Your Guide to the
Four C’s of Diamonds

Carat Weight
The weight of a diamond is measured in carats. One carat is actually 1/5 of a gram or 200 milligrams in weight. The value of two diamonds of the same weight can vary greatly depending on the color, clarity and especially the cut.

Cut and Shape
Cut can refer to the shape or method of cutting. The ideal cut reflects the maximum amount of light giving it the most brilliance. The premium cut achieves a good balance for its proportions and display of brilliance. The inferior cut is generally either cut too deep or shallow to maximize size or weight, sacrificing brilliance. The most common shapes (cuts)
- Round
- Princess
- Emerald
- Marquise
- Pear
- Oval
- Heart

Color
Most diamonds, although appearing colorless, actually have slight tones of yellow or brown. As these tones become more easily apparent, the rarity and the cost decrease. An exception is the fancy color diamond, the color beyond the Z range, which usually command higher prices.

Clarity
Practically all diamonds contain naturally occurring internal characteristics called inclusions. The size, nature, location and amount of inclusions determine a diamond’s clarity grade and affect its cost.