



**GIA ALUMNI  
ASSOCIATION™**

# GIA Alumni Association™ Terms of Use

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# GIA Alumni Association™

## Terms of Use

All GIA Alumni Association logos and graphics are intended for use by GIA Alumni Chapters, Chapter Officers, and Members that can be validated via the GIA Education Records Department. A current member of the GIA Alumni Association is defined as someone who has taken a GIA course and received a passing grade on the final exam. The logo is not available for use by individuals who do not meet this qualification.

Your use of the GIA Alumni Association Logo and/or Identity Materials are subject to these GIA Alumni Association Terms of Use (the "Alumni Association Terms"), as well as the GIA Website Terms of Use (the "GIA Terms"), which are incorporated by reference into these Alumni Association Terms. The Alumni Association Terms are a legal contract between the Gemological Institute of America ("GIA," "We" or "Us") and you ("You"), and govern your ("Your") use of the GIA Alumni Association Logos and Identity Materials (defined below). In the event of a conflict between the Alumni Association Terms and the GIA Terms, the Alumni Association Terms shall govern with respect to the GIA Alumni Association Logos and Materials.

### Intellectual Property Rights

GIA makes accessible certain GIA Alumni Association Logos and Identity Materials (the "Alumni Identity Materials") by request through a GIA Alumni Association staff member at [alumni@gia.edu](mailto:alumni@gia.edu). In order to access the Alumni Identity Materials, You must register with Us by providing your name, student ID, email, and contact information, and You must also accept the Alumni Association Terms.

The Alumni Identity Materials are the copyrighted and/or trademarked work of GIA or GIA's third-party licensors and suppliers, and are owned or licensed by GIA. You may not copy, reproduce, transmit, distribute, rent, sublicense, alter, store for subsequent use, modify, edit, create derivative works of, reverse engineer, enhance or in any way exploit the alumni materials, except as expressly permitted under these Alumni Association Terms.

### Usage Guidelines

In these Alumni Association Terms, We are granting You a limited, non-exclusive and non-transferable license to use and display the alumni identity materials solely for use in newsletters, print materials, websites, advertising and other related communications, in compliance with the [usage guidelines](#) set forth herein. All identity materials must also follow the corresponding usage guidelines prescribed by the following Alumni Association Terms, as well as other guidelines and terms of use to the extent they apply to You, including Alumni, Education, and Laboratory terms and guidelines.

You represent and warrant that You are fully responsible for ensuring that the Alumni Identity Materials are at all times used and displayed in accordance with these Alumni Association Terms, including by any authorized personnel or agents of a GIA Alumni Chapter or any other third parties whom You permit to access, use or display the Alumni Identity Materials. If You are accepting the Alumni Association Terms on behalf of a GIA Alumni Chapter, You represent and warrant that You are duly authorized to do so and to effectively bind the GIA Alumni Chapter to these Alumni Association Terms.

### Appropriate Use of Alumni Identity Materials

- i. You will at all times accurately represent Your credentials and the Alumni Identity Materials;
- ii. You may use the Alumni Identity Materials to make factual references to Your status as a GIA Alumni Member and/or Your association with a GIA Alumni Chapter, provided such references are accurate, are not likely to cause confusion, mistake, or deception, and do not imply an affiliation with, connection to, or association between GIA and You outside of your standing as a GIA Alumni Member.
- iii. You may resize the GIA Alumni Logo based on Your marketing needs, provided the GIA Alumni Logo treatments are not larger than 50% of the size of Your Company/Retail Store's logo appearing on the same page (so as to not cause confusion, mistake, or deception, or imply an affiliation with, connection to, or association between GIA and You or a Retail Store).

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- iv. You may display alumni identity materials in Your company/retail store provided Your use is consistent with these rules, and provided You do not imply an affiliation with, connection to, or association between GIA and You.

Examples of acceptable treatments using the approved GIA Alumni Association Logo can be found in the [GIA Alumni Association Identity Program usage guidelines](#).

### Prohibited Usage

- i. You may not change or modify in any way (other than resizing GIA Alumni Association Logo treatments as set forth above) the alumni materials.
- ii. You may not use any of the alumni identity materials (including but not limited to logos), any GIA marks, or the terms GIA or Gemological Institute of America in any manner that implies an endorsement by GIA, or an affiliation with, connection to, or association between GIA and You or a retail store.

The following are examples of unacceptable usage of GIA's name and/or marks, and may not be used by You:

- GIA Appraiser
- GIA Certified
- GIA Certified Diamond Appraiser
- GIA Certified Diamond(s) GIA Certification
- GIA Diamond(s)
- Certified GIA Appraisals
- Certified GIA Appraiser
- Certified Graduate Gemologist
- Member, Gemological Institute of America
- Member, GIA Laboratory

- iii. You may not use any of the Alumni Identity Materials (including but not limited to logos), any GIA marks, or the terms GIA or Gemological Institute of America in any way that is misleading, inaccurate, or inappropriate, or contrary to their intended use.

As noted, the above are examples of prohibited usage, but not a complete list. For questions on the terms of use or for proper [usage guidelines](#), please contact a GIA Alumni Association staff member at [alumnilogo@gia.edu](mailto:alumnilogo@gia.edu).

### GIA Credential Name Use Guidelines

- The following apply to Your reference to any GIA academic credentials: [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).
- Academic credentials earned at GIA are respected by gem and jewelry professionals around the world. They are the internationally recognized symbol of the highest standard of education in the fields of gemology, jewelry manufacturing arts and jewelry business.
- It is appropriate and customary for recipients of GIA 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 when referring to such credentials.
- Although the following examples do not reference every 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 and display Your GIA diploma, certificate, or letter of completion in its entirety. 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.
- Only the acknowledgement of a diploma from GIA should be placed on business cards. Individual coursework that is completed but does not result in a diploma may be listed on résumés and curriculum vitae, but not on business cards.

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### No Certification

- It is incorrect to state that students, graduates, their businesses or particular gemstones are “certified” by GIA.
- GIA does not certify anyone or anything. Neither a student nor a graduate who has been awarded a certificate or diploma, nor a gem that has been graded or identified by GIA has been “certified” by GIA.

### Diplomas

- The following examples refer to the Graduate Gemologist (GG), Accredited/Applied Jewelry Professional (AJP), Gemologist, Jewelry Design & Technology (JDT) and Graduate Jeweler (GJ) diplomas:

John Doe, GIA Graduate Gemologist or  
John Doe, GIA GG

Jane Doe, GIA Applied Jewelry Professional or  
Jane Doe, GIA AJP

John Doe, GIA Gemologist  
Jane Doe, GIA Jewelry Design & Technology or  
Jane Doe, GIA JDT

John Doe, GIA Graduate Jeweler or  
John Doe, GIA GJ

Jane Doe, GIA GG, GJ

- 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

The following examples refer to the Applied Jewelry Arts (AJA) diploma and the Jewelry Business Management (JBM) diploma

John Doe, GIA Applied Jewelry Arts or  
John Doe, GIA AJA

Jane Doe, GIA Jewelry Business Management or  
Jane Doe, GIA JBM

### Questions Or Comments

If You have specific questions or would like to contact Us about the GIA alumni materials, please contact a GIA Alumni Association staff member at [alumni@gia.edu](mailto:alumni@gia.edu).