

TABLE CUT COMMUNICATION GUIDELINES

These Communication Guidelines provide guidance to the Client regarding brand usage, labeling of, and communications in the marketing, promotion and sale of Table Cut products and Client's products incorporating Table Cut products. Pursuant to the Brand Communication Agreement signed by the client, these Guidelines are legally binding. Client has agreed to and is required to comply fully with these Guidelines as an essential pre-condition to Swarovski's sale of Table Cut products to Client. Client shall submit to Swarovski, for Swarovski's prior written approval, layouts and/or samples of any online and/or printed advertising, marketing and promotional materials containing the Table Cut brand.

NO USE OF SWAROVSKI BRAND IDENTITY

- Direct or indirect reference to any Swarovski company is not permitted.
- Reference to, or use of "Swarovski" or any other mark (or parts of it) from the Swarovski Family of Marks is not permitted, with the exception of the phrase 'distributed by Swarovski' exclusively as a part of the Table Cut logo (as further provided in these Guidelines).
- Only the Table Cut brand, or no brand shall be used to promote Table Cut products.
- Any use of "Swarovski" or the Swarovski Family of Marks requires appropriate licenses and permissions in writing from Swarovski.

CLARITY IN BRANDING

- The use of the Table Cut product brand is only permitted when describing Table Cut as product brand or product assortment, not for any other products or services.
- The Client's own products and services shall be clearly and unambiguously identified, marketed and sold as the products and/or services of the Client under Client's own name and brands.
- Client's name and logo shall be clearly stated and be substantially larger than the Table Cut brand on all its own packaging and communication materials for marketing, promoting and selling Table Cut products.

SEPARATE MARKETING OF SWAROVSKI BRAND PRODUCTS

- To the extent that Swarovski branded products are also purchased, client shall ensure that Table Cut products and Client's products incorporating Table Cut products are marketed, promoted and sold clearly set apart from the Swarovski branded products and from goods incorporating Swarovski branded products, so that there can be no potential for confusion regarding which products are Table Cut products and which are Swarovski branded products.

USE OF PRODUCT BRAND on

- Websites
- Sales-related material (e.g. catalogues)

LOGO

Only the official Table Cut logo provided by Swarovski shall be used. Any modifications/alterations in terms of colors and proportions are not permitted. The Use of the phrase 'distributed by Swarovski' is only allowed as part of the logo, and shall not be used in any other way.



- Logo Color
The Table Cut logo shall be printed in 100% black or as a white knock-out for emphasis.
- Minimum Size
The logo must not be smaller than 18mm.
For online usage a minimum width of 90 pixels is recommended.

BRAND IN COPY

- For consistent visibility of the brand in copy texts, such as product descriptions, always write the brand in the following way: Table Cut. The phrase 'distributed by Swarovski' shall not be used in brand in copy texts.
- Use only official fonts and apply the same font for both – the brand and the surrounding text.
- Example brand in copy usage for wholesaler:
'Wholesaler xyz is selling Table Cut products.'
- Examples brand in copy usage for brand owner:
'Brand owner xyz is incorporating Table Cut products in his/her design.'
'This stunning bracelet is incorporating Table Cut Fancy Stones.'

PRE- APPROVED PHRASE

- Clients are only allowed to reference the usage of Table Cut products and no direct/ indirect reference to any Swarovski company or brand.
- To communicate the usage of Table Cut products the following pre-approved phrase shall be used:

"Table Cut Fancy Stones are pressed crystals with the highest precision and quality in its class. Table Cut crystals manufactured in Europe are the preferred choice for manufacturers who demand a consistently reliable quality at a reasonable price."

BINDING TO DOWNSTREAM CUSTOMERS

- Client shall inform its customers that any use of the Swarovski Family of Marks in connection with Table Cut products is absolutely prohibited, with the exception of the phrase 'distributed by Swarovski' exclusively as part of the Table Cut logo as further provided in these Guidelines. Client shall require all of its customers to accept and comply with the terms of the Brand Communication Agreement and these Communication Guidelines as an essential pre-condition to Client's sale of Table Cut products to its customers, and inform them that they may not use any Marks from the Swarovski Family of Marks unless appropriate licenses and permissions were granted in writing from Swarovski.