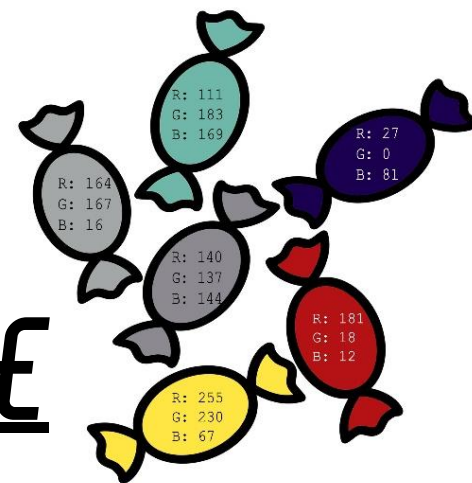




## **COLOR** **PALETTE**



## **Broadway**

The “Broadway” font was a given font off of Adobe Photoshop CS6. This font is not copyrighted and anyone with the availability to Photoshop CS6 can obtain this font. We chose this font due to the fact that it portrays a 50’s diner logo font.

## **Gill Sans Ultra Bold**

“Gill Sans Ultra Bold” is a font that is taken off of Adobe Photoshop CS6. This font is not copyrighted and really gives the feel of a 50’s diner menu or just the portrayal of things in the 50’s.

## **AIR AMERICANA**

“Air Americana” was off of Adobe Photoshop CS6, it is just like the others an uncopied font and is available to any person that has Adobe Photoshop CS6. This font was chosen due to the fact that it gives a look or feel of a Highway 66 but changed into a more 50’s feel towards the chained “Old-Fashioned Candy!” towards the bottom of the overall logo.

## **COMPANY BRANDING**



# ***COMPANY LETTERHEAD AND DESCRIPTION***

The Pop Shop, established a Limited Liability Corporation established in September of 2018. The Pop Shop is located at 301 Loris Lions Road In Loris, SC. Here at The Pop Shop we like to think of ourselves as a corporation in which our main goal is to bring nostalgia to the consumer who may be above the age of 30. Everyone loves candy and so at The Pop Shop we try to give the candy known in the 50's up to the 80's that everyone still loves. This includes but is not limited to, Pop Rocks, Caramel Creams, Salt Water Taffy, Whirly Pops, and Wax Bottles.

***COMPANY BRANDING***

# BUSINESS CARD

301 LORIS LIONS ROAD  
LORIS, SC 29569  
PHONE: (843)-390-6800  
FAX: (843)-390-6807  
THEPOPSHOPUE@GMAIL.COM



-THEPOPSHOPUE.WEBSITE.COM/LORISHIGH-

THE POP SHOP

COMING SOON

# SOCIAL MEDIA & WEBSITE

## FACEBOOK

Keith Daniels

Update Cover Photo

The POP SHOP

Keith Daniels

Timeline About Friends 11 Photos Archive More

Intro

We are a company that sells the most flavorsome candies. We strive to become the most successful!

Lives in Loris, South Carolina

Joined August 2018

Add to Featured

+ Add Instagram, Websites, Other Links

Photos Add Photo

Make Post Photo/Video Live Video Life Event

What's on your mind?

Photo/Video Tag Friends Feeling/Activ...

Posts Manage Posts List View Grid View

Keith Daniels 47 mins

Many people are devastated because of the effects of hurricane Florence. It has destroyed many homes and companies and has caused damage not just physically, but mentally as well. Because of all the damage, we are behind in our work, and we need to get it back in gear and do great things!!!

Like Comment Share

## INSTAGRAM

Instagram

Search

thepopshopve2018 Edit Profile

4 posts 33 followers 68 following

The Pop Shop VE

We are a company that sells the most flavorsome candies. We strive to become the most successful candy company in the game!! ;)

www.donorschoose.org/project/future-entrepreneurs-seek-a-win/3664086

POSTS IGTV SAVED TAGGED

Update: Our business has been a little behind schedule because of weather. We were out for a few weeks due to hurricane Florence and we were just out for 1 day because of hurricane Michael. However, we will be back, and even better!

We are a company that sells the most flavorsome candies. We strive to become the most successful

## COMPANY BRANDING



# TWITTER

The screenshot shows the Twitter profile for 'The Pop Shop VE' (@ThePopShopVE2). At the top, there are navigation icons for Home, Moments, Notifications, and Messages, along with a search bar and a 'Tweet' button. The profile header features a large green sign that reads 'OLD-FASHIONED CANDY!' and a circular logo with 'The Pop SHOP' and 'OLD-FASHIONED CANDY!' text. Below the header, statistics are listed: 7 Tweets, 105 Following, 11 Followers, 7 Likes, 0 Lists, and 0 Moments. The bio states: 'We are a company that sells the most flavorsome candies. We strive to become the most successful candy company in the game!!'. It also shows the account was joined in October 2018. A recent tweet from October 15th thanks a donor for their help. The 'Who to follow' section lists Emanuel Young, The M&S Classroom, and POBJFK VE.

# WEBSITE

The screenshot shows the website homepage for 'The Pop Shop VE'. The header features the company logo, which includes a red shield with 'The Pop SHOP' and 'OLD-FASHIONED CANDY!' text. Below the logo is a navigation menu with five yellow buttons: HOME, ABOUT US, PRODUCTS, BUY HERE, and CONTACT. The main content area displays a large image of several colorful rock candies (purple, blue, white, green, pink, red, and light blue) on wooden sticks. The website has a clean, modern design with a teal background.

## COMPANY BRANDING

# NAME TAGS



# T-SHIRTS



# COMPANY BRANDING