

Branding Guide



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

Logo Branding and Font Selection



C: 0 M: 0 Y: 0 K: 0
C: 100 M: 98 Y: 14 K: 17
C: 75 M: 68 Y: 67 K: 90
C: 1 M: 16 Y: 99 K: 0



T-Shirt Logo Print:
An all white outline of the logo will be used to print our T-shirts as seen on Page 8 to well contrast against the darker color of the shirt.

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**

Cantana One:

Cantana One is used as a substitute for Pacifico as a more legible font to be used for advertisements or catalogs.

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. A Lil Twist strives to twist the rules and take the classic pretzel and infuse it with tons of new flavors. Some exciting new pretzels that we offer include Nutella, Oreo Pieces, Reese's Pieces, and Strawberry Frosted. Our company is more than just special pretzels, we also make low calorie, organic, vegan and gluten free pretzels. Additionally, we give back to the community with our program Pretzels 4 Patients. Through this, a percentage of our proceeds go to hospital patients that cannot afford their medical treatments. Trying new things is always great, so next time you want some pretzels try them with A Lil Twist!



A Lil Twist

123 YOUR STREET
YOUR CITY, ST 12345
(123) 456-7890
NO_REPLY@EXAMPLE.COM

September 04, 20XX

Dear Ms. Reader,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius.

Sincerely,

Your Name

Business Cards

Front



Ben Armstrong

Chief Executive Officer

168 Cherry Lane
Carle Place, NY 11514
(516) 622-6400
aliltwist.ny@veinternational.org



@aliltwistcp



@aliltwist

Back

Social Media Outlets



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A Lil Twist VE
@aliltwistcp

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 on September 7, 1990](#)


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 **A Lil Twist VE** @aliltwistcp · 1d
Happy Halloween from the staff at A Lil Twist. 🎃 🧛‍♀️



+2 aliltwist ▾ 📶 ↻

 3 posts 33 followers 27 following




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A Lil Twist
Advertising/Marketing
Twisting the rules
[aliltwistcp.wixsite.com/mysite](#)

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⋮ ☰ 👤 📌



T-Shirt Designs

Our T-Shirt will be printed on a navy blue shirt with our logo on the back instead of the front so it is much larger. The logo is printed in white instead of the regular colors so it looks cleaner as well as being easier to see. Additionally, we placed a smaller company title in the front for easy presentability from both sides of the shirt.



Company Flyer

Next time your craving a Pretzel



Try it with A Lil Twist



aliltwist.ny@winternational.org
www.aliltwistp.wicrife.com/aliltwist
Instagram: @aliltwist
Twitter: @aliltwistp