

## CANADIAN DIAMOND CODE OF CONDUCT 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 signatories.
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.
  - 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 signatories in good standing.
  - h. If a Signatory leaves the Code, the logo must be removed from all marketing materials including display on a web site.
  - i. Signatories are encouraged to advise the CDCC of improper use of the logo.

As of September 29, 2005

CANADIAN DIAMOND  
CODE OF CONDUCT



CODE DE CONDUITE  
SUR  
LES DIAMANTS CANADIENS

MEMBER **2006** MEMBRE



CANADIAN DIAMOND  
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