

NAI.S
c o s m e t i c s

BRAND VISUAL IDENTITY GUIDELINES

2025

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INTRODUCTION

NAILS COSMETICS IS A RAPIDLY GROWING PROFESSIONAL NAIL BEAUTY BRAND IN LATVIA AND EUROPE.

COMBINING MANY YEARS OF EXPERIENCE AND KNOWLEDGE, NAILS COSMETICS PERSISTENTLY DISCOVERS A NEW WORLD IN THE MANICURE INDUSTRY.

OUR FOCUS IS ON THE CUSTOMERS BECAUSE THEIR UNIQUE EXPERIENCE IS OUR DRIVING FORCE TO CREATE INNOVATIVE PRODUCTS AND ACHIEVE THE HIGHEST PROFESSIONAL EXCELLENCE. DUE TO THE SYNERGY BETWEEN THE CUSTOMER AND THE PROFESSIONAL TEAM OF NAILS COSMETICS, WE ARE EUROPEAN LEADERS IN CREATING INNOVATIVE PRODUCTS AND DISCOVERING NEW PROFESSIONAL HORIZONS. THE CORNERSTONE OF NAILS COSMETICS DEVELOPMENT IS THE CREATION OF A WIDE RANGE OF PRODUCTS – FROM BASIC NAIL BEAUTY PRODUCTS TO DESIGN SYSTEMS.

QUALITY AND DURABILITY, BASED ON THE WORK OF PROFESSIONAL EXPERTS, CHARACTERIZE PRODUCTS THAT ESTABLISH AN EMOTIONAL CONNECTION WITH THE CUSTOMER. WE TRY TO MAKE THE WORK OF EACH SPECIALIST EASIER, FASTER, AND SIMPLER, GIVING THEM ROOM TO THRIVE AND DISCOVER THEIR UNIQUE SIGNATURE IN THE PROCESS.

WE BELIEVE THAT YOU CAN DO ANYTHING, AND BY USING NAILS COSMETICS PRODUCTS, YOU GET EXCELLENT RESULTS.

NAILS COSMETICS STARTED IN 1997 WHEN OLGA ZELTIŅA, THE FOUNDER, BEGAN HER PROFESSIONAL CAREER IN THE NAIL BEAUTY INDUSTRY. AT THE TIME, THE INDUSTRY WAS IN THE EARLY STAGES OF DEVELOPMENT, WHICH EVOKED CREATIVITY AND INNOVATION IN OLGA. HER ABILITY TO UNDERSTAND AND CONNECT WITH THE CUSTOMER, BASED ON HER EXPERIENCE AND KNOWLEDGE, CREATES UNIQUE AND INVENTIVE PRODUCTS, WHICH ARE KEY TO A NAIL TECHNICIAN'S SUCCESS.

NAILS COSMETICS UNIFIES THE FORCE OF A FAMILY BOND: CULTIVATING A LOVE FOR WHAT YOU DO, ACHIEVING RELIABILITY AND STABILITY IN PARTNERSHIP, FEELING SECURITY AND SUPPORT FROM YOUR TEAM WHEN YOU WORK TOGETHER TO ACHIEVE GOALS.

SINCE THE COMPANY'S FOUNDING IN 2008, WE HAVE DRAWN ON THE EXPERIENCE OF THE INDUSTRY'S PROFESSIONALS AND BEEN ABLE TO BECOME EUROPEAN LEADERS IN CREATING INNOVATIVE PRODUCTS, THANKS TO OUR ABILITY TO LISTEN TO AND DELVE DEEPLY INTO EACH SPECIALIST'S EXPERIENCE, COMING UP WITH DEVELOPMENT SOLUTIONS. CURRENTLY, NAILS COSMETICS IS A RAPIDLY GROWING BRAND IN LATVIA WITH MULTIPLE DISTRIBUTORS IN EUROPE. WE ARE PROUD OF OUR PROFESSIONAL TEAM, WHICH IS THE CORE OF THE FUTURE DEVELOPMENT OF THE COMPANY AND STRENGTHENING ITS LEADERSHIP IN THE PROFESSIONAL NAIL BEAUTY INDUSTRY.

QUALITY

NAILS COSMETICS PROVIDES HIGH-QUALITY PRODUCTS, AS WELL AS KNOWLEDGE AND EXPERIENCE OF INDUSTRY PROFESSIONALS TO IMPROVE AND FACILITATE THE WORK OF NAIL TECHNICIANS. WE CARE ABOUT PRODUCT QUALITY AND DURABILITY. THE CORNERSTONE OF NAILS COSMETICS DEVELOPMENT IS THE CREATION OF A DIVERSE RANGE OF PRODUCTS, FROM BASIC NAIL BEAUTY PRODUCTS, E.G., BASES, TOPS, GELS, ETC., TO DESIGN SYSTEMS THAT PROVIDE QUALITY AND EXCELLENT RESULTS. NAIL TECHNICIANS CAN USE NAILS COSMETICS PRODUCTS IN THEIR WORKING PROCESS FROM START TO FINISH.

EXPERIENCE

WE NEED TO SHARE OUR INVALUABLE EXPERIENCE! NAILS COSMETICS HAS DEVELOPED A UNIQUE, FREE VIDEO MATERIAL PLATFORM ON YOUTUBE AND INSTAGRAM TO PASS OUR EXPERIENCE ON TO CUSTOMERS AND DISTRIBUTORS WORLDWIDE. WE WANT EVERY NAIL TECHNICIAN TO GET QUALITY AND PROFESSIONAL KNOWLEDGE IN THE FIELD OF NAIL BEAUTY, SO WE HAVE PROFESSIONAL NAIL TECHNICIAN DAYS WHEN WE SHARE OUR EXPERIENCE, AS WELL AS THE LATEST NEWS.

COOPERATION

NAILS COSMETICS MOTIVATING FORCE IS THE CUSTOMER. WE GROW TOGETHER WITH OUR CLIENTS – THEIR EXPERIENCE, NEEDS, AND IDEAS HELP US CREATE INNOVATIVE PRODUCTS. CUSTOMER FEEDBACK ALLOWS US TO COME UP WITH NEW DEVELOPMENTS.

INNOVATION

ONLY BY CREATING NEW, UNIQUE PRODUCTS CAN WE ACHIEVE NEW HORIZONS OF PROFESSIONAL EXCELLENCE – THE KEY TO EVERY NAIL TECHNICIAN'S SUCCESS IN THE NAIL BEAUTY INDUSTRY. INNOVATION IS THE FUTURE WE CAN START CREATING TODAY.





NAIL TECHNICIANS



SALONS



DISTRIBUTORS

NAIL TECHNICIANS

WHY DO NAIL TECHNICIANS CHOOSE NAILS COSMETICS?

WE BELIEVE THAT EVERY NAIL TECHNICIAN WILL BE COMFORTABLE WORKING WITH NAILS COSMETICS BECAUSE WE HELP MAKE THEIR WORK EASIER, FASTER, AND SIMPLER BY DEVELOPING INNOVATIVE AND DIVERSE PRODUCTS.

WE INCREASE NAIL TECHNICIANS LEVEL OF PROFESSIONALISM BY ORGANIZING PROFESSIONAL NAIL TECHNICIAN DAYS AND DIVERSE CONTENT ON OUR YOUTUBE CHANNEL.

WE IMPROVE THE QUALITY OF NAIL TECHNICIANS WORK BY PRODUCING DURABLE, HIGH-QUALITY, TESTED PRODUCTS, THUS PROTECTING THE CUSTOMER FROM ALLERGIC REACTIONS.

NAILS COSMETICS IS AN OPEN AND RELIABLE BRAND THAT CARES ABOUT EACH CUSTOMER. WE ARE STRIVING TO GUARANTEE A POSITIVE EXPERIENCE FOR NAIL TECHNICIANS BY COOPERATING WITH AND SUPPORTING THEM, LISTENING TO THEM, AND BEING ABLE TO FIND A SOLUTION TO EVERY PROBLEM AND WISH.

SALONS

WHY DO SALONS CHOOSE NAILS COSMETICS?

WE OFFER SUPER HIGH-QUALITY MANICURE PRODUCTS AT AN AFFORDABLE PRICE.

WE HELP EVERY SALON TO DEVELOP BY OFFERING A WIDE RANGE OF PROFESSIONAL, HIGH-QUALITY, RELIABLE PRODUCTS.

WE ARE A LOYAL PARTNER FOR EVERY SALON, GUARANTEEING PRODUCT DURABILITY AND QUALITY, AS WELL AS EXCELLENT PIGMENTATION AND POLYMERIZATION.

WE ARE CONFIDENT ABOUT THE PRODUCT QUALITY, SO WE KNOW THAT THE CORRECT USE IS THE KEY TO DURABILITY AND EFFECTIVENESS. FOR THIS REASON, WE WANT TO SHARE OUR IN-DEPTH KNOWLEDGE WITH OUR PARTNERS, HELPING THEM DISCOVER TRENDS IN THE MANICURE INDUSTRY BY OFFERING FREE PRODUCT EDUCATION TRAINING AND TESTING.

WE OFFER EACH SALON THE MOST SUITABLE PRODUCTS FOR THEM. NAILS COSMETICS DIVERSE AND WIDE RANGE OF PRODUCTS ALLOWS ONE TO SELECT THE MOST SUITABLE PRODUCTS FOR EVERY NAIL TECHNICIAN'S AND SALON'S WORK.

EVERY SALON IS VALUABLE FOR NAILS COSMETICS. WE AIM TO BUILD CLOSE, HONEST, LONG-TERM COOPERATION WITH SMALL, MEDIUM, AND LARGE SALONS, HELPING THEM REACH NEW PROFESSIONAL HEIGHTS.

DISTRIBUTORS

WHY DO DISTRIBUTORS CHOOSE NAILS COSMETICS?

NAILS COSMETICS IS A DYNAMIC COMPANY. THANKS TO OUR PROFESSIONAL TEAM, WE CAN ADJUST PRODUCTS AND PRODUCT GROUPS TO DIFFERENT MARKET NEEDS.

NAILS COSMETICS OFFERS A WIDE RANGE OF NAIL BEAUTY PRODUCTS: FROM DURABLE BASES AND PIGMENTED GEL POLISHES TO ARTIFICIAL NAIL SYSTEMS, UNIQUE NAIL ART PRODUCTS, PROFESSIONAL TOOLS AND EQUIPMENT.

WHEN STARTING COOPERATION, WE OFFER FREE PRODUCT TESTING AND PROVIDE PRODUCT EDUCATION TRAINING, SHARING OUR EXPERIENCE IN THE NAIL BEAUTY INDUSTRY WITH OUR NEW PARTNERS.

NAILS COSMETICS OFFERS HIGH-QUALITY PRODUCTS MANUFACTURED IN EUROPE THAT DO NOT CAUSE ALLERGIC REACTIONS AND ARE SAFE TO USE.

NAILS COSMETICS IS A LEADING COMPANY IN EUROPE IN MANUFACTURING INNOVATIVE AND UNIQUE PRODUCTS.

OUR TEAM HAS EXPERIENCE IN FOUNDING A PROFESSIONAL MANICURE SCHOOL, OFFERING CLASSES BOTH ONLINE AND OFFLINE. WE ARE READY TO PASS THIS EXPERIENCE ON TO DISTRIBUTORS!

NAILS COSMETICS IS OPEN TO NEW PARTNERSHIPS AS IT IS THE ONLY WAY TO REACH NEW PROFESSIONAL HEIGHTS IN THE NAIL BEAUTY INDUSTRY.

EASIER, FASTER, SIMPLER!



BRAND GOLD LAWS

- USE MATERIALS AND TECHNICAL SPECIFICATION CODES AS PER BRAND GUIDELINES;
- PROTECT THE BRAND'S REPUTATION AND IDENTITY;
- USE A UNIFORM CONTROL SYSTEM FOR ALL BRAND REPRESENTATIVES AS PER BRAND GUIDELINES;
- CONSISTENTLY UPDATE BRAND MATERIALS ON ALL BRAND CHANNELS AS PER BRAND GUIDELINES;
- STRIVE FOR A PROFESSIONAL AND EXCELLENT PRODUCT AND SERVICE.



BRAND GRAPHIC DESIGN CODE



NAILS
c o s m e t i c s

1 X

2.5 X

- **WRITTEN FORM:** NAILS COSMETICS OR NAILS cosmetics
- **SPOKEN FORM IN ENGLISH:** “NAILS COSMETICS”
- **INCORRECT WRITTEN AND SPOKEN FORM:** NAIS COSMETICS



PLACE TEXT AND OTHER OBJECTS NO CLOSER TO THE LENGTH OF THE GREEN STRIPE USED IN THE LOGO (IN PROPORTION TO THE LOGO)



CORRECT USE OF THE LOGO



IN TWO SHADES: BLACK + GREEN; WHITE + GREEN



ON THE BACKGROUND: THE LOGO IN TWO SHADES



INCORRECT USE OF THE LOGO



INCOMPLETE LOGO



USE OF OTHER SHADES



INCORRECT PROPORTIONS





BLACK
#000000

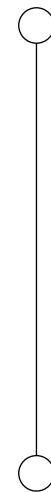
R 0 G 0 B 0
C 30 M 30 Y 30 K 100

WHITE
#FFFFFF

R 255 G 255 B 255
C 0 M 0 Y 0 K 0

GREEN
#97D700

R 151 G 215 B 0
C 46 M 0 Y 90 K 0



THE GREEN LINE SYMBOLIZES LIFE AND PROSPERITY, CONTINUOUS DEVELOPMENT AND SUSTAINABILITY. IT IS A SYMBOL THAT INCLUDES MOVEMENT AND PROGRESS TOWARDS THE FUTURE. IT IMPLIES CARING ABOUT THE BEAUTY AND WELL-BEING OF YOUR INNER SELF. IT SYMBOLIZES STRONG ROOTS THAT GIVE LIFE TO THE NOVEL.

N **C**



Bahnschrift

LIGHT / **BOLD** / **SEMI BOLD**

WHITE LINE SPACE: 0 - 1000

CAPITAL LETTERS / small letters

**APPLY IN ALL TYPES OF TEXT FOR BOTH DIGITAL
AND PRINTED MATERIALS.***

* If the font is not available, use a similar one.

MS OFFICE ENVIRONMENT:

ARIAL REGULAR / ARIAL BOLD

EXAMPLE:

BRAND GRAPHIC DESIGN CODE.

Brand graphic design code.

BRAND GRAPHIC DESIGN CODE.

Brand graphic design code.



BRAND IMAGE ON SOCIAL MEDIA

THE BRAND PROFILE IMAGE IS A LOGO IN COLOR ON WHITE / BLACK BACKGROUND.



THE BRAND COVER PHOTO IS SELECTED ACCORDING TO THE MONTHLY PROMOTION OFFER OR USING ANOTHER ADVERTISING VISUAL IMAGE AS PER THE SIZE SPECIFICATIONS, I.E., 1000 X 455 PX.

THE BRAND PROFILE INFORMATION CONTAINS CONTACT INFORMATION, INCLUDING ADDRESS, PHONE NUMBER, EMAIL ADDRESS, AND WEBSITE ADDRESS.

THE BRAND STORY IS TRANSLATED INTO THE LANGUAGE OF THE COUNTRY CONCERNED AND IS ADDED TO THE DESCRIPTION OF THE BRAND PROFILE.

THE BRAND PROFILE INFORMATION IS UPDATED REGULARLY PER THE CREATED ADVERTISING MATERIALS IN THE RELEVANT NATIONAL LANGUAGE.

BRAND ADVERTISING MATERIALS ARE TAGGED **#NAILScosmetics**

THE BRAND PROFILE IMAGE IS A LOGO IN COLOR ON WHITE / BLACK BACKGROUND.



INSTAGRAM PROFILE NAME IS **NAILS cosmetics Latvia** (NAME OF THE COUNTRY IN WHICH THE BRAND IS REPRESENTED).

INSTAGRAM HANDLE IS **@nailscosmeticslatvia** (NAME OF THE COUNTRY IN WHICH THE BRAND IS REPRESENTED IN SMALL LETTERS).

THE BRAND PROFILE INFORMATION CONTAINS PROFESSIONAL MANICURE & PEDICURE PRODUCTS, WEBSITE ADDRESS, AND ADDRESS IN THE LANGUAGE OF THE COUNTRY IN WHICH THE BRAND IS REPRESENTED.

THE SINGLE SQUARE PRINCIPLE IS FOLLOWED IN THE BRAND PROFILE IMAGE BLOCK.

THE BRAND PROFILE INFORMATION IS UPDATED REGULARLY PER THE CREATED ADVERTISING MATERIALS IN THE RELEVANT NATIONAL LANGUAGE.

BRAND ADVERTISING MATERIALS ARE TAGGED **#NAILScosmetics**

THE BRAND PROFILE IMAGE IS A LOGO IN COLOR ON WHITE / BLACK BACKGROUND.



YOUTUBE CHANNEL NAME IS **NAILS cosmetics Latvia** (NAME OF THE COUNTRY IN WHICH THE BRAND IS REPRESENTED).

THE BRAND PROFILE INFORMATION CONTAINS BRAND STORY, WEBSITE ADDRESS, AND CONTACT INFORMATION IN THE LANGUAGE OF THE COUNTRY IN WHICH THE BRAND IS REPRESENTED.

THE BRAND CHANNEL INFORMATION IS UPDATED REGULARLY PER THE CREATED ADVERTISING MATERIALS IN THE RELEVANT NATIONAL LANGUAGE

A DESCRIPTION OF THE VIDEO CONTENT IS ADDED IN THE DESCRIPTION BOX OF THE VIDEO MATERIAL IN THE LANGUAGE OF THE COUNTRY IN WHICH THE BRAND IS REPRESENTED, AS WELL AS A LINK TO CHECK OUT AND PURCHASE THE PRODUCT.

GUIDELINES

- GUARANTEE CORRECT, APPROPRIATE AND COMPELLING REPRESENTATION OF THE BRAND;
- REFLECT THE BRAND IDENTITY IN ALL BRAND REPRESENTATIVE MATERIALS;
- UNIFORM BRAND VISUAL IDENTITY ON ALL CHANNELS AVAILABLE TO THE CUSTOMER;
- THE BRAND'S VISUAL IDENTITY IS THE BRAND'S BUSINESS CARD – THE KEY TO GOALS.

BRAND VISUAL IDENTITY GUIDELINES

2025