

## **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 members.
2. The logo should be used using the following guidelines:
  - a. The logo shall only be used by members in good standing.
  - b. 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 or the Code Signatory Identification Number (CSIN). Electronic files for the logo can be obtained from the Code Office.
  - c. 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.
  - d. The Logo shall only appear in the colours black and red. 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.
  - e. The Logo shall 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.
  - f. The User acknowledges that ownership of, and title in and to, the Logo are and shall remain solely with the CDCC. The CSIN and use of the Code logo are non-transferable.
  - g. The Logo shall not be used or placed in such a way to mislead consumers in any way.
  - h. If a member leaves the Code, decals, tent cards can no longer be used and the logo must be removed immediately 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 December 2010

Schedule A



Schedule B

