

Shark | NINJA

Positively impacting people's lives
every day in every home around the world.

Shark

How we're talking about the
Shark® Steam & Scrub Automatic Steam Mop S6002EU

S6002EU

**Shark® Steam & Scrub Automatic Steam
Mop S6002EU**



Messaging must deliver against the product proposition

Scrubs and sanitises* at the same time

Up to 2 x better stain removal†

Clean with the power of steam, using water alone

Rotating Power Pads – 150 rotations per minute

Machine-washable, reusable cleaning pads

**Sanitisation studies were conducted under controlled test conditions. Household conditions and results may vary. See owner's guide for details.*

†Tested to IEC62885-6 Cl 5.1 using mustard, versus Shark S1000EU.

Please ensure disclaimers are used whenever the relevant claim appears

Clean and sanitise 99.9% of household bacteria*

**Sanitisation studies were conducted under controlled test conditions. Household conditions and results may vary. See owner's guide for details.*

Up to 2 x better stain removal†

†Tested to IEC62885-6 Cl 5.1 using mustard, versus Shark S1000EU.

S6002EU: MESSAGING HIERARCHY

Elevator pitch:

This innovative steam mop steams and scrubs at the same time. 2 Rotating Power Pads cut through dirt and glide across floors, rotating 150 times per minute. Perfect for all sealed hard floors, clean with the power of steam using water alone.

Benefit:

Gentle on floors, tough on stains.

How:

ROTATING POWER PADS

Up to 2 x better stain removal†

2 Rotating Power Pads cut through stubborn stains and glide across floors, rotating 150 times per minute. Lift and remove stuck-on dirt, surface dust, grease, grime and bacteria – perfect for use on all sealed hard floors.

†Tested to IEC62885-6 Cl 5.1 using mustard, versus Shark S1000EU.

CLEAN WITH THE POWER OF STEAM

No harsh chemicals

Cleans and sanitises 99.9%* of household bacteria using water alone. Enjoy the confidence of a chemical-free clean. Steam channels evenly throughout the mop head for consistent cleaning and a streak-free finish.

**Sanitisation studies were conducted under controlled test conditions. Household conditions and results may vary. See owner's guide for details.*

INTELLIGENT STEAM CONTROL

Gentle on floors, tough on stains

Easily switch between 2 automatic steam settings at the touch of a button. Switch between LIGHT and NORMAL to power through tough messes and handle everyday dirt.

FOR ALL SEALED HARD FLOORS

Perfect for use on all sealed hard floors, including tile, marble, hard wood and stone. Shark's reusable cleaning pads are machine washable and quick drying. Easily move around your home with a long 8m power cord.

REUSABLE CLEANING PADS

Shark's steam mop pads are reusable, machine washable and quick drying – simply throw them in the washing machine. With 4 pads included in the box, you'll always have a fresh pair ready to go.

We're confident you'll love your new steam mop, offering a free 2-year commercial guarantee upon registration with Shark.

S6002EU: LIFESTYLE PHOTOGRAPHY



Photography

The product should always be the hero. Images should draw the viewer in; allowing them to not just see our products but to “feel” our products and see themselves in the images. We strive to forge an emotional connection between our customers and the Shark brand by using dynamic angles, natural lighting, editorial/candid (vs posed) perspective, authentic styling.



S6002EU: CORPORATE AND BRAND LOGO

Logo usage

Logo Mark

The SharkNinja logo should be used as the primary identifying mark for corporate communications.

Name in print

When writing in text Shark is initial capped with a registered trademark in the first instance on a page.

Color

The logo may be used in black or as white knock-out on black or overlaying photography.

Clear space

To ensure visual balance and clarity, the logo should be surrounded by clear space, the height of the "a" in Shark.

Minimum width

Scale and proportion of the logo should be determined by the available space in the execution. There is no set maximum width for the logo; however, to ensure legibility, it should never appear smaller than 1" in print or 100px wide on screen.



Logo Mark

The Shark® logo should be used as the primary identifying mark for brand communications.

Name in print

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Color

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Clear space

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S6002EU: LOGO / NAMING CONVENTION LOCK UP

Shark®

STEAM & SCRUB

AUTOMATIC STEAM MOP

NOTE: Logos can be inversed. Black on white

**ROTATING
POWER PADS**



**150 ROTATIONS
PER MINUTE**

**LIFT AND REMOVE
STUCK-ON GREASE AND DIRT**

**CLEANS AND
SANITISES**

99.9%¹

OF HOUSEHOLD BACTERIA

¹Sanitisation studies were conducted under controlled test conditions. Household conditions and results may vary.

2 STEAM SETTINGS



**CHEMICAL FREE CLEANING
USING WATER ALONE**

**FOR ALL SEALED
HARD FLOORS**



PRINT

Gotham Book

Gotham Medium

Gotham Bold

Gotham Black

WEB FONTS

Typefaces

Primary typeface

Our brand font is Gotham. Though we own a variety of weights Book and Bold are preferred for creative work. Medium may be used as knock-out for readability.

Gotham Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Secondary typefaces

Proxima Nova is used for live text on web or when Gotham is unavailable.

Arial is to be used for PowerPoint or Word documents that need to be editable outside of creative teams.

Proxima Nova Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Proxima Nova Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typography

HEADLINES

- Bold weight
- Sentence case
- Set solid
- +20 tracking
- Optical kerning

SUBHEADS

- Book weight
- Auto leading
- 0 tracking
- Optical kerning

Primary web font

Proxima Nova Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Headings

H1* Proxima Nova Bold 60px

H1 Proxima Nova Regular 60px

H2 Proxima Nova Regular 30px

H3 Proxima Nova Regular 20px

H4 Proxima Nova Regular 16px

Body copy

Hair wrap means a whole lot of hands-on mess. With the self-cleaning brushroll, you get nonstop hair removal in sleek Shark® robot vacuums, upright vacuums, corded stick vacuums, and cordless vacuums.

Paragraph text - Proxima Nova Regular 20px Used for longer description text.

Example

Stay ahead of everyday pickup.

Our self-cleaning brushroll pulls in short and long hair and captures dust, dander, and allergens to prevent everyday buildup in your home.

Enjoy guilt-free fried food.

With our air fryers, you can make all the crispy, fried meals and snacks you crave, minus the guilt.

CONTINUE TO BUTTONS >

CONTINUE TO TYPOGRAPHY >