

# GUIDELINES FOR PROPER USE OF PRECIOSA<sup>®</sup> TRADEMARKS

For Purchasers of Preciosa<sup>®</sup> Branded Crystals, Seed Beads  
and Fine Jewelry Stones

Dear Preciosa Customer,

Welcome to the Preciosa Branding Guide. If you are reading this, it means you care about the integrity of your business and the quality of your products as much as we do. For our mutual benefit, we ask for your cooperation in following a set of simple rules when referring to Preciosa<sup>®</sup> branded products throughout your marketing communication. In this Guide you will find:

## **Application of the Guidelines**

To whom and in what context do these branding guidelines apply?

## **Basic Guidelines**

How do I properly refer to Preciosa branded products? Whether or not you have signed a written licensing agreement, we encourage all customers to communicate that you resell or use authentic Preciosa crystals, seed beads or fine jewelry stones in your finished products. In this section we elaborate on the proper way to do so.

## **Resources and Visual Assets**

Where can I find texts, product images and other visual assets to help me properly promote Preciosa branded products throughout my own marketing communication?

## **Overview of the Preciosa Logos**

For whom are the different Preciosa logos intended and how do I know if I have permission to use one?

Preciosa takes seriously the misuse of our trademarks. Improper use can negatively impact the image and value of the Preciosa brand, and those of our stakeholders and customers. If you are unsure about any of the trademark usage guidelines outlined in this document or wish to use a Preciosa logo but do not yet have permission to do so, please get in touch with our marketing department at: **[authorized.partnership@preciosa.com](mailto:authorized.partnership@preciosa.com)**.

Sincerely,  
The Preciosa Team

## APPLICATION OF THE GUIDELINES

These guidelines apply to all uses of Preciosa® trademarks by purchasers of Preciosa loose crystals, seed beads, fine jewelry stones and semi-finished crystal products. This includes direct purchasers (from Preciosa) and indirect purchasers (from a Preciosa authorized partner or retailer), and those who purchase for resale and for use in their own finished products.

These guidelines also apply to all uses of Preciosa trademarks in all marketing communication including advertising, online, promotional and point-of-sale materials and packaging.

There are two ways to properly refer to Preciosa throughout your marketing communication. The first is through the correct use of the Preciosa® trademark in body text, as it is written here. Continue onto the next section and read through the Basic Guidelines for clear instruction on how to do so.

The second way is with one of Preciosa's trademarked logos, which are described in detail on page 6 of this document. **Make no use of any Preciosa logo unless you have signed a written licensing agreement.** If you are unsure whether you have already received permission and/or wish to use a Preciosa logo, please contact the Preciosa marketing department at: **authorized.partnership@preciosa.com**.

## BASIC GUIDELINES

1. **Make sure that the crystals, seed beads and fine jewelry stones that you resell or that you use in your own designs are 100% Preciosa® branded products.**

When purchasing from a supplier, look for the Preciosa Authorized Partner logo. If you are buying Preciosa® branded products in their original packaging, check that the seal (pictured below) has not been broken or tampered with. Always be on alert for sellers of counterfeit and mislabeled products.



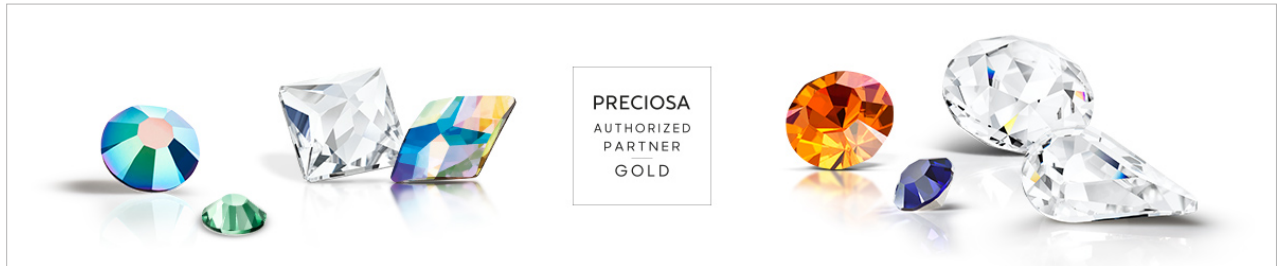
If you have questions about the authenticity of your goods or believe that you may have purchased counterfeit or mislabeled products, we encourage you to get in touch with your Preciosa representative.

2. **Use the Preciosa trademark only in reference to Preciosa® branded crystals, seed beads and fine jewelry stones.**

Use of the Preciosa trademark in reference to goods or on packaging containing (or partially containing) similar products that are not made by Preciosa would be misleading to customers and consumers and could potentially subject you to liability for trademark infringement and false advertising.

3. Use the ® symbol with the first and most prominent mention of the Preciosa trademark.

The Preciosa trademark must appear at least once per continuous document or once per web page. This rule does not apply to the Preciosa logotype contained within an approved logo used in design elements, such as online banners (pictured below).



4. Use the Preciosa trademark only as a descriptor in body copy.

Even if you have not signed a licensing agreement with Preciosa, you may still use the Preciosa trademark to refer to Preciosa® branded crystals, seed beads and fine jewelry stones in your marketing materials, including advertising, online, promotional and point-of-sale materials and packaging. Below are a few things to keep in mind when doing so.

**The Preciosa trademark must be confined to text reference in body copy and must always match the surrounding text style using the same font and size without any added emphasis. This means that the Preciosa® trademark should appear as it written here and should not be bolded, italicized, underlined, colored or appear in all-caps unless the surrounding text is formatted the same way.**

**Correct Use:** We sell a large selection of Preciosa® crystals and fine jewelry stones.  
Our garments are made with the highest quality Preciosa® crystals.  
Preciosa® crystals are unparalleled in both quality and shine.

**Incorrect Use:** We sell a large selection of PRECIOSA® crystals and fine jewelry stones.  
Our garments are made with the highest quality *Preciosa*® crystals.  
**Preciosa® Crystals** are unparalleled in both quality and shine.

**The Preciosa® trademark should be used as an adjective followed by the appropriate generic noun for the product or product category, which should not be capitalized.**

**Correct Use:** Our shoes are embellished with thousands of sparkling Preciosa® crystals.  
We use only the finest Preciosa® cubic zirconia in our jewelry designs.  
Preciosa® seed beads come in dozens of vibrant, eye-catching colors.

**The Preciosa company name, as a noun, should always appear without the trademark symbol as it is written here.**

**Correct Use:** We have worked with Preciosa for more than twenty years.  
Preciosa's glassmaking heritage dates back to the sixteenth century.  
Preciosa is located in the north Bohemian region of the Czech Republic.

**5. Do not infringe on the Preciosa® trademark.**

Do not modify or abbreviate the Preciosa name or brand.

Do not incorporate the Preciosa name or brand, or any recognizable element thereof, into your own or other brands, logos, trademarks or company names.

Do not use the Preciosa name or brand, or any recognizable element thereof, in internet domain names, online account names, social media usernames, email addresses or other online identifiers.

**6. Do not use Preciosa copyrighted materials or promotional materials unless expressly authorized by Preciosa in writing.**

This includes Preciosa point-of-sale materials, artwork, photographs, graphics, fonts and other design elements presented on the official Preciosa web site or other Preciosa marketing and promotional materials.

**7. Properly refer to Preciosa branded products on social media.**

**Make no use of any Preciosa logos on self-created social media content unless you have signed a written licensing agreement.** If you have permission to use one of Preciosa's trademarked logos, you may use only the logo and only for the purposes stipulated in your agreement. Partners who have permission to use one of Preciosa's logos may not use the logo as their profile picture.

Partners must never alter images or branded content that is re-shared from an official Preciosa social media handle and are solely responsible for proper accreditation of content shared or re-shared on their own handles.

We invite all purchasers of Preciosa branded products to follow Preciosa Components' official social media handles and to use appropriate hashtags when posting relevant content.

**Official social media handles:** IG @crystalsbypreciosa  
FB @crystalsbypreciosa  
LI @preciosacomponents

**Preferred social media hashtags:** #CrystalsByPreciosa  
#FineJewelryStonesByPreciosa  
#PreciosaForCreators  
#PreciosaForNails

## 8. Lead by example and share this Branding Guide with your own customers.

Ensure that your own resellers and marketing partners follow these guidelines in their promotion of Preciosa® branded crystals, seed beads and fine jewelry stones.

## RESOURCES AND VISUAL ASSETS

Preciosa's Identity Online ("IDOL") resource platform is an access-only database of visual assets, branded digital content, product information and sales tools to help you promote Preciosa® branded products throughout your marketing communication.

Access levels are granted according to each customer's authorized status with Preciosa. You do not need a signed licensing agreement to apply for access to the platform. Customers without an agreement simply do not see the Preciosa logos and other authorized-only content when they log in.

New content is continuously uploaded to IDOL, so make sure to check the platform regularly for the latest assets and most up-to-date materials.

On IDOL you will find:

- Product images
- Product catalogues
- Color charts
- Application guides
- "About Preciosa" texts
- Appropriate Preciosa logos
- Campaign materials and promotional assets
- Branded digital content including web-site banners, social media posts and videos
- Current menu of sales tools and branded point-of-sale materials

Please remember that not all content and materials are available to all customers. When you log in to IDOL you will see the materials that correspond to your Preciosa authorized status.

If you would like to apply for IDOL access or have forgotten your existing login or password, please contact the Preciosa marketing department at: **authorized.partnership@preciosa.com**.

## OVERVIEW OF PRECIOSA® LOGOS

Make no use of any Preciosa logo unless you have signed a written licensing agreement.

### The Preciosa Logo

Do not use. The Preciosa logo is reserved for exclusive use by Preciosa.

# PRECIOSA

### The “By Preciosa” Logos

These logos are reserved for exclusive use by Preciosa and for resale packaging of Preciosa® branded products. Do not use without written consent from Preciosa.

CRYSTALS BY      FINE JEWELRY STONES BY  
**PRECIOSA      PRECIOSA**

### The Preciosa Ingredient Branding Partner Logos

Though similar to the “By Preciosa” logos (above), the Preciosa Ingredient Branding Partner logos are characterized by the square border that surrounds the logotype. These logos are reserved for makers of finished goods containing Preciosa® branded crystals or fine jewelry stones who have signed a written licensing agreement with Preciosa.



### The Preciosa Authorized Partner Logo

This logo is reserved for trusted distributors and vendors of Preciosa® branded crystals, seed beads and fine jewelry stones who have signed a written licensing agreement with Preciosa.



PRECIOSA

### The Preciosa Authorized Retailer Logo

These logos are reserved for resellers of Preciosa® branded crystals, seed beads and fine jewelry stones who have signed a written agreement with Preciosa.



### The “Preciosa For” Logos

These logos are for segment-focused resellers of Preciosa® branded products who have signed a written licensing agreement. Do not use without written consent from Preciosa.

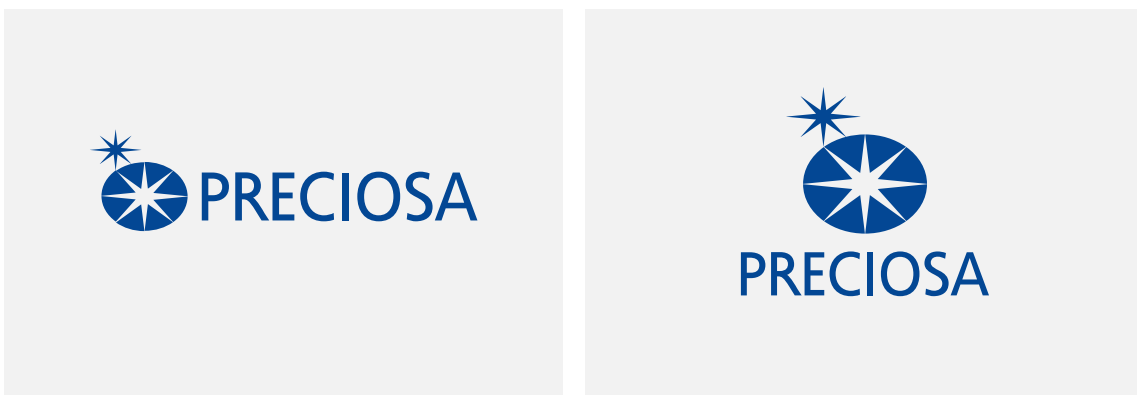


### Retired Preciosa Logos

The following trademarks have been retired and must not be used in connection with Preciosa® branded crystals, seed beads or fine jewelry stones.



Retired logos used throughout Preciosa’s history



Most recently retired logos, used until 2017