



BRAND GUIDELINES 2025

hi, we're diamond
building businesses on our one-stop logistics platform
despatchlab



welcome

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ourpurpose

building businesses
on one-stop logistics



What makes businesses grow and succeed is great systems, services, people and technology

We provide all of that

- If you have a product to deliver you need **diamond**
- If you are a courier company owner wanting to expand, you need **diamond**
- If you want a great career in a fun family of logistics geeks you need **diamond**

ourvalues

diamonddelivers

Shared Success ©

Be a great company to work with,
trust and belong to



despatchlab

technology



our platform

Our purpose-built technology platform that gives you total control of your logistics, making it much easier to manage.

It's designed to streamline fulfilment, overnight, international and same day in one user friendly dashboard.

Use **despatchlab** in prose and Despatchlab for media, PR and social media copy.

diamondfamily

our stakeholders

The **diamond**stakeholders are made up of:

- Our Clients
- Our Team
- Our Network Partners
- Our Supply Partners



stakeholdercharter

Mutually beneficial partnerships between the **diamond** team, network partners, carriers, couriers and our number one priority, our clients.



To our Clients

We will always...

- Have someone to speak to you on the phone
- Collect your parcels when we say we will
- Keep you informed on the progress of your shipments
- Respond to your queries quickly
- Make sure you know who you are speaking to
- Speak to you politely, fairly and respectfully
- Be honest if things go wrong

To our HQ and Service Centre Team

We will always...

- Support you in your career development and provide comprehensive training opportunities
- Be clear about your job description and your responsibilities
- Get together regularly to tell you about what we are doing
- Listen and value your opinions
- Believe our success is yours too

To our Network Partners

We will always give you...

- The tools you need to grow a successful service centre
- The training and support you need
- Support by ticket, email and phone
- Negotiate the best deals from our suppliers to maximise your profit margins
- 30 days notice of price changes
- Meet two times a year minimum when possible
- Use our **diamondstandards** to help you and your team realise your potential

To our Suppliers

We will always...

- Treat you with respect
- Pay you promptly
- Welcome you to our Network Events to meet the whole team

classyclients

diamond clients tend to be successful

From e-Commerce, to traditional retailers, F1 racing teams to local car parts suppliers, **diamond** has thousands of clients across the world. Whether it's legal documents, pathology samples, vital medical supplies or electronic toys, the key feature of our clients is that delivery of their goods is paramount to their business success.

They are normally pretty busy too. They want to be able to delegate their logistics with confidence, relying on our management of the process and our ability to respond to their changing demands. No one client is the same so we tailor logistics solutions to fit their very specific needs. Our clients trust us to deliver.



teamdiamond

the in-house logistics geeks that pick packages, despatch our drivers and make sure parcels get delivered.

They are also the team that train up our network – backed by invaluable first-hand experience



networkpartners

owner managed and run service
centres delivering world-class service

Independent companies that have joined the **diamond** network

Regional **logistics geeks** that have invested in their **diamond** fulfilment centres and this ownership matters. They really care – building long-term relationships with their local clients.



supplypartners

- The best Couriers
- The best Carriers
- United with the best Technology

We've got it covered, for you



diamond2025vision

our mission is building businesses on our one-stop logistics platform **despatchlab**

Our aims

- Build a UK wide network of fulfilment centres with same day, overnight and international delivery ability – localised logistics
- Build local revenues by helping businesses deliver
- Build national accounts delivering unsurpassed levels of local delivery
- Repeat model globally

We do this every day by

- Living and breathing 'The Book of Diamond'
- Retention - we **LOVE** and **KEEP** great clients, team members and network partners

All of this is backed by our

- Stakeholder Charter

Our unique selling proposition

- The only network of its kind in the UK
- One stop fulfilment and delivery – same day, next day domestic and international
- From locally owned and managed sites
- Backed by world class logistics platform, **despatchlab**



diamondhistory

From humble beginnings, this award-winning logistics business was born. With origins of a modest same day courier company, our first fleet was a less than salubrious mish-mash of a D-reg orange Astra Van called Jaffa, a jeep and a motorcycle.

Four years on, as well as running **diamond** day-to-day, Kate started a consultancy to manage industry bodies, found IT companies, and turned around courier and haulage companies that were struggling to succeed. This continued until 2011.

All the while Kate's ambition was to combine the values of **diamond**, with two things. To share with other courier companies all the lesson she'd learnt in her consultancy about resources to scale, service diversification and centralised cost management. And to enable businesses around the UK to access global logistics capabilities twinned with local quality of service. She also wanted to avoid the trap of a heavy asset base and old fashioned logistics business and sought a few key ingredients.

Daniel Allin presented her with an idea: to add overnight and international deliveries to her same day business. Kate added fulfilment – and in under a year the business doubled in size.

They developed a partnership model to scale – to add a layer of local management, relationship building and care. It was successfully piloted in 2012.

By 2013 they started to build their network.

In 2016 they started to build **despatchlab** – the one stop logistics platform.

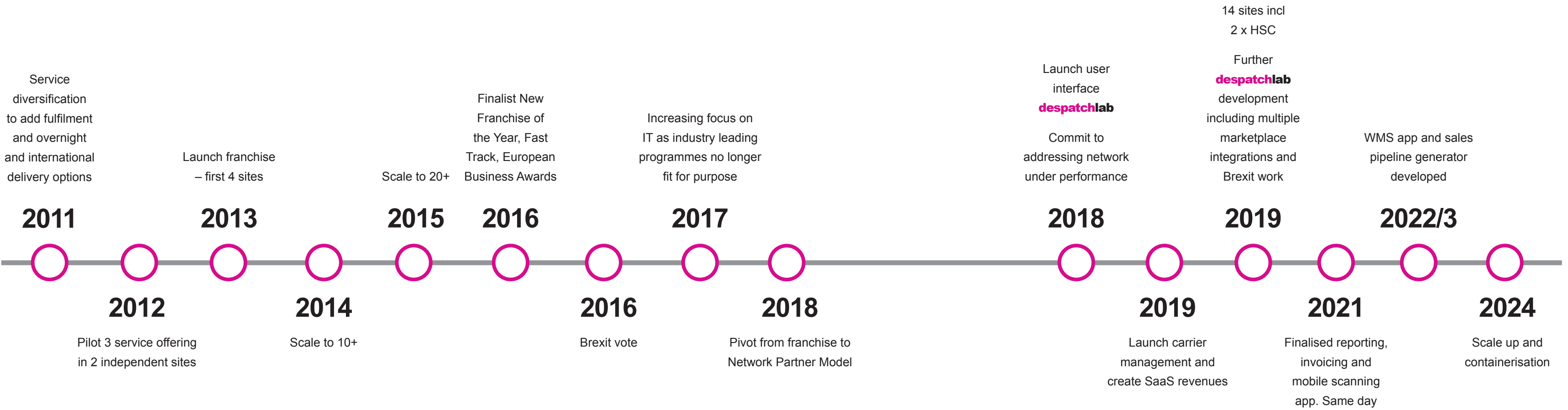
With collaborative working the company has become the fastest growing privately owned logistics company in the UK.

Award winning yet grounded, local yet globally capable, **diamond** really is a unique business.



diamondhistory

Uniquely twinning experience with innovation. Take the service profile to meet client’s future eCommerce needs, recruit the courier companies who wish to serve them, enable with technology – creating local, mutually beneficial relationships. That’s the **diamond** evolution with **despatchlab**.



innovation

diamondlogistics and technology group ltd is an established technology-led delivery business with a 32 year heritage:

- **diamondlogistics** – UK’s leading same day courier and logistics network providing flexible, reliable and cost-effective delivery services
- **despatchlab** –the tech enabling **diamond** to deliver
- **diamond** network – recruiting logistics professionals to build UK and European network
- Track record with 32 years’ operational experience and data from 10m+ deliveries to build machine learning models to meet Clients’ on-demand expectations for convenience and transparency
- Exceptional innovation and technology capabilities enabled the Group to develop a unique platform to meet the demand for new delivery options, improving client experience and driving greater efficiencies
- An agile and diverse fleet supports the Group’s well-located and extensive network of UK service centres
- Market-leading excellence and reliability in technology and service combination

diamondtone

fun, friendly, professional 😊

friendlv

Personable and friendly with
a sense of irreverence

We work with people as part of their team and enjoy respect in return



diamondtraits



diamondsocial

share, comment and interact with **diamond** posts

Use your personal and business accounts – the content is there to help your business grow

If you are posting keep it friendly, chatty, topical and spelt properly – your online profile is seen globally and is reflective of **branddiamond** so treat it with respect.

DO NOT diss our suppliers, clients or industry – it is too easy to repost a YouTube Video of a Yodel driver doing something unmentionable – but it does HUGE harm to us, our industry and our brand perception.

If you need guidance on this please contact the Marketing team and they will share with you the latest best practice posts from Network Partners.

Use **diamondlogistics** in prose and use Diamond Logistics in media, PR and social media copy. So for example, the correct way to brand yourself on social media is like this: eg. Blaze Logistics, Network Partner of Diamond Logistics.

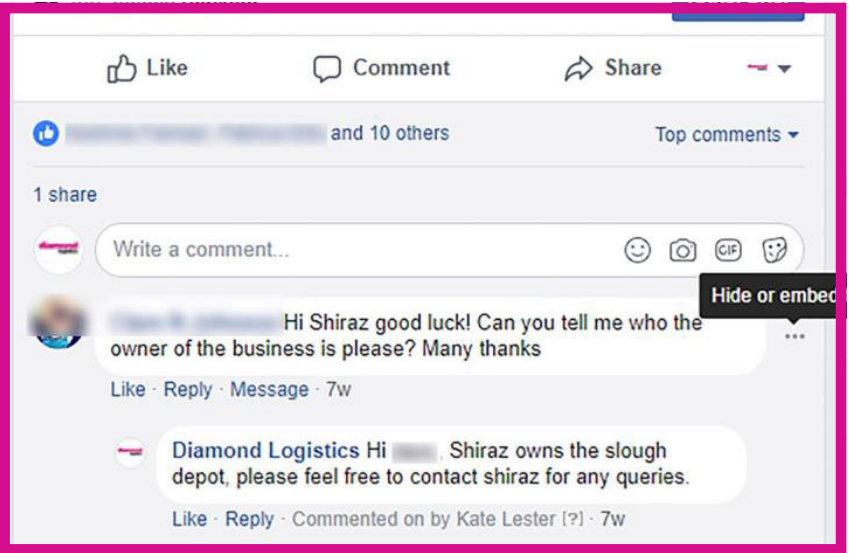
do's and don'ts!

Do:

- Share
- Comment positively
- Contribute news and content to HQ to be shared

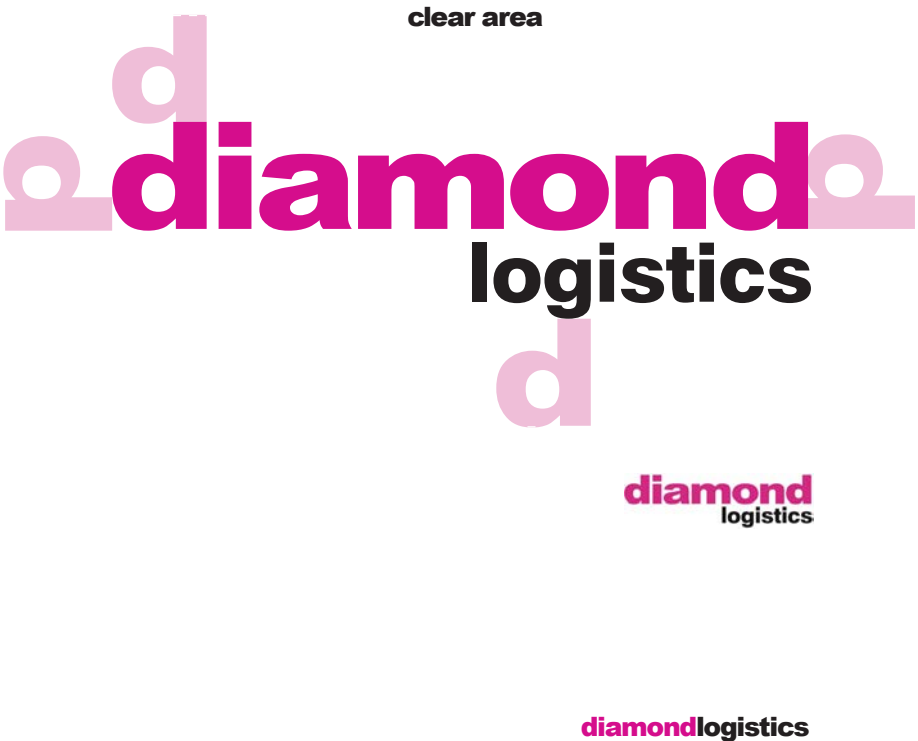
Don'ts:

- Publish offensive content
- Get engaged in contentious issue or arguments
- Ignore poor feedback – engage or 'hide' the comment



diamondlogo

logo guidelines



Brand Logo Spacing

Always allow a reasonable amount of space between the logo and any other content. As a general rule leave at least the space of the 'd' around the logo. Never crowd the area around the logo as this removes the focus away from it.

Minimum Size

When using the **diamondlogistics** logo the minimum size it can be used is 25mm wide. This will ensure its legibility is never compromised.

Text Only

When using the **diamondlogistics** name in text only it should always appear in Arial Black Regular, with no spacing between the words, and in the core brand colours; 100% Magenta and 100% Black.

diamondfonts

marketing generated brochures

heading arial black / 45pt / 49pt leading / -50 tracking / lc / (diamond or keywords in pink)

subheading arial bold / 22pt / 30pt leading / -30 tracking / all lowercase

Paragraph opener Arial bold / 12pt / 16pt leading / 0 tracking / Sentence case / 3mm space after paragraph

Body copy Arial Regular / 10pt / 16pt leading / 0 tracking / Sentence case / 3mm space after paragraph

Call to action Arial Bold / 12pt / 16pt leading / 0 tracking / Sentence case / Split black and pink / 3mm space after paragraph

“ Pullout quote in Marydale Bold / 15pt / 22pt leading / Sentence case / 6mm space before para, 11.5mm space after paragraph/ pink quote marks in Arial black 36pt, -50 tracking, baseline shift -12. ”

diamondfonts

websites

h1, h2, h3, h4, h5, h6 all use: Arial, letter-spacing: -0.8px

h1	h3	h5
Font-size: 45px	Font-size: 28px	Font-size: 18px
Colour: #C6007E	Colour: #C6007E	Colour: #C6007E
Font weight: 800	Font-weight: bold	Font-weight: bold
Line height: 1.4	Line height: 1.4	Line-height: 1.4
h2	h4	h6
Font-size: 30px	Font-size: 20px	Font-size: 18px
Colour: #000000	Colour: #000000	Colour: #000000
Font weight: 800	Font-weight: bold	Font-weight: 700
Line height: 1.4	Line-height: 1.4	Line-height: 1.4

diamondfonts

microsoft documents

PowerPoint

Title page

Heading Arial Black	Sub-heading: Arial Regular
Font-size: 60px	24px
Colour: #C6007E	#000000
Font spacing: Tight	Normal
Line height: 1.9	0.9

Content pages (all bullets should be round dots and pink if on white or black background)

Heading Arial Black	Main body 1	Main body 2	Main body 3	Main body 4	Main body 5
Font-size: 45px	24px	20px	18px	16px	14px
Colour: #C6007E	#000000	#000000	#000000	#000000	#000000
Font spacing: Tight	Normal	Normal	Normal	Normal	Normal
Line height: 1.9	0.9	0.9	0.9	0.9	0.9
Line spacing: Before 0pt, After 0pt	Before 10pt, After 0pt	Before 5pt, After 0pt	Before 5pt, After 0pt	Before 5pt, After 0pt	Before 5pt, After 0pt

diamondcolours

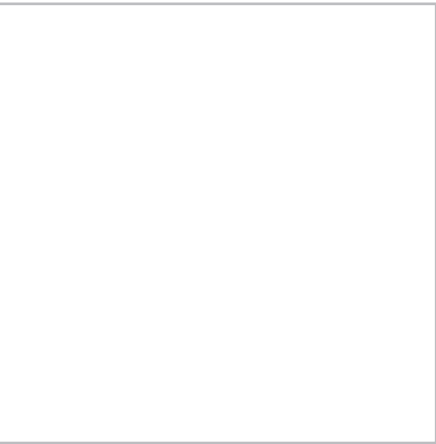
brand colours

Primary Colours



Black

Pantone Neutral Black
C: 0% **M:** 0% **Y:** 0% **K:** 100%
R: 0 **G:** 0 **B:** 0
hex/html: #000000



White

Opaque White/Paper Colour
C: 0% **M:** 0% **Y:** 0% **K:** 0%
R: 255 **G:** 255 **B:** 255
hex/html: #FFFFFF

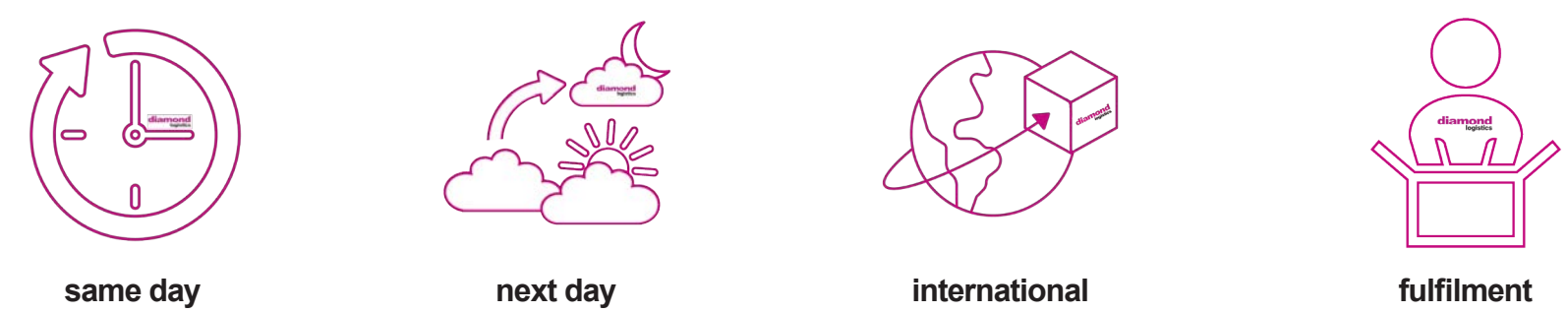


Pink

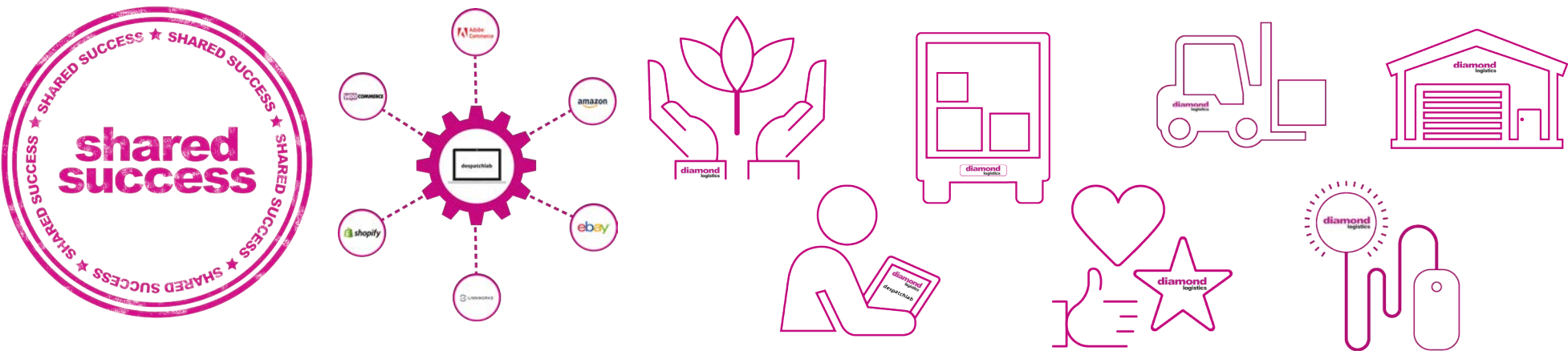
Pantone 233C
C: 11% **M:** 100% **Y:** 0% **K:** 100%
R: 198 **G:** 0 **B:** 126
hex/html: #C6007E

diamondicons

service icons



other icons that can be used to describe the service



diamondlivery

truck livery



diamondlivery

van livery

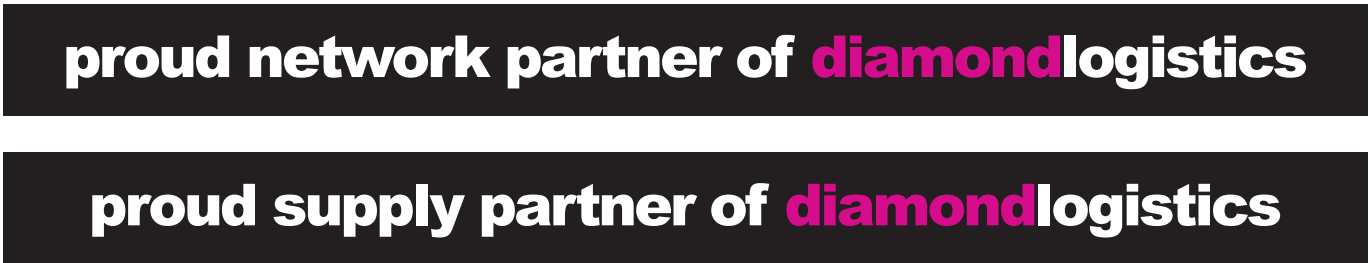


diamondlivery

magnetic sign



vinyl sign



diamondlivery

co-branding



diamondlivery

co-branding



diamondsignage

co-branding

external sign

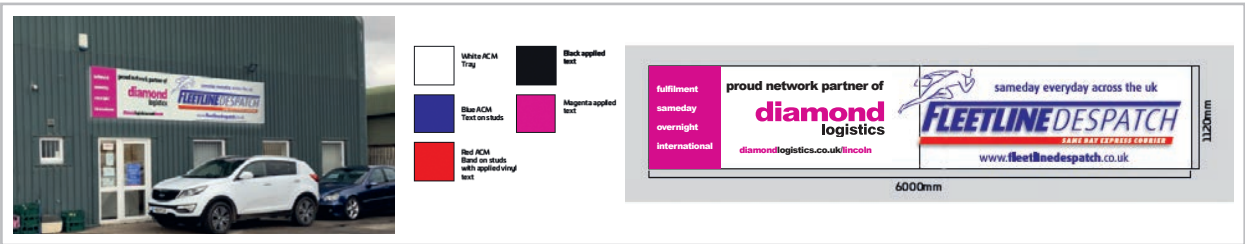
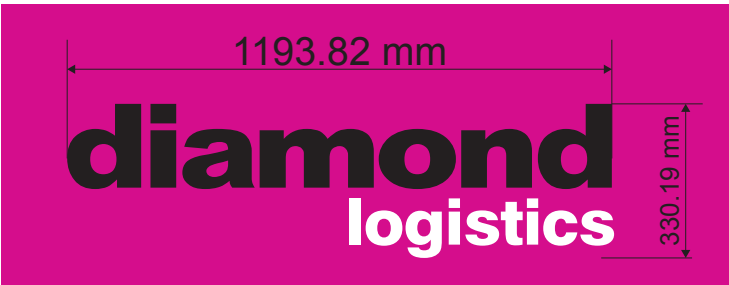
External service centre sign



internal sign

Internal wall sign dimensions:

5mm studded acrylic letter



diamondsignage

external



diamondsignage

window graphics



diamondsignage

supply partners



diamond**offices** standards

Pink walls

diamond**posters**

diamond**banner**

Neat and tidy desks, shelves and other surfaces
(floor included)

Clean and pleasant smelling toilets

Clean functional kitchen

Ready to receive clients at any time!

pink walls

Paint ref

B&Q Mixed Paint , 5L Base C
Valspar V700/Int Walls & Ceiling Matt/Custom Colour
8900 3Y45+13/16
8913 34+7/16
8930 4+12/16
8983 11Y4+5/16



diamond**images**

Bullet point

● round shaped bullets

despatch**lab** logo

despatch**lab**

Carrier graphic



diamond**services**



same day



next day



international

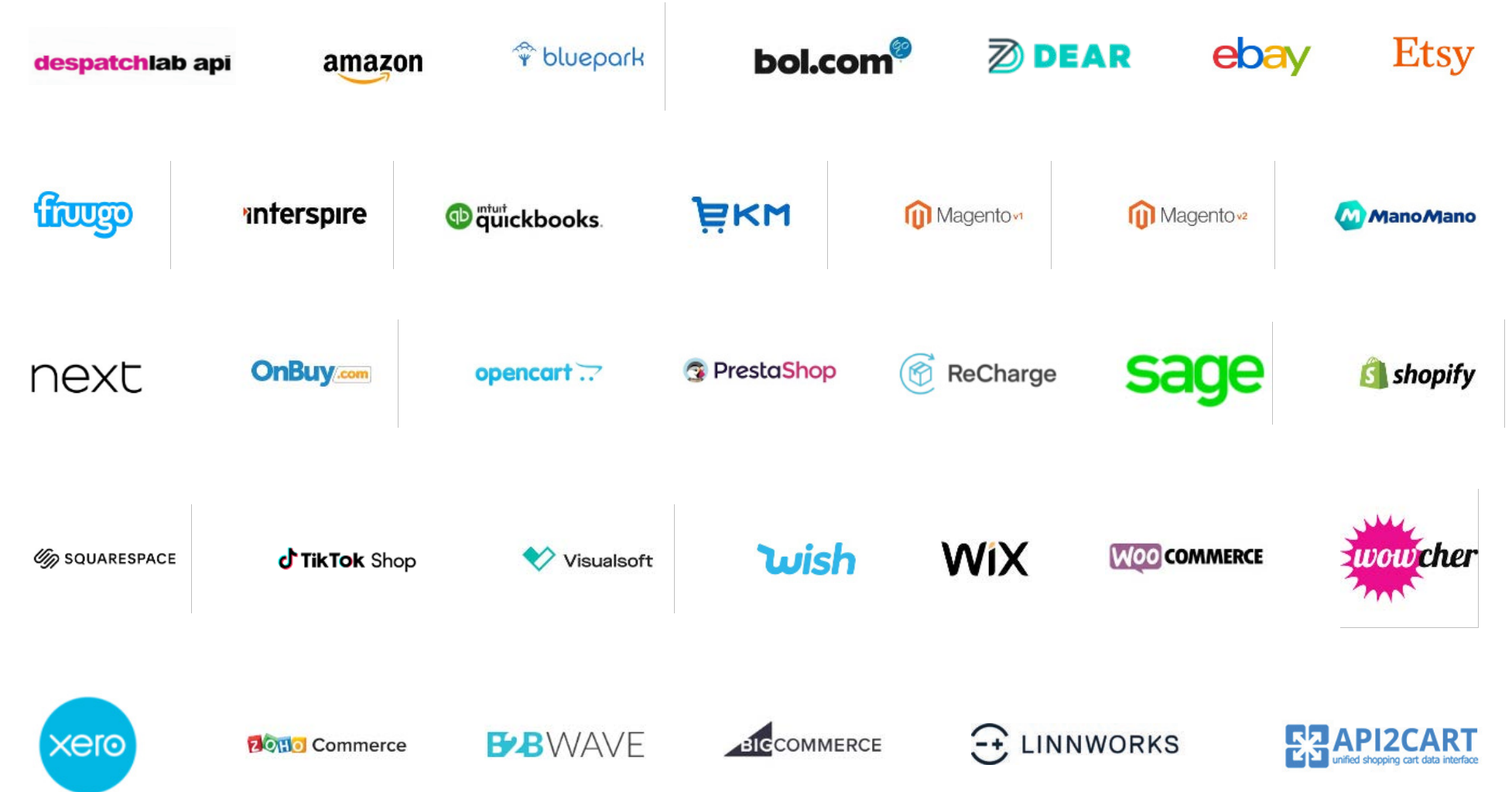


fulfilment

carrierlogos



marketplaces



solutions



BRAND GUIDELINES 2025

www.diamondlogistics.co.uk