

welcome to  
THE  
**POP SHOP**

EXCLUSIVE, PRE-MADE BRANDS  
WITH A STRATEGIC FOCUS



www.POP & GREY.com

## EXCLUSIVE, PRE-MADE BRANDS WITH A STRATEGIC FOCUS

### READY TO BE TAILORED JUST FOR YOU

The Pop Shop is for creative entrepreneurs that want to invest in a brand with confidence, knowing exactly what the final product will look like. The budget and timeline for custom work feels out of reach, but that doesn't mean you are out of luck.

Here, you can have your cake and eat it too.

Choose a brand based on the audience it was built to appeal to, let me know what customizations will make it perfect for your audience, and in just two weeks walk away with a stylish brand that engages your ideal audience.

And no worrying that another business will pop up with the same branding. Each brand is sold only once and exclusive to your business.

SO HOW DOES IT WORK?



## HOW DOES IT WORK?

- View the available brands in the Pop Shop
- Click “make it fit” on your chosen brand to purchase and fill out the form, noting all customizations needed. If you want to add any branded print or digital assets, now is the time to request those as well.
- Receive email response confirming purchase and providing further information
- If you requested any add-on branded print or digital assets, you will receive a custom quote through email in 1 business day with the option to purchase
- Requested customizations are completed and final files sent through Dropbox within 2 weeks
- Do a happy dance as you launch your new brand quickly and easily!

## HOW IS THE POP SHOP DIFFERENT?

Pop Shop brands are only sold once, which means it is the next best thing to custom work without the long timeline. Brands are chosen with design AND strategy in mind, rather than branding your business on subjective, personal opinion alone, which means it will be an effective marketing tool for your growing business instead of just an ornament. And with the option for one last perfectly-tailored tweak to make to make sure it fits just right, it doesn't get better than that.

## BRAND STYLING

### PRINT AND DIGITAL ASSET CREATION

When you purchase from the Pop Shop, you can add any assets that would best engage your ideal audience and tell your unique story. Whether your audience appreciates luxurious, tactile printed goods, a gorgeous and functional web presence or a social media identity that calls to them, I will make sure your brand has the most effective marketing tools to make a statement with the right audience.

Some common options are listed to the right, but it is by no means an exhaustive list. Note any assets you would like included on the Pop Shop contact form and a quote will be emailed to you within 1 business day with the option to purchase.

#### TIMELINE:

custom depending on choices

#### INVESTMENT:

custom depending on choices

- Business Cards
- Sticker, hangtag or stamp
- Thank you note, stationery or letterhead and envelopes
- Mailing label or return address stamp
- Packaging Design
- Interior or Exterior Signage
- Welcome packet, brochure, media kit, lookbook or e-book (print or digital)
- Digital Opt-in PDF
- Squarespace website customizations
- Instagram-sized animated gif
- Advertising (print or digital)
- Business Name Development
- Social Media Profile and Cover Design
- Branded editable graphic template sized for the social media outlet of your choice
- Pinterest-friendly editable graphic template for branded blog images

thank you  
READY  
TO DO THIS?

Choose your brand at [www.popandgrey.com/popshop](http://www.popandgrey.com/popshop)

and click MAKE IT FIT to customize and purchase

OR

email [popshop@popandgrey.com](mailto:popshop@popandgrey.com) with any questions

