



**Your trusted partner in diabetes care**

## **Use of CDE Logo**

Style Guide

**March 2014**

## Contents

1	The Importance of being a Credentialed Diabetes Educator _____	3
2	Promoting CDE Status _____	3
3	The CDE Certification Trademark _____	4
4	Contact us _____	5

## **1 The Importance of being a Credentialed Diabetes Educator**

The Australian Diabetes Educators Association (ADEA) is the peak body in diabetes education and actively promotes best practice diabetes education to ensure optimum health and quality of life for all people affected by diabetes.

Diabetes education is central to ensuring people have the necessary knowledge, skills and attitudes to carry out the daily medical and lifestyle recommendations for effective self-management.

Diabetes education is a specialty practice requiring advanced knowledge, counselling and teaching skills.

ADEA Credentialed Diabetes Educators (CDEs) are the health professionals best qualified to provide best practice diabetes education.

## **2 Promoting CDE Status**

The qualification CDE is valuable, so someone entitled to it needs to show care in its use. The following rules will promote the value of the qualification and take into account the usual conventions applying to such matters.

In Australia the order for listing qualifications after your name is:

- honours and awards (as governed by the Order of Precedence) (eg AM)
- university degrees (eg BSc)
- memberships (eg FRCNA)
- appointments (eg JP)

Using post-nominals for university degrees should be limited to correspondence, articles or other publications related to the discipline in which the degree has been awarded. A similar approach should be used for professional memberships, including CDE.

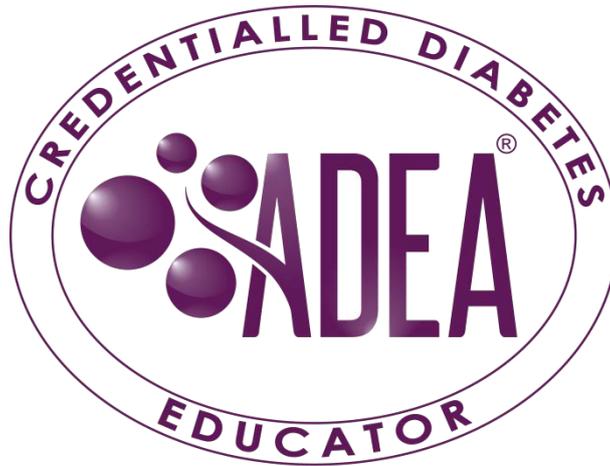
An example would be Ms Felicity Charles BSc FRCNA RN CDE.

CDE is a multidisciplinary qualification so where it is used on its own it should be used in conjunction with the primary professional discipline, eg Registered Nurse CDE (or RN CDE), Dietitian CDE or Pharmacist CDE. Terms like Credentialed Nurse Educator or Diabetes Nurse Educator should be avoided.

The post-nominal CDE is only to be used by those entitled to it: current full members of the ADEA who have satisfied all the criteria for being credentialed, and are maintaining their professional development.

### 3 The CDE Certification Trademark

The ADEA CDE has been registered as a certification trademark, represented by the following logo.



Registration allows ADEA to prevent anyone who has not satisfied the CDE requirements from claiming to have this status.

CDEs who use this logo to promote their expertise are ambassadors for the ADEA and the Credentialling Program. It is important that the trademark is used in a consistent style as this helps:

- increase recognition of the logo by consumers
- a consistent, high quality reproduction reflects positively on the Credentialling Program.

The logo must be used exactly as shown (including the symbol ®). Please refer to the ADEA logo guidelines for more information about specifications.

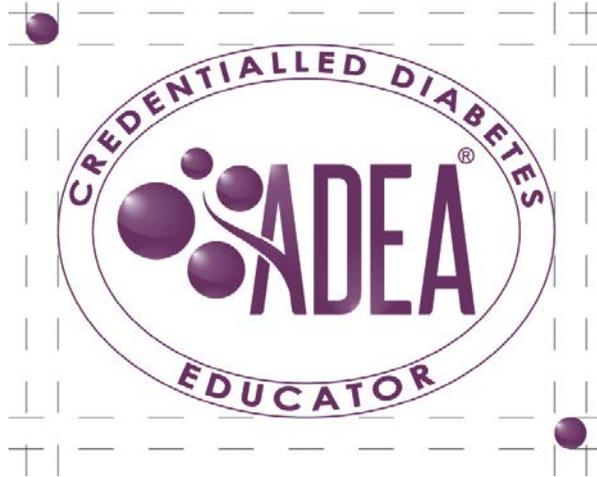
The shape, symbol, the writing font and style must be faithfully reproduced. An electronic copy of the logo can be obtained from the ADEA office (for a nominal fee to cover postage and handling) or from the members area of the website (when operational).

This logo can be reproduced in two colours only:

Pantone 262 coated or C:57 M:92 Y:12 K:56

Black or C:0 M:0 Y:0 K:100

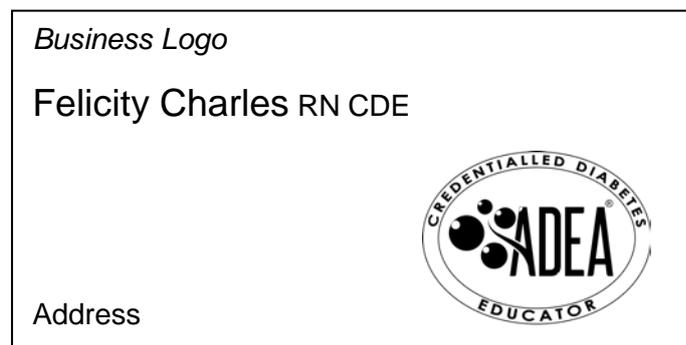
The logo should be used in the normal form, not reversed. The space on each of the four sides should equal the diameter of the smallest bubble in the ADEA logo. The space above the logo should be measured from the top of the smallest bubble. The space below the logo should be measured from the bottom of the letter “p”.



The logo can be reduced down, but the width must not be below 30 mm for print or 180 pixels for on-screen.

The logo can be used for a variety of promotional purposes including: advertising, on name plaques, and on stationery. The logo must be associated with the person and not be part of the business logo. The person has the CDE stamp of approval, not the business.

If used on letterhead or business cards, it should not be located near the business logo. For example, if the business logo appears at the top of the page, the CDE logo should be displayed at the bottom.



Be proud of having achieved CDE status. You deserve to be – because it has required considerable work and effort on your part. Use it carefully and protect it by following the simple rules set out in this Style Guide.

#### **4 Contact us**

When required to submit the logo for use by printers and/or sponsors these may be required in either \*.jpeg or \*.eps formats.

The National Office can provide the logo in these formats.

Please send any enquiries and/or completed forms to the ADEA Credentialed Officer at [cde@adea.com.au](mailto:cde@adea.com.au).