



# Canadian Jewellers<sup>TM</sup> Association

## **CJA Brand and Logo Usage**

*The following policy is meant to preserve the integrity of the CJA brand as well as the relationship between CJA and its affiliates. It regulates all usage of the CJA name and logo, regardless of the format or medium in which it is represented. Use of the CJA brand is for communication purposes only and is not equal to any form of endorsement. **The CJA name and logo symbolizes authenticity, instilling confidence in all affiliates. Proper usage promotes brand recognition and strengthens brand identity.***

*CJA members in good standing are authorized to use the brand only in accordance with the terms and conditions outlined in this policy, subject to change or revocation at any time. Members are urged to contact the CJA under suspicion of any apparent misuse of the CJA name or logo or to clarify any questions regarding appropriate usage.*

## **General Usage Guidelines**

### 1. Use of CJA name and/or logo

- a. CJA members in good standing are permitted to use the official logo and refer to themselves as a 'Member of the Canadian Jewellers Association' in various advertising initiatives.
- b. A non-member may seek written permission to use the CJA name and/or logo, at the discretion of the association.
- c. CJA is not accountable for any loss or legal matter resulting from the usage of the CJA name and/or logo (i.e. product liability issue).
- d. Usage Restrictions
  - i. The CJA logo must not be altered, with the exception of a scaled resizing of the logo in its entirety.
  - ii. The CJA logo must not be used in a way that may misrepresent the association and the user (i.e. endorsement, sponsorship, etc.)
  - iii. Use of the CJA logo in any way other than acknowledging membership is prohibited.
  - iv. Non-members are prohibited from alluding to affiliation through use of the CJA name and/or logo.
  - v. **Companies whose membership has expired must discontinue use of any marketing material displaying the CJA name and/or logo (i.e. store decals, logo on websites, etc.)**
  - vi. Usage is prohibited on company invoices or appraisal documents, as well as in any manner that could misrepresent the value of an item.

### 2. CJA Membership Promotion

- a. CJA members in good standing are permitted to refer to themselves as a 'Member of the Canadian Jewellers Association' in various advertising initiatives.
- b. CJA affiliates are encouraged to link to the CJA website in all forms of their online presence and in instances where the CJA logo or membership statement is applied (usage as outlined above).
- c. Restrictions
  - i. Non-members are prohibited from alluding to affiliation by any means.
  - ii. Companies with expired membership are prohibited from claiming any further association with CJA by any means.

### 3. Violations

- a. Violation of these guidelines (by member or otherwise) will result in a warning (*Cease and Desist*) and amendment of the material related to the improper usage of the CJA name and/or logo, if applicable.
- b. Failure to comply with the set guidelines or to amend improper usage may result in membership termination.
- c. CJA reserves the right to pursue legal action if deemed appropriate.

### Logo Usage

1. The CJA logo must not be altered in any way (except for scaled re-sizing) and only approved artwork may be used.
2. Graphic elements that could be interpreted as part of the CJA logo may not be added near the logo space.
3. The CJA logo may not be used as part of any other symbol, logo or depiction.

### Guidelines for CJA Retail Members

1. Retail members are encouraged to use the CJA name and/or logo as part of any publication or communication forum (print or digital).
2. Retail members may only use the CJA name and/or logo under the company name in which membership is registered and may not use it on any other marketing materials or website of a different identity.

### Guidelines for CJA Supplier Members

1. Supplier members are encouraged to use the CJA name and/or logo as part of any publication or communication forum (print or digital).
2. Supplier members may only use the CJA name and/or logo under the company name in which membership is registered, and only in forums that do not sell directly to consumers.

### Ownership and Compliance

1. The CJA brand is exclusively the intellectual property of the Canadian Jewellers Association. The usage of the CJA name and/or logo does not grant the user any rights to ownership.
2. CJA reserves the right to monitor the use of the name and/or logo and may review samples of usage to ensure compliance of the terms and conditions.
3. Misuse of the CJA name and/or logo may result in revocation of usage rights and termination of membership. The CJA may prohibit the usage without notice if the user is not adhering to the guidelines or if usage could damage the reputation of the association.
4. Upon determination of any violation of these guidelines (at the sole discretion of the CJA), users of the CJA brand name and/or logo agree to discontinue usage within 30 days of receiving expressed written notice to do so.