DJSI Member Emblem Guidelines
Emblem

Member of
Dow Jones Sustainability Indices
Powered by the S&P Global CSA
DJSI Member Emblem Guidelines

These Dow Jones Sustainability Index Member Emblem Guidelines ("Guidelines") apply to use of the Dow Jones Sustainability Index Member Emblem and words, phrases, symbols, designs and other distinctive brand features associated there with ("Member Emblem") offered by S&P Dow Jones Indices LLC ("S&P"). Improper use of the Member Emblem weakens the quality of the Member Emblem and S&P will take all legal or other actions necessary to protect the Member Emblem.

In these Guidelines, “you” means any user of the Member Emblem. By accessing and using the Member Emblem, you agree to these Guidelines. If you are reviewing these Guidelines in order to use the Member Emblem on behalf of an organization, you represent that you have authority to agree to these Guidelines on behalf of the organization.

Subject to compliance with these Guidelines, you have a non-exclusive, non-transferable license to display the Member Emblem in promotional marketing materials for as long as you are designated by S&P to be a member of the Dow Jones Sustainability Index family ("Member"), or 15th December 2023, whatever comes first. If you are not a Member or cease being a Member, you may not use the Member Emblem and must immediately cease all use of the Member Emblem, including removal from all materials that state you are a Member or otherwise.

1. You shall reproduce the Member Emblem in the form provided by S&P. You shall not alter or modify the Member Emblem artwork, including color specifications, clear space, position, cropping, or resizing the original proportion, as provided to you by S&P.
2. You shall maintain clear space between other emblems, symbols, signatures, or copy.
3. You shall not place the Member Emblem on a textured or heavily patterned background.
4. The Member Emblem may be used in your internal and external communications, but may not be used in conjunction with advertising for a specific product or service.
5. Your affiliates may not use the Member Emblem unless the materials containing the Member Emblem would be permitted hereunder if they were issued by you and expressly indicate the identity of the Member.
6. You shall not use the Member Emblem as part of a headline or other copy treatment.
7. You shall not use the Member Emblem in a containment graphic.
8. You acknowledge and agree that S&P reserves the right to revoke permission to use a Member Emblem if S&P determines, in its sole discretion, that your use of the Member Emblem is in S&P’s reasonable judgment likely to disparage or impair the reputation and integrity of the Member Emblem.
9. If you elect to use the Member Emblem, you agree to assume any risk that you may, at any time, be removed as a constituent of the relevant Dow Jones Sustainability Index. Any such removal shall be within the sole discretion of S&P at all times.
10. You acknowledge and agree that (i) the Member Emblem and the marks “Dow Jones” and “Dow Jones Sustainability Index” are and shall remain the exclusive property of S&P, including any and all goodwill associated therewith, (ii) the marks Standard & Poor’s® and S&P® are registered trademarks of S&P Global Inc. or its subsidiaries, including any and all goodwill associated therewith, and Dow Jones® is a registered trademark of Dow Jones Trademark Holdings LLC, including any and all goodwill associated therewith. Nothing in these Member Guidelines conveys any right, title or ownership interest in the Member Emblem or any goodwill associated therewith. Use of the Member Emblem inures to the benefit of S&P or its licensor, (iii) inclusion of a company within a Dow Jones Sustainability Index is not a recommendation to buy, sell, or hold such company, nor is it investment advice and (iv) S&P makes no representation or warranty, and expressly disclaim any warranty, express or implied, and shall have no liability for any errors, omissions or interruptions of the Dow Jones Sustainability Indexes or the data related thereto.
Clear space and minimum size specifications

A minimum clear space equal to the cap height of the letter P in S&P Global must be maintained around the DJSI emblem at every size. The print minimum size is determined by the cap height of the P in "Powered". The configuration should not scale below 0.09375" (3/32") or .25cm.

The digital minimum size for the endorsed configuration is 85 pixels. The digital minimum sizes is based on the whole height of the emblem, excluding clear space.

Configuration Specifications

Print Minimum size

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0.09375" (3/32") or .25cm

Digital Minimum size

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85 px
Color variations

The emblem is designed so it can be used on different colored backgrounds.

The logo comes in two color options; all black or all white. Please use the more legible color option when deciding which emblem to use.

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1 Color - Black
1 Color - White

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Black on green
White on blue
Incorrect use

The emblem is only to be used as provided, using the original artwork.

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Full-color

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- Do not distort the emblem or its component proportions
- Do not recreate with the S&P Global logo or re-typeset the emblem in any way
- Do not place the Emblem on a textured or heavily patterned background

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Department or location

- Do not create custom configurations for internal initiatives or departments
- Do not use the Member Emblem in a containment graphic
Digital promotion

The DJSI emblem was created to be used on external sites and pages, and can be used on busy or colored backgrounds. Select the white or black emblem depending on which is more legible.

Application

DJSI Member Emblem Guidelines

Sample

Air France-KLM Group once again a world air transport leader in the 2019 Dow Jones Sustainability Index

On 16 September 2019

The Air France-KLM Group is once again named an industry leader, topping the Dow Jones Sustainability Index (DJSI).

For the fifteenth consecutive year, Air France-KLM is one of the frontrunners of the DJSI’s Europe and World Index, and this year has secured the top spot.

"Today, the DJSI is rewarding the hard work and concrete actions taken in recent years by all Air France, KLM and Transavia staff in all areas of activity by recognising Air France-KLM as the industry leader," said Benjamin Smith, CEO of Air France-KLM.