

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:

Cantana One:

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 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





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

September 04, 20XX

Dear Ms. Reader,

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Sincerely,

Your Name

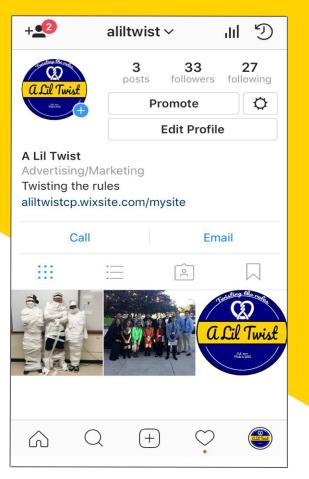
Everybody loves pretzels but the problem with pretzels is that they are always the same. A Lil Twist strives to twist the rules and take the classic pretzel and infuse it with tons of new flavors. Some exciting new pretzels that we offer include Nutella, Oreo Pieces, Reese's Pieces, and Strawberry Frosted. 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!

Business Cards



Social Media Outlets





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.





Next time your craving a Pretzel



a Lil Twist

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