



# GIA®

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## GIA'S 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 arts, and jewelry business.

It is both 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.

While 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 or degree from GIA should be placed on business cards. Individual coursework that is completed but does not result in a degree or diploma is best listed on resumes and curriculum vitae.

### Diplomas

The following examples refer to the Graduate Gemologist (GG), Accredited Jewelry Professional (AJP), Gemologist, Applied Jewelry Arts (AJA), and Graduate Jeweler (GJ) diplomas:

- John Doe, GIA Graduate Gemologist, or John Doe, GIA GG
- John Doe, GIA Accredited Jewelry Professional, or John Doe, GIA AJP
- Jane Doe, GIA Gemologist
- Jane Doe, GIA Applied Jewelry Arts, or Jane Doe, GIA AJA
- John Doe, GIA Graduate Jeweler, or John Doe, GIA GJ

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

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

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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

## Employment Citations

While it is acceptable for former employees (including instructors, technical staff, and administrators) to provide general, factual information about their GIA employment (years of service, position held, etc.), it is not permissible for a former GIA employee to provide specific information that would be considered proprietary or confidential.

Companies may state that they have GIA Graduate Gemologists, Accredited Jewelry Professionals, Gemologists, or Graduate Jewelers on staff provided that such statements are accurate and companies agree to cooperate with any verification that may be requested by GIA or others.

## Names, Trademarks, and Copyrights

GIA's names and logos, like those of most organizations, are valid registered 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, 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 (GIA) and its logo
- GIA Grading and Identification Reports, including but not limited to GIA Diamond Grading Report, GIA Diamond Dossier®, GIA Identification Report, and GIA Colored Diamond Identification and Origin Report. (Use is acceptable if the report is for a product that the client/seller owns.)
- GIA Facetware 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
- GIA Alumni Association 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.

GIA does not permit the use of any of its trademarks in third-party domain names. Any use of GIA in a website domain name in the fields of diamonds, jewelry, education, and related fields would constitute infringement of the GIA marks.

The use of the Facetware™ logo is not permitted. Those who wish to reference the use of GIA Facetware™ in estimating a cut grade may reference it by stating the following:

Cut grade was estimated using the GIA Facetware™ Cut Estimator.

For INTELLECTUAL PROPERTY USAGE REQUESTS that are not covered here, please e-mail [guidelines@gia.edu](mailto:guidelines@gia.edu).