

CREATE
YOUR STYLE

SWAROVSKI

BRAND GUIDES
FOR SWAROVSKI®
AUTHORIZED INSTRUCTOR
(CREATE YOUR STYLE)

SWAROVSKI PROFESSIONAL/SWAROVSKI AUTHORIZED INSTRUCTOR/JUNE 2015

INTRODUCTION

Swarovski is the preeminent B2B player for premium crystal embellishments, jewelry solutions, and corporate gifts, and provides services ranging from design and manufacturing solutions to multi brand retail stores and distribution networks. Swarovski is known for its unrivaled quality and pioneering expertise along the whole value chain, with dedication to customer success.

Create Your Style, Swarovski's marketing initiative for the Do-It-Yourself segment, is the global creative community of Swarovski that connects like-minded people with a passion for expressing themselves through personal design. Create Your Style has devoted itself to creating an inspiring and interactive platform where crystal aficionados from all over the world can exchange creative ideas and obtain advice from experts while getting design and style tips as well as information on international competitions and whatever else their creative heart desires.

OBJECTIVE

The objective of this document is to provide practical guidance on the proper use and display of the Authorized Instructor Logo.

TARGET GROUP

These Brand Guides apply only to customers who have accepted a Swarovski Professional Customer Logo License Agreement, and an agreement regarding the criteria and mutual expectations that need to be fulfilled to act as a Swarovski Authorized Instructor.

An Authorized Instructor is a well-known expert/instructor in the Do-It-Yourself market and especially recognized by Swarovski. The Authorized Instructor provides advanced knowledge-level workshops for end consumers. He/she is familiar with the Swarovski Create Your Style marketing initiative and continuously learns about and familiarizes himself/herself with the Swarovski product assortment. The focus of products used clearly lies on crystals from Swarovski®. These Brand Guides can also be downloaded on the Business Partner Area at SWAROVSKI.COM/PROFESSIONAL or at CREATE-YOUR-STYLE.COM/CUSTOMERAREA. For further information on the program, please contact a local Swarovski contact person.

DEFINITIONS

The terms used in these Brand Guides are defined in the Swarovski Professional Customer Logo License Agreement accepted by the instructor, and carry the same definitions as the agreement.

REQUIREMENTS

These Brand Guides set out the requirements regarding the proper use of the Authorized Instructor Logo. Full compliance with all provisions of the Brand Guides is, in addition to compliance with the Swarovski Professional Customer Logo License Agreement, an essential precondition for instructors' use of the Authorized Instructor 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 instructor.

The instructor must obtain Swarovski's prior written approval before any application or reproductions of the Authorized Instructor logo. The Authorized Instructor shall submit to Swarovski, for Swarovski's prior approval, layouts of any online and/or offline advertising, marketing or promotional materials containing the Authorized Instructor logo. The Authorized Instructor shall not

make any modifications, changes, additions, deletions, replacements, or improvements to any previously approved use, application, or reproduction of the Authorized Instructor Logo without prior written approval from Swarovski.

The Authorized Instructor shall provide advanced knowledge-level workshops for end consumers in one or several Do-It-Yourself techniques and shall have a minimum of five years' experience.

The Authorized Instructor shall be familiar with the Swarovski brand as well as the Create Your Style marketing initiative and shall continuously learn about and familiarize himself/herself with the Swarovski product assortment as well as new application techniques.

Compared to other non-crystal materials, the focus of the products used in designs and workshops should clearly lie on crystals from Swarovski® - no competitor products (no cut crystal) should be used.

The designs should fulfill a certain level of expertise with Swarovski products and Do-It-Yourself techniques and reflect the Swarovski Create Your Style design language.

Communication materials provided by Swarovski shall solely be used for the marketing of crystals from Swarovski® and inlays of displays shall not be replaced with any third-party materials.

The Authorized Instructor should write blog articles about Swarovski Create Your Style whenever applicable and accomplish at least six offline projects per year.

CONTENTS







1.0 GENERAL BRAND STANDARDS	5	2.0 APPLICATION EXAMPLES	17
1.1 GOLDEN RULES	6	2.1 ONLINE	18
1.2 THE LOGO	7	2.1.1 WEBSITE	18
1.2.1 LOGO RULES	7	2.1.2 BLOGS AND POSTS	19
1.2.2 PROTECTIVE SPACE	8	2.2 OFFLINE	20
1.2.3 LOGO COLOR PRINT	9	2.2.1 ADVERTISING	20
1.2.4 LOGO COLOR ONLINE	10	2.2.2 PROJECTS (OFFLINE)	21
1.2.5 MINIMUM SIZE	11	2.2.3 COMMUNICATION TOOLS	22
1.2.6 50% WIDTH RULE	12		
1.2.7 PLACEMENT	13		
1.2.8 TRADEMARK LINE	14		
1.2.9 BRAND IN COPY	15		
1.2.10 HOW TO TALK ABOUT CREATE YOUR STYLE	16		

1.0

GENERAL BRAND STANDARDS

All rules prescribed require professional art direction that adheres to these Brand Guides. The Authorized Instructor 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 Swarovski Authorized Instructor logo.

1.1 GOLDEN RULES

<p>01 LOGO</p> <p>Use the Authorized Instructor Logo on every communication tool. Do not modify the Logo.</p> 	<p>02 PROTECTIVE SPACE</p> <p>Ensure a protective space of at least 10% of the width of the Authorized Instructor Logo at each side.</p> 	<p>03 LOGO COLOR</p> <p>Use only official colors for the Authorized Instructor Logo.</p> 	<p>04 MINIMUM SIZE</p> <p>Ensure a minimum logo width of 22 mm for each placement.</p> 
<p>05 PLACEMENT</p> <p>The Authorized Instructor Logo must always be positioned in the lower right corner.</p> 	<p>06 50% WIDTH RULE</p> <p>The Authorized Instructor Logo shall be no bigger than 50% the width of the instructor logo.</p> 	<p>07 TRADEMARK LINE</p> <p>Include the brand registration information on communication materials.</p> <p>Swarovski® is a registered trademark of Swarovski AG.</p>	<p>08 BRAND IN COPY</p> <p>In copy texts, always write the brand name like this:</p> <p>Swarovski® Authorized Instructor</p>

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1.2 THE LOGO

1.2.1 LOGO RULES

The Authorized Instructor logo consists of the Swarovski logo and the classification.

For brand protection and consistency, use the logo only in the way shown on this page.

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

The Authorized Instructor shall use the Authorized Instructor logo solely in connection with the promotion of Swarovski crystals.



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1.2 THE LOGO

1.2.2 PROTECTIVE SPACE

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

Leave a protective space of at least 10% of the width of the Authorized Instructor Logo at each side.



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1.2 THE LOGO

1.2.3 LOGO COLOR PRINT



PRIMARY USE

Pantone 877 C

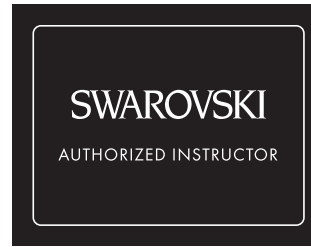
The logo should be printed in Pantone 877 C (silver) on covers of catalogs, books, and other applications whenever possible.



SECONDARY USE

70% Black

When using digital printing and a fifth color is definitely not possible, use 70% black as a cost-effective alternative.



EXCEPTION

White Knockout

The white knockout should only be used when the background color on which the logo is printed makes all other options impossible to reproduce.

Exception: 100% black is an option only if the background on which the logo has to be placed impedes the use of any other official logo color.

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1.2 THE LOGO

1.2.4 LOGO COLOR ONLINE



PRIMARY USE

70% Black

The logo should be used in 70% black for digital applications.



EXCEPTION

White Knockout

On backgrounds that lack the proper color contrast to the colors mentioned previously, white knockout may be used in combination with the brand colors.

Exception: 100% black is an option only if the background on which the logo has to be placed impedes the use of any other official logo color.

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1.2 THE LOGO

1.2.5 MINIMUM SIZE

For legibility and proper brand recognition, make sure that the Authorized Instructor Logo is displayed at a width of at least 22 mm (online: 120 pixels).

PRINTED



22 mm

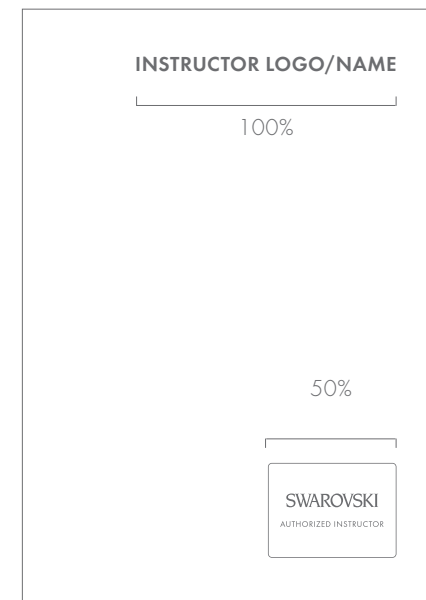
All rules prescribed require professional art direction that adheres to these Brand Guides. The Authorized Instructor shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the Swarovski Authorized Instructor logo.

1.2 THE LOGO

1.2.6 50% WIDTH RULE

The Swarovski Authorized Instructor Logo shall be no bigger than 50% of the size of the instructor logo/name.

Please note: Any situation not clearly defined must be taken up with a local Swarovski representative.



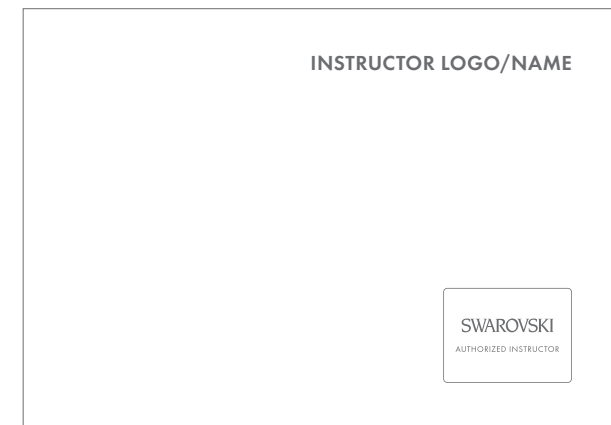
All rules prescribed require professional art direction that adheres to these Brand Guides. The Authorized Instructor shall submit to Swarovski, for Swarovski's prior approval, layouts and/or samples of any online and/or printed advertising, marketing, and promotional materials containing the Swarovski Authorized Instructor logo.

1.2 THE LOGO

1.2.7 PLACEMENT

The Swarovski Authorized Instructor Logo must always be positioned in the lower right corner and at the correct distance from the instructor logo/name.

The positioning must maintain the protective space.



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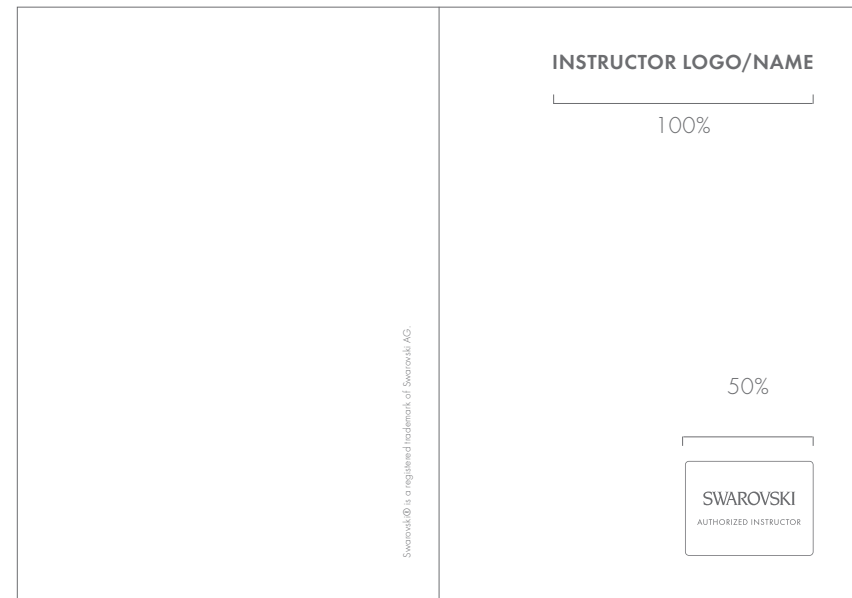
1.2 THE LOGO

1.2.8 TRADEMARK LINE

We recommend that the brand registration information is also included on communication materials.

This can take the form of a small side note ('Swarovski® is a registered trademark of Swarovski AG.').

Ideally it should be printed vertically from bottom to top on the lower right side of the back page or in the imprint area.



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1.2 THE LOGO

1.2.9 BRAND IN COPY

For consistent visibility of our brand in copy texts such as instructor descriptions, always write the partner name like this:

Swarovski® Authorized Instructor

The first letters must always be printed in capital letters.

Use only official fonts and apply the same font for both the brand and the surrounding text.

Example:

‘Instructor xyz’ is a Swarovski® Authorized Instructor.

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1.2 THE LOGO

1.2.10 HOW TO TALK ABOUT CREATE YOUR STYLE

How to talk about the Create Your Style marketing initiative

Create Your Style is Swarovski's marketing initiative for the DIY (Do-It-Yourself) segment, a global creative community where crystal connoisseurs and budding designers come together to exchange ideas and creative inspiration.

How to talk about Swarovski crystals

- C/crystals from Swarovski® or Swarovski® crystals
e.g. 'The design was created with crystals from Swarovski®/Swarovski® crystals.'
- Swarovski Beads, Swarovski Pendants, Swarovski Sew-on Stones, Swarovski Crystal Pearls, etc.
The first letter of the names of product groups should always be capitalized. Always refer to the Swarovski brand when writing about products.
e.g. 'Beads from the Swarovski assortment are available in a multitude of shapes and colors.'

Abbreviations

Abbreviation of product and color names:

When used in a text, names of products and colors should not be abbreviated.

e.g. Lt./Lght. Siam = incorrect

Light Siam = correct

Abbreviation of the word 'article':

In a text: 'art.'

At the beginning of a paragraph: 'Art.'

Color names

Name of color effect (color code and effect abbreviation)

e.g. Crystal (001)

Crystal AB (001 AB)

Main article numbers and notation

Articlenumber[space]size[space]color[space]

effectcode[space]foiling[space]HF[or]HFT

e.g. 5328 4mm 001 GSHA

2190/4 SS 5 001 MBL M HF

5816 11.5 x 6mm 001 309

How to talk about Create Your Style kits

- Swarovski Create Your Style kit (for general headlines)
- Bracelet kit from Swarovski (within copy text)
e.g. 'The bracelet kit from Swarovski contains six Swarovski Dome Beads.'

How to talk about CYS innovations and trends

- Innovations from the Swarovski assortment
- Swarovski innovations
e.g. 'Get creative with the stunning innovations from the Swarovski assortment and create your own bracelet.'

How to talk about the CYS Online World

In the Swarovski Create your Style Online World, crystal aficionados worldwide can exchange creative ideas and seek style tips and advice from experts.

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2.0

APPLICATION EXAMPLES

The following examples should give you an overview of the various usage possibilities.

All rules prescribed require professional art direction that adheres to these Brand Guides. The Authorized Instructor 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 Swarovski Authorized Instructor logo.

2.1 ONLINE

2.1.1 WEBSITE

If an Authorized Instructor operates his/her own webpage he/she must make sure that the webpage reflects its own corporate identity and design (clearly differentiating it from the original Swarovski webpage).

The Authorized Instructor Logo can be shown when a page layout on a website showcases solely crystals from Swarovski® or semi-finished products created with Swarovski® crystals. In addition, the Logo can also be shown when referring to a workshop featuring crystals from Swarovski. The Authorized Instructor Logo shall not be used in connection or proximity with any third-party products. The following webpage illustrates where the Authorized Instructor Logo can be placed.

It must be clear from the placement and the sizes of the logos/instructor name who is the provider of the website. The instructor logo/name and our Logo should never appear too close. The impression that the instructor or the instructor's company and Swarovski are affiliated companies, partners, or associated with each other must be avoided.

The Swarovski Authorized Instructor Logo should always appear alongside the instructor logo/name on sites showing crystals from Swarovski® or semi-finished products incorporating solely Swarovski® crystals. The 50% width and the minimum size rules (stated earlier) apply.

It is possible to have a link to the Swarovski websites, CREATE-YOUR-STYLE.COM and SWAROVSKI.COM/PROFESSIONAL.

The URL always has to be indicated in capital letters and without WWW.

The Swarovski Authorized Instructor Logo can appear as a link. It is not permitted to animate the Logo or to link to any other corporate website.

Please note: It is strictly prohibited to copy/paste images from our websites. Such images are protected by copyright and other laws. For assistance regarding your website in terms of picture material, please contact a local Swarovski sales representative.

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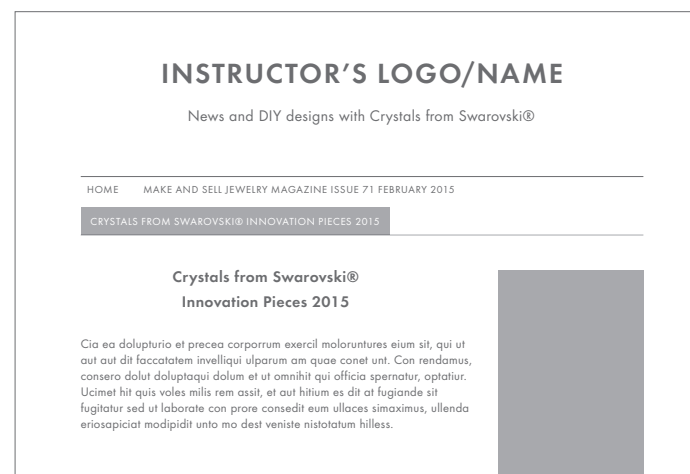
2.1 ONLINE

2.1.2 BLOGS AND POSTS

The Authorized Instructor should write blog articles about Swarovski Create Your Style whenever applicable.

Whenever the Authorized Instructor is writing a Facebook post with reference to Swarovski Create Your Style their local Swarovski contact person has to be informed so the post can also be shared on the Swarovski Create Your Style Facebook page.

For every workshop sponsored by Swarovski the Authorized Instructor should upload pictures on the Swarovski Create Your Style Facebook page (FACEBOOK.COM/CREATEYOURSTYLE).



Example: Blog Article

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2.2 OFFLINE

2.2.1 ADVERTISING

Any online and/or offline advertising, marketing or promotional materials (e.g. leaflets, flyers, etc.) containing the Authorized Instructor Logo should follow the specifications in section 1.0. General Brand Standards and should only be distributed in an appropriate DIY environment (e.g. DIY stores).

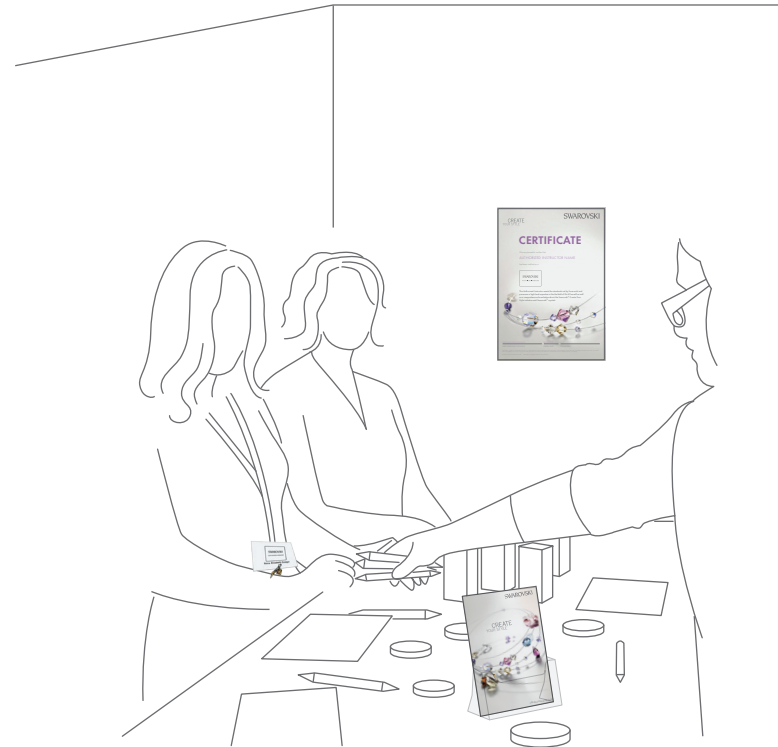
For assistance in terms of picture material, please contact a local Swarovski contact person.

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2.2 OFFLINE

2.2.2 PROJECTS (OFFLINE)

The Authorized Instructor should accomplish at least six projects (workshop, magazine articles, sponsorship, etc.) dealing with crystals from Swarovski per year incorporating the wording 'crystals from Swarovski®/Swarovski® crystals'. For workshops the Authorized Instructor is advised to use the CYS communication materials, designed and created according to the Create Your Style brand standards, and provided by Swarovski.



Example: Workshop

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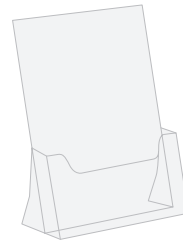
2.2 OFFLINE

2.2.3 COMMUNICATION TOOLS

Swarovski offers a wide range of tools to support the presentation of Swarovski crystals (some examples are shown on this page). For further information please contact a local Swarovski contact person.

In order to access Create Your Style sales, launch, or branding tools the Authorized instructor must sign a Swarovski Professional Customer Logo License Agreement.

Please note: The replacement of display inlays with third-party materials is strictly forbidden.



Display A4



Basic Leaflet



Certificate



Name Badge

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IMPRINT

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