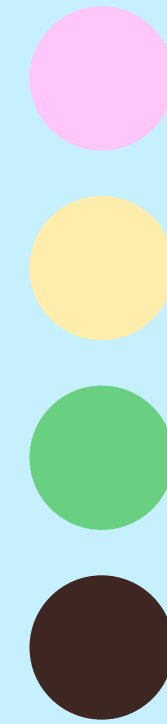


NAAIL TECH



Brand
Voice
Guide

Pop On Perfection.



Pop On Perfection

AI has always been
a part of **nails**.

We're just bringing
it to life.

Our Story

Three college friends were tired of sacrificing healthy nails to keep up with trendy designs, shapes and press-ons that matched their personality.

On top of that, Jenaisya, AnnClark and Paige's busy schedules made time slip through their fingers, presenting a challenge for regularly scheduled manicures.



So, they designed **Nail Tech** to bring salon grade quality and personal creativity home.

Our Values



Creativity



Wellness

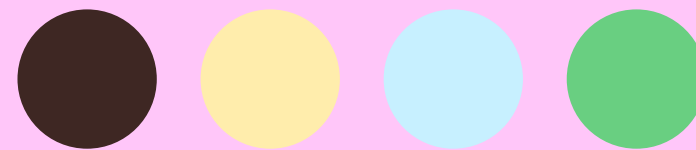


Innovation



Brand Personality

Our voice
playful, modern, creative.



Our tone
transparent, inspiring, uplifting.

Audience Profile



- age range: 18-55
- gender: primarily women, men
- occupation: students, young professionals, business women, working moms, athletes, artists, content creators

- location: North American urban and suburban areas
- lifestyle: on-the-go, active, social, stylish
- interests: nail-art, self-care, DIY activities

Contextual Communication

Website

Headlines: to the point, lighthearted.

Body Copy: easy to understand and relatable copy.

Social Media

Captions: reflect brand personality through humorous, witty and bubbly language.

Content: put our own edgy but chic spin on social media trends. Focus on 2000's imaging and audios.

Advertisements

Print: bright, colorful, funny, sharp.

Digital: short & simple hooks.

Video: tone is engaging, friendly and authentic. Goal is to evoke nostalgic and warm feelings with a pop of modern style, like a hug from your stylish girlfriends!



Visual Tone

- vibrant
- stylish
- confident
- carefree
- playful
- humorous
- modern
- eclectic

#3e2723

#ffedac

#69cf81

#ffc6f9

Color palette



Nail Tech Brand Manifesto

Every set of nails starts with an idea. A color, shape, or design that carries a piece of your personality. Even the smallest, most personal expression deserves to emerge- effortlessly.

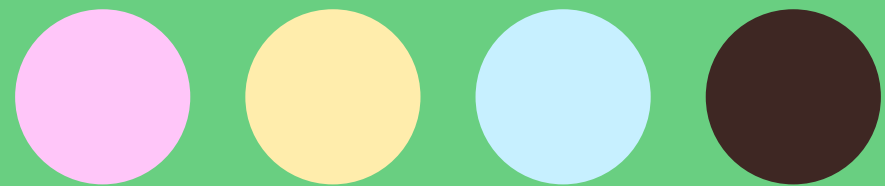
Our future is engineered for wellness, creativity, and innovation. A future where personal expression meets technology, giving you the tools to create your perfect nails at home, on your own terms.

Nail tech is here to switch up your look, test out new ideas, or perfect your go to set. It is about experimenting, having fun, and making your nails a little moment of self expression every day.

Pop on Perfection.



Word Glossary



- **nails:** hard protective structure at the end of a finger or toe.
- **AI:** the ability of computer systems to perform tasks that typically require human intelligence.
- **DIY:** Do-it-yourself, the activity of decorating, creating and repairing projects at home by oneself.
- **nail art:** polish decorations and designs on the nails.
- **gel nails:** manicure that is cured and hardened under a UV or LED light.
- **manicure:** treatment of the hands involving painting of the nails.
- **pedicures:** treatment of the feet involving the painting of the toenails.

TV Spot

60 TV SPOT
 PAIGE ABID
 DECEMBER 1, 2025

| Audio | Visual |
|---|--|
| SFX: whirl of revolving door | <i>Wide-shot still frame:</i> revolving door of city apartment complex |
| SFX: quick footsteps | <i>Medium close-up tracking shot:</i> young woman hurries across lobby to the elevator |
| SFX: elevator ding | |
| SFX: shirt going up sleeve, watch ticking | <i>Zoom-in close-up shot:</i> Girl rolls up coat sleeve and checks her watch <i>Zoom-in shot:</i> undone, chipped nails |
| SFX: sliding sound of elevator doors opening SFX: turn of doorknob | <i>Wide-shot:</i> elevator opens <i>Wide-shot:</i> apartment door opens <i>Medium tracking shot:</i> girl sets timer as she's walking into her apartment |
| SFX: sound of shit being hung up | <i>Close-up quick sequence shots:</i> Girl places her keys, work bag, jacket, and scarf in entryway |
| SFX: microwave hum | <i>Cutaway Close-Up:</i> leftovers heating up in the microwave |
| SFX: quick footsteps SFX: shower turning on | <i>Low Angle Tracking Shot:</i> Feet running towards the shower |
| SFX: squeak of drawer opening | <i>Top-Down Shot:</i> Pulling makeup out |
| SFX: brush of hair? | <i>Medium Shot:</i> Putting curlers in |
| SFX: tick tock SFX: zipper zipping SFX: scuffle and strap | <i>Insert Close-Up:</i> Checking timer <i>Medium Wide Shot:</i> zips up dress <i>Low Angle Close-Up:</i> hands with undone nails strapping on heels. |

| | |
|--|--|
| SFX: scratch-disc noise | <i>Medium Shot:</i> hair flip in mirror, confident timer check with 10 minutes to spare |
| | <i>Slow motion close-up:</i> girl looks at her undone nails in panic |
| VO Narrator (old British man voice): When life doesn't make time for a manicure, Nail Tech does. | <i>Medium Close-up tracking shot:</i> Runs over to the drawer, plugs phone into nail tech device |
| SFX: 'ahhhhh' angel noise | <i>Close-up tracking shot:</i> Nails come out perfect, sparkling, and healthy |
| VO Narrator: Nail Tech. Pop on perfection. | <i>Close-up tracking shot:</i> girl grabs fur coat and runs out the door |
| VO friend: Your nails look <i>perfect!</i> Where did you go? | <i>Wide shot zoom-in:</i> girl at the event talking with friends while holding martinis |
| VO Girl: I did them at home with my nail tech | |
| SFX: glass clink | <i>Close up:</i> cheers martini with shining nails |



NAIL TECH

Pop On Perfection.

THANK YOU!