

balfour[®]



KENDRA SCOTT

BRAND GUIDE

BALFOUR | KS COLOR PALETTE



KS YELLOW
#F1E02B

PINK
#FCD5C3

INDIGO
#234674

RASPBERRY
#951049

GRAY
#67717F

GOLD FOIL

GOLD
#C9A756

TYPOGRAPHY

Use Proxima Nova for emails, homepages, etc. Use Brandon Grotesque for only KS items.

PROXIMA NOVA

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ~ ! @ # \$ % ^ & * () + = < > { } [] : ; ? / | \

WEIGHT & ITALIC OPTIONS: thin, light, regular, medium, semibold,
bold, extrabold, black

BRANDON GROTESQUE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ~ ! @ # \$ % ^ & * () + = < > { } [] : ; ? / | \

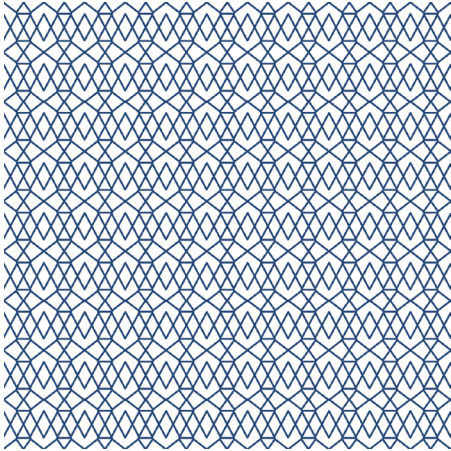
WEIGHT & ITALIC OPTIONS: thin, light, regular, medium, bold, black

STYLE TIP:

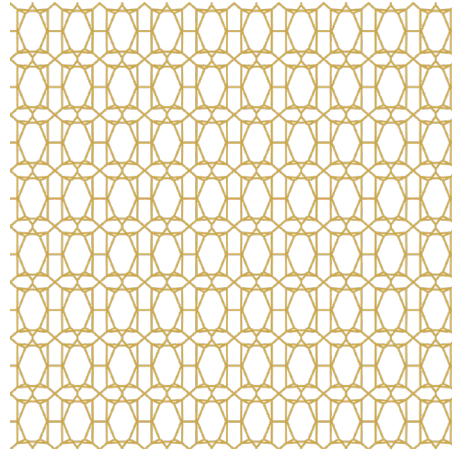
- Kern to 150pts when set to uppercase.
- Kern to 25pts when set to lowercase and italics.

PATTERNS

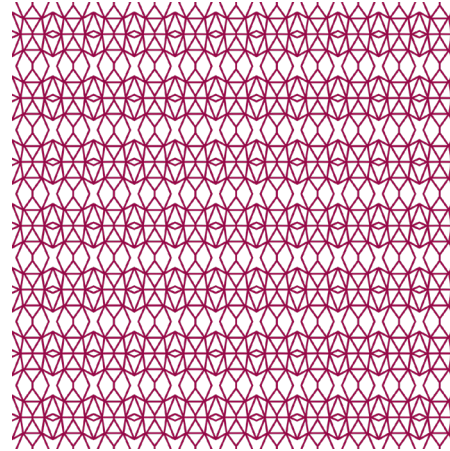
Use any of the 7 patterns in Indigo, Gold, Raspberry, or KS Yellow. Lower the opacity when used behind images in emails.



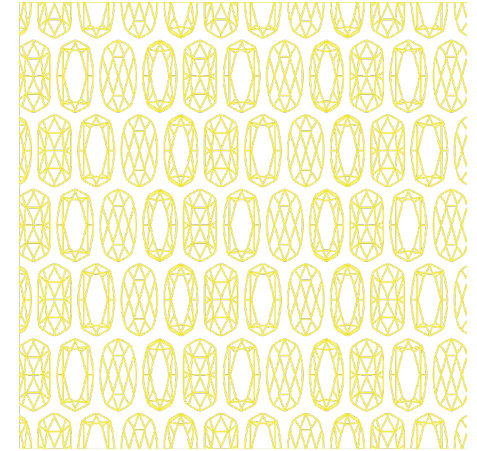
PATTERN 01



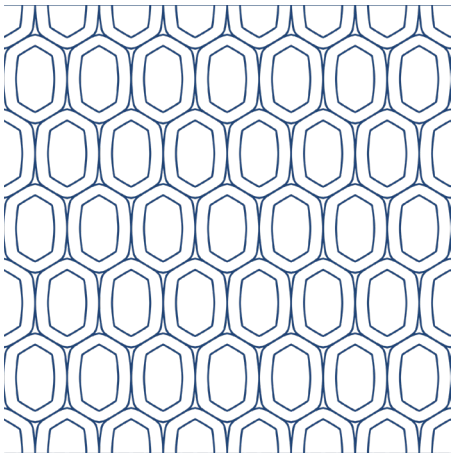
PATTERN 03



PATTERN 05



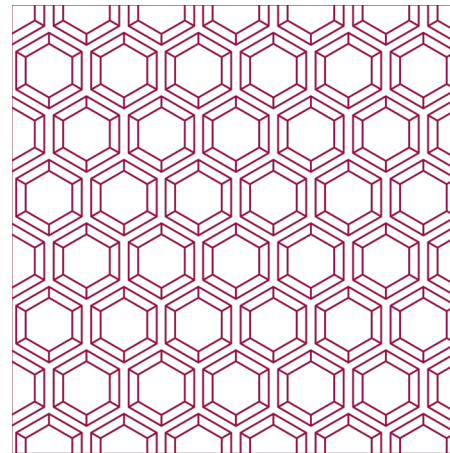
PATTERN 07



PATTERN 09



PATTERN 11



PATTERN 13

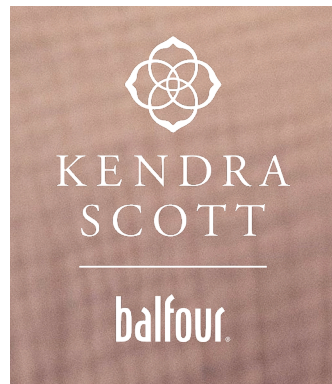
- Each pattern represents a unique stone shape from the KS Collection.
- Use to accentuate KS Collection jewelry photography.
- Combine patterns with a peach or white background only.

LOGO

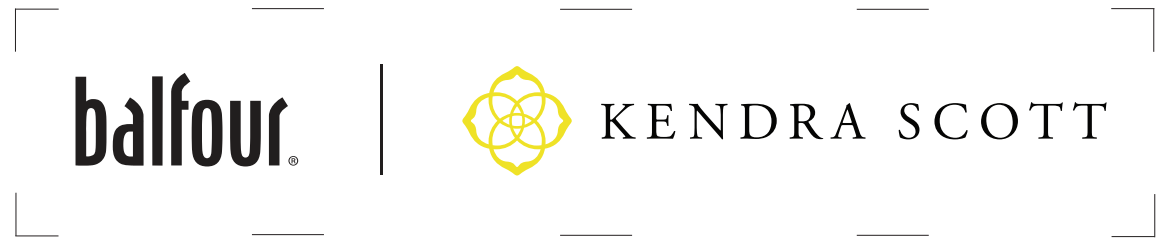
Use full color logo on white backgrounds. Go to all black logo if it clashes with the rest of the design.

Logo has to be shown any time a ring, necklace, or lifestyle from the collection is featured.

VERTICAL LOGO



HORIZONTAL LOGO



Maintain good padding around logo



IMAGE TREATMENT

Email heros / Social posts - lifestyles with messaging embedded.

- Use Proxima Nova Bold for the “We’re bringing you... new designs” tracked at -25 or 0.
- Use Proxima Nova Condensed Extrabold for the BOLD text in rectangle. Text is clipped out of the raspberry rectangle with a white rectangle behind it, opacity lowered to provide contrast against images.
- Use raspberry as the main rectangle color. Alternate colors are white or indigo, depending on the background.

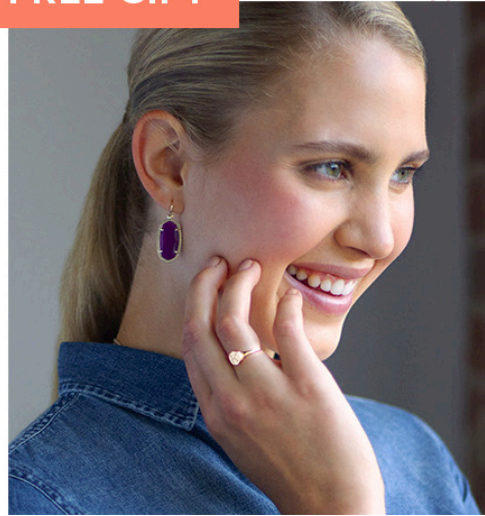


IMAGE TREATMENT

Email heros / Large features with lifestyle and cluster image.

- Can have lifestyle on left or right side.
- Always have the cluster on white.
- Place a pattern behind the cluster's white rectangle to ground it, so it's not floating.

FREE GIFT*



FREE GIFT*



IMAGE TREATMENT

Breakdown of layout.

Pattern can be enlarged, turning down opacity to between 20-30% to keep it subtle.

Optional Free Gift flag for marketing materials.

FREE GIFT*

Pattern goes behind cluster, can be extended to stretch across height of canvas.

Cluster image on white rectangle.

Lifestyle image only touching one side of the whole canvas.

Lifestyle image cropped in.

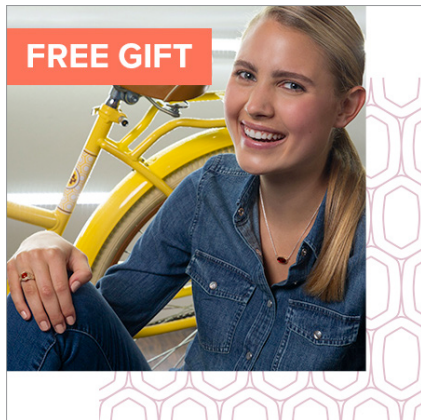
WHAT NOT TO DO

- Don't put any Kendra Scott jewelry on a colored background, only on white.
- Don't extend the pattern across the entire canvas.

IMAGE TREATMENT

Email heros / Features, only lifestyle (no messaging embedded).

- Only have the lifestyle image touching one side of the canvas.
- Have pattern opposite of the lifestyle's position.
- Can have 2 lifestyles, overlapping like bottom right example.



SMALL FEATURES

- Place lifestyle image in one corner, touching 2 sides of canvas.
- Place pattern in opposite corner, also touching 2 sides of canvas.
- Can alternate where lifestyle goes, just keep pattern in opposite corner.

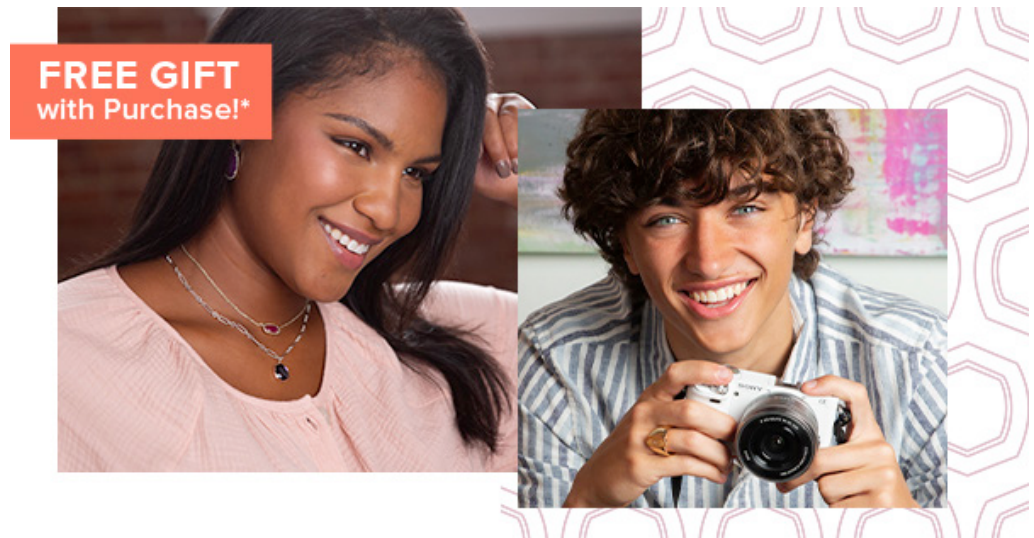


IMAGE TREATMENT

Email heros / Features, clusters only.

Raspberry flags are used in dedicated Kendra Scott Collection emails or on the landing page. Otherwise the orange tag is used in marketing materials.

- Always have the jewelry on a white background.
- Have a pattern on the opposite side of the cluster.



SMALL FEATURES

- Place cluster image in one corner, touching 2 sides of canvas.
- Place pattern in opposite corner, also touching 2 sides of canvas.
- Can also have cluster in top corner and pattern in bottom opposite corner, if you don't have a flag callout.



[My School](#) | [Graduation](#) | [Yearbooks](#) | [Class Rings](#)

INTRODUCING
balfour. | KENDRA SCOTT



**Designed by Kendra Scott. Built by Balfour.
Customized by YOU.**

Kendra Scott and Balfour are excited to partner on the biggest class jewelry launch EVER! Keep the tradition and be a trendsetter. Be Bold. Be Authentic. Be You.

SHOP THE COLLECTION



BE BOLD. BE AUTHENTIC. BE YOU.

Be the first to wear this new style.

[SHOP NOW](#)COLLEGE
COLLECTION

Class rings get a makeover exclusively at Balfour.

CREATE YOURS NOW



**Balfour
Exclusive!**

HIGH SCHOOL
COLLECTION

Upgrade your style with
incredible personalization.

CREATE YOURS NOW

MOMS & TEACHERS

We didn't forget who got them here. Show off your school spirit in style.

SHOP NOW



YOUR SCHOOL + YOUR STYLE

Discover a collection created specifically for you.

[SHOP MY SCHOOL](#)

| |
|-------------------------|
| Shop My School |
| High School Class Rings |
| College Rings |
| Graduation |
| Yearbooks |
| School Solutions |

**Qualifying sale items are designated on the site. Excludes class rings, yearbooks, graduation products, class apparel, and letterman products. Other exclusions may apply. Discount does not apply to previous purchases, applies to merchandise total before tax and shipping. Savings reflected in checkout.

This email was sent to %Email%. To ensure receipt of these emails, please add email@marketing.balfour.com to your address book. We can't respond to emails sent to this address, but you can get in touch through our [Contact Us page](#)

Receive this email from a friend?
[Sign up](#) to receive your own email updates, special offers, new arrivals and more from Balfour.

If you prefer not to receive future commercial emails from Balfour regarding its products and services, [unsubscribe here](#)

Copyright © 2020 Commemorative Brands, Inc. Ballou® is a Registered Trademark of Commemorative Brands, Inc. 72

EMAIL, HOMEPAGE & SOCIAL EXAMPLES

