



## USAGE GUIDELINES FOR ACADEMIC CREDENTIALS AND OTHER USES

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### Applicability

These usage guidelines apply to all current and former students of the Gemological Institute of America, Inc. and its related entities (collectively referred to as GIA).

### Usage Guidelines For Academic Credentials

The academic credentials earned at GIA are respected by gem and jewelry professionals around the world. They are the internationally understood symbol for the highest standard of education in the fields of gemology, jewelry manufacturing arts, and jewelry business.

It is both appropriate and customary for recipients of GIA certificates and diplomas to signal their achievement by appending the relevant academic designation to the end of their name. It should be noted, however, that GIA alumni are required to abide by specific standards of usage.

While the following examples do not reference every certificate and diploma offered by the Institute, they should help you determine how GIA's Usage Guidelines for Academic Credentials apply to you.

### General Usage

You may reproduce your GIA diploma, certificate, or letter of completion in its entirety for inclusion in promotional material and business cards. Note that when a credential is advertised it must be used in association with the recipient's name, and the advertisement must not in any way state or imply an affiliation with, or endorsement by GIA.

### Diplomas

The following examples refer to the Bachelor of Business Administration (BBA) degree and the Jewelry Business Management (JBM) diploma:

- John Doe, Bachelor of Business Administration (BBA)
- Jane Doe, Jewelry Business Management (GIA) or JBM (GIA)

The following examples refer to the Accredited Jewelry Professional (A.J.P.), Gemologist, Graduate Gemologist (G.G.), Applied Jewelry Arts (A.J.A.), and Graduate Jeweler (G.J.) diplomas:

- John Doe, Accredited Jewelry Professional (GIA), or John Doe, A.J.P. (GIA)
- John Doe, Graduate Gemologist (GIA), or John Doe, G.G. (GIA)
- Jane Doe, Applied Jewelry Arts (GIA), or Jane Doe, A.J.A. (GIA)
- John Doe, Graduate Jeweler (GIA), or John Doe, G.J. (GIA)
- Jane Doe, A.J.P., G.G. (GIA)
- John Doe, G.G., G.J. (GIA)

The following examples refer to the Graduate Diamonds, Graduate Colored Stones and Graduate Pearls diplomas:

- Jane Doe, GIA Diamonds Graduate
- John Doe, GIA Colored Stones Graduate
- Jane Doe, GIA Pearls Graduate

## **Names, Trademarks, and Copyrights**

GIA's names and logos, like those of most organizations, are valid trademarks and as such may not be used in your advertising except as described herein. The same is true for GIA's copyrighted materials (including all GIA publications, course materials, certain printed forms used by GIA, the GIA Laboratory, and GIA Instruments) which may be used only by obtaining prior written consent from GIA. Some specific examples of GIA's trademarks and copyrighted material that may NOT be used in your advertising without prior consent are:

- Gemological Institute of America and its logo: GIA
- GIA Laboratory and its logo
- GIA Laboratory Grading and Identification Reports, including but not limited to GIA Diamond Grading Report, GIA Diamond Dossier<sup>®</sup>, GIA Identification Report, and GIA Colored Diamond Identification and Origin Report
- GIA Instruments and its logo
- GIA Education materials and publications in any medium including but not limited to print, web, video, or audio.
- *Gems & Gemology* quarterly journal and its logo

## **Unauthorized Usage**

It is an unauthorized use of GIA's name to imply that GIA and/or its subsidiaries directly or indirectly certify, sponsor, or approve any individual or private business including its employees, products, services, or prices. Our policy is clear: GIA does not certify any person, business, or thing. Therefore, GIA does not authorize use of the word "certify" or any derivative in conjunction with the GIA name and products in advertising.

Examples of unacceptable usage include: GIA Certified; GIA Certified Diamond Appraiser; GIA Certified Diamonds; GIA Diamond; Certified GIA Appraisals; Certified Graduate Gemologist; Member, Gemological Institute of America; Member, GIA Laboratory.

Because GIA is an educational and research institution, it is not allowed to participate in, or endorse, private business. GIA must also avoid the appearance of doing so, or its standing with the regulating and accrediting authorities could be jeopardized.

Finally, former GIA staff, including instructors, technical staff, and administrators, may not advertise their former GIA employment status or years of service (past or present) in any type of advertising and/or other printed or electronic materials.