



FRANK DARLING

Marketing Team Brand Guide

Our Brand

Frank Darling is a bespoke engagement ring and wedding band brand, and the easiest place to buy custom jewelry online.

We emphasize five star, white-glove service, transparency, and impeccable detail and craftsmanship to differentiate us from other online retailers.

Our product offerings include:

- an ever-growing collection of engagement ring and wedding band styles
- a rotating selection of over 50,000 diamonds
- a capsule collection of diamond stud earrings and pendant necklaces
- free custom design service

Our Voice

Frank Darling's brand voice has four main pillars:

- Conversational
- Educational
- Playful
- Frank, Darling



1 Conversational

We strive to make our content feel like you are receiving advice from a close friend. While technical jargon and facts are layered in, the tone is still light and encourages questions, feedback and independent opinions. We aren't here to tell everyone exactly what engagement ring to get, but we are here to help them narrow the infinite choices down!



Examples

Social (IG Stories)

Ask me anything!

Do you recommend trying some rings at home before the virtual design appointment?



This really depends on where you're at in your search! If you have a general idea of styles you like and want to focus more on diamonds during the appointment, order your try-at-home kit ahead of time. If you are just starting the search and need setting guidance, let your appointment rep send you a kit after your first meeting!!

What did we miss? Drop your cushion questions below!

More info on the faceting patterns! Modified brilliant vs. crushed ice vs. hybrid!

We got a lot of questions about cushion facets yesterday! We'll start with the brilliant faceting pattern. This pattern mimics a round brilliant faceting look, and has super symmetrical, clean lines. You will get that bright white flash from this pattern, but not as much glittery sparkle ✨

Ask me anything!

Also would be able to visit to browse even if no engagement in sight yet 😭

Our SF team is small but VERY mighty, so we'd definitely recommend an appointment! If you'd like to pop-in to try on samples, early on weekdays are usually best!

Email

HOW IT WORKS



Take the Dream Ring Quiz

Take the quiz to get started, learn the lingo, and get free ring sketches to help visualize your dream ring.

[TAKE THE QUIZ](#)

Blog Articles

- [Battle of the Diamond Shapes: Elongated Cushion v, Radiant](#)
- [Do You Want a Diamond Engagement Ring?](#)
- [Engagement Ring Rules: Deciding How Much to Spend](#)
- [8 Simple Engagement Rings That Aren't Boring](#)

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2 Educational

Although we keep it light, all of our content contains a heavy dose of information to help a client make an informed decision on one of the biggest purchases of their life. We want to provide the pros and cons from a clever, yet non-judgemental perspective that empowers the informed buyer. We're speaking to the researcher, Redditor, and overall detail-oriented shopper.



Examples

Social (IG Stories)

Let's talk emeralds! Today I want to discuss spread and depth, which can be especially tricky with a step cut 🤔



Email

TO PLATINUM OR NOT TO PLATINUM

We're fussy about low-fuss settings. Platinum is easy to maintain, but white gold can scratch less quickly. How is one to choose?

LEARN MORE

Blog Articles

- [Gemstone Rings: Engagement Ready?](#)
- [Moissanite Rings: What You Need to Know](#)
- [The Ultimate Guide to the Emerald Cut Diamond](#)
- [What is a Brilliant Cut Diamond?](#)
- [Ring Anatomy 101 - How to Talk Like a Pro](#)

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3 Playful

Similar to the "advice from a friend" note, we like to keep our tone easy breezy. Add a joke, abbreviate a word, include a pop culture reference, etc. People don't want to read a technical manual, so let's present the technical jargon in a fun way and make people feel something. Generally, with us, the snarkier the better.



Examples

Social (IG)



You all are absolutely killing it with the comments on the giveaway. I'm in a silly goofy mood so here are some of my favorites!



frankdarling GIVEAWAY TIME ❤️❤️❤️ Love and Lasagna, a perfect match. We're launching a brand new addition to our ev...

Ok I like it 🥰 Picasso 🍕🍷

frankdarling GIVEAWAY CLOSED
❤️🔥 Love and Lasagna, a perfect match. We're launching a brand new addition to our ever popular pasta collection with the coziest Valentine's giveaway 🥰 One lucky FD lover will win their very own (and first-ever) Lasagna Ring, and a gift card to grab the unbeatable real thing at [@ritasodi](#) 🍷 If this isn't love, we don't know what is.

Email

**BUT SRSLY.
WHY FRANK DARLING?**

Blog Articles

- [J-Lo Made Us Do it: The Guide to Green Diamonds](#)
- [The Red Flags of Ring Design](#)
- [Silver Engagement Rings - It's a No from Us](#)
- [Men's Wedding Bands: the Good, the Band & the Ugly](#)

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4 Frank, Darling

Just like the name suggests, we keep it real. Our no nonsense approach to content is what makes us a trustworthy stand-out amongst the stuffy, legacy jewelry brands. While we try to avoid dragging people's personal style through the mud, we're definitely here to point out some obvious things to avoid. You wouldn't trust a so-called expert who only told you the good stuff, would you?



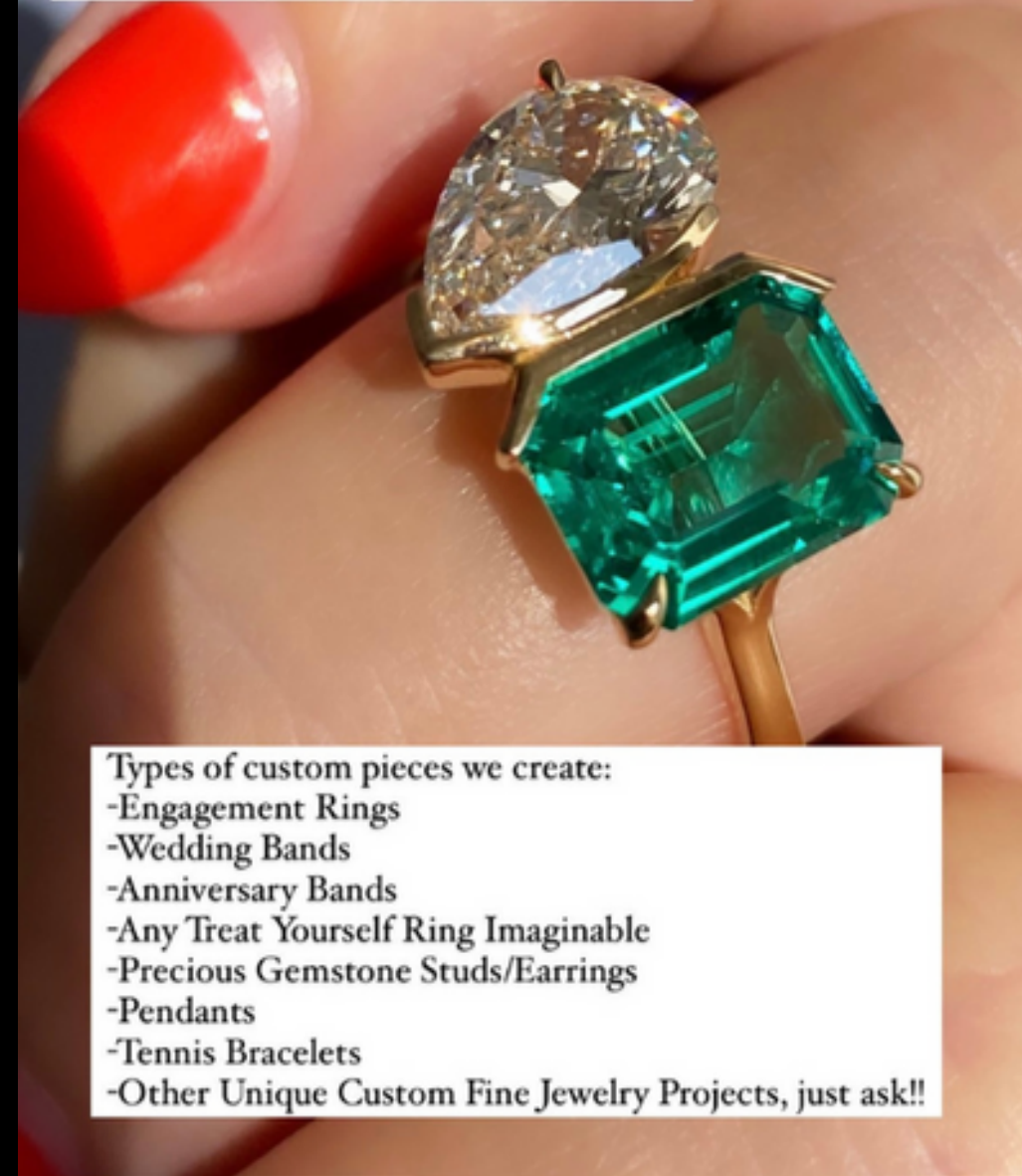
Examples

Social (IG Stories)

One more thing!

Stones we work with:

- Lab Grown Diamonds
- Natural Diamonds
- Moissanite
- Natural & Lab Sapphires
- Natural & Lab Emeralds
- Many other precious gemstones, just ask!



Types of custom pieces we create:

- Engagement Rings
- Wedding Bands
- Anniversary Bands
- Any Treat Yourself Ring Imaginable
- Precious Gemstone Studs/Earrings
- Pendants
- Tennis Bracelets
- Other Unique Custom Fine Jewelry Projects, just ask!!

Prongs tend to snag more than a bezel or half bezel, but as far as wear and care goes these styles tend to be pretty similar! You'll want to have your ring inspected once a year for a loose prong or shaky bezel, and you'll want to make sure you don't put too much pressure on the ring! So it really comes down to personal aesthetic preference, you can't go wrong with either option!

Email

LOTION UP

But not with your ring on. Lotion is the enemy of sparkle and will make your diamond cloudy and dull.

02.

KEEP IT LIGHT

Heavy lifting will bend and deform your ring. So store that 💍 in a safe if you're lifting heavy objects, doing handstands, or going to the gym.

03.

SLEEP SOUND

Prongs can snag on sheets, and unintentional pressure can bend your ring!

Blog Articles

- [GIA Certification - What Makes it so Great?](#)
- [7 Reasons Not to Buy a Lab Grown Diamond](#)
- [Fancy Colored Diamonds to Avoid](#)

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Our Don'ts

Here are a few things to avoid:

- Ring shaming
- Disclosing pricing and/or diamond details on custom work. This is always available on request.
- Drag it out. Brevity encouraged.
- Spelling or blatant grammatical errors. Keep it clean.
- Highlight competitor products. This one is self-explanatory.
- Overly gender. Our rings are for everyone. Period.
- Take ourselves too seriously. We make pretty things, let's celebrate it!

Got it?

Good. Now Go Make Great Content!