 d) The WFO Logo and the Fellow(s) logo may be used in Black and White:



- 4 e) Blind embossing (producing a raised image on a surface without applying ink) of the WFO Fellow(s) /Affiliate Association Logo on office stationery and other printed material is acceptable.
- 4 f) The paper stock recommended for Logo use is White/Off White
- 4 g) The size of any version of the WFO logo is not restricted on office stationery, printed materials or a practice web site. Its appropriate version can be used in all promotions reflecting the professionalism and specialty care symbolized by the logo. The decision of the WFO Executive Committee in determining appropriate use is final.
- 4 h) The relationship in the size of the two design elements that comprise any version of the WFO logo (as stated in 4b) may not be altered.
- 4 i) The logo files in JPEG, EPS, Corel Draw and Tiff format are available at www.wfo.org .The EPS and Coral Draw files are for printing and contain the CMYK, Black & White Specifications. The Tiff and JPEG formats are for Word, Presentation and Website use.

5) LOGO USAGE SCOPE

- 5 a) The Fellow/s logos can be used on printed material (office stationery /business cards/practice brochures), signage (external and internal), websites and marketing/advertising materials (TV commercials/print advertisements/practice promotion videos/patient kits/practice forms).