

SELECTING A DIAMOND

HOW A DIAMOND IS GRADED

Not all diamonds are created equal. Every diamond is unique. Diamonds come in many sizes, shapes, colors, and with various internal characteristics. At King Jewelers, we use the grading system developed by the Gemological Institute of America in the 1950's which established the use of four important factors to describe and classify diamonds: **Clarity, Color, Cut, and Carat Weight.**

PROTECT YOUR DIAMOND

TIPS TO SAFEGUARD YOUR DIAMOND

- Choose a secure setting.
- Keep your diamond clean.
- Place your diamond in a jewelry box or other safe place when you are not wearing it.
- We recommend getting a professional cleaning and inspection every 6 months.
- Have your diamond appraised and insured.

OUR GIA GEMOLOGIST

VICTORIA KING, GIA GG

Vicki is a graduate of the prestigious Gemological Institute of America. She is a highly skilled gemologist who has the technical knowledge needed to grade and determine diamond quality as well as the value of other gemstones. Vicki brings more than 40 years of skill and expertise to her work, and operates a full service gem laboratory on the premises.

DISTINCT ♦ ELEGANT ♦ TIMELESS



“We guarantee the grading of your diamond’s color, clarity and carat weight to be at least as good as we promised you and to be in accordance with the guidelines of the Gemological Institute of America.”

King Jewelers



Your diamond may be the most expensive stone you ever buy. Most likely, you will wear your diamond every day so the odds are high that you could misplace or even lose your diamond. So please be diligent. Protect your treasure by having your diamond appraised and insured.

The distinguished GIA GG designation is instantly recognized around the world as the mark of a senior professional in the jewelry industry.

To set up an appointment with Vicki, please call 781-383-1755 or email: sales@kingjewelersinc.com

*Understanding
the Value of
Diamonds*

THE 4 Cs OF A DIAMOND



color grade

cut grade

clarity grade

carat weight

Most diamonds were formed more than a billion years ago, deep in the earth’s mantle.

They are found in the most remote places on earth, and the fact that it forms at all is something of a miracle. It takes about one ton of rock to recover less than half a carat of rough, making diamonds one of the rarest and most desired gemstones in the world.



KING JEWELERS

825 Chief Justice Cushing Highway / Rte. 3A
Cohasset, MA 02025

781.383.1755

sales@kingjewelersinc.com

www.kingjewelersinc.com



COLOR

THE LESS COLOR IN A DIAMOND = A HIGHER GRADE

In most diamonds, the term color actually refers to the absence of color. The less color in the stone, the more desirable and valuable it is. Some of these differences are not visible to the naked eye, but directly impact the overall quality and price of the stone.

GIA COLOR SCALE	
COLORLESS	D
	E
	F
NEAR COLORLESS	G
	H
	I
	J
	K
FAINT	L
	M
	N
	O
VERY LIGHT	P
	Q
	R
	S
	T
	U
	V
	W
	X
	Y
LIGHT	Z



Each letter grade represents a range of color and is a measure of how noticeable a color is. The color scale extends from D (colorless) to Z (light yellow or brown).

Fluorescence

Some diamonds can emit a visible light when exposed to ultraviolet radiation, but fluorescence is not a factor in determining color or clarity grades. However, a description of its strength and color is provided on GIA reports as an additional identifying characteristic.

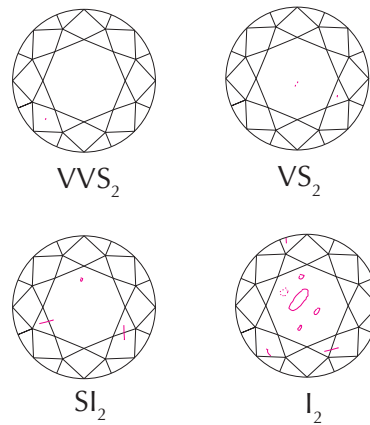
CLARITY

HOW A DIAMOND PRESENTS BLEMISHES AND INCLUSIONS

Clarity is measured by the amount, size and placement of internal 'inclusions', and external 'blemishes'. Grades run from 'Flawless', with virtually no imperfections, to 'Included', which contain a by-product of its formation and help gemologists separate natural diamonds from synthetics and simulants, and identify individual stones.

GIA CLARITY SCALE	
	FLAWLESS
	INTERNALLY FLAWLESS
VERY VERY SLIGHTLY INCLUDED	VVS ₁
	VVS ₂
VERY SLIGHTLY INCLUDED	VS ₁
	VS ₂
SLIGHTLY INCLUDED	S ₁
	S ₂
INCLUDED	I ₁
	I ₂
	I ₃

Sample Clarity Diagram



CUT

HOW A DIAMOND'S FACETS INTERACT WITH LIGHT

Diamond cut does not refer to a diamond's shape, but to the proportion and arrangement of its facets and the quality of workmanship. The amount of brilliance, sparkle and fire in a diamond is determined by cut. Grades range from 'Excellent' to 'Poor'.

GIA CUT SCALE	
	EXCELLENT
	VERY GOOD
	GOOD
	FAIR
	POOR



The magnificent display you see is made up of three attributes:

- **Brightness** is the combination of all white light reflecting from the surface and interior of a diamond.
- **Fire** describes the "flares" of color emitted from a diamond.
- **Scintillation** describes the pattern of light and dark areas and the sparkle you see when the diamond, the light, or the observer moves.

CARAT

UNIQUE UNIT OF WEIGHT MEASUREMENT

Carat (ct.) refers to the unique unit of weight measurement used exclusively to weigh gems and diamonds. Carat weight is often confused with visual size even though it is actually a measurement of weight. Usually, the higher the carat weight, the more expensive the stone. However, two diamonds of equal carat weight can have very different quality and price when the other three Cs are considered.



One carat equals 200 milligrams in weight. For diamonds under one carat, each carat is divided into 100 points – similar to pennies in a dollar.
 0.75 ct. = 75 points,
 1/2 ct. = 50 points.