

The Gemmological Association of Great Britain Advertising & literature



Adding a bit of sparkle.

Like a lot of our projects, this came to us via an existing client relationship – when our old friends at The Goldsmiths' Company recommended Neon to their counterparts at The Gemmological Association of Great Britain (also known as Gem-A).

When we met them, Gem-A's communications were short of coherence, and lacked the kind of authoritative feel that would reflect their standing as a trade body with an important industry leadership role to play.

We were happy to supply both, across a range of advertising and literature, along with a much needed bit of creative sparkle – demonstrated, for example, by those nice little jeweller's loupes standing in for quotation marks.

Kind words...

"Such a vast improvement to our branded communications compared to what has gone before. Finally we now look and sound like the authoritative and forward looking representatives of our trade that we are."

GRAHAM ROBERTSON

Finance Director

The Gemmological Association of Great Britain

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PROJECT SUMMARY

Art direction
Copy writing
Global conference signature
Anniversary mark
Advertising
Literature
Digital templates
Exhibitions