



TRACR

Brand Guidelines

# Welcome to the Tracr brand guidelines

These guidelines will instruct you on how to use our brand identity effectively, ensuring that all brand communications look consistent across all media.

This document will take you through eight sections: logo and usage guidelines, colour palette, typography, photography, illustration, iconography, and layout principles, which together form the Tracr brand.

# Contents

Logo	04
Colour palette	16
Typography	21
Iconography	27
Illustration	29
Photography	31

# Logo & usage guidelines

# Our logo

Our logo is the most important element of our brand. It consists of a modern wordmark with a tech-inspired look, softened by the gentle warmth of its curves, and a flower symbol which, through the repetition of the diamond shape, represents the distributed ledger that underpins our blockchain technology.



## Logo colours

The logo may only be used in Crystal Green, Emerald Green and white (see page 15 for colour specifications).

Always select the logo colour based on the elements in your layout to ensure maximum contrast and clarity.

**Light backgrounds:** use the Emerald Green logo.

**Dark backgrounds:** use the logo in White or Crystal Green.

**Over photography:** the White logo may be used, provided it remains clear, clean, and fully legible.

Never use the logo in any of the secondary colours or in unapproved colour variations.



# Clearspace

### Clearspace

For optimal visibility and impact, the logo requires sufficient surrounding space. The defined clearspace parameters ensure that no other graphic or text elements get too close to the logo.

### Minimum Size

To ensure clarity across both digital and print applications, the logo must never be reproduced smaller than the minimum sizes indicated in the adjacent guidelines.



Digital: 30px    Print: 6mm     Tracr

## Don'ts

Our logo is one of the most important elements of our brand identity.

To preserve its integrity and ensure consistent recognition, it must always be used correctly.

Please respect the logo by avoiding any alterations or misuse not permitted in these guidelines.

Always follow the rules outlined in this manual to maintain a cohesive and trustworthy brand presence.



Don't rotate it



Don't stretch it



Don't stack it



Don't use gradients



Don't apply shadows or effects



Don't use multiple colours

## Logotype

The logotype may be used on its own, without the symbol, in applications where a simplified brand expression is required or where space constraints make the full logo impractical.

The logotype can only be used in the primary brand colours. Ensure maximum contrast and readability when selecting the appropriate colour.

To maintain clarity and recognition, always respect the defined clearspace area surrounding the logotype. No graphic elements should enter this protected zone.

For optimal legibility across print and digital applications, the logotype must never be reproduced below the specified minimum size.



## Clearspace



Digital: 18px    Print: 5mm    [ Tracr

## Logo colour



## Symbol

The symbol may be used on its own, without the logotype, in contexts where brand recognition remains intact. This includes situations where the symbol appears alongside the brand name, such as social media profile icons, or in applications where the full logo would compromise clarity or space.

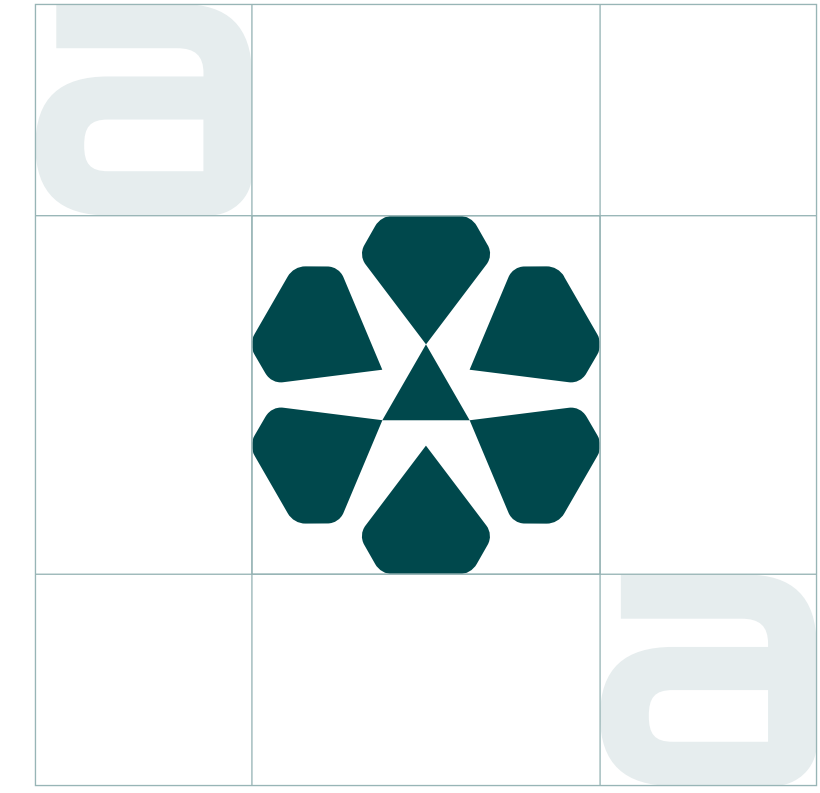
The symbol can only be used in the primary brand colours. Always choose the option that ensures maximum contrast and visibility.

Respect the defined clear-space area around the symbol to preserve its impact. No other visual elements should enter this protected zone.

To ensure legibility across all formats, the symbol must never be reproduced below the recommended minimum size.



## Clearspace



Digital: 30px    Print: 6mm    

## Logo colour



## Symbol usage

We use our brand symbol as a primary visual asset across social platforms and other digital touchpoints. The symbol is designed to adapt seamlessly to different formats and container shapes, such as circles, squares, or rounded frames, ensuring consistent recognition wherever it appears.

This slide shows a range of examples demonstrating how the symbol maintains clarity, flexibility, and brand coherence in various applications.



Tracr is the world's leading  
tracing natural diamonds  
bringing you the ability to



**tracrtm**   
Tracr  
238 post 4.385 followers  
Tracr™ is the world's leading  
natural diamonds from source  
[www.tracr.com](http://www.tracr.com)



# Co-branding

**Horizontal**  
At times, our logo may need to appear alongside another business or partner logo.

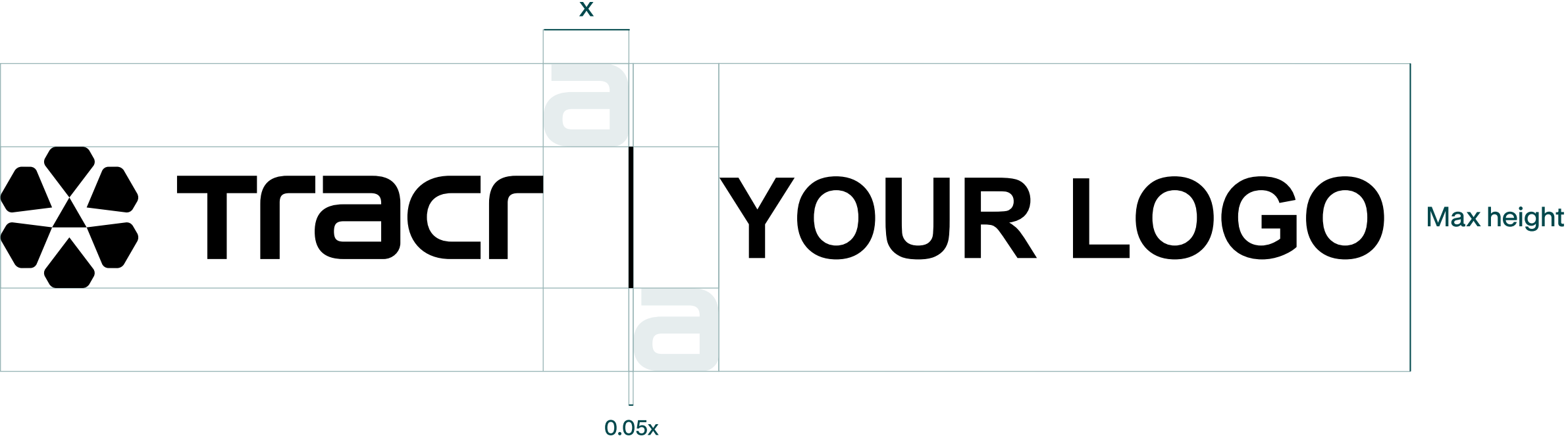


# Co-branding

## Horizontal

In these cases, the two logos must be separated by a vertical line. This line should be placed at an equal distance from both logos. This distance (x) is defined by the width of the letter “a” in the Tracr wordmark. The line itself should have a width of 0.05x.

The partner’s logo must never exceed the height of our symbol plus twice the height of the letter “a.”



# Co-branding

**Vertical**  
At times, our logo may need to appear alongside another business or partner logo.



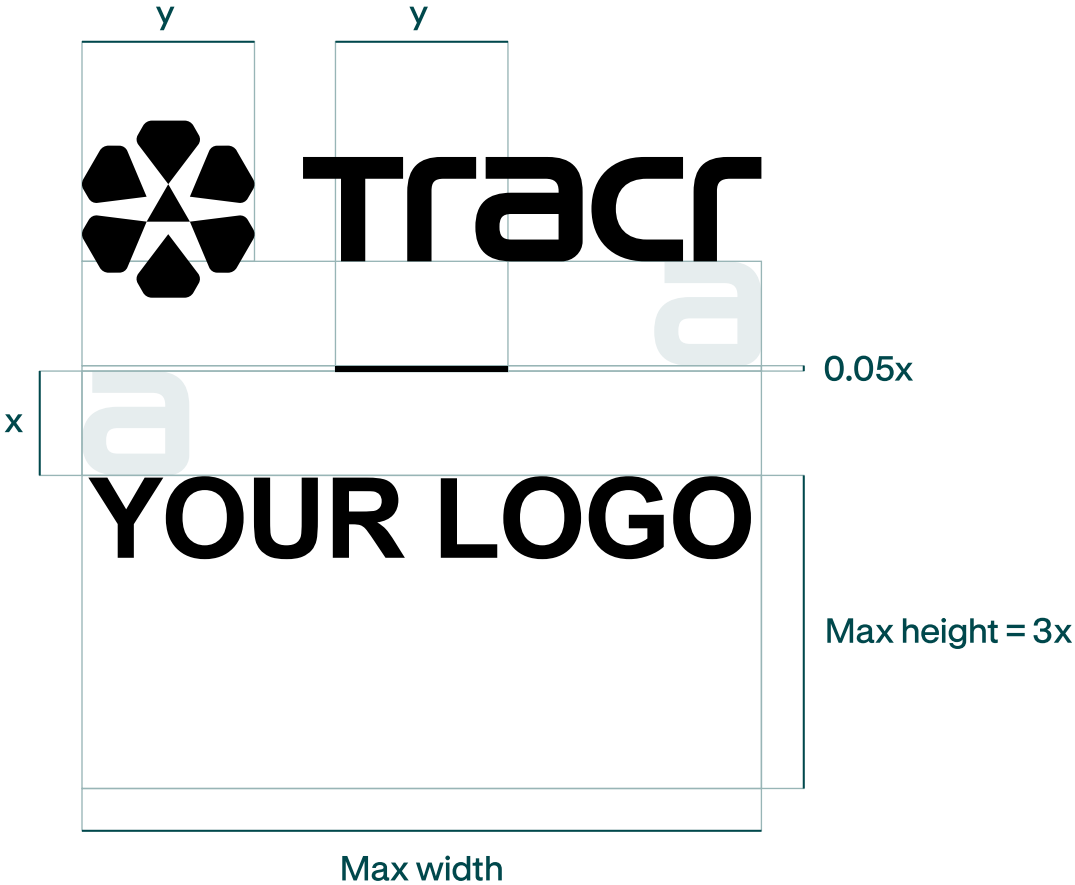
**YOUR LOGO**

# Co-branding

## Vertical

In these cases, the two logos must be separated by a horizontal line. This line should be placed at an equal distance from both logos. This distance ( $x$ ) is defined by the height of the letter “a” in the Tracr wordmark. The line should have a thickness of  $0.05x$  and a width matching that of the pictogram.

The partner’s logo must never exceed a height of  $3x$  and the full width of the logo.



# Colour palette

## Primary colours

Our primary colour palette is built around three distinct shades of green. Together, they express the brand's balance of clarity, depth, and reliability.

Each tone has been carefully selected to ensure strong visual identity, versatility across mediums, and consistency in both digital and print applications.

### Crystal Green

Bright, fresh, and energetic, Crystal Green represents openness and approachability.

### Emerald Green

The core brand colour. Rich and balanced, it communicates trust, stability, and refinement.

### Obsidian Green

The darkest and most grounded tone in the palette. It conveys strength and sophistication, providing contrast and structure when paired with the lighter greens.

### Crystal Green

**HEX** #7AF9B5  
**RGB** 122 / 249 / 181  
**CMYK** 32 / 0 / 30 / 0  
**PANTONE** 7478 C

### Emerald Green

**HEX** #01484C  
**RGB** 1 / 72 / 76  
**CMYK** 88 / 40 / 55 / 40  
**PANTONE** 5473 C

### Obsidian Green

**HEX** #002628  
**RGB** 0 / 38 / 40  
**CMYK** 95 / 56 / 64 / 80  
**PANTONE** 5463 C

## Secondary colours

The secondary colour palette expands the brand's visual flexibility while maintaining coherence with the primary greens. These tones offer additional options for backgrounds, accents, and supportive UI elements, allowing the system to feel fresh, balanced, and adaptable across different applications.

**Orange** introduces a warm, soft, and approachable contrast to the palette. Unlike the other secondary colours, which are mainly used in the UI, this orange tone is primarily dedicated to illustrations, adding warmth, friendliness, and visual interest to the brand's storytelling.

### Light Teal

**HEX** #90B6B6  
**RGB** 144 / 182 / 182  
**CMYK** 26 / 0 / 4 / 30  
**PANTONE** 4172 C

### Grey

**HEX** #E3ECED  
**RGB** 227 / 236 / 237  
**CMYK** 14 / 5 / 0 / 3  
**PANTONE** 538 C

### Light Green

**HEX** #DEFFEA  
**RGB** 222 / 255 / 234  
**CMYK** 22 / 0 / 10 / 0  
**PANTONE** 573 C

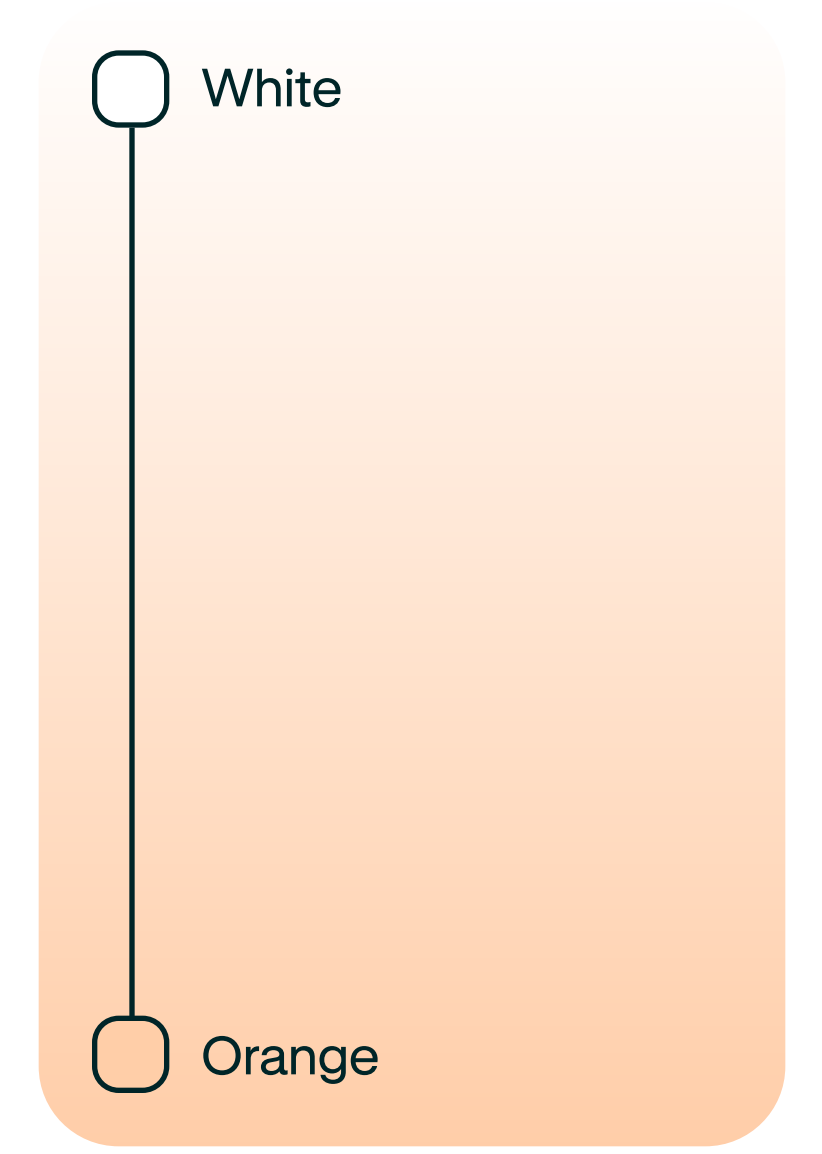
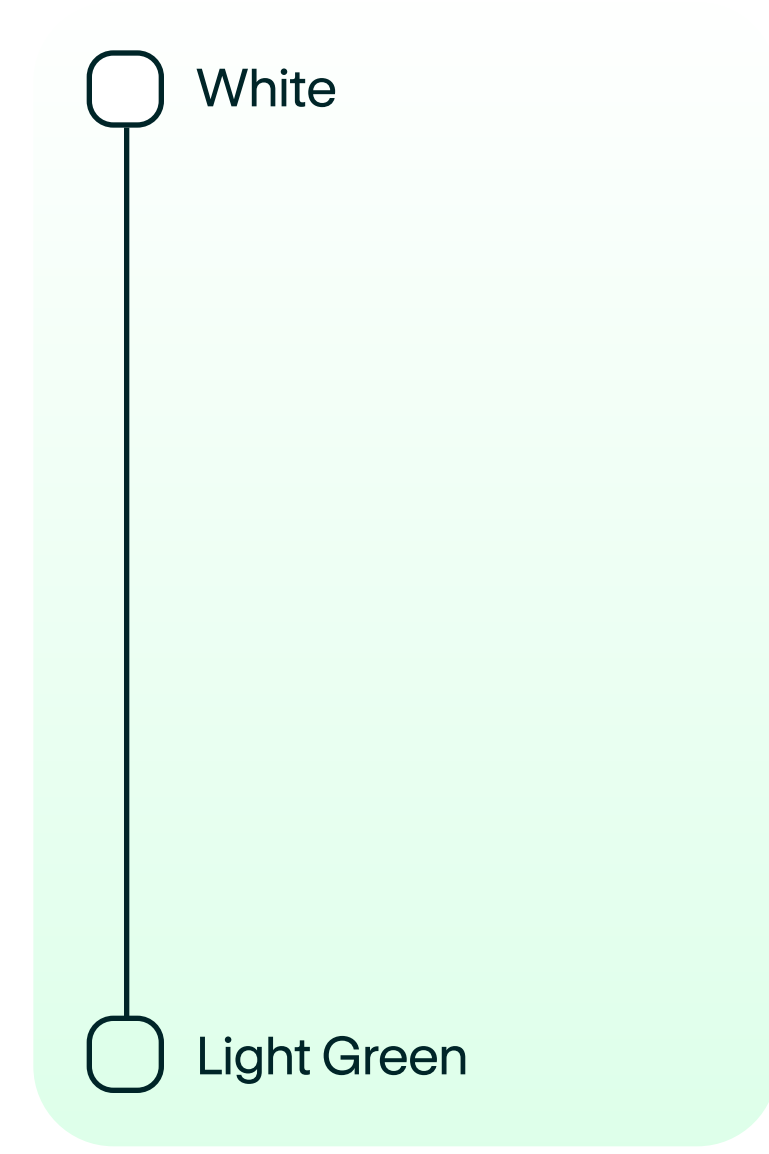
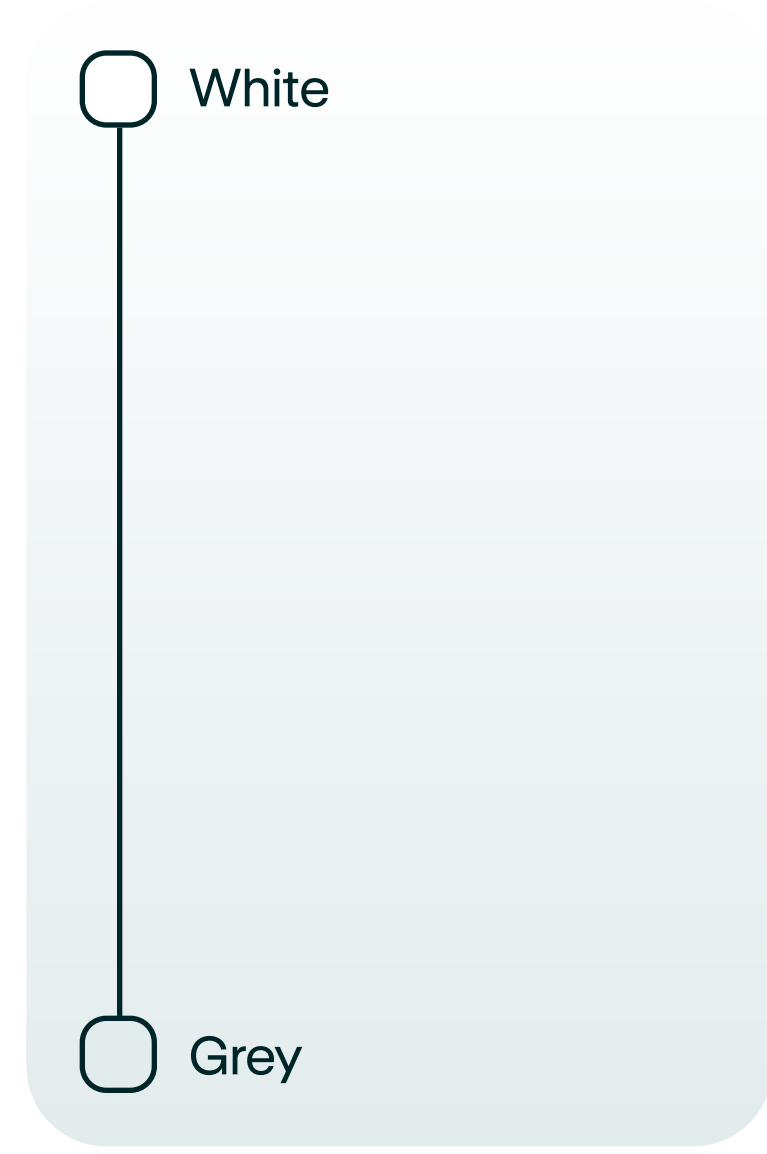
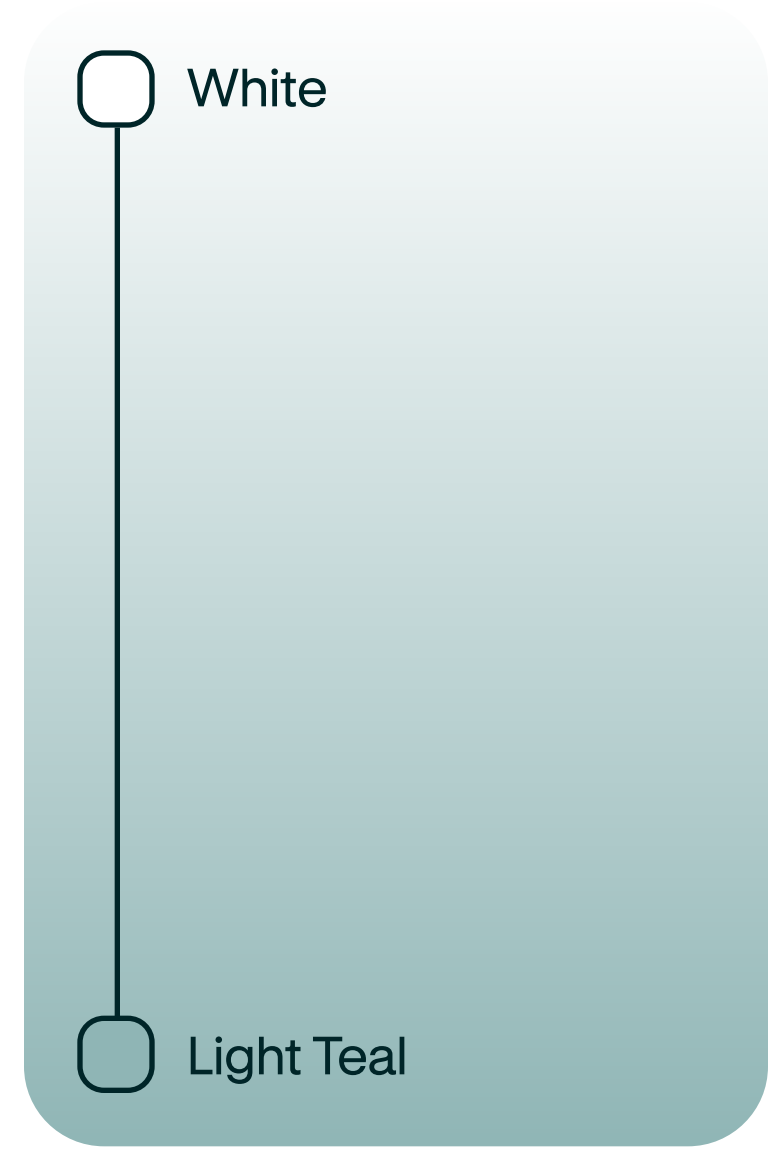
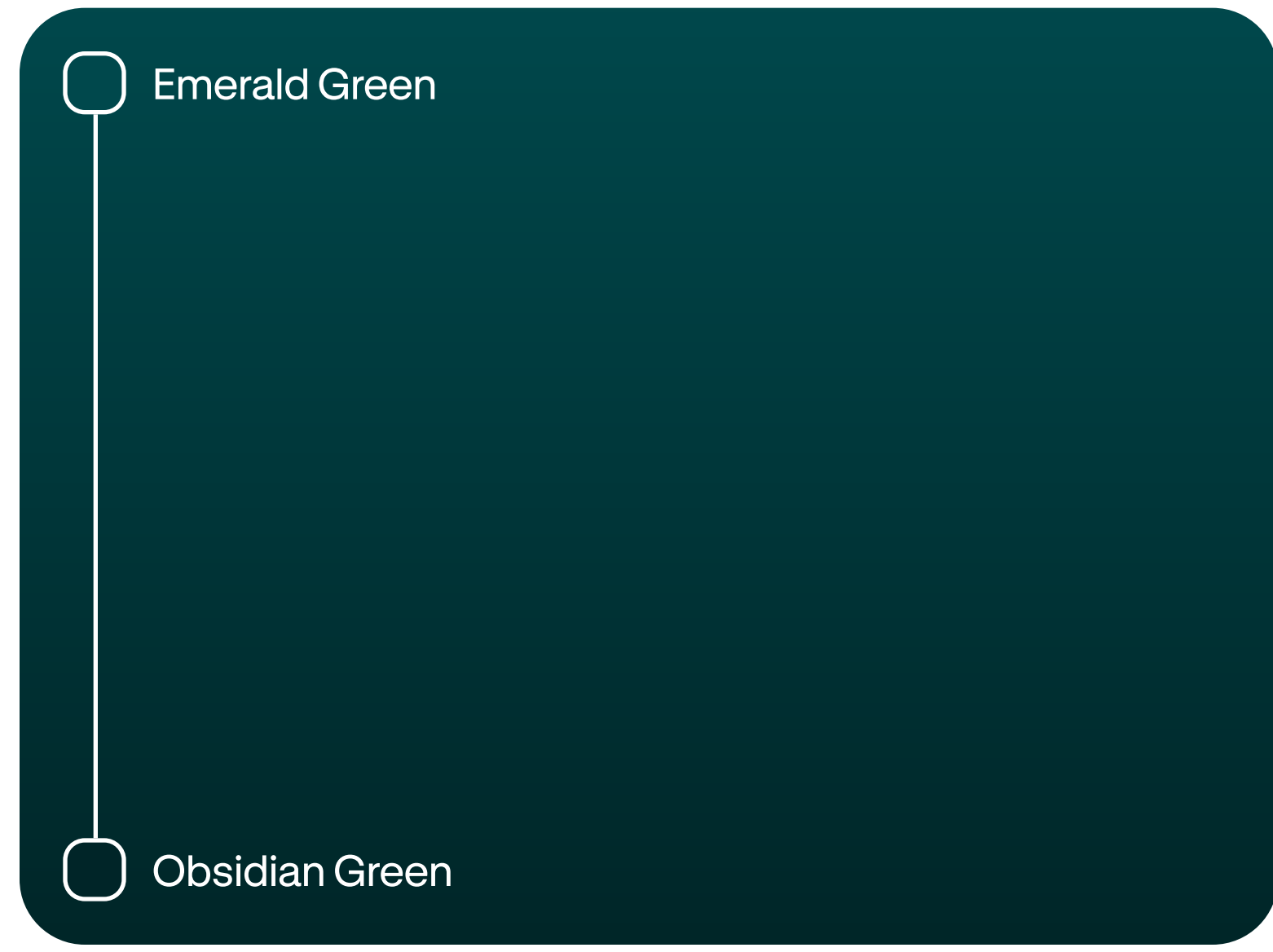
### Orange

**HEX** #FFCEA9  
**RGB** 255 / 206 / 169  
**CMYK** 0 / 25 / 36 / 0  
**PANTONE** 475 C

## Gradients

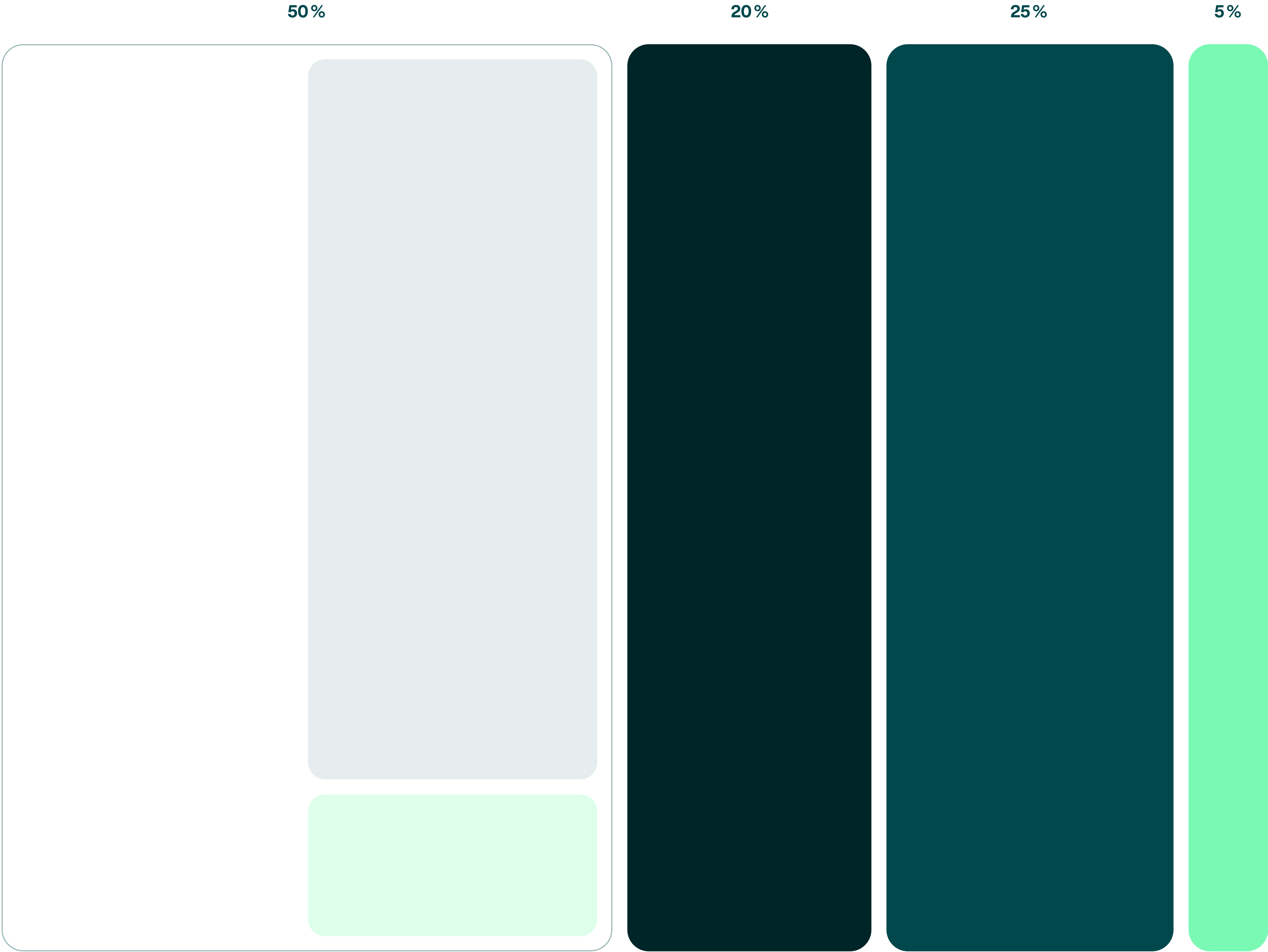
Gradients can be created using the colours from the palette, following the combinations shown on the side. They can be used as backgrounds for UI elements and across various brand materials.

Gradients made with secondary palette colours are specifically used for colour fills in illustrations.



# Colour proportions

On the side, a diagram shows the percentage distribution for the use of white/light colours, Obsidian Green, Emerald Green, and Crystal Green.



# Typography

## Primary font

PT Serif is a traditional serif typeface that blends classical and modern characteristics, featuring a balanced design developed to excel in readability across both digital and print media.

Its structure, available in two core weights (Regular and Bold, with corresponding italics), provides a clear and legible weight progression, making it well suited for body text and extended content where visual hierarchy needs to remain distinct.


It communicates authority and reliability, with a classic and institutional tone.

**Aa Bb Cc**

**Enhancing Confidence  
in the Natural Diamond Industry**

PT Serif Bold

**abcdefghijklmnop  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890!/?()/&%#**



**Every Diamond  
has a story  
worth telling.**

## Secondary font

The brand's typographic system is based on GT Standard by Grilli Type.

Its design balances the precision and structure of geometric construction with the softness and roundness of its forms.

Neutral yet expressive, GT Standard ensures clarity, consistency, and legibility across all applications, giving Tracr's visual identity both strength and personality.

AaBbCc

Enhancing Confidence  
in the Natural Diamond Industry

GT Standard Regular

abcdefghijklmnop  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890!/?()/&%#

GT Standard Bold

**abcdefghijklmnop  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890!/?()/&%#**

## Alternative free font

The alternative font serves as a reliable option when the secondary brand font is not available on a device, browser, or software. It ensures that all brand communications remain consistent and legible, even in contexts where the primary font cannot be used.

For our brand, we have selected **Inter** as the alternative font. Inter is widely accessible, highly readable across digital and print formats, and is included in the Google Fonts library, making it easy to implement.

This font can be safely used in internal company materials, such as documents and presentations.

AaBbCc

Enhancing Confidence  
in the Natural Diamond Industry

Inter Regular

abcdefghijklmnop  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890!/?()/&%#

Inter Bold

**abcdefghijklmnop  
opqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890!/?()/&%#**

## Type hierarchy

On the side is the typographic hierarchy system to be followed across all brand materials.

The letters “L” and “M” indicate the subfamily of GT Standard.

Large headline: PT Serif - Bold

# Smart technology working together for trusted sourcing.

Small headline: PT Serif - Regular

## The tools behind trusted diamonds

Subheadline: GT Standard - M Medium

We believe luxury isn't just sparkle, it's substance.

Body: GT Standard - M Regular

Tracr brings together blockchain, AI, and IoT to trace natural diamonds from mine to retail. Each diamond gets a unique digital ID, making it easy to track its origin, authenticity, and ethical sourcing. Our platform ensures secure and transparent proof every step of the way.

Caption: GT Standard - M Medium

THE DIAMOND ECOSYSTEM

Button: GT Standard - M Regular

The diamond Experience ↗

Download our Manifesto ↗

## Type colour

When headlines or body text are placed on a coloured background, we always ensure their readability.

On the side, a series of examples that can be used as a starting point.

**The tools behind  
trusted diamonds**

**The tools behind  
trusted diamonds**

**The tools behind  
trusted diamonds**

**The tools behind  
trusted diamonds**

**The tools behind  
trusted diamonds**

**The tools behind  
trusted diamonds**

# Iconography

## Iconography

Icons are used to convey values and abstract concepts, supporting textual content and aligning seamlessly with the brand identity.

They feature a minimalist and geometric style, defined by thin, consistent linework and a soft palette based on Light Teal, with Orange used as an accent to highlight key elements.

Two icon categories are defined:

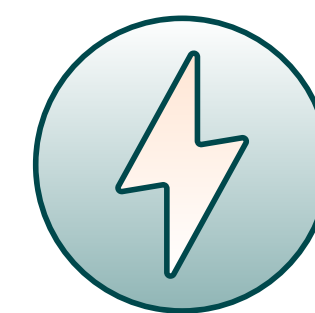
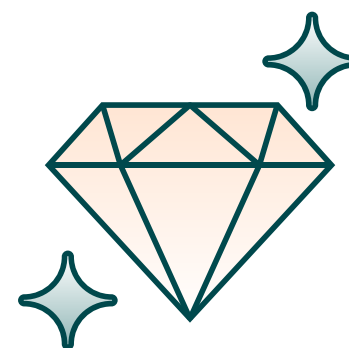
- **Icons:** smaller and more essential, designed for inline use and simple visual support.
- **Icons +:** larger and more detailed, intended for emphasis, storytelling, and key touchpoints.

Both categories share the same visual language, differing only in scale and level of detail to ensure clarity and consistency across all applications.

### Icons



### Icons +



# Illustration

## Illustrations

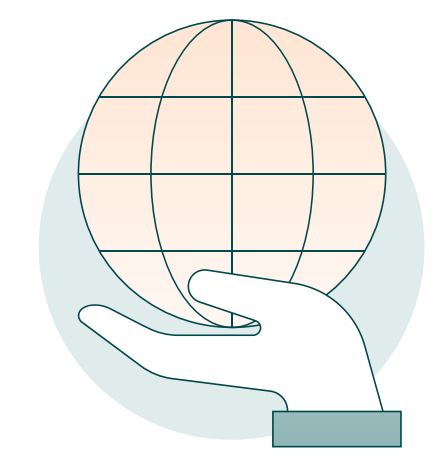
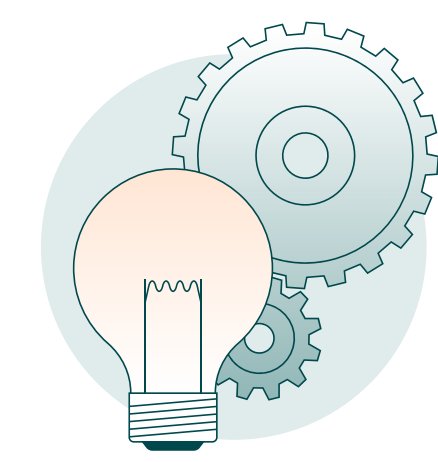
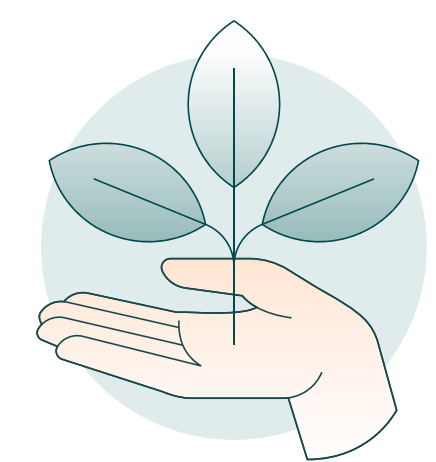
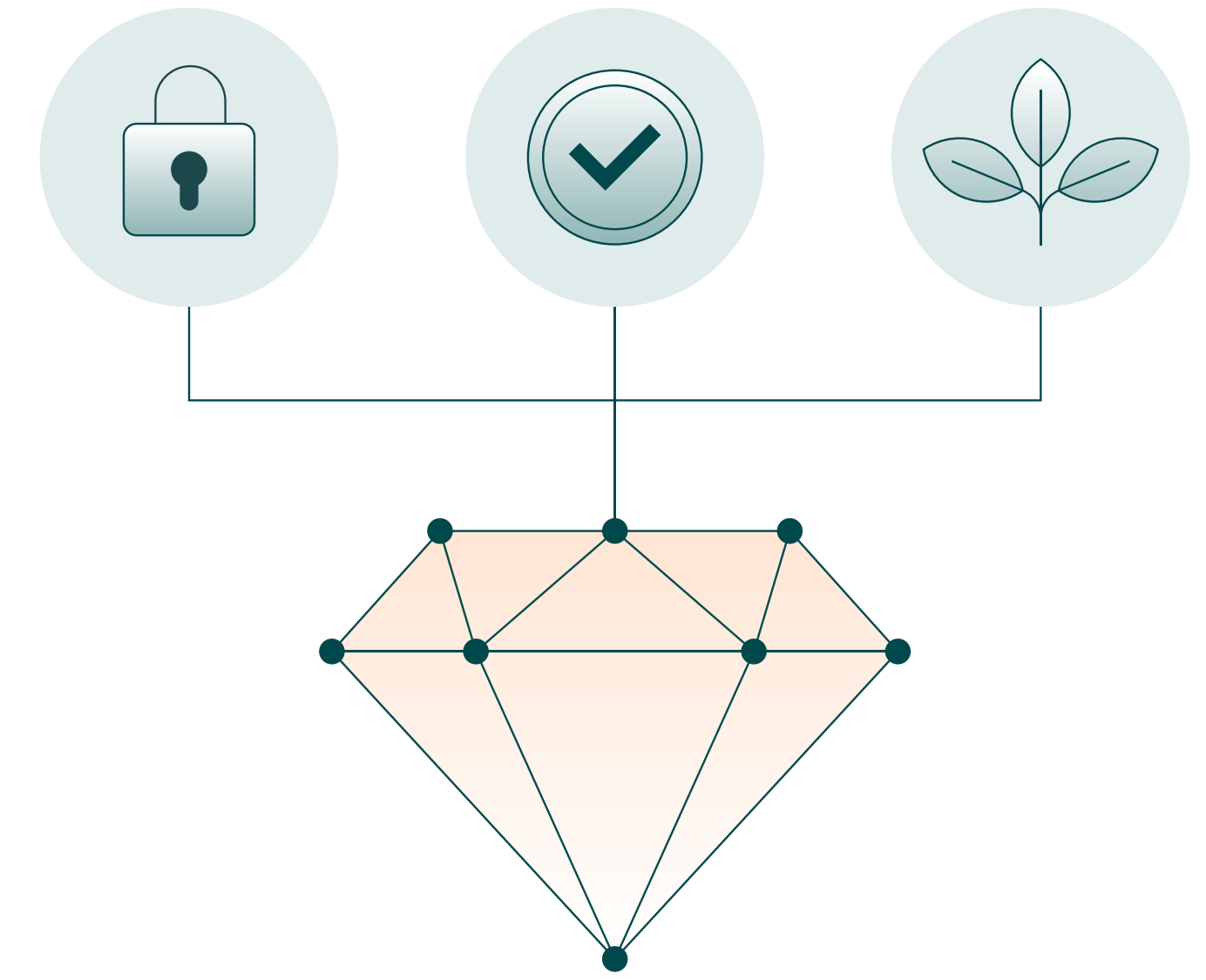
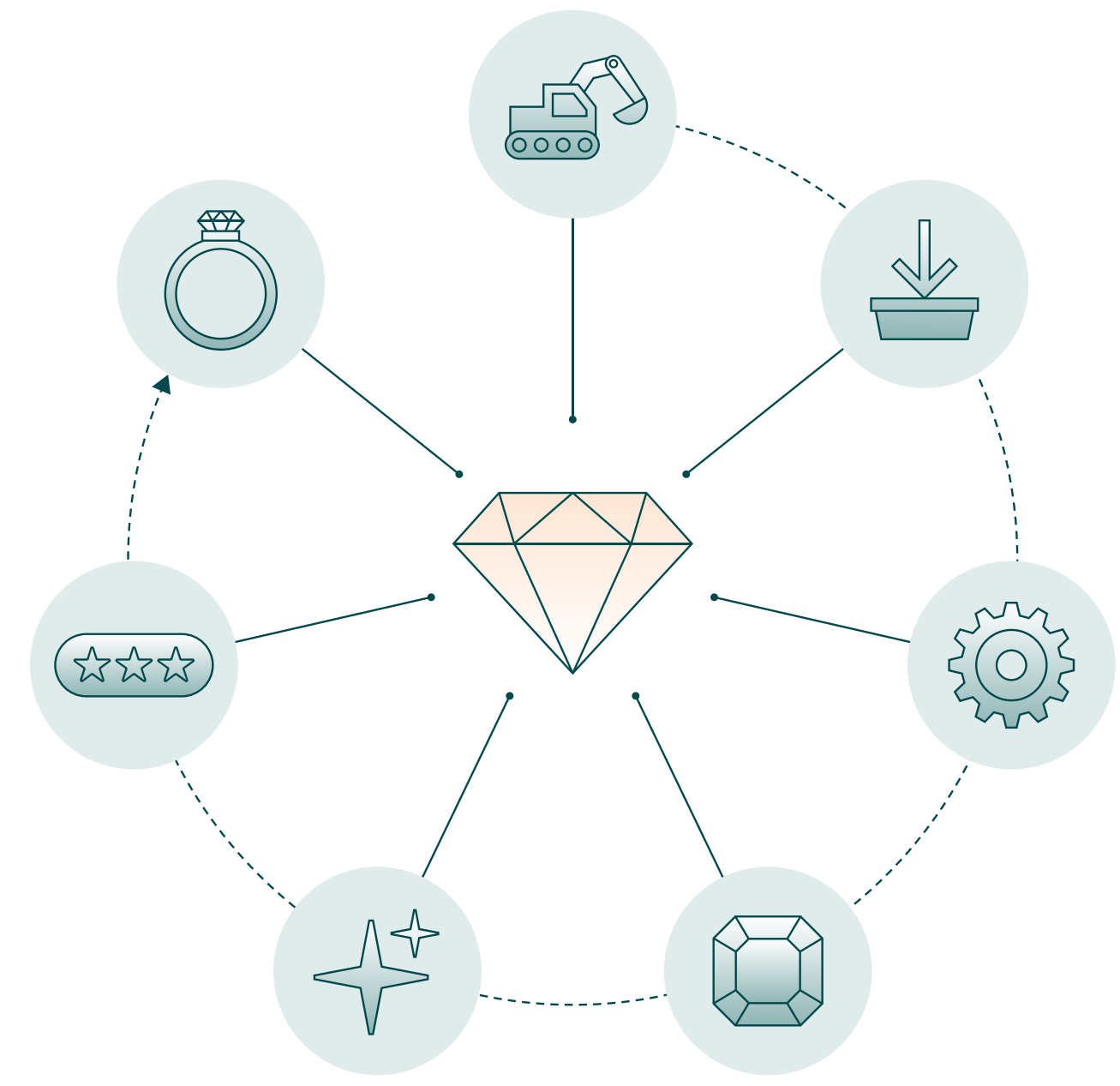
The illustration style is clean, minimal, and geometric, built with simple shapes and thin, consistent linework.

A soft palette based on **Light Teal** is paired with **Orange** accents to highlight key elements and guide attention.

Illustrations are primarily flat, with depth suggested through structure and connections rather than shading.

Visual metaphors are purposeful and symbolic, reinforcing values such as trust, quality, sustainability, and clarity.

The overall tone is calm, refined, and approachable, conveying reliability and long-term value.



# Photography

## Photographic approach

Tracr's photographic approach is steady yet relaxed, in other words, confident, and distinct from the rest of the market players.

The goal is to show how the brand's chromatic signature can also be expressed and extended within its photographic style.

## Diamond journey

The photographic direction adapts across three key contexts: **intimate human moments, ESG-focused storytelling and raw-materials.**

Images depicting diamonds in moments of craftsmanship or human interaction follow a natural and authentic aesthetic.

For ESG-related imagery, the visual approach shifts toward broader landscape scenes.

When showcasing rough diamonds, the photography becomes more textural and elemental, highlighting clarity and materiality.

Across all settings, both light and shadow consistently echo Tracr's colour palette, establishing a cohesive chromatic signature throughout the visual system.



tracr.com