

Truffle Town

Brand Standards Guide

General Guidelines

- Logo Uses

- Web

Websites, Social Media,
Online Article

Website



[Home](#) [Contact Us](#) [Menu](#) [Order Online](#)  

Truffle Town

You will love our selection of chocolate delights

Social Media



Articles

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new Lehigh Valley store



university in Pennsylvania: Penn.

ADVERTISEMENT

Truffle Town

*Truffle Town is the small chocolate store that has taken the
Greensburg area by storm!*

What we don't know is if Greenstein understands the rest of
Pennsylvania and its more accessible institutions, or if he has

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Poster



Menu

Truffle Town MENU



Truffles

Truffles

\$2 One Truffle, any Flavor and any topping

\$11 6 Truffle Box, mix & match Flavors and toppings

\$18 12 Truffle Box, mix & match Flavors and toppings

Flavors: Milk Chocolate, Dark Chocolate, White Chocolate, Milk Chocolate with White/Dark Chocolate Drizzle

Toppings: Sprinkles, Cocoa Nibs, Powdered Sugar, Shredded Coconut, Chopped Almonds, Chopped Peanuts, Chopped Peppermint Leaves



Chocolate Covered Pretzel



Chocolate Covered Key Lime Pie



Chocolate Covered Oreo



Chocolate Covered Churros

Chocolate Covered Foods

\$6 6 Chocolate Covered Pretzels

\$10 12 Chocolate Covered Pretzels

\$6 4 Chocolate Covered Strawberries

\$14 12 Chocolate Covered Strawberries

\$6 6 Chocolate Covered Oreos

\$6 5 Chocolate Covered Churros

\$3 Slice of Chocolate Covered Cake (White or Chocolate)

\$10 Chocolate Covered Cake (White or Chocolate)

\$3 Slice of Chocolate Covered Pie

(Pecan, Key Lime, Strawberry, Cheesecake)

\$8 Chocolate Covered Pie

(Pecan, Key Lime, Strawberry, Cheesecake)

(add toppings to anything on this menu, if you want them)

Simplified Logo



Business Cards



Truffle Town
123 Avenue Rd

**We sell truffles in a variety
of flavors as well as other
chocolate covered treats.**

**Show this card for a 10%
discount on your order!**

T-Shirt



Logo Colors

This is the primary color of the logo. Any other color used around the Truffle Town logo must only be a lighter or darker variation of brown.



Logo Adjustments

Truffle
Town

You can:

- Add a colored outline to the logo (white or black)
- Simplify the logo to have no depth or texture



You can NOT:

- Add more effects to the logo
- Change the typography color or font
- Change the shape of the logo in anyway

Acceptable Typography

HEADER TYPE: BUBBLEGUM

THIS CAN BE USED AS A DECORATIVE TYPE FOR HEADERS, AND ANYTHING THAT IS NOT USED IN BODY TEXT.

Body Type: Baloo

This type is used to describe anything about Truffle Town.

Logo Sizes

Large Logo: 1920 x 1080 px

Simplified Logo: 817 x 824 px

(The logo can be bigger or smaller than this as long as the dimensions are the same)

General Brand Outlines

The Truffle Town brand values the ability to be affordable, local, and friendly. We are an upstart company that is open to everyone. We are professionals who like to have fun, and yes, you can do both. We take pride in being a fun working environment, and to pay a living wage. We give great benefits because who doesn't want those? We value customer service and employee happiness more than anything, and look forward to keeping our business local.

Truffle
Town