

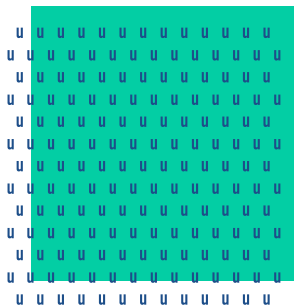
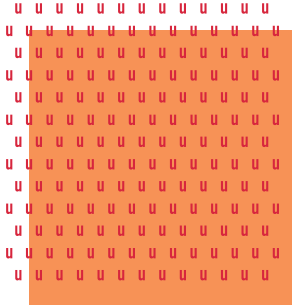
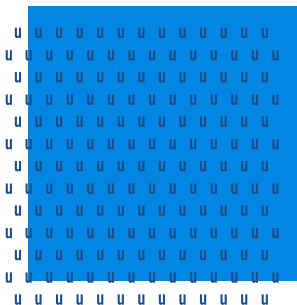
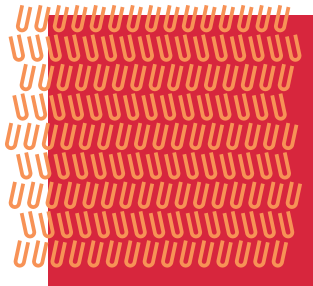
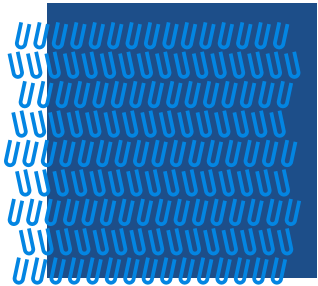
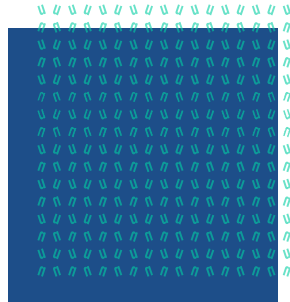
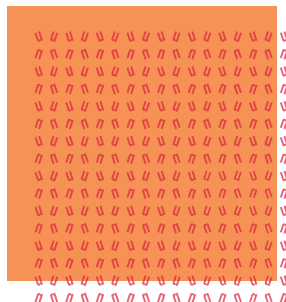
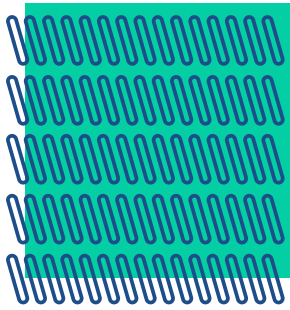
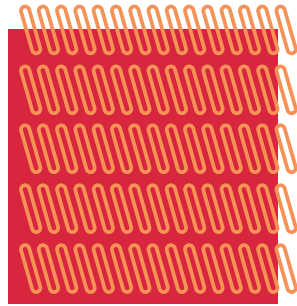
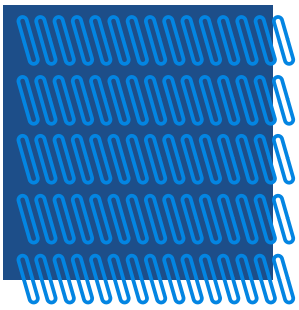
2021

Balfour&Co. Branding Exercise



Lauren Nelson – Option 1

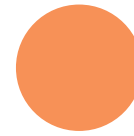
# PATTERNS



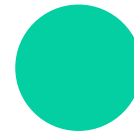
# COLORS



#d7263d



#f79256



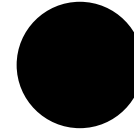
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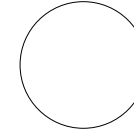
#0385e2



#1d4e89



#000000



#FFFFFF

# TYPOGRAPHY

## DIN CONDENSED

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz  
1234567890!@#\$%^&\*"?

## Merriweather

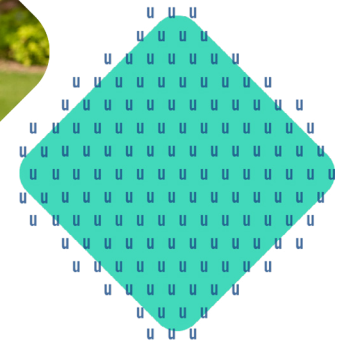
**BOLD ITALIC**

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PpQqRrSsTtUuVvWwXxYyZz  
1234567890!@#\$%^&\*"?

# IMAGERY

- Using rounded edges to match the grad cap icon
- Overlapping the patterns with solid shapes & overlapping patterns over image edges

# Balfour & co



**POWERPOINT SLIDE**  
*(Title)*



 **Balfour & co**  
*Celebrating U*



**POWERPOINT SLIDE**  
*(Title - Alternate)*



 **Balfour & co**  
*Celebrating U*

The graphic features a central photograph of a young man and woman in graduation gowns and caps, smiling and holding hands. The photo is framed by a white, angular shape. The background is decorated with various patterns: a blue pattern of small 'U's in the top left, a red pattern of 'U's in the center, a teal pattern of 'U's in the top right, and an orange pattern of 'U's in the bottom left.

# **POWERPOINT SLIDE**

*(Background for information)*



## **Tradition is what U make it**

*How we're celebrating U*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.



**Balfour**&co

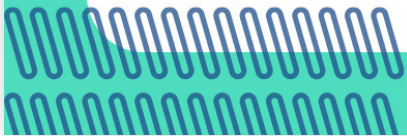
# POWERPOINT SLIDE

(Background for information)



# Balfour & co

*A Family of Brands*



# TRADESHOW BOOTH





# TRADESHOW BOOTH (V1)




# EMAIL

## Feature example

**balfour.**

My School | Class Jewelry | Yearbooks | Graduation

We're bringing the **TRADITION** to you.




**HOLIDAY DELIVERY EXTENDED!**  
Includes sale items! Make this your first and only holiday stop with exclusive class jewelry, heartwarming grad gifts, popular officially licensed apparel and much more.

[SHOP NOW](#)

**SHOP YOUR SCHOOL**  
Shop your school for all class jewelry promos!


[SHOP NOW](#)

**CLASS JEWELRY EXTENDED**  
**FREE** Kendra Scott gift\*\* plus holiday delivery with code **HOLIDAY20**.



[SHOP NOW](#)

**KENDRA SCOTT COLLECTION**  
Ensure holiday delivery with code **HOLIDAY20** plus get a **FREE** Kendra Scott gift.



[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 membership products. Other exclusions may apply. Discount does not apply to previous purchases, applies to merchandise total before tax and shipping. Savings reflected at checkout.

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 How do I manage my email preferences?  
[Click here](#) 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](#).  
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**CLASS JEWELRY EXTENDED**


**FREE** Kendra Scott gift\*\* plus holiday delivery with code **HOLIDAY20**.



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**KENDRA SCOTT COLLECTION**

Ensure holiday delivery with code **HOLIDAY20** plus get a **FREE** Kendra Scott gift.



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# BUSINESS CARDS

Front



Back



Front



Back

