

Mires+Ball



CND

Transforming a Professional Beauty Brand

The Challenge: With growing product lines for hands and feet, Creative Nail Design had evolved well beyond nail care.

The Solution: Weaving together Creative Nail Design’s leadership in R&D, education and fashion, MiresBall positioned the company around “advancing the industry.” Careful to preserve equity in the 27-year-old brand, we simplified the corporate name to CND and retained iconic elements of the existing logo. Completing the transformation, an evocative new tagline—“Hands. Feet. Beauty.”—conveys CND’s expanded vision for the industry; while a clean, flexible visual system unifies the company’s extensive product lineup.

The Result: Unveiled at a major industry event and in leading trade publications worldwide, the new CND brand has been embraced by distributors, education partners and nail professionals.

Strategy
Ideation
Research & Analysis
Competitive Audits
Positioning Briefs
Brand Platforms

Assets/Tools
Identities
Names & Nomenclatures
Messaging Platforms
Visual & Voice Guidelines
Proprietary Visuals

Expression
Print Communications
Packaging Systems
Events & Environments
Digital Media
Advertising

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