

Branding Guide



Carle Place High School

168 Cherry Lane

Carle Place, NY 11514

(516) 622-6597

<https://aliltwistcp.wixsite.com/aliltwistcp>

aliltwist.ny@veinternational.org

Instagram: @aliltwist

Twitter: @aliltwist

Logo Branding and Font Selection



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



Brown: r: 193, g: 92, b: 2



black: r:0 g:0 b:0

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
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Company Overview



We can all agree that Pretzels make everything better!

Nowadays, the number one problem in the food industry is the lack of traceability. Consumers want to know where all products and their ingredients come from.

A Lil Twist is back for our 3rd year of operations and this year we are committed to making it happen.

We are going to twist the rules by making every pretzel by hand, using fresh, organic, locally sourced ingredients, containing no artificial preservatives, sweeteners or flavors. So next time you're craving a pretzel, try it with a Lil Twist!

Business Cards



Front

Back



Social Media Outlets



A Lil Twist VE
@aliltwist


Our pretzels combine a classic snack with a twist that sets them apart. Run by the VE class of Carle Place High School, Carle Place, New York
[#TwistingTheRules](#)

📍 Carle Place, NY
aliltwistcp.wixsite.com/aliltwist
🕒 Born September 7 📅 Joined October 2017

10 Following 58 Followers

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37 Posts 223 Followers 228 Following

A Lil Twist
Advertising/Marketing
Run by the VE class of Carle Place High School,
Carle Place, New York
"Twisting the Rules"
aliltwistcp.wixsite.com/aliltwistcp

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Company Flyer



The flyer features a background of a forest with vibrant autumn foliage in shades of orange, yellow, and red. On the left, a large black silhouette of a tree trunk is positioned. The company logo is integrated into the top of this tree. The logo consists of a black circle with the text "Twisting the rules" in a white script font at the top. Inside the circle is an orange heart shape with a white twisted pretzel design. Below the heart is a white horizontal bar containing the text "A Lil Twist" in a black script font. At the bottom of the circle, in small white text, it says "Est. 2017" and "Made in USA".

**A Lil Twist
Thanksgiving Sale!**

Use the code *"thankful"* to receive 15%
off your order!

Thanksgiving
Pretzel
Turkeys

Get in the Thanksgiving spirit and
try our seasonal pretzel: the
Thanksgiving Pretzel Turkeys!
Using chocolate, candy corn, and
our pretzels, these fun turkey-
themed pretzels are perfect for any
Thanksgiving occasion!

Sweatshirt Designs

Front



Our shirts will be printed on a white sweatshirt with our company name on the back. Additionally, we placed a smaller company logo in the front for easy presentability.

Back

