



FACE TWISTERS®

Style Guide 2023



Personality and Voice



Who are we?



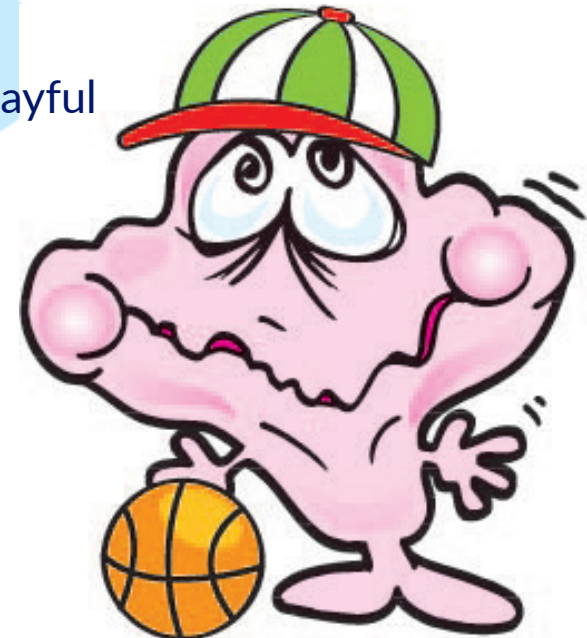
Unique Candy that offers playable value



Our Image & Colors: Bold, Fun, Bright, Playful



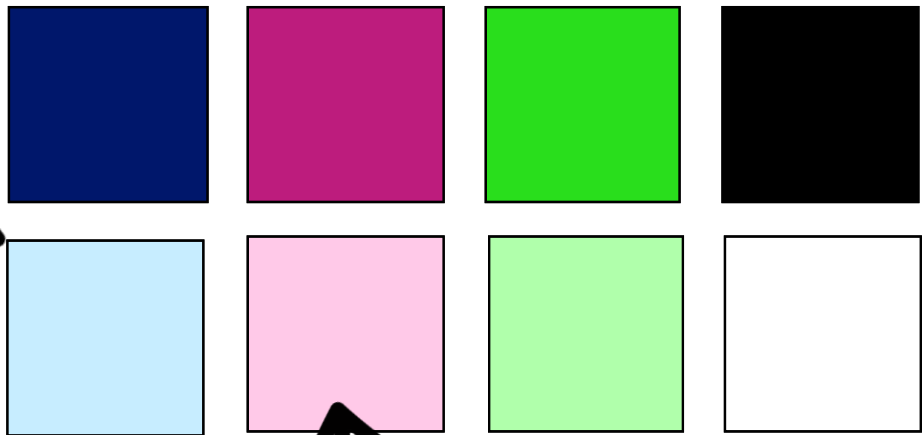
Our Writing Tone: Fun, Nostalgic,
Reliable, Exciting, Fresh





FACE TWISTERS®

To the power of sour!™



FACE TWISTERS

Blue Razzle
#001469

Pink Dazzle
#BD197A

Master Slime
#29de1c

Classic Black
#000000

Cotton Candy
#c7edff

Bubble Gum
#ffc9e8

Mini Slime
#b0ffab

Blank Canvas
White
#ffffff

Arvo Bold

Heading: Use Size 20

Ab Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

Lato

Body Text: Use Regular, size 12

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

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How to Apply Colors:



Try to use fewer colors, with a focus on the colors that match the specific product.



The Blue and Pink were chosen straight from the taffy products (blue razzberry/cherry and strawberry/apple). Green was chosen to reflect candy slime.

With Text:

Yes

SOUR CANDY DOUGH

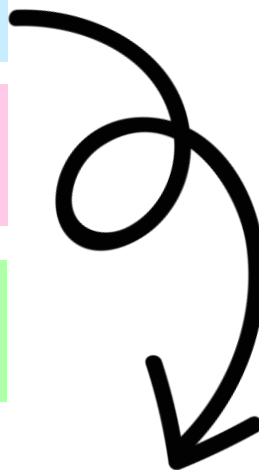
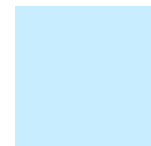
SOUR CANDY DOUGH

No

SOUR CANDY DOUGH

SOUR CANDY DOUGH

With Elements:



SOUR CANDY DOUGH

FACE TWISTERS

Use of Imagery:

One photo per email, with multiple elements that support that focal point.

Click to Buy



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To the power of sour!

Need More Taffy for the Holidays?

Body text should come next with essential information. Using the fun and playful voice of FaceTwisters, this section allows for an intro to the current campaign. It offers a visual break from the eye-catching header and creates a way for the eye to travel naturally down the page.



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Layout Guidelines: Use of Headers, Text, and Elements



Fun but not overwhelming (Stick with one or two colors, one main image)



Center Align the Title and Left Align the body copy directly underneath.



Every Element should have a purpose: What does this say about our product or why is this color used? For example, The slime header secondary recall to hint at the playable aspect of our candy. The lollipop bullet points have a functional use while tying together the color scheme. The image chosen shows multiple taffy pieces to emphasize our stock. The button once again ties the colors together while functioning as the call to action.


FACE TWISTERS®


To the power of sour!™

Out of Taffy? ...We've Got You Covered!

Body text should come next with essential information. Using the fun and playful voice of FaceTwisters, this section allows for an intro to the current campaign. It offers a visual break from the eye-catching header and creates a way for the eye to travel naturally down the page.

 Describe Product

 With Bullet Points!

 With Candy!

 How Fun!



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Our mailing address is:
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Email: Lisa@SchusterProducts.com

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To the power of sour!



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For any questions or concerns, please email
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