

# KABANA

Surfaced Beauty: A New Brand Look



Like the women we adorn, each finished product reflects a lifetime of refinement, its depth sculpted as much by passion and precision as it is by any tool. To wear Kabana is to express one's confidence and individuality with sophistication and style.

MAIN LOGO

KABANA

ESTD. 1975  
Handcrafted Fine Jewelries

REVERSED LOGO

KABANA

ESTD. 1975  
Handcrafted Fine Jewelries

## COLOR PALETTE



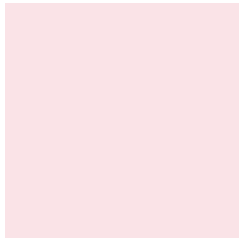
### ADOBE

A rich brown hue that is reminiscent of traditional pueblo architecture of the Southwest.



### EARTH

The color of the earth from which all gems and stones are forged. It represents substance, physical comfort and trustworthiness.



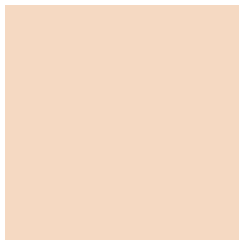
### PINK PEARL

A light, feminine color that symbolizes grace, compassion and warmth.



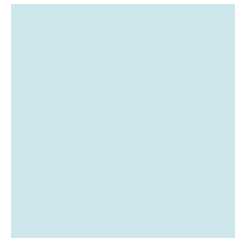
### AQUA

Color of water.



### DESERT SAND

A neutral tone to complement our metals and gemstones.



### AGEAN SEA

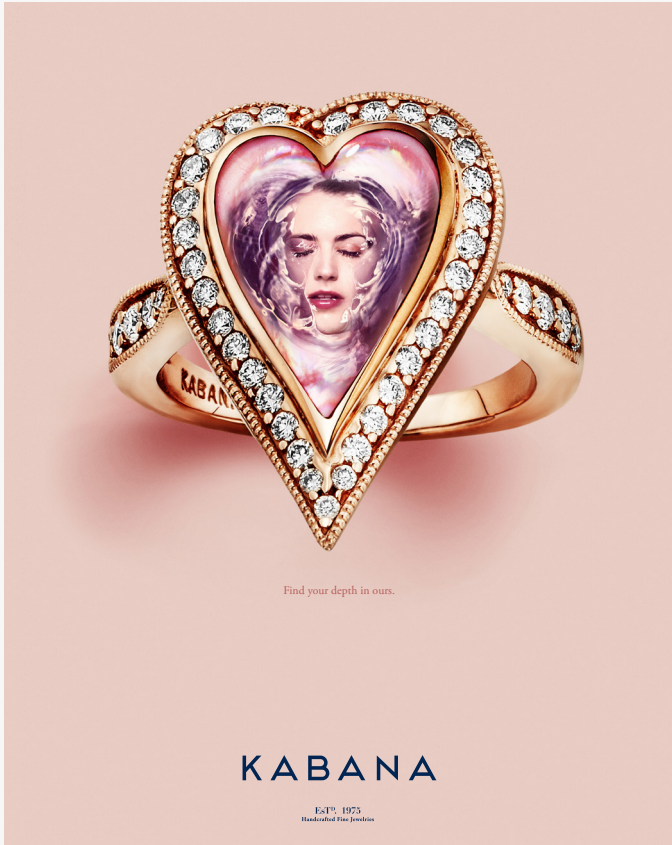
Crystal clear and refreshing, this color denotes the infiniteness of both ocean and sky, and carries with it calm confidence.



### MARINA

The darkest on the color spectrum, this hue represents unfathomable depth, and the darkness that is a testament to Kabana's beauty.

## 2016 AD CAMPAIGN



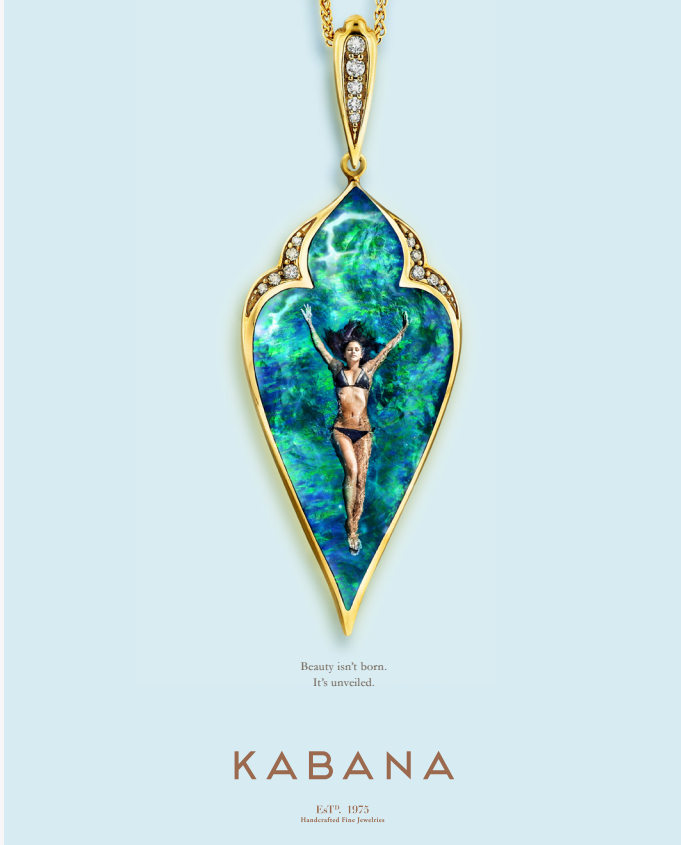
A close-up of a heart-shaped ring with a diamond-encrusted band. The center of the ring features a portrait of a woman's face, which is the focal point of the advertisement. The background is a soft, light pink.

Find your depth in ours.

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A teardrop-shaped pendant with a diamond-encrusted border. The center of the pendant features a woman in a bikini, which is the focal point of the advertisement. The background is a soft, light blue.

Beauty isn't born.  
It's unveiled.

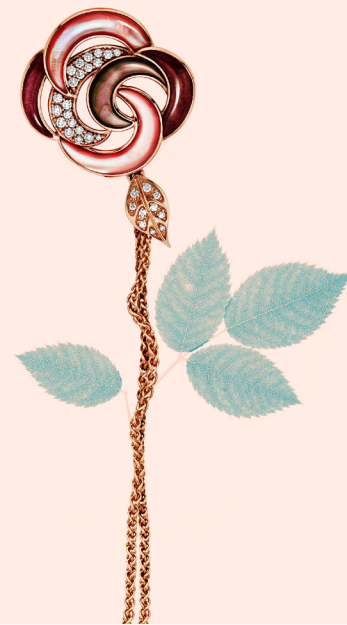
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Deep roots bloom forever.



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Cast a glow on everything around you.



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ESTD. 1973  
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## PETITE PENDANTS CAMPAIGN





COLLATERAL

Inlay Shopping Guide

# KABANA

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INLAY SHOPPING GUIDE

*The deepest inlay for the most precious gems.*

**YOUR GUARANTEE**

All Kabana jewelry is presented with a Certificate of Authenticity and a Lifetime Guarantee to be free of any manufacturer's defects. Look for our distinctive hallmark engraved on each piece.

**GEMSTONES**

**AUSTRALIAN OPAL**

Often referred to as the opiate rainbow, opal is an extremely rare and precious gemstone. Kabana uses Australian Crystal Opal, known for its brilliant hues of greens, blues, yellows, reds and oranges. Just like the women who wear our jewelry, no two opals are alike.

**ONYX**

Onyx has been used in jewelry and ornamentation for centuries in cultures around the world. Its deep polish and concentrated opaqueness create an understated elegance that spans all of Kabana's collections.

**KABANA**

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**LAPIS LAZULI**

Adorning the royal and the revered for centuries, this uniquely blue gemstone, original pigment source for the color ultramarine, evokes an ethereal sky shimmering with the golden stars of its pyrite inclusions.

**SPINY OYSTER**

The bold reds, oranges and purples of this unique oyster can only be found in the Mexican Riviera and Baja California. Its brilliant colors are determined by the oyster's diet, making each piece one-of-a-kind.

**TURQUOISE**

The pure and vibrant natural egg blue of Sleeping Beauty Turquoise is unmatched by any other turquoise. With little matrix or veining, it is reminiscent of the southwestern sky of Arizona where it is mined.

**PINK mother of pearl**

Kabana sources this vibrant gem with the richest pink colors from the pristine waters of North America.

**BRONZE mother of pearl**

The iridescent bronze pinks from Hawaii of yellow, reds and pink highlights. Only found in the warm waters of the South Pacific.

**BLACK mother of pearl**

This shell produces the famous Tahitian black pearl. The rich black body color also exhibits hues of silvery grey, green and even pink.

**WHITE mother of pearl**

The mother-of-pearl of the world's most rare pearls, the white pearl, which comes from the South Seas of Asia.

**INLAY SHOPPING GUIDE**

*The deepest inlay for the most precious gems.*

**JEWELRY MADE FOR WOMEN WHO'VE MADE THEMSELVES.**

We believe fine jewelry should reflect the character of its wearer. At Kabana, that means our jewelry must do more than just look beautiful. It must be crafted with integrity, radiate with a personality all its own, and carry within it unparalleled depth.

**OUR COMPANY**

Founded in 1975 by Norma Dahlbom, Kabana continues to be an industry leader in craftsmanship and design. Using the finest materials found in nature, our gemstones are cut, shaped and polished exclusively by hand and inlaid using only solid pieces, making for a finished piece of jewelry that not only looks magnificent, but also holds exceptional substance and quality that can be distinguished by touch alone.

**OUR PROCESS**

Only our most skilled jewelers are qualified to inlay a Kabana piece. Each gemstone is meticulously sculpted by hand to fit perfectly into its channel, and then thoroughly hand polished to a seamless finish.

**OUR MATERIALS**

We use responsibly sourced and 100% organic stones and natural gems. All Kabana jewelry is produced in 14 or 18 karat yellow, white and rose gold. Our diamonds are round brilliant full cut, SI1 clarity and G-I color, meaning that even the smallest diamond sparkles most intensely.

**MADE IN THE USA**

From design to final inspection, every piece of Kabana jewelry is made in New Mexico, the heart of the American Southwest. This is our proud contribution to our community.

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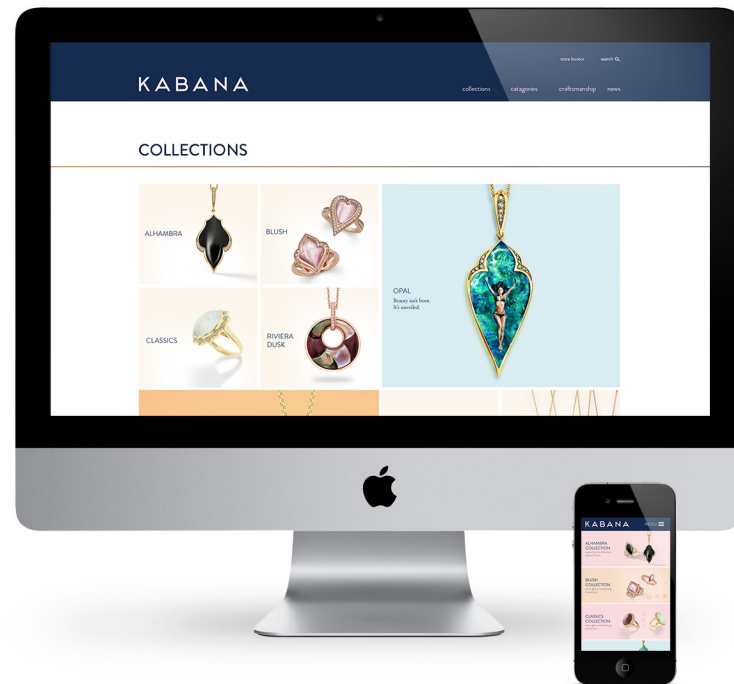
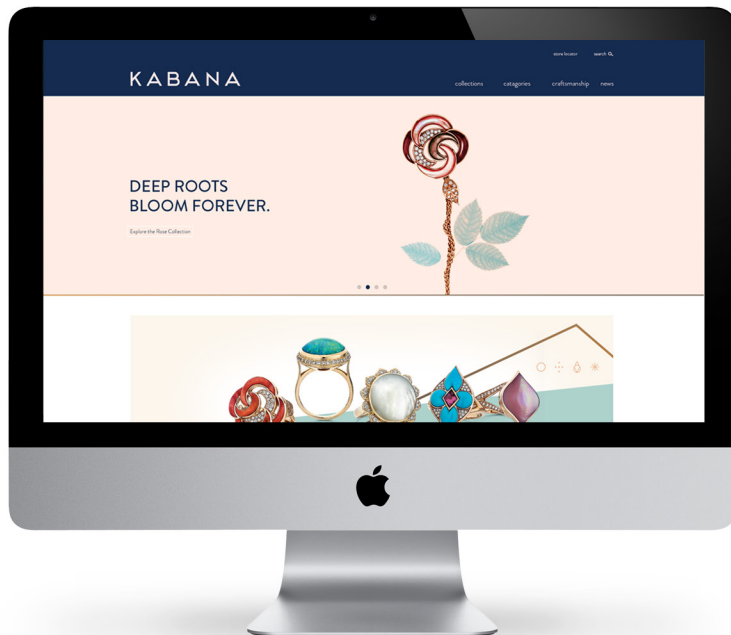
OPAL COLLECTION  
*find your depth in ours*

COLLECTIONS GUIDE

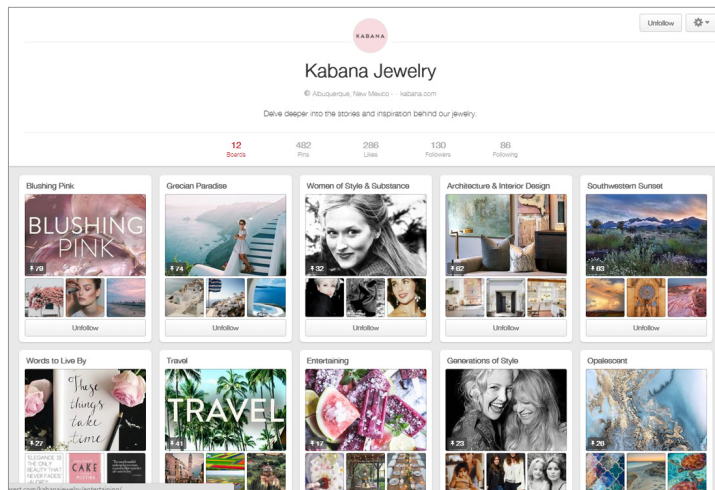
## Collections Guide



## WEBSITE



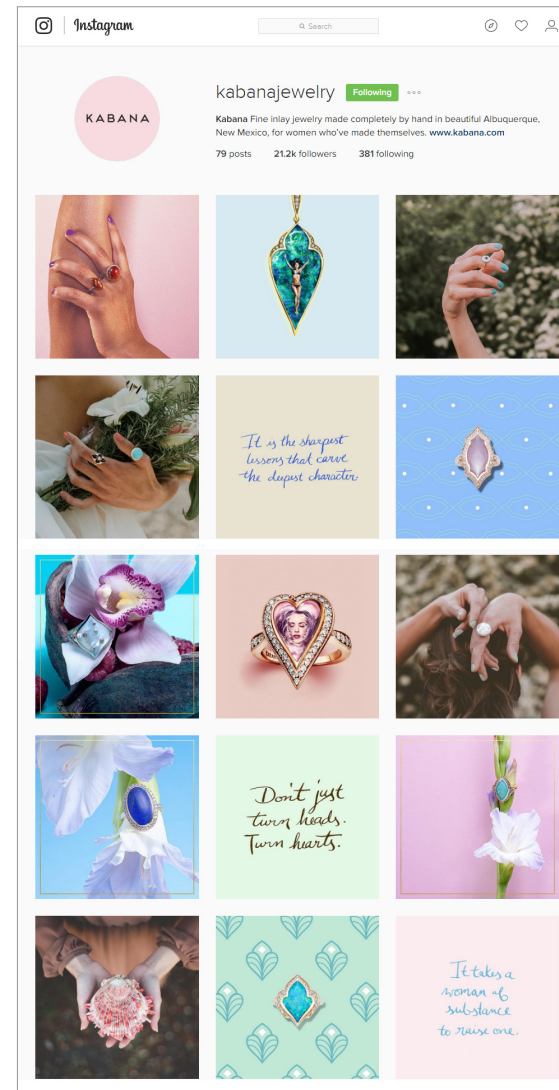
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## SOCIAL MEDIA IMAGERY

