

CERTIFIED RADIOLOGY ADMINISTRATOR (CRA)

LOGO USAGE GUIDELINES



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INTRODUCTION

Candidates who successfully complete the Certified Radiology Administrator (CRA) examination and enter into the Certified Radiology Administrator Program Agreement, of which these Guidelines are an integral part, may use the Certified Radiology Administrator (CRA) logo¹ as a graphic symbol of the individual's accomplishment. The following Guidelines explain the acceptable uses of the CRA logo by certificants.

USING THE LOGO

Certificants must enter into the Certified Radiology Administrator Program Agreement before using the CRA logo. The CRA logo may be used only to indicate that a certificant has met the requirements for the Certified Radiology Administrator (CRA) credential within the Certified Radiology Administrator Program. If a certificant does not maintain his/her certification or his/her Certified Radiology Administrator Program Agreement has expired or is terminated, he/she must immediately discontinue use of the CRA logo.

- Certificants may use the CRA logo solely on business cards, letterhead stationary, resumes, websites and marketing materials to indicate that the certificant has satisfied the RACC's certification requirements in connection with the Certified Radiology Administrator (CRA) Program.
- A certificant may use the CRA logo only as provided by the RACC. Except for size, which is subject to the restrictions in these Guidelines, the CRA logo may not be altered in any manner, including proportions, colors, elements, etc., or animated, morphed, or otherwise distorted in perspective or dimensional appearance.

¹ A true copy of the logo shown in color and black and white is attached hereto as Appendix A.

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The CRA logo may not be used in the following ways:

- On any product, book or other material.
- In combination or in such close connection with a certificant's own mark so that the two marks appear connected or that a new logo combining the CRA logo and certificant's mark is created.
- Adopt or use any mark or design that is confusingly similar to the CRA logo.
- In a manner that suggests that AHRA or the CRA program is part of a different company name. All uses of the CRA logo must clearly indicate that the user is independent from AHRA.

Certificants may not use the CRA logo in any way other than as specified in these Guidelines. Failure to comply with these instructions shall constitute a breach of the Certified Radiology Administrator (CRA) Program Agreement.

ORIENTATION

The CRA logo should never be displayed in any orientation different from what is provided in the artwork provided by the CRA program. Do not orient the logo on its side. The text, CRA and/or Certified Radiology Administrator, should always read horizontally on whatever medium it is being placed.

CRA LOGO SPACING

The CRA logo must stand alone. A minimum amount of space must be left between the CRA logo and any other object such as type, other logos, photographs, borders, edges, etc.



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MINIMUM SIZE

You should take care to maintain the integrity of all elements of the CRA logo. For example, the CRA logo must be readable; in no case should the CRA logo appear at such a size that these conditions are not met. The minimum acceptable size for the CRA logo, between the borders, is 1/2 inch.



COLOR PALETTE

The CRA logo can appear in two colors or in black and white. When placing the CRA logo on your marketing or promotional materials, use the variation most appropriate to your audience and marketing budget. Retain the colors of the CRA logo. Do not alter or change the color.

| COLOR PALETTE | |
|----------------|---|
| Color | Red Black |
| Pantone | PMS: 485 PMS: Process Black |
| RGB | Red: R=254, G=0, B=12 Black: R=0, G=0, B=0 |
| CMYK | Red: C=1.57%, M=96.08%, Y=89.41%, K=0% Black: C=0%, M=0%, Y=0%, K=100% |

COMPLIANCE WITH GUIDELINES

AHRA on behalf of the RACC reserves the right to spot-check all materials bearing the CRA logo and may periodically send out requests for samples. Certificants must correct any deficiencies in their use of the CRA logo. Refusal to correct such deficiencies or to cease publication or distribution could result in the revocation of the right to use the CRA logo.

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USAGE EXAMPLES

Certificants may use the CRA logo on business cards, letterhead, resume, web sites, e-mails and marketing materials. Any use of the CRA logo must always follow the rules outlined in the “Using The Logo” section. The following sections provide additional details on specific applications of the CRA logo.

BUSINESS CARDS

Recommended placement of the CRA logo is in the lower-left or lower-right corner of the card. The CRA logo must appear at the minimum size (1/2 inch), but may not be larger or more prominent than the certificant’s own logo or company name. Spacing requirements, as described in these Logo Usage Guidelines, must be respected.

Business Card Example



LETTERHEAD

Recommended placement of the CRA logo is in the lower-left corner of the letterhead page. It is also acceptable to place the CRA logo in the lower-right corner of the page. The CRA logo must appear at the minimum size (1/2 inch), but may not be larger or more prominent than the certificant’s own logo or company name. Spacing requirements, as described in these Logo Usage Guidelines, must be respected.

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RESUMES AND CURRICULUM VITAE

Recommended placement of the CRA logo is in the lower-left or lower-right corner of the page. Spacing requirements, as described in these Logo Usage Guidelines, must be observed.

WEB SITES

The Certified Radiology Administrator (CRA) logo must be used as two-color or black and white. The CRA logo must not be larger than the certificant's own company logo.

E-MAIL AUTO SIGNATURES

The CRA logo must appear at the minimum size (1/2 inch), but must not be larger or more prominent than the certificant's own name, logo, or company name. Spacing requirements, as described in these Logo Usage Guidelines, must be observed.

MARKETING MATERIALS

When placing the CRA logo on brochures or demand-generation materials, use two-color or black and white CRA logo most appropriate to the relevant audience and marketing budget. The CRA logo should appear in a prominent spot, but it cannot be larger or more prominent than the certificant's own company name or logo.

MATERIALS PRODUCED BY THE RACC

The Radiology Administration Certification Commission (RACC) may, from time to time, choose to use the CRA logo on promotional materials in a manner that does not fully comply with the terms of this agreement. Such use by the RACC does not alter the terms of this agreement, nor does it constitute permission by the RACC to use the CRA logo in a similar manner.

CONTACTS

Please contact the CRA program at (978) 443-7591, if you have questions about using the CRA logo or would like to report misuse of the CRA logo.

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PROGRAM AGREEMENT

The Certified Radiology Administrator and/or the CRA logo can only be used by Certified Radiology Administrators (CRAs) in good standing. Applicants, examinees, and eligible CRAs may not use this logo until they achieve full certification as a CRA. CRAs who are suspended, allow their CRA credential to lapse, voluntarily relinquish, or otherwise lose their certification (either temporarily or permanently) must cease use of this and all other CRA logos immediately.

Upon acceptance of the terms of the Certified Radiology Administrator (CRA) Program Agreement, certificants will be sent an e-mail containing a set of graphic files of the Certified Radiology Administrator (CRA) logo associated with the certification achieved. Certified Radiology Administrator's must make sure that the certification mark is placed close to his/her name so that the credential is associated with the Certified Radiology Administrator and not with the practice itself or other partners/employees of the practice.

The CRA logo will be distributed via e-mail unless a specific request is made to receive the logo in another format. To avoid any delays in receiving your CRA logo, please complete the Certified Radiology Administrator (CRA) Program Agreement and either mail or fax your acceptance back to the CRA program. The address and fax number are located at the bottom of this Agreement. Once your signed CRA Program Agreement has been received, the files containing the CRA logos will be e-mailed to you.

Full Name (Print): _____

Signature: _____ Date: _____

E-mail Address: _____

CRA Identification Number: _____ Certification Date: _____

Expiration Date: _____

Note: The Certified Radiology Administrator (CRA) Program Agreement Expiration Date is the same Expiration Date found on your CRA ID Card.

Mail: CRA Program, c/o AHRA, 490-B Boston Post Rd, Ste 200, Sudbury, MA 02492

Fax: 978 443-8046

E-Mail: CRA@CRAinfo.org