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N

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changing how the world creates

BRAND GUIDE

TABLE
of contents

About chromAdjust

About

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chromAdjust for Nails

- Phone app controlled
- Print any color nail polish imaginable
- Color match nail polish to a photo of an outfit
- Lightweight cartridges allow us to charge ⅕ the price of traditional nail polish
- Nail polish cartridges include prepaid shipping to be returned for cleaning and reuse

chromAdjust for Nails produces exactly the right amount of nail polish into a reusable glass crucible, completely eliminating all single-use bottles from the industry.

Cartridges of nail polish are never opened to the air, reducing potential to dry out drastically.

Once cartridges of nail polish are empty they will be returned to our facilities for cleaning and reuse, eliminating all waste from the nail polish industry.

4

Our Mission
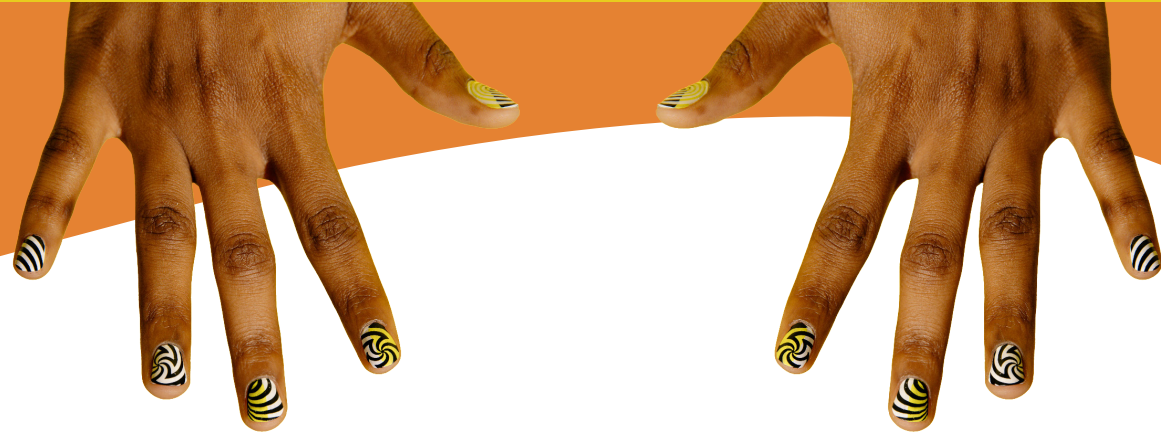
Inspire self-expression and greener production standards in the most conscious generation of consumers.

Logo

LOGO

Logo In Brand Colors

LOGO

Black & White
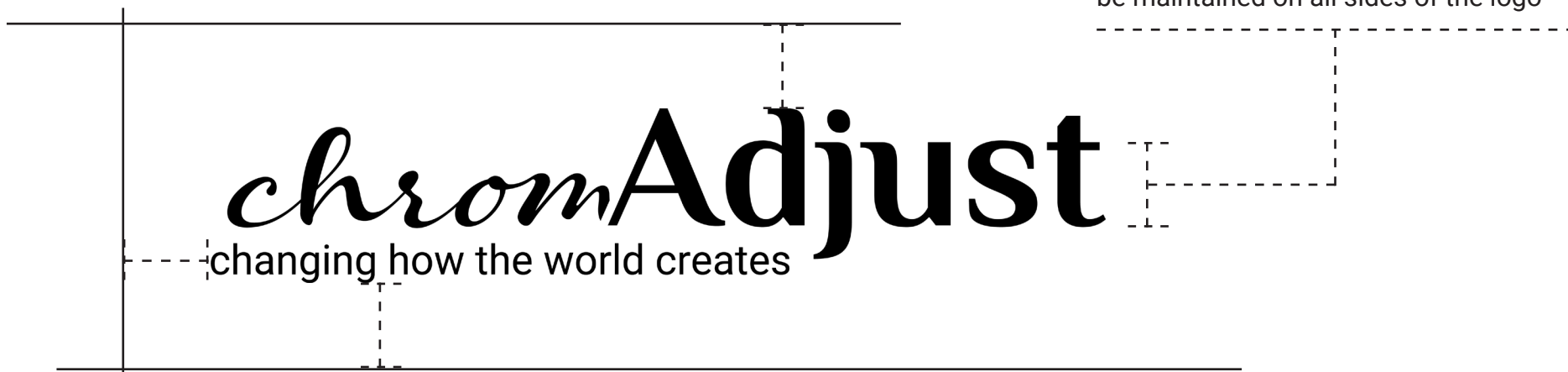

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8

LOGO
Construction & Clearspace

Rule of thumb: the distance of the height of the "t" from cross bar must be maintained on all sides of the logo

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9

Minimum Size

Original chromAdjust Logo

* Most Commonly Used

Logo with tagline
Size should not be any smaller than
the logo as depicted below. The
tagline is at 7pt size which is still
ledgible. Anything smaller and the
lettermark loses its clarity.

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Logo without tagline
If the logo needs to be shown
smaller, please use the version
without the tagline.

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Thicker chromAdjust Logo

* Only use upon specific request (ie. clothing)

chromAdjust Logo with and without
the tagline feature a heavier stroke
on "chrom" as well as a thicker
weight on the tagline.

Only use this version if it is
specifically requested by a vendor.

- clothing
- accessories
- anything that will require
  the logo to appear atypically
  smaller than usual

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10

chromAdjust Nails

chromAdjust Nails Logo System

This is the product-specific logo for chromAdjust Nails. Customers can identify which chromAdjust product it is by these four elements:

1. The letter in the top left corner of the icon ("N" for Nails, "T" for Tattoo, etc).
2. Each product will have its own color scheme.
3. The nail polish swoop in the icon only appears only for chromAdjust Nails. Each product will have its own mark relating specifically to the industry.
4. Each product is identified by one simple word: "Nails, Tattoo, Paint," etc.
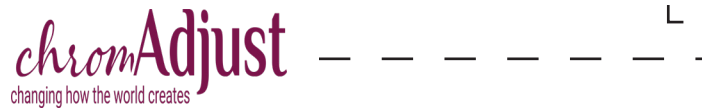
Proportions not to change. Logo to have the same clear space as the standard chromAdjust logo.

All text elements are to appear together. Text may appear without the icon. Icon may appear without the text. Icon is to appear in full color. Black and white only to be approved in specific instances.

How Not To Use

D O   N O T :

- tilt the logo
- add a drop shadow or any kind of extra effect
- stretch or squish the logo
- put the logo on top of a busy image

12

Typography

TYPOGRAPHY

Logo Fonts & Glyphs

The chromAdjust logo (lettermark) is comprised of the following fonts:

- **chrom:** Hummingbird, Regular (accent font)
- **Adjust:** Philosopher, Bold (header font)
- **Tagline:** Roboto, Regular (body)

Hummingbird, Regular (26pt)

AaBbCcDdEeFfGgHhIi JjKkLl-MmNnOoPpQqRrSsTtUuV-WwXxYyZz
123456789.,!?@#$%^&()

Philosopher, Bold (17 pt)

AaBbCcDdEeFfGgHhIiJjKkLlMmN-nOoPpQqRrSsTtUuVvWwXxYyZz 123456789.,!?@#$%^&()

Roboto, Regular (17 pt)

AaBbCcDdEeFfGgHhIiJjKkLlMmN-nOoPpQqRrSsTtUuVvWwXxYyZz 123456789.,!?@#$%^&()

14

TYPOGRAPHY
Hierarchy

HEADLINE 1

Philosopher, Bold (30 pt)

HEADLINE 2

Roboto, Light (28 pt)

HEADLINE 3
ROBOTO, BOLD (CAPS, TRACKING: 200) (12 PT)

CALLOUT (RARELY USED)

Hummingbird, Bold (36 pt)

BODY (PRIMARY FONT)

Roboto, Light (11 pt)

15

TYPOGRAPHY
Roboto Family

Primary Font

Roboto (28pt)

Thin
Thin Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic
Bold
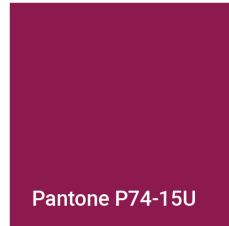***Bold Italic***
Black
Black Italic

16

Brand Colors

BRAND COLORS

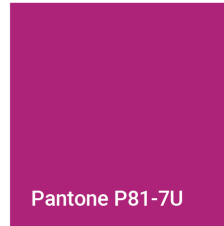# Full Family (chromAdjust Nails to use same color family)

Important:

Other chromAdjust products will have their own color families. Color is one of the siginificant product identifiers that chromAdjust utilizes.

Pantone P74-15U

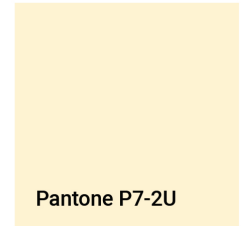C: 43, M: 100, Y: 45, K: 28
R: 123, G: 24, B: 76
Hex # 7b184c

Pantone P81-7U

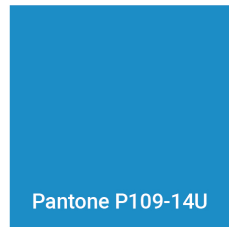C: 32, M: 96, Y: 33, K: 4
R: 171, G: 46, B: 108
Hex # ab2e6c

Pantone P24-15U

C: 8, M: 58, Y: 94, K: 0
R: 227, G: 130, B: 46
Hex # e3822e

Pantone P7-2U

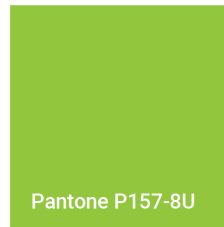C: 2, M: 2, Y: 23, K: 0
R: 250, G: 242, B: 205
Hex # faf2cd

Pantone P109-14U

C: 78, M: 30, Y: 0, K: 0
R: 22, G: 145, B: 208
Hex # 1691d0

Pantone P157-8U

C: 50, M: 1, Y: 99, K: 0
R: 140, G: 195, B: 64
Hex # 8cc340
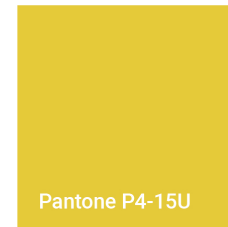
Pantone P4-15U

C: 11, M: 14, Y: 100, K: 0
R: 231, G: 204, B: 29
Hex # e7cc1d
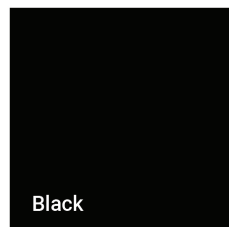
Black

C: 75, M: 68, Y: 67, K: 90
R: 00, G: 00, B: 00
Hex # 000000
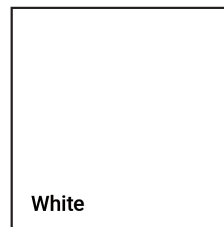
White

C: 0, M: 0, Y: 0, K: 0
R: 255, G: 255, B: 255
Hex # ffffff
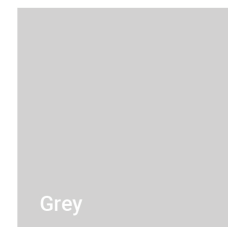
Grey

C: 17, M: 13, Y: 13, K: 0
R: 210, G: 210, B: 209
Hex # D1D1D1

Imagery

Lifestyle Imagery
(chromAdjust Nails)

- Showcase the diverse people and use cases that chromAdjust Nails can cater to.
- Imagery should feel natural, be well lit and feature color pops.
- Showcase the chromAdjust Lifestyle, vibrant, real, expressive

20

chromAdjust Master Color Waves

Color Waves - Use Case no. 1: App Icon/Image Mark

- icon is meant to stand alone on white or light grey
- no substantial bodies of information are meant to appear within the icon as it is typically used at smaller sizes
- never to appear in grey scale, brand colors are not to be adjusted as each product under the chromAdjust brand will have its own color system

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21

chromAdjust Master Color Waves

Color Waves - Use Case no. 2: Frame (Static/Moving)

- color waves are meant to frame up information
- frame sizes will be templated according to size and application (files provided with brand assets)
- Frame should allow for ample buffer so that information isn't cramped
- Video: if waves are used, they are to oscilate gently to create an engaging frame. Slow and calm, not fast.

The 100% Green Future Of Nail Polish
chromAdjust Nails removes 43,125 gallons of toxic nail polish and 1,100 tons of nail polish bottles from landfills each year

chrom**Adjust**
NAILS

Reusable Polish Cartridges
Quality construction for lifelong use, high resolution screen for interactive features

Filling Area
Individual nozzles dispense varying amounts of polish to create any color nail polish imaginable; amounts determined by fingernail size

Mixing Crucible
Stylish and easy-to-clean, reusable mixing crucible

Charging Port
Battery operated for infinite portability

LED Indicator Light
Pulses the color of polish being prepared, infinite color choices at your fingertips

Bluetooth Connectivity
Use the app to pick any color nail polish to match any mood or outfit

LED Screen On Cartridges
Displays the percentage of each color being dispensed, the amount of polish remaining, inspirational messages and other metrics

* Infographic features outdated product render.

22

Strategic Partner

STUDIO 301

Brand Humbly Built by Studio 301

Questions/Comments?

We're here to help in any way we can.

23

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THANK YOU!