

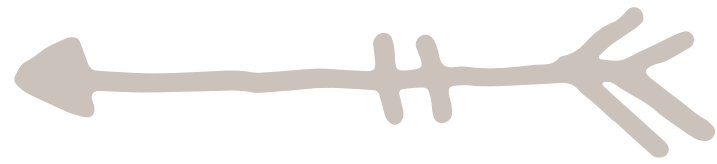
FAVOR THE KIND

BRAND BOOK



FAVOR THE KIND





FORTUNE FAVORS THE KIND



When you don't have guidelines, every designer and marketer will present their ideas in whatever way they see fit. They'll express their own personality rather than the brand's.

This brand book will help you get accustomed with Favor The Kind's rules and standards while ensuring that our personality is prominently represented in all visual and written brand communication. Not all examples and instances will be represented in this guide. Please use your best judgment when building communication pieces.

If you have any questions, contact Johnny Seale at johnny@favorthekind.com.



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IT'S COOL TO BE KIND.

Favor The Kind is a home, gift, and apparel boutique based in Dallas, Texas with additional locations in Houston, Austin, and Crested Butte, Colorado. We strive to spread the joy of the kind life by carrying homemade, sustainably produced gift and home items made by people and companies our customers can feel good about supporting.



A Letter from Carley

Welcome to Favor The Kind!

I remember my first day at The Gypsy Wagon (that is our old name) very well. I was excited, anxious, and bursting with hope. When I opened the first store in 2007, I had no guarantees it was going to work. But I believed in my heart that it would. This place has truly been fueled by dreams, starting with the cute little house on Bonita Avenue to the opening of our 4th store in 2017. One by one my team has grown, joining me with hard work, passion, and talent to chase this dream. So, why are we hustling so hard? We are devoted to making sure Favor the Kind is the most delightful place to shop, and the most gratifying place to work.

I can see with my eyes the results of our hard work with monthly sales reports and beautiful visual displays. But there is something else that makes our stores special. I can't fully explain it, but there is a magic to our stores we can't see, but we can feel. I'm not sure how it got here or how it has stayed with us over the last ten years. It's in all our stores; our customers can feel it, too. Maybe it's the great people we hire. Maybe it's the cool stuff we carry. Maybe it's the energy of our customers having fun. Maybe we just believe it, so it's true.

Whatever is it, our job here is to keep this magic alive. How do we do that? Just keep doing the same thing we've all been doing since I opened the first doors on Bonita Avenue: bring our very best selves and share our light with our customers. I know that works, it has gotten us this far!

Kindly,

Carley Seale

Mission Statement

“ To generate joy by making a circle of friends, creating a wonder-filled environment, and supplying inspirational goods. ”

Value Proposition



SMALL SUPPORTS SMALL



Small Supports Small is the Favor The Kind mantra. We believe that by partnering with and supporting local charities and artists that we are doing our part to support the communities we operate in by helping to create jobs and contribute to the local economy. We also believe that small businesses offer more unique products, and as you know, there's nothing better than a killer one-of-a-kind find.

Brand
Promise

FORTUNE
FAVORS THE KIND





Elevator Pitch

Favor The Kind is a lifestyle brand selling cool stuff to **kind** people. We try our best to celebrate makers, invest in give-back products, and buy from small businesses. But most of all, we want our customers to leave with more joy in their pocket than when they arrived.

THE KIND BABES



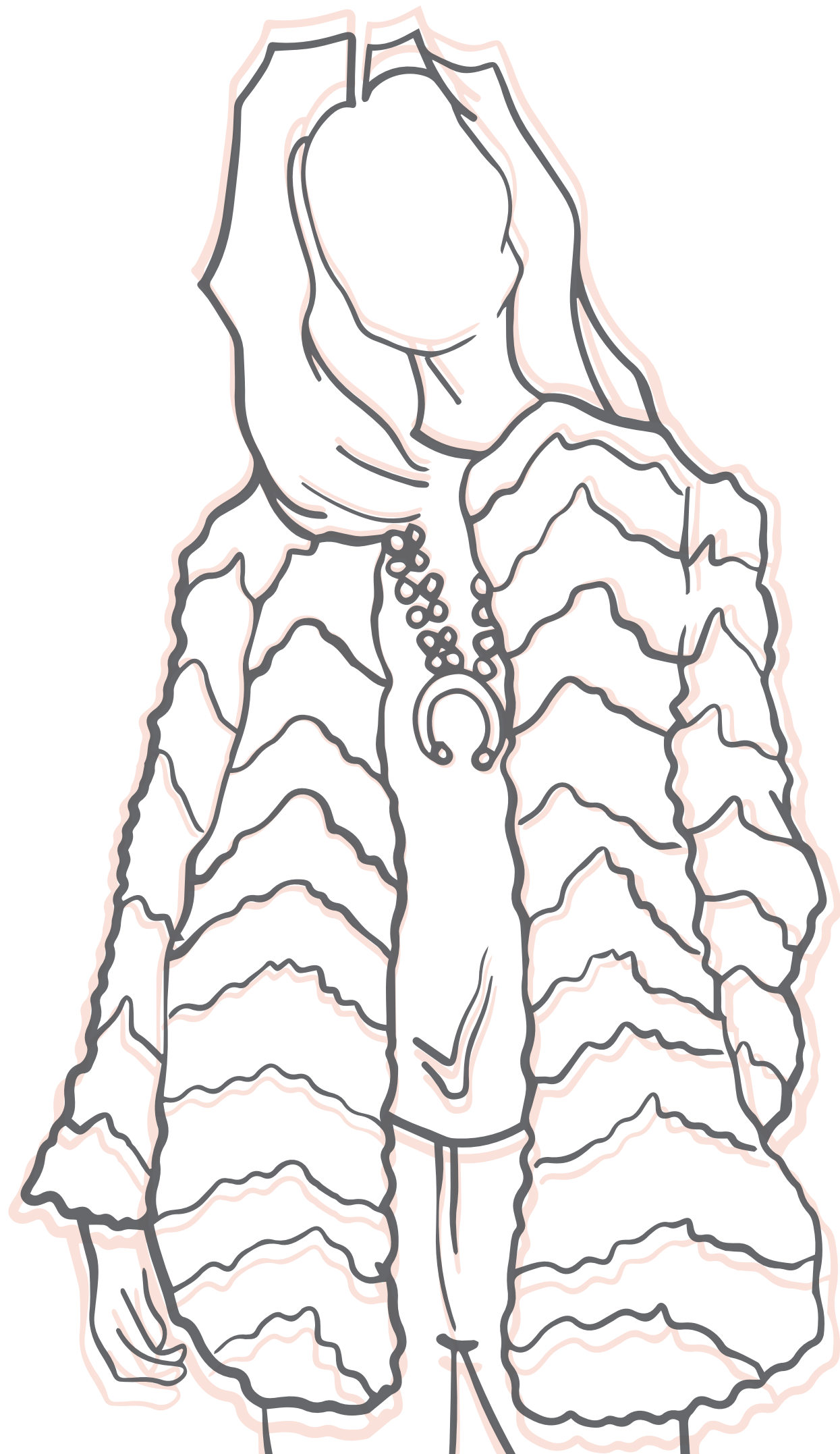


Jane

Jane is a strong leader and a role model. She is a little more mature than the other girls, which comes with a level of sophistication and refinement. She has a fair amount of discretionary income and tends to enjoy the finer things in life. Her vacations tend to be adventurous and luxurious, and she has no problem splurging on herself. While she is cultured, she is also very hip. She's the kind of girl you would find in courtside seats at the basketball game, or jamming front row to her favorite artist. Jane is always busy and on the go, and enjoys spending time with her family, traveling, and trying new restaurants.

Jane's World

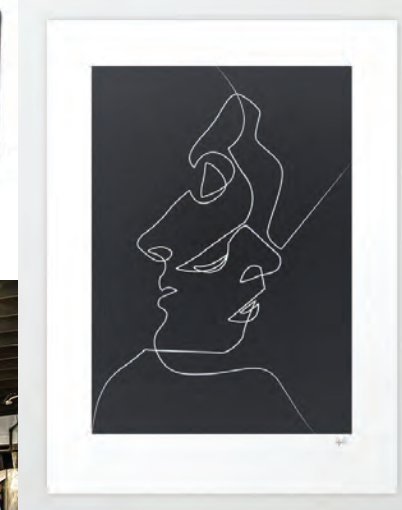


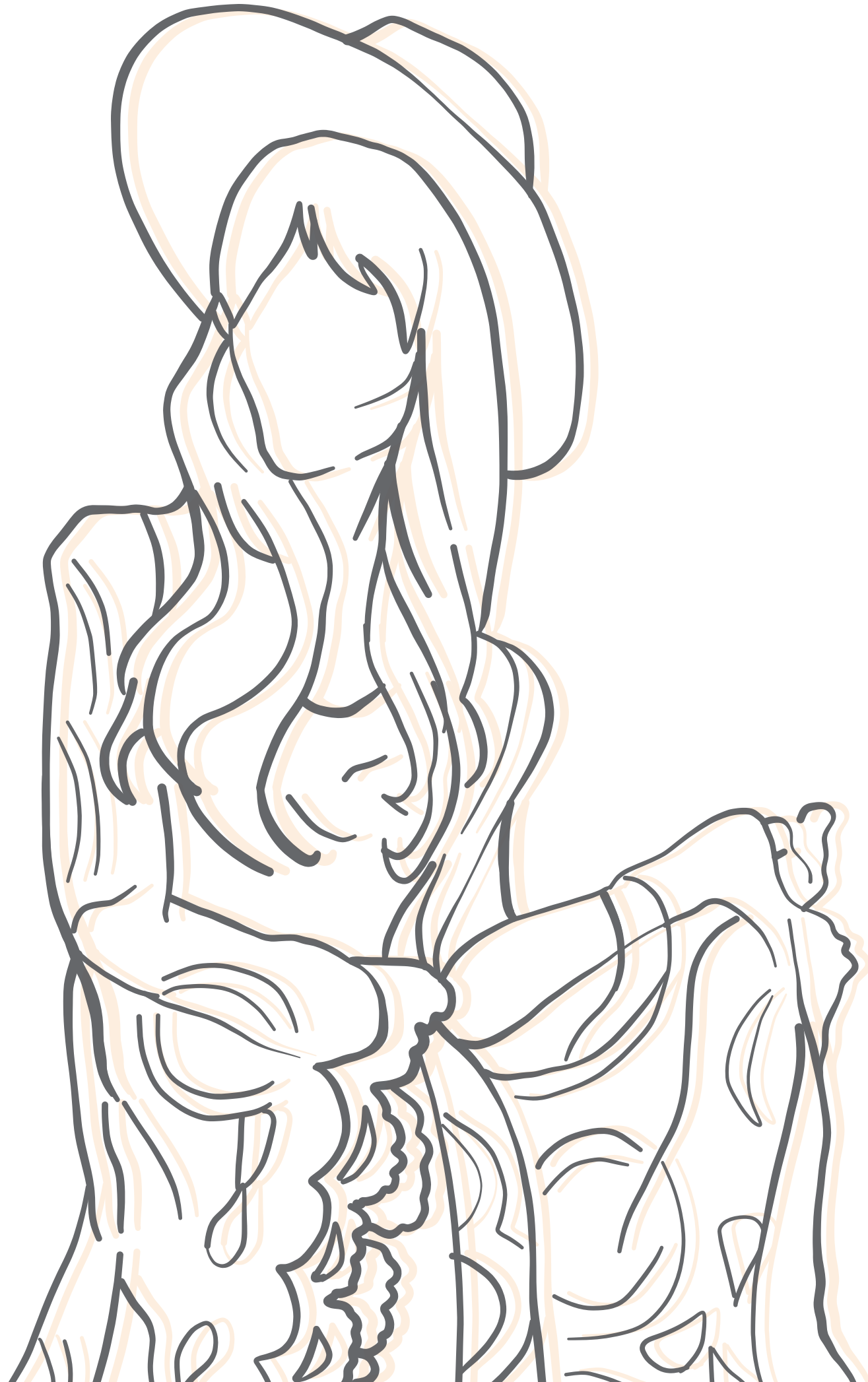


KATE

Kate is your everyday girl — the kind you would find walking down the streets of New York or San Francisco. She's orderly and practical with a generous helping of modern coolness. A bit of a minimalist, Kate tends to be on somewhat of a budget, but is not above splurging on something special for herself. She stays up-to-date with local style bloggers and Instagrammers, often finding fashion inspiration from those sources.

Kate's World

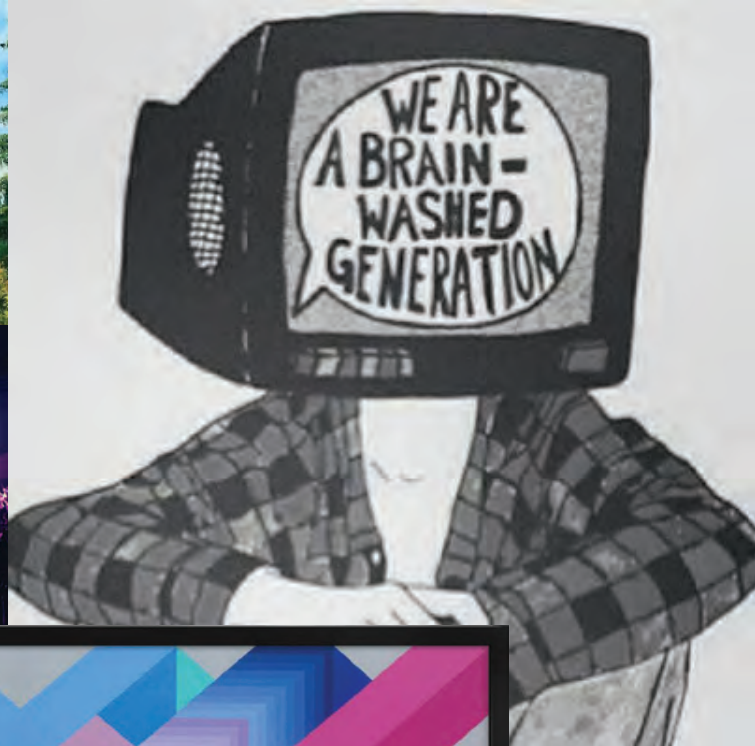




STEVIE

Stevie encompasses the essence of the bohemian lifestyle. She's creative, independent, and free-spirited. While she favors the art of thrifting and loves a stellar vintage find, she is also willing to splurge on special items. Stevie lives a healthy lifestyle and is an avid animal lover; she is also interested in clean eating, astrology, and vegetarianism. In her free time, you can find her on the road exploring her sense of wonder. She frequents music festivals and loves art, vintage furniture, and traveling.

Stevie's World





Lily

Lily is the life of the party, and the first person you would expect to show up decked out at Coachella. She loves being social and is always down to grab drinks with friends or go on an adventure. She is a heavy consumer of media and gets a lot of her fashion ideas from blogs and Instagram. Lily enjoys the finer things, but tends to be more of a bargain shopper, normally going for less expensive pieces. When it comes to getting away, the beach is always calling Lily's name. In her free time, you can find her perusing her local farmer's market or spending time with her fellow babes.

Lily's World





**VISUAL
GUIDELINES**

Logos

Horizontal (Primary)

FAVOR THE KIND

Stacked (Secondary)

**FAVOR
THE KIND**

A logo is the central visual cue that we all use to identify a brand. It's the symbol of a company's personality. Everywhere the logo shows up, it must act and behave the same way so consumers recognize us and can trust that the relationship they are building with our brand is sound and secure.

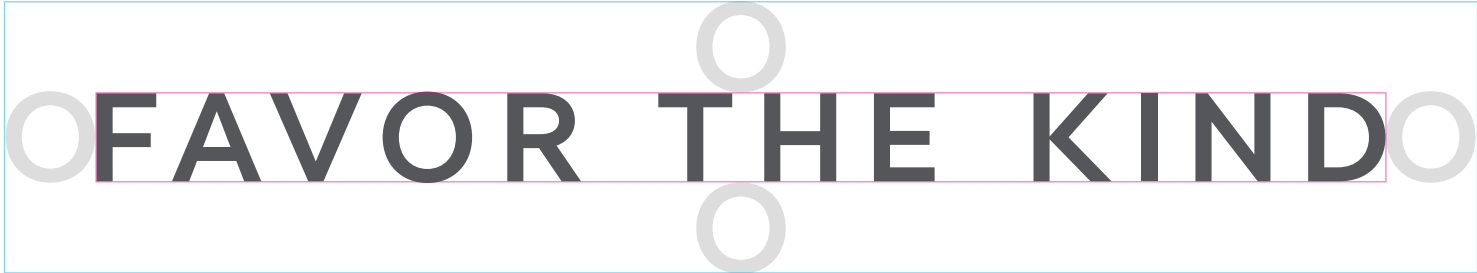
The Favor The Kind logo is the heart and soul of our company. It's our biggest asset and must constantly be given protection and prominence. All communication must emphasize Favor The Kind above all else.

UNIVERSAL GUIDELINES

The Favor The Kind logotype should always be displayed clearly.

The Favor The Kind logo should be displayed against a carefully selected background, so its impact is not reduced. Do not display the logotype more than once on the same surface.

Logos



Minimum print sizing is 1.5 inches wide



Minimum print sizing is 1 inch wide



ISOLATION ZONE

The Favor The Kind logotype should be surrounded by ample space. At the very least, other elements should be kept out of the isolation zone, as shown.

Spacing should be no less than the WxH of the letter "O" in the Favor The Kind logotype.

SIZE AND PLACEMENT

The Favor The Kind logo should always be legible within the visual space. To ensure this, please follow the size restrictions listed here. The primary logo should never be less than 1.5" wide, and the secondary logo should never be less than 1" wide.

The logos should always fall within the final trim and live areas when creating print material. If this not the case when guidelines are followed, please adjust artwork to fit.

Logos

♥ Correct Usage ♥

FAVOR THE KIND

No Drop Shadows

~~**FAVOR THE KIND**~~

No Outlines

~~FAVOR THE KIND~~

No Gradients

~~FAVOR THE KIND~~

No Stretching

~~**FAVOR THE KIND**~~

No Squashing

~~**FAVOR THE KIND**~~

LOGO USAGE

The Favor The Kind logo was designed to be classic and modern. The sanserif wordmark is polished enough to appear modern but maintains the warm and approachable air shoppers have come to expect from the Favor The Kind Brand.

Consistency in logo usage is important to protect the integrity and personality of the Favor The Kind brand.

INCORRECT LOGO USAGE

The following examples demonstrate how not to use the Favor The Kind logo as it relates to a number of elements, including color, scale, letter case, backgrounds, and transparency. These rules have been designed to maintain the consistency and personality of the Favor The Kind brand.

The Favor The Kind logo should never appear as part of another graphic element or wordmark with the exception of co-marketing.

Logos

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FAVOR THE KIND

COLOR APPLICATION

The Favor The Kind logos should primarily be used in FTK Cool Grey, FTK Peach, or white. Never use the logos in the secondary colors.

When using the logos on a colored background, please follow the guidelines as shown on this page. The rules of color application help to increase the effectiveness of Favor The Kind's branding methods.

Logos

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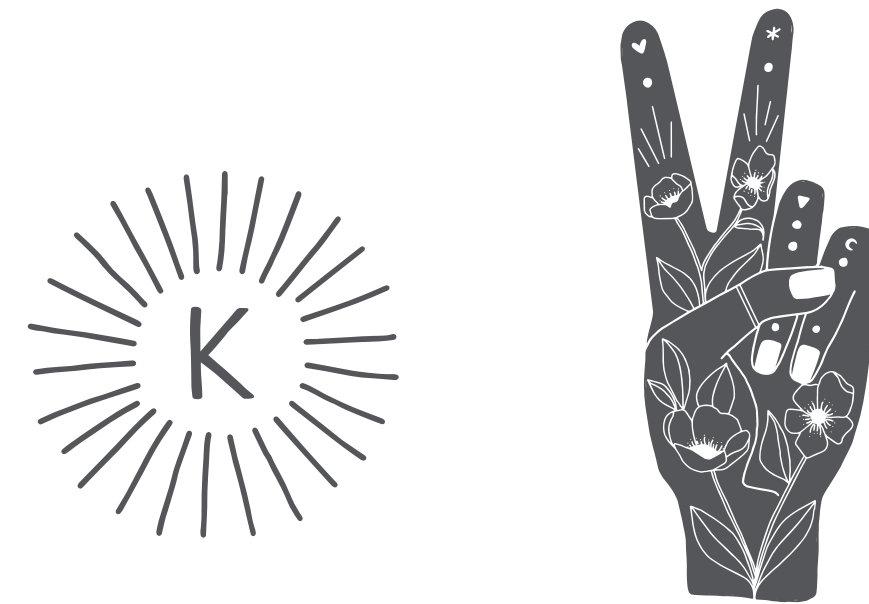
FAVOR
THE KIND

Logo System

Favor The Kind has a robust logo system with a variety of elements that can be used to keep the brand image consistent yet diverse and exciting. More than one Favor The Kind logo should never be used on the same application, and additional effects such as drop shadows and outlines should never be used. Also, always maintain the established ratio when using FTK logos.

FAVOR THE KIND

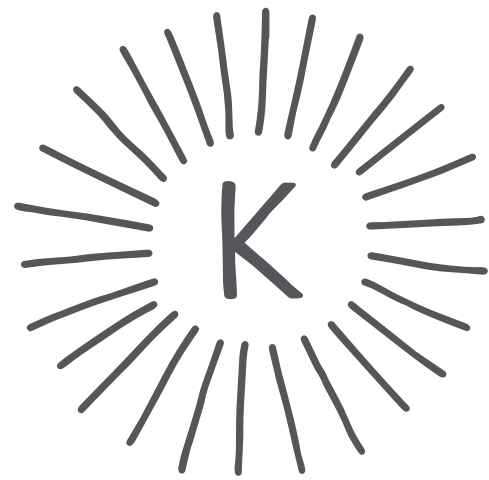
**FAVOR
THE KIND**



FAVOR THE KIND

**FAVOR
THE KIND**

Logo System



SYMBOL LOGOS

Favor The Kind uses these two symbol logos to express our personality and beliefs, and to help our consumers identify with us. These symbols can be used as standalone elements on collateral, merchandise, and other print materials.

The K Burst

The K Burst is a fun and whimsical visual representation of “exploding with kindness,” which is the very essence of our brand.

Tatted Deuces

The Tatted Deuces is the visual representation of our playful, magical, and whimsical spirit.

Logo System

FAVOR THE KIND

**FAVOR
THE KIND**

HAND LETTERED LOGOS

The hand lettered execution of the primary and secondary Favor The Kind logos contribute a more personable quality within the branding. Therefore, these logos should only be used in communications with the Circle of Friends (Favor The Kind's VIP customer base), and on internal Favor The Kind print materials.

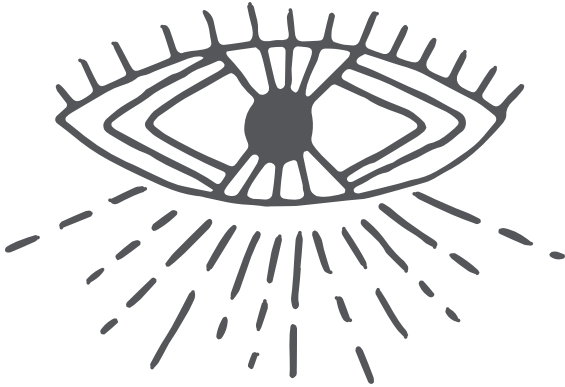
Buyer Logo

FAVOR THE KIND
— *curated goods* —

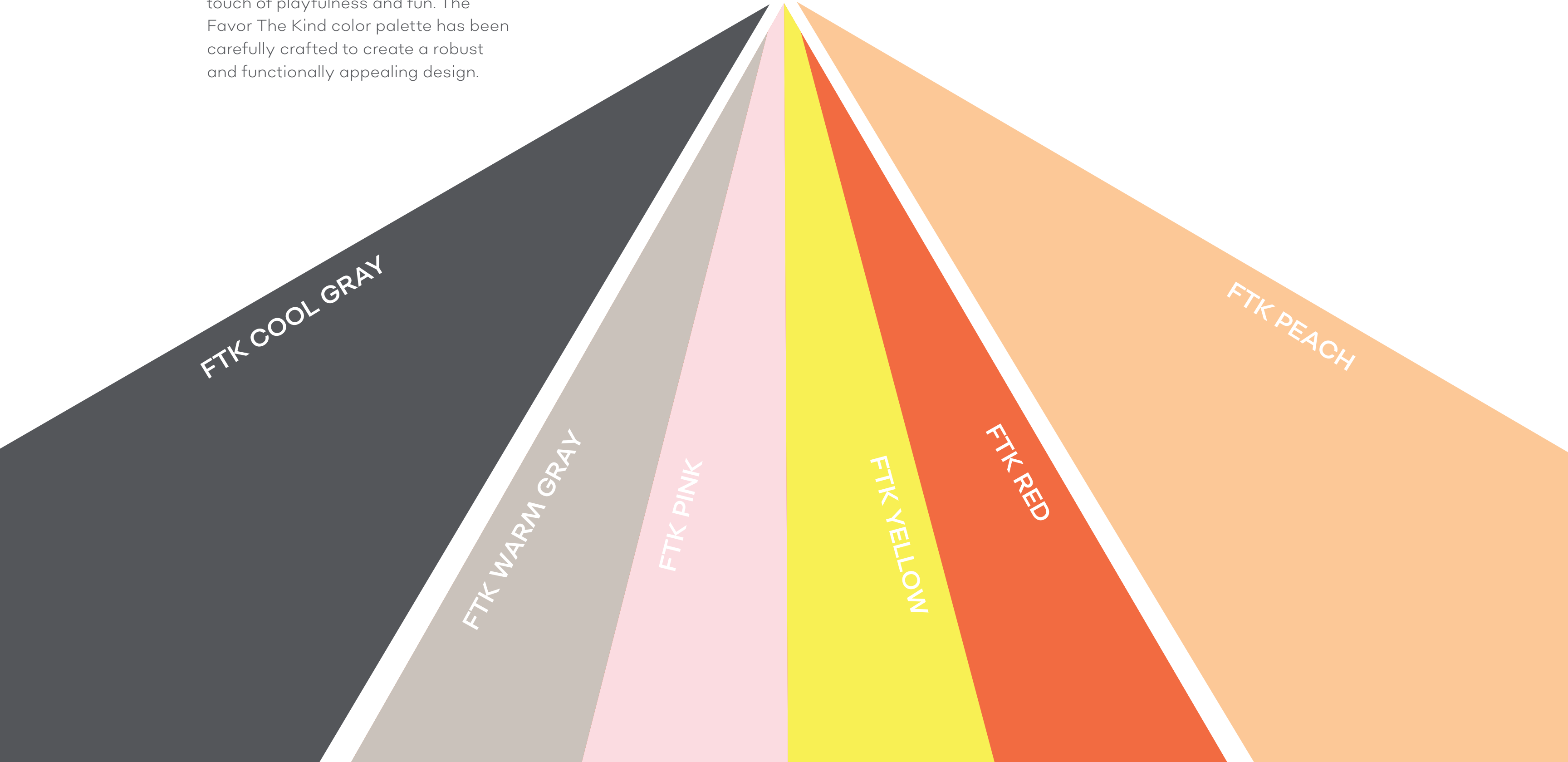
CURATED GOODS LOGO

The Curated Goods logo is only used on business cards for Favor The Kind buyers. This allows the vendors to get a glimpse of who FTK is without the buyer having to explain it, which ends up saving time.

Colors




When we use color, we aim for maximum emotional impact with a touch of playfulness and fun. The Favor The Kind color palette has been carefully crafted to create a robust and functionally appealing design.

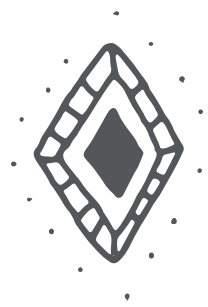



Colors

PRIMARY COLORS



PANTONE U 2437 U
PANTONE C 712 C
PANTONE/CMYK U P 24-2 U
HEX FDC998
CMY  0 | 24 | 42 | 0
RGB 253 | 201 | 152



PANTONE U COOL GRAY 11 U
PANTONE C COOL GRAY 11 C
PANTONE/CMYK U P 179-11 U
HEX 54565A
CMY  66 | 57 | 51 | 29
RGB 84 | 86 | 90

SECONDARY COLORS




PANTONE U 100 U
PANTONE C 101 C
PANTONE/CMYK U P 1-7 U
HEX FCFE55
CMY  3 | 0 | 79 | 0
RGB 252 | 239 | 85




PANTONE U 2050 U
PANTONE C 705 C
PANTONE/CMYK U P 71-1 U
HEX FCDDE1
CMY  0 | 16 | 4 | 0
RGB 252 | 221 | 225



PANTONE U Warm Gray 2 U
PANTONE C Warm Gray 2 C
PANTONE/CMYK U P 33-1 U
HEX CBC3BB
CMY  20 | 20 | 23 | 0
RGB 203 | 195 | 187



PANTONE U 1665 U
PANTONE C 1645 C
PANTONE/CMYK U P 40-7 U
HEX F36C42
CMY  0 | 72 | 80 | 0
RGB 243 | 108 | 66

Typography

Headlines

Sonny Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy

Sonny Gothic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography creates a layer of information over text, giving it a feeling and purpose beyond the meaning of the words themselves. Simple, consistent typography improves the clarity of the message and integrity of the brand.

All visual communication for Favor The Kind will be set in the complete font family called Sonny in two different fonts: Condensed and Gothic.

The strength and simplicity of the lines that compose this typeface affirm the emotional connection that we wish to establish with a consumer.

When set in Sonny, Favor The Kind carries the simple confidence of our brand personality.

Typography

Headline Sonny Condensed Regular (40 pt)

SUBHEADLINE SONNY GOTHIC REGULAR (18PT)

B&W

Body Copy. Tius sequae moloribus aciet fugitius ma dentio. Ipiet eum quatus volupta aut utatiamus, tectem est, qui dit facea quietem fuga. Ut fugia ven eicieniani corestiunt lam, cone resto qui ut rectus debit derovid elitatemodi utem ipitae rescitatum comnihilias est laut liqui voloriatur serunt harchil. Sonny Gothic Light (13pt)

Headline Sonny Condensed Regular (40 pt)

SUBHEADLINE SONNY GOTHIC REGULAR (18PT)

COLOR

Body Copy. Tius sequae moloribus aciet fugitius ma dentio. Ipiet eum quatus volupta aut utatiamus, tectem est, qui dit facea quietem fuga. Ut fugia ven eicieniani corestiunt lam, cone resto qui ut rectus debit derovid elitatemodi utem ipitae rescitatum comnihilias est laut liqui voloriatur serunt harchil. Sonny Gothic Light (13pt)

Tracking: 5/Optical Leading: 19



Iconography

The Favor The Kind iconography is an integral part of our brand identity system that extends beyond the logo. The icons provide us an opportunity to tell stories that help us connect with our consumers on many different levels, and quickly immerses them into our world of wonder.

The icons can be used individually or in the pattern.





Photography

Photography is crucial to the way we communicate. Through a richness of color, texture, and composition, we can truly bring the joy of the kind life to consumers. When photographing for Favor The Kind, keep the following guidelines in mind.

Photography

PHOTOGRAPHY GUIDELINES

- Be sure your photos are clear and sharp
- Do not over saturate
- Do not over filter
- Double check photos before you break down a scene to make sure you have the perfect shot
- Make sure that your photo is showing off what you are highlighting (graphic tees should be legible, product shouldn't be too cut off where you can't tell what it is)
- Make sure your product is in focus
- Match for shadows or odd lighting





Love
is the
Answer





**COMMUNICATION
GUIDELINES**

Language

At Favor The Kind, we inspire a sense of adventure and joy in everything we do.

READABILITY

In an effort to create compelling copy that motivates consumers to take action, we favor concise and clearly written copy that gets the message across while remaining lively and engaging. Avoid wordy, compound sentences as they can appear convoluted and deter interest in the message. Always ask yourself, “is this something I would want to read?”

STYLE

In general, the style of writing that Favor The Kind embodies is non-technical and casual. We want to talk to our readers just like we would if we were having a face-to-face interaction. Formal language and technical terms can often be off-putting to consumers and should be avoided.

VOICE

Favor The Kind’s tone of voice is personal, friendly, and optimistic.

WE ARE

More playful than serious
More casual than formal
More creative than mathematical
More rebellious than obedient
More feminine than masculine
More personable than professional

Adventurous
Brave
Kind
Joyous
Friendly
Modern

Whimsical
Magical
Wanderers
Optimistic

WE ARE NOT

Old-fashioned
Mysterious
Quiet
Sexy
Shrewd
Vivacious

ADVENTUROUS
BRAVE KIND
JOYOUS
FRIENDLY
MODERN MAGICAL
WHIMSICAL
OPTIMISTIC
WANDERERS
REBELLIOUS



Email

Email communications adhere to the same communication guidelines previously detailed but are structured differently than writing for other media. When writing an email, use the following structure.

Subject line – The subject line is one of the most important aspects of an email. It’s the first thing the consumer reads and determines whether or not they are interested enough to open the email. Go for concise and catchy lines that provide some detail of what kind of message the email entails.

Headline – The headline should summarize the content that is about to come in a way that’s lively and engaging. If you can come up with something clever in order to get a laugh, great. Otherwise, just tell the reader what you will be talking about in the body copy.

Body copy – This is the meat of the email, where all the details go. Be clear in your messaging.

Additional details – If there are any other details you did not include in the body copy, include those here. It can be the time of an event, the location of a store, etc. If you covered everything in the body copy, omit this section.

Call to action – Every email should have a call to action. That is, a call for the reader to take action. If the email is about an invite, invite them to join. If you are introducing a new product or maker, invite them to shop the collection. The point of an email is to inspire people to take action. Don’t make them guess what you want them to do — tell them.

Social Media

INSTAGRAM STANDARDS

Our objective is to design an Instagram feed that creates the ultimate Favor The Kind experience. We want to showcase our store brand and lifestyle on our feed each day to make our followers feel as if they are shopping in our store. Our main goal is to sell, grow, and spread a little kindness.

“ Be witty with the nitty-gritty. The difference between something good and something great is in the details. We should always be creating for others to enjoy. ”

— CARLEY SEALE

LAYDOWNS

- Always fill and center your space in the frame.
- Use complimentary backdrops. More often than not, a solid neutral backdrop is appropriate. (Foam board for white backdrops on smaller products like home and gift, and seamless rolls of paper can be used. Your Brand Warrior can help you find these things.) Exceptions can happen when product is solid and neutral, and a colorful backdrop makes that item pop. Examples: serapes, rugs, natural elements.
- Be sure your selected products go together. That is, that they are complementary either in theme, or a complete look/scene. Laydowns should tell a story.
- Always steam product. From apparel, home and gift, kids, accessories — steam anything that can hold a wrinkle.
- Add live elements to fill spaces. Examples: in-season flowers or succulents.

Social Media

JEWELRY LAYDOWNS

- Take the product out of its packaging and remove any tags (but don't forget to re-tag the item before it goes back onto the floor). Do this carefully, most products can be easily put back in their original packaging.
- Chains on necklaces should always be intentionally arranged.
- Jewelry should be paired with like styles/vendors.
- Have the products in use or create a scene. We want to be impactful with our laydowns.
- Have a mix of shoes on, bags being carried, jewelry on, glassware filled with yummy drinks, fruit in a bowl or on a cutting board — set a party table. Bring love and life into your photos! Show off our lifestyle with your models and with products.
- Use live elements from current seasons as props.
- Use color! Our followers love the bright and happy!
- Use your city! It makes your feed unique! Take your models outside of everyday spots. Show off what makes your city special.
- Make the feed have a flow. Our feed should feel like it is telling one story as your followers scroll thru.
- Always tag vendors.

- Be sure to have weekly features of our key brands. (Examples: Spell, Johnny Was, Free People, Knot Sisters, Farrah B., Freebird, Girl on a Vine, Goddis, Cleobella, True Grit, Wildfox, Show Me Your Mumu, Bella Dahl, Totem.)
- Utilize multi-photo posts! This is such a useful tool. Use it to showcase details of an outfit. Use it to show multi-ways to wear a style/trend. Inspire your followers with this tool.

MODELING STANDARDS

- Be sure clothing fits your model properly and that proportions are flattering. If you are questioning something, then it probably isn't right.
- Ask for styling help when you need it! We have a team of amazing stylists at our disposal at all times! Team work makes the dream work.
- Always steam product. From apparel, home and gift, kids, accessories — steam anything that can hold a wrinkle.
- Tape the bottom of shoes so that they do not get damaged (blue painter's tape works great).
- Be sure you got the perfect shot before you put your model in a new look.
- Make sure you have the right model for the Kind Babe you are promoting.

Social Media

PRODUCT MIX

- Feature items from each category each week.
- One post can cover more than one category.
- Be sure to represent all the Kind Babes in postings – Jane, Stevie, Lily, Kate.
- Cover a variety of price ranges.
- Follow the unicorn! Trend Alerts are your best friends. Check your Fire/Strong/Filler items for the week. Plan out your Fire & Strong items! Fire & Strong items should have a fast turnaround from hitting your store to hitting Instagram & web. Filler items can be scheduled in advanced.
- Be sure to have weekly features of our key brands. (Examples: Spell, Johnny Was, Free People, Knot Sisters, Farrah B., Freebird, Girl on a Vine, Goddis, Cleobella, True Grit, Wildfox, Show Me Your Mumu, Bella Dahl, Totem.)
- Utilize multi-photo posts! This is such a useful tool. Use it to showcase details of an outfit. Use it to show multi-ways to wear a style/trend. Inspire your followers with this tool.

CAPTION STANDARDS

- Make sure the language you use embodies the Kind spirit. Have a conversation with our followers. Ask questions. Talk to them like you talk to your friends. They should be experiencing our store vibe in each post.
- Use song lyrics when appropriate. Stevie Nicks never says it wrong.
- Use punctuations. An emoji does not end a thought. Be sure to still have a period or exclamation mark. If you have any questions, consult the grammar section above.
- Use appropriate hashtags. Be sure your hashtags match the products/vibe in your post. Each post should have unique hashtags.

Here is an example of how a FTK caption should be laid out:



Social Media

INSTAGRAM STORIES

The story feature on Instagram is a fun way to get a message across to our customers and to show off what is happening in our stores. Our message needs to feel concise no matter who is running the Instagram story for the day.

DO

- Post to the story at least once a day.
- Invite customers to join the conversation. Ask questions! Get them engaged.
- Be sure the above standards have been met in the sections of your store that you are storying in.
- Show behind the scenes during shoots.
- Show off new arrivals.
- Cover store sales thoroughly. Entice your followers to come in or call to order something.
- Look over your story for mistakes before uploading it.
- Show town events and happenings. Show where we are when it is relevant to our store. If you aren't sure if something is relevant, ask!
- Show off our in-store events. We want people dying to be at all our events, so let's show them how awesome our events are!

- Tag our locations for events.
- Show off our staff. Get them involved. Let's invite our followers to get to know us! Examples: Katie's Picks or What We Wear.
- Play with color in your type but be sure your colors are corresponding with your video/photo. The color matching tool makes life a breeze!
- Tag vendors and models. We can repost from here too!

DO NOT

- Take photos with the in-story camera. The quality is not great. Either take them outside the app or with your camera, then upload them. It is ok to Boomerang in the app and take video, but not photos.
- Throw just anything up. Make your story feel impactful and the message clear.
- Use the coloring feature behind typed words. Use the blocks.
- Move around in your videos too fast — this makes things hard to focus on. Go slow — It shows our products much better.
- If you want to write words on your Story be sure that they are legible words. I love how personal this makes a post, but it has to be done right.

Social Media

INSTAGRAM INSIGHTS

- Utilize your feed insights.
- Watch Impressions from last week — profile views/website clicks/top posts — from the week all the way to a year.
- Check sales for your posts each week

HASHTAGS (#)

For social media, hashtags are always to be lower case, because at their core, hashtags are used to gain visibility among audiences outside of your followers.

Example: #favorthekind

For print and digital media (as part of a campaign), hashtags should always utilize initial caps for easy readability. This is particularly important for longer hashtags and especially on media like billboards where the reader has a very short time to engage.

Example: #FavorTheKind

FACEBOOK

Our Facebook page is an outlet for our customers to get a taste of who we are, what our store is like, what it looks like, to see what events we have going on, and to shop! As a general rule, each Instagram post should also be posted on Facebook.

CAPTION STANDARDS

- Use language that embodies the Kind babe spirit. Have a conversation with our followers. Ask questions. Talk to them like you talk to your friends. They should be experiencing our store vibe in each post.
- Use song lyrics when appropriate. Stevie Nicks never says it wrong.
- Use punctuation. An emoji does not end a thought.
- Use appropriate hashtags. Be sure your hashtags match the products/vibe in your post. Each post should have unique tags.

Social Media

ANSWERING QUESTIONS

Answering customers on Facebook should be just like answering the phones at the store.

- Always be polite.
- Always answer questions accurately and timely. If you're not sure about something, ask!
- Ask the customer to call the appropriate store when an item is not online that has been featured when asked.

Example: That item is currently not online, but we do ship. You can give our Dallas store a call to order @ 214-370-8010. Our girls will be happy to get you taken care of!

- If a customer is asking about a product that is listed online send them the link to that product.

Example: We have that product in stock online right now! Here is the link [<https://www.the-gypsy-wagon.com>]. Please let us know if there is anything else we can help you with!

- If a customer complaint is given on Facebook please send that over to our Chief of Stores to help resolve the issue.

TAGGING

- Be sure the designers and brands are tagged in each post. When we do this, we are setting up for reposts and more eyes on our posts.
- When sharing directly from Instagram you will need to go back into your post and edit to tag the brands/designers.

EVENTS

All store events should be featured on Facebook one week before the event. It should be posted as a Facebook Event. Follow the Event Marketing Timelines on Kindfolk.com.

FAVOR THE KIND



