



# Navu- Nails

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## Brand Style guide

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# Brand Overview

At Navv Nails, the best services related to nail extension inculcate high-quality gel and acrylic nails with unique, custom, and trendy designs. The professional nail artist works toward responding to every style by offering a set that best suits each individual's preference. It also provides manicures and pedicures beyond the nail extensions to complement the pampering experience. Attention to detail and quality products make Navv Nails the place for those who need stylish and durable nails with a personal touch. Whether classy or bold art, Navv Nails creates beauty at your fingertips.

## Brand Purpose

Navv Nails' brand purpose is to empower individuals to express their unique style and personality through innovative, customized nail designs. By offering high-quality gel and acrylic extensions, along with expert manicure and pedicure services, the brand aims to enhance self-confidence and well-being.

## Brand Promise

At Navv Nails, we promise expertly applied gel and acrylic extensions, unique design ideas setting trends, and a superior overall manicure and pedicure experience. It is all about high-quality nail services, tailoring creativity with precision to ensure every client leaves with nails showing off their personality.

# Brand Values

- **Nail Extension:** Apply acrylic or gel nail extensions by proficiently using techniques to accomplish natural and flawless finishing.
- **Custom Designs:** Consult with the client to understand the unique style and preference of the client in creating custom nail designs that could be intricate nail art, French tips, ombre effects, or any design of your choice.
- **Nail Health:** Every consideration should be made at all times for the health and integrity of the client's natural nail. Apply quality products, proper sanitation, and gentle removal techniques to achieve this priority.
- **Nail Maintenance:** Provide follow-up nail care with services such as infills, repairs, and removals. The goal is for a client's extended nails to look their best and last for an extended period.
- **Personal Hygiene and Sanitation:** It is clean out there, with strict sanitation that comforts the clients and technicians.

# **Brand Personality**

**Navv Nails exudes a chic, creative, and customer-centric personality. Fashion-forward, the brand is always updating itself in the latest trends relating to nail art and nail extension services, yet maintaining warmth and approachability. Stylish but fun, there is an oozing of elegance through boldness of self-expression. Confidence and professionalism make the client feel pampered, valued, and empowered. Trendy, detailed, and customized, Navv Nails speaks of elegance with the playful spirit of attracting lovers of beauty, creativity, and individuality.**



# LOGOS

## Primary Logo



Logo design featuring lavender-colored hands showing off elegant nails, along with the brand name "Navv-Nails" and the founder's name "Navita." The design effectively communicates the brand's commitment to stylish, trendy, and high-quality nail services.

## Secondary Logo



The secondary logo, focusing only on the hands with nails, uses the same lavender color palette to maintain consistency. This is a simplification of the brand's visual identity to drive home the core service-beautiful nail artistry. It involves well-manicured hands positioned in an elegant manner.

# Color Palette

## Color Harmony: Custom Color Mode: RGB

These colors create a soft, calming, and luxurious atmosphere, which is often associated with creativity and femininity—perfect for a nail brand like Navv-Nails.



# **Color Usage**

- **Primary Color: Lavender** for backgrounds and main branding elements.
- **Secondary Colors: Deep purple** and **soft pink** for text and design accents.
- **Black: Black** for fonts



# Typography

## Daydream

Daydream is a psychedelic font based on retro typeface Dreamline from 1969. Its groovy and psychedelic style fits perfectly with contemporary trends. Three styles allow for interesting combinations and fun with the font . Daydream is great for socials brandings, labels, letterings, logos and more.

## Open Sauce

Open Sauce is a modern grotesque sans serif font family designed and developed by Creative Sauce to be used as the in-house corporate typeface. Open Sauce family includes Open Sauce Sans, Open Sauce One and Open Sauce Two typefaces, each comes in 7 weights from Light to Black with corresponding Italics

# Brand Voice

The brand voice of Navv Nails is warm, inviting, and confident with a passion for creativity and beauty. It speaks in a friendly yet professional way to make the clients welcome and valued. It's lively and expressive toward uniqueness and personal style, pushing the clients to experiment with their unique nail design. In quality and expertise, it assures trust and reliability; therefore, its customers can be confident in their services. The voice of the brand, be it the social content being engaging or consultations being personalized, creates community through a sense of empowerment from self-expression by celebrating nail care artistry.

The background is a solid light purple color. In the four corners, there are darker purple, abstract, wavy shapes that resemble stylized clouds or organic forms. These shapes are positioned in the top-left, top-right, bottom-left, and bottom-right areas, framing the central text.

**Thank You**