

# Ritani

BRAND GUIDELINES

**These guidelines  
contain the essential  
elements of our  
brand identity. Each  
section is designed to  
familiarize you with  
our strategy to help you  
clearly and consistently  
communicate in a  
way that is uniquely  
Ritani.**

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# Inside the brand

<b>1.0</b>	Our brand strategy	6	<b>3.0</b>	Our visual identity	26
	Positioning	8		Logo	28
	Differentiator	10		Color	44
<b>2.0</b>	Our brand voice	12		Typography	50
	Brand Voice	14		Layout	56
	Brand Story	24	Photography	62	
			Illustration & iconography	68	
			Brand inspiration		
			<b>4.0</b>		74

**01**

# **Our brand strategy**

Every part of our brand strategy is designed to tell people who we are, what we stand for and why they should care.

# Positioning

PURPOSE

**Creating the best expression of your love, together**

PERSONALITY

Confident, imaginative, inclusive – a creative guide with the craftsman’s eye to help everyone tell their unique story

REASONS TO BELIEVE

- The diverse inspiration and expert guidance you need to explore and design – at your fingertips
- See, touch and try on your creations with our no-obligation preview
- An intuitive ring configurator and customization options to help you create jewelry that uniquely captures your relationship
- Seasoned craftsmen create everything to your specifications

BRAND DNA

- Superior diamond craftsmanship since 1948
- Founded in New York City with the vision for a better diamond shopping experience for all
- Diamond Experts & Educators
- Superior customer service matching the passion and pride of Ritani craftsmen

DESIGN TARGET

Meet the modern romantics

Purposeful, ambitious and connected in everything they do, they are forging their own path in life – together. And they couldn’t be more happy about it. Because the choice is theirs, and that makes it all the more meaningful. Both defining themselves by their quirks and high expectations, they often marvel in private at having found each other, and love creating new and unique memories together – whether it’s on a weekend trip to a new city, or over craft cocktails at the speakeasy in the new neighborhood they just moved to. These plugged-in H.E.N.R.Y.s have big plans in life, and are making them happen on their own terms – so they have no patience for people, employers, or brands who don’t “get it”. They’re not traditional, but they love the same traditions – and they can’t wait to bring all of this shared personality into one big, happy, and totally theirs celebration of love with all of their friends and family.

KEY BENEFITS

**Functional:**  
A personal and inspiring experience from design through purchase

**Emotional:**  
Confidently creating your own traditions

KEY INSIGHT

“Our love story is uniquely ours, but we still want to embrace traditional symbols of love. It just needs to be on our terms.”

FRAME OF REFERENCE

Marking Milestones

## Differentiator

**Only Ritani perfectly blends inspiration, craftsmanship and cutting-edge technology to bring you confidence in a choice that's uniquely yours.**

**02**

# **Our brand voice**

Our brand voice reflects our personality,  
inspires our look and reminds people  
why we are different.

# Voice

OVERVIEW

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Our voice is **Personal, Confident** and **Inspired**. It sets the tone and style for all our communications and reflects our personality. From the most basic sentence to the biggest story, our voice is present in every communication and across every platform.

VOICE ATTRIBUTES

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**Personal**  
**Confident**  
**Inspired**



Voice

Personal

When we speak in a personal voice, think of it this way:

We connect with people at one of the most exciting times in their lives. We love that we get to be a part of that. But more than anything else, we want people to feel like they’ve made the right choice in coming to us. That things will be better because they did.

When we speak in a personal voice, it sounds:

- Warm but never chummy
- Encouraging but never pushy
- Affirming but never presumptuous

Voice

Confident

When we say our voice is confident, think of it this way:

We have generations of experience, a team of gifted craftsmen passionate about their work, and a best-in-class design process that makes everything easy for our customers.

When we speak in a confident voice, it sounds:

- Assured but never arrogant
- Direct but never blunt
- Positive but never unrealistic

Voice

Inspired

When we say our voice is inspired, think of it this way:

We’re inspired by the people we meet, the stories they tell, the knowledge that no two stories – and no two couples – are exactly alike. Each one holds the promise of something new and different.

When we speak in an inspired voice, it sounds:

- Inventive but never vague
- Spirited but never manic
- Expansive but never overreaching

# Modulating our voice

OVERVIEW

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While our voice is always **Personal, Confident** and **Inspired**, the way we use our voice, and which voice attributes comes to the forefront, will vary depending on the circumstance and the audience.

FOR EXAMPLE

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- When we are speaking to a buyer about an engagement ring, our tone is more likely to be more personal – warm, encouraging and affirming.
- When we are talking about craftsmanship, our history or our products, our tone is more likely to be a mix of confident and inspired.
- Headlines, advertising and call-to-action prompts off the greatest opportunity to stretch in a personal , conversational and playful way that captures the attention of our targeted Millennial audience. (Though it’s best to air on the side of caution to avoid pandering or trying too hard.)
- Finally, remember that the Ritani voice is meant to be flexible. There are no hard-and-fast rules beyond the need to be consistent and stay true to the spirit of the brand.

# Brand Story

## SHORT FORM

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At Ritani, we believe the best love story is the one you write yourself. That’s why we bring you the perfect blend of inspiration, craftsmanship and cutting-edge technology – so you’re confident in a choice that’s uniquely yours and so that feeling lasts a lifetime.

## LONG FORM

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Ever have someone step in and tell your story for you? Of course you have. But it didn’t come out quite right, did it? Of course not. How could it? It was your story.

At Ritani, we’ve always believed the best love story is the one you write yourself. So much so that we’ve made that idea our purpose – to create the best expression of your love, together.

We know diamonds. You know you. So we give you everything you need to get this moment, this ring, and everything it represents, right.

We put you in control of an intuitive and transparent process that makes everything simple and clear. We bring you craftsmen with generations of expertise, who know luxury and style, wholly dedicated to your vision. We offer inspiration, customization and guidance if you need it and step aside if you don’t.

So you’re confident in a choice that’s uniquely yours and so that feeling lasts a lifetime.