

## The Gemological 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 Gemological 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 Gemological Association of Great Britain

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### PROJECT SUMMARY

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