

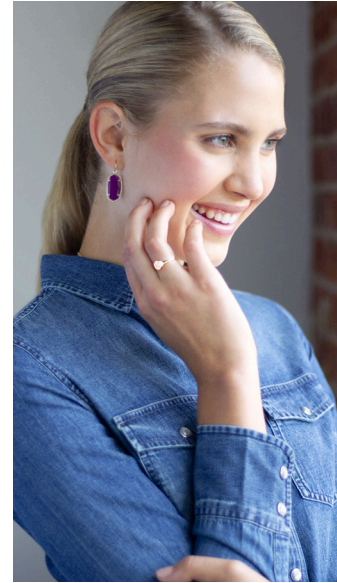
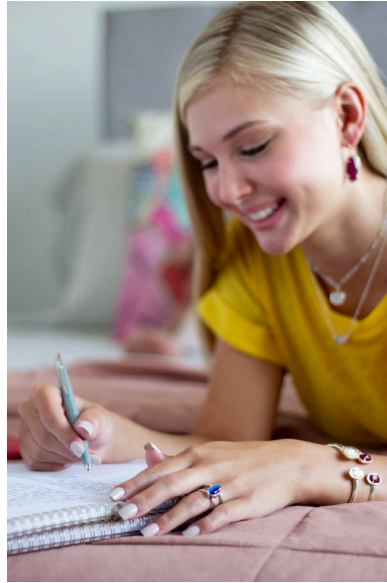
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KENDRA SCOTT

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890~!@#\$%^&*()+=<>{}[]:;?/|\

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

BRANDON GROTESQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890~!@#\$%^&*()+=<>{}[]:;?/|\

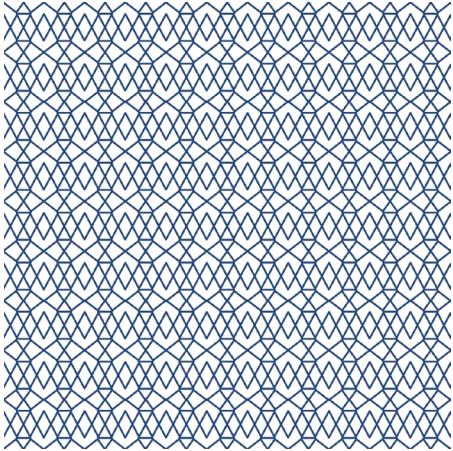
WEIGHT & ITALIC OPTIONS: thin, light, regular, medium, bold, black

STYLE TIP:

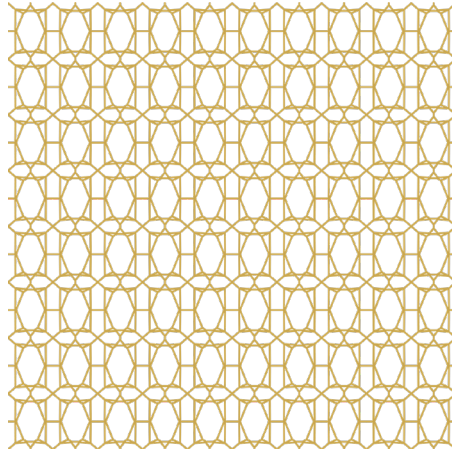
- Kern to 150pts when set to uppercase.
- Kern to 25pts when set to lowercase and italics.

PATTERNS

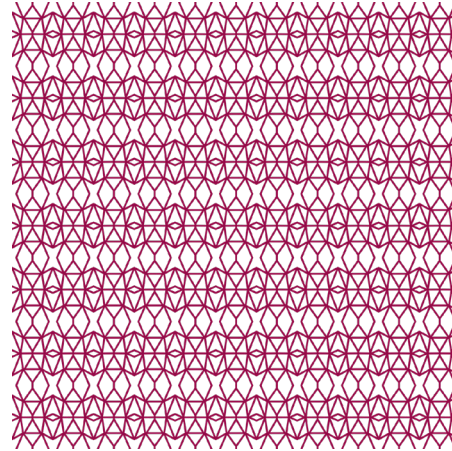
Use any of the 7 patterns in Indigo, Gold, Raspberry, or KS Yellow. Lower the opacity when used behind images in emails.



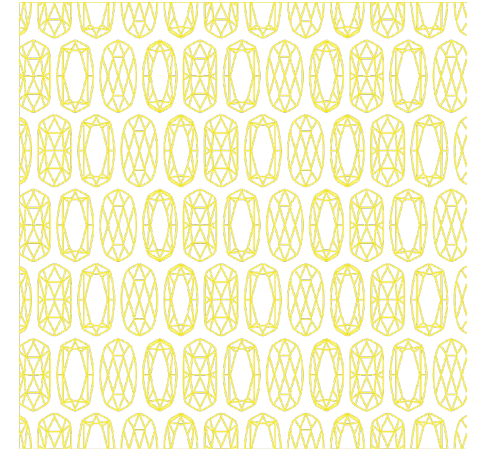
PATTERN 01



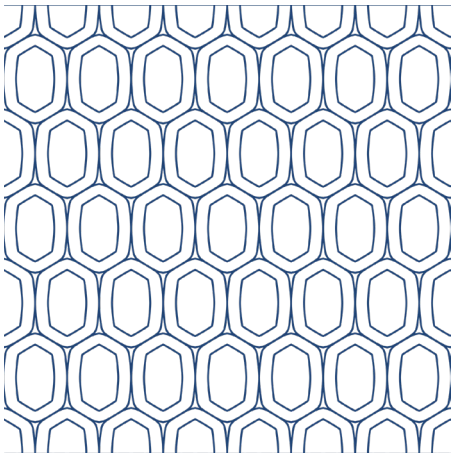
PATTERN 03



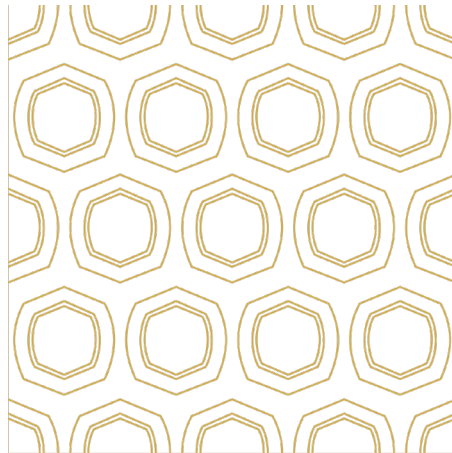
PATTERN 05



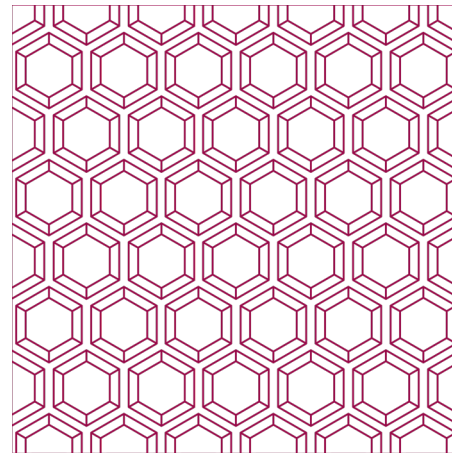
PATTERN 07



PATTERN 09



PATTERN 11



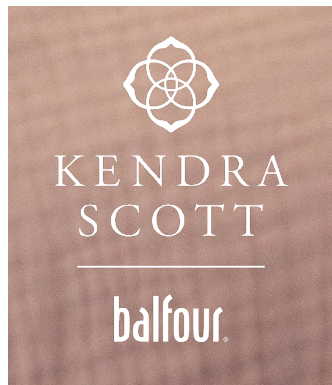
PATTERN 13

- 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.

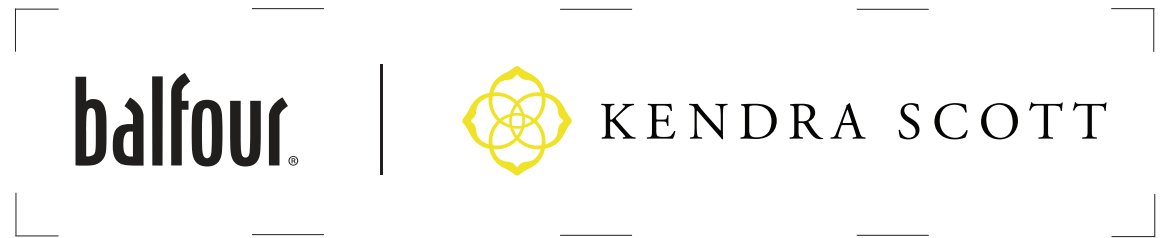
LOGO

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.

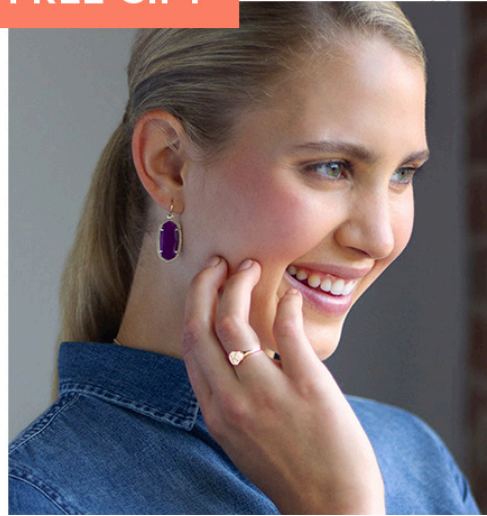


IMAGE TREATMENT

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*



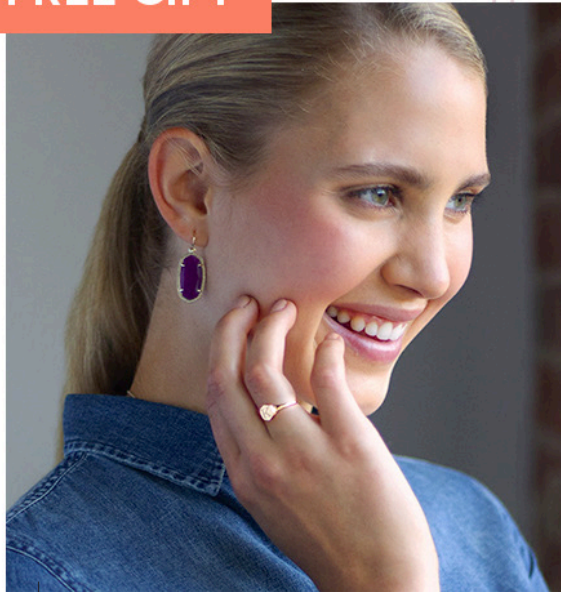
IMAGE TREATMENT

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*



Lifestyle image only touching one side of the whole canvas.

Lifestyle image cropped in.

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

Cluster image on white rectangle.



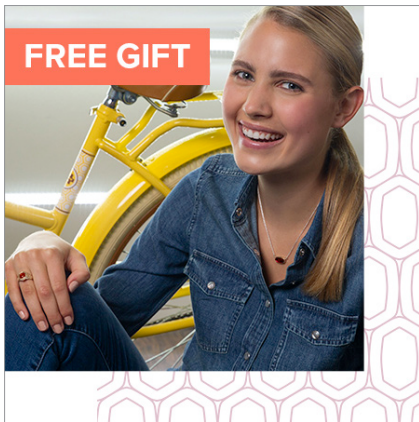
WHAT NOT TO DO

- 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.

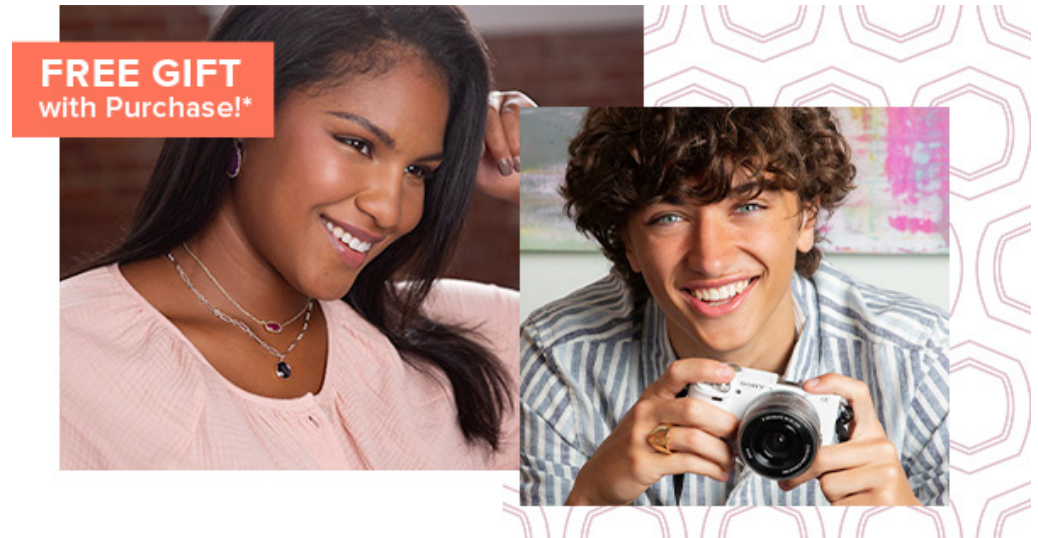


IMAGE TREATMENT

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.



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SEPTEMBER 24, 2020