APPENDIX PROPER USE GUIDELINES

INGREDIENT BRANDING

SWAROVSKI

Swarovski Ingredient Brand: Proper Use Guidelines Appendix Content

1 Definition and target group

2 Executive Summary Rules

3 Examples Of Usage

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About Swarovski: Business Core Areas

B2C

To be used only by Swarovski →

CONSUMER PRODUCTS / FINISHED GOODS PRODUCED BY SWAROVSKI

> **Our own finished products collection: jewelry, accessories, etc…**

→ Swarovski Consumer Goods Business

B2B

FINEST LOOSE CUT CRYSTALS PRODUCED BY SWAROVSKI

> **We sell crystal components to brands & designers who will develop products embellished with crystals from Swarovski®**

→ Swarovski Professional

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B2B: General information about product communication for partners

- We offer B2B partners different possibilities to communicate the Swarovski brand
- Precondition is the usage of 100% Swarovski Branded crystals.
- We offer an INGREDIENT BRANDING (IB) PROGRAM to help you communicate

- Our IB program distinguishes different levels
  1. Logo Use
  2. Proper Use

1
- Access to the **"crystals from Swarovski®" logo** is limited and a branding fee is applicable
- We decide which program can be granted depending on access criteria like distribution channel, brand image, brand position, price, etc.

2
- The usage of the **proper use** (also called descriptive version or text reference) is free of charge, but certain rules are mandatory

- Swarovski monitors use of the Swarovski brand. All misuse is subject to action by Swarovski's legal team.

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I. Target Group: Ingredient Branding customers

Proper Use Guidelines were verbalized in a way to be fitting for all kind of customers buying Swarovski crystals and are available for everyone to read:
http://professional.swarovski.com/Portal.Node/content/brand/usage_guidelines/Usage_Guidelines.en.html

In this presentation you will find an executive summary on the guidelines and examples relevant for all **Ingredient Branding customers**.

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II. Our definition of proper use for Ingredient Branding customers

We want to help our customers to find the right way to express how our brand is integrated into their products. Therefore we created proper use guidelines.

At the heart of our Proper Use Guidelines lies the **law** and the therein required **honesty** when communicating to the consumer. The proper use guidelines are our interpretation of the existing legal framework for ingredient branding with crystals from Swarovski®.

3 overarching principles across all following guidelines and examples:

1. **Honesty and concreteness**
2. **Don't over use our brand**
3. Don't create the impression that your brand is **sponsored by, endorsed or belongs to Swarovski**

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III.1. Executive Summary: 12 golden rules of proper use for Ingredient Branding: "crystals from Swarovski®"

1. Correct reference to products

- Use Swarovski® trademark solely <u>in reference to Swarovski® Branded Crystals.</u>

2. 100% Rule

- Ensure that your product contains only <u>100%</u> Swarovski® Branded Crystals.

3. 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.

4. Use the word Swarovski correctly

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

5. Solely use Swarovski brand as an adjective

- <u>Right</u>: „…encrusted with glittering crystals from Swarovski®.
- <u>Wrong</u>: „…encrusted with glittering Swarovskis®."

6. Correct use of trademark symbol „®"

- Use „®" after Swarovski at least once per page where Swarovski ingredient brand is mentioned as a product brand.

7. Correct reference to the company

- Use the Swarovski company name <u>as a noun</u>, without trademark symbols: <u>Right</u>: "Swarovski is the world's leading producer of premium crystals."

8. Integrity of the Swarovski name

- <u>Do not incorporate</u> the name Swarovski: eg. into logos, company names, company cards, internet page names, domain names, names of the finished product collection etc.

9. No Swarovski „look&feel"

- Do not use our copyright materials: eg. visuals, videos, images AND
- Do not use Swarovski logos on your packaging, communication materials, etc. unless expressly authorized by Swarovski in writing.

10. Responsibility for partners and resellers

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

11. Use Swarovski only as an ingredient brand

- Do not refer to your product (ex.jewelry) with crystals from Swarovski as "Swarovski jewelry".
- Do not use Swarovski as stand-alone word in the headlines.

12. Your name or brand must be prominent

- <u>Be clear</u> <u>who the producer and marketer</u> of the finished good are.
- Swarovski must not be the only visible brand on the internet page, packaging etc.
- Your name or brand must be prominent.

For all details please refer to the proper use guidelines:
http://professional.swarovski.com/Portal.Node/content/brand/usage_guidelines/Usage_Guidelines.en.html

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III.2. Executive Summary: Text for press release

HOW YOU SHOULD TALK ABOUT CRYSTALS FROM SWAROVSKI® ?

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. They can be recognized by the 'Crystals from Swarovski' seal, which serves as a certificate of authenticity that identifies products made with genuine Swarovski crystals.

A family-owned company for more than 100 years, with values rooted in integrity, respect, and excellence, Swarovski is noted as much for its ethics in business as for its contemporary artistry and innovative flair.

WWW.SWAROVSKI.COM/PROFESSIONAL

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

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IV. Examples of proper use: What wording can I use to describe my product in a text?

A possibility of correct wording and word order is:
- "CUSTOMER BRAND" "product type" embellished with crystals from Swarovski®
- Eg.: CUSTOMER BRAND bracelet embellished with crystals from Swarovski®
- Eg.: A dazzling CUSTOMER BRAND silver bracelet embellished with aquamarine crystals from Swarovski®

Examples for wording alternatives:
- … embellished with crystals from Swarovski® / 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

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IV.1. Examples of proper use: Advertising

Text reference in text body

If no text body

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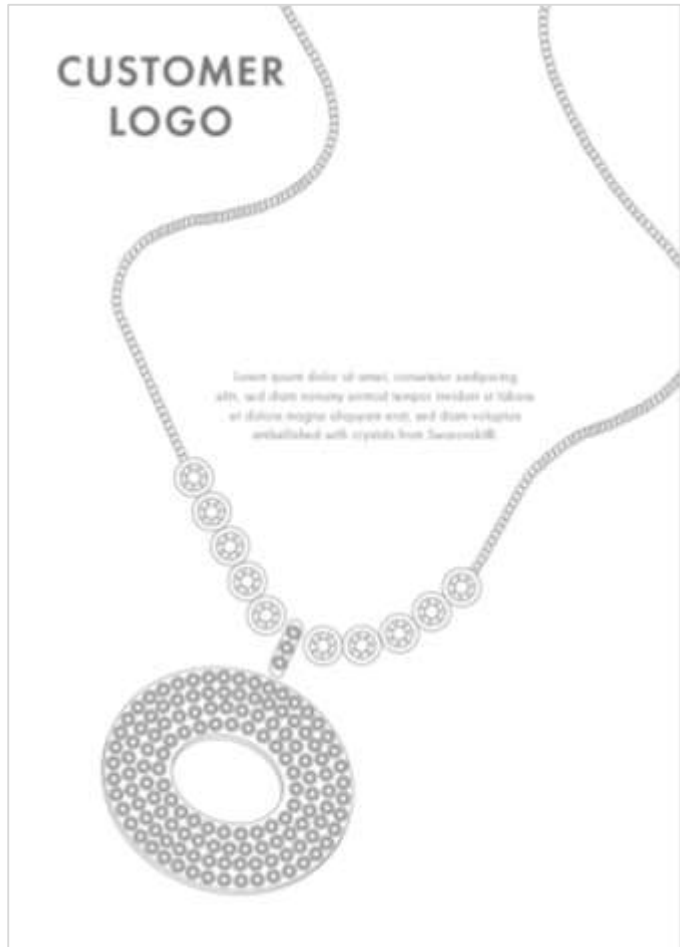
IV.2. Examples of proper use: 2D Packaging

Text reference on a blister; one-sided

Text reference should be much less dominant than the customer logo.

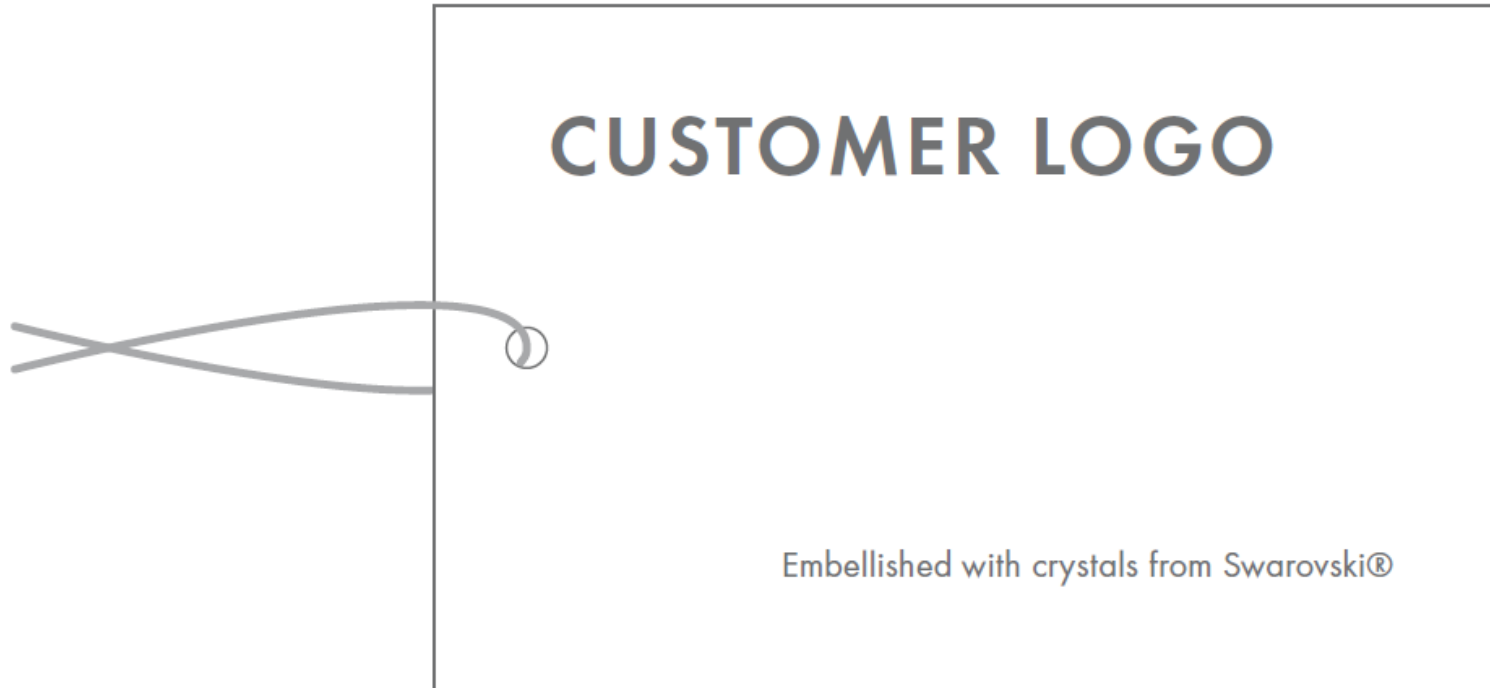# IV.3. Examples of proper use: 2D Packaging

Text reference on a blister; two-sided

Text reference should be much less dominant than the customer logo.

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IV.4. Examples of proper use: 3D Packaging

2 versions of text reference on a packaging

Text reference should be much less dominant than the customer logo.

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IV.5. Examples of proper use: Tag with logos in opposite corners

Customer tag with text reference on one side

CUSTOMER LOGO

Embellished with crystals from Swarovski®

Text reference should be much less dominant than the customer logo.

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IV.6. Examples of proper use: Tag with logos in the center

Customer tag with text reference in the center

Text reference should be much less dominant than the customer logo.

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IV.7. Examples of proper use: Tag with logo on different sides

2 versions of a two-sided tag

Text reference should be much less dominant than the customer logo.

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IV.8. Examples of proper use: Product catalog
Properly use the Swarovski® trademark as a text reference in a product catalog

CUSTOMER LOGO

Customer brand
+ Product name

Customer brand
+ Product name
+ Embellished with crystals from Swarovski®

Customer brand
+ Product name

Customer brand
+ Product name
+ Embellished with crystals from Swarovski®
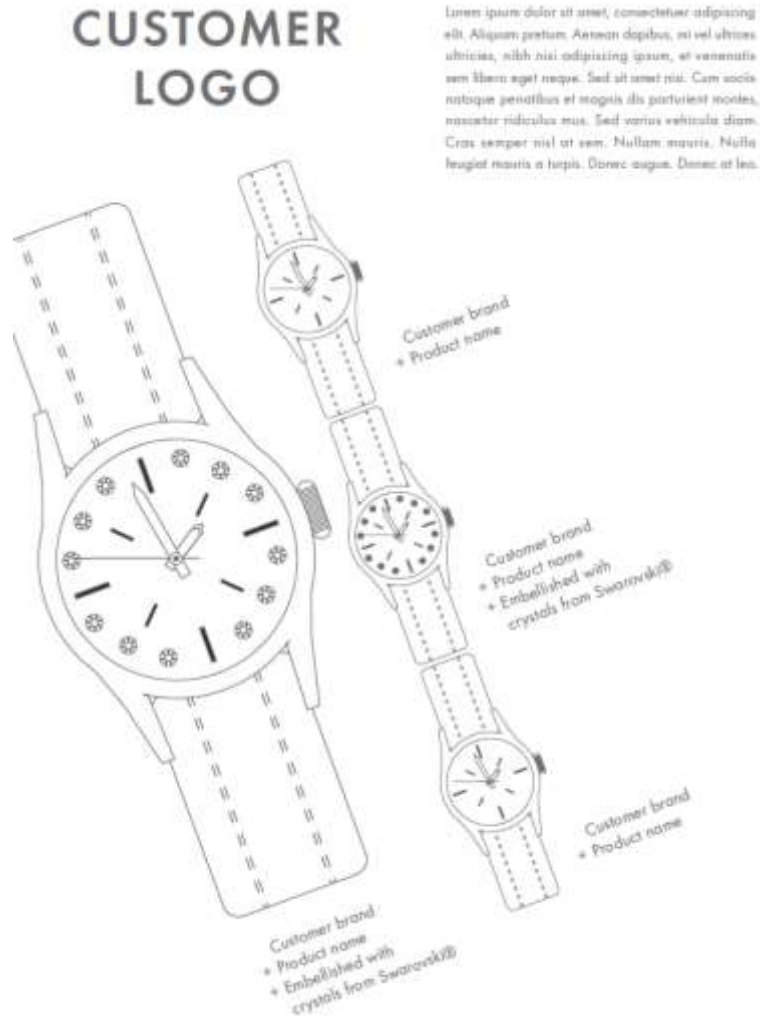
This example of a product catalog shows 2 products with crystals from Swarovski (big watch and middle of the 2 small watches) and 2 products without crystals.

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IV.9. Examples of proper use: Window display
Properly use the Swarovski® trademark when displaying products in the shop window.

CUSTOMER LOGO

New crystallized
boots now available
in our stores!

Embellished with crystals from Swarovski®

Only use "embellished with crystals from Swarovski®" on removable materials
in reference to concrete products displayed in your shop window.

Only use „embellished with crystals from Swarovski®" on removable materials in reference to concrete products displayed in your shop window.

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IV.10.1. Examples of proper use: Point-of-sale tools
Properly use the Swarovski® trademark when displaying products on point-of-sale tools.

CUSTOMER LOGO

Embellished with crystals from Swarovski®

Embellished with crystals from Swarovski®

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

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

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IV.10.2. Examples of proper use: Point-of-sale tools (2)
Properly use the Swarovski® trademark when displaying products on point-of-sale tools.

CUSTOMER LOGO

Embellished with crystals from Swarovski®

Embellished with crystals from Swarovski®

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

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

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IV.11. Examples of proper use: Customer's website
Properly use the Swarovski® trademark as a text reference on your website.
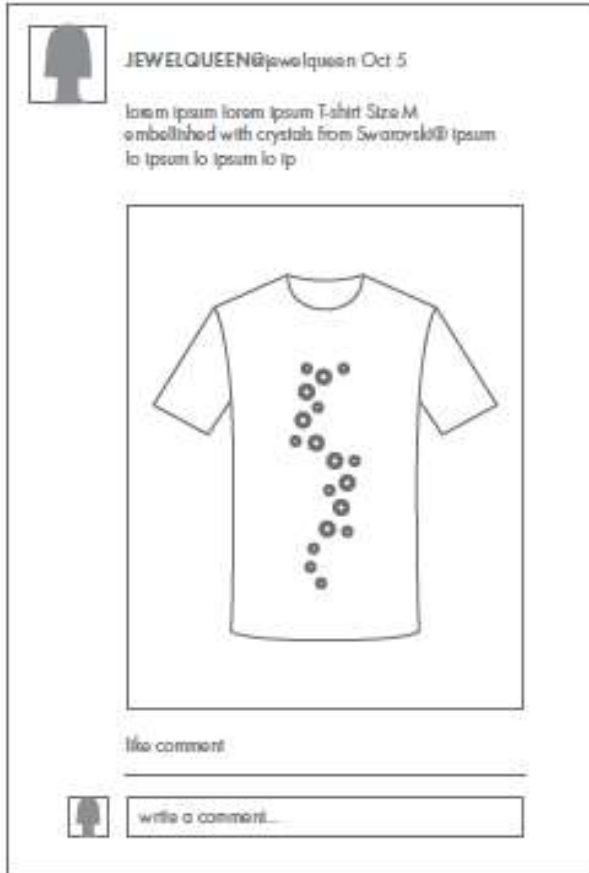

Only use „embellished with crystals from Swarovski®" in reference to a concrete product on your website.

Do not use the Swarovski name and brand, or any recognizable element thereof, in internet domain names, online account names or in prominent headlines.

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IV.12. Examples of proper use: Customer's social media page (1)
Properly use the Swarovski® trademark when referring to concrete products in your posts or tweets.

Not allowed

Only use „embellished with crystals from Swarovski®" in reference to a concrete product on your social media page.

Do not use the Swarovski name and brand, or any recognizable element thereof, in social media user names, email addresses, other online identifiers or in prominent headlines.

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Properly use the Swarovski® trademark when referring to concrete products in your posts or tweets.

JEWELQUEEN@jewelqueen Oct 5

lorem ipsum lorem ipsum T-shirt Size M
embellished with crystals from Swarovski® ipsum
lo ipsum lo ipsum lo ip

like comment

write a comment...

like comment

lorem ipsum lorem ipsum T-shirt Size M
embellished with crystals from Swarovski® ipsum
lo ipsum lo ipsum lo ip

write a comment...
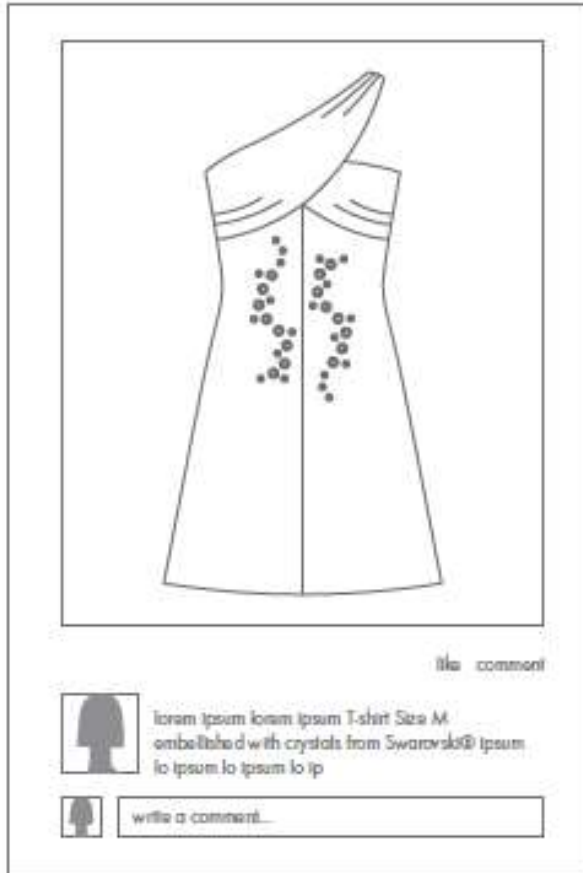
Allowed

Only use „embellished with crystals from Swarovski®" in reference to a concrete product on your social media page.

Do not use the Swarovski name and brand, or any recognizable element thereof, in social media user names, email addresses, other online identifiers or in prominent headlines.

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IV.14. Examples of proper use: E-shop
Properly use the Swarovski® trademark when advertising products including crystals from Swarovski®

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Thank you

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