

SWAROVSKI

PROPER USE GUIDELINES FOR SWAROVSKI® TRADEMARKS

JUNE 2018

INTRODUCTION

Dear Swarovski customer,

Congratulations on choosing Swarovski® Branded Crystals and forward-integrated products. We appreciate your purchase and would like to provide you with practical guidance on how to properly use the Swarovski trademarks in your marketing communications.

Swarovski is the premium brand for the finest crystal embellishments since 1895. It is recognized for its innovative excellence and its collaborations with top-class designers and brands in the fashion, jewelry, accessories, interior design, and lighting industries across the globe.

Available in myriad colors, effects, shapes, and sizes, crystals from Swarovski offer designers a fabulous palette of inspiration and are produced according to the innovative, lead-free* Advanced Crystal standard. Born out of a passion for detail and high-precision cutting, these precious ingredients impart refined glamour to everything they embellish.

*Crystal glass and all other materials containing 0.009% lead or less.

CONTENTS

1.0 PROPER USE OF THE SWAROVSKI® TRADEMARKS	5	2.0 ADDITIONAL GUIDELINES FOR RESELLERS (B2B)	25	3.0 ADDITIONAL GUIDELINES FOR INGREDIENT CUSTOMERS (B2C)	29
1.1 GOLDEN RULES	6	2.1 ADDITIONAL GUIDELINES FOR RESELLER CUSTOMERS	26	3.1 USE OF THE SWAROVSKI® TRADEMARK ONLY AS AN INGREDIENT BRAND	30
1.2 100% RULE	7	2.1.1 USE OF THE SWAROVSKI® BRAND ONLY IN RESALE CONTEXT	26	3.2 PROMINENCE OF YOUR NAME AND/OR BRAND	31
1.3 LOGO USAGE	8	2.1.2 PROMINENCE OF YOUR NAME AND/OR BRAND	26	3.3 BASIC PROPER USE GUIDELINES	33
1.3.1 THE SWAROVSKI INGREDIENT BRAND LOGO	8	2.1.3 USE ON PACKAGING	26	3.4 PROPER USE TEXT REFERENCE	34
1.3.2 THE SWAROVSKI RESELLER LOGOS	9	2.1.4 USE OF THE SWAROVSKI BRAND AS TEXT REFERENCE	27	3.5 LOGO PLACEMENT	35
1.3.3 THE SWAROVSKI SWAN LOGOS	10	2.1.5 TEXT REFERENCE IN RESALE CONTEXT	28	3.6 PROTECTIVE SPACE	36
1.3.4 OTHER SWAROVSKI TRADEMARKS AND LOGOS	11			3.7 APPLICATION EXAMPLES	39
1.4 USE OF THE SWAROVSKI® TRADEMARK	12			3.7.1 PRODUCT AND PACKAGING SOLUTIONS	39
1.5 USE OF THE TRADEMARK SYMBOL "®"	17			3.7.2 PRODUCT CATALOG	40
1.6 USE OF SWAROVSKI® TRADEMARK/ COMPANY NAME	18			3.7.3 POINT OF SALE	41
1.7 INTEGRITY OF THE SWAROVSKI® NAME AND BRAND	20			3.7.4 CUSTOMER WEBSITE	42
1.8 SWAROVSKI "LOOK & FEEL"	23			3.7.5 SOCIAL MEDIA	43
1.9 RESPONSIBILITY FOR PARTNERS AND RESELLERS	24			3.7.6 GOOGLE ADWORDS	47

INTRODUCTION

OBJECTIVE

The objective of this document is to provide practical guidance on the proper use of the Swarovski® trademark in your marketing communications, e.g. advertising, on the web, in marketing materials, or on packaging.

“Swarovski trademark” means the word Swarovski used in any font or size, by itself or combined with other elements, in text, or as part of any logo.

We take any misuse of Swarovski trademarks very seriously, and we monitor the way they are used in the marketplace as a necessary means of protecting the value and image of the Swarovski brand for all Swarovski stakeholders. This also includes you, our customers. By following these Guidelines you will be helping to maintain and profit from the value and image of the Swarovski brand.

Please check the Guidelines from time to time at our website ([swarovski-professional.com/en-WORLD/downloads/brand-usage-guidelines](https://www.swarovski-professional.com/en-WORLD/downloads/brand-usage-guidelines)), because we update them periodically.

TARGET GROUP

These Guidelines apply to the use of Swarovski® trademarks by everyone who integrates Swarovski® Branded loose crystals and forward-integrated products as an ingredient in their own finished products and anyone who resells Swarovski Branded loose crystals and/or forward-integrated products. This includes direct and indirect purchasers (those who are not buying directly from Swarovski, but via a reseller).

Please note: Companies and brands referenced in these examples are fictional and are not intended to refer to any existing company or brand. Any similarity to any existing company or brand is coincidental.

OTHER AGREEMENTS

In case you and Swarovski have entered into other agreements regulating use of the Swarovski® trademarks – for example: purchase, sale, branding, logo, or license agreements – such agreements will take precedence over these Guidelines in any instances where there is a conflict.

QUESTIONS & CONTACTS

If you have any questions regarding how to properly use the Swarovski brands and trademarks, or about any Swarovski branding program, please contact your local Swarovski contact person or sp.branding@swarovski.com

PROPER USE OF THE SWAROVSKI® TRADEMARKS

As used in this document, “Swarovski trademark” means the word Swarovski used in any font or size, by itself or combined with other elements, in text, or as part of any logo.

As further defined in these Guidelines, you may use the Swarovski trademark only as a text reference in body copy. No logo usage is allowed, unless you have signed a logo agreement with Swarovski.

1.1 GOLDEN RULES

01 100% RULE

- Refer to Swarovski only when talking about Swarovski products or products made with 100% Swarovski Branded Crystals.

02 NO LOGO USAGE

- Do not use the Swan logo, the Ingredient Brand Logo and any other Swarovski logos unless you have signed a logo agreement or unless otherwise provided in these Guidelines.

03 PROMINENCE OF YOUR NAME AND/OR BRAND

- It must be clear WHO the producer and/or marketer of the finished product is. Don't evoke the impression that the product is a Swarovski product.
- Swarovski must not be the only visible brand on the internet page, packaging, etc.
- Your name or brand must be more prominent.

04 USE SWAROVSKI ONLY AS AN INGREDIENT BRAND

- Do not refer to your product (e.g. jewelry, bag) with crystals from Swarovski as "Swarovski jewelry."
- Do not use Swarovski in headlines, banners, or as a category name or product.
- Use wording like "embellished with crystals from Swarovski®" to clarify the role of Swarovski as crystal provider and not product owner.

05 CORRECT USE OF THE WORD SWAROVSKI

- Use the word Swarovski in the same font type and size as the other text. Make no changes to the word Swarovski. No other spelling or abbreviation is allowed.

06 CORRECT USE OF TRADEMARK SYMBOL "®"

- Use "®" after Swarovski at least once per page where Swarovski is mentioned as an Ingredient Brand or a brand for loose crystals and forward-integrated products.

07 USE THE SWAROVSKI TRADEMARK AS AN ADJECTIVE AND THE COMPANY NAME AS A NOUN

- Trademark: "... encrusted with glittering crystals from Swarovski®."
- Company name: "Swarovski is the world's leading producer of premium crystals."

08 INTEGRITY OF THE SWAROVSKI NAME AND BRAND

- Do not incorporate the name Swarovski into logos, company names, company cards, internet page names, domain names, names of the finished product collection, etc.

09 NO SWAROVSKI "LOOK & FEEL"

- Do not use any copyrighted material developed by Swarovski, e.g. visuals, videos, images.

10 RESPONSIBILITY FOR PARTNERS AND RESELLERS

- If selling your products through others, it is your responsibility to ensure that they are marketed fairly, honestly, and in a way that is not potentially misleading.

1.2 100% RULE

Using the Swarovski trademark is acceptable only if you have ensured that the crystals that you use in your own products are indeed 100% unmodified Swarovski® Branded Crystals.

If you are buying directly from Swarovski, then of course it is safe to assume that the crystals you have purchased are genuine Swarovski products. However, if you source them through other trade channels, you need to take every necessary step to ascertain that the products you have purchased are authentic Swarovski® Branded Crystals (e.g. ask your reseller for a certificate). Please be aware that there are sellers of counterfeit and mislabeled products, and sellers who sell both Swarovski® Branded Crystals and other gems, stones, or components that are produced and marketed by other companies, or that are marketed by Swarovski under a brand other than the Swarovski brand. So ask for proof from your supplier that the products are Swarovski® Branded products and that they have sourced the products from Swarovski.

Swarovski markets a specific set of premium crystals and forward-integrated products under the Swarovski brand, and its use may not be extended to other goods or services. Use of the Swarovski trademark when referring to crystals sold under other brands would be misleading to customers and consumers, as well as damaging to the Swarovski brand.

Rule:

Ensure that your crystals are 100% Swarovski® Branded Crystals.

The Swarovski brand must not be used when referring to products that are produced and marketed by other companies, or that are marketed by Swarovski under a brand other than the Swarovski brand. Nor should it be used when referring to finished and semi-finished goods that incorporate crystals, other gems, stones, or components that are produced and marketed by other companies, or that are marketed by Swarovski under a brand other than the Swarovski brand.

Any use of the Swarovski trademark in these contexts could mislead customers and consumers, and potentially subject you to liability for trademark infringement, false advertising, and unfair competition.

1.3 LOGO USAGE

You need to sign a written logo agreement from Swarovski in order to use any Swarovski Logo. Moreover, some logos are available for use and some are not. Using a Swarovski Logo without a signed logo agreement from Swarovski would be confusing to customers and consumers alike, and could potentially make you liable for trademark infringement, false advertising, and unfair competition. If you are interested in using a Swarovski® Logo, please contact the Swarovski Professional Brand Programs team at: sp.branding@swarovski.com or your local Swarovski contact for further information.

1.3.1 THE SWAROVSKI INGREDIENT BRAND LOGO

The use of the “Crystals from Swarovski®” Ingredient Brand Logo (pictured on the right-hand) is reserved exclusively for those who have signed a written logo agreement with Swarovski. Don’t use this logo without one.

Rule:

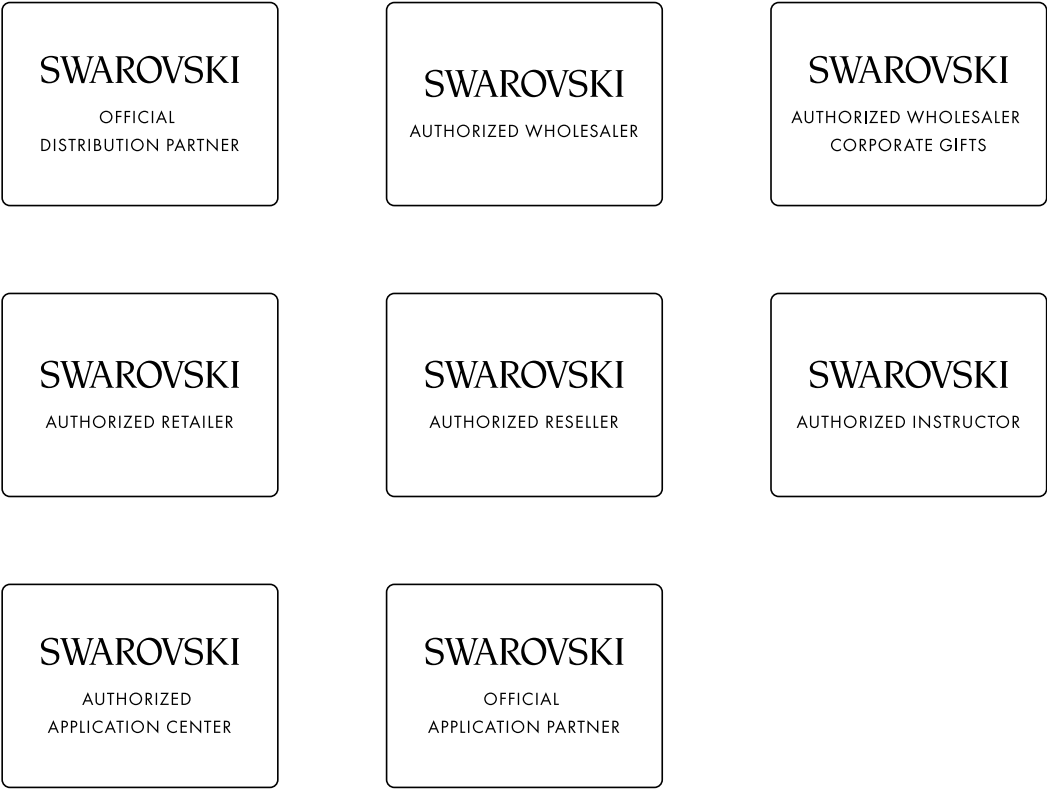
Don’t use or imitate any Swarovski® Logos.



1.3 LOGO USAGE

1.3.2 THE SWAROVSKI RESELLER LOGOS

The use of the Swarovski Reseller Logos (pictured on the right) is reserved exclusively for those who have signed a written logo agreement with Swarovski. Don't use these logos without one.



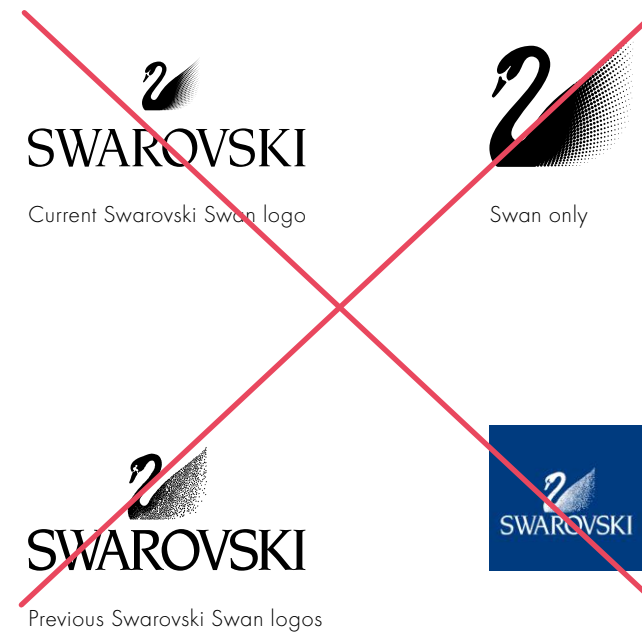
1.3 LOGO USAGE

1.3.3 THE SWAROVSKI SWAN LOGOS

DON'T use the current or historic Swarovski Swan Logos (pictured on the right), or any variation of them, without a written agreement from Swarovski. The Swarovski Swan Logos are reserved exclusively for use in connection with finished goods produced and marketed by Swarovski Consumer Goods Business, including Swarovski jewelry, accessories, eyewear, lighting, figurines, and home décor products. The use of the Swarovski Swan Logos is only allowed for products that are from the "signature collection" (= retail collection) or tailor-made solutions created and approved by Swarovski headquarters.

The Swarovski Swan Logos must never be used in connection with Swarovski® Branded loose crystals and forward-integrated products or end products made with such loose crystals or forward-integrated products not produced and marketed by Swarovski, as this would confuse customers and consumers and mislead them with regard to the source of the goods in question, potentially subjecting you to liability for trademark infringement, false advertising, and unfair competition.

Only Swarovski and its authorized independent retailers and B2B Corporate Gifts customers may use the Swarovski Swan Logo.



1.3 LOGO USAGE

1.3.4 OTHER SWAROVSKI TRADEMARKS AND LOGOS

Finally, don't use or imitate any other Swarovski trademarks or logos, including those trademarks previously used for our premium Swarovski crystals product line. The following trademarks (pictured on the right) are examples of trademarks that have been retired or are used in connection with other Swarovski product lines; these logos or imitations of these logos must not be used.

SWAROVSKI ELEMENTS

CRYSTAL
LIZZYTM
SWAROVSKI ELEMENTS

Made with
CRYSTAL
LIZZYTM
SWAROVSKI ELEMENTS



Previous Swarovski trademarks and logos

1.4 USE OF THE SWAROVSKI® TRADEMARK

If you do not have any signed logo license agreement, you can still use the Swarovski trademark to refer to Swarovski® Branded Crystals in your marketing materials, including advertising, packaging, and promotional materials. However, the usage must be confined to text references in body copy, and must always be adapted to the surrounding text style using the same font and size without any added emphasis. (For example, no bold, italics, underlining, color, or all caps).

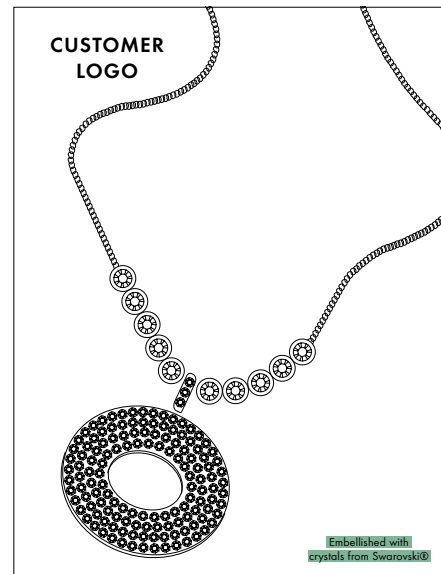
PROMINENCE OF YOUR NAME AND/OR BRAND

It must be clear that you are the producer and marketer of the finished product. There must be no potential for confusion or misunderstanding that the product is manufactured, marketed, sponsored, or endorsed by Swarovski. At no time the end consumer may be led to believe that your product made with Swarovski® Branded Crystals has been manufactured or authorized by Swarovski. The reference to Swarovski only shows that crystals from Swarovski® are used as an ingredient of your product. Your name must be more prominent and Swarovski must not be the only visible brand on your online/offline communication.

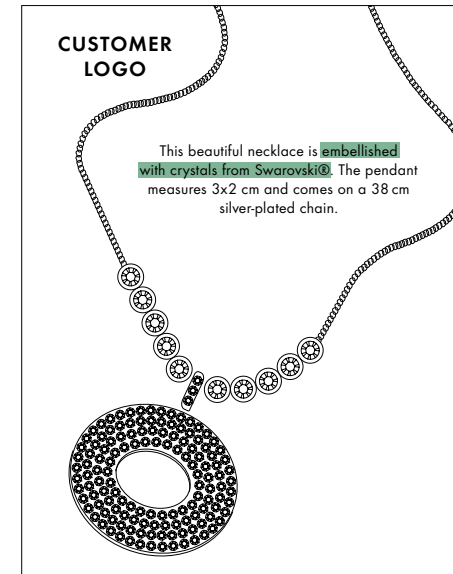
Rule:

Use the Swarovski® trademark solely as a text reference in body copy.

DO



Example of correct text reference if there is no body text



Example of acceptable text reference to Swarovski as an Ingredient Brand

1.4 USE OF THE SWAROVSKI® TRADEMARK

SWAROVSKI AS AN INGREDIENT BRAND

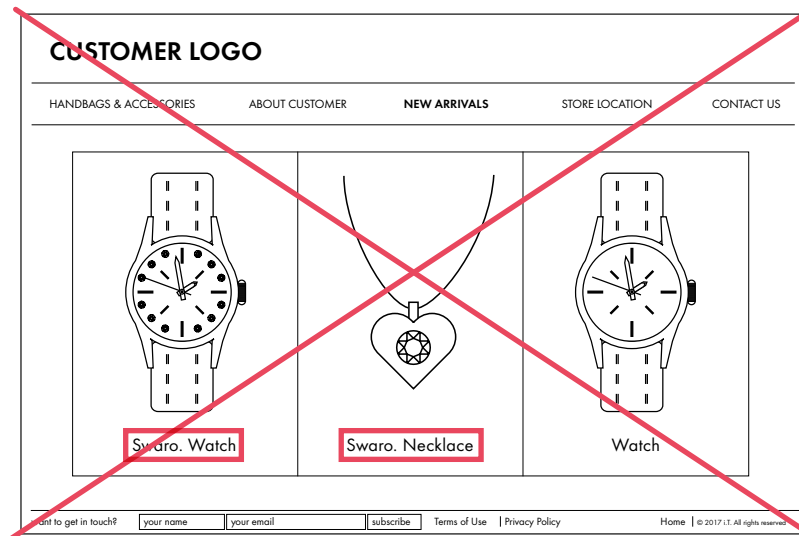
Do not refer to your product embellished with crystals from Swarovski as a “Swarovski” or “crystals from Swarovski” product. Swarovski should not be used in headlines, banners, or as a category name.

For further examples please refer to chapter 3 (Additional Guidelines for Ingredient Customers).

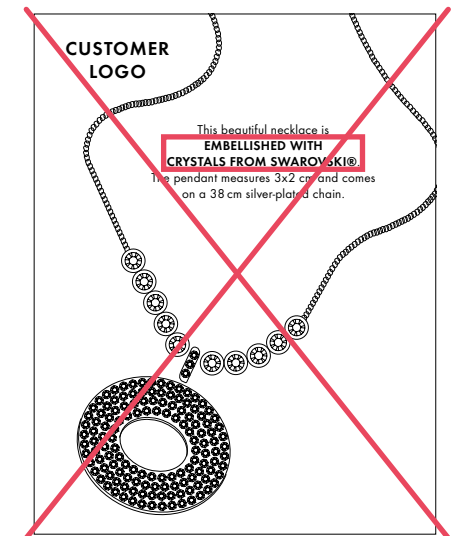
1.4 USE OF THE SWAROVSKI® TRADEMARK

Furthermore, the Swarovski trademark must not be modified, lengthened, or abbreviated. For example, don't use Swaro or Swarov alone or in combination with other elements.

DON'T



Example for unacceptable text reference: Swarovski is abbreviated and used as a product name



Example of unacceptable text reference (bold – not adapted to the surrounding text)

1.4 USE OF THE SWAROVSKI® TRADEMARK

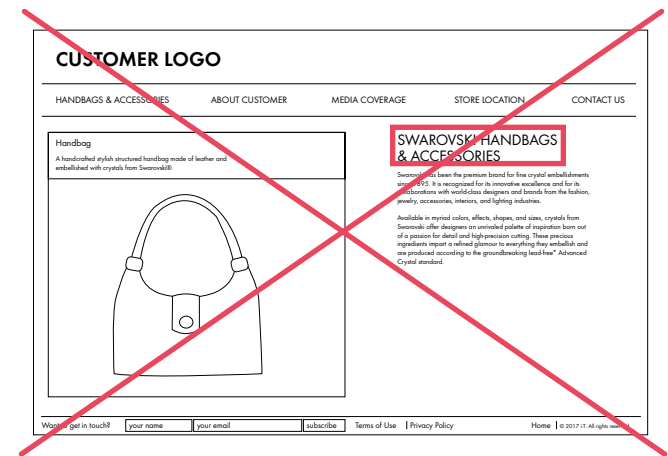
Do not overuse the Swarovski trademark: reference to Swarovski Branded Crystals should only be made in text or body copy and in close relation to the particular product that incorporates crystals from Swarovski.

DO



Example of acceptable text reference to Swarovski as an Ingredient Brand

DON'T



Don't incorporate the Swarovski name into product name

1.4 USE OF THE SWAROVSKI® TRADEMARK

TAGS & LABELS

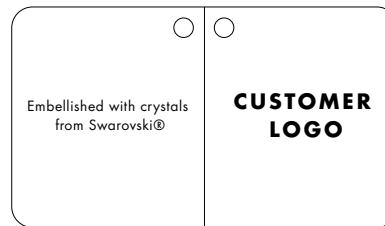
The Swarovski® trademark should only be used on tags or labels for products/product packaging by incorporating the general branding rules:

- only in connection with the customer logo
- only as a text reference and adapted to the surrounding text (not bold, highlighted, etc.)
- not too close to the customer logo (protective space!)

Exception for tags:

If placement on the same side is not possible (e.g. protective space can't be met), the proper use statement can be placed on the reverse of the tag by respecting the general branding rules.

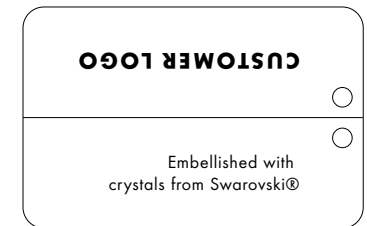
DO



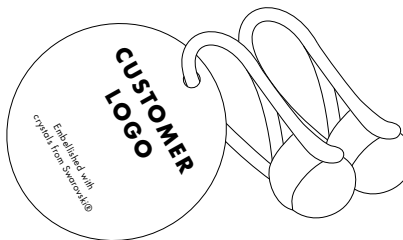
Proper use, line break,
centered position



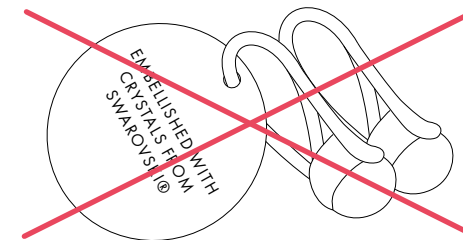
Proper use, line break,
left aligned



Proper use, line break,
right aligned



Example of acceptable use of the Swarovski
trademark on a tag



Example of unacceptable use of the Swarovski
trademark on a tag (no customer logo shown)

1.5 USE OF THE TRADEMARK SYMBOL “®”

The Swarovski trademark is a registered trademark of Swarovski AG worldwide. In all marketing materials that reference the Swarovski trademark, the use of the trademark symbol ® is required, as is the use of the following trademark legend:

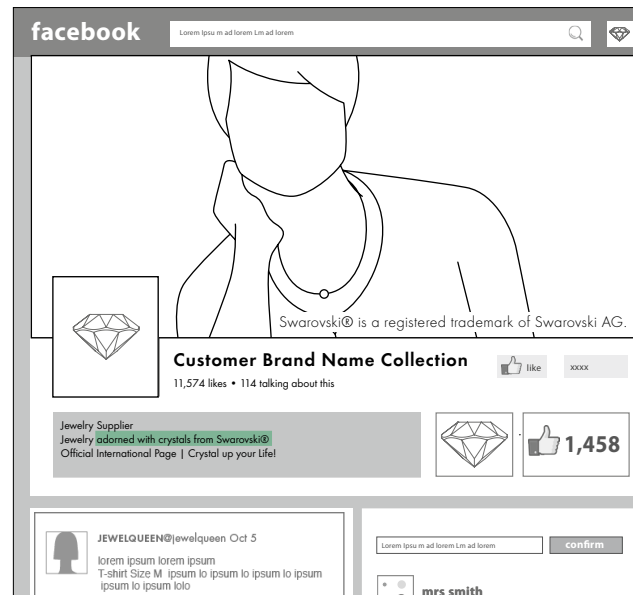
Swarovski® is a registered trademark of Swarovski AG.

Use the ® symbol in the first, or most prominent, reference to the Swarovski trademark. The Swarovski trademark needs to be marked with the ® symbol only once per contiguous document, and in the case of online usage, once per separate webpage. The trademark legend should appear in legible typeface at the bottom of the advertisement; at the end of the document (e.g. the last page or the back cover); in a continuous legend or link at the bottom of the webpage; or at another location that suits the page design, making sure that the legend is easily accessible, visible, and legible.

Rule:

Acknowledge the Swarovski® trademark using proper trademark symbols and legends.

DO



Example of correct use of the trademark symbol ®

1.6 USE OF SWAROVSKI® TRADEMARK/COMPANY NAME

TRADEMARK

A trademark functions as an adjective and must be used accordingly, so don't use it as a noun, in the plural form, or in the possessive case. Always use the Swarovski trademark as an adjective preceded or followed by the appropriate generic noun for the product or product category.

"Swarovski" should be adapted to the surrounding text (not bold, not capitalized, not highlighted, etc.).

DOs

- Our handbags are encrusted with glittering crystals from Swarovski®.
- Swarovski® beads allow you to design your own personal jewelry creations.
- Swarovski® chatons and flatbacks can be used in a number of applications.
- The sparkle of crystals from Swarovski® is unparalleled.

~~DON'Ts~~

- ~~– Our handbags are encrusted with glittering Swarovskis.~~
- ~~– Sewing on a Swarovski is easy.~~
- ~~– A Swarovski's sparkle is unparalleled.~~

Rule:

Use the Swarovski trademark as an adjective
and the company name as a noun.

1.6 USE OF SWAROVSKI® TRADEMARK/COMPANY NAME

Company name:

When referencing a Swarovski company or the group of Swarovski companies, it is acceptable and appropriate to use Swarovski as a noun without adding ®, since it functions as a noun in this context. “Swarovski” should be adapted to the surrounding text (not bold, not capitalized, not highlighted, etc.)

Company name use:

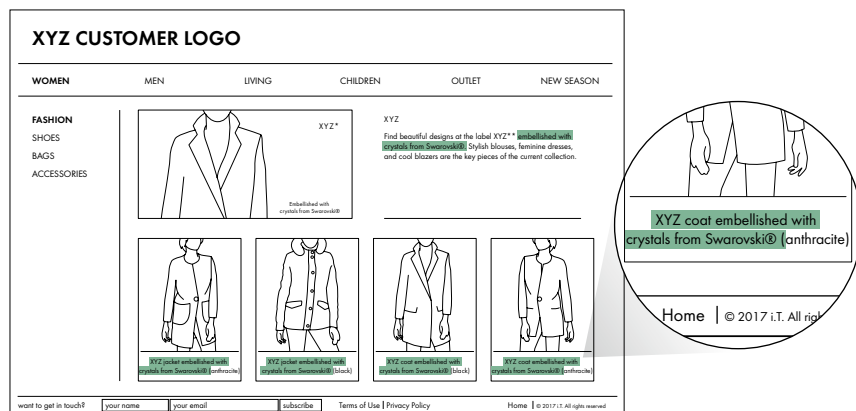
- Swarovski is the world’s leading producer of premium crystals.
- Swarovski offers a range of services to its business partners.
- Swarovski’s passion for innovation and excellence is unmatched.

1.7 INTEGRITY OF THE SWAROVSKI® NAME AND BRAND

Rule:

Maintain the integrity of the Swarovski® name and brand

DO

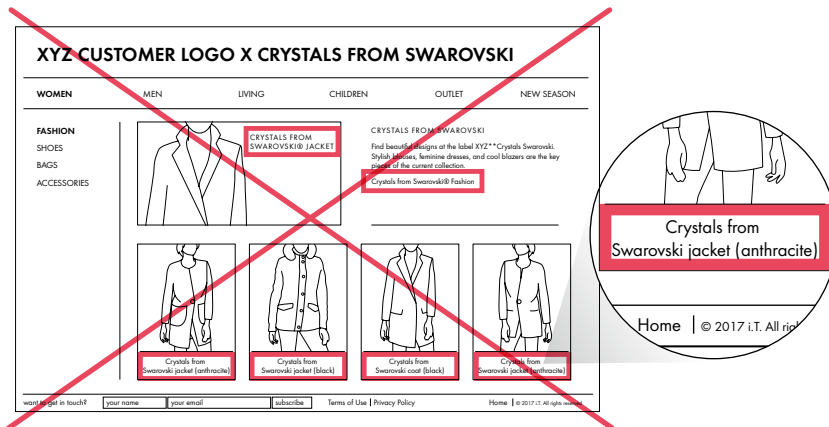


Company name and “embellished with crystals from Swarovski” is clearly separated

DON'T incorporate the Swarovski name or brand, or any recognizable part of it, in your own or other brands, logos, trademarks or company names.

DON'T create terms or identifiers such as

- ~~SwaroCrystals~~
- ~~SwaroApp~~
- ~~Swarovski from Diana~~
- ~~Crystals from Swarovski jacket~~



Don't incorporate the Swarovski name into your company name

1.7 INTEGRITY OF THE SWAROVSKI® NAME AND BRAND

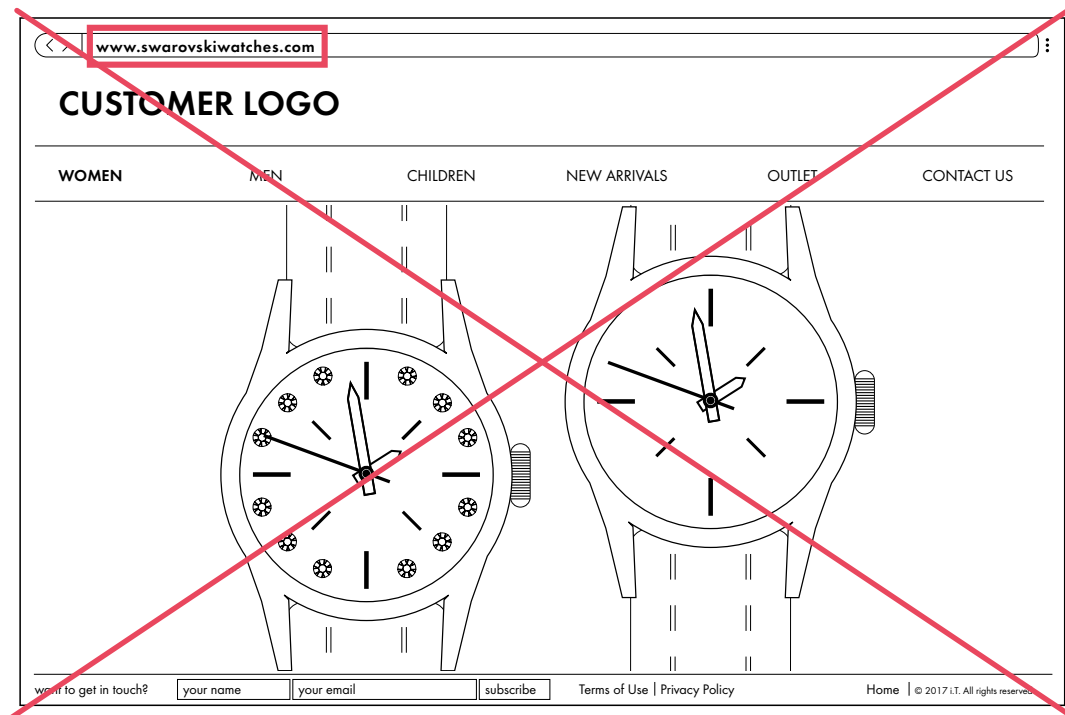
DON'T use the Swarovski name and brand, or any recognizable part of it, in internet domain names, online account names, social media user names, email addresses, or other online identifiers.

~~www.swarovskiwatch.com~~

~~www.swarovskidddicted.com~~

~~www.crystalsfromswarovskijewelry.com~~

DON'T

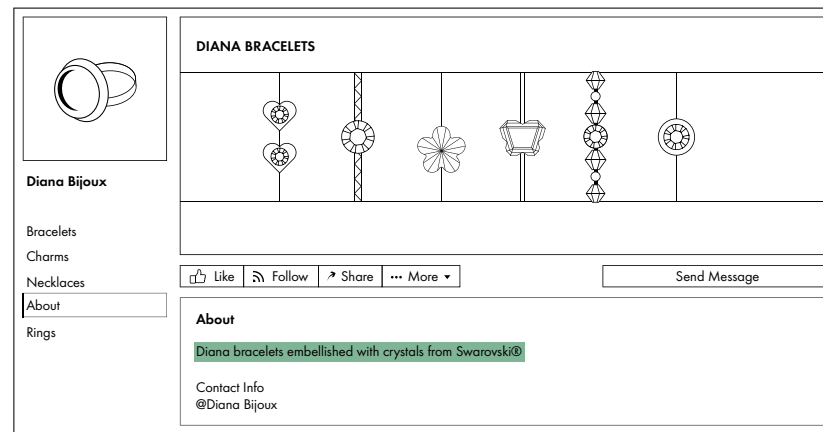


Don't use the Swarovski name in internet domain names

1.7 INTEGRITY OF THE SWAROVSKI® NAME AND BRAND

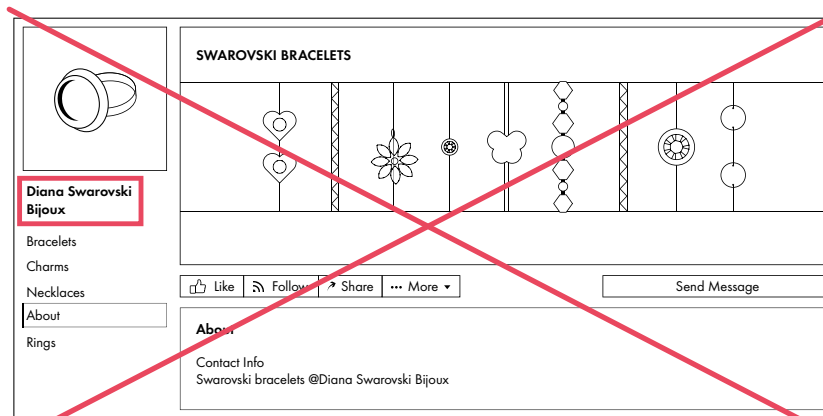
DON'T use the Swarovski trademark, either generically or as a category name or as a brand, when referring to products not incorporating Swarovski® Branded Crystals.

DO



“Embellished with crystals from Swarovski®” clearly has a direct reference to the Diana bracelets shown on the left.

DON'T



Do not refer to your product as a Swarovski or crystals from Swarovski product. You have to be clear who the producer and marketer of the product is.

1.8 SWAROVSKI “LOOK & FEEL”

DON'T use copyrighted material developed by Swarovski unless you have been expressly authorized to do so in writing by a Swarovski representative. This includes Swarovski point-of-sale (POS) material and Swarovski “look & feel” including artwork, photographs, graphics, fonts, and other design elements presented on the official Swarovski websites or other Swarovski marketing and promotional materials.

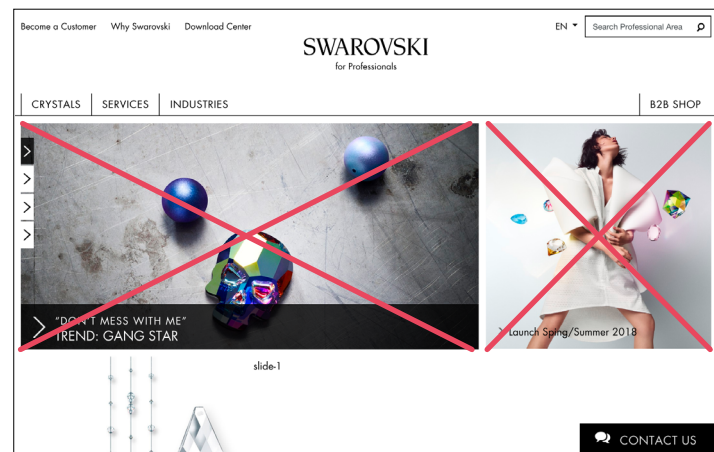
Use of Swarovski copyrighted materials would not only violate Swarovski’s intellectual property rights, but could also confuse consumers by implying a close relationship with Swarovski. This could potentially expose you to liability for trademark and copyright infringement, false advertising, and unfair competition.

If you are authorized by Swarovski to use certain copyrighted materials, these materials can be used only on your own website or social media accounts, which are in your full control. It is not allowed to grant third parties a right to copy, store, distribute, or make available for download the copyrighted materials (either directly or indirectly, e.g. by accepting terms & conditions of a marketplace). Furthermore, it is not allowed to make any changes to the copyrighted materials (e.g. by adding your logos or watermarks, or by merging with other images), unless explicitly authorized by Swarovski.

Rule:

Do not use Swarovski copyrights, promotional or POS materials, or any Swarovski “look & feel.”

DON'T



Do not copy Swarovski’s look & feel, e.g. from Swarovski websites

1.9 RESPONSIBILITY FOR PARTNERS AND RESELLERS

If you sell your products containing Swarovski components through resellers, online platforms, or intermediaries, it is your responsibility to ensure that these products are marketed fairly, honestly, and in a way that is not potentially misleading. Otherwise you, your resellers, and marketing partners could potentially be exposed to liability for trademark infringement, false advertising, and unfair competition.

Accordingly, please give a copy of these Guidelines to your resellers and marketing partners, support them, and remind them to implement the guidelines.

2.0

ADDITIONAL GUIDELINES FOR RESELLERS (B2B)

Whether or not you buy directly from Swarovski, if you resell genuine Swarovski® Branded Crystals or forward-integrated products to other resellers or to customers that use Swarovski® Branded products as ingredients in their finished or semi-finished goods, then you are a reseller customer and must follow these Additional Guidelines for Reseller Customers.

2.1 ADDITIONAL GUIDELINES FOR RESELLER CUSTOMERS

2.1.1 USE OF THE SWAROVSKI® BRAND ONLY IN RESALE CONTEXT

Use “Swarovski” only for the reference to the product or product category and to indicate that you resell Swarovski® Branded Crystals and/or forward-integrated products. “Embellished with crystals from Swarovski®/Swarovski® crystals” should only be used as an Ingredient Brand and/or as a brand for any finished goods.

The essential and fundamental principle in referencing the Swarovski trademark in the resale context is the fact that you are a reseller of Swarovski® Branded Crystals and/or forward-integrated products must be completely clear. There must be no potential for confusion or misunderstanding that you are a Swarovski affiliate or retailer, or that your resale services are provided, sponsored, or endorsed by Swarovski.

In addition, it must be clear that you are not providing Swarovski® Branded finished goods, and that you are not providing finished goods containing Swarovski® Branded Crystals as ingredients.

2.1.2 YOUR BRAND (NAME) MUST BE PROMINENT

Ensure that your own name or brand is the most prominent name or brand used in the promotion of your resale services. Reference the Swarovski® trademark only as the brand of the products you resell.

Along with the requirement that it has to be clear that you are a reseller of Swarovski® Branded Crystals, you must ensure that your own name or brand is the most prominent name or brand used in the promotion of your services and your business.

In all advertising and promotion of your services and your business, the Swarovski trademark must never be the only trademark to appear. Your own brand, name, or logo must be used in reference to your resale and other services, and must be used as the most prominent name or brand.

2.1.3 USE ON PACKAGING

Use the Swarovski® trademark only on original, unaltered packaging.

If you repack Swarovski Branded Crystals and/or forward-integrated products (e.g. to change the quantity, to mix sizes, cuts, and colors, or to sell Swarovski Branded Crystals in sets with non-Swarovski products, e.g. application tools), your own brand must be used on the packaging. It must be clear who is responsible for the packaging and distribution of the products.

2.1 ADDITIONAL GUIDELINES FOR RESELLER CUSTOMERS

2.1.4 USE OF THE SWAROVSKI BRAND AS TEXT REFERENCE

Use the Swarovski trademark primarily in text references, and use the Swarovski Logo in a limited way only to indicate that you resell genuine unaltered Swarovski® Branded Crystals and forward-integrated products.

If you are interested in becoming a Swarovski branding partner please contact your local Swarovski contact person or sp.branding@swarovski.com.

The reference to Swarovski has to be done always in combination with your own brand. To ensure the prominence of your own brand in all of your marketing and promotional materials as required by these Guidelines, reference to the Swarovski trademark should be made primarily as a text reference in body copy. No logo usage is allowed, unless you have signed a logo agreement with Swarovski. The use of the Swarovski trademark in headlines or other visually prominent spaces should be limited and requires clear product reference, so as to avoid the impression that you are a Swarovski retailer or that your resale business is affiliated with or sponsored by Swarovski.

You may use the Swarovski Logo on original, unaltered packaging and on POS tools provided by Swarovski.

2.1 ADDITIONAL GUIDELINES FOR RESELLER CUSTOMERS

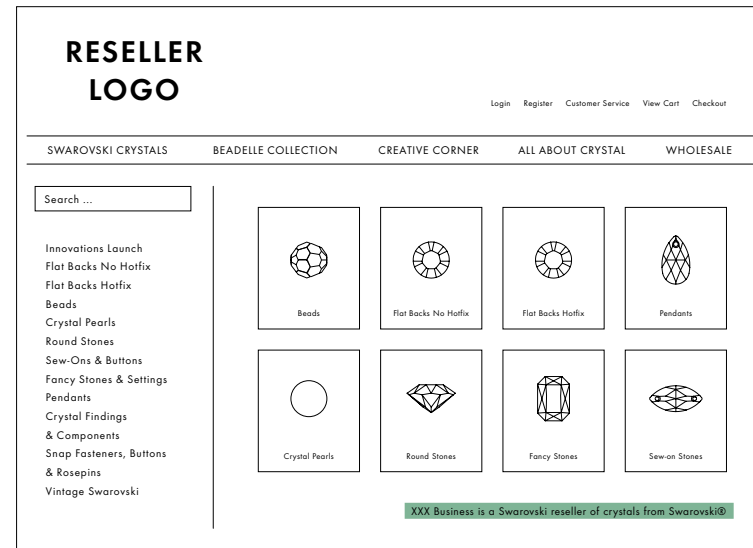
2.1.5 TEXT REFERENCE IN RESALE CONTEXT

Do not use the proper use statement “embellished with crystals from Swarovski®” in a resale context.

As noted above, the **embellished with crystals from Swarovski®** proper use statement is reserved for makers of goods who use Swarovski® Branded Crystals as ingredients. The Ingredient Brand Logo must not be used by resellers of Swarovski® Branded loose crystals, as this could be confusing to customers and consumers.

If you are interested in becoming a Swarovski partner please contact your local Swarovski contact person or sp.branding@swarovski.com

If you resell crystals from Swarovski please only use the official product/category names that can be found at swarovski-professional.com.



Example of acceptable text reference to Swarovski in the resale context

ADDITIONAL GUIDELINES FOR INGREDIENT CUSTOMERS (B2C)

Whether or not you buy directly from Swarovski, if you incorporate genuine Swarovski® Branded Crystals and/or forward-integrated products into your own finished or semi-finished goods (e.g. jewelry, accessories, clothing, etc.), then you are an ingredient customer and must follow these additional guidelines for ingredient customers. In addition, if you resell products that are not made by Swarovski, but that incorporate genuine Swarovski® Branded Crystals and/or forwarded-integrated products, you are also an ingredient customer and must follow these additional guidelines for ingredient customers.

For further information please visit our website:
swarovski-professional.com

3.1 USE OF THE SWAROVSKI® TRADEMARK ONLY AS AN INGREDIENT BRAND

The fundamental and essential principle governing references to the Swarovski trademark is to be totally clear in your expression of the fact that Swarovski® Branded Crystals and/or forward-integrated products are used only as ingredients in your finished products, or in the finished products you are reselling.

It must also be made clear who the producer and/or marketer of the finished goods is, and there must be no potential for confusion or misunderstanding that these goods are manufactured, marketed, sponsored, or endorsed by Swarovski.

In this regard, it is important to remember that Swarovski markets finished and semi-finished jewelry, together with other goods, under the Swarovski trademark. Accordingly, there is a real potential for consumers to believe that your goods (or the goods you resell) are manufactured, marketed, sponsored, or endorsed by Swarovski, unless you are clear in your advertising and other marketing communications that you are (or your supplier is) the producer and/or marketer of your products, and that Swarovski® Branded Crystals are used only as an ingredient.

Any use of the Swarovski trademark in a manner that might suggest that your product (or the product you resell) is manufactured, marketed, sponsored, or endorsed by Swarovski could mislead consumers and potentially subject you to liability for trademark infringement, false advertising, and unfair competition.

For further information please refer to chapter
1.0 Proper Use of the Swarovski® Trademarks.

3.2 PROMINENCE OF YOUR NAME AND/OR BRAND

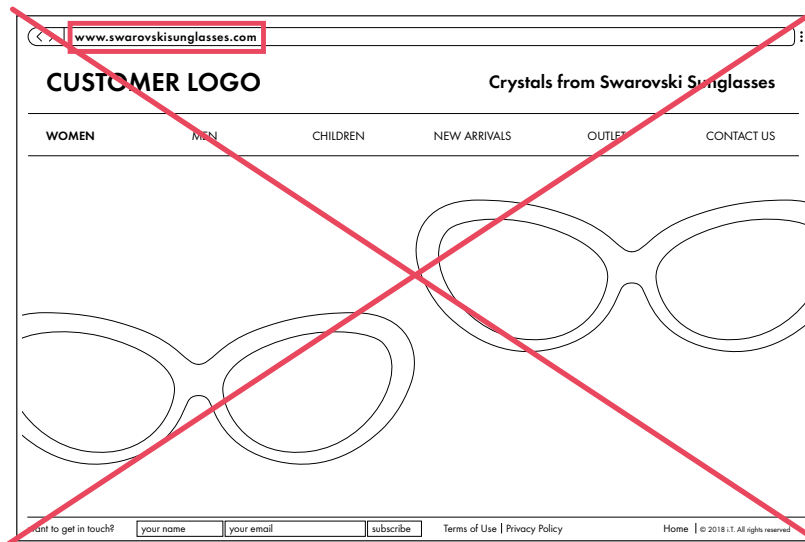
Along with the need to make it clear that you are (or your supplier is) the producer and/or marketer of the finished goods, you must ensure that your own (or your supplier's) name or brand is the most prominent name or brand used when promoting these goods.

Whenever you are advertising and promoting goods incorporating Swarovski® Branded Crystals and/or forward-integrated products, the Swarovski® trademark must never be the only trademark to appear. Your own (or your supplier's) brand, name, or logo must be used in reference to the products, and must be used as the most prominent name or brand, so that it is clear that you or your supplier – not Swarovski – is the source of the product. For example, you must never refer to the product as “Swarovski jewelry” or “Crystals from Swarovski sunglasses.” Similarly, you must never present the products under the headline, banner, or category name “Swarovski.” Your (or your supplier's) product must be presented as your own (or your supplier's), and Swarovski must be referenced only in connection with the ingredient Swarovski components. For example:

“DIANA” pumps embellished with crystals from Swarovski®

To ensure the prominence of your own or your supplier's brand in your marketing and promotional materials, only refer to the Swarovski trademark as a text reference in body copy. Use of the Swarovski trademark in headlines or other visually prominent spaces is not allowed.

DON'T

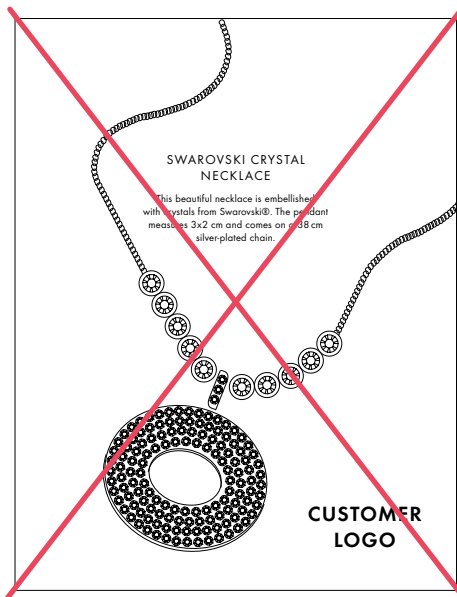


Don't use the Swarovski name in internet domain names.

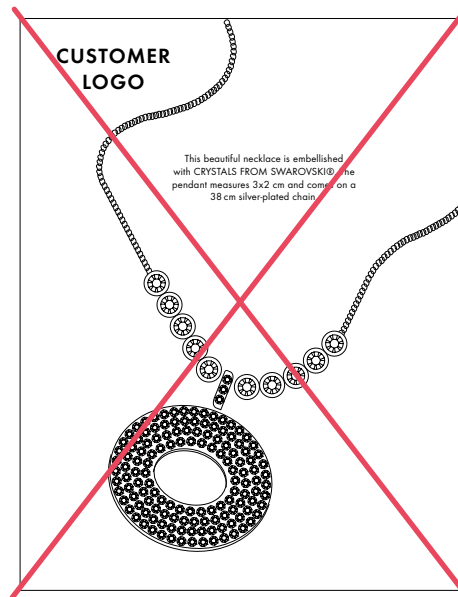
Never refer to the product as “Crystals from Swarovski Sunglasses”

3.2 PROMINENCE OF YOUR NAME AND/OR BRAND

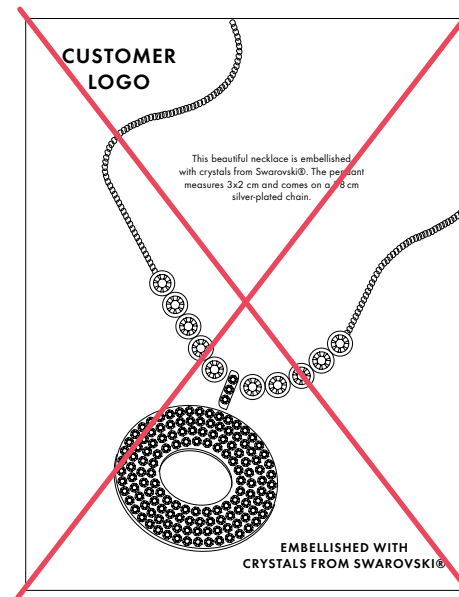
DON'Ts



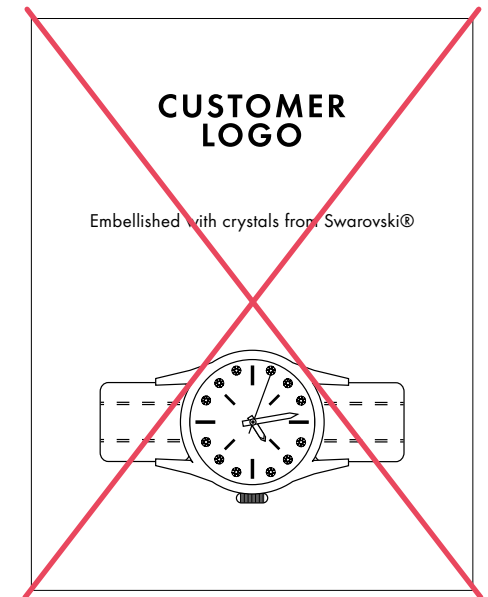
Don't use the name Swarovski in headlines and/or product names



Do not highlight the name Swarovski – it should be adapted to the surrounding text



The customer logo should be more prominent than the proper use statement (embellished with crystals from Swarovski®)



The proper use statement must never be longer than the customer logo

3.3 BASIC PROPER USE GUIDELINES

The proper use statement “embellished with crystals from Swarovski®” should only be used:

1. In context with a finished product embellished with 100 % Swarovski Branded Crystals.

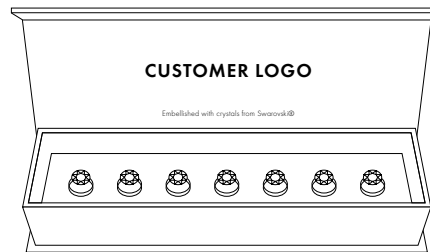
2. Together with the customer logo but less prominent (The proper use statement can never appear alone).

3. With the same frequency as the customer logo. (The proper use statement should not be shown more often than the customer brand.)

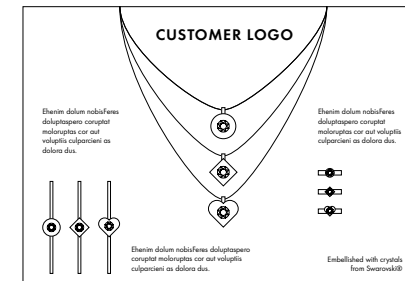
DOs

These sunglasses from the Black collection are embellished with crystals from Swarovski®.

Example with product reference if used in customer’s communication



Example with customer logo

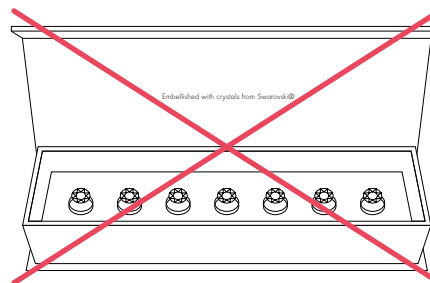


Example: customer product catalog, products with crystals from Swarovski® only (text reference is only used once)

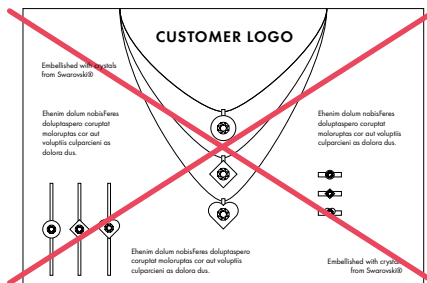
DON'Ts

~~Customer Brand xyz embellished with crystals from Swarovski®.~~

Example without product reference



Example without customer logo



Example: customer product catalog, products with crystals from Swarovski® only (text reference is used twice)

3.4 PROPER USE TEXT REFERENCE

If you write and talk about products with crystals from Swarovski® please use the following expression:

“E/embellished with crystals from Swarovski®”

- The word “crystals” should always be used in plural
- The first letter of “Swarovski” should be capitalized
- The Swarovski trademark needs to be marked with the ® symbol only once per contiguous document, or in the case of online usage, once per separate webpage
- Brand in copy should be adapted to the existing text (same size and font, not highlighted: e.g. not bold or capitalized)

DOs

Examples for alternative expressions:

The design piece is ...

... embellished with Swarovski® crystals

... dazzling with crystals from Swarovski®

... dazzling with Swarovski® crystals

... adorned with crystals from Swarovski®

... adorned with Swarovski® crystals

... decorated with crystals from Swarovski®

... decorated with Swarovski® crystals

... enriched with crystals from Swarovski®

... enriched with Swarovski® crystals

... created with crystals from Swarovski®

... created with Swarovski® crystals

DON'Ts

~~“In partnership with Swarovski/crystals from Swarovski® / Swarovski® crystals, etc.”~~

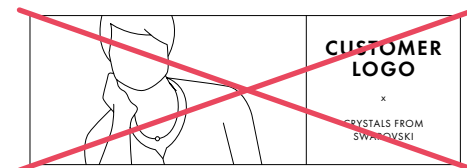
~~“In cooperation with Swarovski/crystals from Swarovski® / Swarovski® crystals”~~

~~“Exclusively produced, designed, etc. by Swarovski®”~~

~~“designed with/made with crystals from Swarovski® / Swarovski® crystals”~~

~~“Swarovski for xyz”~~

~~“brand/customer x Swarovski”~~



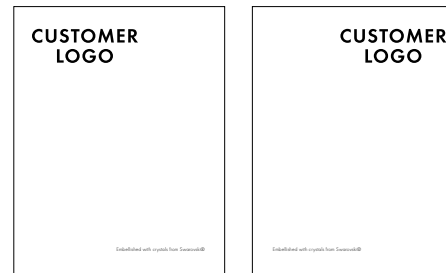
3.5 LOGO PLACEMENT

Whenever you want to communicate the usage of crystals from Swarovski® in your communication activities, the relationship between your logo and the proper use statement is key.

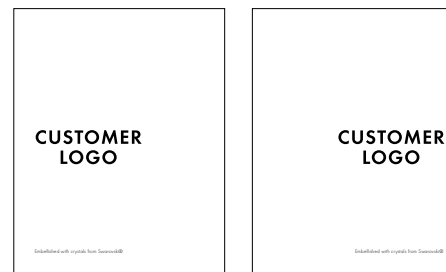
The proper use statement (embellished with crystals from Swarovski®) should be applied when referring to a product in a text (or image). The following are primary use guides for where to place the proper use statement in relation to the customer logo.

Please note: These rules are general rules and can be applied to most communication activities – in situations not covered in these Guidelines, please contact a local Swarovski contact person or sp.branding@swarovski.com.

PREFERRED POSITIONING

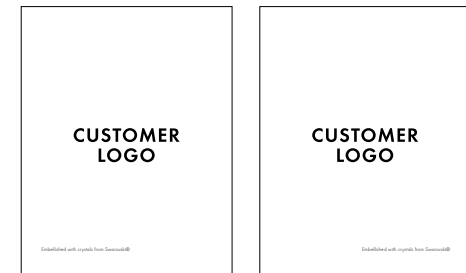


If the customer logo is situated in the upper corner, place the proper use statement in the opposite lower corner.

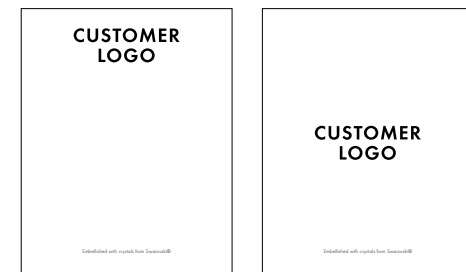


If the customer logo is left- or right-aligned and positioned in the middle of the page, place the proper use statement on the baseline and align with the customer logo.

OTHER POSITIONING OPTIONS



If the customer logo is centered, place the proper use statement on the baseline on the left or right side.



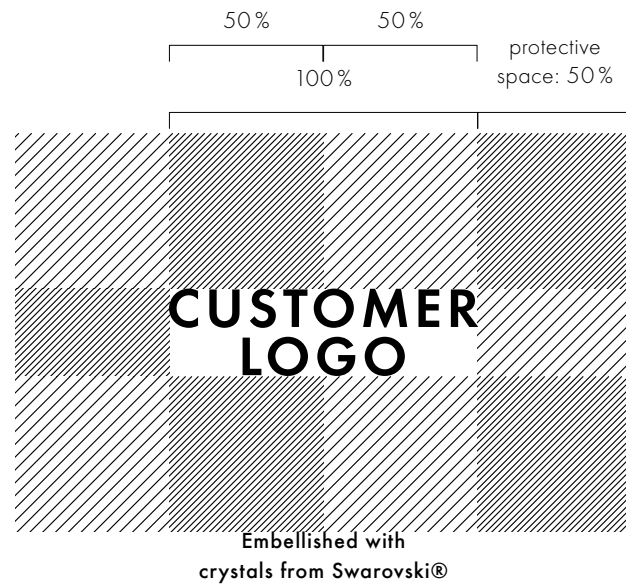
If the customer logo is centered, the proper use statement can be placed on the baseline, also centered.

3.6 PROTECTIVE SPACE

When using the proper use statement (**“embellished with crystals from Swarovski®”**) in combination with the customer logo or brand, there needs to be a protective space to separate it from the customer logo, margins, and the product itself.

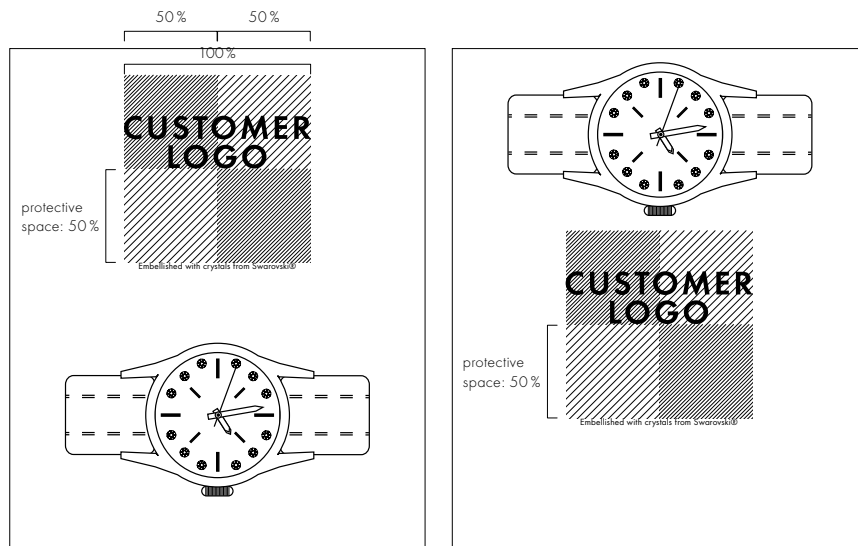
- Leave a protective space that is equal to at least 50% of the customer logo on each side.
- It is not allowed to place the proper use statement above or in front of the customer logo.
- The proper use statement should not be longer than the customer logo.

Please note: The proper use statement should only be used with the same frequency as the customer logo. Do not repeat the proper use statement.



3.6 PROTECTIVE SPACE

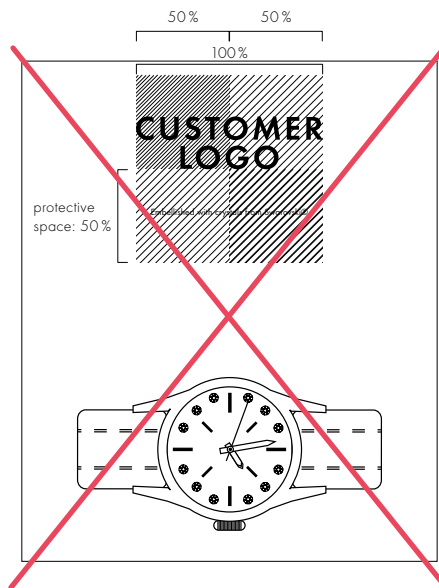
DOs



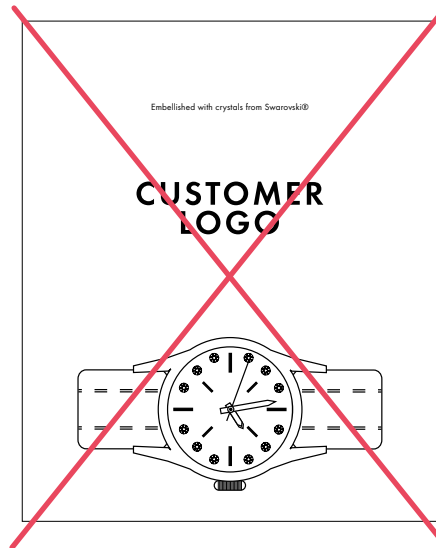
Leave a protective space equal to at least 50% of the customer logo on each side

3.6 PROTECTIVE SPACE

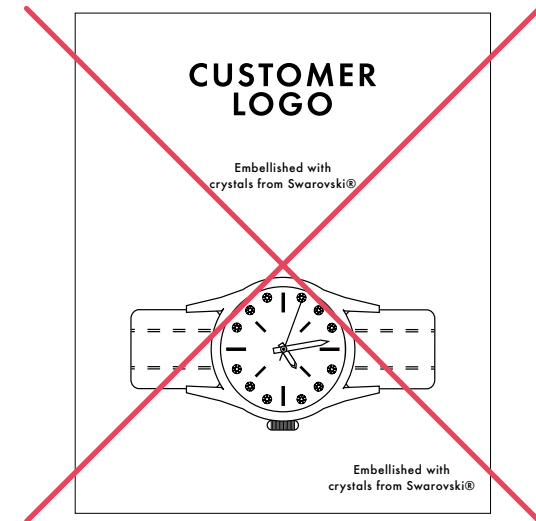
DON'Ts



Leave protective space equal to at least 50% of the customer logo on each side



It is not allowed to place the proper use statement above the customer logo

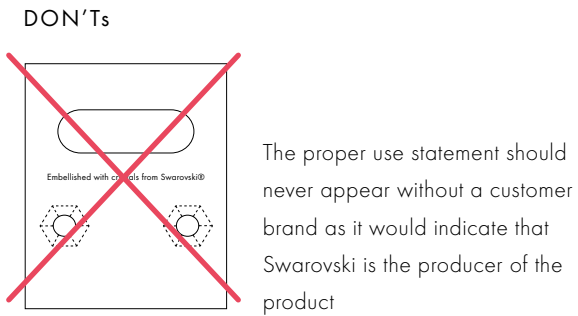
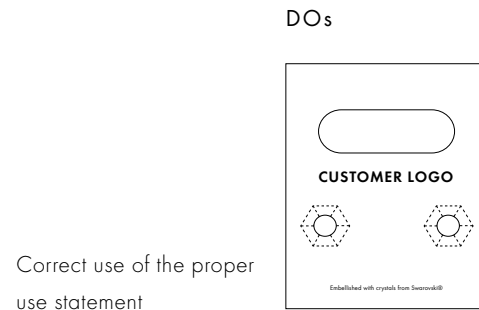


The proper use statement should be used with the same frequency as the customer logo. Do not repeat the proper use statement

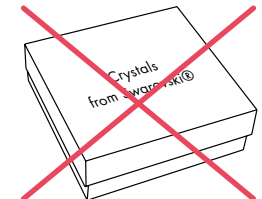
3.7 APPLICATION EXAMPLES

3.7.1 PRODUCT AND PACKAGING SOLUTIONS

Example jewelry holder:



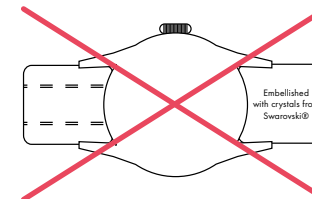
Example jewelry box:



The use of the Swarovski Logo is not allowed. Writing "x Swarovski/embellished with crystals from Swarovski®" is not allowed

The customer brand of the product must be clearly visible

Example brand on product:

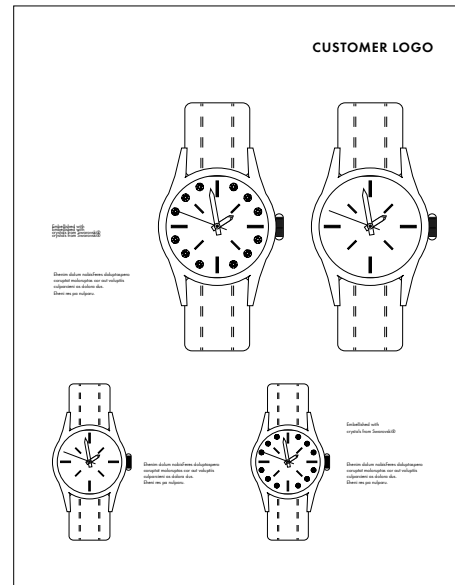


It is not allowed to apply the proper use statement or any other reference to Swarovski directly on the product

3.7 APPLICATION EXAMPLES

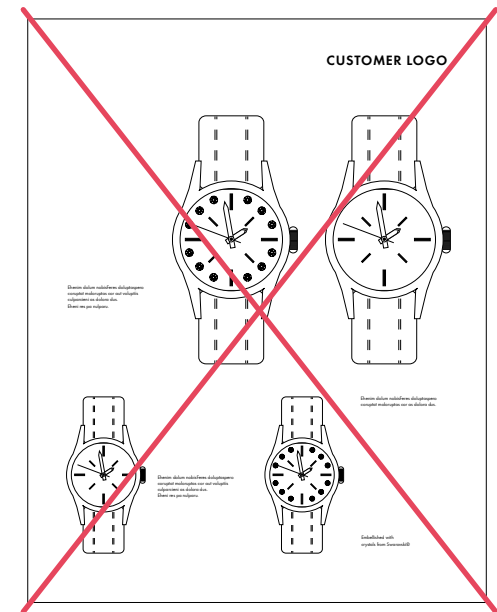
3.7.2 PRODUCT CATALOG

DO



Example: customer product catalog, mixed products

DON'T

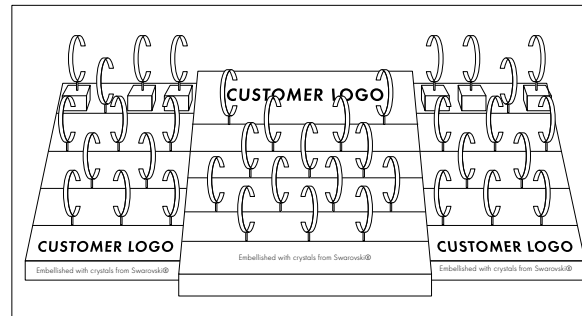


Example: customer product catalog, mixed products. The proper use statement is not shown in context with the specific product that is embellished with Swarovski crystals

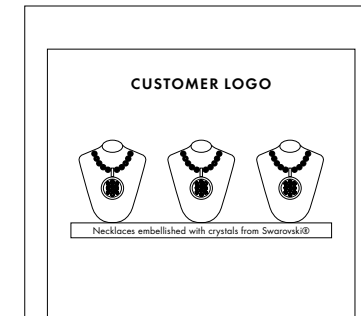
3.7 APPLICATION EXAMPLES

3.7.3 POINT OF SALE

Example display:



Example of proper use statement in watch display: the branding solution should be removable (e.g. sticker, removable display part, etc.).



Only use “embellished with crystals from Swarovski®” on point-of-sale tools when displaying products embellished with crystals from Swarovski® and no other products.

Example window display:



Only use “embellished with crystals from Swarovski®” on removable materials (e.g. displays) in reference to concrete products displayed in your shop window.

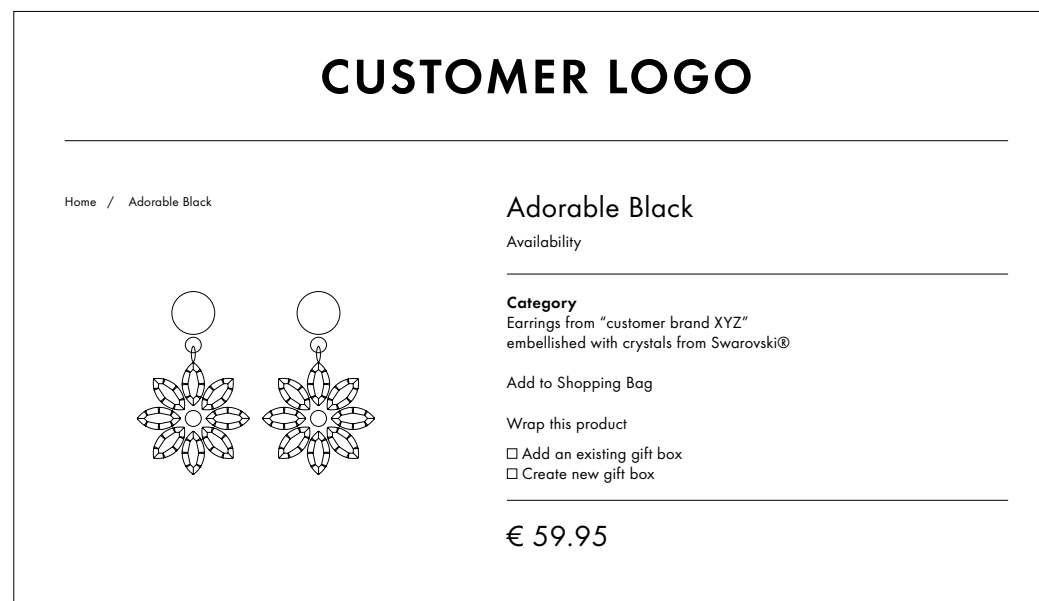
3.7 APPLICATION EXAMPLES

3.7.4 CUSTOMER WEBSITE

Only use “embellished with crystals from Swarovski®” in reference to a concrete product on your website.

The general rule is that the customer’s logo must be the dominant logo in overall size, emphasis, and placement.

Please note: The Swarovski name and brand or any recognizable element thereof must not be used in internet domain names, online account names, social media user names, email addresses, or other online identifiers.



Example: product presentation on customer website

3.7 APPLICATION EXAMPLES

3.7.5 SOCIAL MEDIA

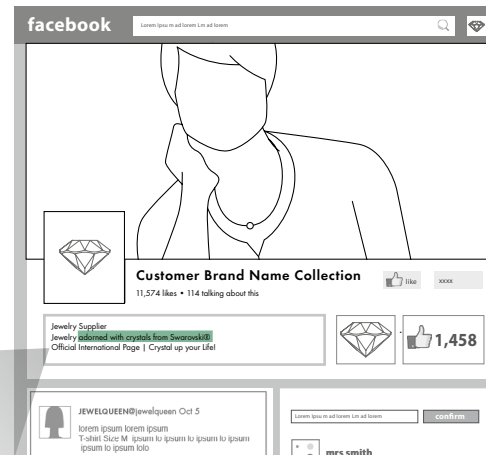
Titles and taglines

The customer's social media page should use only your branding and corporate identity and should not include any reference to Swarovski in the title, address, username, or in prominent headlines.

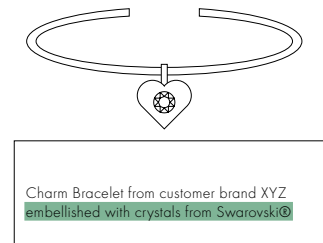
To make reference to Swarovski, the brand in copy (embellished with Swarovski® crystals) can be used to describe the product.



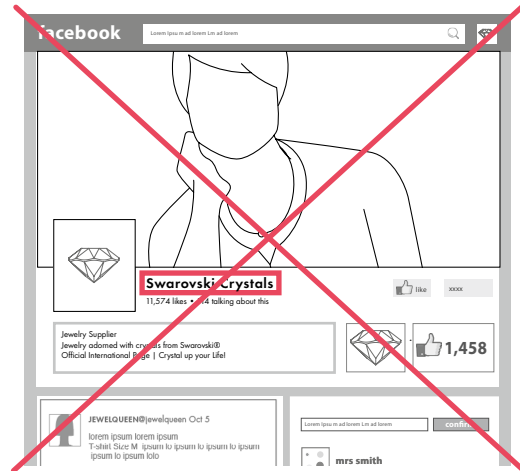
DOs



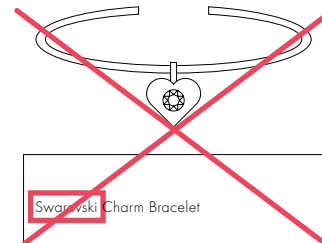
Do make reference to crystals from Swarovski in the subtitle or description



DON'Ts

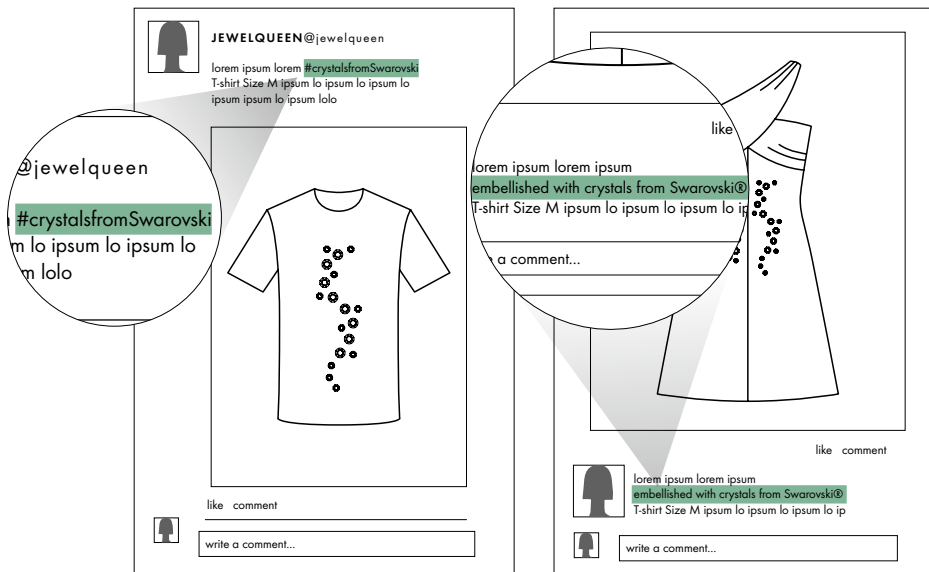


Don't make reference to crystals from Swarovski in the title



3.7 APPLICATION EXAMPLES

You can indicate that the product shown is adorned with crystals from Swarovski® in the subtitle or in the product description.



Include a hashtag!

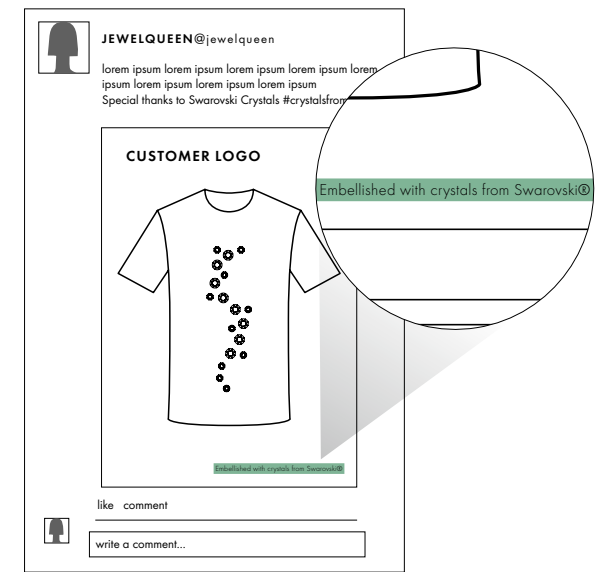
Use the proper use statement

Handle/Tag/Hashtag

When you are posting your products embellished with crystals from Swarovski®, make sure you include our hashtag #crystalsfromSwarovski and/or tag us.



When you are posting products embellished with crystals from Swarovski®, make sure you include a handle/tag/hashtag!



Customers are only permitted to communicate the proper use statement together with the customer logo on the picture!

3.7 APPLICATION EXAMPLES

It is strictly prohibited to copy/paste images from our website.
Such images are protected by copyright and other laws.
If you want to use any pictures/images please contact your
local Swarovski contact person.

Do not use the proper use statement as a profile picture. You
are only allowed to place it next to your products embellished
with 100 % crystals from Swarovski and in connection with
your brand.

3.7 APPLICATION EXAMPLES

Tag us ...



Facebook: facebook.com/swarovskicrystals
@swarovskicrystals and/or
#crystalsfromSwarovski

All other social media channels:

Simply mention us in your product description
(as brand in copy).



Twitter: twitter.com/swarovski
@swarovski plus #crystalsfromSwarovski
(if too long, tag image @swarovski and
use #crystalsfromSwarovski in the
continuous text)

@swarovski/@swarovskicrystals should be
used in the continuous text when talking
about the partnership and include the
hashtag #crystalsfromSwarovski in the
continuous text or at the end.



Snapchat: swarovskisnaps



Instagram: instagram.com/crystalsfromswarovski
@crystalsfromswarovski
#crystalsfromSwarovski



Pinterest: pinterest.com/swarovski
Simply mention us (and/or hashtag us
#crystalsfromSwarovski) in your product
description (as brand in copy).



YouTube: youtube.com/swarovski
Simply mention us in the video description
(as brand in copy) and tag us in the tag
section (Swarovski crystals).

3.7 APPLICATION EXAMPLES

3.7.6 GOOGLE ADWORDS

B2C websites selling finished products embellished with crystals from Swarovski®

The usage of the word "Swarovski" and other keywords associated with the brand is only allowed in search campaigns. Using "Swarovski" and other keywords associated with the brand as part of the ad text is not allowed in the following fields (as described in Google Adwords or other search engines):

Headline1
Headline 2
Path (URL)
Description
Ad extensions

Example: exclusive retailer website

DO

Online crystal jewelry – the best pieces on shopname.com
Ad www.shopname.com/crystals
Jewelry embellished with crystals from Swarovski® for every occasion, style, and outfit.

Do use the keyword "Swarovski" and other keywords associated with the brand as a keyword for search campaigns

DON'T

~~Online Swarovski jewelry – the best pieces on shopname.com
Ad www.shopname.com/crystals
Swarovski jewelry for every occasion, style, and outfit. Get your key piece~~

Don't use the keyword "Swarovski" and other keywords associated with the brand in the ad copy

IMPRINT

Content is subject to change without notice.

© 2018 D. Swarovski Distribution GmbH. All rights reserved. Partial or total publication, transmission, copy, or other duplication of texts, graphics, pictures, etc. which are to be found in this publication is forbidden without special consent by D. Swarovski Distribution GmbH.

D. Swarovski Distribution GmbH, Swarovskistraße 30, 6112 Wattens, Austria

Managing Director: Markus Langes-Swarovski, Mag. Mathias Margreiter

Registered in the commercial register of the regional court of Innsbruck under the number FN 378791 x

VAT number: ATU 67146625

Swarovski is a registered trademark of Swarovski AG.