

INNOVATION™
DIAMONDS
PRECISION. TRANSPARENCY. SCALE.

BRAND GUIDELINES



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01. LOGOTYPE

Full Logotype

The logotype is a typographic wordmark: Innovation Diamonds. It is designed for maximum clarity and consistency across high-volume B2B environments.

The structure is deliberate and minimal, reflecting controlled production, standardized quality, and scalable supply. The wordmark communicates what the business delivers: precision-grown diamonds, backed by reliable processes and predictable output.

Usage recommendations:

The full wordmark must be used across all core business and operational materials:

- Certification and grading documentation
- Packaging and product labeling
- Wholesale catalogs and inventory systems
- Partner-facing presentations and platforms

Always maintain clear spacing and high contrast.

The logotype must remain legible and unchanged across all applications to ensure consistency across the supply chain.

[Download Logotype](#)The image displays the full logotype for 'Innovation Diamonds'. The word 'INNOVATION' is written in a bold, dark blue, sans-serif font. The letter 'I' is unique, with a small dot positioned below its vertical stem. The word 'DIAMONDS' is written in a lighter blue, all-caps, sans-serif font directly beneath 'INNOVATION'. A small 'TM' trademark symbol is located at the top right of the 'N' in 'INNOVATION'.

Logo With Strapline

The logo with strapline combines the Innovation Diamonds wordmark with the selected brand positioning statement.

It is designed to strengthen brand recognition while clearly communicating the company's focus on innovation, precision manufacturing, and premium diamond expertise across commercial and digital environments.

Usage recommendations:

Use the logo with strapline in communication materials where additional brand context and positioning clarity are beneficial, including:

- Corporate presentations and marketing materials
- Website sections and digital campaigns
- Trade show, investor, and B2B communication
- Brand introduction and awareness assets

The logo and strapline must always maintain their approved proportions, spacing, and alignment. No visual effects, distortions, or unapproved modifications should be applied, and sufficient contrast and legibility must always be preserved.

[Download Logo+Strapline](#)

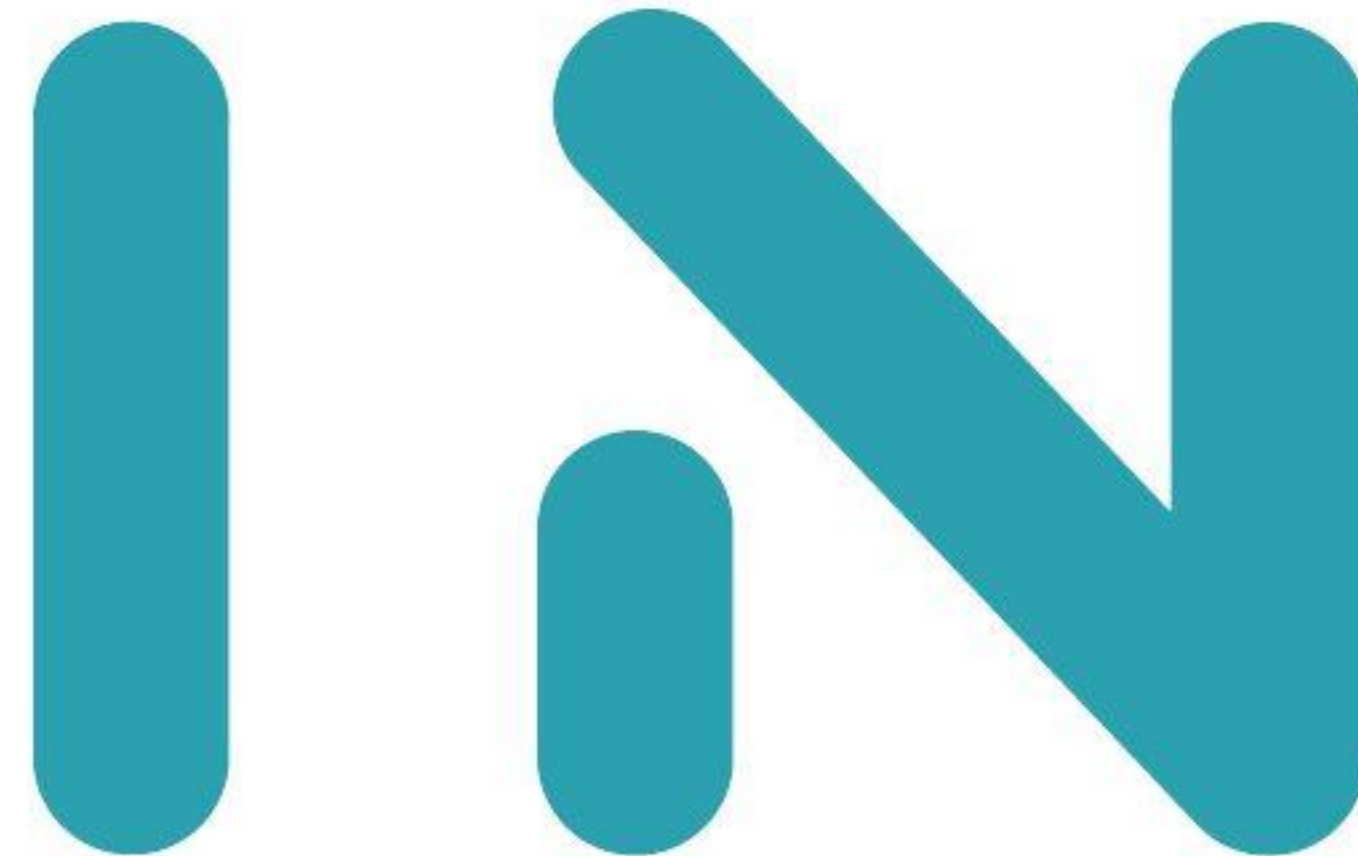
INNOVATIONTM
DIAMONDS
PRECISION. TRANSPARENCY. SCALE.

Favicon

The favicon is designed as a compact extension of the Innovation Diamonds identity system. Built from the core typography structure, the mark maintains visual consistency with the main logo while creating a simplified and highly recognizable standalone icon.

Its minimal geometric construction ensures strong readability across small-scale digital environments and system-based applications — from browser favicons and app icons to packaging, certifications, and platform interfaces.

The symbol is intended to support the primary logo system rather than replace it, providing a flexible secondary brand asset for space-constrained or icon-focused use cases.

[Download Favicon](#)

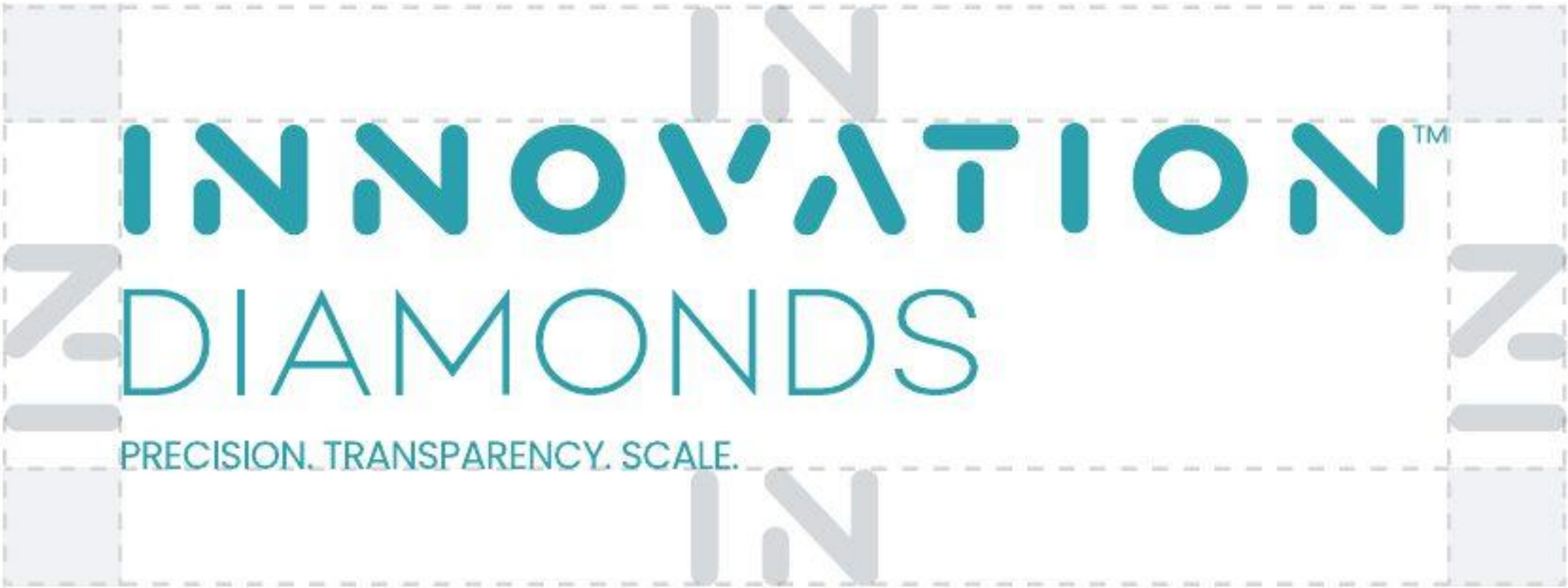
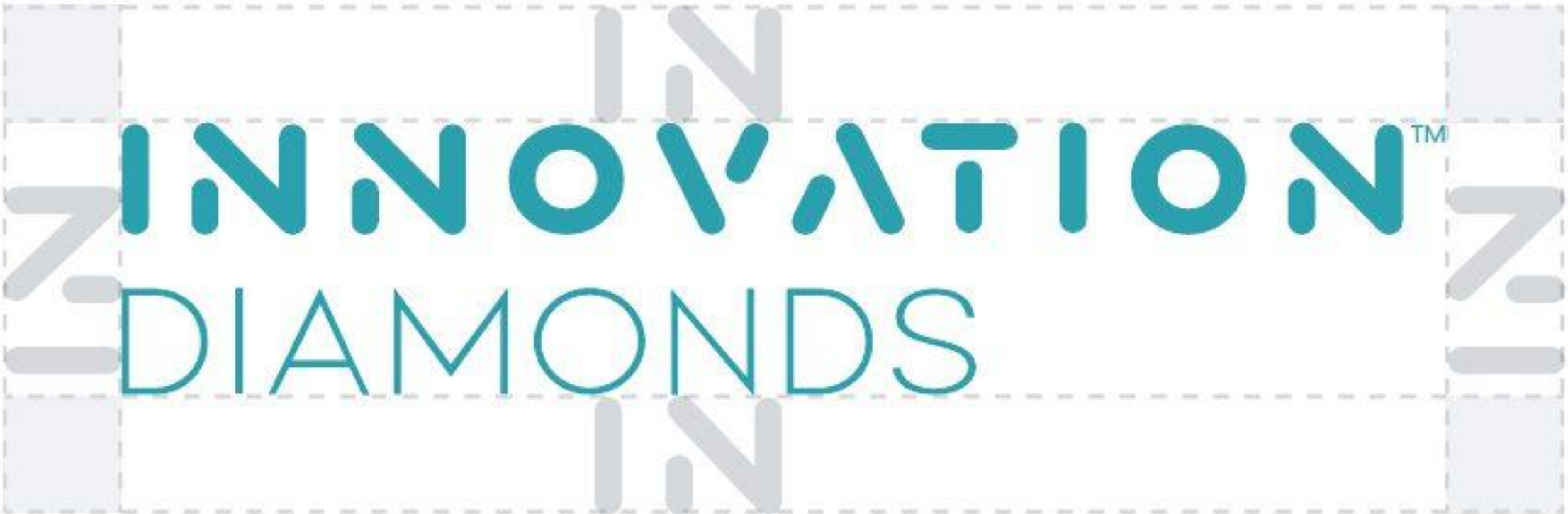
Clear Space

To ensure maximum legibility and consistent brand presentation, always maintain a clear space around the logo that is free from other graphic elements or text.

The minimum clear space is defined by the height of the "IN" from the Innovation Diamonds favicon.

This measurement serves as the minimum distance that must be preserved on all sides of the logo.

No other elements should enter this protected area.



Logo Use at Small Sizes

To maintain legibility and brand recognition, the logo must never be reproduced below its minimum size.

Legibility takes priority over completeness.

Usage recommendations:

1. Full Logo

Minimum height: 16 mm / 45 px

Use the complete Innovation Diamonds logo whenever space allows. The logo must not be scaled below its minimum size under any circumstances.

2. Logo With Strapline

Minimum height: 23 mm / 65 px

Below 65 px, the strapline must be removed. Use the Full Logo version instead (min. 16 mm / 45 px). If the strapline cannot be read clearly at your output size or resolution, **remove it regardless of dimensions.**

3. Favicon (IN Symbol)

Minimum height: 10 mm / 30 px

Use only for favicon applications and other system-required icon formats.

The logo must not be scaled below its minimum size under any circumstances. The strapline must not be used when it becomes unreadable. Logo elements must not be modified, condensed, or redrawn to fit a space.



16mm (or 45 px)



23 mm (or 65 px)



10mm (or 30 px)

Logo Misuse

Logo misuse is any application that compromises clarity, consistency, or brand integrity.

This includes distortion, modification, incorrect scaling, unauthorized color use, or placing the logo in low-quality or low-contrast environments.

All logo applications must follow defined brand standards.



✗ Do not distort, stretch, or apply effects (shadows, gradients, outlines)



✗ Do not alter proportions, spacing, or alignment of any elements



✗ Do not rearrange or separate logo components



✗ Do not use the logo in low resolution or poor quality



✗ Do not recolor the logo outside approved brand colors



✗ Do not place the logo on busy or low-contrast backgrounds

02. COLOR

Color Palette

The Innovation Diamonds palette combines deep blues with clean neutrals to express precision, trust, and technological excellence.

Dark blue tones reflect stability and controlled production environments, while turquoise adds a layer of innovation and forward-thinking energy.

Light tones and white space ensure clarity, transparency, and focus — reinforcing a premium, data-driven brand.

Windsor Blue

Hex: 051628
RGB: 5, 22, 40
CMYK: 88, 45, 0, 84

Mystic Navy

Hex: 2F3D4C
RGB: 47, 61, 76
CMYK: 38, 20, 0, 70

Light Blue

Hex: EEF4FE RGB: 238, 244, 254 CMYK: 6, 4, 0, 0

Alice Blue

Hex: F1F2F6 RGB: 247, 250, 255 CMYK: 3, 2, 0, 0

White

Hex: FFFFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0

Solid Turquoise

Hex: 2BA0AF
RGB: 43, 160, 175
CMYK: 75, 9, 0, 31

Color Use: Full Logo

The logo should always be used on backgrounds that provide sufficient contrast to ensure clarity and legibility. Use the primary brand colors and their approved combinations as shown here.

Avoid placing the logo on busy or low-contrast backgrounds where it may lose visibility.

INNOVATION™
DIAMONDS

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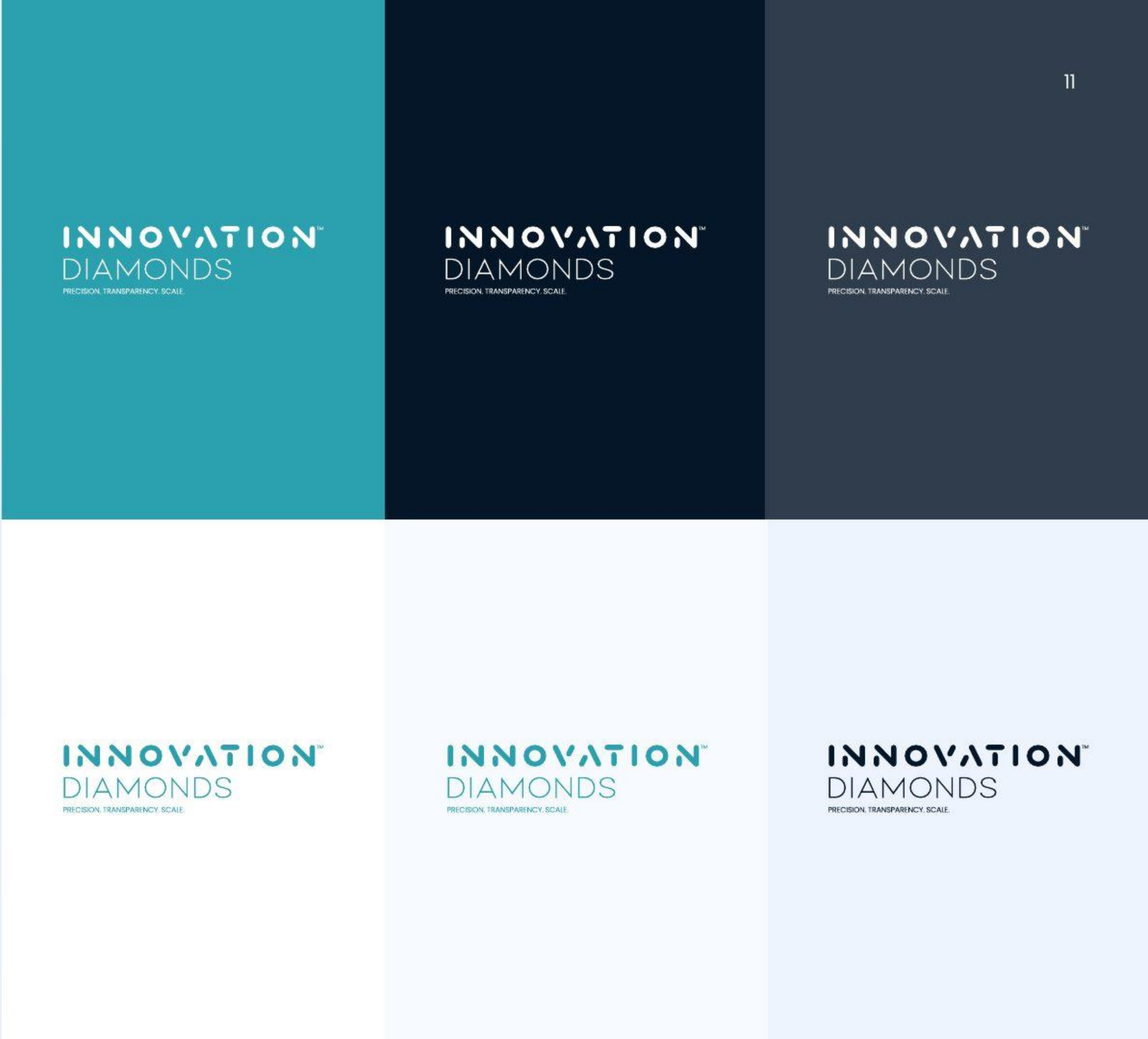
INNOVATION™
DIAMONDS

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DIAMONDS

Color Use: Logo + Strapline

The logo should always be used on backgrounds that provide sufficient contrast to ensure clarity and legibility. Use the primary brand colors and their approved combinations as shown here.

Avoid placing the logo on busy or low-contrast backgrounds where it may lose visibility.



Color Use: Favicon

The logo should always be used on backgrounds that provide sufficient contrast to ensure clarity and legibility. Use the primary brand colors and their approved combinations as shown here.

Avoid placing the logo on busy or low-contrast backgrounds where it may lose visibility.



03. TYPOGRAPHY

Main Font

Poppins is a modern geometric sans-serif typeface defined by clean lines and balanced proportions, reflecting clarity, precision, and contemporary design.

Its structured forms create a sense of stability and efficiency, while maintaining a friendly and accessible feel — making it ideal for both technical and premium communication.

Use Poppins across headings and body text to ensure consistency, readability, and a streamlined visual system.

Ideal for digital interfaces, product communication, and data-driven content.

Poppins is available free via Google Fonts.

[Download Font](#)

POPPINS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@#\$\$%^&*(){}[]

Fonts in use

Poppins is the sole typeface across all Innovation Diamonds communications — digital, print, and social. Its geometric sans-serif construction and clean character width align naturally with the brand's precision-first positioning.

Typography system

Poppins is the primary typeface used across all digital and print materials.

Main hierarchy:

- Title – 64px
- H1 – 52px
- H2 – 40px
- Body – 16px
- Detail – 14px

Font weights:

- Regular – titles, headings, and subheadings
- Light/Medium – body text

Full Supply Chain Under One Roof

OUR JOURNEY OF DIAMOND INNOVATION

Innovation Diamonds was founded in 2018 by industry professionals who believed the diamond supply chain could be more precise, more transparent, and more accountable. With over 30 years of combined experience across natural and lab grown diamonds manufacturing, we understood both the artistry of cutting and the science behind modern CVD growth technology.

After extensive research and global testing of rough supply, we formed a long-term strategic partnership with Diamond Foundry, becoming one of the earliest processors of their premium United States grown CVD rough. This relationship allows us to offer IGI certified diamonds officially stated as “Grown in the USA”.

Typography Rules

A consistent typographic scale ensures clarity and visual rhythm across all brand communications.

Use ✓

- ✓ Use Poppins across all text without exception
- ✓ Bold 700–800 for hero headlines and major section titles
- ✓ SemiBold 600 for card titles and subheadings
- ✓ Regular 400 for all body copy
- ✓ Light 300 for supporting captions and secondary descriptions
- ✓ Uppercase + letter-spacing for small category labels above section titles
- ✓ Centre-align headings on full-width dark/coloured panels
- ✓ Left-align hero text, body copy, and card content

Don't ✗

- ✗ Do not use any secondary or decorative typeface — no serif of any kind
- ✗ Do not use weights below Light 300
- ✗ Do not left-align text on full-width centred panel sections
- ✗ Do not apply Bold to entire paragraphs
- ✗ Do not use text smaller than 8pt in any application
- ✗ Do not mix tracking styles — letter-spacing is reserved for uppercase labels only

04. TONE OF VOICE

Brand Character

Innovation Diamonds speaks like a manufacturer who has decades of expertise and nothing to prove — confident without being arrogant, technical without being inaccessible, direct without being cold.

Brand Character

- 1. Direct**
Say what you mean. Lead with facts and specifics, not preamble.
- 2. Precise**
Use numbers, certifications, and measurable claims. Vague is not premium.
- 3. Confident**
State capabilities as facts. No hedging, no “we aim to”.
- 4. Transparent**
Own the supply chain story. No hidden variables, no marketing distortion.

Use ✓

- ✓ We grow Type IIa CVD diamonds in controlled reactors monitored in real time. Every diamond is IGI certified before it leaves the facility.
- ✓ 98% on-time fulfillment across all B2B orders. Clear delivery dates, no surprises.
- ✓ PinkOne™ delivers consistent fancy pink CVD diamonds from Baby Pink through fancy Vivid — fully traceable, reliably supplied.

Dont Use ✗

- ✗ Our high-quality lab-grown diamonds are produced using the most advanced technology to deliver stunning results.
- ✗ We aim to provide exceptional service and strive to deliver your diamonds on time.
- ✗ Our beautiful eco-friendly pink diamonds are perfect for creating breathtaking jewellery.

Always. Sometimes. Never.

Always ✓

- ✓ Lead with supply chain ownership
- ✓ Name the Diamond Foundry partnership
- ✓ Cite IGI certification
- ✓ Say “created diamonds” where possible
- ✓ Reference zero-emission diamond growth
- ✓ Reinforce identical properties as in mined diamonds.
- ✓ Give a clear CTA in every piece
- ✓ Use specific numbers and specs

Sometimes ⓘ

- ⓘ Use sustainability language (eco-conscious audiences)
- ⓘ Reference 'Grown in the USA' (Foundry diamonds only)
- ⓘ Mention PinkOne™ (fancy colour contexts)
- ⓘ Cite 20,000 ct/month capacity (scale claims)
- ⓘ Reference Israel Diamond Exchange origins

Never ✗

- ✗ Consumer DTC language ('fall in love with')
- ✗ Vague luxury descriptors ('stunning', 'breathtaking')
- ✗ Unverifiable superlative claims
- ✗ Passive voice that softens accountability
- ✗ Mention competitors by name
- ✗ Call diamonds 'fake' or 'artificial'

05. SOCIAL MEDIA

Content

For LinkedIn, we use a mix of bold typographic posts and data-driven content with maximum focus on precision, supply chain credibility, and B2B relevance. Posts are built around specific claims — numbers, certifications, process facts — rather than lifestyle imagery.

When building the feed, we pay attention to visual consistency and rhythm: dark navy posts alternate with clean white layouts, with teal used as the constant accent across both. The overall feed reads as technical, premium, and direct — a manufacturer's profile, not a retailer's. Every post should feel like it belongs to the same system, even when the format changes.

[Download Social Media](#)

YOU'RE PROBABLY BUYING FROM A **BROKER.**



And it's costing you more than you think.

INNOVATION DIAMONDS

WHAT A BROKER SUPPLY CHAIN LOOKS LIKE.

- ↓ You place an order
- ↓ They find a supplier
- ↓ A supplier handles production
- ↓ A trading house certifies
- It ships to you

Four middlemen. Four markups. Zero traceability.

WHAT A MANUFACTURER SUPPLY CHAIN LOOKS LIKE.



- You place an order
- ↓ We grow it
- ↓ We process it
- ↓ We certify it
- ↓ We ship to you

THE DIFFERENCE SHOWS UP IN 3 PLACES

- Consistency — every batch matches the last
- Speed — no waiting on a chain of approvals
- Traceability — every diamond is tracked to the reactor



INNOVATION DIAMONDS

WE OWN THE ENTIRE PROCESS

From CVD growth to certified diamonds. No middlemen. No surprises.

If your current supplier can't tell you where your diamonds came from — it's worth a conversation.

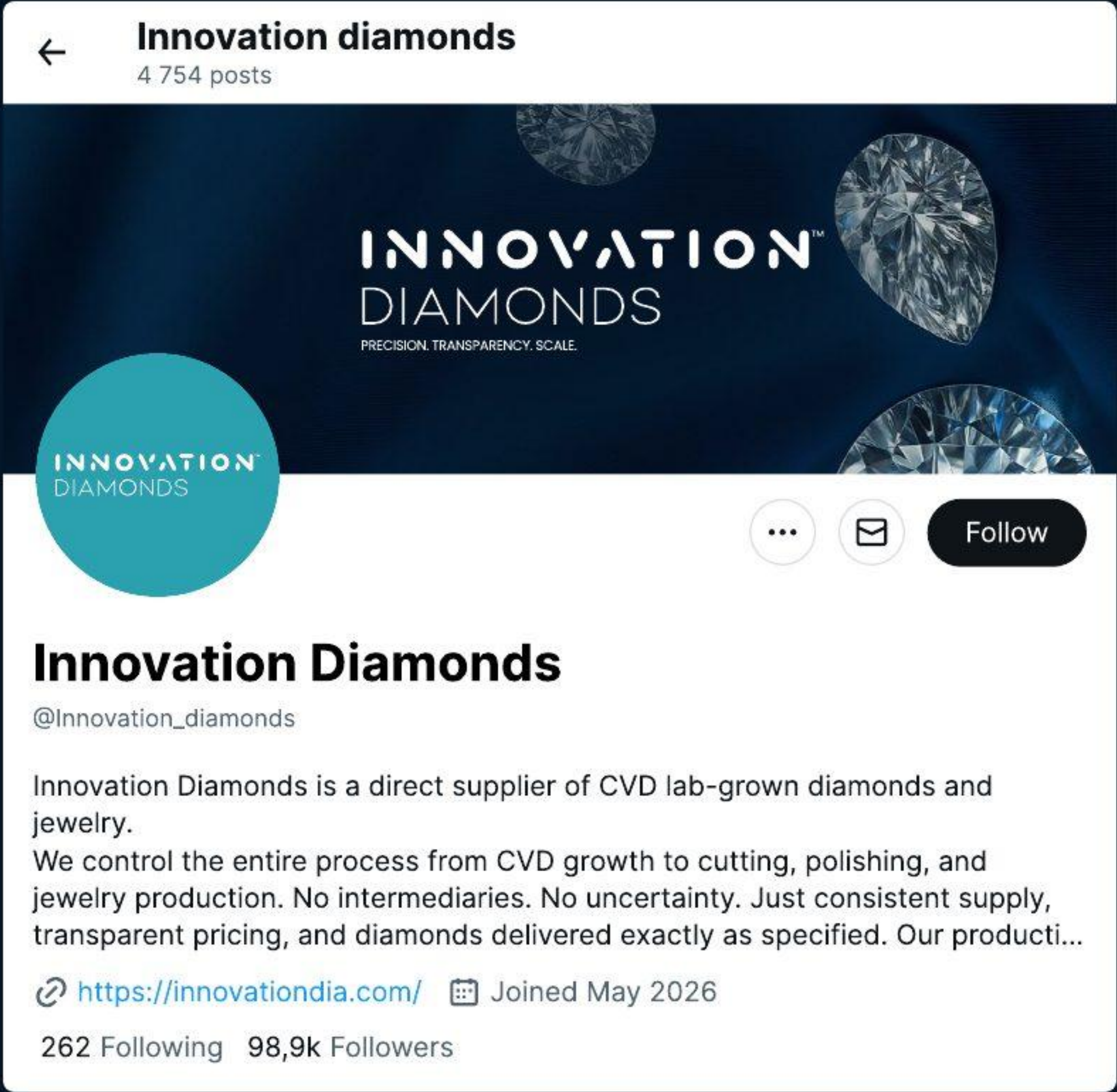
office@innovationdia.com

+972-54-298-1444

Cover

For the cover image, use a high-quality product photo combined with the brand slogan. For the profile picture, use the full logo for clear and consistent brand recognition.

[Download Cover](#)



Email Signature

A standardised email signature for all team members.
Use exactly as shown — no custom fonts, no additions.



Innovation Diamonds is a direct supplier of CVD lab-grown diamonds and jewelry.

We control the entire process from CVD growth to cutting, polishing, and jewelry production. No intermediaries. No uncertainty. Just consistent supply, transparent pricing, and diamonds delivered exactly as specified.

Our production capabilities range from calibrated melee to large single diamonds, including DEF colorless and fancy colors. With trademarked PinkOne™ technology, we deliver vivid pink diamonds with repeatable quality and scalable supply.

With a global presence and offices across key markets, we support clients worldwide with reliable access, fast communication, and consistent delivery.

Every diamond is backed by certification, traceability, and strict quality control. Our infrastructure is designed to support long-term growth for brands, wholesalers, and manufacturers who require reliability at scale.

We are not brokers. We operate as your production partner.



