



ONE
TIMELESS
BRAND
with
COUNTLESS
POSSIBILITIES


Hallmark



AT HALLMARK

WE'RE

passionate about relationships.

WE'RE

known for unmatched quality, authenticity and creativity.

WE THRIVE

on helping people create beautiful lives.



WE ARE...

GENUINE

Ringin' true at a personal level.

EMOTIONALLY RELEVANT

Speaking to a range of universal emotions and experiences.

CREATIVE

Providin' innovative and insightful solutions.

LIFE-AFFIRMING

Communicatin' that life is essentially and ultimately good.

THE VERY BEST

Deliverin' real and lasting value to consumers.



OUR CONSUMER BELIEVES IN...

loving family

making memories

keeping traditions

cherishing friends

expressing herself

celebrating life





PEOPLE KNOW AND LOVE US

WE'RE ONE OF THE MOST TRUSTED BRANDS OF ALL TIME.



OUR BRANDS

CONNECTING WITH CONSUMERS IN COUNTLESS WAYS, EVERY DAY.



THE OPPORTUNITY

A PARTNERSHIP WITH HALLMARK OPENS UP A WORLD OF CREATIVE AND EMOTIONAL EXPERTISE.

Hallmark employs one of the largest communities of creative professionals and our globally recognized Trends Studio provides a cultural overview and an eye on the future. Our artists, writers and photographers create a diverse collection of words and images helping people express their feelings and tell their stories in new ways, every day. We enable our partners to offer inspired, authentic and emotionally relevant products—helping to create meaningful, life-long connections with consumers.

Imagine a future inspired by the heart of Hallmark.



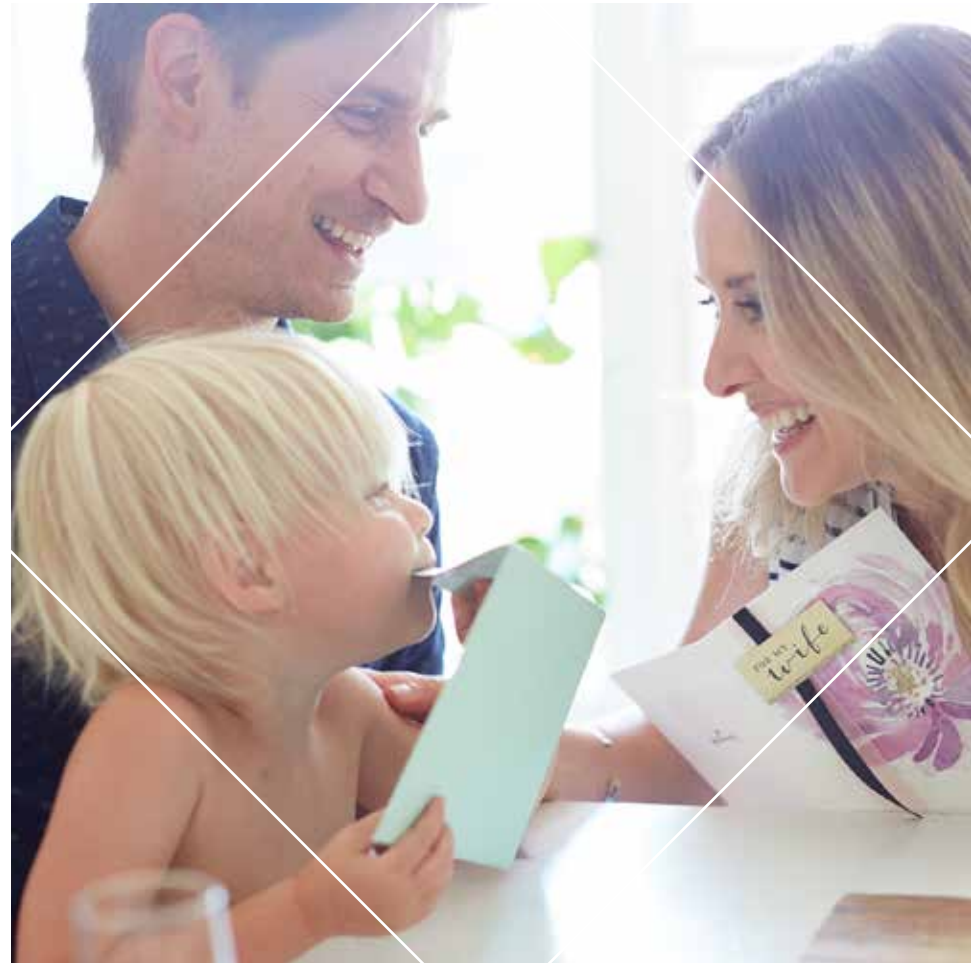
Timeless Trusted Brand

+

Unmatched Consumer Loyalty

=

**COUNTLESS
POSSIBILITIES**



CONTACT US

Thank you for considering a brand partnership with Hallmark.

WWW.HALLMARKLICENSING.COM

E-MAIL: HALLMARKLICENSING@HALLMARK.COM

VISIT OUR BLOG

WWW.THINK.MAKE.SHARE.COM

HALLMARK.COM/CAREENOUGH





The logo features a small, stylized crown icon positioned above the letter 'a' in the word 'Hallmark'. The word 'Hallmark' is written in a dark blue, elegant cursive script. The 'H' is a simple vertical line with a horizontal crossbar, while the remaining letters are fluidly connected in a classic calligraphic style.

Hallmark