AAD's IFAAD Designation and Title

The "International Fellow of the AAD" program reflects our commitment to you in showcasing your expertise and skills as board-certified dermatologists. It is a symbol of your International Fellow/membership status in the AAD.

2 methods of showcase are available:
1. IFAAD Designation   2. IFAAD Title

- **IFAAD Designation.** The Designation is your symbol of International 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.

  Two IFAAD 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

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

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

IFAAD Designation versions

International Fellow
American Academy of Dermatology

Full Color Designation

International Fellow
American Academy of Dermatology
Excellence in Dermatology™

Full Color Designation with vision

International Fellow
American Academy of Dermatology

White Designation placed
over your own unique color style

International Fellow
American Academy of Dermatology
Excellence in Dermatology™

White Designation with vision placed
over your own unique color style

IFAAD Title

John Smith, MD, IFAAD
Professor of Dermatology and Medicine
School of Medicine at the University of Dermatology
City, State

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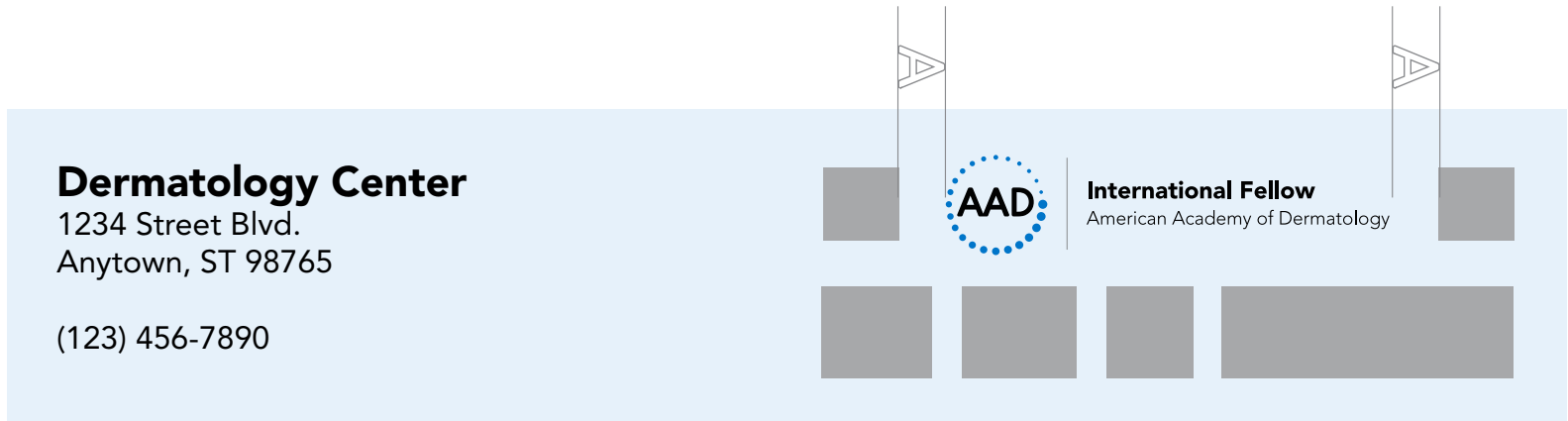
  Always reproduce the Designation at a size that is clear and legible depending on screen or print resolution.

- **_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

IFAAD 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*
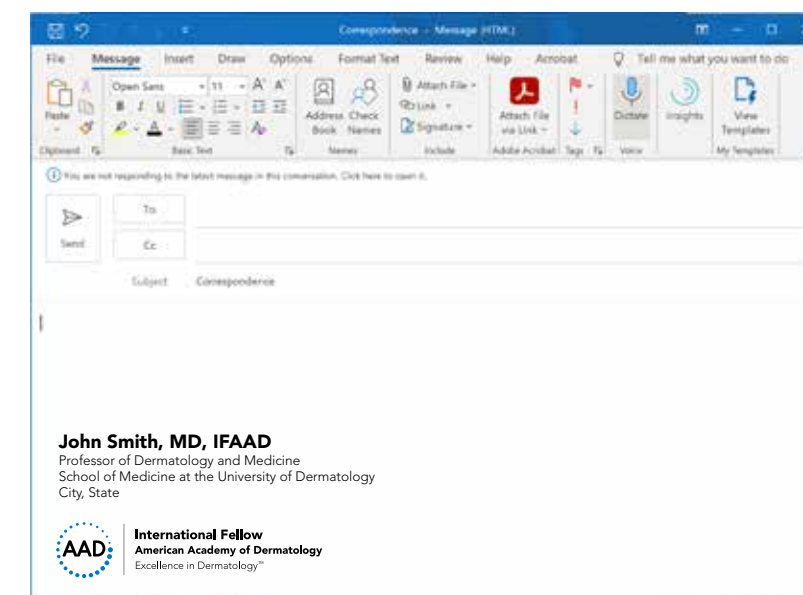-*business cards*
-*professional letterheads*

John Smith, MD, IFAAD

International Fellow
American Academy of Dermatology

XXXXXXX
XXXXXXXXXXXX, XXXXX

Dermatology for the family

Meet your dermatology team!

Jane Johnson, MD, IFAAD

International Fellow
American Academy of Dermatology

Website bio page with IFAAD Title and Designation

Website feature with IFAAD Title and Designation

Jane Johnson, MD, IFAAD
@DrJohnson

John Smith, MD, IFAAD
@DrSmith

Social Bio with IFAAD Title

John Smith, MD, IFAAD
Professor of Dermatology and Medicine
School of Medicine at the University of Dermatology
City, State

International Fellow
American Academy of Dermatology
Excellence in Dermatology™

Email with IFAAD Title and Designation

IFAAD 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. 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.* Modify or alter pieces in any way.

- *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
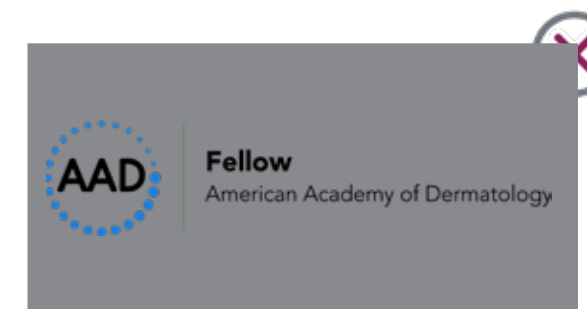the artwork in any way.

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.