

## TERMINOLOGY GUIDELINES

It is important that board-certified veterinarians use very specific wording to identify one's diplomate status accurately and responsibly. Board certified status in an AVMA-recognized specialty organization is an achievement and an honor of which one should be proud.

Responsible use of the title when representing oneself to the general public and to the veterinary profession is both appropriate and encouraged. The AVMA instructs each recognized specialty college or board to provide specific guidance to its members regarding the correct wording for its organization.

- (a) The following is recommended for Advertising and Directory Listings and in publications for the general public:

Name, Diplomate, American College of Veterinary Dermatology,  
or Board Certified by the American College of Veterinary  
Dermatology.

- (b) Acronyms should not be used in publications directed to the general public because they are unlikely to be understood (these may be used in publications within veterinary journals). For example:

Name, Diplomate, ACVD,  
or Name, DACVD

- (c) The AVMA Principles of Veterinary Medical Ethics state: "It is unethical for veterinarians to identify themselves as members of an AVMA-recognized specialty organization if such certification has not been awarded." Only those who are board certified may claim that status. Only those veterinarians who have been certified by an AVMA-recognized specialty organization should refer to themselves as specialists. A board certified specialist who also lists other services in an advertisement or notice should use care in wording the document so that it does not imply board certified specialty status regarding the other services.
- (d) The terms "board eligible" or "board qualified" are misleading and should not be used by any veterinarian. One is either board certified, having met all of the criteria of the specialty college or board, or one has no board credentials. Therefore, as per the AVMA Guidelines for the Identification of Board-certified Veterinarians, individuals should not use the term board-eligible as a descriptor in promotional materials directed toward other members of the profession or the public.

## ACVD Policy on Use of Organizational Graphic Elements (Logos) and Registered Trademarks

---

The graphic element (logo) of the ACVD (see below) is an official registered trademark of the ACVD and is to be used expressly for ACVD College business. Members in good standing, including Emeritus Diplomates, may use the registered trademarked graphic element with specific written permission of the ACVD. When possible, a hyperlink to the ACVD website ([www.acvd.org](http://www.acvd.org)) shall be created using the ACVD graphic element. Members not in good standing may not use the ACVD graphic elements or trademarks.



The ACVD has other registered trademarks available for Members in good standing to use without the need for specific written permission. Registered ® trademarks are legally binding and represent a mark that is registered with the United States Patent and Trademark Office. “Trademark” (™) has no legal meaning and is not to be used with the approved registered trademarks (use ®, not ™).

### Registered trademarks of the ACVD:

DACVD®

Note: This *does not apply* to the long text ‘Diplomate, American College of Veterinary Dermatology’.

## **BOARD CERTIFIED VETERINARY DERMATOLOGIST<sup>®</sup>**

Note: The above is to be in all CAPS, in **bold**, have *no* hyphen, and should be a standalone descriptor—do not include this in a sentence or text. Please make sure **BOARD CERTIFIED VETERINARY DERMATOLOGIST<sup>®</sup>** is on your website's home page.

## American College of Veterinary Dermatology<sup>®</sup>

Note: This *does not apply* to the abbreviation 'ACVD'. Please see examples of class 16 and 200 trademarks below. These two individual classes of trademarks have been given to the name of our College.

Use the exact format, as described above, for each registered trademark when editing your website, stationary, and the like. Indeed, these edits on your website need to be done in a timely manner, as the Trademark Commission has the authority to revoke these registered trademarks if they are not being used with the intended purpose.

### **Examples of Trademarks in Class 16:**

- paper, cardboard and goods made from these materials, not included in other classes
- printed matter; bookbinding material; photographs; stationery
- adhesives for stationery or household purposes
- artists' materials; paint brushes
- typewriters and office requisites (except furniture)
- instructional and teaching material (except apparatus), or
- plastic materials for packaging (not included in other classes); printers' type; printing blocks.

### **Examples of Trademarks in Class 200:**

- collective membership mark