



## Brand Guidelines

Guidelines for using trademarks and copyrights  
of James Avery Craftsman, Inc.

# Clear Space and Minimum Size

The minimum clear space is defined as X, measured by the height and width of the character of the letter 'X'. A minimum clear space of X and X½ should always be applied.



The minimum size for the logo and descriptor is 2".



The minimum size for the Forging Hope Logo is 1.5".

# Improper Logo Usage

Any modifications to the logo lessen the impact of our brand. In order to maintain brand consistency, never alter, modify or recreate it.

For questions, please email us at [media.inquiry@jamesavery.com](mailto:media.inquiry@jamesavery.com).



Do not stretch or modify our logo in any way



Do not change the logo color



Never use a container shape with the logo



Never use graphic effects (e.g., drop shadow) with the logo



Never use the logo within text

# Guidelines for using trademarks and copyrights of James Avery Craftsman, Inc.

These guidelines are for media personnel, charitable organizations, and similar third parties who have received prior approval to use the copyrights, trademarks, service marks, trade names, trade dress or images (collectively “intellectual property”) of James Avery Craftsman, Inc. (“JAC” doing business as James Avery Artisan Jewelry) in promotional, advertising or reference materials, or on their websites for purposes approved by JAC. This intellectual property is being made available at <https://www.jamesavery.com/pages/newsroom> for convenience. Use of JAC intellectual property may be prohibited, unless expressly authorized.

The intellectual property of JAC is a valuable asset and by following these guidelines, you help us protect our intellectual property rights. Likewise, proper usage strengthens our corporate and brand identities. When you use intellectual property owned by JAC, you are acknowledging that JAC is the sole owner of the intellectual property and you promise that any use of the intellectual property will not interfere with JAC’s rights in its intellectual property. These rights include the use, registration of, or application to register such intellectual property anywhere in the world. You will not harm, misuse, or bring into disrepute any JAC intellectual property. The goodwill derived from using any of JAC’s intellectual property exclusively inures to the benefit of and belongs to JAC. Except for the limited right to use as expressly permitted in these guidelines, no other rights of any kind are granted hereunder, by implication or otherwise.

## AUTHORIZED USE OF JAC INTELLECTUAL PROPERTY

1. Advertising, Promotional and Sales Materials: Only charitable organizations and media partners authorized by JAC may use the JAC logo or other intellectual property of JAC in advertising, promotional, or other materials. Such authorized parties may use the JAC intellectual property only as specified in these guidelines and only for purposes approved by JAC. Note: Any current or past vendor should check the contract(s) for specific rights related to use of JAC’s intellectual property.
2. Publications: You may use JAC intellectual property in connection with magazines, periodicals, social media posts, etc. provided you comply with the following requirements:
  - a. The use must be referential, and the intellectual property should be less prominent than the rest of the text, whether incorporated into printed material or shown on a website. The name and logo of the person and company authoring the text must be more prominent than JAC intellectual property.
  - b. The use must reflect favorably on JAC and JAC products.
  - c. The use of JAC’s intellectual property or any other JAC-owned symbols, icons or images shall not appear on publications without the express written permission from JAC.

- d. You must disclaim all sponsorship, affiliation or endorsement by JAC in the publication unless such terms accurately describe JAC's actual and approved relation to the publication's content. Something similar to the following is required on the publication (whether printed or on-line): "(Title) is an independent (publication) and has not been authorized, sponsored, or otherwise approved by James Avery Craftsman, Inc."
  - e. An intellectual property attribution notice is required in the credit section of any publication, which gives notice of JAC's ownership of its intellectual property. Please refer to Section below titled "Proper Intellectual Property Notice and Attribution."
3. Web sites: Web sites that are noncommercial in nature and provide information concerning a JAC product or charitable giving campaign may use the appropriate JAC intellectual property, provided such use complies with the guidelines set forth in Section 2 above.

#### UNAUTHORIZED USE OF JAC INTELLECTUAL PROPERTY

1. Company, Product or Service Name: You may not use or register, in whole or in part, James Avery Craftsman, Inc., or any other JAC trademark, including, JAC's intellectual property, graphic symbols, logos, icons, or an alteration thereof, as or as part of a company name, trade name, product name or service name except as specifically noted in these guidelines.
2. JAC Logo and JAC owned Graphic Symbols: You may not use the JAC logo or any other JAC owned graphic symbol, logo, or icon on or in connection with web sites, products, packaging, manuals, promotional/ advertising materials, or for any other purposes except pursuant to express written permission.
3. Disparaging Manner: You may not use JAC intellectual property or any other JAC-owned graphic symbol, logo, or icon in a disparaging manner.
4. Endorsement or Sponsorship: You may not use JAC intellectual property, including any owned graphic symbols/logos or icons, in a manner that would imply an affiliation with, or endorsement, sponsorship or support of, a third party, a third-party product or service except pursuant to express written permission.
5. Merchandise Items: You may not manufacture, sell or give-away merchandise items, such as T-shirts, mugs, etc., bearing a JAC intellectual property, including symbols, logos, or icons, except pursuant to express written permission.
6. Trade Dress: You may not imitate the distinctive packaging, web site design, logos or typefaces of JAC.
7. Slogans and Taglines: You may not use or imitate a slogan or tagline of JAC.

8. Domain Names: You may not use identical or virtually identical intellectual property as a second level domain name.

## RULES FOR PROPER USE OF TRADEMARK

1. Trademarks are adjectives used to modify nouns; the noun is the generic name of a product or service.
2. As adjectives, trademarks may not be used in the plural or possessive form.
3. An appropriate generic term must appear after the trademark the first time it appears in a printed piece, and as often as is reasonable after that.
4. Always spell and capitalize trademarks exactly as they are shown. Do not shorten or abbreviate product names. Do not make up names that contain JAC trademarks.

## PROPER TRADEMARK NOTICE AND ATTRIBUTION

1. Distribution within the United States Only
  - a. On communications that will be distributed only in the United States, use the appropriate trademark symbol (TM, SM or ®) the first time the JAC trademark or intellectual property appears in the text of the advertisement, brochure or other material.
  - b. Include an attribution of JAC's ownership of its trademarks within the credit notice section of your communication.

Following are correct formats:

\_\_\_\_\_ is a registered trademark of James Avery Craftsman, Inc.

\_\_\_\_\_ and \_\_\_\_\_ are trademarks of James Avery Craftsman, Inc.

2. Distribution outside the United States
  - a. Do not use trademark symbols on communications that will be distributed outside the United States.
  - b. Use one of the following international credit notices:

\_\_\_\_\_ is a trademark of James Avery Craftsman, Inc., registered in the U.S.

\_\_\_\_\_ is a trademark of James Avery Craftsman, Inc.

## DEPICTION OF JAC PRODUCTS

1. Except for purposes approved by JAC, JAC does not support the use of its intellectual property, including but not limited to logos, company names, product names, or images of JAC products by other parties in marketing, promotional or advertising materials as their use may create the perception that JAC endorses or sponsors the product, service, or promotion.

2. When JAC products are featured,
  - a. The image must be an active photograph or image made available at <https://www.jamesavery.com/pages/newsroom> of the genuine product and not a rendering. Note: You must obtain express written permission from JAC before using any other photograph featuring JAC product(s).
  - b. Any product is shown only in the best light, in a manner or context that reflects favorably on the JAC products and on James Avery Craftsman, Inc.