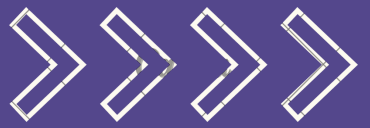


DDSN 361 Web Design I – Gaines

Merrydoesnails

Merry Vang

merryvang.com



Brand Values

Art

Every set is an opportunity to create something unique. I love bringing ideas to life through thoughtful details, creative expression, and nail art that reflects each client's individuality.

Care

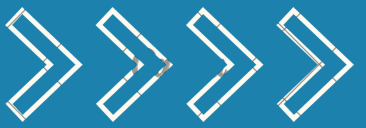
I believe beautiful nails come from patience, precision, and dedication. I take my time perfecting my techniques and pay attention to every detail because I care about the quality of my work

Health

Healthy nails are the foundation of beautiful nails. I prioritize the integrity of your natural nails, practice proper care, and choose techniques that support their long-term health.

Value

Your time, trust, and investment matter to me. I strive to provide a thoughtful, personalized experience where quality, care, and attention to detail make every appointment worthwhile.



Your Mission

Bring together what you've discovered about your passions, strengths, and target audience.

PASSIONS

1

1. Beautiful nails
2. Healthy nails

STRENGTHS

2

1. Nail knowledge
2. Art skills

AUDIENCE

3

1. Self employed
2. Salon

Write/Edit your Mission Statement:

I provide professional nail services to customers who want healthy and beautiful nails.

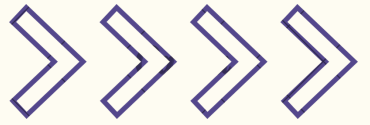
Your Vision

Look back at your mission and the future you imagined. Think about the lasting difference you hope your business will make.

Build Your Vision

Who will benefit?
[Your audience/community]

What positive change do you hope to create?
[The future you want to see]



1

Write Your Vision Statement

Use this formula as a starting point, then rewrite your statement in your own words.

We envision a future where clients can have healthy and beautiful nails.

2

Refine Your Vision Statement:

We envision a future where healthy nails and beautiful artistry go hand in hand.



What do you do?

Make us curious.

Write a short, memorable introduction that captures the most compelling idea behind your work.

1. Draft Your Pitch

I believe beautiful nails should never come at the expense of nail health. Through thoughtful artistry, patience, and attention to detail, I create nail sets that celebrate individuality while prioritizing the health of your natural nails.

2. Test It

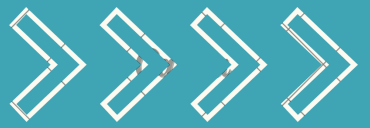
Read your pitch aloud and ask yourself:

- Can I say it naturally in one breath?
- Is it clear enough to understand immediately?
- Does it focus on one interesting idea?
- Would it make someone want to ask a follow-up question?

3. Refine your pitch until it sounds like you.

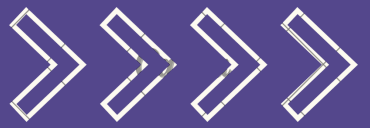
“

I believe beautiful nails start with healthy nails. Through thoughtful artistry and a dedication to my craft, I create personalized nail designs that celebrate your individuality without compromising the health of your natural nails.



Merrydoesnails

Beautifully crafted. Thoughtfully cared for.



This but not that...

Define your brand's personality by identifying what it is — and what it isn't.

Refer back to your brand values. Choose words that describe your brand, then add a contrasting word to clarify what you want to avoid.

Complete at least three statements using this formula:

"My brand is _____, but not _____."

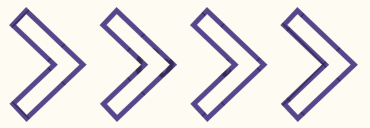
**My brand is
elegant but not
stuck-up.**

**My brand is
cute but not
childish**

**My brand is
playful but not
wacky.**

**My brand is
playful but not
unpleasant**

Remember: The second word helps establish boundaries so your brand personality stays intentional and consistent.



Celebrity Brand Mashup

Who does your brand remind you of?

Think of people, fictional characters, or companies whose personalities, communication styles, or values you admire.

Choose three that represent different aspects of your brand.



CardiB

1. Bold
2. Confident
3. Unapologetically herself



Hello Kitty

1. Cute
2. Fun
3. Feminine



Selena Gomez

1. Kind
2. Resilient
3. Authentic

My Brand Persona is...

Cardi B

- Bold, confident, and authentic
- Expressive, outspoken, and full of personality
- Fearless in standing out and embracing individuality

Hello Kitty

- Cute, playful, and charming
- Sweet, friendly, and approachable
- Girly, with a fun and memorable personality

Selena Gomez

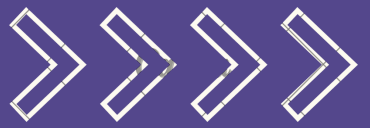
- Warm, genuine, and relatable
- Kind, compassionate, and welcoming
- Encourages self-acceptance and confidence

My Brand Personality

My brand is a blend of bold self-expression, playful charm, and genuine care. I'm confident and creative, unafraid to stand out, while keeping things sweet, approachable, and welcoming. I want every client to feel valued, confident, and free to express their individuality through beautiful nail art, all while knowing their nail health comes first.



A cross between Selena Gomez, Cardib, and Hello Kitty. Cute, Bold, Authentic, and playful.



My Voice

It's time to put your brand personality into words!

Using your brand persona and your “***This, But Not That***” statements as a guide, write two short pieces of copy that reflect your brand's voice.

1. Homepage Introduction

Introduce yourself to visitors. Who are you, what do you do, and what makes you unique?

Hi, I'm Merry, a licensed nail technician passionate about creative nail art and healthy natural nails. I take my time perfecting every detail to create personalized sets that are as unique as you are.

2. 404 Error Message

Write a creative message for visitors who land on a page that doesn't exist. Make it helpful while showing off your brand's personality.

Oops, looks like this page chipped away.
Let's get you back to the good stuff!