



Regal Nails[®]
— SALON & SPA —

How to work & play with our brand.

INTRODUCTIONS

The Branding Guidelines

Dear employees, partners and customers:

Our brand suggests royal, quality, convenience and affordable luxury. In this book, you'll find all you need to know on how to use the Regal Nails, Salon & Spa, LLC brand correctly and consistently. By following these guidelines, you'll help build and maintain an exciting, powerful, and successful brand.

As our company grows, communicating a consistent Regal identity becomes even more important. Thanks for taking the time to get familiar with the identity principles outlined in this manual. Your commitment to the Regal brand consistency is greatly appreciated.

Sincerely,

David Nguyen
President and Human Resource



Regal Nails
SALON & SPA



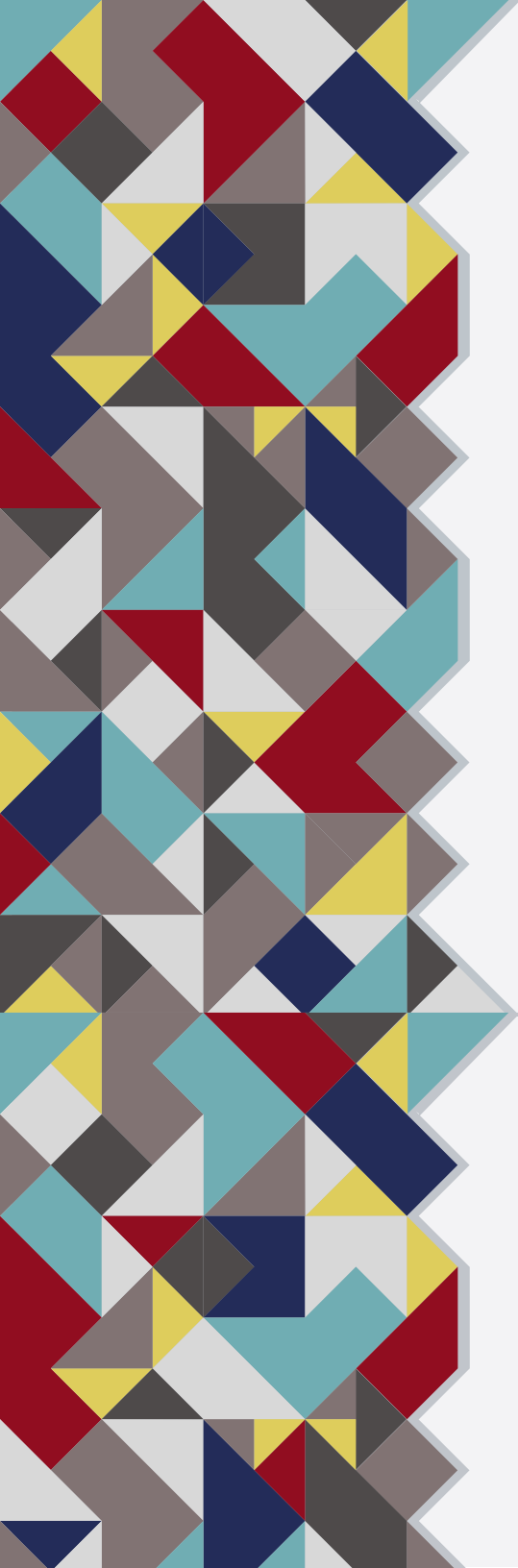


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THE

Regal Nails



STORY

 **1997**

Regal Nails, LLC was found
in Baton Rouge, Louisiana.

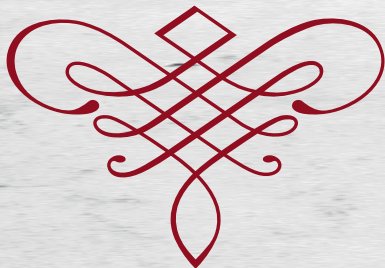
2005

Regal Nails Salon & Spa, LLC
was formed to better serve
franchisees and salon patrons.

**THE REGAL
STORY**

REGAL HQ

5150 Florida Blvd.
Baton Rouge, LA 70806
hello@regalnails.com
(888) 414 - 6245



Regal has since grown to become the largest nail salon franchisor in the United States. Regal Nails Salon & Spa is the industry leader in setting the standards for customer service, innovation and salon hygiene. Regal Nails knows that customer satisfaction begins with the salon itself, and each Regal salon emphasizes customer care as the number one priority. Regal Nails has led the way in several salon innovations.

Regal was the first major nails salon to:

- (1) require hospital-grade disinfectants for all implements and spa basins;
- (2) require autoclaves to sterilize equipment;
- (3) require porous implements to be disposed after a single use; and
- (4) outlaw the use of credo tools.

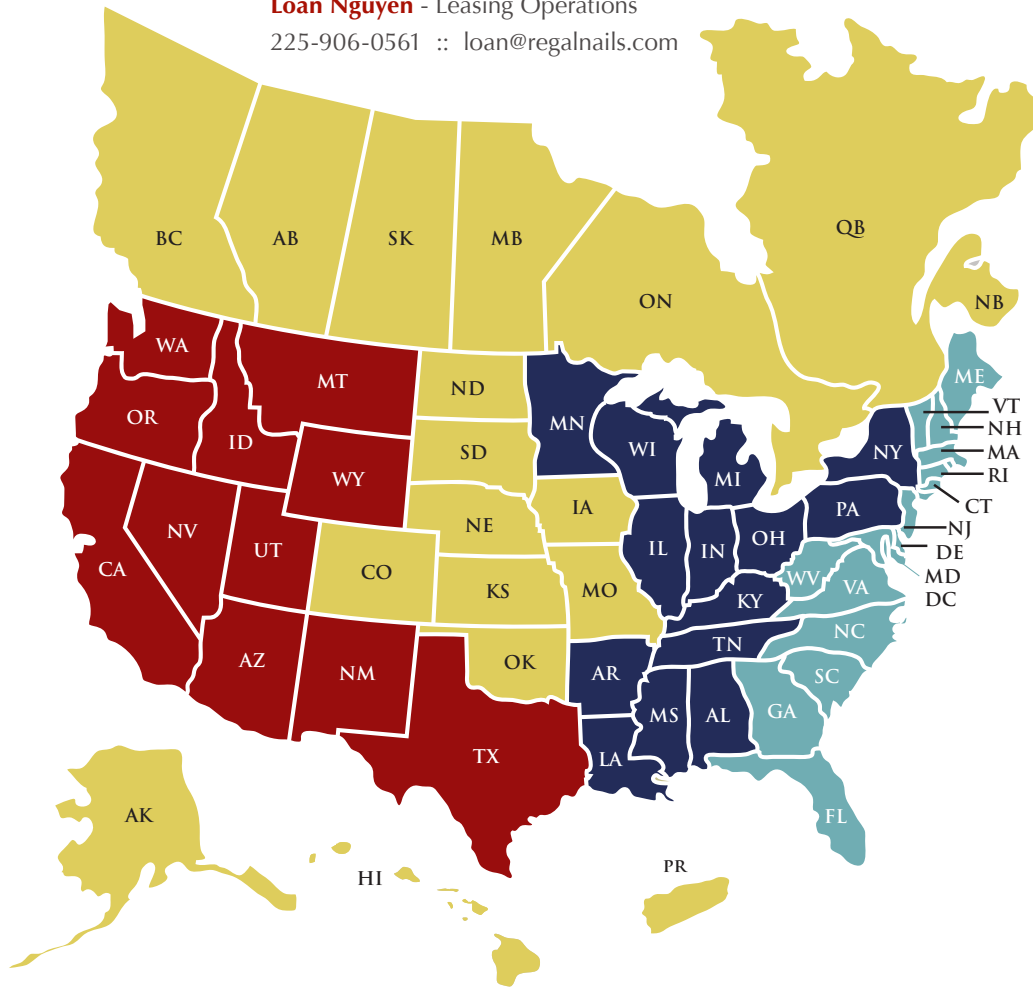


**TODAY, REGAL NAILS HAS NEARLY 1,000
LOCATIONS ACROSS THE UNITED STATES,
CANADA AND PUERTO RICO.**



REGIONAL DIRECTORS MAP

Loan Nguyen - Leasing Operations
225-906-0561 :: loan@regalnails.com



1 Loan Nguyen REGION 1

225-906-0561
loan@regalnails.com

- | | | |
|-------------|-----------------|--------------|
| 1) ALASKA | 5) PUERTO RICO | 9) CANADA |
| 2) COLORADO | 6) OKLAHOMA | 10) KANSAS |
| 3) HAWAII | 7) SOUTH DAKOTA | 11) MISSOURI |
| 4) NEBRASKA | 8) NORTH DAKOTA | 12) IOWA |

2 Jennie Nguyen REGION 2

225-906-0590
hien@regalnails.com

- | | | |
|---------------|---------------|---------------|
| 1) ARIZONA | 5) NEVADA | 9) WASHINGTON |
| 2) CALIFORNIA | 6) NEW MEXICO | 10) WYOMING |
| 3) IDAHO | 7) OREGON | 11) ARIZONA |
| 4) MONTANA | 8) UTAH | 12) TEXAS |

3 Bich-Ngoc Vu REGION 5

225-236-3365
bichngoc@regalnails.com

- | | | |
|-------------|-----------------|---------------|
| 1) ALABAMA | 6) PENNSYLVANIA | 11) NEW YORK |
| 2) ARKANSAS | 7) LOUISIANA | 12) TENNESSEE |
| 3) ILLINOIS | 8) MINNESOTA | 13) MICHIGAN |
| 4) INDIANA | 9) MISSISSIPPI | 14) OHIO |
| 5) KENTUCKY | 10) MISSOURI | 15) WISCONSIN |

4 Betty Hoa Lam REGION 7

225-906-0562
betty@regalnails.com

Sr Regional Director, Sales Supervisor

- | | | |
|----------------|-------------------|--------------------------|
| 1) CONNECTICUT | 7) MAINE | 13) DISTRICT OF COLUMBIA |
| 2) DELAWARE | 8) WEST VIRGINIA | 14) NORTH CAROLINA |
| 3) FLORIDA | 9) MASSACHUSETTS | 15) SOUTH CAROLINA |
| 4) GEORGIA | 10) RHODE ISLAND | 16) NEW JERSEY |
| 5) MARYLAND | 11) VERMONT | |
| 6) VIRGINIA | 12) NEW HAMPSHIRE | |

MISSION STATEMENT

What We Believe & Strive to Achieve

We believe everyone deserves to look and feel their best - and that a little pampering ought to be affordable.

This basic philosophy guides everything we do at Regal Nails, Salon & Spa, LLC. We are dedicated to having quality salon services provided at affordable prices in a hygienically safe and comfortable environment.

Our Goal is Simple

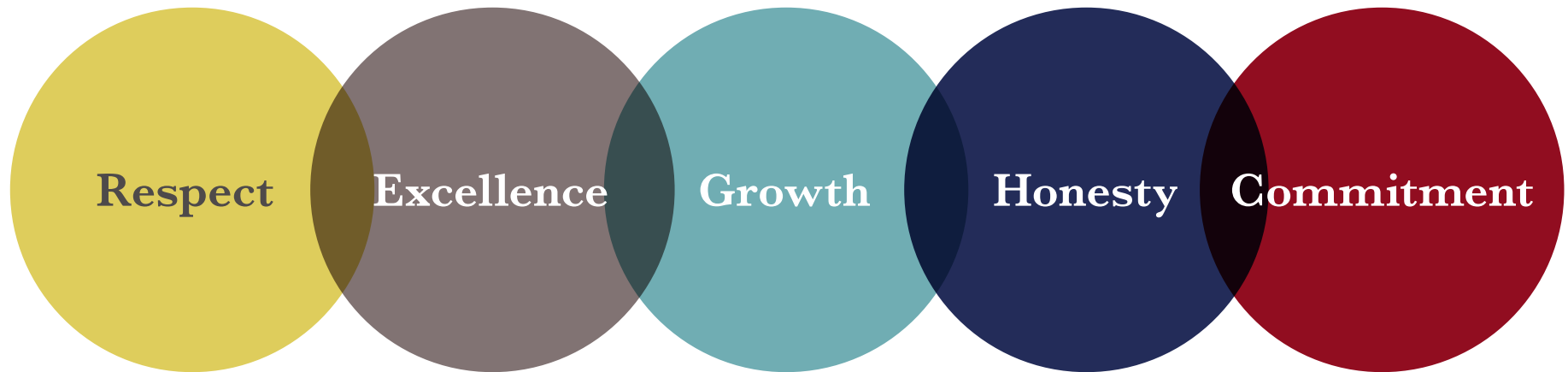
To ensure every client who passes through the doors of a Regal Nails salon walks in comfortable and fully confident she is getting the highest level of customer care in the industry, and walks out looking great and feeling better.



OUR VALUES

How We Define the Regal Brand

For 15 years and counting, we have been fulfilling the dream of entrepreneurs by offering a turn-key franchise utilizing our 5 core values.



With these core values, we have assisted small business owner realize their potentials to be leaders in the salon and spa industry.

OUR LOGO

The Regal Trademark

The Regal logo is a wordmark. It is a visual translation of Regal's brand attributes. Our wordmark conveys growth, relaxation, quality, convenience and honesty.

It is Regal's visual signature. Just as a personal signature always looks the same, Regal's logo should always appear in a specified and consistent manner.

The Signature must include the trademark symbol (R) at all times.

PREVIOUS LOGO



NEW LOGO



LOGO USAGE

Clear Space & Size Restrictions



A minimum of clear space must always surround the Regal Nails Salon & Spa signature to separate it from other elements such as headlines, text and imagery, as well as the outside edge of printed, electronic and marketing collateral. Proper use of clear space ensures visual impact and legibility of our logo.

When calculating the minimum amount of clear space, please follow the guidelines shown. The amount of clear space is defined by the height of the “Regal Nails” emblem from the top to the bottom of the middle arms. When possible, additional clear space is preferred.

The Regal Nails Salon & Spa signature should never be used smaller than 1” wide as indicated.

LOGO USAGE

Logo Variations & Colors

HORIZONTAL VERSION



STACKED VERSION



Three elements comprise Regal Nail's visual brand:

- 1) the distinctive icon
- 2) the Regal name in distinctive font
- 3) Salon and Spa underneath

The stacked and horizontal versions are both acceptable, to be used at the discretion of designers.

The manipulation of the size and individual elements or the relationship between the icon and the type are prohibited.

Please consult with our communications team if you have any questions about logo use.

LOGO USAGE

Logo Variations

LOGO WITH LINE



LOGO WITHOUT LINE



LOGO USAGE

Logo Variations

LOGO WITH ICON AND LINES



LOGO WITH ICON BUT WITHOUT LINES



TAGLINES & SLOGANS

Things We Like to Say, Often

Affordable luxury ... that's what the Regal Nails experience is all about.

So come indulge yourself. You deserve it.

Regal performance speaks for itself.

Relax, Renew, Regal...



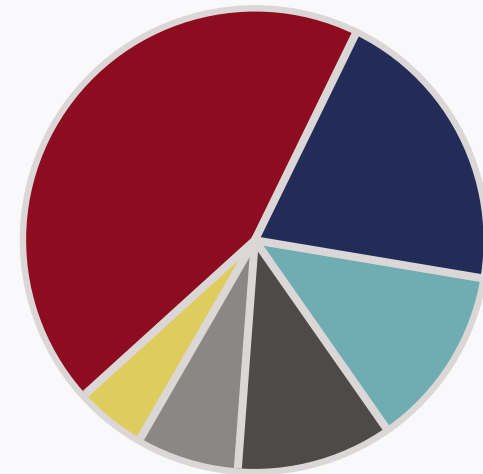
COLOR PALETTE

How We Make Our Brand Colorful

CORE COLORS



COLOR RATIOS



SECONDARY COLORS



The **two primary colors** of the Signature are warm in tone and work in contrast to cool color patterns and neutral photography. These are the colors of the Regal Nail logo signature.

The **secondary color** palette represents the qualities of Regal Nails. The two accent shades represent the relaxation, innovative and fresh attributes of the brand. The gray neutral shades reflect the brand's simplicity and minimalism.

TYPOGRAPHY

Typeface and Readability



Typography is one of the most important design elements. It is used to differentiate sections of information as headlines, text or captions. Pacifico, Market Deco, Optima and Comfortaa were selected for use in Regal's visual communications to ensure consistency and effectiveness throughout all its communication materials.

HEADLINE FONTS

Pacifico 18 pt

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Market Deco 18pt

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () ?

BODY FONTS.....

Comfortaa 18 pt Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Optima 18 pt Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

CONTACT

Useful Information

Communications Services

The Communications Services team provides advice and guidance to employees, customers and business partners on print, digital and new media design. They can recommend designers, production companies, photographers and printers, who are familiar with the Regal Nail's brand.

Further information

hello@regalnails.com

888.414.6245



Regal Nails®
— SALON & SPA —

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