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This brand guide will provide information about the Diamond Products brand, advise on how to communicate our values, and instructions on how to properly implement our corporate i.d. in communication materials.

Every flyer, every piece of media or correspondence is an opportunity to reinforce and build awareness in our brand.

This document was created to assist you in creating communications that are consistent, and reinforce Diamond Products' image in the marketplace.

The logo is a symbol that carries meaning from the countless interactions with the public. It acts as a signature for our company, and is regarded as a business asset.

When a product carries the Diamond Products name, the customer is at ease, assured that the product has been manufactured with the highest quality materials and construction, and will serve them well for years to come - in essence the logo becomes a promise to our customers.

BRAND ATTRIBUTES

Brand Landscape

Diamond Products Limited is a leader in the category of diamond tools and equipment. As such, it is crucial that the Diamond Products Limited brands are communicated consistently so that each interaction with the brands builds on all previous interactions.

Brand Communication

Brand Attributes:

Diamond Products' approach to product development, and business practices are based on certain fundamental attributes.

Quality: Our vertical integration was adopted to provide for the highest quality possible, and allow us to maintain the most demanding quality control.

Innovation: Creating the most innovative products in the category is critical to providing products that create value for our customers. Vertical integration also contributes to our flexibility in providing new and unique product solutions.

Value: The Diamond Products Limited ultimate goal is to provide value to our customers, and the value of our brand lives and dies with their experience with our products.

Expectations: Our products are developed to be of service to others, and tout this as a '**Quality Is Choice**' idea is a guiding principle in our relationship with employees, partners and customers. To serve the customer is a key element in our company persona. This idea of offering quality products among the many choices in the industry is a service of convenience with trust desire.



BRAND LANGUAGE & VOICE

Visual Language:

The way we visually portray the Diamond Products lifestyle, products and brand should always reinforce our brand attributes.

All visual communication-photography, illustration, printing, product design, interface design - should be of the highest quality possible, and should be carefully chosen to reinforce our image as a leading provider of quality products.

Utilizing unique visual solutions to communications projects and product design helps to reinforce our goal of developing the most reliable products in the industry and product category.

By communicating efficiently, without superfluous ornamentation or design, we communicate value to our customers. Also, by utilizing efficiencies in all aspects of products, our organization, and our customers will benefit by receiving the best product and value.

Our communications should enlighten and inform our customers. In that way, we provide a service to them.

Brand Voice:

The brand voice gives a tone and manner to our communications, and goes beyond *what* our communications say to *how* we say it. Through consistency in voice, our communications reinforce our brand attributes.

Our products are meant for people who are active. Our copy should reinforce this fact and should always be active in tone. Verbs are preferred over adjectives, and our focus is always on how Diamond Products helps our customers do what they need.

In the interest of quality, value and service, our communications should be clear, educational and useful. Our copy should never be flamboyant or frivolous, and should never promote by demeaning or ridiculing others. It should also be confident, assured and unafraid in the face of a changing market, new technology or competition.

Our communications should be insightful, confident and relate to our customer and the benefit our products bring to their lives.

LOGO ELEMENTS

Main Company Logo Elements (Oval logo):

Our main logo consists of four elements:

- 1 - diamond symbol
- 2 - Diamond Products logotype (Biondi font)
- 3 - oval shape
- 4 - registered TM trademark symbol

Size:

The size of our logos is a critical factor in communicating our brand properly and consistently. Just as a logo that is too small diminishes the impact, a logo that is too big, can imply a lack of quality and refinement, as well as diminishing its impact.

Our logo should never be used so small that it is illegible. (minimum size for our logo is 1 inch horizontal)

Our logo should never be used so large that it overpowers surrounding elements and the overall communication piece.

Clear Space:

A clear space equal to the height of the space between the Diamond Products logo type is the minimum area that must remain clear on the sides and bottom of the logo. This neutral zone assures proper emphasis to our logo, and assists in its easy identification.

Variable Logo Usage:

Oval Logo: This is used as our main logo for branding. The oval logo signifies the modernization of our branding and is used on all literature, digital media, company forms, correspondences and any other form of communications. *This variation is not suitable for embroidery or apparel markings.*

Stacked Logo: This logo is only used where space is limited on the various forms of communication and is *suitable for embroidery and other forms of apparel markings.*

Logo Colors:

Below show the colors that make up the scheme of our main logos. Where possible, lists spot color and CMYK values.

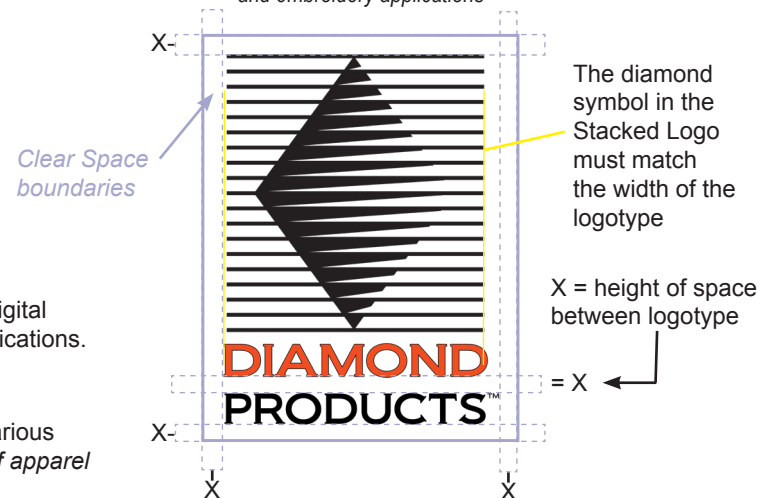


Oval Logo - APPROVED



Alternate Stacked Logo - APPROVED

Reserved mainly for internal use and embroidery applications



1 inch minimum

The logo size should be no smaller than 1 inch on printed or digital materials due to the detail in the diamond symbol.

Logotype Font: Biondi



Approved oval with DP Orange background. This variance is to be used when placing the logo on a white or light backgrounds.



Approved oval with DP Orange and Black slanted boxes. This variance can be used when placing the logo on a white or light background.



Approved black and white logo variance



Approved black and white logo variance

LOGO USAGE

Company Logo on Background:

It is acceptable to put a Diamond Products logo on a photographic background as long as there is suitable contrast and there is not background white or colored shape behind the logo.



APPROVED

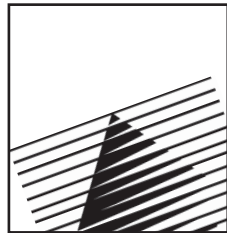


INCORRECT



APPROVED

Any other use of this logo must be approved by Diamond Products Marketing Department.

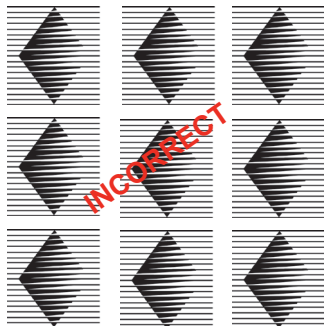


INCORRECT

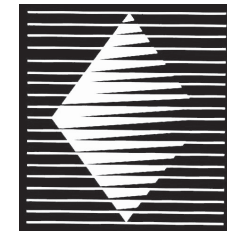
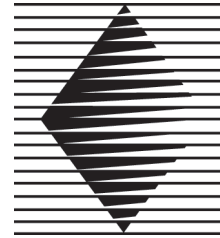
The diamond symbol must not be used in part or without the entire graphic or at any angle other than 0°. The full symbol must be shown at all times.



INCORRECT



The diamond symbol graphic must not be used as a decorative element or pattern element.

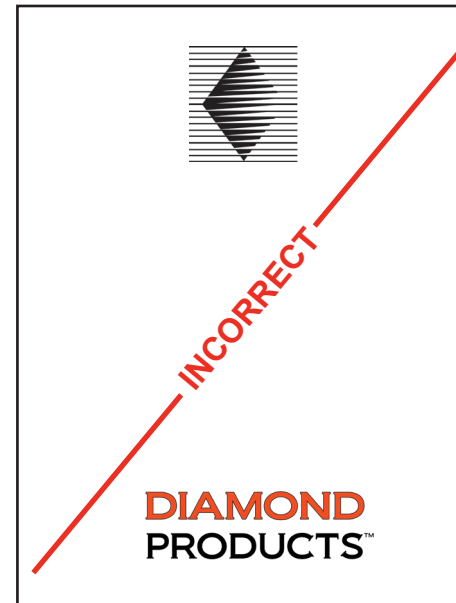


APPROVED Diamond Symbol:

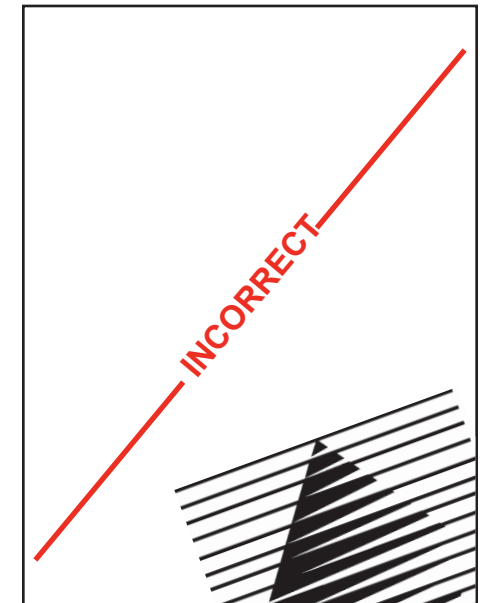
The diamond symbol is used as our unique signifier and may be used by itself, but must be used to represent Diamond Products, and as such must not be used solely as a decorative element. It must not be rotated from 0° and it must not be used in part or in a screen of the approved colors of black or PMS 1655C.

ACCEPTABLE Diamond Symbol:

The diamond symbol can be used in a screen or reverse in white on a black background only if other options are not available.



The diamond symbol graphic may not be used separate from the logotype when on the same page.



The diamond symbol may not be used as a decorative element on a page. The full symbol must be shown at all times.

PREVIOUS VERSION LOGOS

INCORRECT or no longer used company logos:

This is a list of old logos no longer used or a past variance of the current company logo.



INCORRECT



INCORRECT

Company Logo Circa 2008 (outdated)



INCORRECT:

The word 'DIAMOND' is the wrong typeface
The bubble shading is too dark



INCORRECT



INCORRECT

Company Logo Circa 2012 (outdated)



INCORRECT



INCORRECT



INCORRECT:

Shading on the white oval is no longer used.



INCORRECT



INCORRECT

LOGO APPLICATION



The Diamond Products logos may not be condensed or stretched.



The Diamond Products logos proportions may not be altered.



The diamond symbol or logotype positioning may not be repositioned or altered.

Using the Diamond Products name in text:

The new  concrete saw...

The Diamond Products logo may not be placed within a sentence.

The new  concrete saw...

The name Diamond Products must not be set in all caps when used as part of copy.

ACCEPTABLE

The new Diamond Products concrete saw...

When placed in a sentence, Diamond Products should appear in the same typeface, and at the same size as the surrounding copy in the initial-cap form.

Correct Usage:

Consistent presentation of our corporate I.D. is critical to maintaining a quality image in the marketplace. Our signature mark(s) consists of the Diamond Products logotype and the black diamond symbol which has been precisely crafted to enhance our brand presentation.

As such, it's usage will be restricted, and only authorized by specific requests of the Diamond Products' Marketing Department.

BRAND LOGO ELEMENTS


Brand Logo Elements:

Our brand logos consist of three elements:

- 1 - Brand logotype
- 2 - Letter 'C' blade symbol (Core Cut) , double letter 'O' core hole symbol (Core Bore) 
- 3 - Registered TM trademark symbol

APPROVED Brand Logos:

Core Cut - identifies all diamond blades and cutting equipment along with polishing, grinding and anything non-coring related.

Must include the  symbol.

Core Bore - identifies all core bits and coring equipment which includes hydraulic power units and dust control products.

Must include the  symbol.

Core Vac - signifies vacuums and dust collection products

Core Prep - floor grinding and polishing products including cup grinders.

Tyrolit Abrasives - identifies all abrasive and wire wheel products.

The CORE Message:

The brands begin with CORE instill a sense of solid product selection and reliability at the heart of our business. This is reinforced with expert product knowledge and a family-feeling with service. We strive to be the CORE of the businesses we partner with and use the CORE statements as a repeated message.

APPROVED Brand Logo on Photographic Background

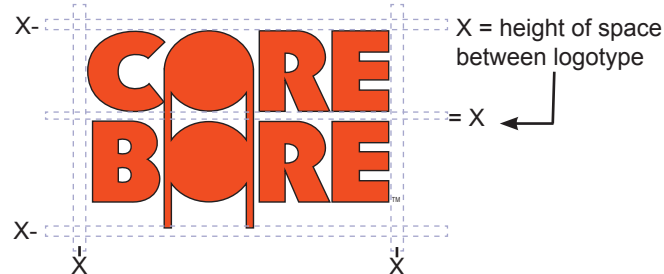
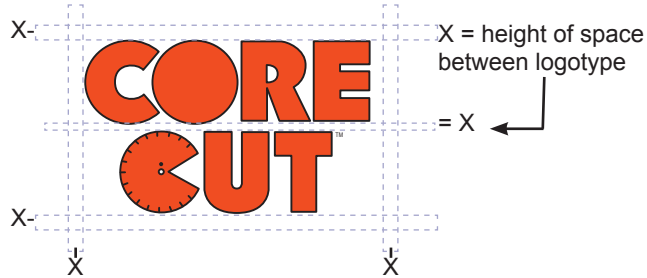


INCORRECT Brand Logo on Photographic Background



The brand logo is not suitable on this background due to a low contrast. The logos must be clearly visible with suitable contrast. A white or PMS 1655C logo would have been suitable in this instance.

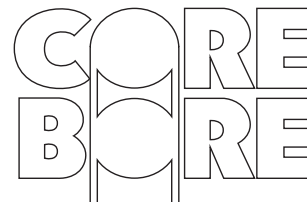
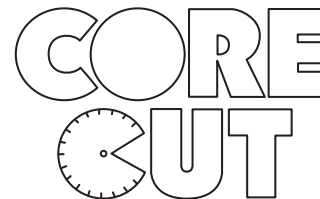
Brand Logos - Orange PMS 1655C CMYK: C=0% M=85% Y=100% K=0%



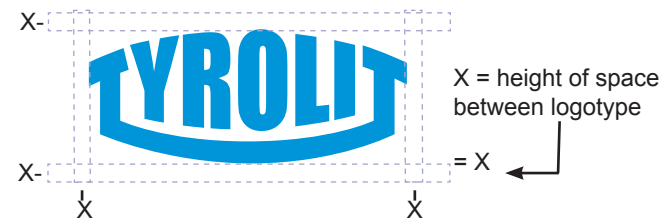
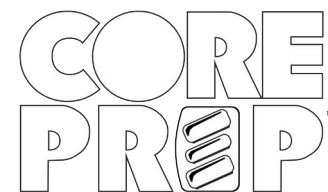
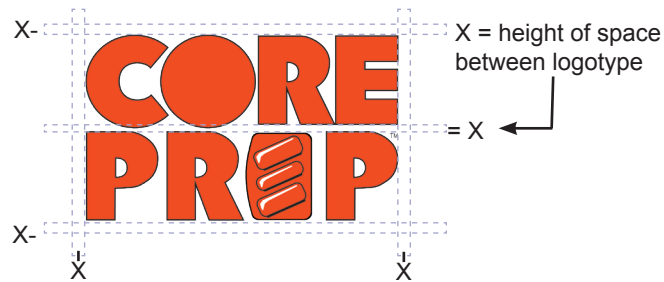
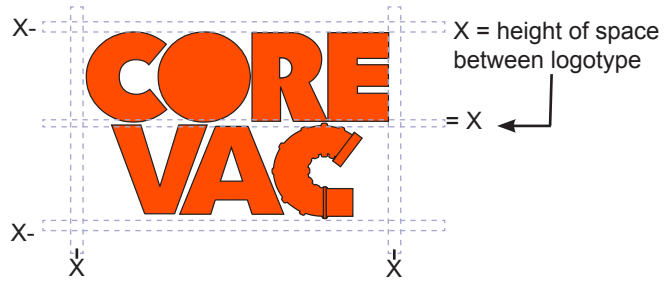
Brand Logos - Black for light backgrounds



Brand Logos - White with black stroke for dark backgrounds



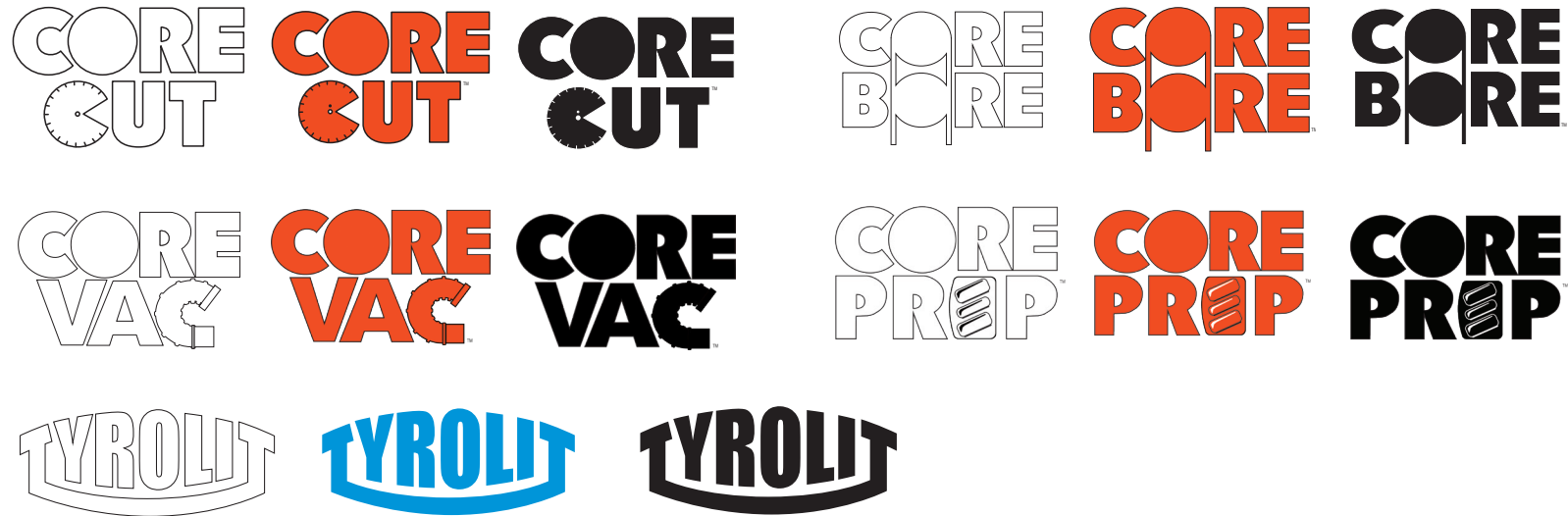
BRAND LOGO ELEMENTS



BRAND LOGOS

APPROVED Brand Logo Colors:

Past logos were used with various shapes and sizes. Only APPROVED brand logos should be used and legacy logos discontinued.



INCORRECT legacy or no longer used brand logos variants:

This is a list of old logos no longer used or a past variance of the current branding logos.



QUALITY COLOR VALUES AND LOGOS

Quality Color Values:

Diamond Products utilizes a number of colors to represent diamond quality grades.

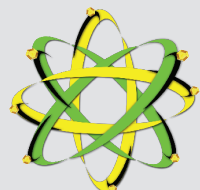
60% Black Delux-Cut grey	Pantone 286 C Star Blue	Pantone 355 C Utility Green	CMYK= 40/44/78/14 Standard Gold	CMYK= 75/100/0/0 Imperial Purple	CMYK= 2/95/100/0 X-Tra Plus Red	Pantone 1655 C Heavy Duty Orange Primary Company Color	CMYK= 0/0/0/100 Premium Black
		40% Black Super Heavy Duty Silver Supreme Silver	Pantone 102 C Commander Core Bore Bits	Pantone 102 C Yellow & Pantone 298 C Blue X-Turbo	Pantone 102 C XL-Turbo	Pantone 102 C & Pantone 1655 C XXXL Turbo	CMYK= 2/95/100/0 A2Z
Pantone 3288 C Mega Premium Green Blades	Pantone 4625 C Hard aggregate map color	Pantone 417 C Giga Premium Titanium	Pantone 207 C Abrasives INOX	Pantone 306 C Tyrolit Blue Abrasives Metal	Pantone 266 C Imperial Purple	Pantone 430 C Cut-ALL	Pantone 552 C Demo-Cut

SUB BRANDS:

DragonSaw®



The Dragon Saw logo represents the line of hydraulic, gas and electric hand held ring saws.



GRAVITON

The Graviton™ logo represents the line of wave-core turbo blades and must accompany any literature or images of Graviton or Graviton Plus products.



FIRST-CUT
EARLY ENTRY PRODUCTS

First-Cut is a line of early entry products including diamond blades and early entry saws. First-Cut is part of the True Early Entry™ System.

CORE^{FX}
CREATIVE LAB

The CORE FX logo is found on clam-shell packaging to signify our painted blade program and design team.

Q/C²

This logo represents our commitment to **Quality Customer Care (QC²)** offering specialized service and enhanced equipment testing



MADE IN USA logos are found on products made in our United States facilities. This is used to show pride in local manufacturing.

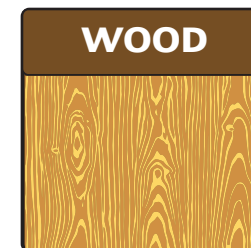
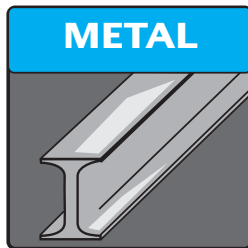
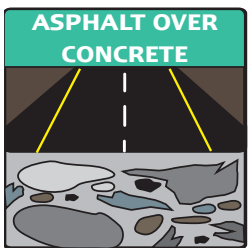
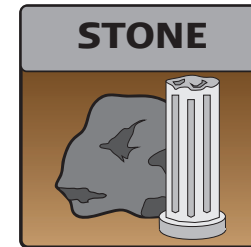
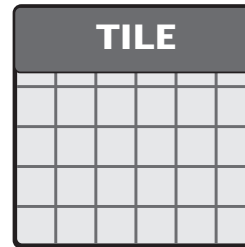
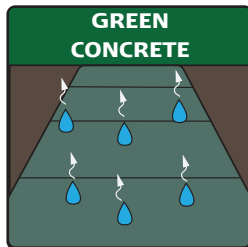
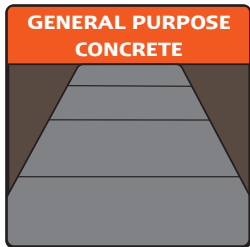
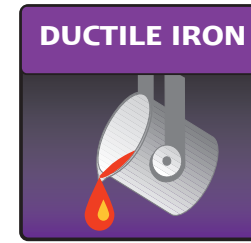
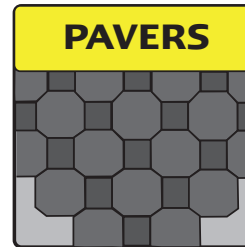
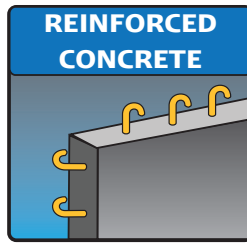
CONTROL ZONE
OPTIMAL CUTTING TIME

Control Zone™ is the period of time that is optimal for cutting green concrete. The Control Zone is 2 hours after concrete finishing and before the final set. Control Zone™ is part of the True Early Entry™ System.

MATERIAL ICONS

Material Icons:

Diamond Products utilizes a number of icons to indicate the material being cut or what product can be used on a specific material.



Dry and Wet Icons:

These icons are used to designate a product that is used with or without water for cooling.



MACHINE ICONS

Machine Icons:

Diamond Products utilizes a number of icons to indicate the proper machine to be used with a diamond tool. These icons can be reversed in white for dark backgrounds.



Small Walk Behind
Low Horsepower Saw



Medium and Large
Walk Behind Saw



Small First-Cut Saw



Large First-Cut Saw



Hand Held High Speed
Saw



Tile Saw



Block Saw



Masonry Saw



Wall Saw



Hydraulic Hand Saw



Right Angle
Grinder (cups)



Right Angle
Grinder



Core Rig



Hand Held Core Drill



Side Grinder



Tuck Point Grinder



Electric Hand Held
Circular Saw



Floor Grinder

Power Supply Colors

Diamond Products utilizes colors to indicate the power supply of equipment.

Gasoline

Electric

Diesel

Hydraulic

Propane

COMPANY LOGO & MOTTO

Quality Is Choice

This is the Diamond Products Limited company motto. This is not just a slogan, but a representation of our company culture and offering.

An explanation of our tagline and motto:

The idea of 'Quality Is Choice' is a two-fold concept.

1. Diamond Products offers the widest range of quality levels to meet your needs in the marketplace.
2. We know you have a choice for diamond tools and equipment, and our quality products are a choice in the industry. That is the choice you deserve as a customer.

Diamond Products Limited is a leader in the industry with classroom and field training. We offer our customers the same training that our experienced customer service department goes through.

We are here for the customer with the easiest access to management for fast decisions and solutions.

When you call Diamond Products, real people instead of machines answer the phone - and we listen!

We keep you informed with one of the best email confirmation systems for orders verifying details to reduce errors and increase communication.

Application of the motto (oval logo):

The use of the motto 'Quality Is Choice' should remain outside of the free space to show a proper appearance. It is acceptable to make the slogan bend around the company oval logo as long as it matches the angle of the oval itself (see image #1). Should not use the motto within a colored box when used at the standalone logo. (see image #3). The tag line is acceptable shown straight across (image # 2). The tag line is not acceptable in a different font other than Eurostile Bold (image # 4).

Applications of the motto (stacked logo):

The use of the stacked logo is reserved only for internal use and for use on embroidery or apparel applications. The oval logo can be used on apparel when using heat-transfer procedure.

Image #1

APPROVED
(Preferred)



Image #2

APPROVED



Image #3

INCORRECT



Image #4

INCORRECT - Wrong Font



INCORRECT



Motto is not to be used under the stacked logo. This logo is used for internal use and some embroidery applications.

LOGO & MOTTO USAGE

For use in marketing and company materials



When putting together marketing or company materials for publication, include either the Diamond Products logo or the Diamond Products logo with motto, depending on the material produced.

Refer to this chart for a comprehensive listing of when to use the logo and tag line for each different type of media.

Media Type	Diamond Products Logo	Diamond Products Logo plus tag line
Stationary	yes	yes
Building signage	yes	no
Newsletters	yes	optional
Print advertisement	yes	yes
Online advertisement	yes	yes
Direct marketing	yes	yes
Internal forms	yes	optional
Product sheets	yes	yes
Parts list and manuals	yes	no
Company collateral	yes	optional
Trade shows	yes	yes
Giveaways	yes	optional

Company Information:

Diamond Products Limited
333 Prospect Street
Elyria, Ohio 44035 U.S.A.
Toll free phone: 800-321-5336
Toll free fax: 800-634-4035
www.diamondproducts.com

TYPOGRAPHY

Diamond Products' typefaces have been chosen to represent our company and brand in a manner that is consistent with our corporate image.

We have two approved type (font) families for use in printed promotional materials and internal communications. Our main company logo and tagline also uses a third typeface.

Page Title/Headline	
Primary	Alternate
Eurostile Bold Extended	Eurostile LT Std

Section Title/Headline	
Primary	Alternate
Eurostile Bold Extended	Eurostile LT Std

Content Title/Headline	
Primary	Alternate
Arial Narrow Bold	Arial Bold

Body Copy	
Primary	Alternate
Arial Narrow Regular	Arial Regular

The main Diamond Products company logo uses the Biondi font - all letters capitalized:

Biondi: **DIAMOND PRODUCTS**

Note: The word 'Limited' should follow Diamond Products in all instances where the official, legal name is being given, except for trademarked logos where it is assumed to be Diamond Products Limited.

CORRECT: Diamond Products Limited or Diamond Products Ltd.

INCORRECT: Diamond Products LLC, Diamond Products, Inc., Diamond Products Co.

Print Layout Elements

Header Ribbon:

An orange (C=0%, M=85%, Y=100%, K=0%) strip is used for header lines and titles.

Header Ribbon Text:

The header text should be in white with a black (1 pt) stroke around the main title text. If a sub header is needed, the text should be white without black stroke and 1/2 the size font as the header text. The entire header and sub header text should be Eurostile Std Bold font.

For questions or concerns on this guide or requests for images, fonts or other, please contact:
Jim Palmer, Marketing Manager
jpalmer@diamondproducts.com

All instances of the Diamond Products logo and branding logos Core Cut, Core Bore, Core Vac, Core Prep, Tyrolit, Core FX, and all other graphics related to quality and specialty brands are trademark of Diamond Products Limited.