



**MARKETING RESOURCE**  
BRANDING GUIDELINES

# THANK YOU!

Thank you for becoming a reseller or 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

We recommend using the following product highlights in any advertising or marketing material. Along with each highlight, we've included an explanation. These explanations are not 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.

### **HIGHLIGHT:**

#### **Protect the potency of your herbs**

**Explanation:** *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.*



# PRODUCT HIGHLIGHTS CONTINUED



## HIGHLIGHT:

### No More Sticky Fingers!™

**Explanation:** Although the main objective is to preserve your herbs, we have trademarked the phrase “No More Sticky Fingers” and encourage you to use it in promoting The Scoop.

## HIGHLIGHT:

### Scrape. Scoop. Tamp.

**Explanation:** 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 “Scrape. Scoop. Tamp.” or the following detailed descriptions below.



## SCRAPE



## SCOOP



## TAMP



## HIGHLIGHT:

### Perfect Scoop Everytime!

**Explanation:** The Scoop is also ¼ teaspoon as a measurement, so you can get a precise and consistent scoop of herbs everytime you need to transfer them.

## HIGHLIGHT:

### Made in America

**Explanation:** 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’s design but also 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.

# 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 with Product Highlights:

*No More Sticky Fingers!™ The perfect scoop everytime. The ScooP is a multifunctional tool to scrape, scoop and tamp your herbs. It's the cleanest and easiest way to transfer your herbs.*



- *The ScooP measures a 1/4 teaspoon for all your smoking needs.*
- *Use the handle as a scraper, your grinder will thank you.*
- *Use the back of The ScooP to tamp.*

## Detailed Description:

*The ScooP is a multifunctional tool designed and manufactured in America to make transferring your herbs cleaner and easier. No more sticky fingers!™ The ScooP keeps your fingers clean. Scrape together your freshly ground herbs or pollen from your grinder. Scoop 1/4 teaspoon portion of herbs for the perfect scoop everytime. Tamp it down to ensure it is evenly packed.*

# SOCIAL MEDIA

To help us strengthen our branding and 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.*

## Hashtags OFFICIAL: #GETTHESCOOP SECONDARY: #THESCOOP420 #SCRAPESCOOPTAMP

*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, our official hashtag is **#getthescoop** Please use this whenever posting about The ScooP. Other hashtags that will also help are **#thescoop420** or our moto **#scrapescoptamp**. Either one is great, but again our official hashtag is **#getthescoop***

# STYLE AND BRANDING



We've worked hard at creating our branding and we would like to extend our efforts 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 this Branding Guideline. We have carefully thought out many aspects of the verbiage 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.*

## 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 Points

*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

<b>RGB</b>
57 181 74
<b>HTML</b>
#39B54A
<b>CMYK</b>
74% 0% 99% 0%

### BROWN

<b>RGB</b>
68 38 21
<b>HTML</b>
#442615
<b>CMYK</b>
47% 72% 82% 66%

## SECONDARY COLORS

### ORANGE

<b>RGB</b>
207 103 65
<b>HTML</b>
#CF6741
<b>CMYK</b>
17% 71% 82% 2%

### TAN

<b>RGB</b>
242 230 185
<b>HTML</b>
#F2E6B9
<b>CMYK</b>
5% 6% 31% 0%



## PLEASE NOTE

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

## CONTACT US

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