

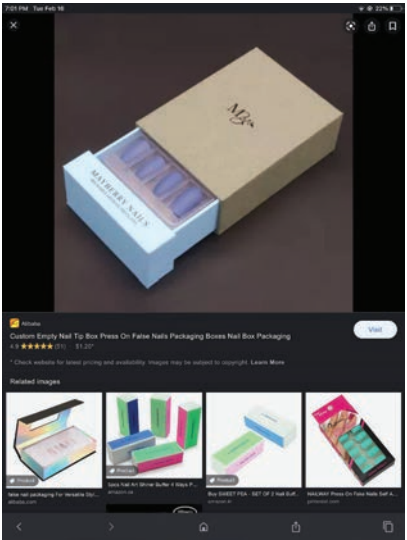
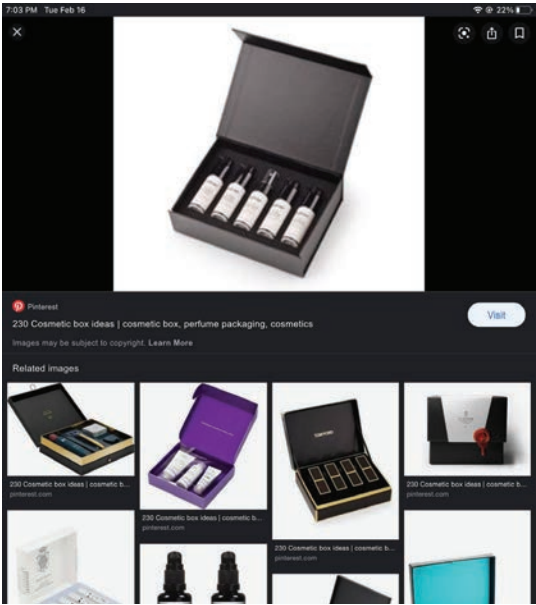
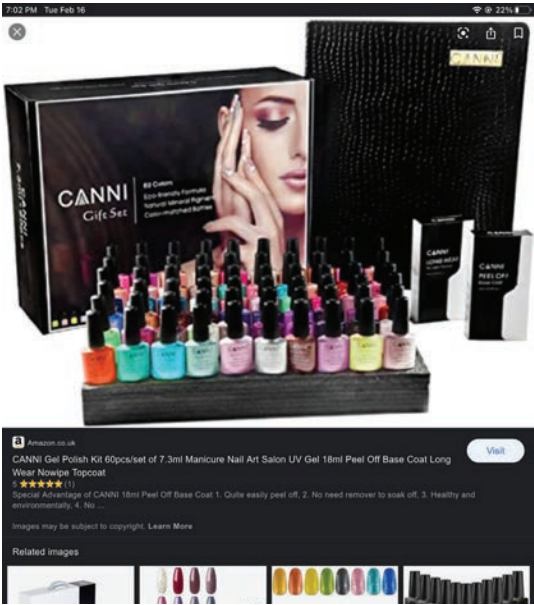
Process Book

Ashley Hunter
Nail Kit

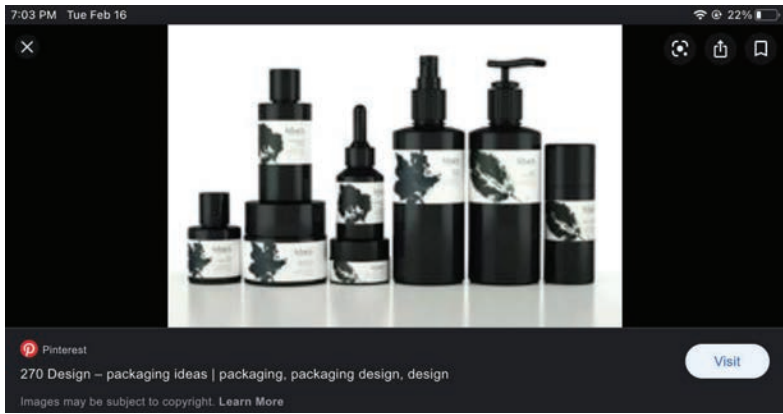
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Mood Board



Mood Board



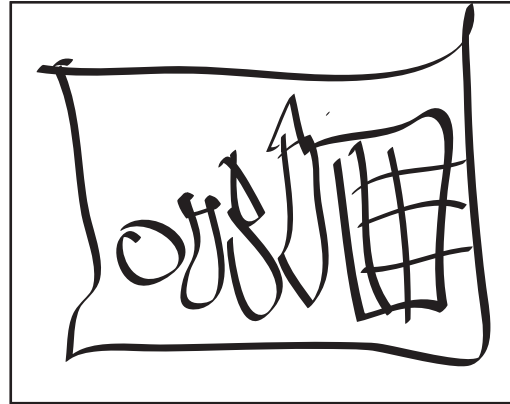
Research

This brand has developed over the years. It's product and base has expanded from acrylic nails. They now have sets, nail polish, and kits. The packaging lacks to catch the consumer eye. The logo doesn't draw the viewer. The target audience needs a little direction on use of product which the packaging lacks. With the acrylic nail kit, the product labels are crowded and doesn't go with the brand color.



Sketches

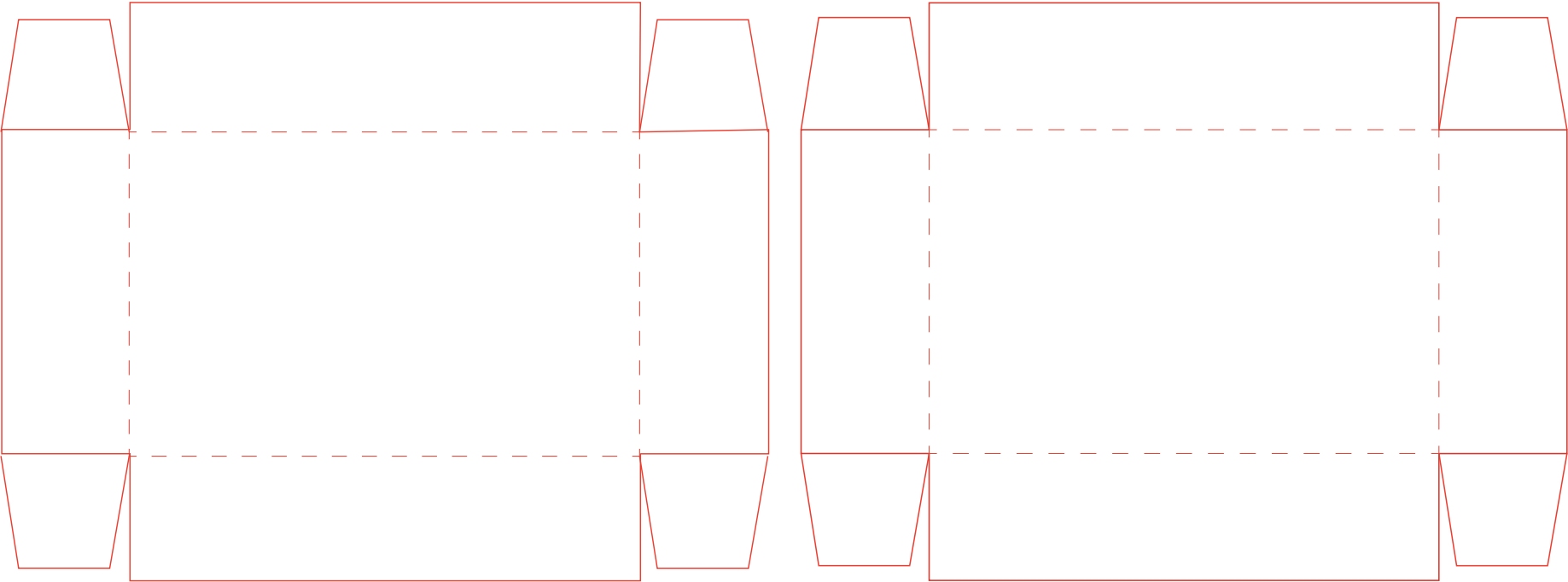
KISS



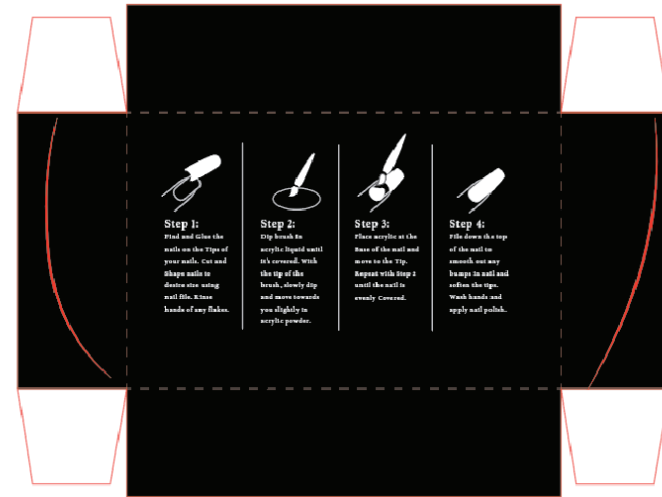
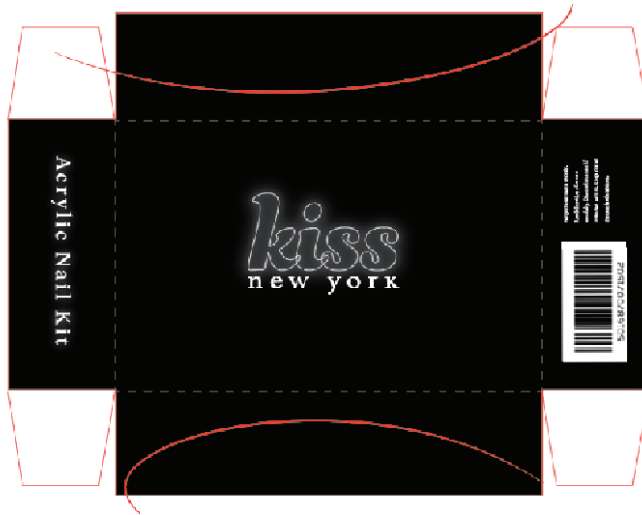
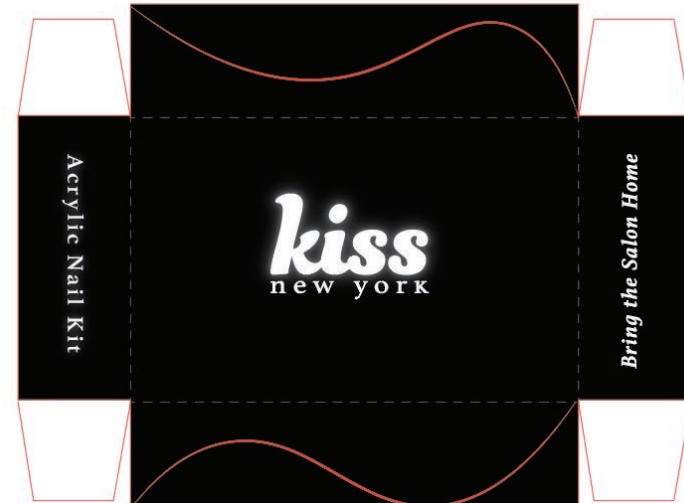
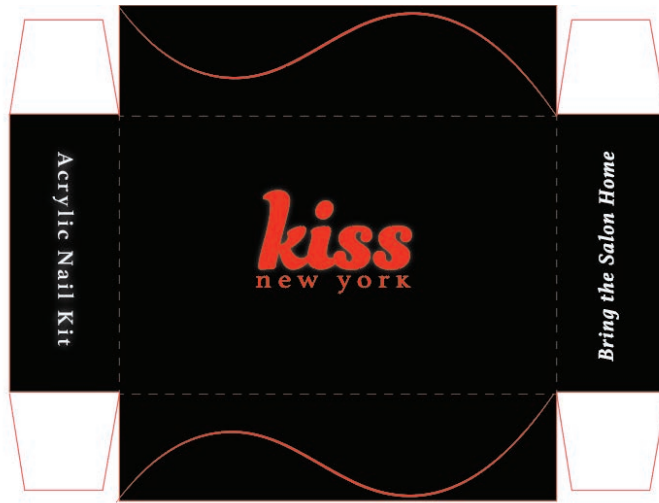
Q | S | A
= =



Die line



Roughs



Roughs



Type explorations

BEBAS
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Cooper black
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abcdefghijklmnopqrstuvwxyz

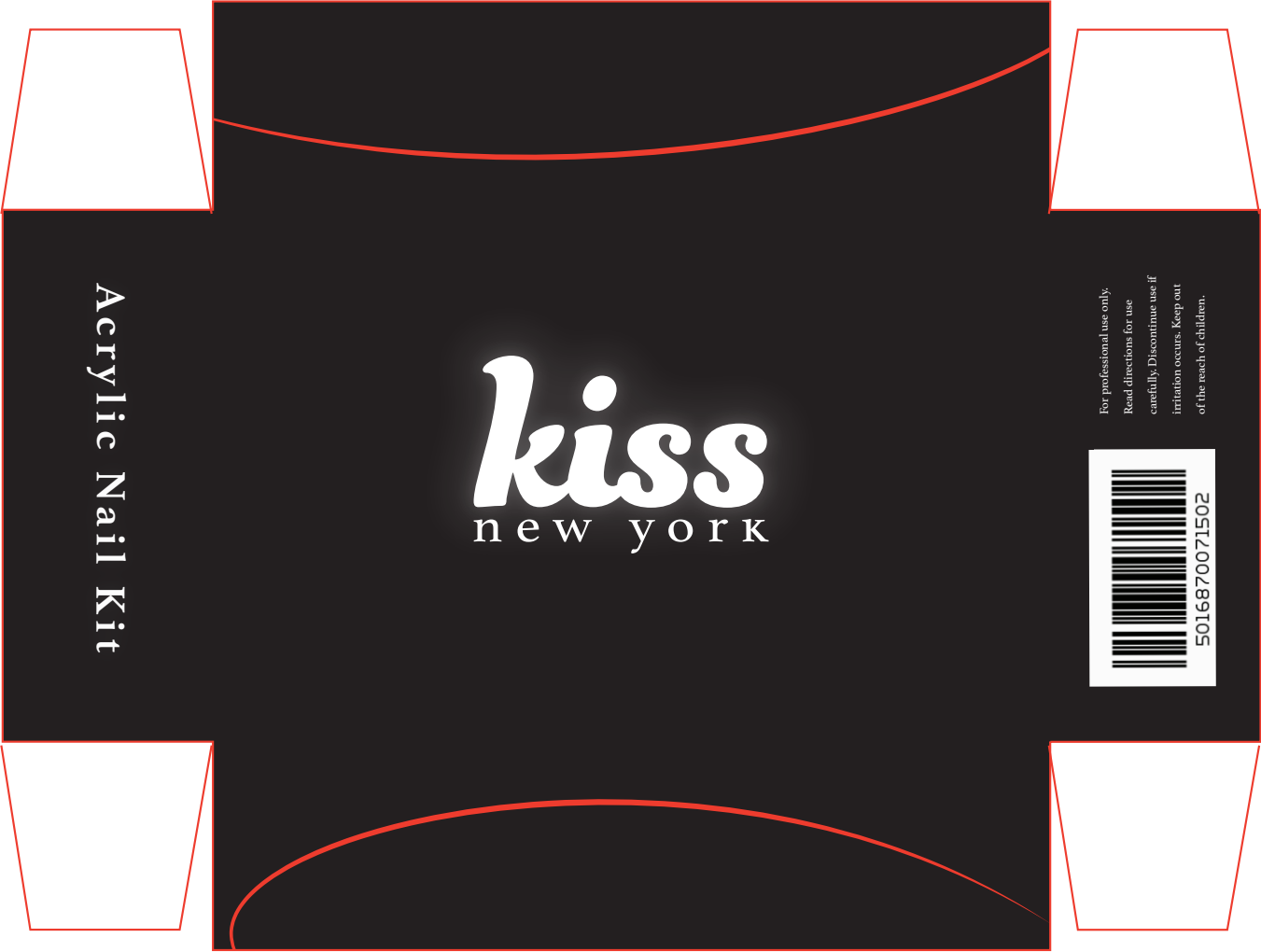
Baloo
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abcdefghijklmnopqrstuvwxyz

AMATIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ


Circe regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Didot Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz


Final Layouts




Final Layouts




Step 1:
Find and Glue the nails on the tips of your nails. Cut and Shape nails to desire size using nail file. Rinse hands of any flakes.



Step 2:
Dip brush in acrylic liquid until it's covered. With the tip of the brush, slowly dip and move towards you slightly in acrylic powder.



Step 3:
Place acrylic at the base of the nail and move to the tip of the nail. Repeat with Step 2 until the nail is evenly covered.



Step 4:
File down the top of the nail to smooth out any bumps in acrylic and soften the tips. Wash hands and apply nail polish.

Included: Nails, Nail Glue, Acrylic Powder, Acrylic Liquid, and Brush

Final Layouts



Mockups



Mockups

