



**Academy**  
*of General Dentistry™*

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**PACE**  
**Program Approval for  
Continuing Education**

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Guidelines for Graphic Standards and Reproduction of the Logo for the Academy of General Dentistry PACE Program.

The following document outlines the appropriate use of the Academy of General Dentistry's (AGD) Program Approval for Continuing Education (PACE) logo. The examples on the following pages are the only official logos approved for use by AGD PACE-approved continuing dental education providers to indicate their organization's approval by the AGD.

The AGD PACE logo itself should not be altered in any way; to do so would be a violation of the AGD trademark. On the following pages is the user agreement, as well as examples of correct and incorrect ways to use the AGD PACE Logo.

March 2012



## **Approvals**

The maximum term of approval will not exceed four years. Shorter terms of approval will be awarded if there are deficiencies or concerns that would justify an earlier reevaluation date. In these cases, the reason(s) for a shorter period of approval will be identified and provided to the program provider. In no case will approval be granted for a period of less than one year.

Program providers approved by the PACE Council shall be designated “approved program providers” for the length of the approval period. Approval of a program provider does not imply recognition or approval of that program provider’s parent or satellite organizations, cooperating agencies, parent company, subsidiaries, or divisions.

Any reference to the awarding of continuing education credit by a PACE-approved program provider in its announcements, promotional materials, publications, or any other form of communication must conform exactly to the examples on the next page.

The AGD will publish an official list of program providers approved by the PACE Council and update this list whenever there are additions, deletions, or status changes. This list is available on the AGD’s website, [www.agd.org](http://www.agd.org).

### How to Use the AGD PACE Logo

The AGD requires that you use the AGD PACE Logo and one of the following statements on all publicity:

Examples of AGD PACE logo with longer approval statement.



The (Name of provider) is designates as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by the AGD for Fellowship, Mastership, and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from (month/day/year) to (month/day/year). Provider ID#



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### AGD PACE Logo Options

There are four options for the AGD PACE logo. Two with the longer approval statement, and two with the shorter approval statement.

You have the option to use either the longer or shorter approval statement with the PACE logo.

The approval statement (long or short) must appear with the current dates in conjunction with the AGD PACE logo on all promotional material. Your current term of approval can be found at [www.agd.org/education/pace/findaprovider/](http://www.agd.org/education/pace/findaprovider/)

Examples of AGD PACE logo with shorter approval statement.

If this alternative is used, the entire notice must appear in the same type size and color. The terms “accreditation” or “accredited” must not be used in conjunction with PACE approval.



Approved PACE Program Provider FAGD/MAGD credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from (month/day/year) to (month/day/year). Provider ID#



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The approval statement can be place directly under or on the right side of the AGD PACE logo as shown on the left.

The terms “accreditation” or “accredited” must not be used in conjunction with PACE approval.

Font style for the approval statement should be san serif (Arial or Helvetica) and cannot be smaller than 6 point in size.

The AGD PACE logo should not be smaller than 3/4 inch in size and not larger than two inches in height.

The AGD PACE log should never be larger than the provider’s logo.

The AGD PACE logo should be black, or in case of a dark colored background, white. It should not appear in any other color

Do not separate the AGD logo from the PACE text or approval statement.



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**Misuse of the AGD PACE logomark compromises the image of the AGD. In order to maintain the brand identity, it is important to follow the graphic standards outlined on the previous pages.**

Some common misuses of the logomark, signature, and standard relationships are shown. Although these examples do not include every incorrect use, they provide the background necessary to determine the recommended acceptable and unacceptable usage of the AGD PACE logo and standard relationships with the approval statement.



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Do not reduce the size of AGD PACE logo so that it's unreadable.



Do not alter any brand identity color combinations within the logomark.



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Do not alter the language of the accepted PACE approval statements in any way.



Accredited by the Academy of General Dentistry



AGD credits are accepted for relicensure credit