OFFICIAL COLLABORATOR & CREATOR PLAYBOOK | BRAND KIT V2.0

NestStock One-Stop Brand Kit & Marketing Playbook

Scandinavian Organic visual identity, 17 SHA-256 verified Stitch creatives, honest multi-store grocery architecture, App Store ASO copy, Emerald Coast partner packs, and channel-ready templates.

1. Canonical Brand & Corporate Identity

Field	Canonical Production Value
Brand & Venture ID	NestStock (Venture #16211)
Legal Entity & DBA	The One Guy Pondering LLC (DBA That One Guy Pondering, FL Sunbiz L26000523238)
Headquarters	Crestview, FL 32536
Support & Partner Desk	support@neststockapp.com | 850-612-2312
Shipped Build	v5.3.12 (Android versionCode 50276, Bundle com.neststock.app)
Bare-Apex Web Endpoints	https://neststockapp.com | https://neststockapp.com/marketing | https://neststockapp.com/app | https://neststockapp.com/brand
Mobile Storefronts	Google Play (https://play.google.com/store/apps/details?id=com.neststock.app) & iOS TestFlight (https://testflight.apple.com/join/76f2swSf)

2. Dual-Icon Governance (Flagship Brand Emblem vs. Shipped App Icon)



19_brand_icon_1024x1024_flagship_nest.png
Role: **flagship_brand_emblem** (1024x1024)
Use on press kits, social avatars, partner flyers, and Brand Hub headers.
`SHA-256 e4f8a5f461b82719fe2d3e2d...`



20_app_icon_512x512_live_shipped.png
Role: **shipped_app_icon** (512x512)
Exact read-only mirror of live PWA, Android, and iOS home-screen launcher.
`SHA-256 dd455d185c5070fb79ef3a57...`

3. Scandinavian Organic Palette, Typography & Layout Architecture

NestStock combines calm Scandinavian pine surfaces with high-clarity tactile hardware cards. Web surfaces run with zero runtime font or CSS CDNs and support instant light/dark parity.

Swatch	Token	Hex	Surface Role
	pine_green	`#1b382b`	Primary brand header, primary CTA buttons, key headings
	deep_forest	`#042217`	Deep accent badges and rich botanical contrast
	warm_cream	`#fbfdfa`	Primary light-mode page background
	alabaster_sage	`#f6fbf5`	Tactile card surface fill and subtle table zebra rows
	soft_sage	`#dce8dc`	1px tactile hairline borders and dividers
	warm_amber	`#d97706`	Founding Household Lifetime Pass highlight and savings callouts
	champagne_gold	`#e6c594`	Woven Nest emblem highlight and dark-mode warm accent
	dark_base	`#0e1b14`	Dark-mode primary viewport canvas (#0e1b14)
	dark_accent	`#aeeecb`	WCAG AA high-contrast dark-mode interactive accent (#aeeecb)

Typography & Brand Hub Workbench Grid Standards

Layer	Specification
Display Headings	Plus Jakarta Sans (700/800) with system fallback stack; tight -0.02em tracking
Body & UI Copy	Inter / Plus Jakarta Sans (400/500/600); calm declarative sentences under 24 words
Monospace Receipts	JetBrains Mono / SF Mono / Consolas for SHA-256 prefixes, plan codes, and character meters
Workbench Shell	1760px max-width container, 1.15fr / 0.85fr hero split, 3-column creative card grid
Interactive Controls	4px tactile border radius on buttons, full-bleed 1 / -1 inline expansion drawers

4. Four Campaign Suites & Canonical Consumer Pricing

Suite	Primary Campaign Pillar	Hero Hook	Primary Creatives

Suite 1	**Mindful Stocking, Quiet Peace of Mind**
	Household Inventory, AI Meal Prep, Gemini Morning Brief
		Your pantry, on autopilot. Your dinner, already planned.	`01_social_1x1_mindful_stocking.png`
			`04_banner_16x9_zero_food_waste_restock.png`
			`07_header_16x9_welcome_domestic_serenity.png`

Suite 2	**From Pantry Chaos to Culinary Serenity**
	In-Store Waypoint Runner, Vitality Hub, Waste-Zero Pantry
		Zero wasted groceries. Zero forgotten items. Zero stress in the aisle.	`02_social_1x1_pantry_chaos_to_serenity.png`
			`05_banner_16x9_shop_smarter_waypoint.png`
			`08_header_16x9_kitchen_perfect_equilibrium.png`

Suite 3	**From Shelf to Skillet. Cook Hands-Free. Restock for Less.**
	Hands-Free Voice Cooking Assistant, Multi-Store Price Comparison, Smart Vision Intake
		Cook with dirty hands. Let NestStock handle the timers, the steps, and the restock.	`03_social_1x1_cook_hands_free_restock_less.png`
			`06_banner_16x9_automated_pantry_hands_free.png`
			`09_header_16x9_from_shelf_to_skillet.png`

Suite 4	**Your Entire Kitchen, on Quiet Autopilot**
	Zero Food Waste Autopilot, Hands-Free Kitchen Voice, 1-Tap Retailer Cart Dispatch
		Your pantry in equilibrium. Your dinner already planned.	`13_social_1x1_mindful_kitchens_harmony.png`
			`14_banner_16x9_kitchen_quiet_autopilot.png`
			`15_header_16x9_morning_equilibrium.png`

Canonical Consumer Pricing Tiers

Plan Code	Tier Name	Pricing	Included Household Capabilities & Checkout
`NEST-FREE`	**Free Household**	**$0 Free**	Offline 0.18s camera barcode and receipt scanner; Pantry, Fridge, and Freezer stock tracking; Live CPSC household recall alerts `https://neststockapp.com/app`
`NEST-STD-MO`	**NestStock Standard**	**$7.99/mo ($79.99/yr)**	AI Meal Planner and Hands-Free Voice Cooking Assistant; 1-tap cart handoff for Walmart, Target, Kroger, ALDI via Instacart, and Amazon; In-Store Waypoint Aisle Runner and burn rate forecasts `https://buy.stripe.com/6oU8wOeAugpN1q0b5p5c40g`
`NEST-VAULT-MO`	**NestStock Vault Premier**	**$15.99/mo ($149.99/yr)**	Gemini Live camera room walkthroughs; Biometric AES-256-GCM Warranty and Insurance Vault; 60-second PDF and CSV Adjuster Claim Defense Packets `https://buy.stripe.com/5kQ6oGdwqgpN9Ww3CX5c40i`
`NEST-LIFE-PASS`	**Founding Household Lifetime Pass**	**$39 one-time**	One-time $39 payment with zero recurring monthly fee; Permanent Vault Premier and Smart Pantry household access; Multi-member household sync and smart wall hub feeds `https://buy.stripe.com/fZu00ieAu6Pd2u4c9t5c40d?tier=lifetime_founder&sku=NEST-LIFE-PASS`

5. Wholesale Partner Packs & Honest Multi-Store Routing

Emerald Coast Realtor & Insurance Wholesale Packs

Plan Code	Partner Pack	Homes	One-Time	Per Home	Checkout URL
NEST-PARTNER-30	Local Realtor & Insurance Starter Pack (30 Homes)	**30**	**$250**	**$8.33**	https://neststockapp.com/subscribe?tier=partner_agency_30
NEST-PARTNER-100	Emerald Coast Founding Partner Pack (100 Homes)	**100**	**$500**	**$5.00**	https://neststockapp.com/subscribe?tier=partner_agency_100
NEST-PARTNER-250	Regional Brokerage & Multi-Office Pack (250 Homes)	**250**	**$1,000**	**$4.00**	https://neststockapp.com/subscribe?tier=partner_agency_250

Honest Multi-Store Cart & Waypoint Routing Matrix

Direct 1-tap cart handoff is claimed strictly where live URL, OAuth, or Instacart APIs exist. Club and home-improvement retailers are presented transparently as store-sorted Waypoint aisle lists.

Retailer	Integration Class	Live Production Capability
Walmart	**1-Tap Direct Cart**	1-tap batch add-to-cart URL and curbside pickup handoff
Target	**1-Tap Direct Cart**	1-tap restock cart URL and Drive Up handoff
Kroger & Fry's	**1-Tap Direct Cart**	OAuth direct cart sync and aisle mapping
ALDI	**1-Tap Direct Cart**	Instacart IDP shoppable recipe and restock handoff
Amazon	**1-Tap Direct Cart**	ASIN basket partition and direct cart handoff
Costco	**Waypoint Aisle List**	Store-partitioned list, price comparison, and Waypoint Aisle Runner (no 1-tap cart API)
Sam's Club	**Waypoint Aisle List**	Store-partitioned list and Waypoint Aisle Runner (no 1-tap cart API)
Home Depot	**Waypoint Aisle List**	Household supply list and AES-256 Warranty Vault logging (no 1-tap cart API)
Lowe's	**Waypoint Aisle List**	Household supply list and AES-256 Warranty Vault logging (no 1-tap cart API)
Publix	**Waypoint Aisle List**	Store-sorted list, price comparison, and Waypoint Aisle Runner
H-E-B	**Waypoint Aisle List**	Store-sorted list and Waypoint Aisle Runner
Trader Joe's	**Waypoint Aisle List**	Store-sorted list and Waypoint Aisle Runner
Meijer	**Waypoint Aisle List**	Cross-store price comparison and Waypoint Aisle Runner

6. Visual Contact Sheet - Locked v1 Creatives (01 through 09)

Assets 01 through 09 are SHA-256 locked to the initial Stitch launch release and mirrored across all public surfaces.



01_social_1x1_mindful_stocking.png
Suite 1 | 1024x1024 (1:1)
Mindful Stocking, Quiet Peace of Mind
`SHA 771a1e40b7d16a5d...`



02_social_1x1_pantry_chaos_to_serenity.png
Suite 2 | 1024x1024 (1:1)
From Pantry Chaos to Culinary Serenity
`SHA e03c0450c58f1f5f...`



03_social_1x1_cook_hands_free_restock_less.png
Suite 3 | 1024x1024 (1:1)
Cook Hands-Free. Restock for Less.
`SHA 21c973a74c3e8817...`



04_banner_16x9_zero_food_waste_restock.png
Suite 1 | 1376x768 (16:9)
Zero Food Waste. Automated Restock.
`SHA 53fc40dba1518f73...`



05_banner_16x9_shop_smarter_waypoint.png
Suite 2 | 1376x768 (16:9)
Shop Smarter. Waste Zero. Live Mindfully.
`SHA 2260cbbf6dd412dd...`



06_banner_16x9_automated_pantry_hands_free.png
Suite 3 | 1376x768 (16:9)
Automated Pantry. Hands-Free Kitchen.
`SHA ba8132e82185af85...`



07_header_16x9_welcome_domestic_serenity.png
Suite 1 | 1376x768 (16:9)
Welcome to Domestic Serenity
`SHA 519c6d5309c583ba...`



08_header_16x9_kitchen_perfect_equilibrium.png
Suite 2 | 1376x768 (16:9)
Your Kitchen, in Perfect Equilibrium
`SHA 890fa59913881717...`



09_header_16x9_from_shelf_to_skillet.png
Suite 3 | 1376x768 (16:9)
Smart Domestic Harmony. From Shelf to Skillet
`SHA 46fc3e57b656de06...`

7. Visual Contact Sheet - Suite 4, App Store 9:16 & Brand Icons (13 through 20)

Assets 13 through 20 add the Suite 4 Quiet Autopilot visuals, 9:16 App Store screenshots, Flagship Nest emblem, and shipped app icon.



13_social_1x1_mindful_kitchens_harmony.png
Suite 4 | 1024x1024 (1:1)
Mindful Kitchens. Automated Harmony.
`SHA 176aced37100d78f...`



14_banner_16x9_kitchen_quiet_autopilot.png
Suite 4 | 1376x768 (16:9)
Your Entire Kitchen, on Quiet Autopilot.
`SHA dcfec4f51cf029cf...`



15_header_16x9_morning_equilibrium.png
Suite 4 | 1376x768 (16:9)
Morning Equilibrium. From Shelf to Skillet
`SHA a535d2aec37eabce...`



16_aso_9x16_pantry_in_equilibrium.png
ASO_9X16 | 768x1376 (9:16)
Pantry in Equilibrium
`SHA 264cc8e8952557a1...`



17_aso_9x16_cook_hands_free.png
ASO_9X16 | 768x1376 (9:16)
Cook Hands-Free
`SHA 77620090a2a69ef3...`



18_aso_9x16_restock_for_less.png
ASO_9X16 | 768x1376 (9:16)
Restock for Less
`SHA 16763fa0dde130a3...`



19_brand_icon_1024x1024_flagship_nest.png
BRAND_ICON | 1024x1024 (1:1)
NestStock Flagship Woven Nest Brand Emblem
`SHA e4f8a5f461b82719...`



20_app_icon_512x512_live_shipped.png
APP_ICON_LIVE | 512x512 (1:1)
NestStock Live Shipped App Icon (v5.3.12)
`SHA dd455d185c5070fb...`

8. App Store Optimization (ASO) & Channel Copy Blueprints

Storefront Field	Verified Copy	Chars
App Store / Play Title	NestStock: Smart Pantry & Cook	**30 / 30**
iOS Subtitle	Pantry Vitality & Aisle Guide	**29 / 30**
Google Play Short Desc	Automate your kitchen pantry, cook hands-free, and slash grocery store spend.	**77 / 80**
iOS Keyword Bank (<=100)	`grocery,inventory,kitchen,waste,tracker,recipe,shopping,meal,planner,receipt,barcode,scanner,vault`	**98 / 100**
What's New (v5.3.12)	NestStock v5.3.12 delivers interactive hands-free voice cooking with step timers, turn-by-turn Waypoint aisle routing with instant out-of-stock swaps, 1-tap Walmart, Target, Kroger, ALDI, and Amazon restock carts, and burn-rate alerts that cut household grocery waste by up to 28%.	**281 / 500**

Ready-to-Post Channel Copy Samples (Suite 4)

Channel	Paired Asset	Approved Copy Blueprint
TIKTOK	`16_aso_9x16_pantry_in_equilibrium.png`	Your pantry in equilibrium. Your dinner already planned. Cut monthly grocery spoilage by up to 28%, run hands-free voice cooking at the stove, and dispatch 1-tap pickup carts to Walmart, Target, Kroger, ALDI, and Amazon. Start free or claim the $39 Founding Household Lifetime Pass at https://neststockapp.com/app
INSTAGRAM	`13_social_1x1_mindful_kitchens_harmony.png`	Your pantry in equilibrium. Your dinner already planned. Cut monthly grocery spoilage by up to 28%, run hands-free voice cooking at the stove, and dispatch 1-tap pickup carts to Walmart, Target, Kroger, ALDI, and Amazon. Explore NestStock at https://neststockapp.com/marketing
REDDIT	`13_social_1x1_mindful_kitchens_harmony.png`	I built NestStock in Crestview, FL to solve our own weekly grocery waste. Cut monthly grocery spoilage by up to 28%, run hands-free voice cooking at the stove, and dispatch 1-tap pickup carts to Walmart, Target, Kroger, ALDI, and Amazon. Walmart, Target, Kroger, ALDI, and Amazon support 1-tap cart handoff, while Costco and Publix run as Waypoint aisle lists. You can test the free tier directly at https://neststockapp.com/app.
EMAIL_DRIP	`15_header_16x9_morning_equilibrium.png`	Hi there, Your pantry in equilibrium. Your dinner already planned. Cut monthly grocery spoilage by up to 28%, run hands-free voice cooking at the stove, and dispatch 1-tap pickup carts to Walmart, Target, Kroger, ALDI, and Amazon. Your household workspace also includes an encrypted AES-256 Warranty and Insurance Vault for 60-second storm claim exports. Open your kitchen sanctuary at https://neststockapp.com/app Warmly, Jimmie The One Guy Pondering LLC (Crestview, FL)
PARTNER_PITCH	`15_header_16x9_morning_equilibrium.png`	Hi Partner, Give every homebuyer or policyholder a permanent NestStock Vault pass featuring 60-second AES-256 hurricane proof-of-loss PDF exports, 0.18s pantry barcode scanning, 1-tap Walmart and Target restock carts, and Costco or Publix Waypoint aisle lists. One-time wholesale packs include 30 homes ($250), 100 homes ($500), and 250 homes ($1,000) with zero monthly fees. Review the partner kit at https://neststockapp.com/brand or reach me at support@neststockapp.com or 850-612-2312.
CREATOR_DM	`13_social_1x1_mindful_kitchens_harmony.png`	Hey! Loved your recent kitchen organization reel. I built NestStock to cut grocery spoilage with 0.18s barcode scans, hands-free voice cooking timers, and 1-tap Walmart and Target carts. Grab full press visuals and a creator Lifetime Pass via https://neststockapp.com/brand

9. Eleven Automated Brand Guardrails & Collaborator Checklist

Every HTML surface, LLM discovery file, and outbound social caption is scanned against 11 deterministic rules before release.

Rule #	Guardrail Rule	Enforcement Standard
01	**Zero External Image Hotlinks**	Never embed Amazon, Google/AIDA, Unsplash, or placeholder image domains.
02	**Consumer vs. B2B Isolation**	Zero B2B dataset row counts, enterprise dataset tiers, or internal operator runbooks.
03	**Cross-Venture Isolation**	Zero stationery specs, external e-commerce links, or unrelated venture keywords.
04	**Bare-Apex Link Integrity**	Always use https://neststockapp.com (never www subdomain or placeholder App Store IDs).
05	**Live Pricing Parity**	Use $0, $7.99/mo, $15.99/mo, and $39 Lifetime Pass; never quote retired legacy monthly tiers.
06	**Honest Retailer Claims**	Never claim 1-tap API cart push for Costco, Sam's Club, Home Depot, or Lowe's.
07	**Zero AI Hype Buzzwords**	Block generic filler buzzwords in favor of concrete household metrics.
08	**Zero Em-Dashes**	Write crisp sentences with periods and commas instead of U+2014 em-dashes.
09	**Zero Mid-Sentence Colons**	Avoid robotic mid-sentence colons in social captions and marketing prose.
10	**Emoji Restraint**	At most 1 emoji per social caption; zero emojis in formal partner documents.
11	**Hashtag Restraint**	At most 2 hashtags per social post; zero hashtags on Reddit or email drips.

Collaborator Support. Download the complete asset archive at https://neststockapp.com/brand or contact support@neststockapp.com (850-612-2312).