

SWAROVSKI

BRAND GUIDES FOR  
SWAROVSKI® INGREDIENT  
BRANDING PARTNER

SWAROVSKI PROFESSIONAL/INGREDIENT BRAND/ JUNE 2014

---

## INTRODUCTION

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 a myriad of 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 for products with genuine Swarovski crystals.

For further general information please visit:  
[SWAROVSKI.COM/PROFESSIONAL](http://SWAROVSKI.COM/PROFESSIONAL)

## OBJECTIVE

The objective of this document is to provide practical guidance on the proper use of the Ingredient Brand Logo 'Crystals from Swarovski®' in your marketing communications, e.g. advertising, on the web, in marketing materials, or on products and packaging.

## TARGET GROUP

These Brand Guides apply only to customers who have accepted a Crystals from Swarovski Ingredient Brand Logo License Agreement (logo agreement) with Swarovski, and who incorporate genuine Swarovski Branded Crystals into their own finished or semi-finished goods (e.g. jewelry, accessories, clothing, etc.) sold under the brand(s) defined in the logo agreement.

## DEFINITIONS

The terms used in these Brand Guides are defined in the Ingredient Brand Logo License Agreement accepted by the customer, and carry the same definitions as the logo agreement.

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

---

## REQUIREMENTS

These Brand Guides set out the requirements about the proper use of the Ingredient Brand Logo, and full compliance with all provisions of the Brand Guides is, together with the acceptance of the Ingredient Brand Logo License Agreement, an essential precondition for customers' use of the Ingredient Brand Logo. All provisions of these Brand Guides are firm requirements unless expressly stated as optional or unless otherwise agreed in writing between Swarovski and an individual customer.

A customer who has accepted a written Ingredient Brand Logo License Agreement must obtain Swarovski's prior written approval before any application or reproductions of the Ingredient Brand Logo. The customer shall submit to Swarovski, for Swarovski's prior approval, layouts and/or

samples of any packaging, online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo. The customer shall not make any modifications, changes, additions, deletions, replacements, or improvements to any previously approved use, application, or reproduction of the Ingredient Brand Logo without prior written approval from Swarovski.

## CUSTOMER PRODUCT DESIGNS

Competition is an important source of inspiration and a driver of innovation. Swarovski embraces fair competition and respects the intellectual property rights of others, including its customers. Similarly, Swarovski expects its customers to respect Swarovski's intellectual property rights, including

patent, copyright, trademark, and design rights. Therefore, each party acknowledges and agrees that it will respect the other's intellectual property rights, and will not produce, distribute, or sell copies or confusingly similar imitations or look-alikes of products distributed and sold by the other.

## INGREDIENT BRAND LOGO RESTRICTIONS

The Ingredient Brand Logo may only be used in reference to finished and semi-finished goods that incorporate only 100% Swarovski Branded Crystals or 100% mix of Swarovski Branded Crystals, Swarovski Branded Gemstones, and/or Swarovski Branded Created Stones (crystals, gemstones, or created stones sold by Swarovski only under the Swarovski mark and no other marks).

---

The use of the Ingredient Brand Logo in connection with certain products and applications, or in certain distribution channels which would be inimical to the health, safety, or welfare of consumers, or are subject to compliance with special regulations in the areas of health and safety, or food, beverage, and nutrition, or would reflect adversely upon the premium image, goodwill, or reputation of Swarovski is prohibited or requires a prior approval.

#### **Product Specific Restrictions**

The Ingredient Brand Logo shall not be used on or in connection with any of the following products unless permission is approved in writing signed by an authorized representative of Swarovski:

- products directly applied to the eyes, teeth, mucous membranes, medical equipment or safety equipment of any kind
- products directly applied to products intended or likely to be ingested
- products intended for use by or for children under 36 months of age
- products used in the preparation or serving of food or drink
- products intended for use by or for animals
- products intended to be applied to any part of a vehicle of any kind (e.g. aircraft, watercraft, road vehicles, motor bikes, bicycles, etc)
- products in relation to tobacco products and nutrition
- products, that would reflect adversely upon the image, goodwill, and reputation of the Swarovski brand, such as free promotional gifts distributed to consumers, sex toys, weapons, and material made from endangered animals

#### **Distribution Channel Specific Restrictions**

The Ingredient Brand Logo shall also not be used on products and its packaging and on communication material if such product will be or may be distributed in any of the following distribution channels: online bidding platforms, kiosks, supermarkets, discount stores, gas stations.

For further information please contact your local sales representative.

---

# CONTENTS

<b>1.0 GENERAL BRAND STANDARDS</b>	<b>6</b>	<b>2.0 APPLICATION EXAMPLES</b>	<b>16</b>
1.1 GOLDEN RULES	7	2.1 PRODUCT & PACKAGING	
		BRANDING SOLUTIONS	17
1.2 VISUAL LANGUAGE	8	2.1.1 'CRYSTALS FROM SWAROVSKI®' SEAL	17
1.2.1 CERTIFICATE OF AUTHENTICITY	8	2.1.1.1 Sticker	18
1.2.2 LOGO COLOR	9	2.1.1.2 Tag	19
1.2.3 MINIMUM SIZE	10	2.1.1.3 Digital Logo	21
1.2.4 PROTECTIVE SPACE	10	2.1.1.4 Brand in Copy Usage	22
1.2.5 LOGO PLACEMENT	11		
1.2.5.1 Placement Rules	11	2.2 ONLINE	23
1.2.5.2 1/3 Width Rule	12	2.2.1 CUSTOMER WEBSITE	23
1.2.6 TRADEMARK LINE	12	2.2.1.1 Product Presentation / Product Catalog	23
		2.2.1.2 Swarovski Online Link	25
1.3 VERBAL LANGUAGE	13	2.2.2 SOCIAL MEDIA	25
1.3.1 BRAND IN COPY	14		
1.3.2 STANDALONE VERSION	15	2.3 ADVERTISING	28
		2.4 AUDIOVISUAL MEDIA	29
		2.4.1 COMMERCIALS	29
		2.4.1.1 Fixed Image	30
		2.4.1.2 Moving Image	30
		2.4.2 TV SHOPPING CHANNELS	31







---

1.0

# GENERAL BRAND STANDARDS (DIGITAL LOGO)

All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.

# 1.1 GOLDEN RULES

<p><b>01 CERTIFICATE OF AUTHENTICITY</b> The Ingredient Brand Logo communicates the use of 100% original Swarovski crystals.</p> 	<p><b>02 LOGO COLOR</b> Use only official colors for the Ingredient Brand Logo.</p> 	<p><b>03 MINIMUM SIZE</b> Ensure a minimum logo width of 12 mm for each placement.</p> 	<p><b>04 PROTECTIVE SPACE</b> Ensure a protective space equal to at least half the diameter of the logo.</p> 
<p><b>05 LOGO PLACEMENT</b> The Ingredient Brand Logo should be positioned in the lower corner opposite to the customer logo.</p> 	<p><b>06 1/3 WIDTH RULE</b> The Ingredient Brand Logo shall be maximum 1/3 the width of the customer logo.</p> 	<p><b>07 TRADEMARK LINE</b> Include the brand registration information on your communication materials.</p> <p>Swarovski® is a registered trademark of Swarovski AG.</p>	<p><b>08 BRAND IN COPY</b> If you write and talk about products with crystals from Swarovski® in the middle of a text, use the following expressions:</p> <p>'crystals from Swarovski®' or 'Swarovski® crystals'</p>

All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.

---

## 1.2 VISUAL LANGUAGE

### 1.2.1 CERTIFICATE OF AUTHENTICITY

The 'Crystals from Swarovski®' Ingredient Brand Logo is used by our Ingredient Branding contract partners as a certificate of authenticity to communicate the use of 100% original Swarovski crystals within their products.

To preserve the unique nature of the brand and to ensure absolute consistency throughout all its application, only the Seal and Digital Ingredient Brand Logo as provided by Swarovski or Swarovski's duly authorized representative may be used. It is prohibited to copy and reproduce the Ingredient Brand Logo from other materials or media. Furthermore, the Ingredient Brand Logo shall in no way be modified or altered regarding configuration, color, or relative proportions, or combined with any elements.

As the logo design underlines authenticity and heritage we name it 'certificate of authenticity'.

It is your responsibility to ensure the use of 100% Swarovski crystals in products bearing this Ingredient Brand Logo.



All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.



---

## 1.2 VISUAL LANGUAGE

### 1.2.2 LOGO COLOR



**PRIMARY USE**  
Pantone 425C

When used as the primary colorway, the Ingredient Brand Logo should be printed in Pantone 425C.



**SECONDARY USE**  
70% Black

The Ingredient Brand Logo should be printed in 70% black when the printing of a fifth spot color is absolutely not possible.



**TERTIARY USE**  
100% Black

The tertiary usage is 100% black where it is not possible to use Pantone 425C or 70% black.



**EXCEPTION**  
White knockout

The Ingredient Brand Logo should only be used as white knockout when the background color on which it is printed makes all other options impossible to reproduce.

All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.

# 1.2 VISUAL LANGUAGE

## 1.2.3 MINIMUM SIZE

On communication materials the Ingredient Brand Logo must never be set less than 12 mm in its cross section dimension to ensure legibility and proper brand recognition.

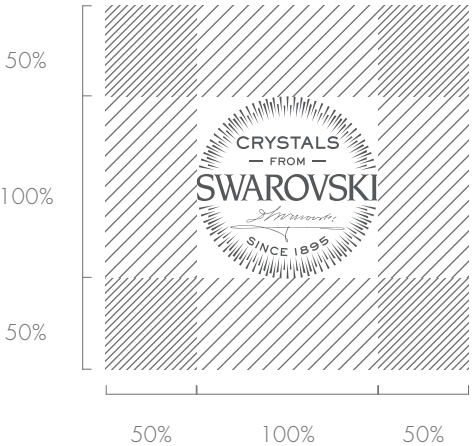


## 1.2.4 PROTECTIVE SPACE

When using the Ingredient Brand Logo in combination with other logos, brand names, etc., protective space needs to be ensured.

Leave a protective space equal to at least half the diameter of the logo on each side.

The Ingredient Brand Logo must never appear closer to any other elements than is shown in the picture.



All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.

# 1.2 VISUAL LANGUAGE

## 1.2.5 LOGO PLACEMENT

Whenever you want to communicate the Ingredient Brand Logo in your communication activities, the relation between your logo and the Ingredient Brand Logo is key.

**Please note:** These rules are general rules and can be applied to most communication activities (except packaging) – in situations not covered in these Brand Guides, care must be taken to capture the spirit of these rules.

### 1.2.5.1 Placement Rules

The Ingredient Brand Logo should be applied when referring to a product in a text or an image. The following are primary use guides for where to place the Ingredient Brand Logo in relation to the customer logo

#### PREFERRED POSITIONING



If the customer logo is situated in upper corner, place Ingredient Brand Logo in opposite lower corner.

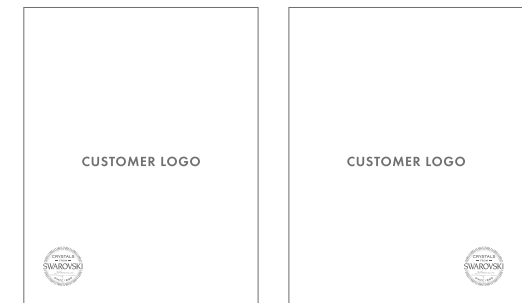
#### OTHER POSITIONING OPTIONS



If the customer logo is placed in the bottom corner, align Ingredient Brand Logo with the base line of the customer logo.



Place Ingredient Brand Logo on the base line and align with customer logo.



If customer logo is centered, place Ingredient Brand Logo on the base line on the left or right side.

All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.

## 1.2 VISUAL LANGUAGE

### 1.2.5.2 1/3 Width Rule

The Ingredient Brand Logo will be maximum 1/3 the width of the customer logo.

**Please note:** Any situation not clearly defined must be taken up with your local sales representative.

### 1.2.6 TRADEMARK LINE

We recommend to additionally include the brand registration information on your communication materials. This can happen with a small side note ('Swarovski® is a registered trademark of Swarovski AG.').

The trademark line can be placed either on the same page as your products created with crystals from Swarovski or in the imprint area. Ideally, it should be printed vertically from bottom to top on the lower right side of the back page of the communication tool.



1/3 Customer Logo Size



12 mm  
Minimum Size

All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.

---

## 1.3 VERBAL LANGUAGE

### HOW TO TALK ABOUT CRYSTALS FROM SWAROVSKI

Any reference to Swarovski is only allowed if accompanied with the following pre-approved phrases, sentences, and paragraphs:

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 a myriad of 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.

If you need more information about Swarovski/crystals from Swarovski please contact the SP Branding Team ([sp.branding@swarovski.com](mailto:sp.branding@swarovski.com))

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

All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.

---

## 1.3 VERBAL LANGUAGE

### 1.3.1 BRAND IN COPY

Generally, the Ingredient Brand Logo should be used and communicated, where possible.

Referring to the Ingredient Brand in copy version should only be used:

- for advertorial and editorial content
- next to product descriptions

Criteria for the brand in copy usage:

- ‘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)

If you write and talk about products with crystals from Swarovski® in the middle of a text, use the following expressions:  
‘crystals from Swarovski®’ or ‘Swarovski® crystals’.

#### Primary use:

This design piece is embellished with crystals from Swarovski®.

The design piece is embellished with Swarovski® crystals.

#### Examples for alternative expressions:

The design piece is...

- ... 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

---

## 1.3 VERBAL LANGUAGE

### 1.3.2 STANDALONE VERSION

If there is no surrounding text, the brand in copy can be used in connection with the customer logo in the following ways:

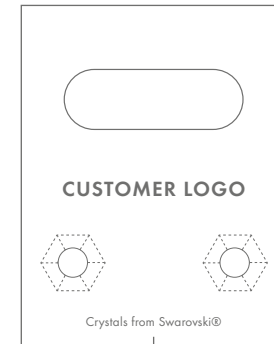
Crystals from Swarovski®

with break:

Crystals  
from Swarovski®

The expression 'Swarovski® crystals' should only be used as a brand in copy version.

Please study the examples in section [2.1.2](#) (product packaging) for further details.



Standalone solution front

Standalone solution reverse



---

All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.

---

2.0

# APPLICATION EXAMPLES

The Ingredient Brand Logo can be used for your communication activities in various communication channels. The following examples should give you an overview of the different usage possibilities.

For further guidance, please refer to the guidelines entitled 'Proper Use of Swarovski® Trademark For Purchasers of Swarovski® Branded Crystals' found at [SWAROVSKI.COM/PROFESSIONAL](http://SWAROVSKI.COM/PROFESSIONAL).

All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.



---

## 2.1 PRODUCT & PACKAGING BRANDING SOLUTIONS

### 2.1.1 'CRYSTALS FROM SWAROVSKI®' SEAL

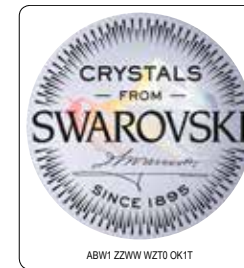
The Seal serves as a certificate of authenticity for products with genuine Swarovski crystals and can be applied on your product and respective product packaging.

Where possible, the Seal sticker/tag should be applied on every product or packaging.

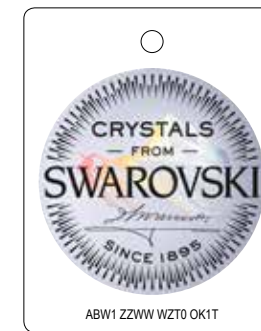
In addition to other security features, every tag and sticker carries a unique code that provides consumers with the possibility to verify the originality of the code online at [SWAROVSKI.COM/CRYSTALS](http://SWAROVSKI.COM/CRYSTALS)

To preserve the unique nature of our brand and to ensure absolute consistency throughout all of its applications, we have defined a certain format for Seal stickers and tags.

**Please note:** Reproduction or any kind of copying of the Seal is strictly forbidden. Customers shall use only Seal stickers or tags provided by Swarovski.



Seal sticker



Seal tag

All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.

## 2.1 PRODUCT & PACKAGING BRANDING SOLUTIONS

### 2.1.1.1 Sticker

The Seal sticker is available in four different sizes:

16 x 17.5 mm

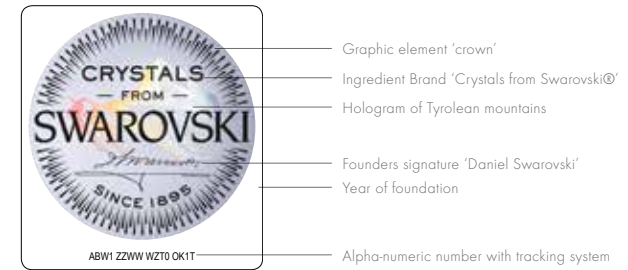
20 x 22 mm

24 x 26 mm

32 x 35 mm

and should be used on your product and product packaging to designate the use of 100% original crystals from Swarovski within your products.

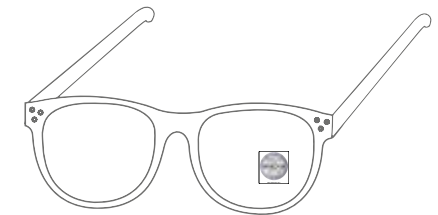
The sticker application must follow the general logo placement rules (max. 1/3 the width of the customer logo). For further details please refer to chapter [1.2.5 Logo Placement](#).



Seal sticker



Example Seal sticker usage on product packaging (box)



Example Seal sticker usage on product (sunglasses)

All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.

---

## 2.1 PRODUCT & PACKAGING BRANDING SOLUTIONS

### 2.1.1.2 Tag

The Seal tag is available in five different sizes:

22 x 31 mm

26 x 35 mm

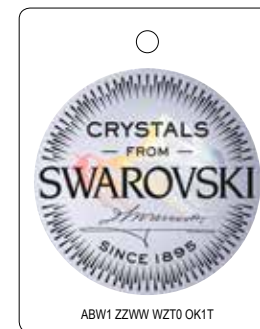
34 x 43 mm

44 x 54 mm

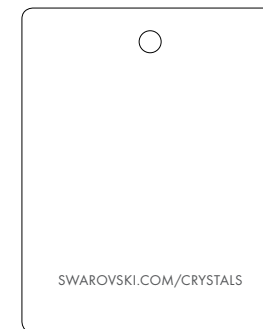
75 x 85 mm

and should be used on your product or product packaging to designate the use of 100% original crystals from Swarovski within your products.

**Please note:** If you, as a customer, are interested in using Digital Logo, stickers, or tags on your products, please contact your local sales representative for further information on the ordering process.



Seal tag front side



Seal tag reverse side

All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.

---

## 2.1 PRODUCT & PACKAGING BRANDING SOLUTIONS



Example for Seal tag usage on product  
(jewelry)



Example for Seal tag usage on packaging  
(gift wrapping)

All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.

---

## 2.1 PRODUCT & PACKAGING BRANDING SOLUTIONS

### 2.1.1.3 Digital Logo

Where it is not possible to integrate the Seal sticker/tag from a technical point of view, the Digital Logo can be used in connection with the customer logo. For further details please refer to chapter [1.0 General Brand Standards](#).



Example Digital Logo usage  
(jewelry holder)



Example Digital Logo usage on packaging  
(small jewelry box)

All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.

---

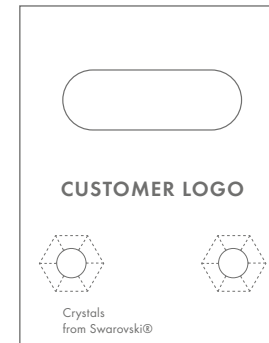
## 2.1 PRODUCT & PACKAGING BRANDING SOLUTIONS

### 2.1.1.4 Brand in copy usage

Whenever the minimum size requirement of the Ingredient Brand Logo cannot be complied with, even in digital format (e.g. on small items such as a jewelry holder or small packaging boxes), the brand in copy can be used.



Example brand in copy standalone version  
(packaging box)



Example brand in copy standalone version  
(jewelry holder)

All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.

## 2.2 ONLINE

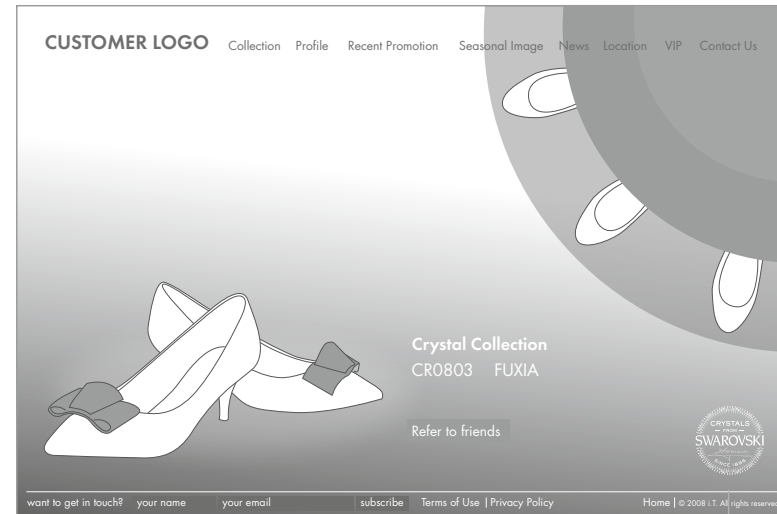
### 2.2.1 CUSTOMER WEBSITE

#### 2.2.1.1 Product Presentation / Product Catalog

The Ingredient Brand Logo should always appear in connection with sites showing customer products embellished with crystals from Swarovski.

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

The following website illustrates where the Ingredient Brand Logo can be placed. From the placement and the size it must be clear who the provider of the website is. The customer logo and the Ingredient Brand Logo should never appear too close. The impression that the company of the customer and Swarovski are affiliated companies, partners, or associated with each other must be avoided.



50% width rule

All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.

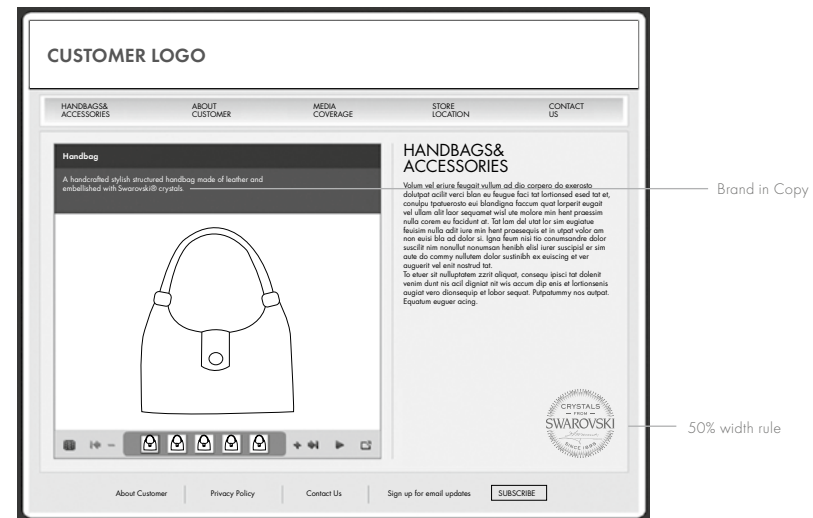
## 2.2 ONLINE

### 50% Width Rule

The Ingredient Brand Logo should be 50% or less the size of the customer logo in online communication.

### Placement

The Ingredient Brand Logo must be placed in close proximity to the display of products incorporating Swarovski crystals, so that it is clear to which product the Logo relates. In addition, the Ingredient Brand Logo should be placed in a less prominent position on the page than the customer logo.



All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.



## 2.2 ONLINE

### 2.2.1.2 Swarovski Online Link

A link to the Swarovski websites  
SWAROVSKI.COM/PROFESSIONAL for B2B and  
SWAROVSKI.COM/CRYSTALS for B2C is possible.  
The Ingredient Brand Logo can appear as a link.

**Please note:** It is not permitted to link to any other corporate websites of Swarovski.

### 2.2.2 SOCIAL MEDIA

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

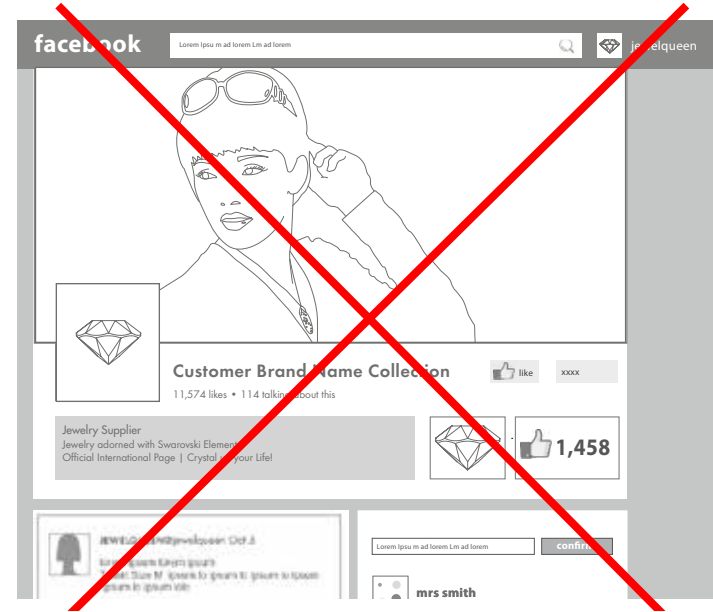


Not allowed

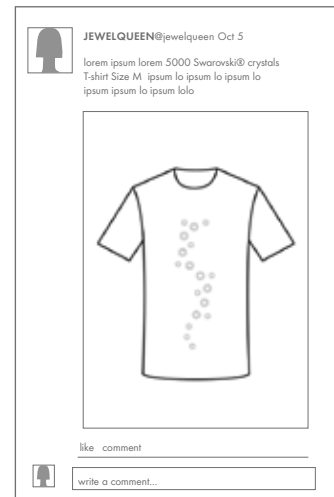
All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.

## 2.2 ONLINE

You should not add e.g. 'adorned with crystals from Swarovski / Swarovski crystals' after your brand name. For your social media pages, only your brand name should be used.



Not allowed



Allowed

When you are posting your products embellished with crystals from Swarovski, make sure you include your handle/tag where possible or your hashtag.

All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.

## 2.2 ONLINE

It is strictly prohibited to copy/paste images from our website. Such images are protected by copyright and other laws.

Do not use the Ingredient Brand Logo as a profile picture. You are only allowed to place it next to your products embellished with 100% crystals from Swarovski.

Tag us...



Facebook: @Swarovski Crystals



Twitter: @Swarovski



Instagram: @official\_swarovski

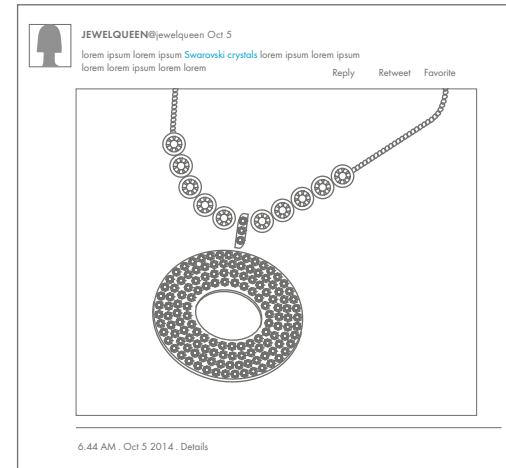


Pinterest: Simply mention us (and/or hashtag us #swarovski) in your product description (as brand in copy)



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

**All other social media channels:** Simply mention us in your product description (as brand in copy)

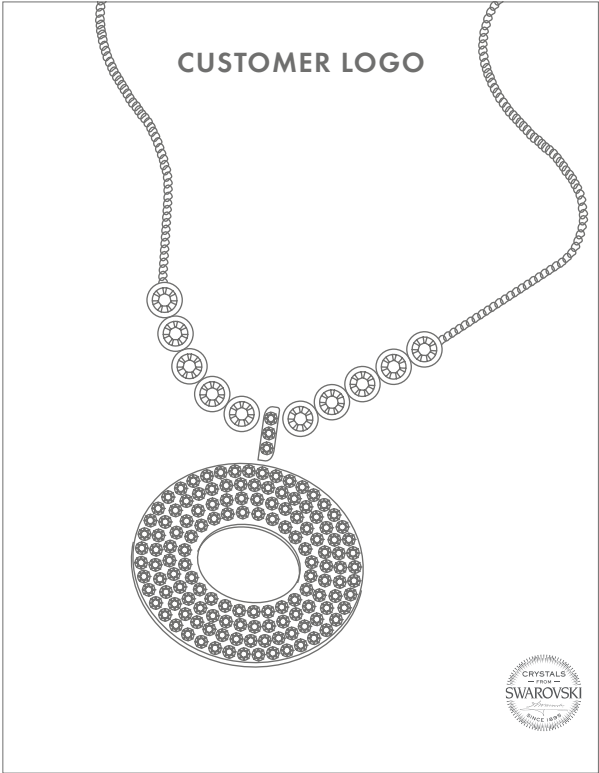


All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.

---

## 2.3 ADVERTISING

If your advertisement (online/offline) features a customer product adorned with crystals from Swarovski, the Ingredient Brand Logo can be integrated in your visual. Any such use is subject to the general guidelines relating to logo size, proportions, emphasis, and placement in chapter [1.0 General Brand Standards](#).



All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.

---

## 2.4 AUDIOVISUAL MEDIA

When a branding partner showcases one or more products created with crystals from Swarovski in audiovisual communication, the general Ingredient Brand rules apply (please refer to chapter [1.0 General Brand Standards](#)).

For further details about how to talk about crystals from Swarovski please refer to chapter [1.3 Verbal Language](#).

### 2.4.1 COMMERCIALS

The Ingredient Brand Logo can either be shown as a fixed image or as an animation.

The placement, size and sequence, must make it clear that the customer is the provider of the commercial and is only presenting design pieces embellished with crystals from Swarovski.

The Ingredient Brand Logo / logo animation should be used after the presentation of the customer product, preferably at the end of the commercial.

All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.

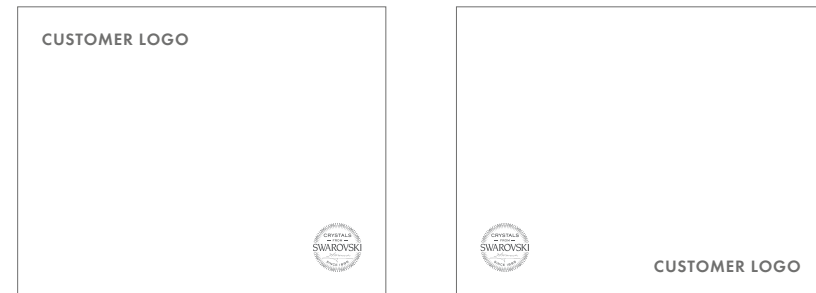
---

## 2.4 AUDIOVISUAL MEDIA

### 2.4.1.1 Fixed Image

When using the Ingredient Brand Logo in combination with the customer logo in the same frame, our Ingredient Brand Logo should be no more than half the size of the customer logo. The customer logo and the Ingredient Brand Logo must never appear too close together. The impression that the company of the customer and Swarovski are affiliated companies, partners, or associated with each other must be avoided by all means.

The Ingredient Brand Logo should preferably be positioned in the lower right or left corner, and, in any event, in a less prominent position than the customer's logo.



### 2.4.1.2 Moving Image

If the customer logo and the Ingredient Brand Logo are shown in sequence, the Ingredient Brand Logo animation should be significantly shorter than the customer logo presentation.

**Please note:** All commercial use of the Ingredient Brand Logo must be approved in the pre-production phase in writing by the Swarovski Branding Team.

All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.

## 2.4 AUDIOVISUAL MEDIA

### 2.4.2 TV SHOPPING CHANNELS

When a branding partner showcases one or more products created with crystals from Swarovski in a TV shopping channel, the brand owner must be clearly recognized as responsible for the quality of the finished product.

The Ingredient Brand Logo should be no more than half the size of the customer logo, and should be placed in a less prominent position than the customer's logo.

All other regulations, irrespective of the type of product presentation (e.g. conversation, showcase, video, order form) follow the general brand standards in chapter [1.0 General Brand Standards](#).

Given the live presentation format of TV shopping channels, care must be taken regarding the brand presentation and the selection and training of the presenter(s). A detailed briefing about our brand language is obligatory and should be conducted by a Swarovski representative. The storyboards should be reviewed and approved in the pre-production phase. For further details about our verbal brand language please refer to chapter [1.3 Verbal Language](#).



All rules prescribed require professional art direction that adheres to these Brand Guides. Client shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the 'Crystals from Swarovski®' Ingredient Brand Logo.

---

IMPRINT

Content is subject to change without notice.

© 2014 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, 6122 Wattens, Austria

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

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

VAT number: ATU 67146625

Swarovski is a registered trademark of Swarovski AG.