

# BRAND AND LOGO USAGE GUIDELINES 2020

For RJC Certified Members

A guide to maintain our identity, one that is easy for people to recognise and trust.

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RESPONSIBLE  
JEWELLERY  
COUNCIL

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# DRIVING CHANGE TOGETHER

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Congratulations on achieving RJC Certified Member status. We appreciate your commitment to the RJC's Code of Practices. Sustainability is a journey of continuous improvement – and we hope to work together to drive change in our industry and encourage action towards the United Nation's 17 Sustainable Development Goals.

We encourage all of our certified members to showcase their membership proudly in their communications. Please note that only certified members are permitted to make use of this logo.

This guide explains the correct usage of the RJC logo and brand.

If you have any questions, please contact our Communications Team at:  
[communications@responsiblejewellery.com](mailto:communications@responsiblejewellery.com)

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# 01. OUR CORE

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# PURPOSE

We have a responsibility towards humankind, nature and climate. Our collective response as an industry is critical for future generations.

2020 is the decade of Trust and Transparency – the decade of consumer choice. The RJC was founded in 2005 by 14 leading organisations with a clear vision a responsible world-wide supply chain that promotes trust in the global jewellery and watch industry. We believe this vision today is even more relevant than in 2005.

We are proud to have more than 1,200 members from mining to retail. Our standards cover diamonds, coloured stones (emeralds, rubies, sapphires), gold silver and platinum group metals. Companies become member and start the journey of certification. It is a step by step process to learn about your organisation, improve management processes, build stronger employee-workers-supplier relations, protect your brand equity and most important participate in a positive movement to build a responsible supply chain that drives consumer confidence.

The 2030 Agenda and the 17 Sustainable Development Goals (SDGs) play an important role for the RJC to lead and drive progress on the implementation, building positive impact and delivery of trust to key stakeholders.

Our refreshment of the brand reflects our Purpose. We are now at a crossroads. 2020 is the decade of action – let us work together to build a better world.



BUILT  
TO  
LEAD

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# MISSION, VISION, VALUES

## MISSION

We strive to be the recognized standards and certification organization for supply chain integrity and sustainability in the global jewellery and watch industry.

## VISION

Our vision is a responsible world-wide supply chain that promotes trust in the global jewellery and watch industry.

## VALUES

- We are respectful and fair.
- We practice honesty, integrity and accountability.
- We engage in open collaboration.

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## 02. LOGO USAGE

# OUR LOGO

Our logo represents the link bringing together all our members towards a common vision - to make sure that every link of the jewellery and watch supply chain is responsible.

## ICON & WORDMARK

The icon and wordmark always appear together. The icon (linked chain) never appears alone.

## COLOUR & COMBINATIONS

The logo only appears in Blue/Ivory with the exception of black and white print. Blue on an ivory background is preferred, for print, Blue on a white background is permitted if printing in colour.

PRIMARY: BLUE/IVORY  
Use with colour communications.



ALTERNATIVE: BLACK/WHITE  
Use with non-colour communications.



Our icon never appears alone. Always use with the wordmark.



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# CERTIFIED MEMBER LOGO

RJC Certified Members are eligible to use an exclusive logo to showcase to your customers, employees, partners and other stakeholders your commitment to a sustainable supply chain.

## COMPANY NOT PRODUCT

It is critical that whenever you use our logo or your certified member logo, that you do not imply that a particular item or product is certified. Our membership is a company membership and it is important that this commitment is clear and transparent to everyone.

LOGOS FOR USE BY CERTIFIED MEMBERS ONLY



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# LOGOS & LANGUAGE FOR US MARKETS

## LOGO

A variant with the American spelling of Jewellery (Jewelry) is permitted for use in US markets.

## CERTIFIED MEMBER LOGO

RJC Certified Members in US markets, or markets where American English is used as standard, may use the US-ONLY variant of the logo.

## LANGUAGE

American spelling can be used in branded communications for US markets AND where the US variant of the logo is applied.

## URL

The spelling of our web address (URL) always remains in English 'responsiblejewellery.com'.

LOGOS FOR USE BY CERTIFIED MEMBERS ONLY IN US MARKETS



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# LOGO COLOUR

Our palette mirrors our personality, and each colour represents traits of our characteristics. From our palette, these two colours are available for use by certified members with regards to our logo.

## AEGEAN BLUE

Related to nature and the sea in its purest form, Aegean Blue suggests calmness, authority and wisdom.

## IVORY

Neutral, pure and soft in its warm tone, Ivory sets relaxed notes of understated elegance.

### IVORY

RGB 239 237 232

CMYK 5 4 7 0

HEX EFEDE8

### AEGEAN BLUE

RGB 48 76 90

CMYK 80 47 31 48

HEX 304C5A

# LOGO LOCKUP

The certified member logo must always be used in full. RJC Certified Members are only permitted to use the certified member logo (shown here).

It consists of three parts:

1. **Icon** – symbol of strength and unity
2. **Wordmark** – clarity of authority
3. **Status** – indication of certified member status



Our icon never appears alone. Always use with the wordmark.

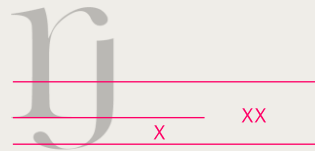


Use of the RJC logo without 'certified member' is not permitted. Always use the certified member version.



# CLEAR SPACE

Always be mindful and allow plenty of breathing space around the logo. Here is how to calculate the minimum space - based on the dimensions of the icon.



How to calculate clear space.



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# FORMATS & DIMENSIONS

## FORMATS

All logos are supplied in CMYK and RGB in these file types: AI, EPS, JPEG, PDF, PNG, SVG.

## MINIMUM HEIGHT

Keep logo usage above 80px (digital) and 25mm (print). Use good judgement to ensure that the logo is clearly visible and balanced.

## ASPECT RATIO

Always maintain the default aspect ratio of our logo. Do not stretch or compress the logo from its original shape.

MINIMUM HEIGHT OF LOGO



CERTIFIED MEMBER LOGO  
80px (digital) and 25mm (print) -



Do not stretch or  
compress our logo.

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# CO-BRANDING

We believe, working in collaboration and building partnerships is vital to help achieve responsible business practices. We would therefore be delighted if you decided to illustrate your commitment to the RJC and our cause through branded partnerships.

Place logos beside each other with a dividing line. Use best judgement to ensure both logos appear balanced and in proportion with each other. The partner logo can be placed on either left or right of the RJC logo.

Where possible, use landscape variants of logo to keep our logo in proportion to your logo.



PARTNER LOGO



PARTNER  
LOGO

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# DOS AND DON'TS

## DO

- Do use the logo files provided rather than creating your own.
- Do preserve the integrity of our logo by following the clear space guidelines.
- Do always use the icon and wordmark together (never alone).
- Do use our logo in Aegean blue on Ivory or light-coloured backgrounds, or the Ivory logo on a dark-coloured background.
- Do ensure that our logo remains true to its original artwork in scale, size and dimension. Shadows, gradients, bevels and other effects are not permitted. Apply in high resolution to avoid pixelated executions.

## DON'T

- Don't use our logo unless you are a certified member.
- Don't modify our logo in any way, such as by changing the design, scale or colour. If you can't use the correct colour due to technical limitations, use black and white.
- Don't use old/outdated versions of our logo.
- Don't use our logo to imply a particular product or item is RJC certified – membership is a company status, not a product status.



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## 03. OUR COLOURS AND FONTS

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# PALETTE

Our palette mirrors our personality and each colour represents traits of our characteristic values.

## AEGEAN BLUE

Related to nature and the sea in its purest form, Aegean Blue suggests calmness, authority and wisdom.

## IVORY

Neutral, pure and soft in its warm tone, Ivory sets relaxed notes of understated elegance.

## EARTH

Stable, reliable and wholesome, Earth provides reassurance and a solid foundation.

## SKYE

Associated with transparency and inspiration, Skye evokes loyalty, stability and confidence.

## SUNBURST

Compelling and energetic, Sunburst is a bold accent colour associated with confidence, success and illumination.



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# FONT FAMILY

## FAMILY

Togetherness is built into our DNA, and our font is no exception. Colaborate Light and Colaborate Thin are used throughout our communications.

## WEBFONT

Colaborate is also our webfont.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 0123456789

HEADINGS: COLABORATE LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz 0123456789

BODY COPY: COLABORATE THIN



# RESPONSIBLE JEWELLERY COUNCIL

LEAD WITH PURPOSE . . . INSPIRE WITH TRUST  
CONTRIBUTE TO DEVELOPMENT

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#### Connect with us

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