



**GIA ALUMNI  
ASSOCIATION**

# GIA Alumni Association Identity Program Logo, Materials and Graphic Usage Guidelines



# GIA Alumni Association Identity Program for Members

The GIA Alumni Association Identity Program is a precise set of standards and branded designs created by GIA to support and identify the Institute’s global network of qualified individual members<sup>1</sup> of the GIA Alumni Association.

GIA encourages our alumni and our alumni chapters to use the approved alumni identity logo treatments and support materials provided to promote their education affiliation and preserve the power of the GIA mission and identity.

Use of the GIA Alumni Association identity is promoted, protected and maintained by GIA. The following GIA logos and graphics may be used on print materials, websites and other communications associated with qualified GIA Alumni individual members as long as they adhere to the GIA Alumni Association Terms of Use and Usage Guidelines. Please review the [terms of use](#) and check the box to indicate that you agree to the terms.

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<sup>1</sup> *Individual members* - GIA recognizes individuals as alumni, and/or “qualified members” of the GIA Alumni Association, as a person who has successfully completed a GIA course or program and received a passing grade on the final exam.

# GIA Alumni Association Identity Materials for Members

## GIA Alumni Member Logos

### Who may use the GIA Alumni Member Logo?

All qualified members of the GIA Alumni Association may use the GIA Alumni Member Logo.

- GIA recognizes our alumni and/or “qualified members” of the GIA Alumni Association, as an individual person who has successfully completed a GIA course or program and received a passing grade on the final exam.
- The GIA Alumni Member Logo is not available for use by individuals who do not meet this qualification. It is also not available for use by any organization.

### Where can the GIA Alumni Member Logo be used?<sup>2</sup>

Qualified members may use the GIA Alumni Member Logo on business cards, newsletters, print materials, websites and other professional communications associated with an individual alumni member as long as they adhere to the GIA Alumni Association Terms of Use.

### How do I obtain the GIA Alumni Member Logo?

The GIA Alumni Member Logo is available by submitting your request online at [GIA.edu/alumni-logo-request](http://GIA.edu/alumni-logo-request). To receive the logo, GIA requires that you complete an online GIA Alumni Member Logo request form, including acceptance of the GIA Alumni Association Terms of Use. All requests will be validated for alumni member status before logo distribution.

## Preferred Treatment



## Alternate Treatment



## Unacceptable Use

GIA Alumni Seal alone, without supporting GIA Alumni descriptive text.



<sup>2</sup> For usage in any other medium outside of those indicated above, please send a sample to [alumnilogo@gia.edu](mailto:alumnilogo@gia.edu) for approval from a GIA Alumni Association staff member and GIA Marketing department. Depending on usage, special file types may need to be provided by GIA for best results.

# GIA Alumni Association Identity Materials for Members

## GIA Alumni Member Materials

GIA recognizes the importance of our alumni pride for their educational accomplishments and has developed a series of GIA Alumni Member Materials to promote your education affiliation with the Institute. GIA Alumni Member Materials – available to all qualified alumni – include a personalized GIA Alumni Membership Card, Window Cling and Business Card Holder.

All newly qualified alumni receive materials with delivery of a GIA Alumni NEW Member Welcome Kit – “free” as a gift from GIA – upon qualification to GIA Alumni Member status. The kit includes a personalized welcome letter from GIA that highlights the current benefits and services offered by the GIA Alumni Association, a personalized GIA Alumni Membership Card and Window Cling. The kit also provides an opportunity to request a free business card holder (unless previously received).

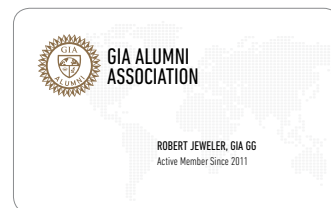
Members may also place an online order for replacement of damaged, lost or updated alumni materials, plus order additional items. All orders are validated for alumni status before processing. Visit [GIA.edu/alumni-materials-form](http://GIA.edu/alumni-materials-form) to place your online order or contact a GIA Alumni staff member at [alumniinfo@gia.edu](mailto:alumniinfo@gia.edu)

In addition to these physical member materials, GIA supports our alumni on the worldwide web. All alumni are encouraged to request their name addition to the GIA Alumni Online Directory, visible on [GIA.edu](http://GIA.edu). This publicly searchable online tool instantly validates your GIA diploma credentials and allows your clients and industry associates to find you. Due to privacy protection and restrictions, individual alumni must specifically request their name inclusion in the online directory.

## GIA Alumni Membership Card

A GIA Alumni Membership Card – personalized for each alumni member – is included in the GIA Alumni NEW Member Kit, as a gift from GIA. This credit card-sized member card is personalized and includes the alumni’s name and the year qualified as a member in the GIA Alumni Association. Cards can also be ordered to include GIA diploma credentials as they are earned. It also includes contact information for the GIA Alumni Association on the backside of the card.

Replacement for damaged, lost or updated membership cards may be ordered [online](#).



## GIA Alumni Member Window Cling

A GIA Alumni Member Window Cling is included in the GIA Alumni NEW Member Kit and can be used on a retail storefront or any other appropriate glass surface. We do not recommend placing the logo on your vehicle for safety reasons. Each decal is made of static vinyl that clings to any glass surface. Specs – 2.63”x5”

Replacement for damaged, lost, updated or additional window clings may be ordered [online](#).



## GIA Alumni Business Card Holder

A GIA Alumni Business Card Holder is available free – one time – to all global alumni members.

The GIA Alumni NEW Member Kit includes a request card that must be returned to GIA to receive a business card holder as an alumni gift (unless previously delivered).

Replacement for damaged, lost, updated or additional business card holders may be ordered [online](#).



# Graphic Usage Guidelines

## Graphic Files

All elements in each logo are locked up into one graphic file.

- Seal – GIA Alumni
- Registration mark – ®
- Alumni sub-brand – GIA Alumni Association (logo for GIA only); GIA Alumni Member (logo for all Alumni); GIA Alumni Chapter (chapter-specific logo only)

Elements in the file will resize proportionately.

Individual elements are not to be used separately.

Logo designs are not to be altered.

Logos are available in four-color, black and white versions in PNG and EPS formats.

- “PNG” file formats are most often for on-screen and web use.
- “EPS” file formats are most often used for print. EPS files can also be placed into Word documents. For stationery, an EPS file will maintain its resolution.

Depending on your usage, you may need to request a specific file type.



PMS: 873  
C:10 M:40 Y:70 K:25  
R:151, G:128, B:91;  
Web Color = 967840



PMS: Dense Black  
C:30 M:30 Y:30 K:100

# Graphic Usage Guidelines

## Color

There are three variations for the member specific GIA Alumni Association Logos, each differentiated by use of color.

## Full Color Logo



Black and PMS 873C metallic gold (for print)

4-color process gold equivalent: C:30 M:37 Y:59 K:3

RGB equivalent: R:151, G:128, B:91

GIA gold for web: 967840

(A browser-safe choice that best represents GIA gold online.)

## One-Color Logo



Logo used in all black

When colors available fall outside of the GIA palette, the entire logo may be in one color of your choice.

Logo can be printed over a photo or a non-solid background.

## Reverse/White Logo



Logo is white, used on a solid, contrasting background

## Misuse of GIA Colors

- Do not use a second color in any element of the seal
- Do not use shadows, color fills, gradients or other elements behind and through the seal
- Do not use the gold logo on an image that is busy or is in a gold hue
- Do not use a different color for each of the logo elements
- Use gold for the seal only

# Graphic Usage Guidelines

## Consistency

Electronic art is provided and may not be adjusted.  
The following are consistency don'ts:

Do not reposition the elements of the logo in any way.



Do not box reverse any part of the logo and keep other elements as designed.



Do not repropotion, take apart or otherwise alter the logo.



GIA Alumni Seal alone, without supporting GIA Alumni descriptive text.



Do not rotate the logo in any way.



Do not use previous GIA Alumni Association Logo treatments



# Graphic Usage Guidelines

## Consistency (continued)

The following are consistency don'ts:

Do not 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.



Do not create the false appearance that you or any non-GIA entity or any non-GIA product or service is associated with, or endorsed, or sponsored by GIA through the appearance, position and other aspects of the logo.



Do not suggest that GIA participates in, or endorses, private business. GIA must also avoid the appearance of doing so, or its standing as an educational and research institution with regulating and accrediting authorities could be jeopardized.



Do not misrepresent your relationship with GIA, or present false or misleading impressions about GIA or its services through the appearance, position, and other aspects of the logo.





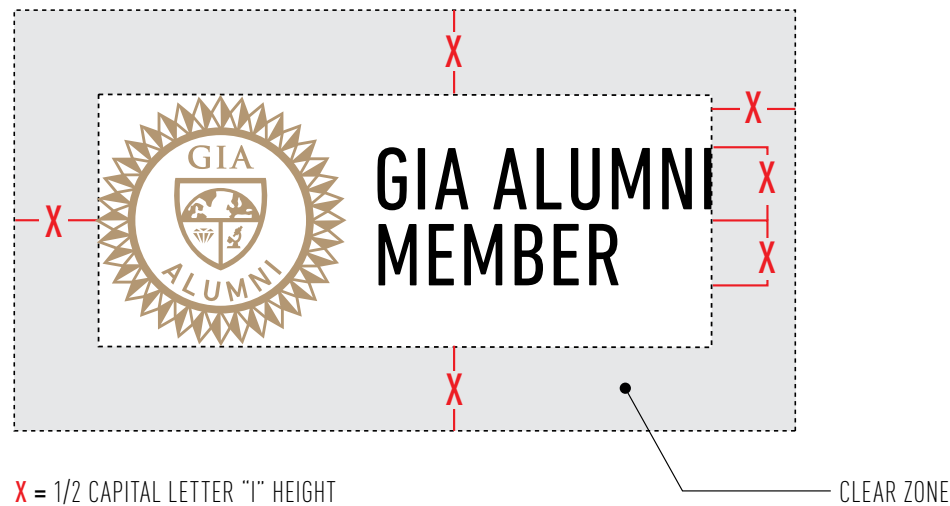
# Graphic Usage Guidelines

## Clarity

For GIA Alumni Association Logos to be recognized and retain their strength, they need to be clearly visible and set apart from competing imagery.

## Clear Zones

A clear zone is the amount of space required to surround the edge of a logo. This separates the logo from other design elements and allows the logo to breathe.



## Using the logo on a photograph or over a non-solid background

Using a logo on a photograph or other image requires an area within which the logo has room to breathe and maintains sufficient contrast from the image. It is difficult to place a logo on a high-contrast image. Maintain legibility by choosing the area of least complexity. For maximum recognition, there must be at least 50% contrast.

## The following are clarity don'ts:

Do not crop the logo in any way.

Do not stretch or distort the logo in any manner.

Do not screen all or part of the logo or apply a low-contrasting background.

Do not create patterns from all or part of the logo. Patterns dilute the logo's importance and decrease readability.



# GIA ALUMNI ASSOCIATION

There's never been a better time to connect with gem and jewelry professionals across the globe.

The GIA Alumni staff is available to answer any questions regarding the GIA Alumni Association Identity Program in this brochure. Alumni logos may only be reproduced from master digital artwork available through GIA Alumni staff. For further information or to request any alumni logos and graphics, please visit [GIA.edu/alumni-logo-request](http://GIA.edu/alumni-logo-request) or contact a GIA Alumni Association staff member at [alumnilogo@gia.edu](mailto:alumnilogo@gia.edu)



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