

# Branding Guide



Carle Place High School  
168 Cherry Lane  
Carle Place, NY 11514  
(516) 622-6400  
[aliltwist.ny@veinternational.org](mailto:aliltwist.ny@veinternational.org)

# Logo Branding and Font Selection



white: r: 255, g: 255, b: 255

blue : r: 0 g: 0 b: 128

black: r:0 g:0 b:0

gold: r: 255, g: 208, b: 0



Sweatshirt Logo: An all white outline of our logo will be used to print our T-shirts as seen on Page 7 to contrast against the black sweatshirt.

## Pacifico:

*In order to continue the theme of "twisting" the rules, we decided to use Pacifico as a font to resemble the twist of a pretzel. We feel this font is appealing to our pretzel loving customers. It is used on our logo as well.*

*the quick brown fox jumps over the lazy dog*

*THE QUICK BROWN FOX JUMPS OVER THE  
LAZY DOG*

## Droid Serif:

We decided to change our font to make it more legible and easier to read. It is more uniform and professional looking than our previous font, Cantata One.

the quick brown fox jumps over the lazy dog

THE QUICK BROWN FOX JUMPS OVER THE  
LAZY DOG

# Company Overview



Everybody loves pretzels but the problem with pretzels is that they are always the same.

This year at A Lil Twist we are returning a lil bigger, a lil tastier and a lot better than before.

At A Lil Twist we offer a variety of different options that range from our best selling Nutella pretzels to vegan and gluten free alternatives.

Additionally, we are starting a new line of pretzels using seasonal ingredients exclusive to that time of the year. A Lil Twist also gives back to our community through our program Pretzels 4 Puppies. We decided to donate a portion of our proceeds to shelters who give care to dogs who have been neglected and mistreated. Trying new things is always great, so next time you want some pretzels, try them with A Lil Twist.

# Business Cards



**Front**

**Back**



# Social Media Outlets



# Company Flyer

*Next time you want a pretzel*



*Try it with A Lil Twist!*

[aliltwist.ny@veinternational.org](mailto:aliltwist.ny@veinternational.org)

Instagram: @aliltwist

[www.aliltwistcp.wixsite.com/aliltwist](http://www.aliltwistcp.wixsite.com/aliltwist)

Twitter: @aliltwistcp

# Sweatshirt Designs

**Front**



**Our sweatshirts will be printed on a black sweatshirt with our white logo on the back. Additionally, we placed a smaller company title in the front for easy presentability from both sides of the shirt along with a pretzel.**

**Back**

