



Performance | Accountability | Confidence

Rules for use of the Responsible Jewellery Council Logo, Trademarks and Intellectual Property

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Contents

Rules for use of RJC Intellectual Property	3
Applying the brand identity	5
Guidelines for Logo usage	6
Certified Member Stamps usage	9

For further information and assistance

If you have any questions about applying the information covered in this guide, or require further information, please contact the Responsible Jewellery Council.

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Rules for use of the Responsible Jewellery Council Logo, Trademarks and Intellectual Property

1. GENERAL

The Responsible Jewellery Council (“RJC”, “the Council”) has developed certain copyright material and trademarks that are its intellectual property.

The names “Responsible Jewellery Council”, “Responsible Jewelry Council”, and the “Council for Responsible Jewellery Practices”, and the Responsible Jewellery Council logo (RJC logo) are trademarks of the RJC.

The Council has adopted these Rules to protect the integrity of its intellectual property, and authorise its legitimate use.

Anyone is free to make truthful and accurate textual references to the Responsible Jewellery Council and its certification systems provided such references are not likely to cause error or confusion, or imply an inaccurate association between the Council and the organization 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.

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.

2. USE OF THE RJC LOGO

The RJC logo signifies the RJC as an organisation. The colours, proportions and elements of the designs are set out in the electronic copies of the logo, which must not be modified. Only the size may be changed, subject to the minimum size set out in the RJC Logo Technical Guide.

The RJC logo is incorporated in the following formats and designs, all of which remain the intellectual property of the RJC:

Formats	Designs
Member Certification	<ul style="list-style-type: none">• Certified Member Stamp: where the RJC logo is accompanied by the words “Certified Member” and the responsiblejewellery.com website address, and the Certified Member’s unique certification number.• Certified Member Certificate: an A4 page certificate with the RJC logo, the Certified Member’s unique certification number, the Certification Period, and the signature of the CEO and Chair of the RJC Board. <p>These are issued to Members on successful attainment of RJC Member Certification.</p>
Chain-of-Custody (CoC)	<ul style="list-style-type: none">• Chain-of-Custody (CoC) Stamp: where the RJC logo is accompanied by the words Certification “Chain-of-Custody Certification” and the responsiblejewellery.com website address, and the unique certification number for the CoC Certified Member, or CoC Certified Entity, which must be under the Control of a CoC Member.• Chain-of-Custody (CoC) Certificate: an A4 page certificate with the RJC logo, the Certified Member’s/Entity’s unique certification number, the Certification Period, and the signature of the CEO and Chair of the RJC Board. <p>These are issued to CoC Certified Members / Entities on successful attainment of RJC CoC Certification.</p>
Promotional materials provided to Members	<ul style="list-style-type: none">• Designed by the RJC and may include counter stands, stickers, decals etc.

Electronic copies of the designs will be made available to those parties who are, in accordance with these Rules, authorised to use the RJC logo. The colours, proportions and elements of the designs are set out in the electronic copies of the designs, which must not be modified.

If the electronic copies of the RJC logo or designs are not suitable for use by an authorised party, such as for reproductions in publications, any reproductions of the logo shall follow the RJC Logo Technical Guide. Authorised parties are encouraged to forward proposed reproductions to the RJC Communications Manager for approval. Direct all enquiries to: communications@responsiblejewellery.com.

3. AUTHORISATION OF MEMBERS TO USE THE RJC NAME, LOGO AND DESIGNS

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.

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.

All Members of the Council are authorised and encouraged to use the RJC logo to identify themselves as Members and to signify their support for the Council.

Intellectual property for "Member Certification" and "Chain-of-Custody Certification" may only be used by Certified Members of the Council, or CoC Certified Entities under the Control of Members of the Council. The certification number or numbers accompanying Stamps and Certificates must only be the unique number or numbers assigned by the RJC to the Member/ CoC Certified Entity.

Electronic copies of the applicable versions of the logo formats and designs will be forwarded to Certified Members following certification.

4. AUTHORISATION OF ACCREDITED CONFORMITY ASSESSMENT BODIES (CAB's)

CAB's that have been accredited by the Council to perform verification assessments are authorised to use the Council's name and logo to promote their accreditation status.

5. AUTHORISATION OF OTHER PARTIES TO USE THE RJC NAME AND LOGOS

Parties other than RJC Members and Accredited CAB's are not authorised to use the RJC logo without the written permission of the Communications Manager or the Chief Operations Officer of the RJC. Direct all enquiries to communications@responsiblejewellery.com

6. AUTHORISATION OF USE OF THE RJC NAME AND LOGO IN ASSOCIATION WITH JEWELLERY PRODUCTS

The name Responsible Jewellery Council and the RJC logo may not be used in a way that implies that a jewellery product or jewellery materials, or the supply chain for the product or materials, are certified or endorsed by the Council unless it is used in accordance with Chain-of-Custody (CoC) Certification under the following authorisations.

- a. RJC Members who are Chain-of-Custody (CoC) Certified are authorised to use the RJC logo, CoC Stamp or CoC Certificate on or in conjunction with CoC Material, as defined by the RJC CoC Standard.
- b. Members are not authorised to use the RJC logo in a manner that is likely to cause confusion with non-CoC Material. For example if a jewellery product contains both CoC Material and non-CoC Material, the use of the logo may only apply to the CoC Material, and not to the product as a whole.
- c. Businesses that purchase CoC Material and who are not themselves CoC Certified may not reproduce the RJC logo or CoC Stamp, but may use them if already applied to CoC Material supplied by a CoC Certified business. For example, if the CoC Stamp is included in the packaging or labelling of the CoC Material supplied to them.

RJC Logo Technical Guide

This guide explains how the RJC logo, Certified Member Stamp, and Chain-of-Custody (CoC) Stamp may be reproduced, if the electronic copies of the logo or stamps are not suitable for the use by authorised parties.

The revised identity is a key part of the Council's ongoing development strategy. The identity will apply to virtually all communications and promotional activities. Specifically, the branding identity should be applied to the following:

- Publications including corporate brochures, process documents, report covers, both printed and electronic formats
- Display advertisements
- Websites
- Presentation documents (including PowerPoint) and all communications that require the use of RJC logos and trademarks
- Stationery
- Point of sale items such as counter cards, banners, decals etc.

These guidelines must be adhered to, and may not be diverted from unless approval is obtained from the RJC Communications Manager.

It is understood that there will be certain applications that will not be covered in these guidelines.

If you find this applies to your needs, then please contact the Communications Manager who will endeavor to resolve any difficulties with the consistent application of branding items.



**Two colour logo
(PMS 5415 and Black)**



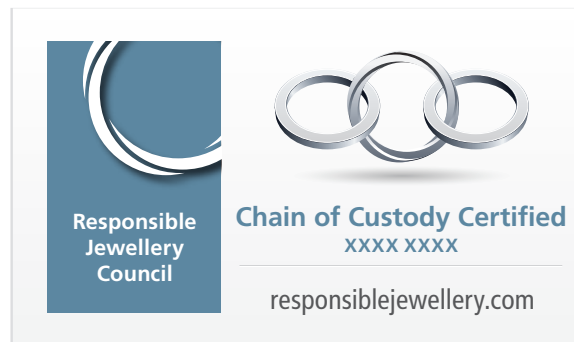
**One colour logo
Greyscale (Black)**



**One colour logo
Solid Black (Black)**



**Three colour Certified Member Stamp
(PMS 5415, PMS 5875 and Black)**



**Two colour logo
(PMS 5415 and Black)**

Guidelines for Logo usage



**Two colour logo
(PMS 5415 and Black)**



One colour logo (PMS 5415)



One colour logo (Black)

International market logo

There are three colour options for the RJC logo. The preferred version for most applications is the two colour version. This logo should be used wherever possible. It is available for use in 2 PANTONE® colours, (commonly referred to as PMS) and as a four colour process (also known as CMYK) version.

The less commonly used version is a one colour version. This should be used only where no second colour option is available such as one-colour

newspaper advertisements, very small reproduction or where the reproduction will not allow for accurate two colour representation of the logo, such as stitching on an embroidered shirt.

Whenever possible, Members should use the two colour logo.

Please note: the International version of the logo is the 'default' logo of the RJC. It should always be used except for applications specifically destined for use in the United States as detailed below.

U.S. market logo

At the current time, there are two versions of the logo; an international version and an American spelling version.

The logos are identical **except** for the spelling of Jewellery / Jewelry. These market specific logos are to be used for the appropriate market audience, ie. a communication targeted at U.S. based Members or retailers would use the American spelling version. Communications for an international market would use the other version.

The U.S. market logo is available in the same colour options and formats as the regular logo.



**Two colour
U.S. market logo**

Please Note: PANTONE® is a registered trademark of Pantone, Inc. The colours shown in this document are not intended to match the PANTONE Colour standards, and should be regarded as an approximation only. Please refer to a current PANTONE swatch book for accurate colour rendition.

Guidelines for Logo usage

Logo colours

The RJC's corporate colours are PMS 5415 'grey-blue' and black. The colour information is contained within the electronic versions of the logo and should not be modified and should be used only as supplied.

The following versions of the logo are available for use:

- Two PMS colours, PMS 5415 and black.
- Four colour process version is available for applications where PMS reproduction is not available or would add expense, such as publications which include full colour images such as magazine advertisements.
- One colour version comprising PMS 5415 only.
- A black only version is available on request for applications where there is no option to reproduce the logo in PMS colours such as newspaper advertisements.

Electronic version of the logos is available as Illustrator .eps and Photoshop .jpg files, which are the internationally accepted file formats for use in documents etc, and is available from the RJC Communications Manager.

PMS reproduction



PMS 5415



PMS Black

Correct colour reproduction is important. No other colours are to be used when reproducing the RJC logo.

Four colour process reproduction



C = 42
M = 8
Y = 0
K = 40



K=100

When reproducing the logo out of four colour process, these values should be used.

Incorrect usage

At no time should the logo's proportions, colours or elements be modified. No changes to colours are acceptable. The logo should always be used with the wording 'Responsible Jewellery Council'. The wording should always be legible, which means that the logo should never be reproduced smaller than 20mm wide (approximately the size it appears on a RJC business card).

The logo proportions should not be altered in any way, and usage other than as shown above is not acceptable for any application.

Ideally the logo will be reproduced on a white background, however if the logo must be reproduced on any other colour, the logo must have a 1 point white key line (border) around it.

Here are examples of how the logo is not to be used. Modifying the proportions or using any element of the logo on its own is not acceptable.



Using the logo on a coloured background

For clarity, it is always preferable to reproduce the RJC logo on a white background.

However, where it is not possible, the logo should be contained by a solid white keyline.

As a rule-of-thumb, a logo reproduced at 30mm wide, should have a 1 point keyline around it. A logo reproduced at 90mm wide would therefore have a 3 point keyline around it.

Logo with white 1 point key line (border) around it for use on non-white backgrounds.



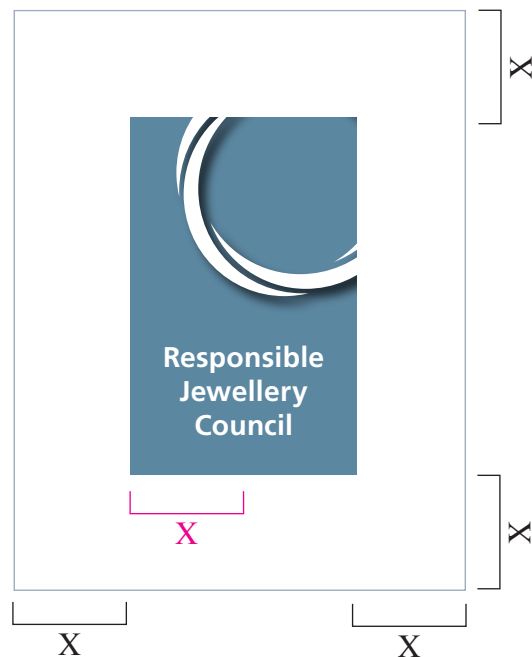
Exclusion zone

To ensure the RJC logo stands out on printed material, it is essential to avoid crowding it with other visual elements. No type or graphic should intrude into this zone.

The exclusion zone unit of measurement is based upon the measure expressed as 'X', which is half the width at which the logo is reproduced.

Where the RJC logo is to be used with other logos (such as Member logos) on documents, the exclusion zone still applies.

Logo with minimum clear space. 'X' is half the width of the logo at the size it is reproduced. For example, if the logo is reproduced in a document where it will be 40mm wide, 'X' will be 20mm, and therefore the space around the logo must be a minimum of 20mm.



Using the logo at minimum size in print applications

This is the minimum size at which the logo should be reproduced, 20mm in width.

There is no minimum reproduction size for electronic applications such as websites.



Certified Member Stamps

A MARK OF YOUR COMPANY'S COMMITMENT

The RJC has two stamps available for use by Member companies who have achieved RJC Certification and RJC Chain of Custody Certification.

We encourage Certified Members to use these stamps wherever it is appropriate to do so, to promote their commitment to building a trusted jewellery supply chain, and to promote their ongoing commitment to the process.

To ensure these stamps are used appropriately, we ask all Certified Members to observe these basic guidelines.

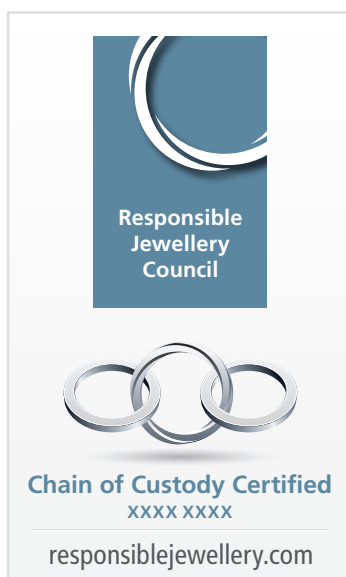
WHEN AND WHERE TO USE THEM

These stamps represent a part of your company's investment in an ethical and sustainable jewellery industry.

We encourage Certified Members to use these stamps to promote their commitment, and can be used in corporate communications, websites, brand advertising, point of sale collateral and stationery. The Stamps can be used for the period that their certification remains current.

The RJC requires that the following standards are observed to ensure the significant achievement Certification signifies, is not abused or diminished by incorrect or inappropriate usage.

If you are unsure of any aspect of how to use these stamps, the RJC Communications Manager will be pleased to assist you.



Certified Member Stamps and Chain of Custody Certified Member Stamps are available in landscape and portrait formats, and are supplied to Certified Members at the time of attaining certification.

They are also available with the U.S. spelling of 'jewelry'.

Using the Certified Member Stamp on a coloured background

For clarity, it is always preferable to reproduce the Certified Member Stamp on a white background.

However, where it is not possible, the Stamp should be contained by a solid white keyline.

As a rule-of-thumb, a Stamp reproduced at 30mm wide, should have a 1 point keyline around it. A Stamp reproduced at 90mm wide would therefore have a 3 point keyline around it.

Stamp with white 1 point key line (border) around it for use on non-white backgrounds. Applies to landscape and portrait format Stamps.



Exclusion zone

When the Certified Member Stamp is used on its own, to ensure the Stamp stands out on printed material, websites and emails, it is essential to avoid crowding it with other visual elements. No type or graphic should intrude into this zone.

The exclusion zone unit of measurement is based upon the measure expressed as 'X', which is half the width at which the logo is reproduced.

Where the Certification Stamp is to be used with other logos (such as Member's logo) on documents, the exclusion zone still applies.

Logo with minimum clear space. 'X' is half the width of the Stamp in portrait orientation at the size it is reproduced. For example, if the Stamp is reproduced in a document where it will be 40mm wide, 'X' will be 20mm, and therefore the space around the logo must be a minimum of 20mm. Exclusion zone applies to landscape and portrait format Stamps.



Using the Stamp at minimum size in print applications

This is the minimum size at which the Stamp should be reproduced, 30mm in width for the vertical version of the Stamp. 30mm is the minimum height for the horizontal version.

There is no minimum reproduction size for electronic applications such as websites.



Using the Chain of Custody Certified Stamp on a coloured background

For clarity, it is always preferable to reproduce the CoC Certified Member Stamp on a white background.

However, where it is not possible, the Stamp should be contained by a solid white keyline.

As a rule-of-thumb, a Stamp reproduced at 30mm high, should have a 1 point keyline around it. A Stamp reproduced at 90mm high would therefore have a 3 point keyline around it.



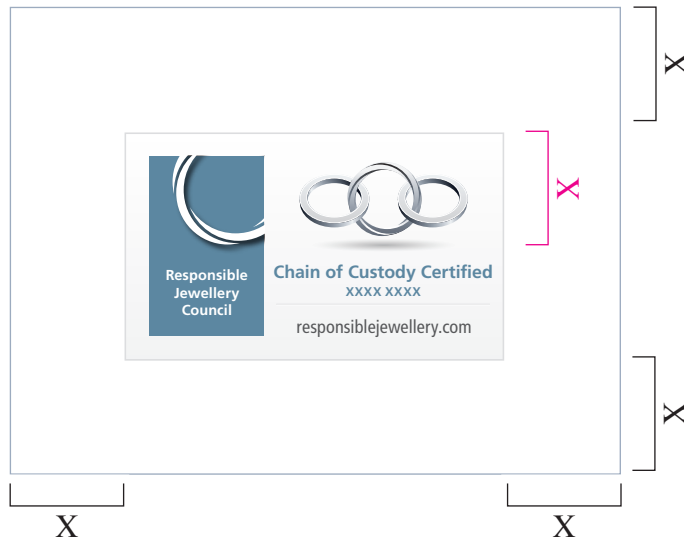
Stamp with white 1 point key line (border) around it for use on non-white backgrounds. Applies to landscape and portrait format Stamps.

Exclusion zone

When the CoC Certified Member Stamp is used on its own, it is essential to avoid crowding it with other visual elements. No type or graphic should intrude into this zone.

The exclusion zone unit of measurement is based upon the measure expressed as 'X', which is half the height at which the logo is reproduced.

Where the CoC Certified Member Stamp is to be used with other Stamps (such as Member logos) on documents, the exclusion zone still applies.



Logo with minimum clear space. 'X' is half the height of the logo at the size it is reproduced in horizontal format. For example, if the logo is reproduced in a document where it will be 40mm high, 'X' will be 20mm, and therefore the space around the logo must be a minimum of 20mm. Exclusion zone applies to landscape and portrait format Stamps.

Using the Chain of Custody Certified Stamp at minimum size in print applications

This is the minimum size at which the Stamp should be reproduced, 30mm is the minimum height for the Stamp.

There is no minimum reproduction size for electronic applications such as websites.



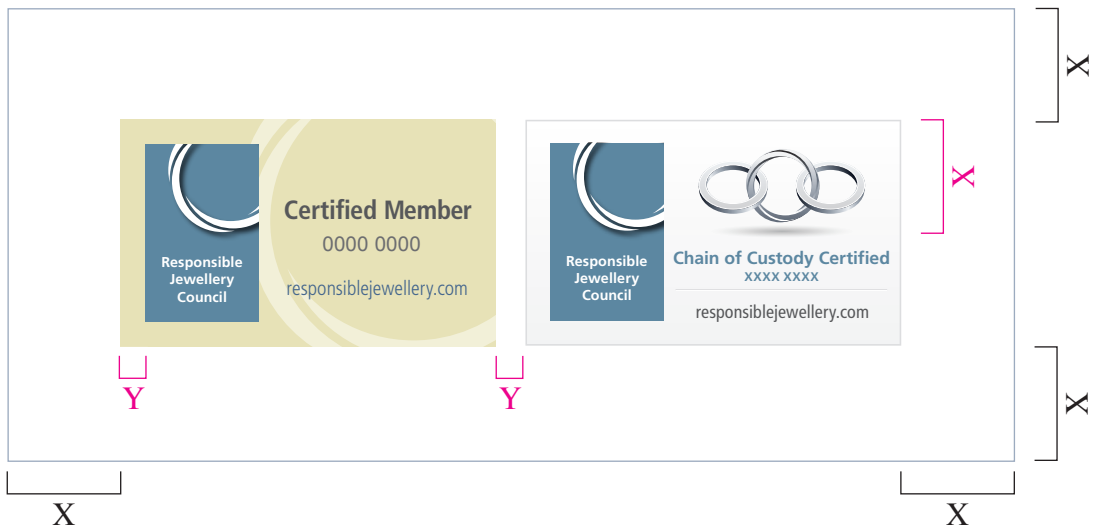
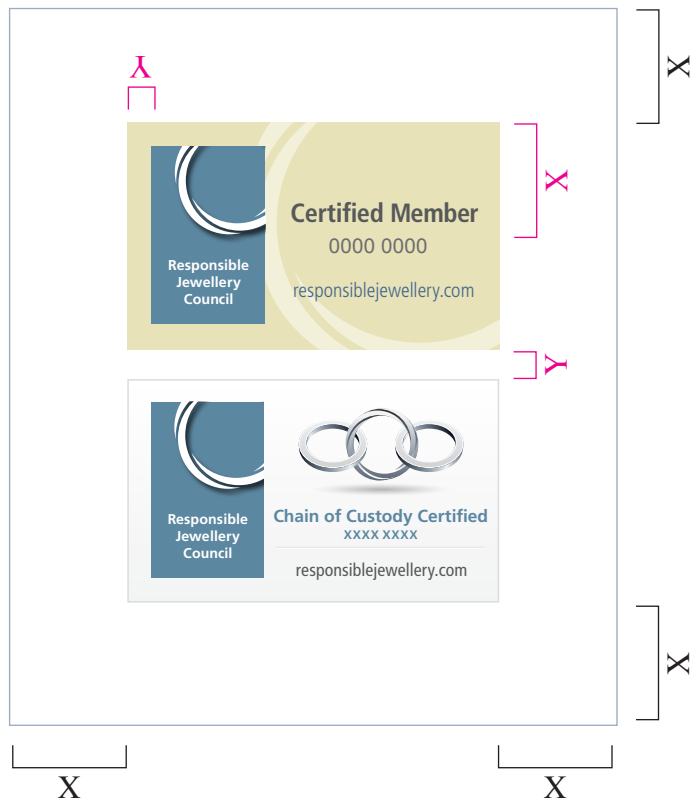
Using landscape format Certified Member and Chain of Custody Certified Stamps together

Where Members have achieved Certified Member status and are Chain of Custody Certified, it is appropriate that these milestones are displayed appropriately in Member's corporate collateral.

In this instance, the two Stamps should be used together, either side-by-side, or stacked as shown with the stipulated clear space.

Please note that the Certified Member Stamp should always be displayed on the left or above the Chain of Custody Stamp, as shown here.

Please note that it is not acceptable to use landscape and portrait formats of the Stamps together.

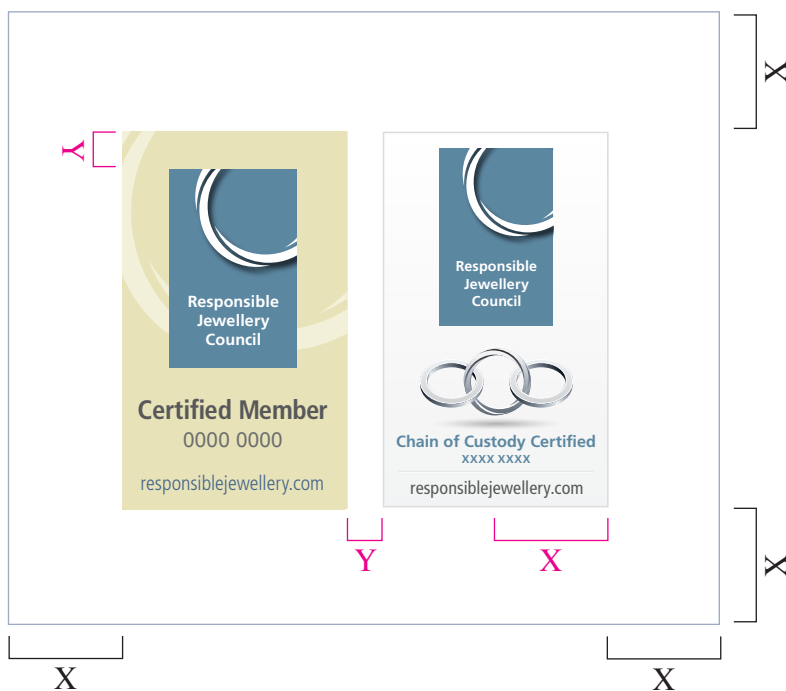
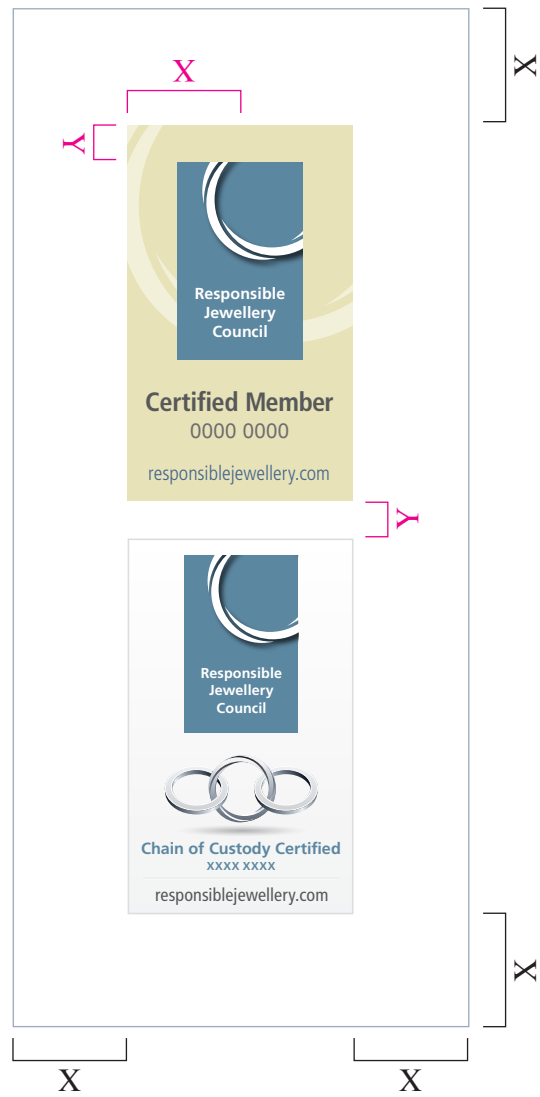


Using portrait format Certified Member and Chain of Custody Certified Stamps together

The two Stamps should be used together, either side-by-side, or stacked as shown with the stipulated clear space.

Please note that the Certified Member Stamp should always be displayed on the left or above the Chain of Custody Stamp, as shown here.

Please note that it is not acceptable to use landscape and portrait formats of the Stamps together.



Incorrect usages

At no time should a Stamp's proportions, colours or elements be modified. No changes to colours are acceptable. The Stamp should always be used as supplied, including displaying the official Certified Member number.

The wording should always be legible, which means that the Stamp should never be reproduced smaller than 30mm wide.

The Stamp proportions should not be altered in any way, and usage other than as shown above is not acceptable for any application.

Here are some examples of how the Stamps are not to be used. Modifying the proportions or using any element of the Stamp on its own is not acceptable. Member logos can be used with the Certified Member Stamp, when the correct exclusion zones are applied and the Certified Member Stamp is displayed correctly.

