OFFICIAL COLLABORATOR & CREATOR PLAYBOOK | BRAND KIT V2.0

NestStock One-Stop Brand Kit & Marketing Playbook

Customer-first messaging, 17 SHA-256 verified Stitch creatives, honest multi-store grocery architecture, App Store ASO copy, Emerald Coast partner packs, and channel-ready copy blueprints.

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	v6.1.3 (Android versionCode 60012, 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. Official Color Palette, Typography & Layout Architecture

NestStock combines calm pine green surfaces with clean cream cards and readable ink contrast. Web surfaces run with zero external font or CSS downloads and support instant light and dark themes.

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 Pillars & Canonical Consumer Pricing

Pillar	Primary Campaign Pillar	Subtitle & Features	Primary Creatives

Suite 1	**Stop Buying Groceries You Already Have**
	Offline Pantry & Fridge Tracking, Morning Kitchen Brief, Shared Family Inventory
		Scan your haul once offline so you always know what is in the pantry, fridge, and freezer	`01_social_1x1_mindful_stocking.png`
			`04_banner_16x9_zero_food_waste_restock.png`
			`07_header_16x9_welcome_domestic_serenity.png`

Suite 2	**Toss Less Food You Already Paid For**
	48-Hour Eat-First Alerts, On-Hand Meal Ideas, Voice-Guided Step Timers
		See what needs to get eaten in the next 48 hours and cook meals from ingredients on hand	`02_social_1x1_pantry_chaos_to_serenity.png`
			`05_banner_16x9_shop_smarter_waypoint.png`
			`08_header_16x9_kitchen_perfect_equilibrium.png`

Suite 3	**Compare Live Store Prices Before You Shop**
	Live Nearby Store Price Checks, 1-Tap Restock Carts, Aisle-Sorted Waypoint Lists
		Check live grocery prices across nearby stores with 1-tap carts at Walmart, Target, Kroger, ALDI, and Amazon	`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	**Protect Home Receipts and Warranties on Your Phone**
	Encrypted Home Vault Storage, Serial & Warranty Tracking, Live CPSC Recall Alerts
		Store appliance receipts, serial numbers, and CPSC recall alerts privately on your phone	`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**	**$0 Free**	Up to 25 pantry items and 10 Home Vault items stored on your phone; Offline camera barcode and paper grocery receipt scanner; Live CPSC household recall alerts `https://neststockapp.com/app`
`NEST-STD-MO`	**Household Standard**	**$7.99/mo or $79.99/yr**	14-day free trial with unlimited pantry tracking and voice-guided meal help; 1-tap cart handoff for Walmart, Target, Kroger, ALDI via Instacart, and Amazon; Live nearby store price comparison and aisle-sorted Waypoint lists `https://buy.stripe.com/6oU8wOeAugpN1q0b5p5c40g`
`NEST-VAULT-MO`	**Vault Premier**	**$15.99/mo or $149.99/yr**	14-day free trial with guided camera room walkthroughs and Home Vault storage; Encrypted warranty, serial number, and receipt vault stored on your phone; 60-second PDF and CSV insurance claim packets plus full Household Standard access `https://buy.stripe.com/5kQ6oGdwqgpN9Ww3CX5c40i`
`NEST-LIFE-PASS`	**Founding Household Lifetime Pass**	**Or pay $39 once**	Or pay $39 once, 30-day money-back guarantee; Permanent Vault Premier and Smart Pantry household access; Multi-member household sync and shared family shopping lists `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 encrypted Home Vault receipt and serial logging (no 1-tap cart API)
Lowe's	**Waypoint Aisle List**	Household supply list and encrypted Home Vault receipt and serial 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)
Stop Buying Groceries You Already Have
`SHA 771a1e40b7d16a5d...`



02_social_1x1_pantry_chaos_to_serenity.png
Suite 2 | 1024x1024 (1:1)
Toss Less Food You Already Paid For
`SHA e03c0450c58f1f5f...`



03_social_1x1_cook_hands_free_restock_less.png
Suite 3 | 1024x1024 (1:1)
Compare Live Store Prices Before You Shop
`SHA 21c973a74c3e8817...`



04_banner_16x9_zero_food_waste_restock.png
Suite 1 | 1376x768 (16:9)
Stop Buying Groceries You Already Have
`SHA 53fc40dba1518f73...`



05_banner_16x9_shop_smarter_waypoint.png
Suite 2 | 1376x768 (16:9)
Toss Less Food You Already Paid For
`SHA 2260cbbf6dd412dd...`



06_banner_16x9_automated_pantry_hands_free.png
Suite 3 | 1376x768 (16:9)
Compare Live Store Prices Before You Shop
`SHA ba8132e82185af85...`



07_header_16x9_welcome_domestic_serenity.png
Suite 1 | 1376x768 (16:9)
Stop Buying Groceries You Already Have
`SHA 519c6d5309c583ba...`



08_header_16x9_kitchen_perfect_equilibrium.png
Suite 2 | 1376x768 (16:9)
Toss Less Food You Already Paid For
`SHA 890fa59913881717...`



09_header_16x9_from_shelf_to_skillet.png
Suite 3 | 1376x768 (16:9)
Compare Live Store Prices Before You Shop
`SHA 46fc3e57b656de06...`

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

Assets 13 through 20 cover the Suite 4 Home Vault 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)
Protect Home Receipts and Warranties on Your Phone
SHA 176aced37100d78f...



14_banner_16x9_kitchen_quiet_autopilot.png
Suite 4 | 1376x768 (16:9)
Protect Home Receipts and Warranties on Your Phone
SHA dcfec4f51cf029cf...



15_header_16x9_morning_equilibrium.png
Suite 4 | 1376x768 (16:9)
Protect Home Receipts and Warranties on Your Phone
SHA a535d2aec37eabce...



16_aso_9x16_pantry_in_equilibrium.png
ASO_9X16 | 768x1376 (9:16)
Stop Buying Groceries Twice
SHA 264cc8e8952557a1...



17_aso_9x16_cook_hands_free.png
ASO_9X16 | 768x1376 (9:16)
Cook With What You Have
SHA 77620090a2a69ef3...



18_aso_9x16_restock_for_less.png
ASO_9X16 | 768x1376 (9:16)
Compare Store Prices First
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 Tracker & Price Scout	**28 / 30**
Google Play Short Desc	Stop buying duplicate groceries, use food before it spoils, and compare prices.	**79 / 80**
iOS Keyword Bank (<=100)	`grocery,inventory,pantry,waste,tracker,recipe,shopping,meal,planner,receipt,barcode,scanner,vault`	**97 / 100**
What's New (v6.1.3)	NestStock v6.1.3 adds fast offline haul scanning, 48-hour eat-first alerts, voice-guided step timers while you cook, live store price checks with 1-tap carts at Walmart, Target, Kroger, ALDI, and Amazon, plus aisle-sorted shopping lists for Costco, Sam's Club, Publix, H-E-B, Trader Joe's, and Meijer.	**301 / 500**

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

Channel	Paired Asset	Approved Copy Blueprint
TIKTOK	`16_aso_9x16_pantry_in_equilibrium.png`	Protect home receipts, serial numbers, and warranties privately on your phone. Keep appliance paperwork, CPSC recall alerts, and 60-second claim packets stored offline in your encrypted Home Vault. Start free or pay $39 once with a 30-day money-back guarantee at https://neststockapp.com/app
INSTAGRAM	`13_social_1x1_mindful_kitchens_harmony.png`	Protect home receipts, serial numbers, and warranties privately on your phone. Keep appliance paperwork, CPSC recall alerts, and 60-second claim packets stored offline in your encrypted Home Vault. Start free and scan your first haul at https://neststockapp.com/marketing
REDDIT	`13_social_1x1_mindful_kitchens_harmony.png`	I built NestStock in Crestview, FL to fix our own weekly grocery overspending. Keep appliance paperwork, CPSC recall alerts, and 60-second claim packets stored offline in your encrypted Home Vault. Walmart, Target, Kroger, ALDI, and Amazon support 1-tap cart handoff, while Costco, Sam's Club, Publix, H-E-B, Trader Joe's, and Meijer run as aisle-sorted Waypoint lists. Try Free ($0) or the $39 Lifetime Pass at https://neststockapp.com/app.
EMAIL_DRIP	`15_header_16x9_morning_equilibrium.png`	Hi there, Protect home receipts, serial numbers, and warranties privately on your phone. Keep appliance paperwork, CPSC recall alerts, and 60-second claim packets stored offline in your encrypted Home Vault. Your account also includes an encrypted Home Vault stored on your phone for appliance receipts, serial numbers, and 60-second insurance claim packets. Start free and scan your first haul 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 Home Vault pass with encrypted 60-second storm proof-of-loss exports stored on their phone, offline pantry tracking, 1-tap Walmart and Target restock carts, and Costco or Publix Waypoint aisle lists. Partner Closing Gift Packs include 30 passes ($250), 100 passes ($500), and 250 passes ($1,000) as a one-time agency purchase. 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 grocery haul and kitchen video. I built NestStock to help families stop buying groceries they already have with offline haul scans, 48-hour eat-first reminders, voice-guided cooking timers, and 1-tap Walmart and Target carts. Grab press visuals and a creator Lifetime Pass via https://neststockapp.com/brand

9. Twelve Automated Brand Guardrails & Collaborator Checklist

Every HTML surface, LLM discovery file, and outbound social caption is scanned against 12 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 Free $0, $7.99/mo or $79.99/yr, $15.99/mo or $149.99/yr, and $39 Lifetime Pass.
06	**Honest Retailer Claims**	Claim 1-tap carts only for Walmart, Target, Kroger, ALDI, and Amazon.
07	**Zero AI Hype Buzzwords**	Block generic filler buzzwords in favor of concrete household benefits.
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.
12	**Customer Plain Language**	Ban dev jargon, internal acronyms, and unverified stats in favor of plain shopper copy.

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