

# BRAND & LOGO USAGE GUIDELINES

## FOR RJC CERTIFIED MEMBERS





# 01

## CONGRATULATIONS

### Congratulations on achieving RJC certified member status

We appreciate your commitment to the RJC's standards. 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 our certified members to showcase their membership proudly in their communications. Please note that only certified members are permitted to make use of our 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)



John Hall



# 01

## 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 watch and jewellery 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 complete the required certification audit, certificates are issued that affirm their commitment to responsible business practices.

We serve as a leading voice for the watch and jewellery 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 standard-setting 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

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 your certified member logo, 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.



RESPONSIBLE  
JEWELLERY  
COUNCIL

————— CERTIFIED MEMBER —————

0000 0000

## 02

LOGOS &  
LANGUAGE FOR US  
MARKET

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

CERTIFIED  
MEMBER LOGO

RJC Certified Members in the 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.



RESPONSIBLE  
JEWELRY  
COUNCIL

CERTIFIED MEMBER

0000 0000

## 02

## 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

The use of the RJC logo without 'Certified Member' is NOT permitted. Always use the Certified Member version.





## 02

## 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.



## 02

## 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** 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.

Members certified against the Code of Practices **CAN** display the COP logo alone.

Member certified against the Code of Practices and Chain of Custody **CAN** display the logos alongside each other.

Members **CANNOT** display the Chain of Custody logo alone.

## AEGEAN BLUE

304C5A  
48 76 90  
80 47 31 48



RESPONSIBLE  
JEWELLERY  
COUNCIL

CERTIFIED MEMBER  
0000 0000



CHAIN  
OF  
CUSTODY

CERTIFIED NUMBER  
C0000 0000

## IVORY

EFED8  
239 237 232  
5 4 7 0



RESPONSIBLE  
JEWELLERY  
COUNCIL

CERTIFIED MEMBER  
0000 0000



CHAIN  
OF  
CUSTODY

CERTIFIED NUMBER  
C0000 0000



## 02

## INCORRECT USAGE

The logo has been carefully considered and designed. None of the elements of the logo should not be altered in any shape or form from the original logo files supplied at the end of this document.

- 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.



## 02

# 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.



— CERTIFIED MEMBER —  
0000 0000



— CERTIFIED MEMBER —  
0000 0000



# 03

## 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.

### DON'T

- DON'T Don't use our logo unless you are a certified member
- 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- membership is a company status not product STATUS.



## 04

INTELLECTUAL  
PROPERTY &  
TRADEMARKS

All Members of the Council have committed to comply with the Rules adopted by the Council for the use of its intellectual property, as a condition of membership

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, members should look at the RJC brand usage guidelines on the member 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 Members 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.

Members of the Council 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 a Member of the Council may not use the RJC name and logo in any way that conveys a false impression that such entities are themselves Members of the RJC.



For more details:  
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