ALLOVE

Creating a Brand Strategy
and Identity for the World's
Brightest Diamond

Giving the World's Brightest Diamond a Unique Brand Personality

Allove provides original design and manufacture of innovative diamond products for top-tier jewellery retailers. Having recently created a revolutionary cutting technology yielding the world's brightest diamond, they needed a well-defined brand strategy and brand image to support their communications and global ambition.

Business Strategy

Brand Strategy
Management Interviews
Brand Workshop
Brand DNA
Brand Differentiation
Unique Positioning Statement

Design and Touchpoints
Brand Identity
Model Photography
Writing & Translation
Packaging Design System
POS and Shop in Shop
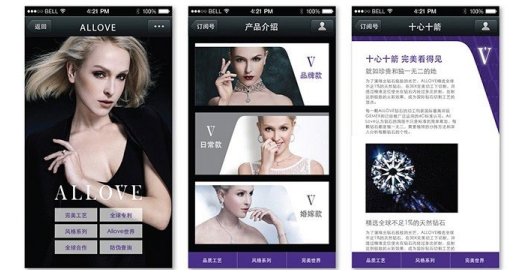Advertising Design

Digital & Social Media
UI and UX Design
Social Media Management
Social Media Advertising

Allove Brand Design and Strategy
Creating a Dazzling Brand Image for the World's Brightest Diamond

Our starting point was to define a brand image which would express the brand's values and personality. In order to reach the Chinese consumer audience with accurate messaging, we conducted extensive qualitative research, gathering key insights into the local mindset towards diamonds.

Scope of Work

Business Strategy

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Brand Workshop
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Brand Differentiation
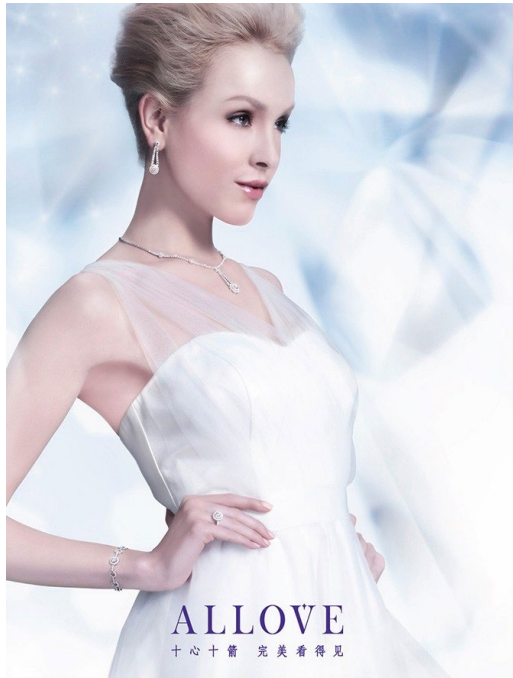Unique Positioning Statement

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Bringing the insights to life, we created the logo and visual identity. The flash of light on the letter "V" completes a heart shape, signifying perfection at first sight. The refined brand has successfully brought out the product's functional benefits and fulfilled consumers' emotional needs, creating a differentiated and valuable brand image.

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