



# ENSTROM

TOFFEE & CONFECTIONERY

## BRAND BASICS

## HEADQUARTERS

We are happily located in Grand Junction, Colorado.

## CRAFTING CREATIVELY SINCE 1960

Chester K. “Chet” Enstrom, founder of Enstrom Candies, began his confectionery journey crafting ice cream long before his renowned Almond Toffee took center stage. In 1929, he, his bride Vernie, and salesman Harry Jones started the Jones-Enstrom Ice Cream Company in Grand Junction, Colorado. One fortuitous day, while developing an inclusion for butter brickle ice cream, Chet inadvertently perfected what would soon become Enstrom's Traditional Almond Toffee—a local sensation.

It wasn't until 1960 that Chet and Vernie opened Enstrom Candy Co, a quaint shop where they hand-dipped chocolates, crafted small-batch caramels, and made Almond Toffee, charming friends and neighbors for 65 years.

## WHO ARE WE?

Enstrom Candies stands as a beacon of *tradition, quality, and community* in the confectionery world. Rooted in a rich legacy spanning generations, we have crafted an unparalleled reputation for excellence in both our products and service. While many tout being family-owned and handcrafted, our commitment to these values runs deeper – it's not just about who we are, but how we live and breathe these principles every day.

## TARGET AUDIENCE

Our target audience consists of discerning gift-givers who seek thoughtful, high-quality treats for their loved ones. We aim to attract consumers who cherish authenticity, craftsmanship, and the joy of shared experiences, making Enstrom Candies their preferred choice for conveying love and appreciation.

## MEDIA CONTACT

Baily Manuppella | *Media Coordinator* | [baily@enstrom.com](mailto:baily@enstrom.com)  
Stephanie Hall | *Creative Director* | [stephanie@enstrom.com](mailto:stephanie@enstrom.com)

STANDARD BRAND MARK

---



SIMPLIFIED WORDMARK

---

ENSTROM®



LOGO DOS & DON'TS

- Please only use our simplified medallion and wordmark when approved by Enstrom Candies. The standard Enstrom brand mark should be used on all materials unless you're instructed otherwise.
- Please do not edit, change, distort, recolor, outline, rotate, deconstruct, stretch, reconfigure, or otherwise modify our logo in any way.
- Please ensure that the logo has enough contrast when placed on light or dark backgrounds. When placing any of the Enstrom Candies brand marks on a dark background, please be sure to use the logo files that signify that it is "One Color."
- Please keep the spacing around the standard Enstrom Candies brand mark free of other copy, images + graphics. The logo should stand alone and the clear space should always be *equal to or greater than half the x-height* of the wordmark (*please see below*).



*\*If you are in need of a specific color variation of our standard brand mark, please reach out to Baily Manuppella at [baily@enstrom.com](mailto:baily@enstrom.com).*

Adobe Garamond Pro Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Adobe Garamond Pro Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*Adobe Garamond Pro Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

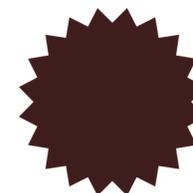
*Adobe Garamond Pro Semibold Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

Lato Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Lato Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*Lato Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

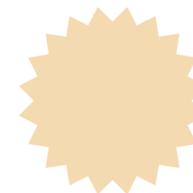
***Lato Bold Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***



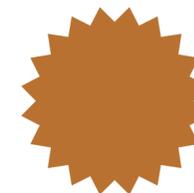
PMS 4975 C  
C47 • M77 • Y67 • K63  
R63 • G32 • B33  
HEX 3F2021



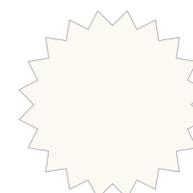
PMS 2010 C  
C5 • M36 • Y100 • K0  
R241 • G169 • B0  
HEX FFAD00



PMS 7506 C  
C5 • M7 • Y26 • K0  
R239 • G219 • B78  
HEX EFDDB2



PMS 7572  
C5 • M51 • Y84 • K21  
R182 • G114 • B51  
HEX B67233



PMS 7506 C (15%)  
C5 • M7 • Y26 • K0  
R239 • G219 • B78  
HEX EFDDB2