



INSTITUTE OF DIAMONDS

IOD BRAND GUIDELINES



INSTITUTE OF DIAMONDS

De Beers Group has been the first name in diamonds since 1888. For over 135 years, we've discovered, handled and selected more diamonds than anyone else, while boldly forging new frontiers through our unparalleled knowledge, cutting edge technology and scientific precision.

Institute of Diamonds' mission is to grow and strengthen consumer confidence by providing integrity across the diamond industry through unrivalled diamond grading and testing services, and expert education.

ASSETS

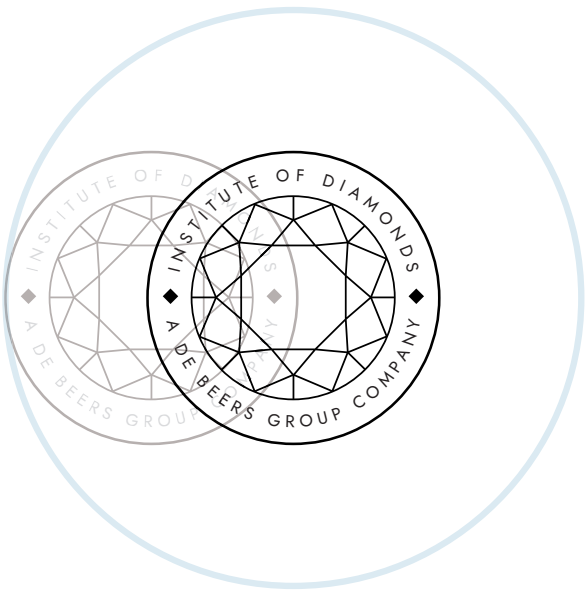
All assets will be available from the FotoWeb brand resources website.
For more information and access contact:

Maria Olivas
Sharyn McKenzie - Davidson

debeers.fotoware.cloud/fotoweb/views/login



THE LOGO



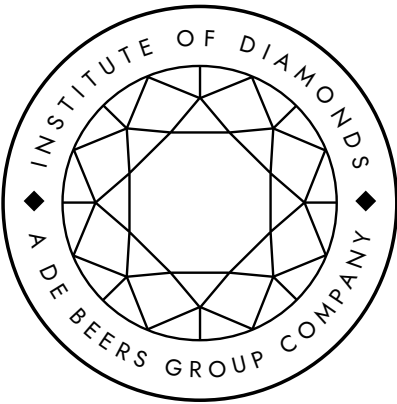
- The logo can be used in either black, white or Blue wave versions.
- To keep the logo legible the minimum size that the logo should be reproduced for print is 20mm in diameter.
- There should be ample clear space around the logo to let it breath (approx half diameter of the logo) as per the image above.

THE WORDMARK

INSTITUTE OF DIAMONDS

- The wordmark can be used together with the roundel (see lockup) or if space does not allow for the roundel then the wordmark can be used alone.
- This should be in capitals and using the Jost* book font.
- The tracking should be set to 100

THE LOCKUP



INSTITUTE OF DIAMONDS



INSTITUTE OF DIAMONDS

Size of logo relative to the wordmark should have the edges in line with the front of the I in 'INSTITUTE' and between O and N in 'DIAMONDS'

For the position of the roundel relative to the wordmark see the image to the right, using the bottom of the roundel and junction between top halves and star facet as a guide



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TYPOGRAPHY

Aa

Aa

- The font used for the majority of applications is Jost* Book - especially when using it in smaller applications for legibility.
- The light version of the font (Jost* Thin) can be used for titles or where the font is used in larger applications. This also should be given at least 50 points in tracking to allow the text to breath.

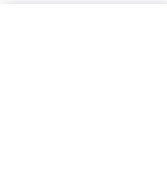
COLOURS

Primary

Blue Wave is to be used as the background or as the copy whenever possible



Blue Wave
RGB: 4,30,66
CMYK: 100,90,13,68
Hex: #011e41



White Cloud
RGB: 255,255,255
CMYK: 0,0,0,0
Hex: #FFFFFF

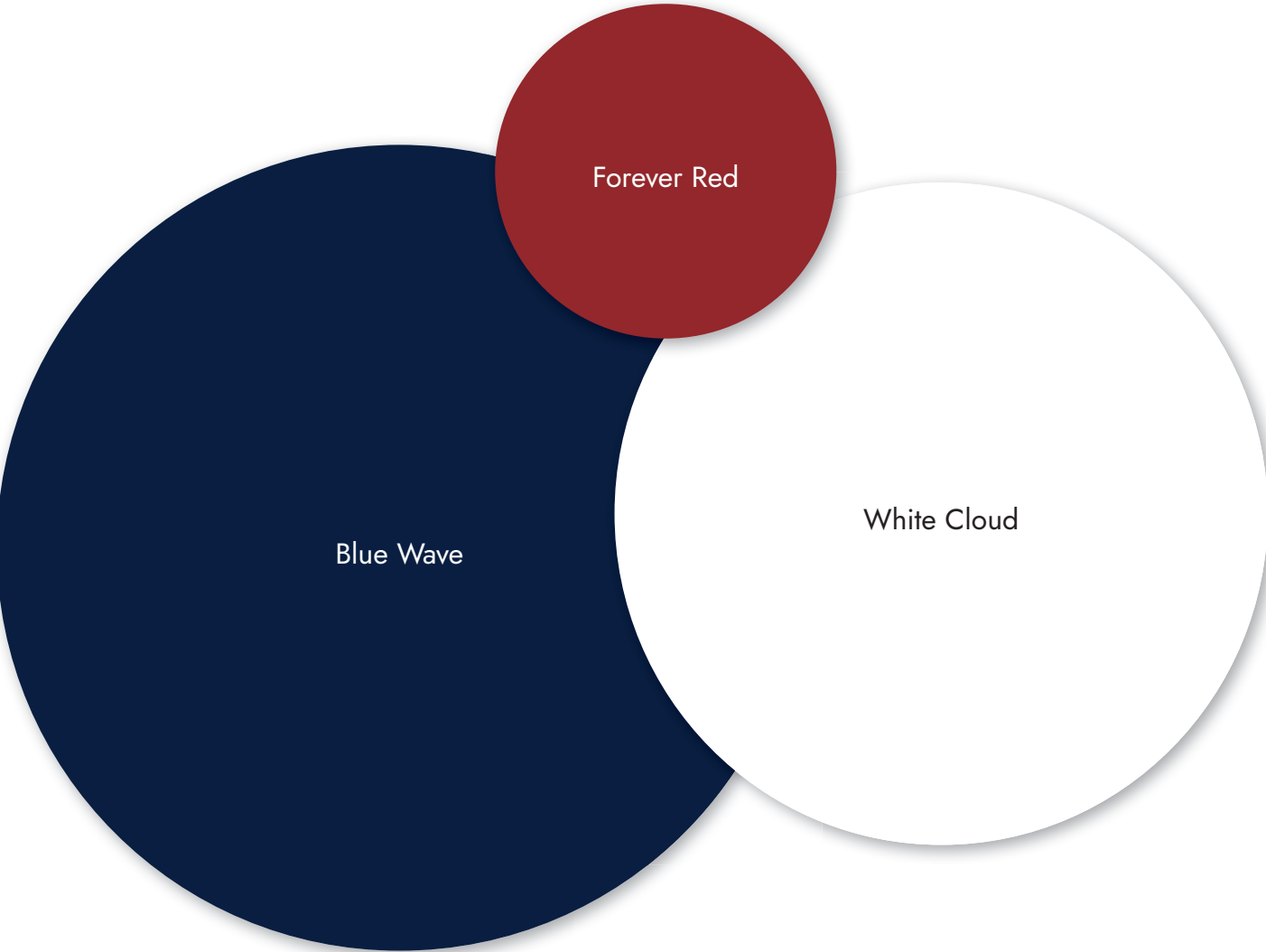
Secondary

Forever Red is used sparingly



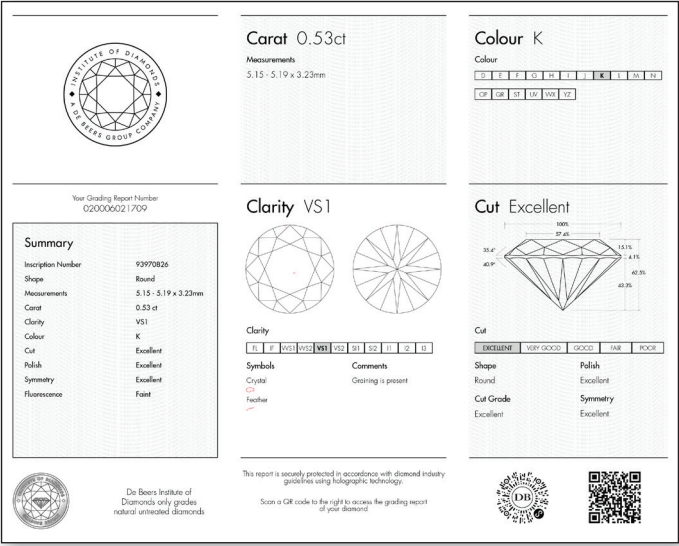
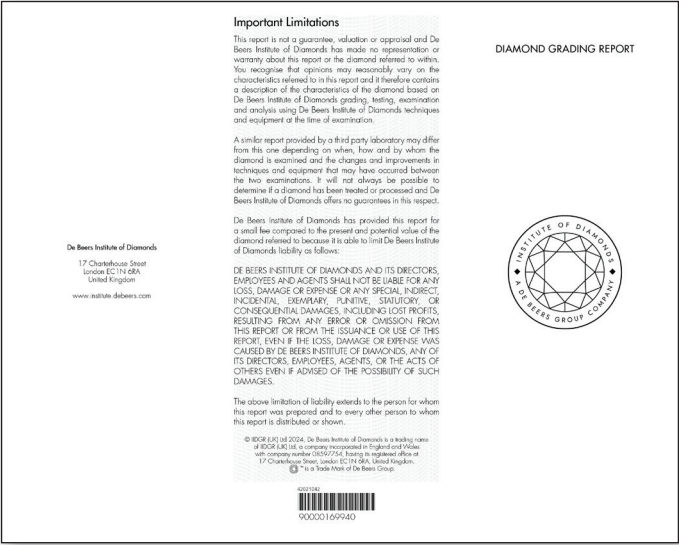
Forever Red
RGB: 147,40,44
CMYK: 0,98,77,37
Hex: #932b2c

COLOURS



This is a representation of the balance between the various brand colours when seen together. It should be taken as a rough guide rather than literally.

IOD FULL GRADING REPORTS

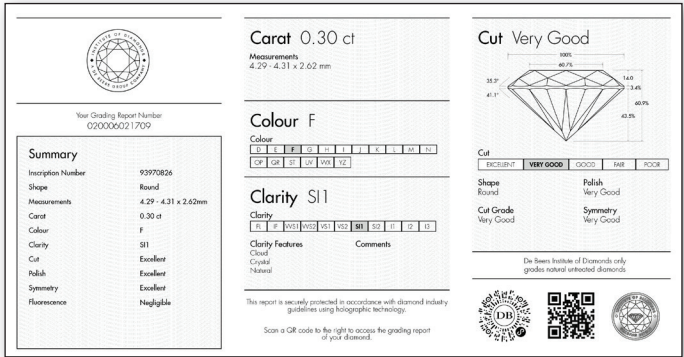
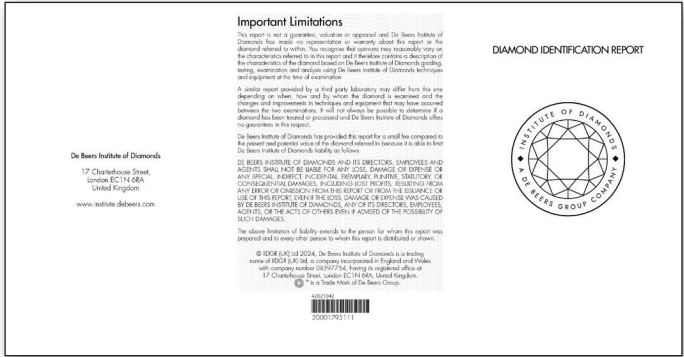


- The logo appears on the front of the reports in a central position.
- This may change slightly if co-branded.
- The logo is 40mm in diameter.

- The logo also appears inside the reports in the top left segment at approx 36mm in diameter.

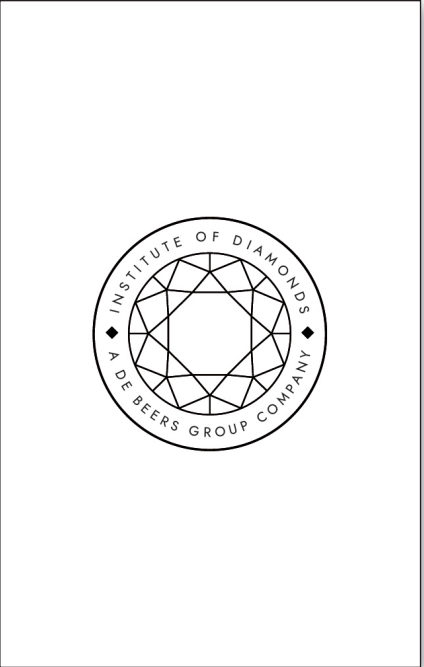
IOD DOSSIER GRADING REPORTS

IOD CARDS



- The logo appears on the front of the reports approx 55mm from the top of the report and centered vertically.
- This may change when co-branded.
- The logo is 40mm in diameter.

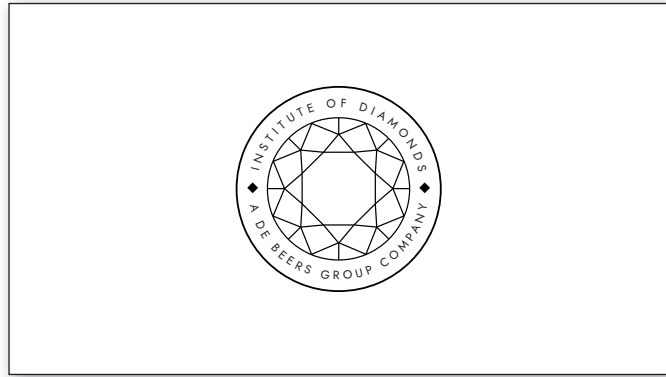
- The logo also appears inside the reports in the top left segment at approx 22mm in diameter.



- The logo appears on the front of the cards in a central position. The logo is 30mm in diameter and uses the thicker variant specifically for card printing.

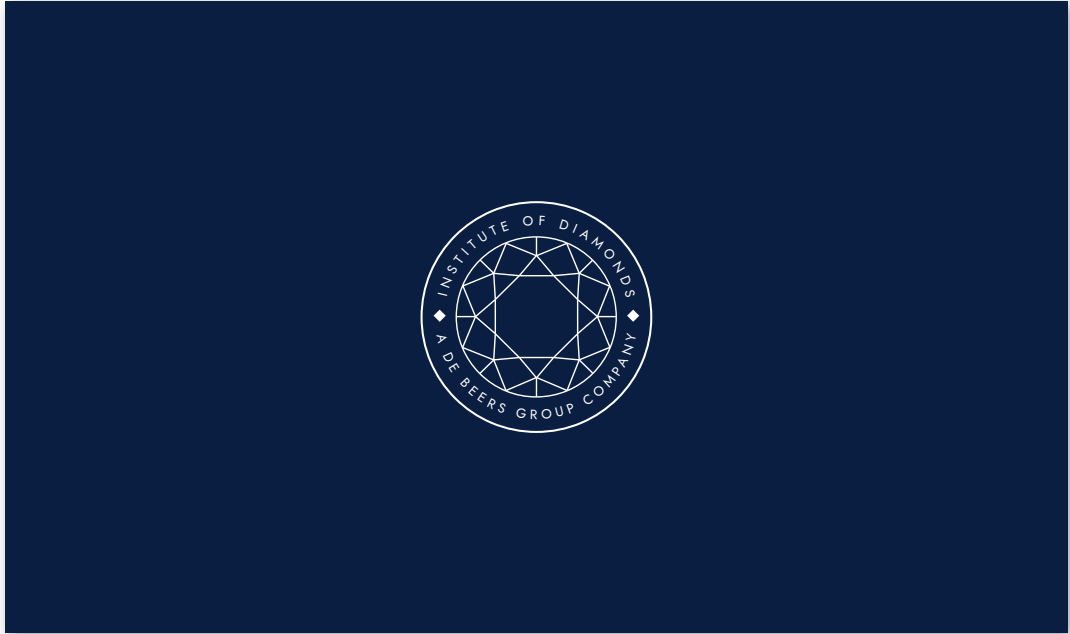
- Please note the card design may of changed, please refer to the latest version of the card pdf

PARCEL PAPERS



- The logo appears on the front of the parcel paper in a central position. The logo is 25mm in diameter.

DIGITAL

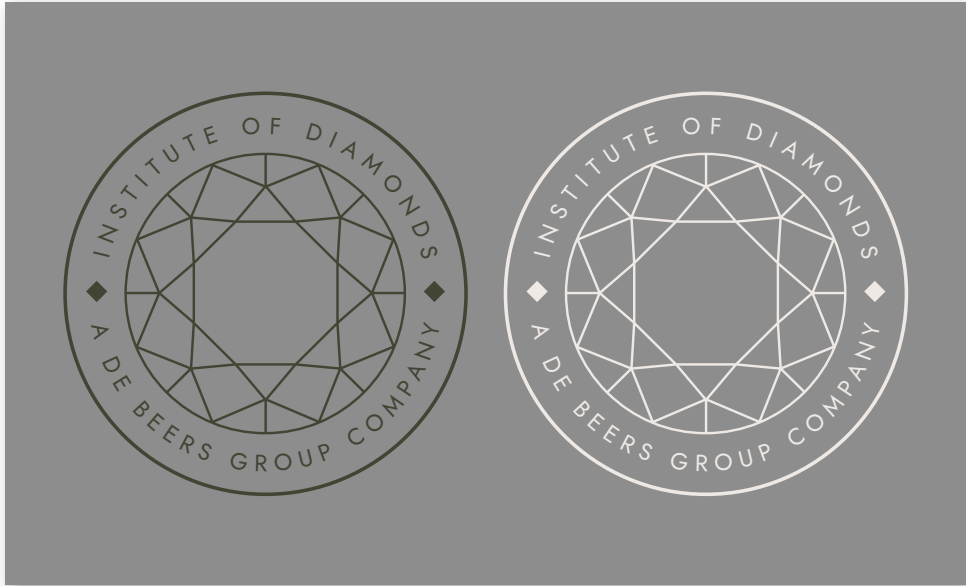


- Splash screens contain the roundel in a central position.
- Background is Blue wave and roundel is white.

CO-BRANDING

Ocassionally the roundel will be coloured to match the co-branding.

This will ONLY be on the sleeves to match the clients brand.



Examples of dark green and light pink variants to match branding of clients sleeve. These can also be foiled or textured.

