



MARKETING RESOURCES

WITH BRANDING AND STYLE GUIDE

THANK YOU!

Thank you for becoming a distributor of The Scoop. We're thrilled that our passion for quality herbs and protecting their potency is synonymous with you. We know you'll have great success selling our unique product in stores as a stand alone purchase or valued add-on to other sales. Our branding guide is to inform you of the proper use of our logo, style cues and colors. In addition, provide you with product descriptions and highlights we recommend using in your own marketing materials, social media posts or product pages on your website. We also have a collection of pre-made graphics for you to use in print, social media sites or your website available for download at <http://www.thescoop420.com/marketing-assets/>



PRODUCT HIGHLIGHTS



Here are some highlights we recommend to use in any advertising or marketing material. Along with each highlight, we've included an explanation with it. The explanations are not necessarily meant for promotional purposes, but to provide you, a reseller of The Scoop, an insight into our thought process and to empower you to be just as excited as we are.

Protect the potency of your herbs – No more sticky fingers!

The Scoop was designed first and foremost to protect the potency of your herbs. Many of you may know that the stickiness of your herbs is where the best “stuff” is. Unfortunately, it loves to stick to fingers. Handling herbs directly with our hands not only makes your fingers sticky but reduces the quality of your herbs. Although the main objective is to preserve your herbs, having no more sticky fingers is a nice addition to using The Scoop as well.



Scrape. Scoop. Tamp.

Our motto describes exactly how we intend people to use The Scoop. First, the handle has been designed specifically to scrape pollen from grinder screens. Second, the most obvious function, we have designed the bowl part to hold a ¼ teaspoon for easy and accurate transferring of your herbs. Third, the bottom of the bowl can be used to tamp your herbs in the apparatus of your choice. Feel free to use our motto as is “Scape. Scoop. Tamp.” Or a longer version with a short description for each step shown below.

Scrape: The handle of The Scoop is a pollen scraper

Scoop: The Scoop measures a convenient ¼ teaspoon every time

Tamp: Pack it down evenly with the bottom of The Scoop

 **SCRAPE.**



 **SCOOP.**



 **TAMP.**



PRODUCT HIGHLIGHTS CONTINUED



Made in America using recycled material for both product and packaging.

Being a small business, we take pride in sourcing our materials and manufacturing as local as possible. We want to do our part in contributing to our country and economy.

We have spent countless hours not only refining The ScooP itself but sourcing the materials and process to manufacture it. We've put a part of ourselves into this product and hope you can recognize our efforts to create something unique. The ScooP is made out of recycled aluminum in the USA. It's retail display and product boxes are printed in the USA on recycled paper using environmentally friendly inks and factory whose power is generated by the wind. Simply put, this is a quality product that has had every aspect of it examined, refined and optimized.



PRODUCT DESCRIPTIONS



Below are approved product descriptions for The ScooP. We encourage you to use these on your online stores if applicable or on any marketing material you choose to make on your own.

Short Description:

The ScooP is a multifunctional tool designed and manufactured in America from recycled materials to make transferring your herbs cleaner and easier.

Together these attributes allow for the CLEANEST and EASIEST way to transfer your herbs.



Long Description:

The ScooP is a multifunctional tool designed and manufactured in America from recycled materials to make transferring your herbs cleaner and easier. Protect the potency of your herbs and prevent sticky fingers by not having to handle them directly. Scrape together your freshly ground herbs or pollen from your grinder or jar. Scoop a perfectly measured 1/4 teaspoon portion every time. Tamp it down to ensure it is evenly packed.



To help us strengthen our branding and to also inform your customers you're carrying The Scoop, we kindly ask you to include the social media nomenclatures outlined below in your online marketing. This will ensure your marketing efforts for selling The Scoop in your stores coincide with our mass marketing efforts online. Keeping consistent with our marketing agenda will help make sure we spread the word of The Scoop to as many herb enthusiasts as possible.

Handles

We encourage you to tag us or mention our handle whenever you post about The Scoop. We'll be sure to give a shout back whenever possible. We also try to tag any shops that carry The Scoop in our own posts because online marketing thrives when everyone is helping each other.



FACEBOOK
@THESCOOP420



INSTAGRAM
@GETTHESCOOP420



TWITTER
@THESCOOP420

Hashtags

*Although there are many possible hashtags you could use when making a post about The Scoop, and we certainly encourage your creativity to come up with your own hashtags, we would greatly appreciate the inclusion of our official hashtag **#getthescoop** across all social media platforms. **#getthescoop** is added to all of our own posts about The Scoop.*

#GETTHESCOOP

Other hashtags that will also help would be our name with 420 on the end **#thescoop420** or our moto **#scrapescopptamp**. Either one is great, but again our official hashtag is **#getthescoop**



STYLE AND BRANDING

We've worked hard at creating our branding and style and would like to extend our efforts along to you in hopes of making the promotion of The ScooP in your stores as simple as possible. We encourage you to take your own spin on promoting our product in your stores, but please keep in mind the highlights and product descriptions outlined in the previous sections of the Marketing Resources guide. We have carefully thought out many aspects of the verbiage and style for long term use. If you're going to create any of your own promotional materials, please take the following style guide into account when doing so.



Logo

At this time, the entire logo, including its outer orange area with our tagline and website should be used at all times and not modified. We're still a young company and it's important that all elements of our logo are used as one entity and not modified while we're still working on our brand recognition. Please do not modify our logo in any way. We've worked really hard on it. If updates are created, we will notify our wholesalers and distributors and revise this style guide.

Style Elements

Please use this guide and any other marketing material released by us directly as examples on proper use of these style elements.

Leaves Background

This is used to add a little more texture and break up an monotonous feel in our documents and displays.

Brown Background

We use this to add contrast where needed. It is usually bordered with tan as well.



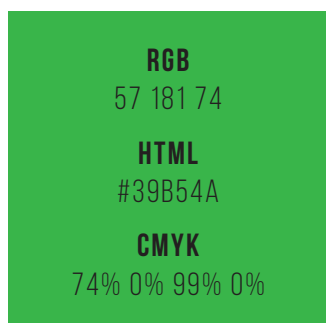
Leaves Bullet

These are the same graphic leaves that is part of our logo. We use this to draw attention to specific headlines or points.

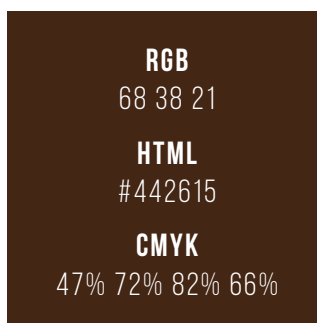


PRIMARY COLORS

GREEN

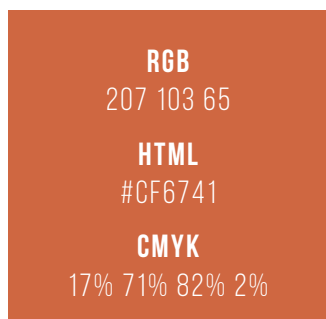


BROWN

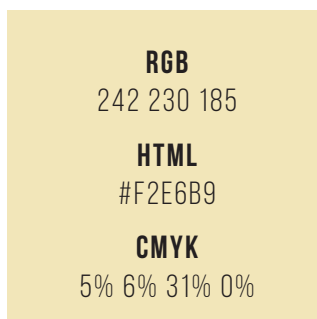


SECONDARY COLORS

ORANGE



TAN





PLEASE NOTE

**THIS DOCUMENT IS INTENDED FOR DISTRIBUTORS,
WHOLESALEERS AND RESELLERS ONLY. PLEASE DO NOT
CIRCULATE TO THE GENERAL PLUBLIC.**

CONTACT US

WEBSITE

<http://www.thescoop420.com>

E-MAIL

info@thescoop420.com

PHONE

732-707-6911

MAILING

Tice Haefeli Enterprises
1001 Fischer Blvd. #170
Toms River, NJ 08753