

CLARITY DIAMONDS



Social Media Style Guide

Facebook · Instagram · TikTok

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The Knowledgeable Friend

"A knowledgeable friend who happens to know everything about diamonds."



CONFIDENT

We don't hedge. We speak from genuine expertise. Bold claims backed by real knowledge.

EDUCATIONAL

We teach first. An informed customer is our best customer. Give the 'why', not just the 'what'.

ANTI-HYPE

We reject false urgency, vague prestige language, and manufactured scarcity. Always.

Tone by Content Type



Educational

Clear, direct, confident

State the fact. Explain why it matters. No filler.



Product Showcase

Warm, descriptive, quietly proud

Let the diamond speak. Describe what you see.



Customer Stories

Genuinely warm, celebratory

Share the story, not just the ring.



Myth-Busting

Confident, slightly bold

Name the problem plainly. No aggression needed.



TikTok / Reels

Conversational, energetic

More personality — never at the expense of accuracy.

Brand Palette & Type

COLOR PALETTE

	Deep Plum #2C1621 <i>Primary dark — backgrounds & headlines</i>
	Lavender White #F7F2F7 <i>Primary light — slide & page backgrounds</i>
	Blush Pink #EEC9DC <i>Signature accent — highlights & CTAs</i>
	Deep Blush #E5B5CD <i>Secondary accent — depth & contrast</i>
	Rose Mauve #9B6B82 <i>Secondary text & supporting elements</i>
	Muted Mauve #C8A0B8 <i>Dividers, borders & subtle tones</i>

TYPOGRAPHY

DISPLAY / HEADLINES

The Clarity Difference

Cormorant Garamond — elegant serif for all headlines & display text

BODY / UI

IGI-certified. Direct. Transparent.

Source Sans 3 *Sans-serif — readability and clarity first*

ACCENT LABELS

IGI CERTIFIED · LAUNCH SPECIAL

All-caps + letter-spacing — badges & callouts

Say This. Not That.

✓ USE THESE

- IGI-certified
- Lab-grown
- Eye-clean
- Trade-off
- Transparent pricing
- Direct sourcing
- Confident buyer
- What to look for
- Gemologist
- 4Cs
- Ideal / Excellent cut
- VS1–VS2 clarity
- F–G colour range
- Handcrafted to order

✗ NEVER USE THESE

- "Luxury" (empty)
- "Once in a lifetime"
- "She deserves the best"
- "Hurry — limited stock"
- "Unparalleled quality"
- "Industry-leading"
- "Exclusive" (vague)
- "Treat her to..."
- "Perfect for your love"
- "You won't find better"

Five Themes That Drive Our Strategy

01



Diamond Education

Teach. Demystify. Empower.

30% of content

02



Product Showcase

Show the stone. Let it speak.

25% of content

03



Buying Journey

Guide. Reassure. Inform.

20% of content

04



Behind the Brand

Show the humans. Build trust.

15% of content

05



Social Proof

Celebrate. Validate. Convert.

10% of content

Writing Captions That Connect

THE C.E.A.R. FRAMEWORK

- C** **Context**
Set the scene. State the problem in one sentence.
- E** **Explain**
Give the real information — the substance.
- A** **Application**
Connect it to the buyer's decision or life.
- R** **Response**
Close with a question, CTA, or invitation.

CAPTION LENGTH BY PLATFORM

INSTAGRAM

150–300 words

Long enough to educate; short enough to read in 60 sec.

FACEBOOK

100–250 words

Facebook readers accept slightly longer text. Use line breaks.

TIKTOK

40–80 words

The caption supplements the video — it doesn't repeat it.

Posts in Action

Instagram · Education — Cut Grade

CAPTION

Most people ask us about colour first.

Our answer is always the same: start with cut.

A poorly cut diamond traps light inside rather than reflecting it back. The result? A dull stone — regardless of how colourless it is.

Clarity only stocks Ideal and Excellent cuts. Not a marketing term. A real difference you can see.

#DiamondEducation #LabGrownDiamond #DiamondCut #4Cs #IGICertified #ClarityDiamonds

TikTok · Education — "The \$3,000 Mistake"

CAPTION

The #1 mistake people make when buying a diamond.

Spoiler: it's not about the carat.

Hook in the first 1.5 seconds. Use text overlay for the key fact. End with a direct 'follow for more' prompt.

Series format drives follows faster than one-off posts.

#DiamondTips #LabGrownDiamond #RingTok #DiamondFacts #ClarityDiamonds #JewelleryTok

Three Channels, One Voice

Instagram

AUDIENCE Women 25–40; design-conscious, comparison shoppers

TONE Aspirational but educational. Visually rich.

FORMATS Carousels · Reels · Stories · Beauty shots

CAPTION 150–300 words

FREQUENCY 4–5 feed posts + 5–7 Stories/week

KEY FOCUS Visual portfolio — invest in carousels

Facebook

AUDIENCE 28–45; active research/purchase stage

TONE Trustworthy, informative, slightly more formal

FORMATS Video · Carousel · Long-form text · Links

CAPTION 100–250 words

FREQUENCY 3–4 feed posts + 2–3 Stories/week

KEY FOCUS Comments & shares — great for paid ads

TikTok

AUDIENCE Ages 21–34 · Fast, direct, conversational · 5–7 videos/week · 40–80 word captions · POV, series & myth-busting formats

Photography & Design Principles



Macro Photography

Extreme close-up reveals facet detail and light dispersion. Use black (#0A0A0A) or warm white (#F5F5F0) backgrounds.



Light in Motion

Slow pans and angle shifts to show brilliance. Shoot 60fps minimum — slow to 30% in edit.



Lifestyle: Real Moments

Authentic couples — looking at the ring together, not at the camera. Diverse casting is non-negotiable.



Restrained Design

Minimal text overlay on product images. Generous white space. Gold on dark, charcoal on light.



What to Avoid

No busy backgrounds, no stock "velvet tray" imagery, no crowded collages, no heavily filtered images.



Video Direction

Voiceover or direct-to-camera for education. 3D CAD renders are compelling content — show the process.

Rules Every Creator Must Know

✓ DO

- Educate first — let curiosity lead to purchase
- Be direct: state the fact, explain why it matters
- Name certifications (IGI) with context
- Acknowledge trade-offs honestly
- Show the process — sourcing, design, delivery
- Encourage questions in the comments
- Respond to every comment within 24 hours
- Celebrate the milestone, not just the product

✗ DON'T

- Create false urgency ("Only 2 left tonight!")
- Use vague prestige ("Exquisite", "Unparalleled")
- Oversaturate feed with product-only posts
- Use jargon without explanation (never just 'VS1')
- Pressure or guilt-trip ('If you loved her...')
- Respond defensively to critical comments
- Post in bursts after weeks of silence
- Use generic stock imagery — ever

Four Tiers. One Brand Tag.

BRAND TAG — Always include on every post, every platform

#ClarityDiamonds

TIER 1 — CORE REACH

1 #LabGrownDiamond #LabDiamond #EngagementRing #DiamondRing #IGICertified #EngagementRingShopping #RingTok #WeddingRing

TIER 2 — EDUCATIONAL & DISCOVERY

2 #DiamondEducation #4Cs #DiamondGuide #DiamondFacts #DiamondTips #LabGrownVsMined #EthicalDiamond #DiamondCut

TIER 3 — SHAPE-SPECIFIC

3 #OvalDiamond #EmeraldCutDiamond #RoundBrilliant #CushionCutDiamond #PearShapedDiamond #PrincessCutDiamond #RadiantCut

TIER 4 — PLATFORM & COMMUNITY

4 #JewelleryTok #RingTok #DiamondTok #JewelleryLovers #FineJewellery #CustomJewellery #AustralianBusiness #BridalJewellery

Consistency Over Volume

Instagram

FEED POSTS

4–5×/week

STORIES / REELS

5–7×/week

BEST TIMES (AEST)

Tue–Thu 7–9 PM
Sat 10 AM–12 PM

Facebook

FEED POSTS

3–4×/week

STORIES / REELS

2–3×/week

BEST TIMES (AEST)

Wed–Thu 12–2 PM
Sat 9–11 AM

TikTok

FEED POSTS

5–7×/week

STORIES / REELS

All video

BEST TIMES (AEST)

Mon–Fri 6–10 PM
Sat 9 AM–12 PM

SUGGESTED WEEKLY RHYTHM

MON Education

WED Product

THU Buying Journey

SAT Customer Story

The Voice in Practice

✓ WRITE LIKE THIS

"We think buying a diamond should make sense, not require blind faith."

Positions us as transparent without attacking competitors

"Love the ring. Know the diamond. That's what we're here for."

Combines emotion (love) with our unique angle (knowledge)

"We're not the cheapest. Lab-grown diamonds at our quality level aren't free — but you'll know exactly what you're paying for and why."

Pratfall effect — admitting a limitation builds trust

"Three questions to ask before buying any diamond — and the answers that should reassure you."

Educational frame that positions us as the guide, not the seller

✗ NEVER WRITE LIKE THIS

"SAVE 60% ON YOUR DREAM RING! LIMITED TIME ONLY!"

False urgency + all-caps shouting. Breaks trust instantly.

"Our margin is only 15% — see the manufacturer's invoice."

Over-sharing damages premium positioning. Transparency ≠ desperation.

"She deserves the most beautiful ring you can find. Don't let her down."

Guilt-tripping. Gendered pressure. Anti-Hype rule broken.

"Don't miss out — only 3 of this design left! Act fast!"

Manufactured scarcity. Our customers are too smart for this.

Psychology Principles at Work

IKEA EFFECT

Custom ring design — customers who invest effort in designing their ring value it more.

The CAD preview process creates ownership before purchase.

PRATFALL EFFECT

We're not the cheapest. We don't claim to be.

Admitting we're not a discount outlet makes us more trustworthy, not less.

COMMITMENT & CONSISTENCY

Free consult → choose diamond → approve design → pay.

Each micro-commitment makes the next step feel natural.

◆ CLARITY DIAMONDS

AUTHORITY BIAS

IGI certification = independent third-party authority.

We don't ask you to trust us — trust the certificate.

REGRET AVERSION

Free consult, CAD preview before production, no payment until design approved.

Every step reduces the fear of making a wrong decision.

PARADOX OF CHOICE

5 house designs, not 500. Concierge shortlists 3–5 diamonds, not 50.

Fewer choices = more confident decisions.

Psychology Principles at Work

ZERO-PRICE EFFECT

Free consult, free design fee on house collection, free CAD preview.

"Free" eliminates the psychological barrier to starting the journey.

CONTRAST EFFECT

The Statement (1.5ct, \$X) makes The Classic (1.0ct, \$Y) feel like a smart, reasonable choice.

Anchor high, let the comparison do the selling.

ENDOWMENT EFFECT

Once they've seen their ring in a 3D CAD render, it's already theirs.

Walking away means losing something that feels real. The preview creates attachment.

MERE EXPOSURE EFFECT

7-email sequence + retargeting ads + social content before asking for the sale.

Familiarity builds trust. Rule of 7 is real and deliberate.

LOSS AVERSION

"Launch pricing" implies prices will increase — not buying now means paying more later.

Genuine, not manufactured. The price trajectory is real.

Use these principles as a checklist.

Every page, email, and post should activate at least one.

— Reference guide for all copywriting & campaign design