



### **Logo User's Guidelines**

- 1) "The Canadian Diamond Code Committee (CDCC) encourages the use of the Code of Conduct logo in the marketing material of the Code members.
- 2) The logo should be used using the following guidelines:
  - a) The User shall use the Logo only in the formats shown in attached Schedules A and B and the Logo must always be accompanied by the name of the Code Signatory. Electronic files can be obtained from the Code Office.
  - b) The Logo shall not be combined with any other trade-mark, service mark, or other logo or trademark so as to create an inference to the public of endorsement or sponsorship of the User by CDCC.
  - c) The Logo will appear in the colours black and red only. No graphic or text component of the Logo will be omitted from or added to the format of the Logo as shown in Schedules A and B.
  - d) The Logo will be reproduced exactly as set out in Schedule A or B or in the form and manner as may be prescribed by the CDCC from time to time.
  - e) The User acknowledges that ownership of, and title in and to, the Logo are and shall remain solely with the CDCC.
  - f) The Logo will not be used or placed in such a way to mislead consumers in any way.
  - g) The logo will only be used by members in good standing.
  - h) If a member leaves the Code, the logo must be removed from all marketing materials including display on a web site.
  - i) Members are encouraged to advise the CDCC of improper use of the logo.

As of May 2009

## Schedule A

CANADIAN DIAMOND  
CODE OF CONDUCT



CODE DE CONDUITE  
SUR  
LES  
DIAMANTS CANADIENS

MEMBER **2009** MEMBRE

**Schedule B**



CANADIAN DIAMOND  
CODE OF CONDUCT



CODE DE CONDUITE  
SUR DIAMANTS CANADIENS  
LES

MEMBER **2009** MEMBRE