

BRAND & LOGO USAGE GUIDELINES

FOR RJC APPROVED
CERTIFICATION BODIES



01

CONGRATULATIONS

Congratulations on achieving RJC Approved Certification Body (CB) status

We appreciate your commitment to the RJC's standards. Sustainability is a journey of continuous improvement for our members - and we hope to work together to drive change in our industry and encourage member action towards the United Nation's 17 Sustainable Development Goals.

The RJC-approved CB status allows you to use the RJC logos on certificates you issue to RJC members against the RJC standards, as well as in any publicity, training materials, or documents you issue in connection with the RJC certification, to promote your RJC certification services and approved CB status. Please note that only approved CBs that have signed the RJC Service and Licence Agreement for use of the Licensed Materials (RJC logos) are permitted to use the RJC 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



John Hall

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WHO WE ARE

We are the world's leading standard-setting organisation for the jewellery and watch industry

Founded in 2005 by 14 pioneering organisations including ABN AMRO, BHP Billiton Diamonds, Cartier, CIBJO (World Jewellery Confederation), the Diamond Trading Company (part of De Beers Group), Diarough, Jewellers of America, the UK's National Association of Goldsmiths, Newmont Mining, Rio Tinto, Rosy Blue, Signet Group, Tiffany & Co., and Zale Corporation.

Today, our membership spans over 2,000 companies worldwide, representing every stage of the global jewellery and watch supply chain, from mine to retail.

What unites us is a common purpose: to advance responsible business practices that protect people and the planet. We believe this can only be achieved by working together through partnership, transparency, and shared responsibility.



01

WHAT WE DO

We work to ensure that responsible standards are upheld right across the global jewellery and watch supply chain

The RJC team oversees the development, maintenance, and implementation of our three industry standards. We work closely with approved auditors to ensure they consistently assess compliance with rigour and integrity. Once members successfully complete the required certification audit, certificates are issued that affirm their commitment to responsible business practices.

Beyond standard-setting, we serve as a leading voice for the jewellery and watch industry on key Environmental, Social, and Governance (ESG) issues. The RJC system of standards and assurance is designed to drive greater sustainability throughout the industry, with provisions covering all aspects of the supply chain and all key areas of responsible practice.

01

OUR VALUES

MISSION

We strive to be the recognised standards organisation 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 and we engage in open collaboration.

02

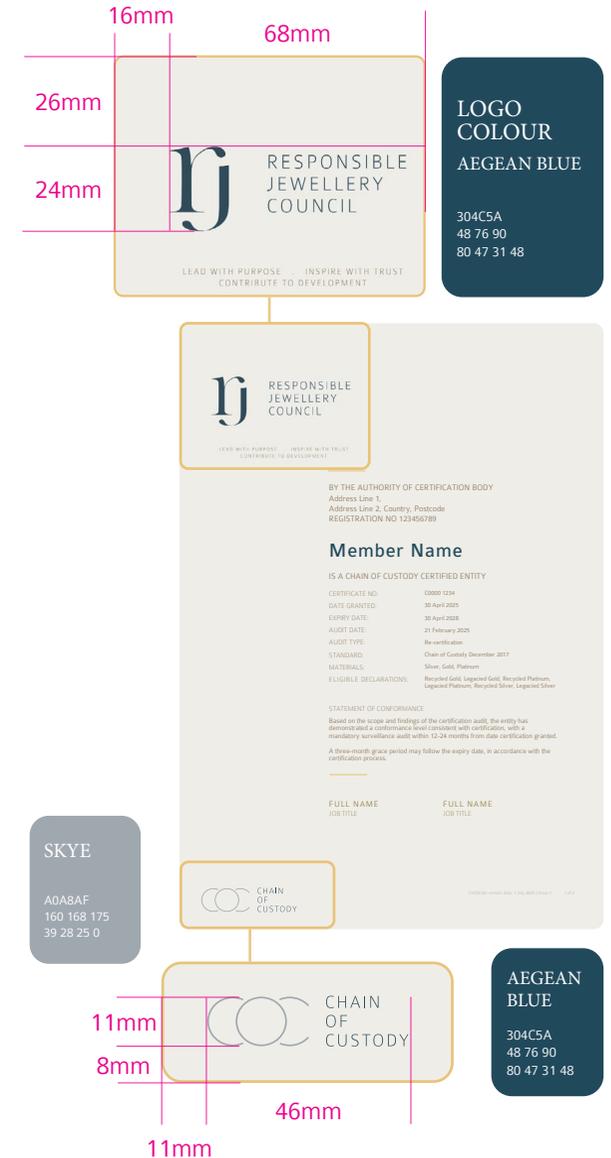
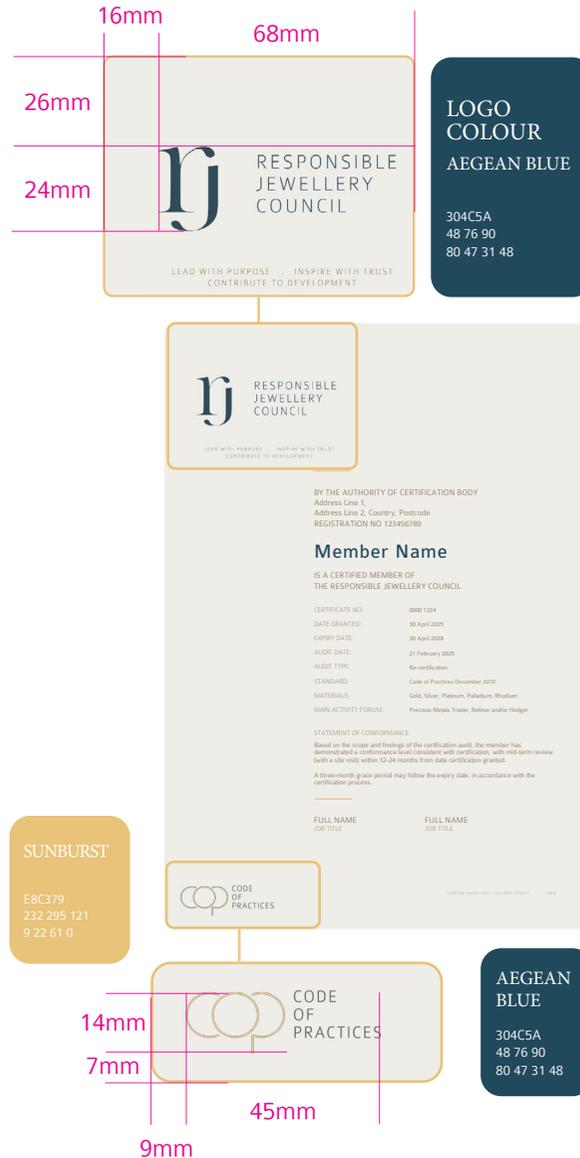
COP 2019 & COC 2017 LOGO USAGE

Only RJC-approved Certification Bodies (namely the legal entity holding the RJC approval) can use the RJC logos on certificates they issue to RJC members against the RJC standards.

Affiliated offices are not allowed to use the RJC logos to issue RJC certificates in their own name.

A variant with the American spelling of jewellery (jewelry) is permitted for use in US markets (see chapter 3 for details.)

Aside from the American spelling of jewellery (jewelry) in the RJC logo, no variations of the RJC certificate are allowed.



02

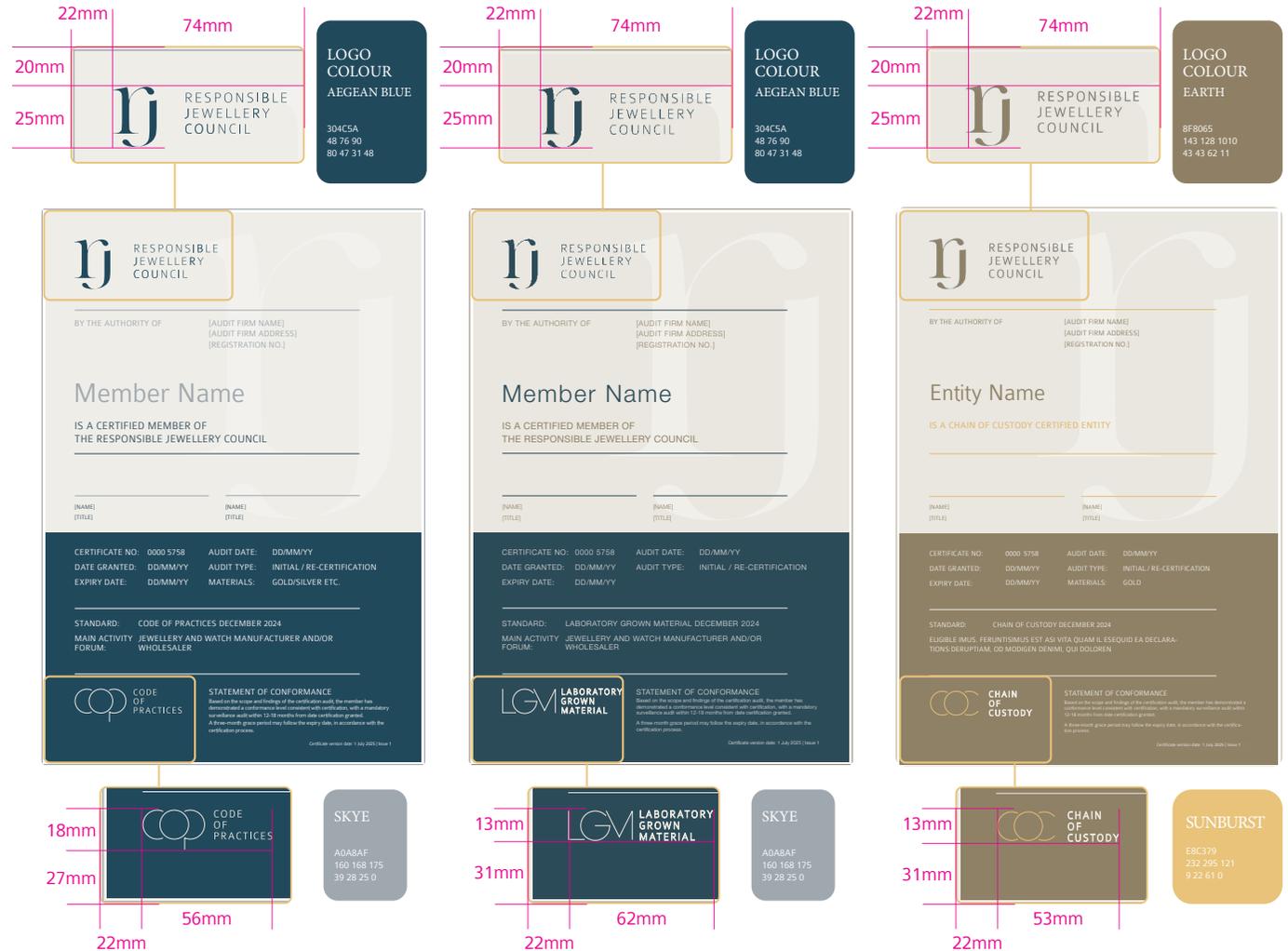
COP & COC 2024,
LGM LOGO USAGE

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Aside from the American spelling of jewellery (jewelry) in the RJC logo, no variations of the RJC certificate are allowed.



03

APPROVED CERTIFICATION BODY LOGO

RJC Approved Certification Bodies are eligible to use an exclusive logo to showcase to their customers, employees, partners and other stakeholders that they can offer RJC certification services.

The use of the RJC logo by Approved CBs is covered under the RJC Service and Licence Agreement.

The CB shall only advertise or promote RJC certification services that are within the scope of their RJC approval.

Where a CB has affiliate offices delivering certification services on its behalf, every use of the RJC logo or reference to RJC in promotional materials shall visibly feature the words 'delivering RJC certification services in association with [full name of CB - the legal entity holding RJC approval]' on the materials. Affiliate offices shall not use the RJC logo or reference the RJC on their own, without referencing the RJC approved CB.



RESPONSIBLE
JEWELLERY
COUNCIL

— APPROVED CERTIFICATION BODY —

03

LOGOS & LANGUAGE FOR US MARKET

A variant with the American spelling of jewellery (jewelry) is permitted for use in branded communications for US markets AND where the US variant of the logo is applied.

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

Where a CB has affiliate offices delivering certification services on its behalf, every use of the RJC logo or reference to RJC in promotional materials shall visibly feature the words 'delivering RJC certification services in association with [full name of CB - the legal entity holding RJC approval]' on the materials. Affiliate offices shall not use the RJC logo or reference the RJC on their own, without referencing the RJC approved CB.



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COUNCIL

— APPROVED CERTIFICATION BODY —

03

LOGO LOCKUP

The Approved Certification Body logo must always be used in full

RJC Approved Certification Bodies are only permitted to use the Approved Certification Body logo (shown here). It consists of three parts:

1. **ICON** - symbol of strength and unity
2. **WORDMARK** - clarity of authority
3. **STATUS** - indication of Approved Certification Body status



The use of the RJC logo without 'Approved Certification Body' is NOT permitted. Always use this logo in reference to the legal entity holding the RJC approval, as opposed to affiliated offices.

03

LOGO CLEAR SPACE

The clearspace of X is to ensure that the logo is always clearly visible and recognisable, even when it is used at small sizes or in crowded design contexts.



03

LOGO COLOUR

Our palette mirrors our personality, and each colour represents traits of our characteristics. From our palette, these three colours are available for use by Approved Certification Bodies with regards to our logo.

AEGEAN BLUE is related to nature and the sea in its purest form. It suggests calmness, authority and wisdom.

IVORY is neutral, pure and soft in its warm tone. It sets relaxed notes of understated elegance.

SUNBURST is a compelling colour that conveys youth and fresh energy. This illuminating, mostly associated with success and confidence.

AEGEAN BLUE

304C5A
48 76 90
80 47 31 48

IVORY

EFED8
239 237 232
5 4 7 0

SUNBURST

E8C379
232 295 121
9 22 61 0



03

INCORRECT USAGE

The logo has been carefully considered and designed. None of the elements of the logo shall be altered in any shape or form from the original logo files supplied upon obtaining approved status and signing the RJC Service and Licence Agreement.

- 1 DO NOT change the size, message or layout of the descriptor
- 2 DO NOT outline the logo under any circumstance
- 3 DO NOT rotate the logo (use only horizontal and vertical examples)
- 4 DO NOT distort the proportions of the logo in any way
- 5 DO NOT colour the logo (see colours for more detail)
- 6 DO NOT redesign the logo in any way
- 7 DO NOT add drop shadows to the logo
- 8 DO NOT place on complicated backgrounds to ensure clear visibility.



03

FORMAT & 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



DO NOT STRETCH OR COMPRESS THE LOGO

03

CO-BRANDING

We believe working in collaboration and building partnerships is vital to help achieve responsible business practices. We would 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 your logo to keep our logo in proportion to your logo.



04

LOGO USAGE

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 dimensions.
- DO ensure that when used on the same promotional material as marks/logos of other certification schemes, the RJC logo shall not be used in a way that disadvantages the RJC in terms of size or placement

DON'T

- DON'T use our logo unless you are an Approved CB or if you are no longer an Approved CB
- DON'T modify our logo in any way such as changing the design, colour or scale. If you can't use the correct colour due to technical limitations use black or white
- DON'T use old or outdated versions of our logo
- DON'T use our logo to imply a particular item or product is RJC certified, in product brand or company names or website domain names.
- DON'T use our logo in a way that could cause confusion, misinterpretation, or loss of credibility to the RJC certification scheme
- DON'T use our logo in a way that implies that RJC endorses, participates in, or is responsible for activities performed by your organisation
- DON'T use our logo with any RJC certified member's promotional panel in any promotional materials
- DON'T use our logo in a way that implies equivalence to other industry relevant schemes

05

INTELLECTUAL PROPERTY & TRADEMARKS

All RJC approved certification bodies (CBs) have committed to comply with the Rules adopted by the Council for the use of its intellectual property, as a condition of their approval

The trade marks which appear on the RJC Website are owned by The Council for Responsible Jewellery Practices Ltd (RJC). Use of the Trade Marks without the RJC's consent will infringe the RJC's intellectual property rights. Nothing should be interpreted as granting any rights to use or distribute any names, logos, or Trade Marks except with the express written consent of the RJC.

The names "Responsible Jewellery Council", "Responsible Jewelry Council", and the "Council for Responsible Jewellery Practices", and the Responsible Jewellery Council device (RJC logo) are trademarks of the RJC. The Council has adopted these Rules to protect the integrity of its intellectual property, and authorise legitimate use.

Anyone is free to make truthful and accurate textual references to the RJC and its standards and assurance systems provided such references are not likely to cause error or confusion, or imply an inaccurate association between the Council and the organisation making the references.

No party may use the RJC logo, or any of the designs incorporating the RJC logo, in a manner that is likely to cause error or confusion about the intended purpose of the logo or design, or imply an inaccurate relationship between the party and the RJC. For further guidance on use of the logo, CBs should look at the RJC brand usage guidelines on the auditor portal.

The written materials developed by the Council for the implementation of its certification systems may be reproduced and distributed, but may not be altered in any way that affects the integrity, purpose or accuracy of the materials. The materials may only be altered by CBs for their own use, such as developing internal company management guidelines

Copying, adaptation, transmission or reproduction of the RJC materials, the website or any of the Information contained therein is prohibited except to the extent permitted by United Kingdom law.

RJC Approved CBs are not authorised to allow any other party, including business partners, to use the RJC logo or designs incorporating the RJC logo. For greater certainty, entities that are part of a corporate group which includes an RJC Approved CB may not use the RJC name and logo in any way that conveys a false impression that such entities are themselves an RJC Approved CB.

20 YEARS
RESPONSIBLE
JEWELLERY
COUNCIL

For more details:
communications@responsiblejewellery.com