

Rhetorical Analysis of Style Manual Design and Content Choices

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Introduction

The Vape & Smokes and Smitty's Smoke Shop style manual is more than just a guide; it's a carefully crafted resource designed to meet various goals. It aims to solidify Euphoria Inc.'s identity, ensuring everyone complies with legal standards and upholds their professional image. This analysis will explore how the manual's layout, content, and design choices effectively align to meet these objectives while catering to our diverse audience, including employees and other stakeholders.

Document Structure and Organization

The way the manual is organized is intentional, guiding readers from the basics of the visual brand to how employees should interact with customers and, finally, to the legal guidelines we must follow. This layout creates a clear pathway for learning, letting employees build their knowledge step by step. Starting with straightforward elements, like the logo and color scheme, helps set firm standards before diving into the more complex topics of customer engagement and legal compliance. By leading with branding first, we prioritize creating a solid connection with the brand before tackling the more limiting aspects of regulations. This thoughtful progression helps employees feel invested in the brand before encountering compliance.

Visual Design Choices

December 2nd, 2024

The manual's visual design reflects practical daily-use considerations, with a detailed table of contents as the foundation for accessibility. This design choice acknowledges that employees often need to locate specific information quickly rather than read the manual cover to cover. Consistent formatting choices enhance readability and comprehension throughout the document, while clear headings and subheadings establish a visible hierarchy that helps readers navigate efficiently.

The visual hierarchy does more than just organize information—it communicates the relative importance of different elements and helps readers understand relationships between various components. By maintaining consistent visual patterns, the design allows readers to build familiarity with the manual's structure, making it progressively easier to locate information as they use it more frequently.

Content Development Strategies

The manual's content development was guided by an understanding of multiple audiences and their diverse needs, from retail staff requiring clear guidance to management personnel overseeing operations and regulatory bodies reviewing policies. This multi-layered approach influenced everything from word choice to the level of detail provided. The manual strikes a deliberate balance, providing enough specific information to guide actions while avoiding overwhelming detail that might impede understanding.

The content seamlessly combines brand identity guidelines with regulatory compliance requirements, balancing exceptional customer service with legal obligations. This integration shows how various priorities support rather than conflict with each other. The writing employs a

consistent tone that reinforces authority while remaining accessible and practical, with technical information presented clearly and procedures explained step-by-step.

Legal and Regulatory Considerations

The manual's approach to legal requirements ensures absolute compliance with maintaining usability, serving as both a definitive guide and a practical resource. Legal requirements are strategically placed in a dedicated section, emphasizing their critical importance while providing a clear and easily accessible reference point. The language is deliberately unambiguous, employing direct and concise statements to eliminate confusion about mandatory requirements. This clarity helps ensure that all employees understand and implement the necessary legal standards regardless of their prior knowledge. Beyond merely stating regulations, the manual thoughtfully integrates compliance requirements into everyday operational procedures through practical examples and specific scenarios, enhancing understanding and adherence. This integration reinforces the importance of compliance and demonstrates its application in real-world contexts, making it easier for employees to follow.

The treatment of legal matters reflects a sophisticated understanding of the relationship between regulatory compliance and customer service. Legal requirements are framed as essential elements of professional service and responsible business practice, highlighting their role in maintaining trust and integrity. The manual explains the rationales behind various legal standards, helping employees understand why specific requirements exist and increasing the likelihood of consistent compliance. The manual supports a culture of professionalism and accountability by fostering an environment where legal compliance is seen as integral to excellent customer service.

Customer Service Focus

The manual's approach to customer service demonstrates how to translate service principles into actionable behaviors while maintaining authenticity in customer interactions. It emphasizes empowering employees through comprehensive knowledge, connecting product expertise directly to customer interaction scenarios. While including specific examples of customer dialogue, it presents these as frameworks rather than rigid scripts, enabling employees to adapt to individual customer needs while maintaining consistency in service quality. This approach ensures that employees can deliver tailored and genuine service experiences.

The customer service guidelines show how to integrate multiple business objectives into a cohesive service approach. For instance, age verification and other compliance procedures are presented as professional and responsible customer service elements that enhance rather than detract from the customer experience. By embedding these procedures into the service framework, the manual underscores their importance without compromising the quality of customer interactions.

Additionally, the manual recognizes the importance of continuous learning and development. It provides specific examples and general principles that employees can build upon as they gain experience, fostering an environment of ongoing improvement and adaptability. This comprehensive approach ensures that employees are well-prepared to handle current responsibilities and equipped to grow and excel in their roles.

Brand Voice and Tone

The manual maintains a careful balance between professional authority and accessibility in its language choices, ensuring that employees can confidently represent the brand. Technical terms

are used judiciously and defined when necessary, preventing misunderstandings and promoting clarity. Establishing clear brand voice guidelines helps employees understand how to represent the brand consistently in their interactions with customers. These guidelines encompass both word choice and overall tone, demonstrating how to maintain professionalism while creating welcoming customer experiences. The manual's voice serves as a model for the communication style it advocates, maintaining consistency across all sections while addressing different topics and audiences. This modeling is essential in sections dealing with customer interactions, where the manual exemplifies the balance between professionalism and accessibility that it asks employees to achieve. Doing so provides a practical example that employees can follow, ensuring a unified and cohesive brand presentation across all customer touchpoints. The manual also emphasizes the importance of adapting communication to suit different contexts and customer needs, enhancing its utility as a training and reference tool.

Continuous Improvement Framework

The manual incorporates specific mechanisms for gathering and integrating feedback, acknowledging that front-line employees often have valuable insights into how procedures work. This approach to feedback integration demonstrates a commitment to making the manual a living document that can adapt to changing needs while maintaining its core principles. By establishing regular channels for feedback, the manual ensures that it remains relevant and effective, incorporating new ideas and adjustments based on actual employee experiences. The manual establishes enduring principles that can be applied to new situations, particularly important in an industry where products, regulations, and customer expectations frequently change. This forward-thinking approach prepares employees to handle current responsibilities and equips them with the skills and knowledge to adapt to future challenges. The emphasis on continuous

improvement fosters a culture of innovation and responsiveness, ensuring that the organization can remain competitive and responsive to regulatory changes and evolving customer needs.

Conclusion

In summary, the Vape & Smokes and Smitty's Smoke Shop style manual is more than just a set of rules; it is a comprehensive guide designed to empower employees and enhance their performance. By thoughtfully integrating brand identity, customer service principles, legal compliance, and accessible design, the manual is a valuable resource for everyone involved. Each section builds upon the last, guiding readers through a clear, logical progression that informs and inspires. From understanding the brand's visual identity to navigating regulatory requirements, the manual provides the knowledge and tools necessary for employees to succeed. Ultimately, this manual reflects our commitment to professionalism, compliance, and outstanding customer service. Well-informed and confident employees can create meaningful connections with customers, uphold brand values, and contribute to the business's overall success. Through this comprehensive approach, we aim to foster an environment where employees and customers feel valued and respected, ensuring long-term success and growth for the organization.

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Branding

Logo Usage

The logos for "Vape & Smokes" and "Smitty's Smoke Shop" are owned by Euphoria Inc. Any usage must comply with these guidelines to maintain brand integrity.



Color Variations

1. **Primary Logo:**
 - Use the full-color logo featuring bright red and black on light backgrounds.
2. **Alternative Logo:**
 - Use the white logo on dark backgrounds for visibility.
3. **Secondary Color Usage:**
 - Deep red can be used in graphics or accents surrounding the logo.
 - Ensure the logo maintains its integrity when paired with secondary colors.

Minimum Sizes

1. **Print:**
 - **Vape & Smokes Logo:** Minimum height of 1 inch.
 - **Smitty's Smokes Shop Logo:** Minimum height of 1 inch.
2. **Digital:**
 - **Vape & Smokes Logo:** Minimum height of 75 pixels.

- **Smitty's Smoke Shop Logo:** Minimum height of 75 pixels.

Placement Restrictions

1. Clear Space:

- Maintain a clear space around the logo equal to at least the height of the letter “E” in “Euphoria.” This area must be free of text, graphics, and other elements to ensure visibility.

2. Background:

- Place the logo on solid color backgrounds that contrast well for maximum visibility. Avoid busy or patterned backgrounds.

3. Orientation:

- The logo must not be rotated, stretched, or distorted in any manner. It should always be displayed in its original proportions.

4. Usage Context:

- Do not use the logo in contexts that could imply negative associations, such as imagery promoting illegal substances or harmful behavior.

5. Co-Branding:

- If used alongside other logos, maintain equal prominence for all brands and ensure a minimum spacing of 1.5 times the height of the “E” in “Euphoria” between logos.

Additional Notes

- Any deviations from these guidelines require written approval from Euphoria Inc.
- For access to official logo files or further assistance; please contact the Euphoria Inc. branding team.

By adhering to these guidelines, we ensure a consistent and professional representation of both Vape & Smokes and Smitty's Smoke Shop under Euphoria Inc.

Color Palette

1. Bright Red

- **HEX:** #FF3131
- **RGB:** (255, 49, 49)
- **CMYK:** (0%, 81%, 81%, 0%)

2. Black

- **HEX:** #000000
- **RGB:** (0, 0, 0)
- **CMYK:** (0%, 0%, 0%, 100%)

Secondary Colors

1. Deep Red

- **HEX:** #A40000
- **RGB:** (164, 0, 0)
- **CMYK:** (0%, 100%, 100%, 36%)
- **Usage:** A rich, sophisticated shade that adds depth and can be used for accents and highlights.

2. White

- **HEX:** #FFFFFF
- **RGB:** (255, 255, 255)
- **CMYK:** (0%, 0%, 0%, 0%)
- **Usage:** Provides contrast and clarity, ideal for text and backgrounds to ensure readability.

Usage Guidelines

- **Combining Colors:** Use deep red and white to create a strong, classic look that balances the bright red and black.

- **Application:**
 - **Deep Red** can be used for promotional banners, product highlights, and call-to-action buttons.
 - **White** should be used for backgrounds, text, and other elements to maintain a clean and modern appearance.

This palette creates a bold and cohesive brand identity that is visually striking while remaining approachable.

Typography

Primary Fonts

1. Headings

- **Font:** Montserrat
- **Size:**
 - Main Headings: 24pt
 - Subheadings: 20pt
- **Weight:**
 - Main Headings: Bold (700)
 - Subheadings: Semi-Bold (600)
- **Style:** All caps for main headings to enhance visibility.
- **Color:** Bright red (#FF3131) or deep red (#A40000).

2. Body Text

- **Font:** Open Sans
- **Size:**
 - Standard Text: 12pt
 - Important Information: 14pt
- **Weight:** Regular (400)
- **Style:** Normal
- **Color:** Black (#000000) or dark gray (#333333).

3. Captions and Footnotes

- **Font:** Open Sans
- **Size:** 10pt

- **Weight:** Italic (400)
- **Style:** Italic for emphasis.
- **Color:** Dark gray (#333333) or light gray (#B0B3B8).

Additional Text Elements

1. Call-to-Action (CTA)

- **Font:** Montserrat
- **Size:** 16pt
- **Weight:** Semi-Bold (600)
- **Style:** All caps for buttons or important messages.
- **Color:** Bright red (#FF3131).

2. Quotes or Testimonials

- **Font:** Open Sans
- **Size:** 14pt
- **Weight:** Italic (400)
- **Style:** Italic to differentiate from body text.
- **Color:** Deep red (#A40000) or black (#000000).

3. Links

- **Font:** Open Sans
- **Size:** 12pt
- **Weight:** Semi-Bold (600)
- **Style:** Underlined for emphasis.
- **Color:** Bright red (#FF3131), changing to a darker shade on hover.

Usage Guidelines

- **Consistency:** Use **Montserrat** for headings and **Open Sans** for body text across all materials. This creates a cohesive look that enhances brand recognition.
- **Hierarchy:** Clearly distinguish between headings, body text, and captions using size and weight variations to guide readers effectively.

- **Accessibility:** Ensure all text is legible and contrasts sufficiently against backgrounds for an optimal reading experience.

This consistent approach to typography will help create a strong, unified brand identity for both Vape & Smokes and Smitty's Smoke Shop.

Imagery Guidelines

Overall Style and Tone

- **Modern and Clean:** Imagery should convey a sleek, contemporary feel that aligns with the brand's identity. Use bright, vibrant colors to reflect the lively atmosphere of the stores.
- **High-Quality:** All images must be high-resolution to ensure clarity and professionalism across all marketing materials.

Product Photography

1. **Focus on Products:**
 - Use clean backgrounds (white, black, or gradient) to make products stand out.
 - Showcase various products, including vape devices, e-liquids, and accessories.
 - Use close-up shots to highlight details, textures, and labels.
2. **Creative Angles:**
 - Consider flat-lay photography for grouped products, emphasizing the variety available.
3. **Lighting:**
 - Ensure colors are accurately represented to maintain brand consistency.

Lifestyle Imagery

1. **Target Audience:**
 - Focus on authenticity and inclusivity in lifestyle imagery.
2. **Settings:**
 - Use inviting interiors to create a welcoming feel.
 - Incorporate elements of leisure and enjoyment, such as people socializing or participating in activities that resonate with the vaping lifestyle.
3. **Mood:**
 - Capture moments that evoke a sense of fun, community, and relaxation. Imagery should feel inviting and accessible.
 - Consider using warm, vibrant filters to enhance the overall mood of the images.

Examples of Appropriate Imagery

1. **Product Photography Examples:**
 - Close-ups of vape devices with colorful e-liquid bottles in the background.
 - Flat lay of a vape kit, e-liquids, and accessories arranged aesthetically.
2. **Lifestyle Imagery Examples:**
 - A group of friends enjoying a sunny day at a park, sharing their favorite vape flavors.
 - A cozy indoor setting with a person relaxing on a couch, vaping, and reading.

Usage Guidelines

- **Consistency:** Maintain a consistent look and feel across all images to strengthen brand identity.
- **Rights and Permissions:** To avoid copyright issues, ensure all images used are appropriately licensed or owned by the brand.

- **Adaptability:** Choose images that can be effectively used across various platforms (social media, website, print) to maintain a cohesive brand presence.

By following these imagery guidelines, Vape & Smokes and Smitty's Smoke Shop can create compelling marketing materials that resonate with customers and reflect the brand's vibrant personality.

Customer Service

Greeting Customers

December 2nd, 2024

1. Warm Welcome:

- Staff should greet every customer as they enter the store with a friendly smile and a welcoming phrase, such as "Welcome to [Store Name]! How can I help you today?"
- Maintain an approachable demeanor to make customers feel at ease.

2. Personal Connection:

- Use open body language and eye contact to foster a sense of connection.
- Encourage staff to use the customer's name if known, as it personalizes the interaction.

3. Inclusive Environment:

- Ensure greetings are respectful and inclusive, recognizing the diverse backgrounds of all customers.
- Be mindful of language and cultural differences, using simple and clear communication.

Offering Assistance**1. Proactive Approach:**

- Staff should actively offer assistance within the first minute of a customer entering the store and check in to see if they need it.
- Use phrases like, "If you have any questions about our products, feel free to ask!"

2. Knowledgeable Support:

- Ensure staff are well-trained and knowledgeable about all products and services to provide accurate and helpful information.
- Encourage staff to ask questions to better understand customer needs, such as, "Are you looking for something specific today?"

3. Respecting Customer Independence:

- While offering assistance, be attentive to customers' body language; if they prefer to browse independently, allow them space while remaining available for questions.
- Use phrases like, "I'll be over here if you need help!"

Customer Interaction Standards

1. Active Listening:

- Encourage staff to listen attentively to customer inquiries and feedback, confirming understanding by paraphrasing or asking follow-up questions.
- Show empathy and understanding, especially when addressing concerns or issues.

2. Providing Recommendations:

- Offer personalized product recommendations based on customer preferences and needs.
- Use phrases like, "Based on what you've mentioned, I recommend trying this flavor!" to guide choices.

3. Closing the Interaction:

- Thank customers for visiting and invite them to return. Use phrases like, "Thank you for coming in! We hope to see you again soon!"
- Encourage feedback on their experience, reinforcing that their opinions are valued.

4. Don'ts:

- Don't rush customers; instead, take your time when they are asking questions about products.
- Don't use your phone or engage in personal activities while customers are present.
- Don't eat or drink in the retail area.
- Don't engage in arguments with customers.

Continuous Improvement

1. Staff Training:

- Regularly train staff on customer service best practices and product knowledge to enhance the customer experience.

- Encourage role-playing scenarios to practice greetings and assistance techniques.

2. Feedback Loop:

- Create a system for collecting and reviewing customer feedback to identify areas for improvement in greeting and assistance practices.
- Regularly discuss feedback in team meetings to celebrate successes and address challenges.

By adhering to these greeting and assistance standards, Vape & Smokes and Smitty's Smoke Shop can ensure a welcoming and helpful atmosphere that enhances customer satisfaction and loyalty.

Product Knowledge Standards

General Expectations

1. Comprehensive Knowledge:

- Staff should possess a thorough understanding of all products offered, including various tobacco products, vape devices, e-liquids, THC-A products, and accessories.
- This includes knowledge of product specifications, ingredients, usage, and safety information.

2. Continuous Learning:

- Staff should attend regular training sessions to stay updated on new product industry trends, including developments in THC-A and other cannabinoid products and regulatory changes.
- Encourage participation in manufacturer workshops, webinars, and product demos whenever possible.

Specific Areas of Knowledge**1. Tobacco Products:**

- Understand the different types of tobacco products (cigarettes, cigars, pipe tobacco) and their characteristics.
- Discuss flavors, strengths, and health implications associated with various products.

2. Vape Devices:

- Know the features and specifications of different types of vape devices (e.g., pod systems, mods, disposables).
- Be familiar with maintenance tips, such as cleaning devices and replacing coils.

3. E-Liquids:

- Understand the various flavors, nicotine strengths, and VG/PG ratios available.
- Be able to recommend e-liquids based on customer preferences and experiences.

4. THC-A Products:

- Be knowledgeable about THC-A (tetrahydrocannabinolic acid), including its potential effects, benefits, and differences from THC.

- Understand the various forms in which THC-A is available (concentrates & edibles) and provide information on dosage and consumption methods.
 - Stay updated on legal regulations regarding THC-A in your area, and be prepared to inform customers about compliance and safe use.
- 5. Accessories:**
- Knowledge of accessories such as chargers, cases, and replacement parts.
 - Be prepared to discuss the importance of quality accessories and how they enhance the vaping experience.
- 6. Regulatory Information:**
- Stay informed about local and national regulations regarding tobacco, vaping, and cannabis products, including THC-A.
 - Be ready to answer customer questions about age restrictions, health warnings, and product compliance.

Providing Recommendations

- 1. Personalized Service:**
- Use product knowledge to offer tailored recommendations based on customer preferences and experiences.
 - Ask open-ended questions to better understand customer needs, such as “What flavors do you usually enjoy?” or “Are you interested in trying THC-A products?”
- 2. Educating Customers:**
- Provide clear and accurate information about products, including how to use them safely and effectively, especially regarding THC-A products.
 - Encourage customers to ask questions and be prepared to provide thoughtful answers.
- 3. Handling Objections:**
- Equip staff with strategies for addressing common customer concerns or objections regarding products, including those related to THC-A.

- Use positive language and provide factual information to guide customers toward informed choices.

Continuous Improvement

1. Feedback and Reflection:

- Encourage staff to seek customer feedback about their recommendations and overall product knowledge.
- Create a culture of sharing insights and learning from each other's experiences.

2. Resource Availability:

- Provide easy access to product manuals, information sheets, and industry resources for staff reference.
- Encourage staff to utilize digital resources or apps to enhance their knowledge on the go.

By meeting these product knowledge expectations, Vape & Smokes and Smitty's Smoke Shop staff will be well-equipped to provide informed recommendations and advice, especially regarding THC-A and other products. This will ultimately enhance the customer experience and foster trust.

Legal and Health Information

Responsible Marketing: Guidelines for Marketing Tobacco Products

1. Avoid Targeting Minors:

- **Advertising Restrictions:** Do not place advertisements where they are likely to be seen by minors, such as near schools, playgrounds, or in youth-centric media.
- **Content Restrictions:** Ensure that marketing content does not appeal to minors. Avoid using cartoon characters, youthful imagery, or language designed to attract younger audiences.
- **Social Media:** Implement strict controls on social media platforms to ensure that advertisements target adults. Use age-restriction features available on these platforms.

2. Truthful and Non-Misleading Claims:

- **Health Claims:** Do not make health-related claims not substantiated by scientific evidence and approved by relevant health authorities.
- **Product Information:** Provide accurate and transparent information about the product. Avoid implying that some tobacco products are less harmful than others unless this is supported by evidence and regulatory approval.
- **Transparency:** Be transparent about the risks associated with tobacco use. Do not downplay or omit significant health risks in any marketing materials.

3. Compliance with Regulations:

- **Regulatory Guidelines:** To stay informed and compliant, follow all local, state, and federal regulations related to tobacco marketing.
- **Review and Approval:** Ensure all marketing materials are reviewed and approved by legal counsel to confirm compliance with advertising laws and regulations.

Health Warnings: Requirements for Displaying Health Warnings

- **Packaging Requirements:**

- **Visible Warnings:** Ensure that health warnings are prominently displayed on all tobacco product packaging. Warnings should be clear, legible, and occupy a significant portion of the packaging as the law requires.
- **Rotating Messages:** Use various warning messages mandated by regulatory authorities to ensure that all health risks are communicated effectively.
- **In-Store Warnings:**
 - **Signage:** Place clear and visible health warning signs in areas where tobacco products are sold. These should be positioned at eye level and near the point of sale.
 - **Content:** The warnings should include information about the health risks of tobacco use, including cancer, heart disease, and respiratory issues.
- **Adherence to Local Regulations:**
 - **Compliance:** Follow all local regulations regarding the size, content, and placement of health warnings. Update signage and packaging regularly to comply with new regulations.
 - **Verification:** Review store displays and product packaging periodically to ensure ongoing compliance with health warning requirements.

For Pulaski County Rules and Regulations on the Sale of Tobacco Products, see Arkansas Tobacco Control Web Page:

<https://www.atc.arkansas.gov/rules-and-statutes/>

Age Verification: Policies and Procedures for Verifying Customer Age

1. Clear Policies:

- **Mandatory Verification:** Implement a policy requiring age verification for all tobacco sales, regardless of the customer's appearance.

- **Acceptable IDs:** Define which forms of identification are acceptable for age verification (e.g., driver's license, passport, military ID).
2. **Training Staff:**
- **Verification Process:** Train all staff on the correct procedures for verifying age, including checking IDs and recognizing valid identification.
 - **Handling Refusals:** Train staff when customers refuse to show ID or present invalid identification.
3. **Technology and Tools:**
- **ID Scanners:** Electronic ID scanners help verify IDs' authenticity and reduce human error.
 - **Software Integration:** Integrate age verification software into the point-of-sale system to prompt ID checks during tobacco product transactions.
4. **Documentation and Record-Keeping:**
- **Incident Logs:** Maintain a log of incidents where sales were refused due to age verification issues. This can help identify patterns and areas for improvement.
 - **Compliance Audits:** Conduct regular audits to ensure that age verification policies are followed consistently. Review recorded transactions and staff adherence to procedures.
5. **Continuous Improvement:**
- **Feedback and Updates:** Regularly seek feedback from staff on the age verification process and update training and procedures as necessary.
 - **Stay Informed:** Keep updated with age verification laws and technology changes to ensure ongoing compliance.

Format

Logo Usage

- **Primary Logo:** Bright red and black on light backgrounds.
- **Alternative Logo:** White on dark backgrounds.
- **Minimum Sizes:** Print - 1 inch, Digital - 75 pixels.
- **Clear Space:** Height of "E" in "Euphoria" around the logo.
- **Backgrounds:** Solid colors that contrast well.
- **Orientation:** Original proportions, no rotation or distortion.
- **Co-Branding:** Equal prominence and 1.5 times the height of "E" in "Euphoria" spacing between logos.

Color Palette

- **Primary Colors:** Bright Red (#FF3131), Black (#000000)
- **Secondary Colors:** Deep Red (#A40000), White (#FFFFFF)

Typography

- **Headings:** Montserrat, Main Headings 24pt Bold, Subheadings 20pt Semi-Bold, Bright red or deep red.
- **Body Text:** Open Sans, Standard Text 12pt Regular, Important Information 14pt Regular, Black or dark gray.
- **Captions/Footnotes:** Open Sans, 10pt Italic, Dark gray or light gray.
- **CTA:** Montserrat, 16pt Semi-Bold, Bright red.
- **Quotes/Testimonials:** Open Sans, 14pt Italic, Deep red or black.
- **Links:** Open Sans, 12pt Semi-Bold, Bright red, underlined.

Imagery Guidelines

- **Style:** Modern, clean, high-resolution.
- **Product Photography:** Focus on products, clean backgrounds, creative angles, natural lighting.
- **Lifestyle Imagery:** Target audience, modern settings, authentic and inclusive.

Customer Service

- **Greeting Customers:** Warm welcome, personal connection, inclusive environment.
- **Offering Assistance:** Proactive approach, knowledgeable support, respecting customer independence.
- **Interaction Standards:** Active listening, personalized recommendations, closing interactions.

Product Knowledge

- **Comprehensive Knowledge:** Understand all products and regulatory information.
- **Providing Recommendations:** Tailored service, educating customers, handling objections.
- **Continuous Improvement:** Staff training, feedback, resource availability.

Legal and Health Information

- **Responsible Marketing:** Avoid targeting minors, provide truthful claims, comply with regulations.
- **Health Warnings:** Packaging requirements, in-store warnings, adherence to local regulations.
- **Age Verification:** Clear policies, training staff, using technology, documentation, continuous improvement.

By following this style guide, Vape & Smokes and Smitty's Smoke Shop can ensure consistency, professionalism, and clarity across all communications and marketing materials.

Style Sheet

Punctuation

- **Periods:** Use single spaces after periods. Example: "This is a sentence. This is another sentence."
- **Commas:** Use the Oxford comma in lists. Example: "Red, white, and black are the primary colors."
- **Colons and Semicolons:** Place colons and semicolons outside quotation marks. Example: "Refer to the 'Health Warnings' section; it contains important information."
- **Apostrophes:** Use for contractions and possessives. Example: "Smitty's Smoke Shop" and "don't".

Capital Initials

- **Headings:** Capitalize the first letter of each word in headings. Example: "Product Photography Examples"
- **Titles:** Capitalize the first letter of each significant word in titles. Example: "Manager of Vape & Smokes"

Italic, Bold, Quotation Marks

- **Italic:** Use for emphasis and book titles. Example: "Ensure products meet *all* regulations."
- **Bold:** Use for headings and important points. Example: "**Legal and Health Information**"
- **Quotation Marks:** Use for direct quotes and article titles. Example: "Staff should greet every customer with 'Welcome to Vape & Smokes!'"

Numbers

- **One to Nine:** Spell out numbers from one to nine. Example: "Three types of e-liquids."
- **10 and Above:** Use numerals for numbers 10 and above. Example: "There are 12 different flavors."
- **Percentages:** Use numerals and the percent sign. Example: "Sales increased by 15%."

Abbreviations/Contractions

- **Common Abbreviations:** Use periods in abbreviations. Example: "e.g., i.e., etc."
- **Contractions:** Use contractions in casual text. Example: "Don't miss out on our new flavors."

Unit of Measure, Years

- **Units:** Use numerals with unit abbreviations without a space. Example: "5ml", "10g"
- **Years:** Write years in numerals. Example: "In 2024, we plan to expand."

Other Words/Names of Note

- **Brand Names:** Always capitalize brand names. Examples: "Vape & Smokes", "Smitty's Smoke Shop"
- **Products:** Capitalize specific product names. Example: "THC-A Products"

A-Z List

A

- **Age Restriction:** Policies and procedures for verifying customer age to comply with legal requirements for selling tobacco and vape products.
- **Age Verification:** Methods and tools used to confirm the age of customers purchasing age-restricted products.

B

- **Backgrounds:** Guidelines for using the logo on different backgrounds to ensure visibility and brand integrity.
- **Body Text:** The primary font (Open Sans), size, and color for standard text in marketing materials.

C

- **Call-to-Action (CTA):** Text elements designed to prompt immediate response or action, typically styled in Montserrat, 16pt, Semi-Bold.
- **Can't:** Contraction of "cannot."
- **Clear Space:** The required space around the logo to ensure it remains unobstructed by other elements.
- **Close-Up:** A photograph taken at close range to show detailed features.
- **Color Palette:** Defined HEX, RGB, and CMYK values for brand colors (Bright Red, Black, Deep Red, White).
- **Co-Branding:** Guidelines for using the Vape & Smokes or Smitty's Smoke Shop logos alongside other brands' logos.
- **Co-branding:** Using the Vape & Smokes or Smitty's Smoke Shop logos in conjunction with other brands' logos.
- **Concentrates:** Highly potent extracts from cannabis or other substances used in vaping and other consumption methods.

- **Copyright:** Legal protection of original works of authorship, including the logos and marketing materials.

D

- **Deep Red:** Secondary color used for accents and highlights, defined by HEX #A40000.
- **Disposable:** Single-use vape devices or other products intended for one-time use.
- **Doesn't:** Contraction of "does not."
- **Don't:** Contraction of "do not."

E

- **E-Liquids:** Flavored liquids used in vape devices, including details on nicotine strengths and VG/PG ratios.
- **Euphoria Inc.:** The parent company that owns the logos for Vape & Smokes and Smitty's Smoke Shop.
- **Edibles:** Food products infused with cannabis or other substances for consumption.

F

- **Flat-Lay:** A photograph taken from above, showing objects laid out on a flat surface.
- **Follow-Up:** Actions taken after initial customer interactions to maintain engagement or provide additional information.
- **Font:** Typography guidelines, including primary fonts Montserrat and Open Sans, their sizes, weights, and styles.

G

- **Greeting Customers:** Standards for how staff should greet customers to create a welcoming atmosphere.

H

- **Headings:** Text elements used for headings, including font (Montserrat), size, weight, and color.
- **Health-Related:** Information pertaining to health, especially related to the use of vape and tobacco products.
- **High-Resolution:** Images with a high number of pixels per inch, ensuring clarity and detail.
- **High-Quality:** Ensuring that all visual and textual content meets a high standard of excellence.
- **Hyphenated Words:** Usage of hyphenated words such as "co-branding," "age-verification," "well-known," ensuring consistency throughout the text.

I

- **ID:** Identification documents used to verify the age of customers purchasing age-restricted products.
- **Imagery:** Guidelines for product and lifestyle photography to ensure high-quality and consistent visual representation.
- **It's:** Contraction of "it is" or "it has."

K

- **Knowledgeable Support:** Expectation for staff to have thorough product knowledge to assist customers effectively.

L

- **Legal and Health Information:** Guidelines for marketing tobacco products responsibly and displaying health warnings.
- **Lifestyle Imagery:** Photos featuring diverse individuals using products in relatable settings.

M

- **Minimum Sizes:** The smallest allowable sizes for logos in print and digital formats to maintain clarity.
- **Modern and Clean:** The overall style and tone for imagery and design elements.
- **Mods:** Advanced vape devices that allow users to customize settings like power, temperature, and airflow.

N

- **Numbers:** Formatting guidelines for using numbers in text, including when to spell out numbers and when to use numerals.

O

- **Open-Ended:** Questions or statements designed to elicit more detailed and comprehensive responses.
- **Ownership:** Acknowledgment that Euphoria Inc. owns the logos and usage must comply with the guidelines.

P

- **Pod Systems:** Compact and user-friendly vape devices that use pre-filled or refillable pods.
- **PG (Propylene Glycol):** A common ingredient in e-liquids that affects vapor production and throat hit.
- **Primary Logo:** The main version of the logo featuring bright red and black colors.

Q

- **Quotes or Testimonials:** Text elements styled in Open Sans, 14pt, Italic, used to differentiate from body text.

R

- **Regulatory Information:** Requirements and guidelines for compliance with local and national regulations for tobacco, vaping, and cannabis products.
- **Role-Playing:** Training technique where staff practice customer interactions to improve service skills.

S

- **Secondary Color Usage:** Guidelines for using secondary colors in graphics and accents.
- **Smitty's Smoke Shop:** One of the brands under Euphoria Inc.
- **Social Media:** Guidelines for responsible marketing on social media platforms.
- **Staff Training:** Continuous learning and training requirements for staff to stay updated on products and customer service best practices.

T

- **THC-A:** Tetrahydrocannabinolic acid, a non-psychoactive cannabinoid found in raw cannabis that converts to THC when heated.
- **Typography:** Detailed guidelines on fonts, sizes, weights, and styles for headings, body text, captions, and other text elements.
- **They're:** Contraction of "they are."
- **They've:** Contraction of "they have."

V

- **VG (Vegetable Glycerine):** A common ingredient in e-liquids that affects vapor production and sweetness.
- **Vape & Smokes:** One of the brands under Euphoria Inc. known for their THC-A products.
- **Vape Devices:** Information on various types of vape devices, their features, and maintenance tips.
- **Vape Kit:** A set of vape device components, often including a mod, tank, coils, and batteries.

W

- **Well-Known:** Widely recognized or established in a particular field.
- **Well-Equipped:** Having the necessary tools or equipment for a particular task.
- **Well-Trained:** Properly educated and skilled in a particular field.
- **White:** A secondary color used for contrast and clarity in text and backgrounds.
- **Won't:** Contraction of "will not."

Y

- **Youth-Centric:** Designed to appeal specifically to younger individuals or youth demographics.