



# AAD's FAAD Designation and Title

The "Fellow of the AAD" program reflects our commitment to you in showcasing your expertise and skills as board-certified dermatologists.

2 methods of showcase are available:

1. *FAAD designation*
2. *FAAD title*

- **FAAD designation.** The FAAD designation is your symbol of fellow/membership status in the AAD. It shows your patients and the public that dermatologists are **the** leaders in diagnosing and treating skin, hair, and nail conditions with the most advanced training and certification by an ABMS member board.

Two FAAD designations are available for your use:

- *designation*
- *designation with vision*

Available in 2 colors: *Full Color and White*

Available in these formats:

*jpg, png = for digital uses; eps = for print uses*

- **FAAD title.** Use the FAAD title following your name as part of your signature.

You can change the FAAD title font style, color, or size to make it your own distinct style.

## FAAD designation versions



Full Color designation



Full Color designation with vision



White designation placed over your own unique color style



White designation with vision placed over your own unique color style

## FAAD title

### **John Smith, MD, FAAD**

Professor of Dermatology and Medicine  
School of Medicine at the University of Dermatology  
City, State



## FAAD Placement and Color

- **Safe and Clear space.** When placing the designation on your materials, make sure there is a margin of safe and clear space around it in proximity to other elements such as your name/signature, headshot image, other association logos, etc.

The safe and clear space margin size is at least the size of the “A” in AAD, as shown in the example on the right.

Always reproduce the designation at a size that is clear and legible depending on screen or print resolution.

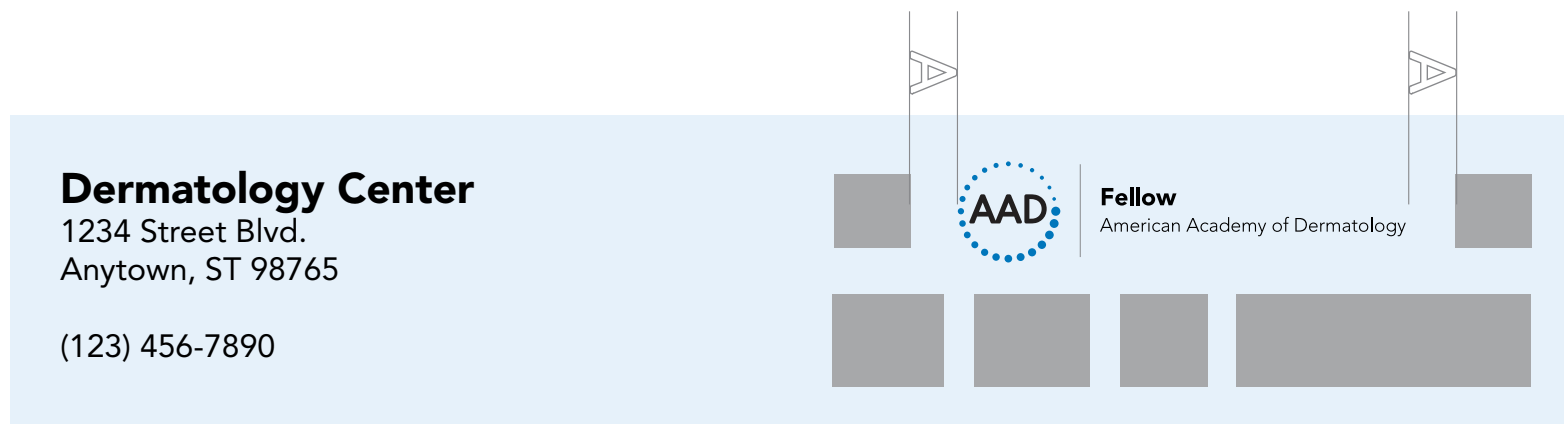
- **Color.** The color of the designation cannot be changed, but you can place it on top of your own color palette.

Use the full color designation on lighter backgrounds.

Use the white designation on darker backgrounds.



The safe clear space margin area around designation needs to be at least the size of the “A” in AAD



Placement example with other association logos



# FAAD Designation and Title Examples

Use the designation and title anywhere and everywhere patients can find you! They are powerful symbols of pride that showcase you as **the** skin expert.

Examples may include:

- website feature for your practice
- website bio page
- social media bio
- following your name in email signature
- directories
- business cards
- professional letterheads

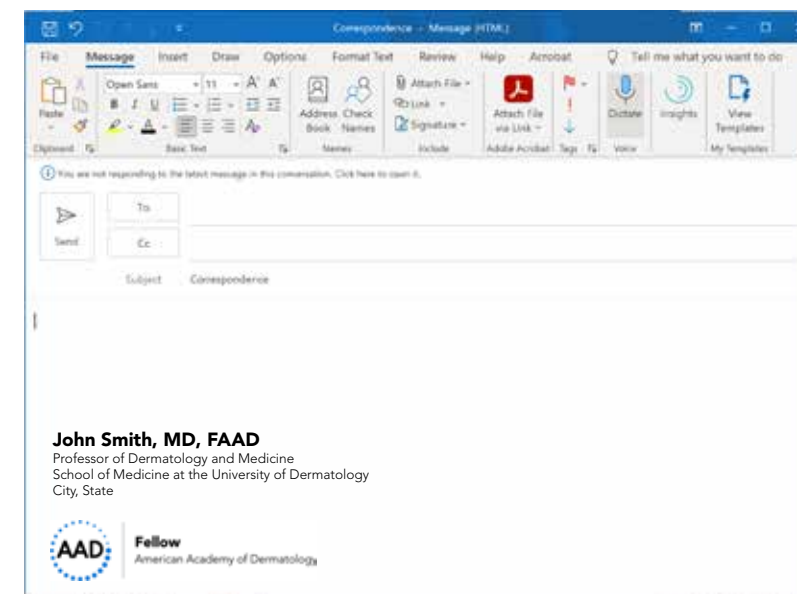


Website feature with FAAD title and designation

Website bio page with FAAD title and designation



Social Bio with FAAD title



Email with FAAD title and designation

## FAAD Designation and Title Don'ts

The designation and title are symbols of pride that were crafted with extra special care, and we care a lot about how it appears in the world. We own the designation and it is protected by trademark law. Use the designation as it was provided to you. Any changes, modifications, or misuse of the designation is in violation of trademark law.

To preserve the integrity of the designation, here are examples of how not to use it:

- **Don't.** Squish or squash the size proportion.
- **Don't.** Squeeze the designation to try to fit it into a certain space.
- **Don't.** Change the color.
- **Don't.** Move the text in any way.
- **Don't.** Add dropshadows or other special effects.
- **Don't.** Place on low contrast colors that blend it into the background.

### NOT Acceptable



**Don't squish** or skew the size proportion.



**Don't modify** or alter the artwork in any way.



**Don't change the color** of the artwork.



**Don't move the text** in any way.



**Don't add dropshadows** or other special effects.



**Don't place on low contrast colors** that blend it into background.