



## LOGO GUIDELINES

# PRIMARY LOGO

## 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.



CJA CANADIAN<sup>TM</sup>  
JEWELLERS  
ASSOCIATION



CJA CANADIAN<sup>TM</sup>  
JEWELLERS  
ASSOCIATION

# LOGO CLEARSPACE

- Graphic elements that could be interpreted as part of the CJA logo may not be added near the logo space.
- The CJA logo may not be used as part of any other symbol, logo or depiction.



# MEMBER LOGO

- 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.
- A non-member may seek written permission to use the CJA name and/or logo, at the discretion of the association.
- 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).
- CJA members in good standing are permitted to refer to themselves as a 'Member of the Canadian Jewellers Association' in various advertising initiatives.
- CJA affiliates are encouraged to link to the CJA website in all forms of their online presence and in all instances where the CJA logo or membership statement is applied.



# BRAND MISUSE

The CJA logo should be used in its provided form, with no modifications.

Trademark symbol must be included.

- Logo must include 'Association' in all uses.

- Do not add a drop shadow or outer glow to logo.

- Do not change the font or colour of the text.



# BRAND MISUSE

## Usage Restrictions

- The CJA logo must not be altered, with the exception of a scaled resizing of the logo in its entirety.
- The CJA logo must not be used in a way that may misrepresent the association and the user (i.e. endorsement, sponsorship, etc.)
- Use of the CJA logo in any way other than acknowledging membership is prohibited.
- Non-members are prohibited from alluding to affiliation through use of the CJA name and/or logo.
- 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.)
- Usage is prohibited on company invoices or appraisal documents, as well as in any manner that could misrepresent the value of an item.
- Non-members are prohibited from alluding to affiliation by any means.
- Companies with expired membership are prohibited from claiming any further association with CJA by any means.
- Usage is prohibited on company invoices or appraisal documents, as well as in any manner that could misrepresent the value of an item.

## Violations

- 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.
- Failure to comply with the set guidelines or to amend improper usage may result in membership termination.
- CJA reserves the right to pursue legal action if deemed appropriate.