

18/05/2023

tracer

V. 1.0

External Brand Guidelines

Contents

01 Overview	03	04 Messaging	20
Introduction	04	Approved	21
Mission	05	Not Approved	22
Brand values	06		
02 Logo	07	05 Tradeshows	23
Primary logo	08	Overview	24
Icon	09	Featuring Tracr	25
Seal of approval	10		
Co-branding	11	06 Marketplaces	27
Spacing	12	Allowable use	28
Examples	13	Not allowable use	28
03 Social Guides	14	07 Resources	30
Facebook	15	Details	31
Instagram	16		
Linkedin	17		
Twitter	18		
Examples	19		

01 Overview

Introduction

These Brand Guidelines have been created for users of the Tracr platform (Participant, you, your) to provide consistency, simplicity and clarity of your obligations when you use the Tracr logo, brand name and trade mark or make any claims in relation to Tracr (**Brand Guidelines**).

Your participation on the Tracr platform allows you to access and display the Tracr logo, brand name, trade mark or creative assets for the purpose of demonstrations, promotional materials, advertising, marketing or similar communications, provided that you at all times comply with these Brand Guidelines and the [Tracr Participant T&Cs](#).

These Brand Guidelines are subject to change and we reserve the right to revise this content as needed in our sole discretion. Please ensure that you refer to the most recent version of these guidelines when using the Tracr logo, brand name, trade mark or any of the approved claims in any new marketing or communication.

Remember, you, not Tracr, are responsible for ensuring all branding and related marketing materials, press releases, and online assets and communications issued by you are consistent with relevant laws and regulations.

Mission

Our mission is to underpin trust and confidence in natural diamonds using the power of AI and the possibilities of blockchain. Tracr is the world’s only distributed diamond blockchain that enables Participants to document a diamond’s journey starting at the source on a tamper-proof blockchain.



Provenance

Tracr combines the Internet of Things, Artificial Intelligence and blockchain to enable a Participant to provide evidence of a diamond’s source, giving consumers enhanced confidence in its origin and impact.



Traceability

Tracr provides a secure traceability solution that enables a Participant to demonstrate each step of a diamond’s journey through the value chain, together with their compliance to best practices.



Authenticity

Tracr allows Participants to provide evidence of the tracing of a diamond from source, while creating a secure record which includes both its provenance and certifications such as grading and inscription reports.

Brand values

Integrity

The foundation of everything we do at Tracr is to be a trusted platform for the diamond industry. Our ambition is to promote transparency and confidence to natural diamonds, using the power of digital technology

Equality

The communities we serve are equal and active partners in everything we do. We will celebrate the diversity of our team, and our partners, embracing this as a vehicle to foster innovation and relationships

Be brave

We are a force for positive change in the world, and to achieve this change we need to be brave with our ideas and in our actions

Sustainability

We aim to enable Participants to show the entire resource-use throughout the life cycle of the diamond to help consumers and producers make better choices. We seek to embed sustainability in everything we do, starting and ending with Purpose, People and Planet in mind

Innovation and opportunity

We believe in a world where innovation and opportunity are the status quo

02

Logo

Primary logo

Our corporate logo represents our business and the values that guide us. It’s vital that it is used with care and respect to ensure that all communications remain distinct and memorable.

Minimal sizes

Print 20mm
Digital: 100px

***Please note this is a Trade Mark used under license from De Beers Group**



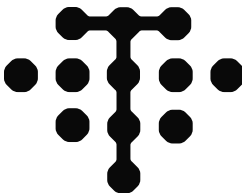
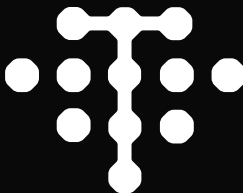
Icon

Our simple, iconic mark. The Tracr icon can be used independent of the Word mark and plays a large role in defining the Tracr visual identity.

Minimal sizes

Print 20mm
Digital: 100px

***Please note this is a Trade Mark used under license from De Beers Group**



Seal of approval

The Tracr brand stamp reflects our mission for transparency and trust in the diamond industry. The logo demonstrates ethical sourcing and supply chain management, and assures consumers of responsibly sourced diamonds. It is used sparingly in places where we want to communicate trust.



Co-Branding examples

When the Tracr logo is accompanied by one or more participant logos, all logos must share a common size and sit in designated locations.

In cases where logos are required to be landscape the Tracr logo needs to be positioned on the right hand side of the lockup.

In vertical instances use the Tracr logo on top so that the “Tline” acts as a natural underline to the secondary logo.

Please ask for permission if you wish to place two or more brand logos together in any other way.

Brand 1 **tracr**

tracr

Brand 1

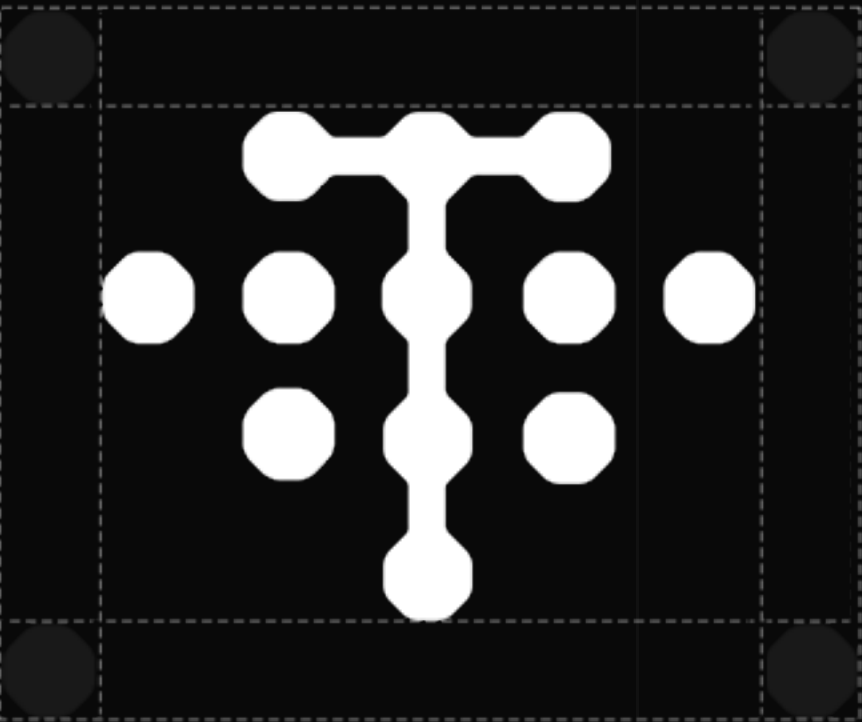
Spacing

To protect the logo from other visual elements, it is important that it is surrounded by a minimum amount of clear space. No other graphic elements should encroach within this area. The size of this exclusion zone is defined for each version.

Minimum clearance 100% of the Tracr Marque



Minimum clearance 100% of Tracr dot



Minimum clearance 20% of Tracr Emblem



Unsuccessful logo usage examples

Our logo is our primary asset, it should not be tampered with in anyway. Here are some basic rules for our logo. Always use logo artwork provided

x



Don't change colour

x



Don't apply effects

x



Don't distort it anyway

03

Social guides

Facebook

Facebook updates its design and image dimensions constantly. The best strategy to future-proof your brand’s content is to always upload the highest-quality image you can. Stick to Facebook’s recommended file formats for the best results.

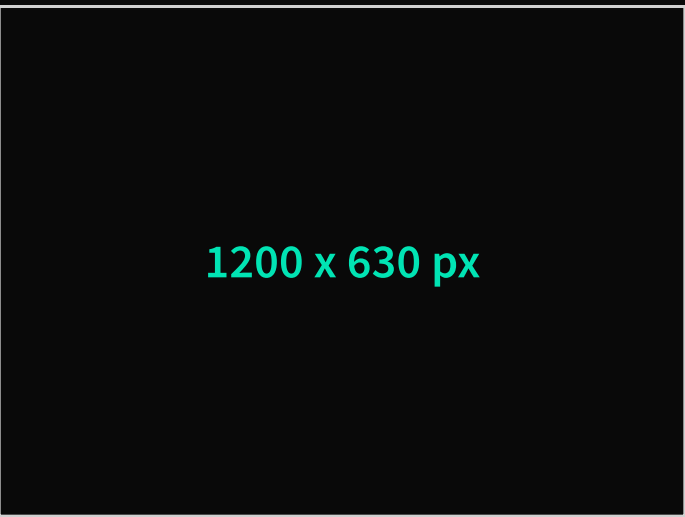
Cover photo



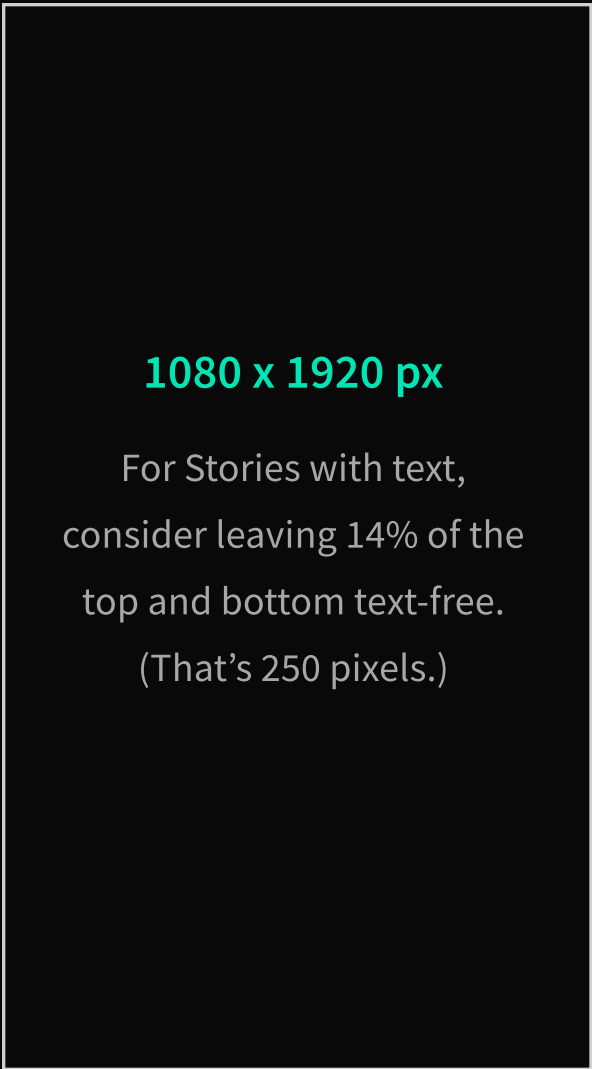
Ad



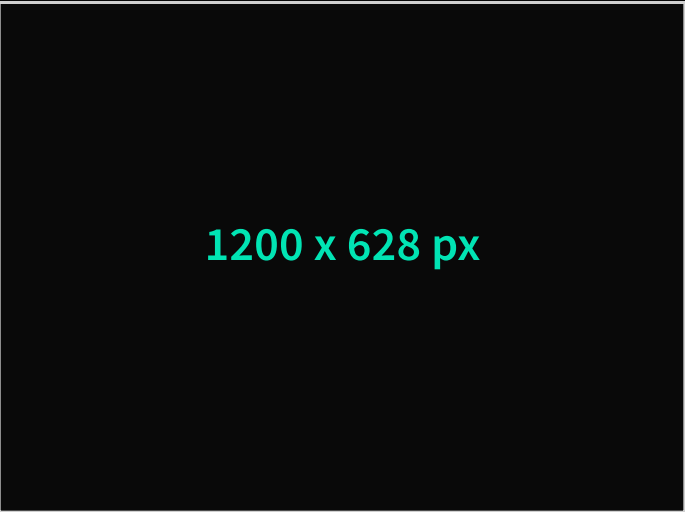
Post



Stories



Group & event cover



Instagram

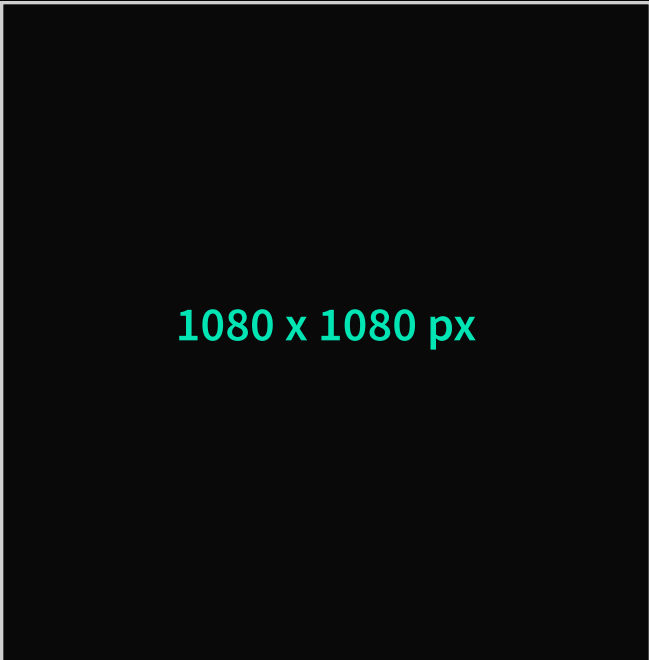
Instagram supports horizontally and vertically oriented images. It also still supports square images, which was what the platform was known for when it first launched.

This increases your brand’s options. But it also makes image dimensions a little trickier to get right. Follow these guidelines to make sure your images end up looking their best.

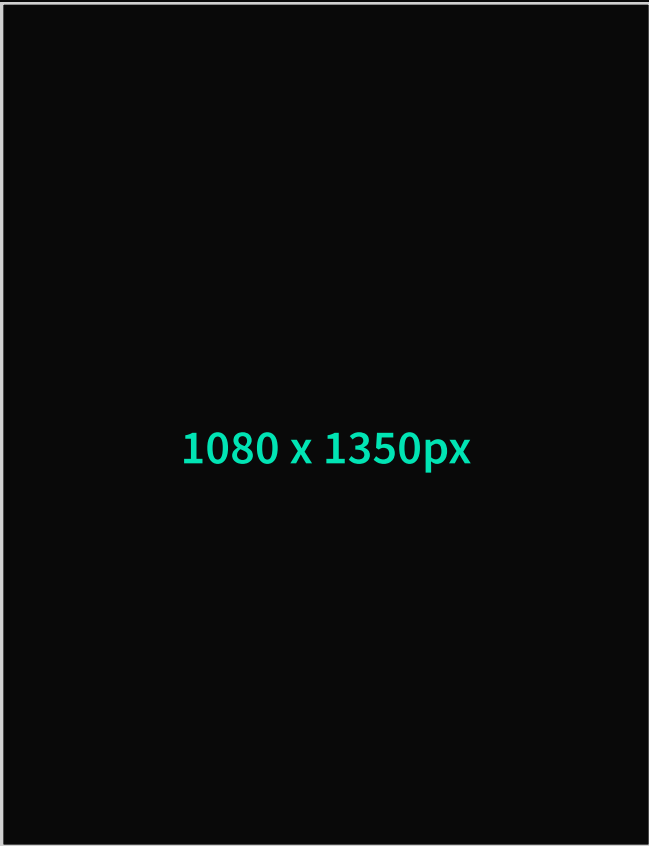
Stories/Reels/IGTV



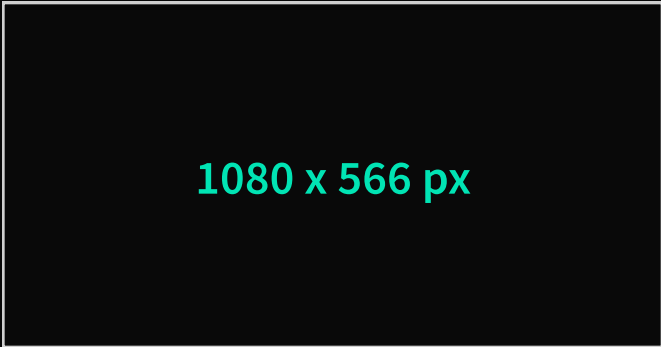
Carousel square



Carousel portrait



Carousel landscape

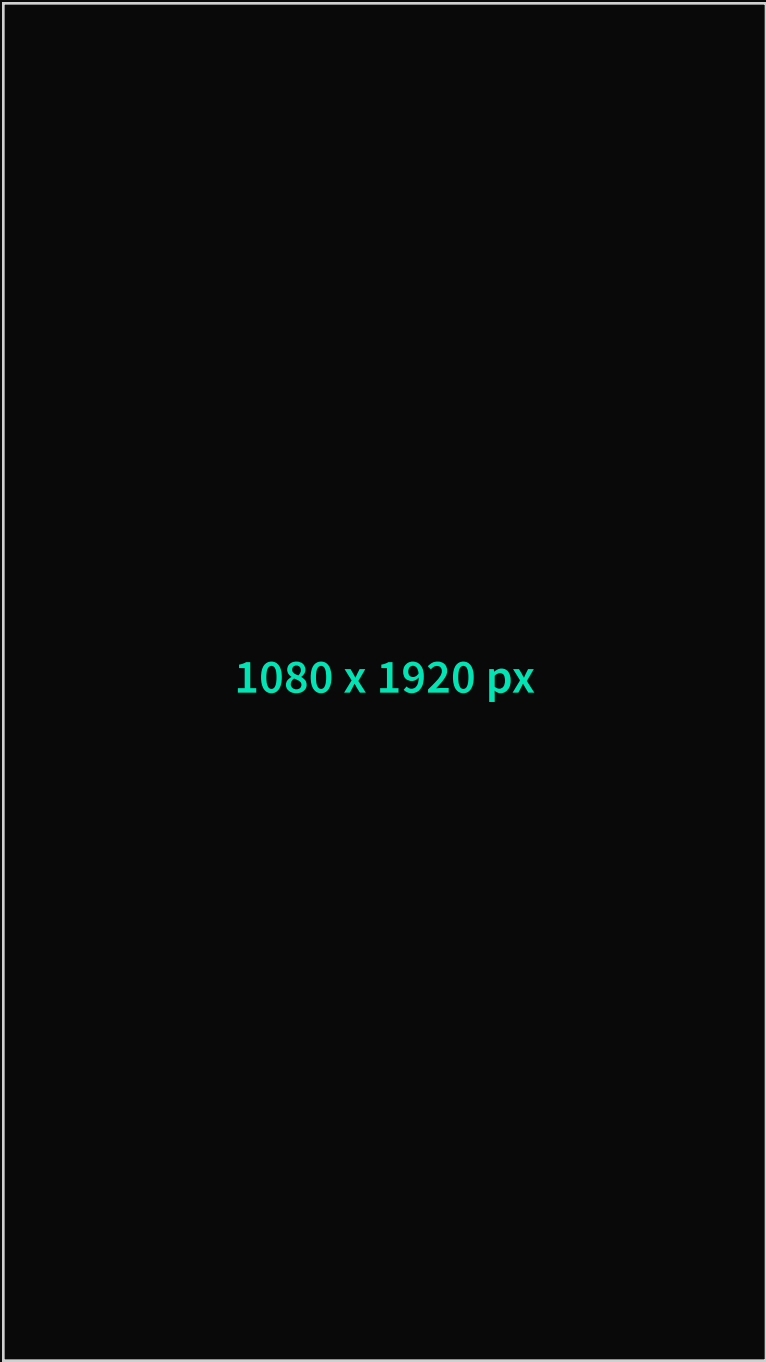


Linkedin

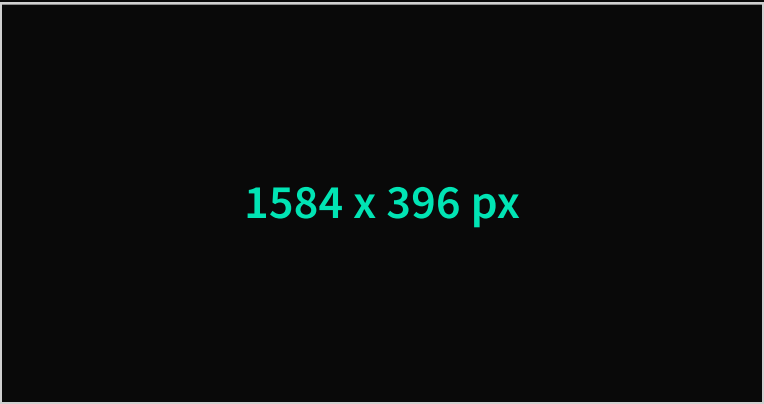
LinkedIn Pages are available on multiple devices and screen sizes. Your cover image might be adjusted to fit the screen, which might trim the image horizontally or vertically. We recommend uploading a high-quality image with limited text to ensure an optimal display on all devices and screen sizes.

When posting on LinkedIn, please be sure to tag [@tracrdiamonds](#).

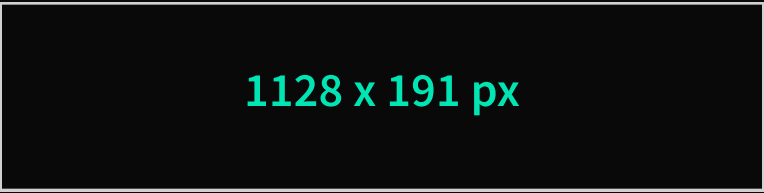
Stories



Blog post



Profile cover photos

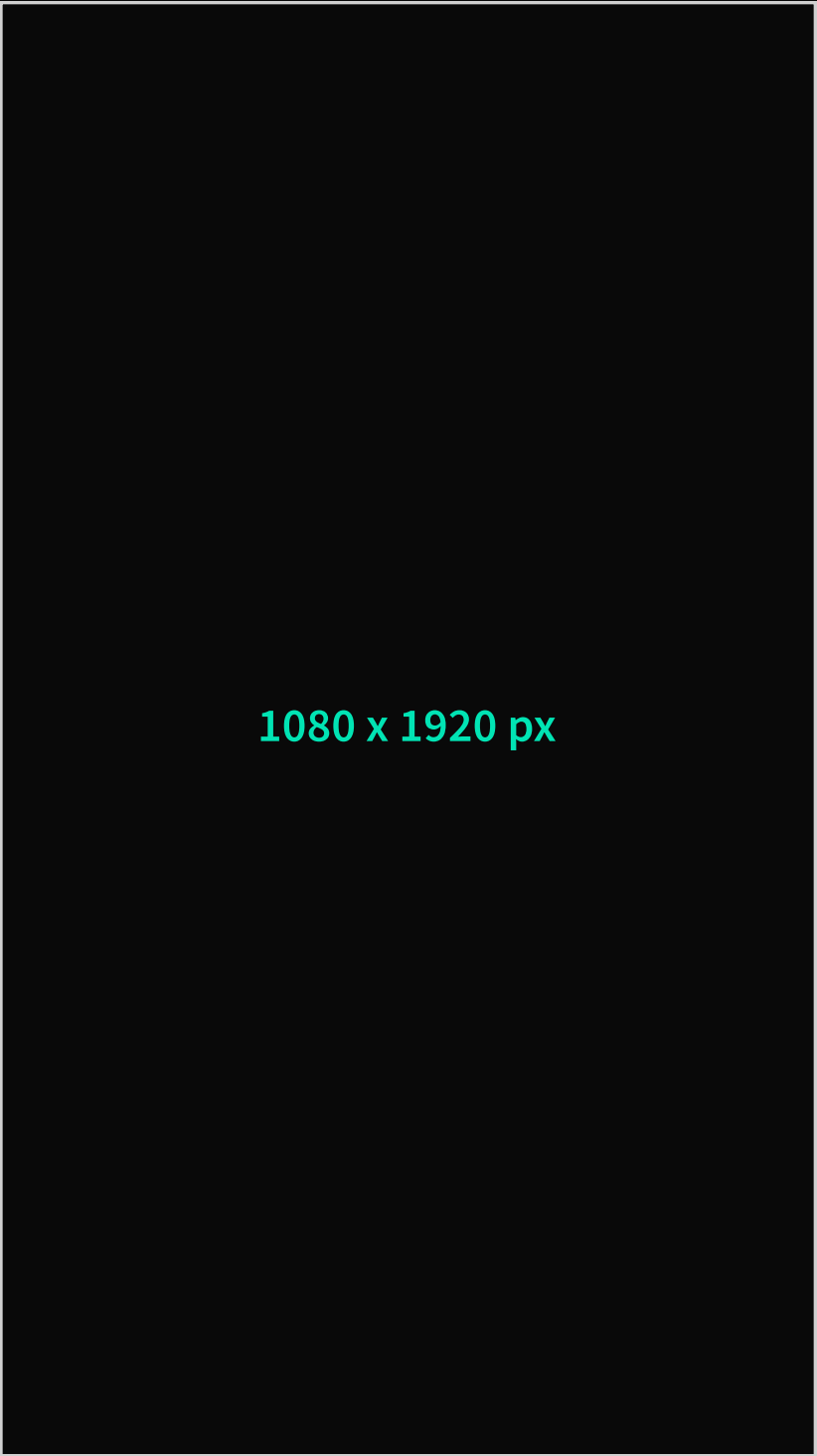


Twitter

Tweets that include images consistently get more click-throughs, more likes, and more Retweets than non-image Tweets. In fact, Tweets with visual content are three times more likely to get engagement.

So, choosing the right images and creating great visual content for Twitter matters. And, of course, that includes getting Twitter image sizes right.

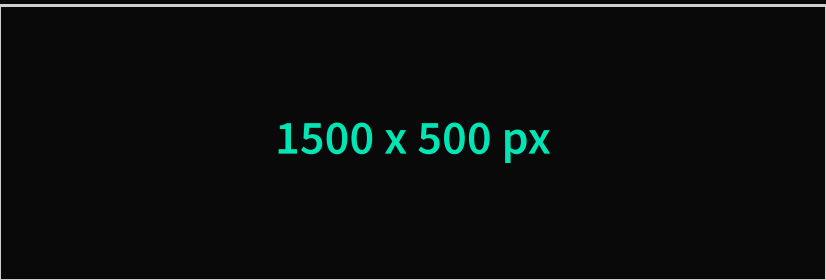
Fleets



In-steam photo



Header Photo



Card image



Examples

Here are a few examples on how to bring the Tracr elements together to form social media content and posts.

Decorative copy

Header example

Text

tracr

Decorative copy

Header example

Text

tracr

Decorative copy

Header example

Text

tracr

Instagram Example Posts

We sell diamonds that are registered on the Tracr™ blockchain platform

tracr

This diamond is immutably registered on the Tracr™ blockchain platform

tracr

We are proud to be a participant of the Tracr™ blockchain platform

tracr

Proudly participating on Tracr™

tracr

04

Messaging

Approved

Here is the list of Tracr approved messaging that you can for use social media content and posts referring to your participation on Tracr. This messaging can only be used by Participants who are active on the Tracr platform and only in relation to diamonds currently registered on the Tracr platform.

These are the only claims you are permitted to make in relation to your participation on Tracr/and or diamonds you are selling that are registered on Tracr and should be used as written in these Brand Guidelines and not be amended or altered in any way without the prior written consent of Tracr (which can be withheld in Tracr’s sole discretion).

The following types of claims CAN be used:

1

We are proud to be a participant of the Tracr blockchain platform

2

Proudly participating on Tracr

3

These diamonds are registered on the Tracr blockchain platform

4

We sell diamonds that are registered on Tracr which is a diamond blockchain platform recording information around provenance

5

This diamond is immutably registered on the Tracr blockchain platform. The immutability of blockchain enables the provision of an unchangeable record of the diamond and once the information is uploaded it cannot be altered.

6

Tracr provides a platform for Participants to upload provenance information about their diamonds, helping to enhance a consumer’s confidence in the diamond supply chain..

Not Approved

You are only permitted to make the claims detailed in the Approved section on Page 21. Any other claims will need to be pre-approved in writing by Tracr and Tracr reserves the right to withhold such approval in its sole discretion. For the avoidance of doubt the following types of claims should never be used in relation to Tracr. Please note this is not an exhaustive list.

The following types of claims should NOT be used:

- 1
Implying that Tracr guarantees or provides proof of the information on the platform or that Tracr itself ensures confidence in the source of a diamond registered on Tracr
- 2
Suggesting your use of Tracr or Tracr itself increases the value of the diamonds or creates additional value for consumers above what it actually does based on the platform’s capabilities
- 3
Suggesting that Tracr provides assurance that diamonds are ethically or sustainability sourced or that Tracr itself shows the positive impact of a diamond’s journey
- 4
Implying Tracr is a platform that evidences ownership
- 5
Inaccurate or misleading claims about Tracr, the platform or your participation that are not listed in the Approved section on Page [X] of these Brand Guidelines (for example, “We are an official approved participant”) or implying a diamond has a level of status or claim it does not (for example, implying or stating that it is a Tracr “Assured” diamond when it is not)
- 6
Implying that Tracr itself assures diamonds (for example, “This diamond is assured by Tracr”).
- 7
Claiming that Tracr guarantees the integrity and accuracy of the data on the blockchain (for example, “Tracr blockchain guarantees the information on your diamond is correct”

05

Tradeshows

Overview

By being an active Participant on Tracr, you may use the Tracr mark, logo and messaging at tradeshows, subject to these Brand Guidelines.

To assist you in applying the Tracr mark, logo and messaging across your communications and marketing materials at tradeshows, we have developed these Tracr Brand Guidelines. These will help ensure that you use the Tracr logo and claims consistently, including in terms of style and presentation, at tradeshows.

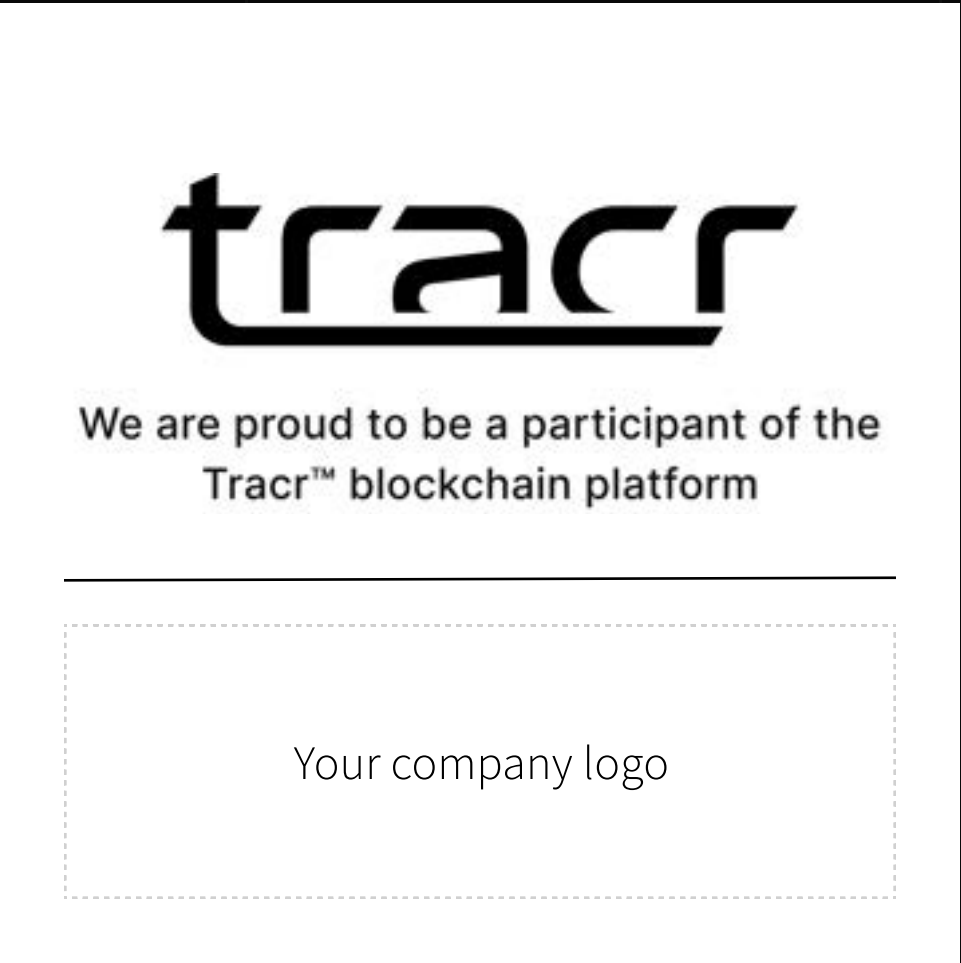
Please contact us at marketing@tracr.com if you have any questions regarding the Tracr Brand Guidelines and how it applies to tradeshows.

Featuring Tracr

Logo usage and messaging examples

Tracr logo, accompanying messaging lines and background assets can be found in the [tracr brand assets](#) folder.

When black assets are used they must appear on a white background.



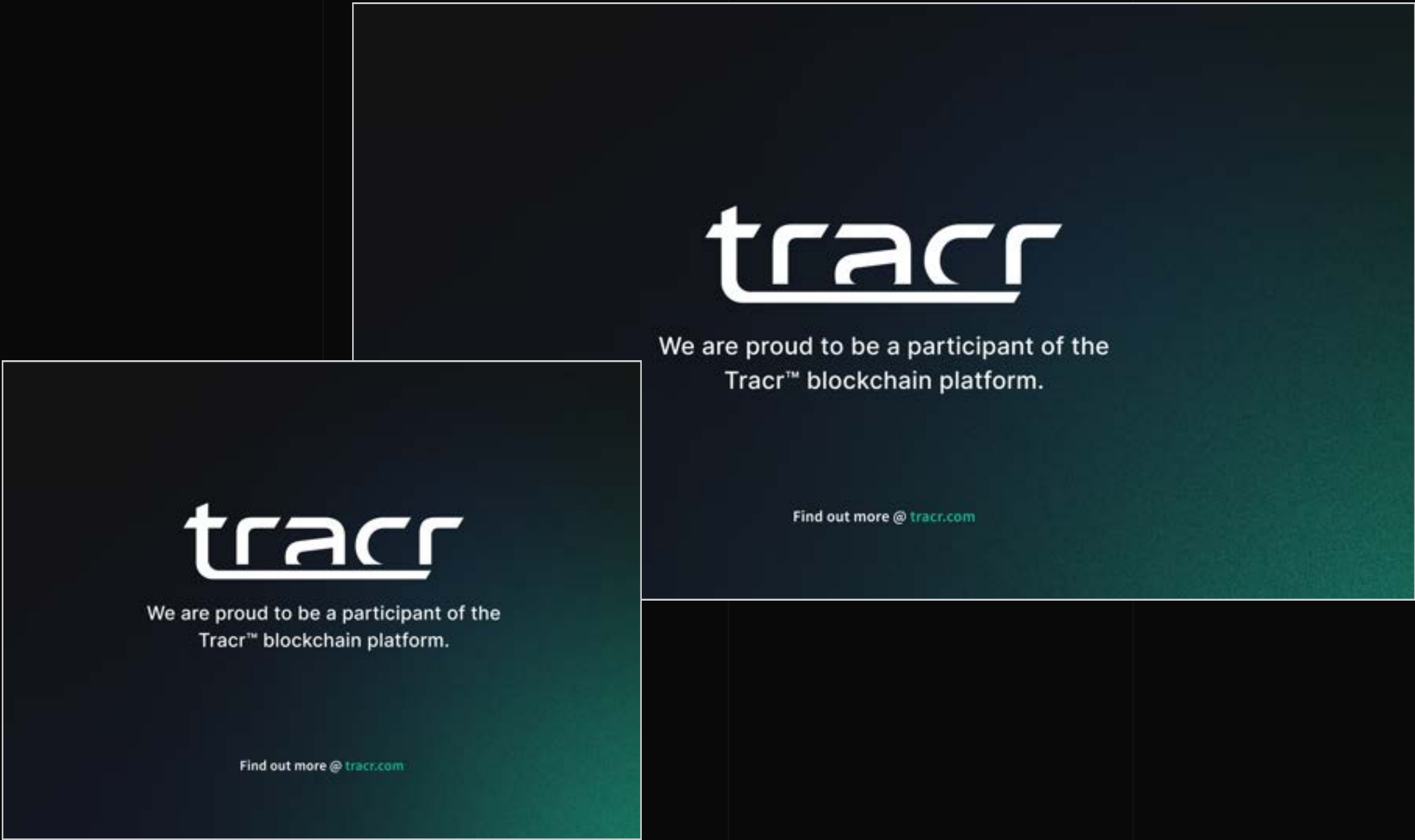
is a Trade Mark used under license from De Beers Group

Featuring Tracr

Usage with the Tracr brand background

Tracr logo, accompanying messaging lines and background assets can be found in the [tracr brand assets](#) folder.

When white assets are used they must appear on either a black background or the Tracr branded background.



07

Marketplaces

Marketplace Allowable Uses of Tracr

Here is the list of allowable uses of Tracr on marketplaces. This can only be used by Participants who are active on the Tracr platform and only in relation to diamonds currently registered on the Tracr platform.

These are the only uses you are permitted to make in relation to your participation on Tracr/and or diamonds you are selling that are registered on Tracr and should be used as written in these Brand Guidelines and not be amended or altered in any way without the prior written consent of Tracr (which can be withheld in Tracr’s sole discretion).

1

List diamonds as on Tracr

Diamond	Details	Provenance
Diamond 1	xxx	Tracr
Diamond 2	xxx	-
Diamond 3	xxx	Tracr

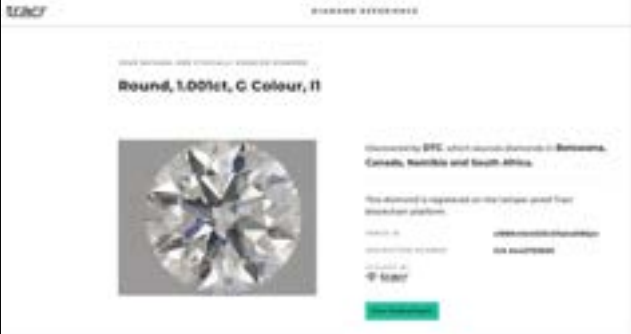
+

Optionally (quote) Tracr info with a CLEAR live link to Tracr

This diamond is registered on **tracr**

image

Diamond 3
Round 1 Carat
Provenance DTC



2

Quote Diamond info from Tracr without referencing Tracr

Diamond	Details	Provenance
Diamond 1	xxx	Known
Diamond 2	xxx	-
Diamond 3	xxx	Known

image

Diamond 1
Round 1 Carat
Provenance DTC

Marketplace NOT Allowable Uses of Tracr

The only allowable uses of Tracr on Marketplaces are detailed in the allowable uses section on Page 28. Any other uses will need to be pre-approved in writing by Tracr and Tracr reserves the right to withhold such approval in its sole discretion. For the avoidance of doubt the following uses should never be used in relation to Tracr. Please note this is not an exhaustive list.

Diamond	Details	Provenance	Tracr ID
Diamond 1	xxx	-	-
Diamond 2	xxx	-	-
Diamond 3	xxx	Tracr	cl98lmkb4020c08plod185jrx

✗ Tracr ID quoted on search page

Diamond experience replicated ✗
No link to Tracr ✗

Tracr Diamond Experience

image

Diamond 3
Round 1 Carat
Provenance DTC
cl98lmkb4020c08plod185jrx

Positive Impact Stories from Tracr

image

[Tracr stories]

✗ Tracr ID quoted in diamond Details

Proprietary text/imagery from ✗
Tracr Diamond Experience

06 Resources

Resources

Our Brand Guidelines are designed to provide you with all the information you need to ensure brand consistency across all platforms and channels. However, if you have any questions or need additional resources, we are here to help. Our team is available to provide guidance on brand usage, answer any questions you may have, and provide additional resources to support your efforts.

Please don't hesitate to reach out to us if you need assistance or if you require any additional materials that are not provided in our Brand Guidelines. We are committed to working with you to ensure that our brand is represented accurately and consistently across all communication channels.

Contact

Tracr Design Team
marketing@tracr.com

Link

[Tracr.com/contact](https://tracr.com/contact)