



Reaching New Heights

CERTIFICANT BRANDING GUIDE

How to Use and Promote
Your BC-HIS Designation



NATIONAL BOARD FOR
CERTIFICATION IN HEARING
INSTRUMENT SCIENCES

Congratulations

Through your outstanding commitment to excellence and desire to excel, you have achieved the Board Certified in Hearing Instrument Sciences (BC-HIS) designation. You have demonstrated to yourself, your peers, and most importantly, your clients/patients, that you are one of an elite group of hearing healthcare professionals who have met the highest standard of competency in service to the hearing impaired.

THE POWER IS IN YOUR HANDS.

*Regardless of profession,
the public inherently understands the
knowledge and prestige that a
board certification carries.
Use that to your advantage.*

In this guide, we will walk you through the steps to properly use the title "Board Certified in Hearing Instrument Sciences," and the various ways you may promote this prestigious designation. This branding guide is packed with content that is also downloadable from the NBC-HIS website so you can begin marketing yourself and your practice.

You have the responsibility of conveying a professional image and providing exceptional services the public will expect to receive from a person who has the title of "Board Certified." Because of your commitment to earning this certification, the NBC-HIS Executive Council is confident you will meet, maintain, and exceed the standards implicit in the title, and follow these samples of appropriate use.

Congratulations once again!

The NBC-HIS Team



Roadmap for Promoting Your BC-HIS

This guide is designed as a roadmap to show you step-by-step how to display your achievement of earning the title of Board Certified in Hearing Instrument Sciences. As you follow this guide, check off the sections you've completed.



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START BRANDING

With the Certificant Logo and Digital Badge



*Branding yourself is crucial. It defines who you are and differentiates you in the vast sea of other hearing healthcare professionals. **What makes you different in the eyes of your client?** This guide will help you begin the task of branding yourself with your new board certification.*



Let's begin with

Your Certificant Logo

To display your achievement of earning the title of Board Certified in Hearing Instrument Sciences, NBC-HIS has created a visual representation of your certification called the **certificant logo**.

Use the certificant logo across your marketing and professional correspondences, such as ads, flyers and postcards.

WHY IS IT IMPORTANT?

NBC-HIS created this visual to use in your promotional efforts because we know that it is just as important – if not more – than simply displaying your designation. People are drawn to visual content better than text. Marketing studies have also shown that retention of information **increases by 55%** when the content is paired with a visual. Using the certificant logo consistently across your platforms will develop your brand identity.



Take your branding to the next level with

The Digital Badge

While the certificant logo can be downloaded to use throughout all of your marketing efforts, NBC-HIS provides you with the digital badge to display the certificant logo specifically across your **digital presence**.

Powered by [Credly/Acclaim](#), the digital badge displays your certificant logo on the web-based platforms you choose, and allows your audience to see the skills and training you mastered - all from a trusted, reliable source.

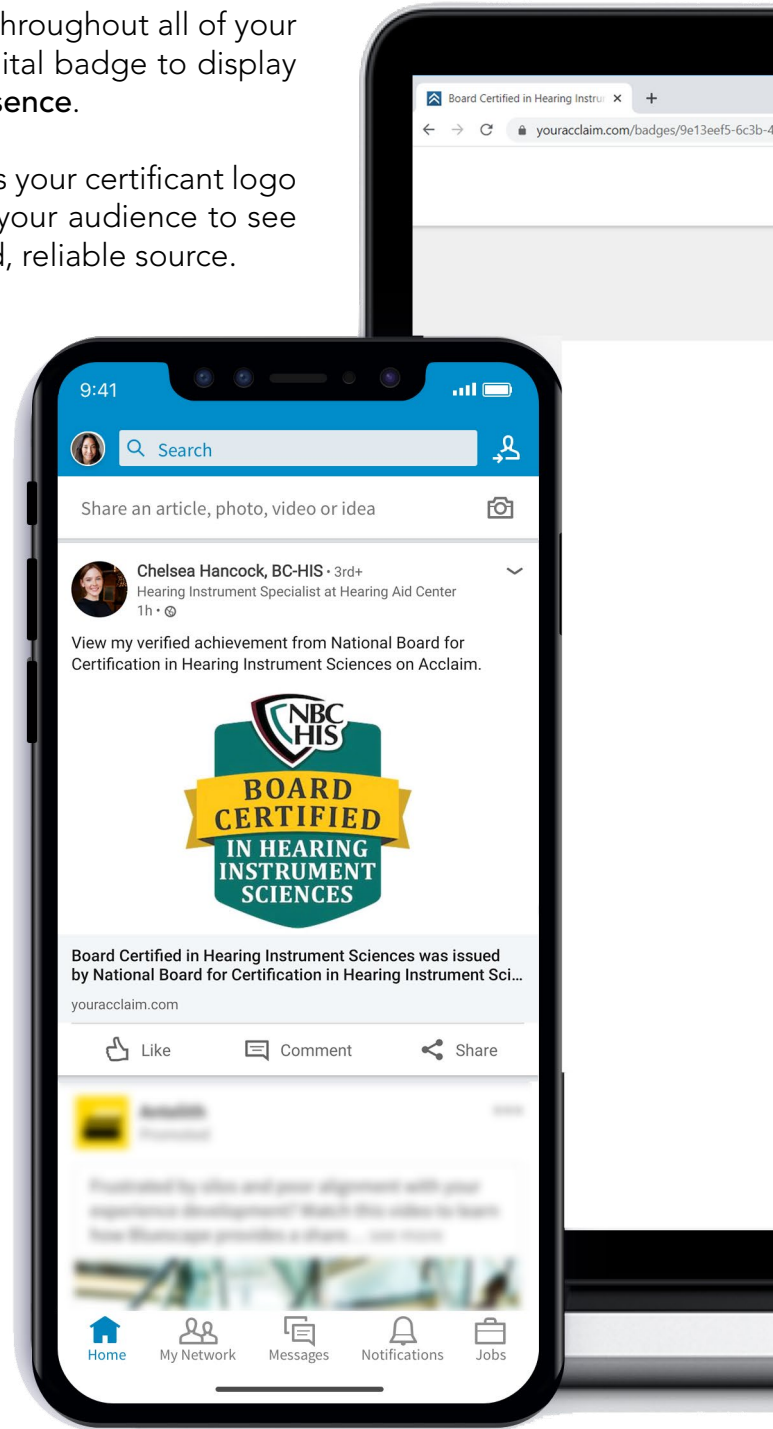
The digital badge will

- ✓ *validate and visualize your board certification*
- ✓ *provide details on what BC-HIS means to clients/patients and referral partners*
- ✓ *differentiate you from non-certified competition*
- ✓ *increase your digital marketing presence on social media*

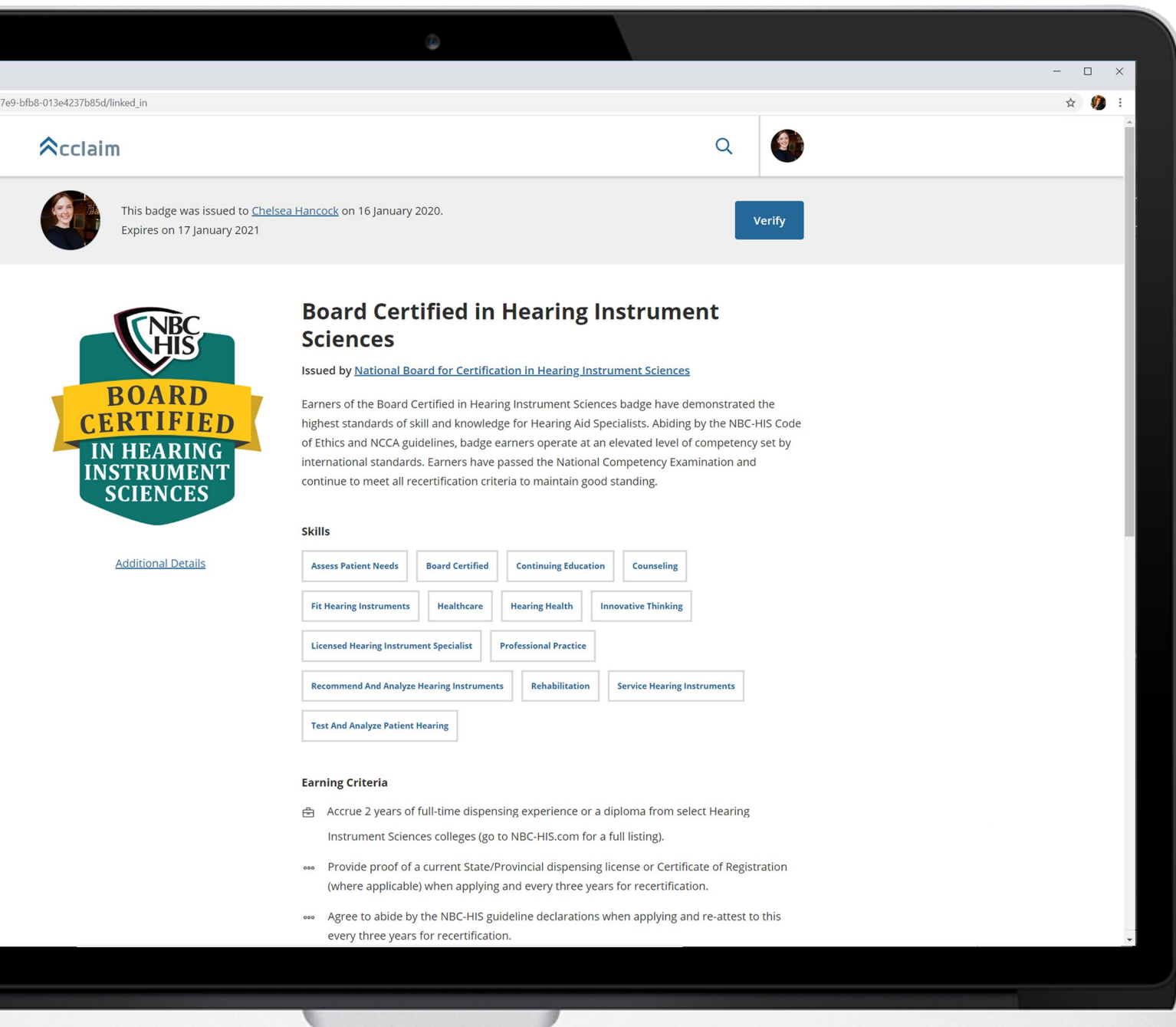
HOW THE DIGITAL BADGE WORKS

It's simple! After you follow the steps to claim your digital badge, share it using the dashboard provided in your account. Once displayed across the different platforms, such as LinkedIn or your website, your audience will click the digital badge and be directed to a full profile outlining your achievement and why they should work with a board-certified professional, like you!

The profile page linked to the digital badge tells your audience everything they need to know about what it takes to be Board Certified in Hearing Instrument Sciences, and to verify that you have met the criteria!



*Digital badge shared on LinkedIn
(pictured in cell phone)*



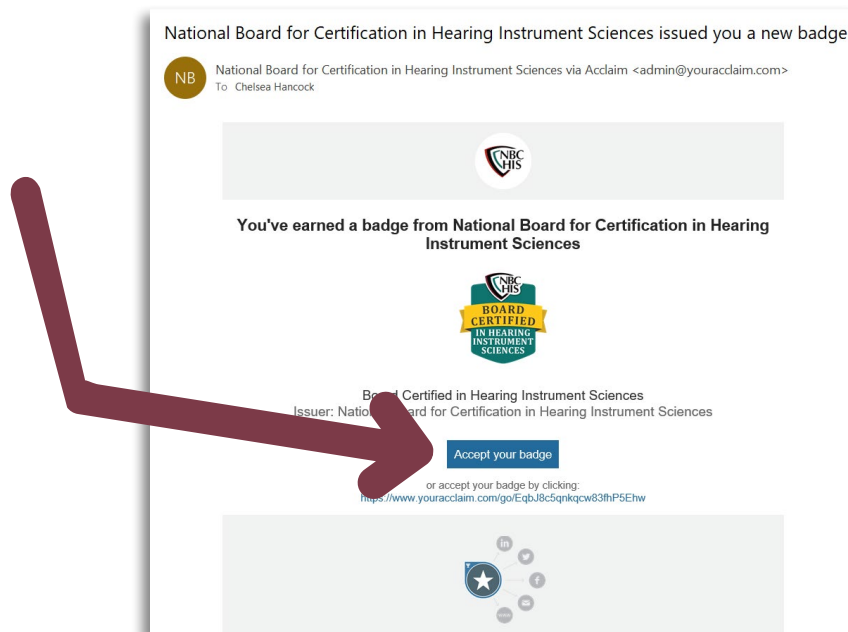
Profile page that users are directed to when they click your digital badge. The page outlines details such as skills needed and earning criteria for the certification. (pictured in laptop)

Here's how to get started with your new

Digital Badge

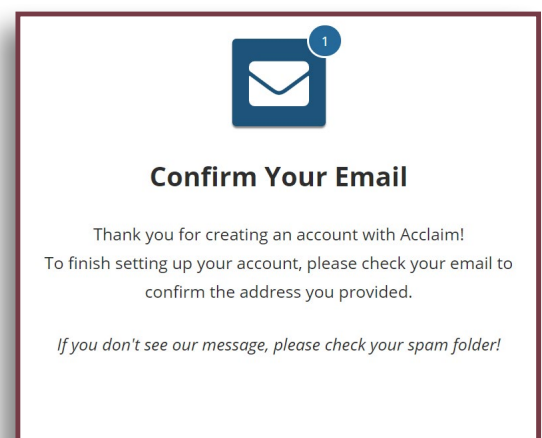
1 CLICK TO ACCEPT THE BADGE

You will receive an email in approximately 1-2 weeks after passing your board certification exam, inviting you to claim your digital badge from **YourAcclaim.com**. In order to begin, you must select the "Accept Your Badge" button in the invitation email. If you haven't received the email, call us to verify your email address on file.



2 CREATE AN ACCLAIM ACCOUNT

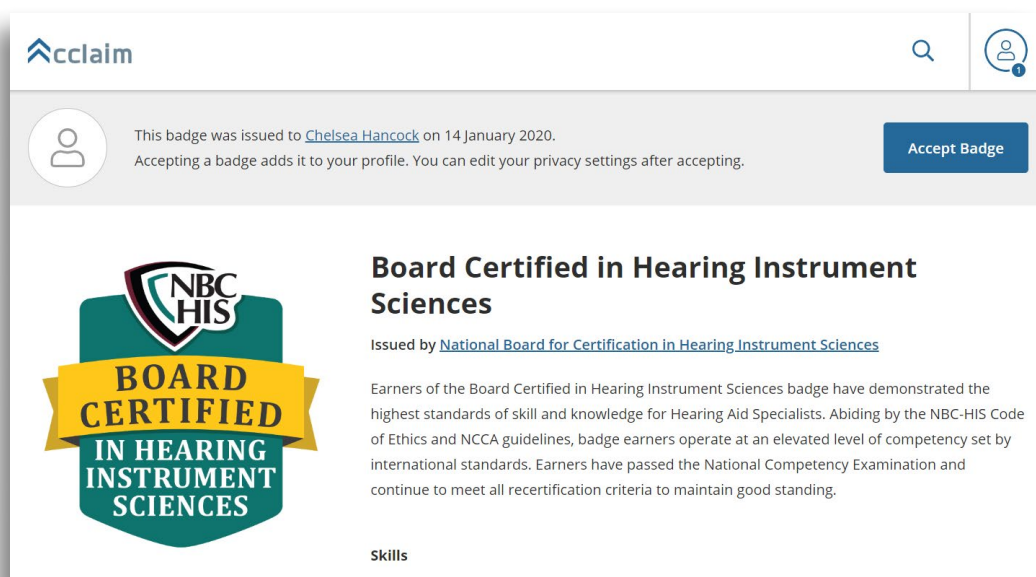
Next, follow the simple steps to create an account. Once completed, you'll be able to access your dashboard to share your digital badge.

A screenshot of the 'Create your Acclaim account' form. The form is titled 'Board Certified in Hearing Instrument Sciences' and 'Issued by National Board for Certification in Hearing Instrument Sciences'. It includes fields for 'First Name *', 'Last Name *', 'Email' (with the example 'c...k@hnsinfo.org'), 'Country *' (with a dropdown arrow), and 'Password *'. There is a checkbox for 'Send me occasional news and updates on professional growth opportunities.' To the right of the form, there is a section titled 'Earn, Share and Disc' with a link to 'National Board for Certification' and a description of Credly's Acclaim platform. Below this, there are three icons: a person with a plus sign, a person with a gear, and a magnifying glass, each with a brief description of its function.

3 LOG IN AND ACCEPT THE BADGE

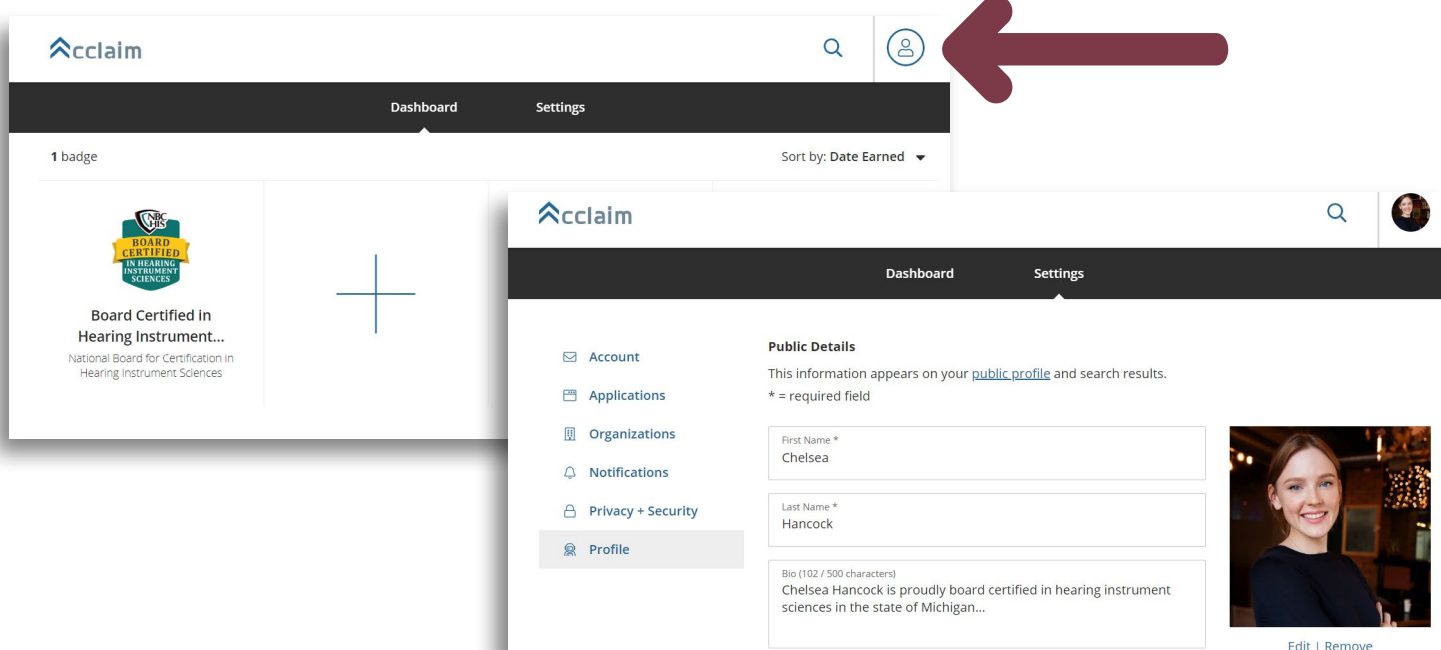
Log in to your Acclaim account. On your dashboard, the digital badge will appear faded. Click on the digital badge for the "Accept Badge" button to display.

You'll be prompted with options to allow your badge to be public, and for auto-accepting future badges from NBC-HIS.



4 UPDATE YOUR PROFILE

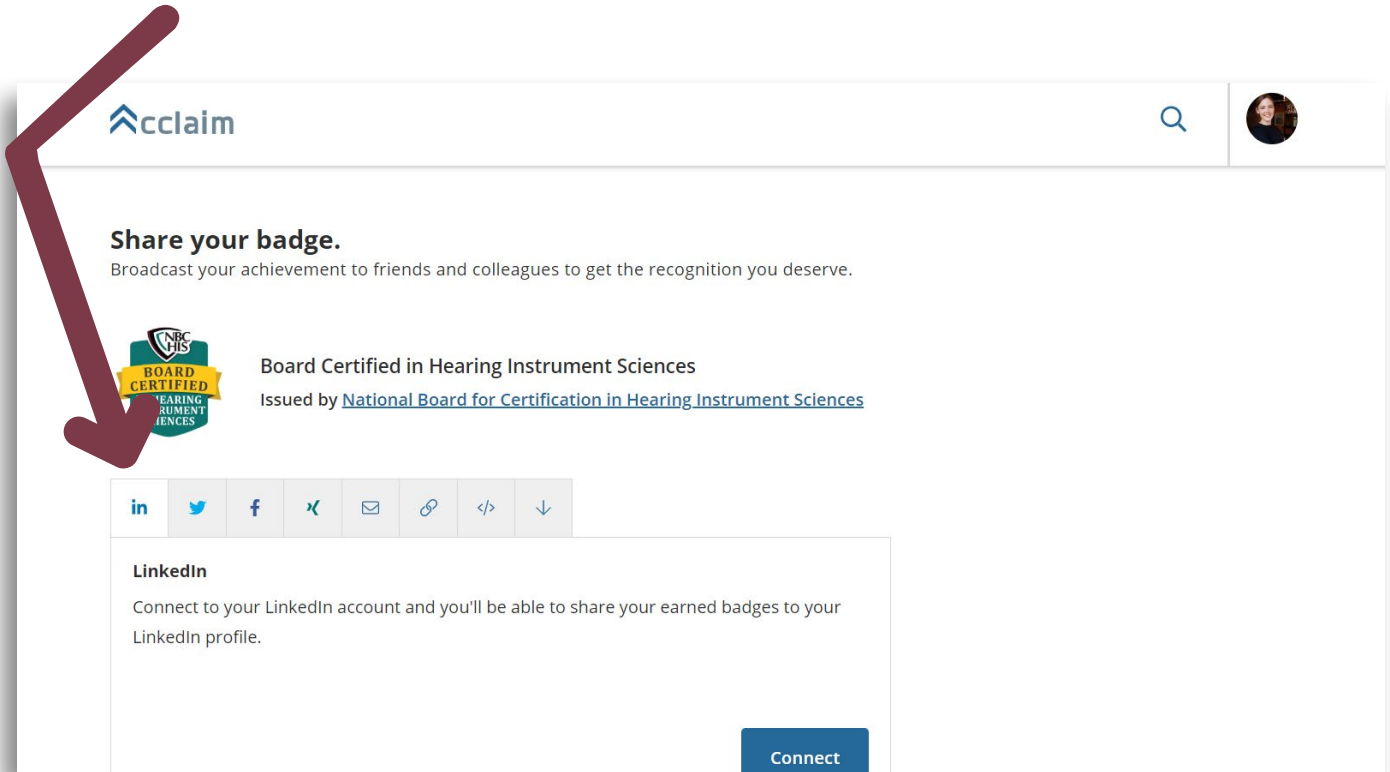
When you share your digital badge, your audience can click and be redirected to details about the badge and your public profile. Click on the circle profile icon in the top right corner of the dashboard to add details about you, such as a bio and a photo.



5

SHARE YOUR BADGE

Go back to your dashboard and select the digital badge. Click Share Badge and now, you can click through the tabs and start connecting to your platforms, including LinkedIn, Facebook, and email. [Read on to learn more!](#)



WHAT HAPPENS IF I DON'T MAINTAIN MY BOARD CERTIFICATION?

Only BC-HIS certificant in good standing can use the NBC-HIS digital badge. Should a certificant lose his/her credentials after receiving a digital badge, the badge will be revoked immediately, and the badge and associated information will be auto-removed from all online platforms.

In order to maintain the digital badge, you must renew your board certification annually, and re-certify every 3 years.

A deeper dive – let's get social with your

Digital Badge

PUBLISH TO LINKEDIN

LinkedIn is your professional platform. It's important to be consistent and this is a great place to start with your professional branding.

When you click "Connect" on the LinkedIn tab of the "Share Your Badge" page, you'll sign into your LinkedIn account and select Authorize. Then you'll have two options to add your badge. We recommend both, as one option will add it to your profile and the second will announce it to your connections!

Add to Your Profile

This option adds the badge to your LinkedIn profile's Licenses & Certifications section.

Share your badge.

Broadcast your achievement to friends and colleagues to get the reco



Board Certified in Hearing Instrument Science
Issued by [National Board for Certification in Hearin](#)



LinkedIn

Account connected! Now share your achievement:

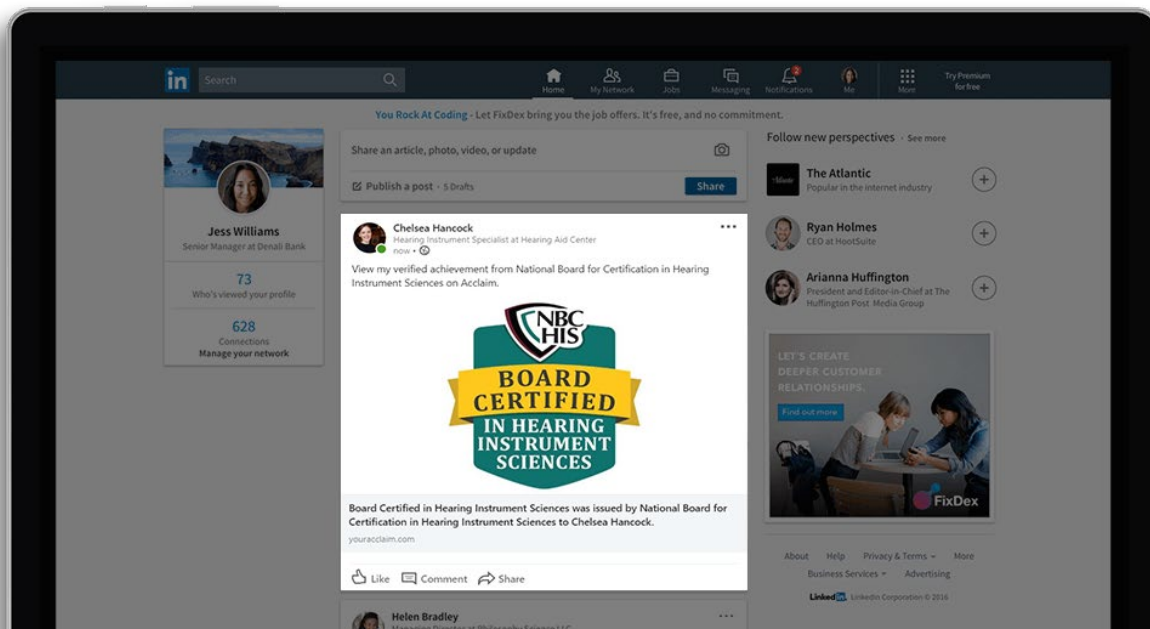
Licenses & Certifications



Board Certified in Hearing Instrument Sciences (BC-HIS)
National Board for Certification in Hearing Instrument Sciences (NBC-HIS)
Issued Jan 2020 · Expires Jan 2021
[See credential](#)

Share to Your Newsfeed

This option posts your badge so your connections can see it as they scroll through their LinkedIn feed.



TWEET ON TWITTER

Is your business on Twitter? If so, this is definitely another place to promote your digital badge!

When you click “Connect” on the Twitter tab of the “Share Your Badge” page, you’ll log into your Twitter page and select Authorize. Once this is done, you’ll be directed back to your dashboard and click to share your digital badge!

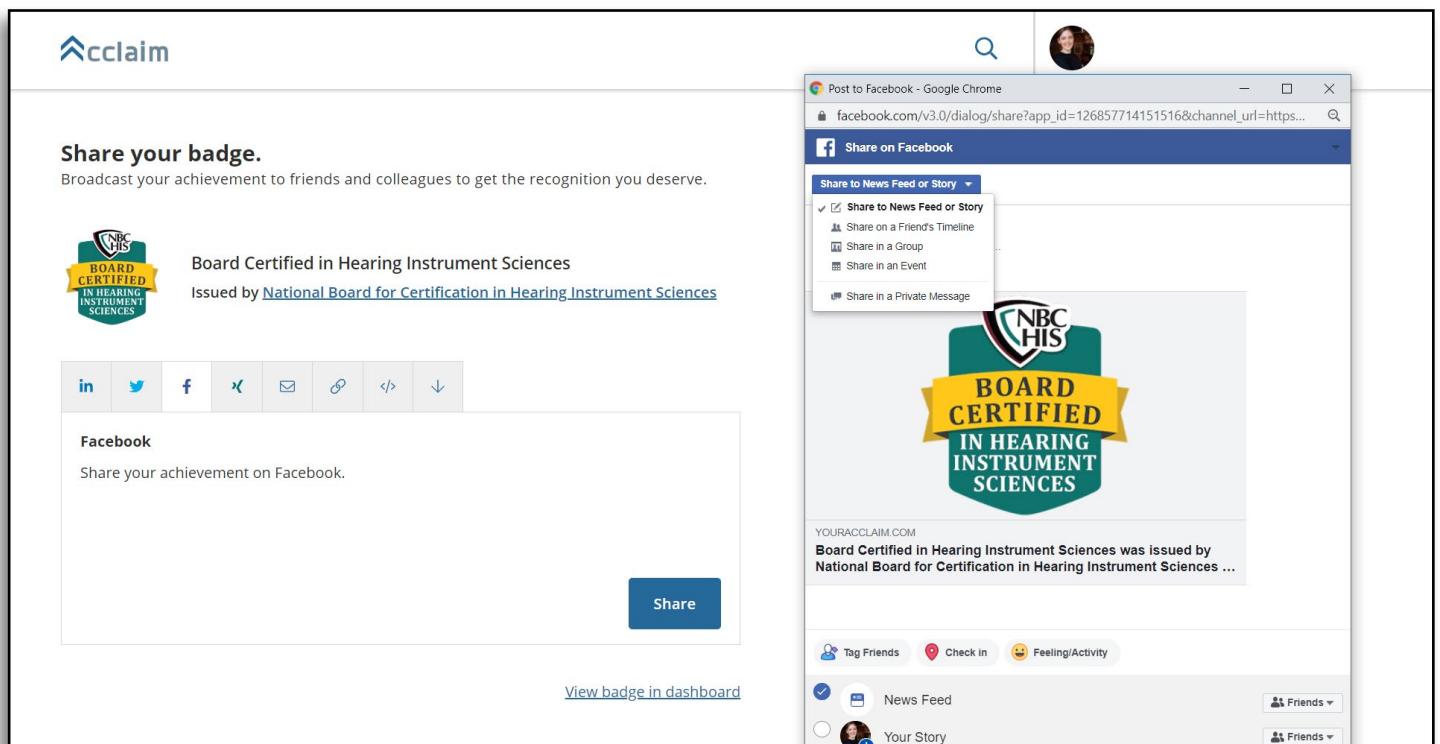


POST ON FACEBOOK

Facebook is a more personal social media platform that allows your business to build meaningful relationships with your clients/patients.

Connect your Facebook page by clicking the Facebook tab of the “Share Your Badge” page. A pop-up window will appear for you to log into your Facebook profile. Once you log in and authorize the account, you’re ready to share!

If you are the administrator of a Facebook page or member of a group, you’ll have the option to share the post to your page or the group. You can do this by selecting the drop-down menu at the top left of the Facebook window.



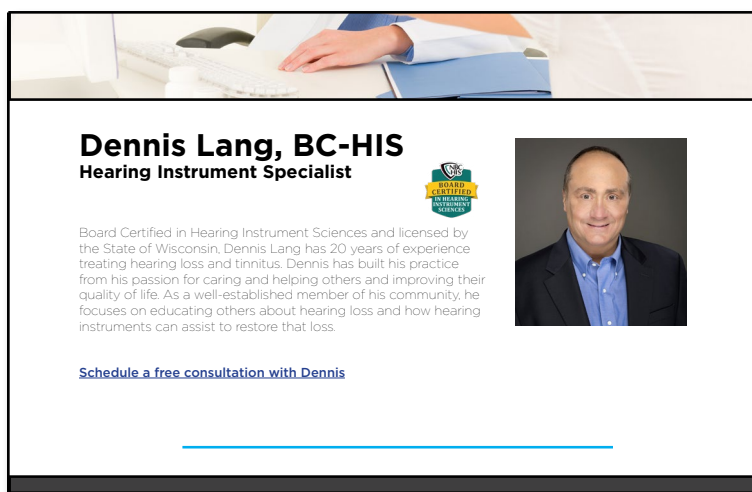
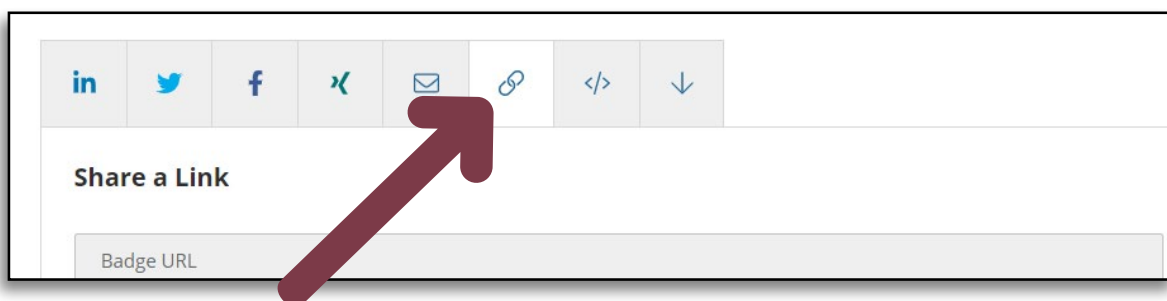
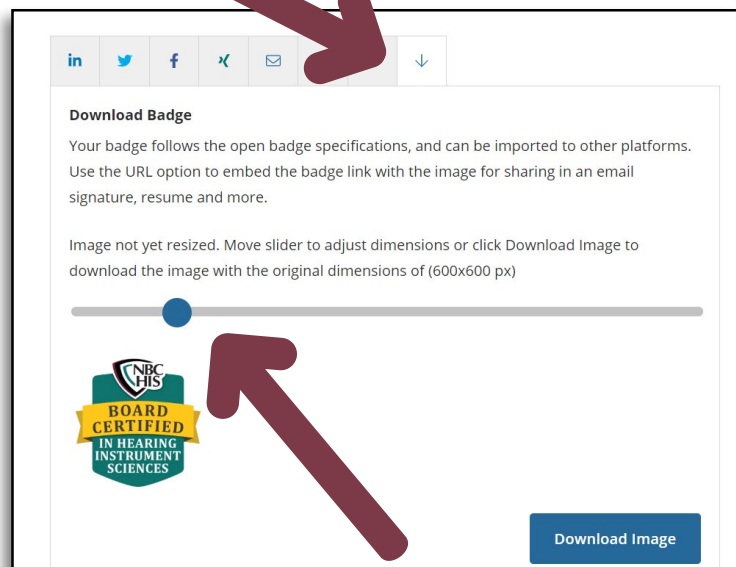
Other great places to showcase your new

Digital Badge

ADD TO EMAIL SIGNATURE

Be consistent with your branding and make sure to add your digital badge to your email signature!

On the "Share Your Badge" page, click the down arrow to download the image of the certificant logo. Make sure to use the slider to adjust it to the size you want. You'll add the image to your email signature and then copy the URL from the tab with the link icon. You'll use that unique URL to hyperlink the digital badge in your email signature.



DISPLAY ON WEBSITE

Whether it's your own practice's website or you have a bio on your employer's website, display your digital badge where potential customers are looking to learn more about you!

Simply click the code icon and copy the embedding code. You can send this code to your website provider to add to your website or even add it yourself.


OTHER PLACES TO SHARE YOUR DIGITAL BADGE

Two other options included in the Acclaim dashboard is a social network called Xing, as well as sending notification of your digital badge to others in an email.

Your digital badge can be used mostly anywhere online. Generally, if you have the ability to embed code on a website or platform, follow the instructions from the [“Display On Website” section](#) of this guide to add your badge to that platform. If the platform allows images to be uploaded and hyperlinked, use the steps from the [“Add to Email Signature” section](#).

Depending on your existing marketing strategy, other ideas may include:

- marketing emails
- blog posts
- online press releases
- digital ads



Board Certified in Hearing Instrument Sciences
Issued by [National Board for Certification in Hearing Instrument Sciences](#)

[in](#)[twitter](#)[f](#)[xing](#)[email](#)[link](#)[code](#)[down](#)

Email

Recipients (separate by comma)

Subject

View my verified achievement from National Board for Certification in Hearing Instrume

Custom Message

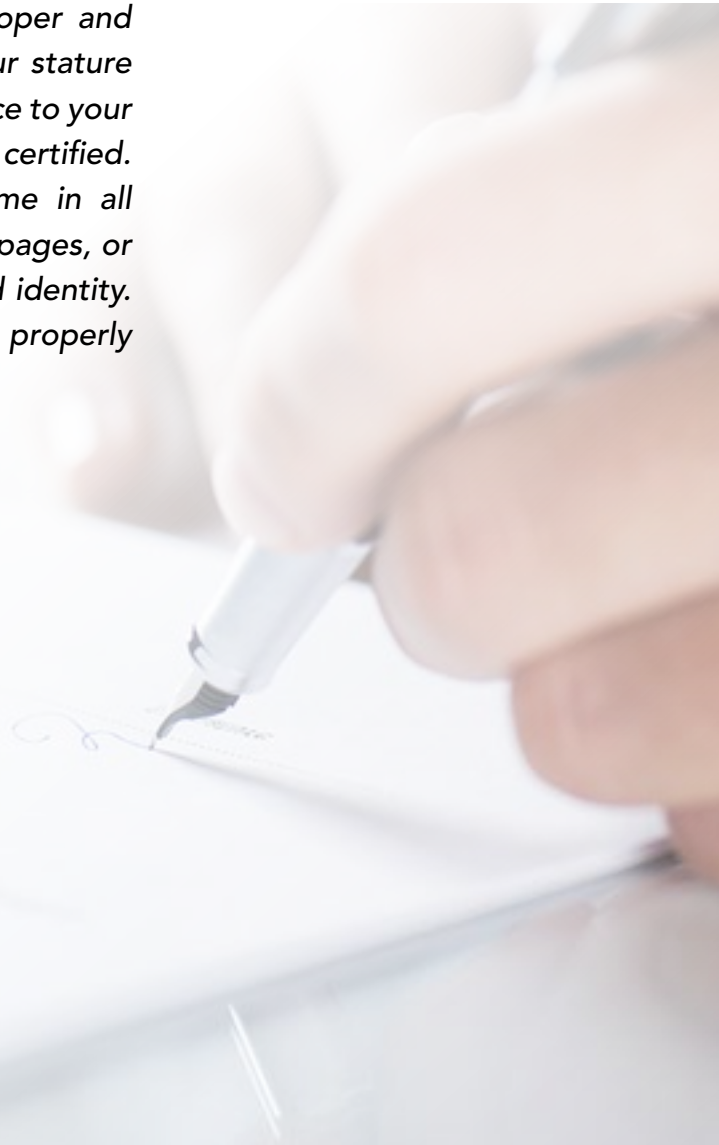
Send

MAINTAIN CONSISTENCY

Displaying Your Designation



The BC-HIS designation is not to be taken lightly. Proper and consistent use of this title conveys the message of your stature within the hearing healthcare occupations and is assurance to your clients/patients and colleagues that your competency is certified. Adding your newly achieved designation to your name in all existing assets, such as an online bio, your social media pages, or your email signature is critical to developing your brand identity. However, it's of the utmost importance to know how to properly display it.



Let's talk about the correct way to

Display Your Designation

THE PROPER WAY TO DISPLAY YOUR DESIGNATION

It is important for you to use the certificant logo or digital badge in all of your professional correspondence and promotional materials. In those materials with your certificant logo or digital badge, you would use the abbreviated designation following your name, as shown here:

Jane Doe, BC-HIS

While we ask that you use your certificant logo or digital badge, we know there will be cases where they cannot be used. In those cases, you must spell out "Board Certified in Hearing Instrument Sciences" with your title, as shown here:

*Jane Doe, BC-HIS**
**Board Certified in Hearing Instrument Sciences*

Business Card Examples

Business cards are one way to make a favorable first impression. Create a sense of professionalism for your business and display your credibility with the use of the board certification designation. Applying the rule for proper display, the business card should look like either one of these options:

With certificant logo

ABC HEARING AID COMPANY LOGO

Jane Doe, BC-HIS
Owner/CEO



313-555-5555
jane@abchearingcompany.com
www.abchearingcompany.com

With written designation only

ABC HEARING AID COMPANY LOGO

Jane Doe, BC-HIS*
Owner/CEO

* Board Certified in Hearing Instrument Sciences

313-555-5555
jane@abchearingcompany.com
www.abchearingcompany.com

OTHER VARIATIONS OF THE DESIGNATION

For those who have received other credentials or advanced degrees, there is a specific order in which these designations must be displayed after your name.

For those with an advanced degree, such as bachelor's, master's or doctorate degrees, the BC-HIS designation would be placed after the degree. For example, a board certified hearing healthcare professional with a Master of Arts degree would display their name with their designations as:

Jane Doe, MA, BC-HIS

Now, if this same board certificant also achieved the Audioprosthologist credential (ACA), it would be placed immediately after the advanced degree, but before the board certification.

Jane Doe, MA, ACA, BC-HIS

*Never shorten your designation to "BC".
When abbreviating, always use "BC-HIS".*

Letterhead Examples

Incorporating the certificant logo into letterhead is an easy way to establish a consistent brand look and feel for all your correspondences to the public, your clients, and your peers.

With certificant logo

	Jane Doe, MA, ACA, BC-HIS Owner/CEO
313-555-5555 jane@abchearingaidcompany.com www.abchearingaidcompany.com	
	
	

With written designation only

	Jane Doe, MA, ACA, BC-HIS* Owner/CEO <small>*Board Certified in Hearing Instrument Sciences</small>
313-555-5555 jane@abchearingaidcompany.com www.abchearingaidcompany.com	
	
	

Next, let's go over

Preferred Verbiage

Marketing yourself and promoting your board certification can be a daunting task when you're unsure of the right words to use. It's important to use strong language when marketing this high level of excellence, so NBC-HIS has crafted options of preferred verbiage to use in various marketing pieces below:

Generic Language Examples

- Board certification, the standard of excellence in hearing healthcare.
- Certified, compassionate care to the highest degree.
- <Professionals' name> is proudly board certified in hearing instrument sciences.
- All members of <Business name> are proudly board certified in hearing instrument sciences.

More Direct Examples

- Change your life and gain control of your hearing. Work with a board-certified specialist.
- Work with a board-certified professional and receive superior quality of care.
- Personalized care with a board-certified specialist.
- Gain a helping hand with a board-certified professional.

Grammar rule:

When you place the term "board certified" in front of a noun, it should be hyphenated because it is a compound modifier of that noun. If board certified is used as a stand alone term, there is no need for a hyphen.

Example:

Sally is board certified.

Sally is a board-certified professional.

TAKE THE FIRST STEP

Promoting Your Board Certification



We've developed a library of templates that we will continue to grow. With each template, detailed instructions to lead you to success are included. Ready to take a leap into promoting your board certification? Let's do this!



Introducing templates to get you started with

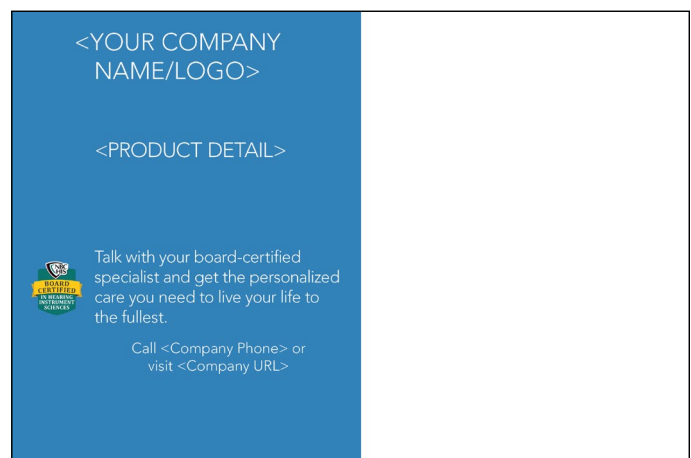
Direct Mail

Get your name in the hands of your potential clients/patients and promote your new board certification to your current relationships! Direct mail will get you that exposure and it can be as simple as sending a postcard with your business information.

GETTING YOUR POSTCARD TEMPLATE

Visit www.nbc-his.com/toolkit to download the postcard template, shown below. The template is created to be customizable, using Adobe InDesign. Customize your postcard using InDesign by purchasing the monthly subscription (free trial also available) or reach out to your printer to make the changes for you. Follow the instructions below:

1. Extract and save to your computer all of the files from the downloaded zipped folder.
2. When consulting with your printer to make your changes, they will need all contents from the zipped folder download. If you are making the changes, InDesign may notify you that fonts are missing, so you need to install the fonts located in the zipped folder.
3. Within the file, you or your printer will update the following:
 - Company name or logo on the front.
 - Change <Business Name> to your business's name in the front copy.
 - Update the <Company URL>, <Company Phone>, and <Company Address> with your information. Add the applicable <Social Media Icons>.
 - On the back, add Company name or logo on the back. Provide 1-2 lines highlighting you and your business within the <Product Detail>. Update the <Company URL> and <Company Phone> with your information.
4. You may need to re-link the images included in the postcard. In InDesign, click Window > Links to see if there are yellow or red caution icons next to the images. If so, double click the icons and select the images from your computer.
5. When you're done, select File > Export to export your file as a PDF (Print). Your printer will provide details on what specs are needed. Finally, send the exported PDF file to your printer/mailing house!



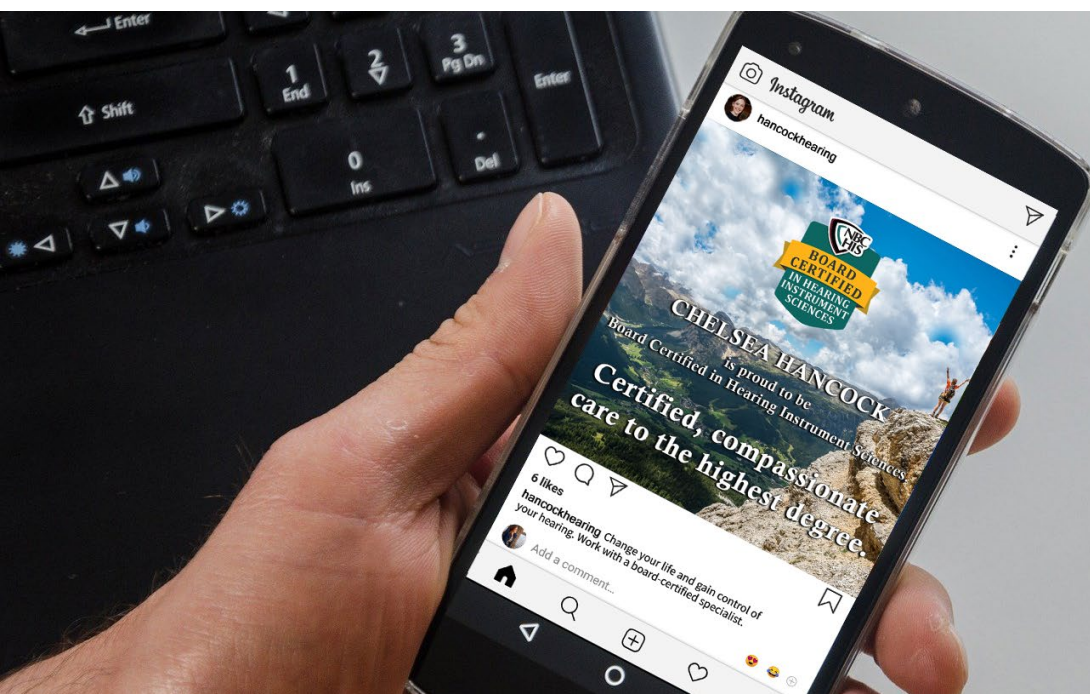
Introducing templates to get you started with

Social Media and Web

Social media provides a positive way for professionals to connect with clients/patients and the people who influence them, and is an easy way to build brand identity. When you pair a robust social media presence with your board certification credentials, you build credibility and long-lasting impressions. NBC-HIS has created web graphics to use on your own website and social media graphics to post to your Facebook, Twitter, LinkedIn or other social media pages. They will build trust with your existing clients and attract new ones through shares and word-of-mouth.

SOCIAL MEDIA TEMPLATES

The 1:1 square graphic (left) is typically used on Facebook or Instagram, but can also be used on LinkedIn and Twitter. The 2:1 landscape graphic (right) is generally used on Twitter or LinkedIn, but can also be used on Facebook.



WEB GRAPHIC TEMPLATES

These graphics can be used on your website! The 728 x 90 pixel Leaderboard graphic is generally found at the top of a web page. The 300 x 250 pixel M-Rec (aka medium rectangle) graphic is often placed along the side, or in the middle, of content on a web page.

Leaderboard (728 x 90) Graphic



GETTING YOUR SOCIAL AND WEB GRAPHICS

Visit www.nbc-his.com/toolkit to download these templates. Each graphic is created to be customizable with your name. The templates are available in .psd file format, which can either be customized using Adobe Photoshop or the free online graphic editor, Photopea.



Use Photoshop by purchasing the monthly subscription or try the free trial:

<https://www.adobe.com/products/photoshop.html>



Photopea is free and very similar to Photoshop:

<https://www.photopea.com/>

M-Rec (300 x 250) Graphic



Follow these simple instructions to customize these web graphics:

1. Extract and save to your computer all of the files within the downloaded zipped folder.
2. Before opening the file, you may need to install the fonts included in the zipped download.
3. After installing those fonts, open the .psd file. Double click or select the text tool from the left toolbar and click the [PROFESSIONAL'S NAME] text layer. Once you select the text to replace, type your name as you'd like it displayed in the graphic.
4. Once completed, you must now select Export, which is normally found under "File." Export the file using the .jpg option as this format is preferred for web and social media. Save the final product on your computer.
5. Open your final image to make sure everything looks great and then proceed with uploading the graphic to its appropriate platform.

Introducing templates to get you started with

Press Releases and Blog Posts

Announce your board certification to the local community. NBC-HIS has created a press release template, where all you have to do is fill in the blanks and send to your local news outlets. We recommend with every press release that you also include a high-resolution photo of yourself. Recommended size is 1200 x 1500 pixels, and up to 2 MB in file size.

Blog posts on your website are also an engaging way to connect with your audience and create a personality around your brand. Make announcements, share updates, and create useful, relevant content for those who can benefit from it most. We have also created a blog post template to promote your certification.

Download the press release and blog post template at www.nbc-his.com/toolkit. Each template will have spots for you to fill in. Be sure to replace the text indicated by brackets: "< >".

Press Release Title:

<Professional's name> Earns Board Certification

Press Release Copy:

<Professional's name> is proud to announce that <he/she> has been awarded the Board Certification in Hearing Instrument Sciences (BC-HIS) designation by the National Board for Certification in Hearing Instrument Sciences (NBC-HIS) – the standard of excellence in hearing healthcare.

This designation is a demonstration of <Professional's name>'s commitment to achieving excellence and mastering skills that translate into superior quality of care for all hearing healthcare clients.

<Business name> has been a member of the <City/Neighborhood> community since <year founded>.

<Option to add more about business's role in community and/or professional's experience.>

When you work with a board-certified professional, you can rest assured that they have gone above and beyond the requirements for hearing healthcare, and that the care administered is comprehensive, up-to-date, and tailored to each individual's needs.

To learn more about <Business name> and how to get the personalized hearing healthcare you need to live your life to the fullest, call <Business phone number> or visit <Business website>.

Display your board certification around your office with

Branded Products



When you become board certified, you receive a complimentary certificate. Make sure to proudly showcase this in your office where your clients/patients can see it. You will receive other complimentary items in your welcome kit that you can display.

Build your board-certified brand and grow your business with additional board certification merchandise. Multiple products are available for purchase that will create a long-lasting impression with your current and potential clients. For easy ordering, visit: www.nbc-his.com/orders.



New certificants receive a window cling with the certificant logo that they can proudly display on their office window.

DON'T FORGET!

Important Rules for Board Certification



One more thing! This guide has some important rules and requirements with which you need to make sure you are familiar. Take a moment to review these crucial reminders.



Quick reference rules for

Displaying Your Designation

DO:

- use your board-certified designation at all times and proudly display the certificant logo or digital badge in all collateral – it represents the highest level of achievement.
- download the digital badge and use it in your email signature, website, and social media profiles.
- focus on value.
- be consistent with all branding.
- renew your certification annually, and re-certify every 3 years.

DON'T:

- shorten your designation to "BC". When abbreviating, always use "BC-HIS".
- advertise in a way that implies board certification when it has not been granted. Always name the individuals who are working in the office who have become "Board Certified in Hearing Instrument Sciences".
- use the BC-HIS designation in branding efforts without using the certificant logo or digital badge. Otherwise, the verbiage "Board Certified in Hearing Instrument Sciences" must accompany the BC-HIS designation.
- try to use your digital badge if your certification has expired. If certification is expired, digital badges are immediately revoked and associated information will be auto-removed from all social media platforms and signatures.

Review these important

Rules, Requirements, and Access to Resources

RULES AND REQUIREMENTS

The NBC-HIS certificant logo and digital badge distinguish the board-certified specialist from others in the profession. The certificant logo and digital badge can and should be proudly displayed on all promotional materials.

Usage of the NBC-HIS certificant logo and digital badge does not imply any of the following:

That NBC-HIS has certified, accredited or approved the board certificant's company itself, or any process, or product;

That NBC-HIS has approved the business's materials, or representations used for sales, advertising, or other promotional efforts;

That any particular level of quality or performance is guaranteed or assured by NBC-HIS;

That any statements made to customers or the general public are truthful or accurate;

That the board certificant is certified for any other designation beyond that of BC-HIS awarded by NBC-HIS.

Those who do not earn the BC-HIS designation, or have lapsed in certification renewal, forfeit the right to use and display the NBC-HIS certificant logo and digital badge across all collateral. Usage of the logo and badge are for certificants in good standing only.

In the event that these rules are violated, NBC-HIS retains the right to direct the certificant to cease use of the logo and badge. It is also the right of NBC-HIS to determine whether these guidelines have been violated or whether the NBC-HIS certificant logo and digital badge have been misused. NBC-HIS can and will take the necessary steps to enforce appropriate usage of the NBC-HIS certificant logo and digital badge.

ACCESS TO RESOURCES

To access and download all collateral presented in this branding guide, visit: www.nbc-his.com/toolkit.

CONTACT US

If you have questions about the branding guide and/or logo usage, please contact us at connect@nbc-his.com or 734.522.2900.



NATIONAL BOARD FOR
CERTIFICATION IN HEARING
INSTRUMENT SCIENCES

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