

SNAPSHOT

M&B Gems has been serving the gemstone industry the United States for 50 years. Specializing in created gemstones, Marvin Bankoff is considered by many the 'guru' of synthetic gemstones.

OVERVIEW/INSIGHT

Successful branding begins with a trademark and corporate identity—the shapes, images, colors and stylistic treatments that put a recognizable face on a company and its products. Building off of the advantages of gemology, the trademark for M&B Gems should represent M&B Gems as a supplier of a better, superior quality, gemstone than its natural counterparts. It should also build confidence and trust, yet maintain a level of approachability to be effective in attracting and engaging an audience of potential customers and consumers who will benefit from the purchase of man-made gemstones.

M&B Gems wanted two informational web sites—sources of valuable information to consumers. Full disclosure, as sanctioned by the Gemological Institution of America (GIA), is of the utmost importance.

M&B Gems registered the domain name "LabGems.com" and it has become very valuable. To avoid the misconception that M&B Gems only deals in laboratory created gemstones, the domain 'msbgems.com' was also registered.

SOLUTION

To create two web sites that are linked to each other and will serve as a source of information.

CREATE THE CONCEPT

Establishing a clear and memorable identity was the first step. M&B Gems wanted a gray scale logo to seamlessly integrate with their industry specific jewelry wholesale software program. All customer invoices and statements will be printed with this logo.



www.LabGems.com



www.msbgems.com



TECHNOLOGY

The black and white trademark design is able to be reproduced across all print and digital media, including silk-screen imaging and embroidery, and maintains its integrity whatever the size or application.

Web design technologies such as XHTML, CSS, Flash and Javascript was used for the corporate web site.

PROGRAM RESULTS

The web sites improved customer understanding, focussed on education, and brought in new business.

As part of the project, the objectives outlined was carried across the design of an integrated stationery suite consisting of business cards, corporate letterhead and business envelopes. The corporate identity was also implemented on a series of custom mailers and newspaper and magazine advertisements that focussed on the state-of-the-art gemstone cutting techniques used by M&B Gems.

