

THE ORIGINAL
CUPCAKE-IN-A-JAR

Wicked
GOOD
CUPCAKES™

NEW BRAND
GUIDELINES



EFFECTIVE 3.29.22

FOR INQUIRIES:
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WG THE STORY

Wicked Good Cupcakes started with mom and daughter team Tracey Noonan and Dani Vilagie's passion for cake decorating. After taking a class as a way to spend time together, they were inspired to create a cupcake business. Their first store launched in Cohasset, Massachusetts, in 2011.

As word of their delicious cupcakes spread, they started receiving requests to ship across the country. Shipping cupcakes that arrive fresh and intact was a struggle, which led Tracey and Dani to a great idea. By filling mason jars with layers of fresh baked cake, frosting, and fillings, they created the first cupcake in a jar that could be easily shipped.

In 2013, Tracey and Dani pitched their innovative idea on hit reality show Shark Tank, capturing the attention of Mr. Wonderful himself, Kevin O'Leary. With his investment and publicity from the show, the entrepreneurs grew their startup into a nationally recognized brand.

Since Shark Tank, it has been a whirlwind ride for Tracey and Dani. Wicked Good Cupcakes has flourished into the go-to brand for cupcakes in a jar. They continue to grow and innovate, constantly creating new products for their customers.

At Hickory Farms we're always looking for new and exciting ways for you to connect with gifts of good taste, and in 2021, Wicked Good Cupcakes joined the Hickory Farms family of gourmet food gifts. Tracey and the Wicked Good team were fans of Hickory Farms, our quality food, and packaging.

With decadent flavors and enticing, unique presentation, Wicked Good Cupcakes are right at home at Hickory Farms. These delicious, sweet, and fun cupcake jars are a great way to add delight to any occasion, making them the perfect addition to our gift collection.





BRAND POSITIONING

Wicked Good Cupcakes connects people through fun, effortless gifting. Our uniquely delicious cupcakes in a jar are the perfect way to bring delight to any celebration.





BRAND VOICE



FUN, FLIRTY & FRESH

The brand voice for Wicked Good Cupcakes is closely aligned with Hickory Farms' overall tone of Warm, Witty, and Welcoming, but with a more youthful and playful spin. Since cupcakes tend to skew younger and more feminine, the overall brand voice for Wicked Good is described as fun, flirty, and fresh. Tone should be cheerful, a bit lighthearted, and lively, without being too sentimental or romantic. Emphasis is on indulgent flavors and fun presentation that make gifting cupcakes a unique experience.



BRAND VOICE

THE ORIGINAL CUPCAKE-IN-A-JAR

The brand tagline for Wicked Good speaks directly to the innovate nature of the product and reinforces that they were the first to come up with the idea.





BRAND VOICE

MESSAGING EXAMPLES

Messaging Phrases

The original cupcake-in-a-jar (TAGLINE)

Delicious, decadent flavors

Calling all chocolate lovers!

Shop decadent cupcake packs for all your favorite people

Social Post

Ready to meet the cupcake of your peanut butter-and-chocolate dreams? Introducing The Wicked Good! It's made with delicious peanut butter cake and chocolate chips baked to an almost cookie-like crumb, layered with peanut butter frosting and chocolate ganache.

Email Subject Lines

This just in: Holiday cupcakes have arrived!

Share sweet flavor with new cupcake jars

Flavor Description

You're going to want to try this indulgent cupcake in a jar.

Chocolate Ganache is a moist chocolate cake with rich chocolate ganache center, topped with chocolate buttercream frosting.

Web Copy

We're thrilled to welcome Wicked Good Cupcakes to the Hickory Farms family of gourmet food gifts! Each cupcake jar is made using handcrafted recipes for moist and decadent cake, a variety of fillings, and world-famous frosting. These uniquely fun gifts are a great way to bring delight to any occasion.



BRAND VOICE

NAMING RUBRIC

Flavor Names

Names of flavors should give descriptive cues that are clear and intuitive to the customer. Reference common cake and dessert flavors that are easy to understand and familiar. For mixed flavors list cake flavor first then accent or frosting.

Examples:

Red Velvet
Chocolate Ganache
Chocolate Sprinkle
Lemon
Chocolate & Peanut Butter

The exception is “The Wicked Good” as this is the brand hero cupcake.

Pack & Gift Names:

Multi-pack cupcakes should also be intuitive to their component cupcakes and provide distinction and be easily shoppable.

For 2 packs, shortened descriptive flavor cues are used. Name order should match order shown in image.

Example:

Chocolate & PB Chocolate Cupcake 2-Pack
Red Velvet & Chocolate Cupcake 2-Pack

For 4, 6, 12, and 32 packs descriptive words that highlight the product mix of the pack are used.

Example:

Best Sellers Cupcake 4-Pack
Variety Cupcake 6-Pack



LOGO & COLOR



PMS 1787
CMYK 0/92/67/0
RGB 250/54/74
HEX# FA364A



PMS 1775
CMYK 0/56/19/0
RGB 255/143/160
HEX# FF8FA0



PMS 1795
HEX #D8292F

ADA COMPLIANCE COLOR
ALT TO PMS 1787 FOR WEB
EXAMPLE USE: BUTTONS

The new color palette turns up the volume with playful pinks. Bright and intense, these colors are intended to pop in packaging and in digital.

The new logo is fun and modern. A whimsical script font is paired with an easy-to-read sans serif. Both are connected by a similar rounded stroke, reminiscent of piping. The full logo includes the tagline and the cupcake-in-a-jar icon.

ALL LOGOS, ELEMENTS AND PATTERNS AVAILABLE IN PMS, BLACK, AND WHITE

THE ORIGINAL CUPCAKE-IN-A-JAR



LOGO

STACKED

The square format, stacked logo is available with and without the tagline and jar icon for a variety of uses. The version with the tagline is used on the front label of the jar packaging.



STACKED LOGO WITH TAGLINE
EXAMPLE USE: PACKAGING



STACKED LOGO WITH JAR



SIMPLE STACKED LOGO



STACKED LOGO IN CIRCLE
EXAMPLE USE: PACKAGING



HORIZONTAL

The horizontal format logo, available with and without the jar icon. This is primarily used for digital applications.



HORIZONTAL LOGO WITH JAR. EXAMPLE USE: WEBSITE, EMAIL



HORIZONTAL LOGO

ICONS

The monogram and the jar icon are available as isolated elements for design use and pattern work.



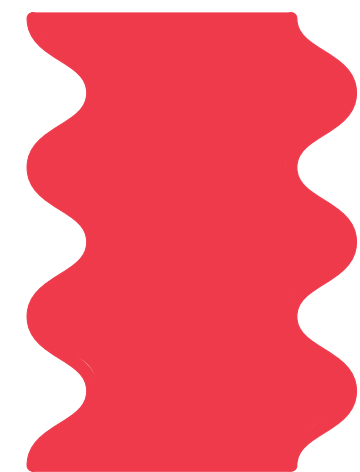
MONOGRAM
EXAMPLE USE: PACKAGING



MONOGRAM IN CIRCLE
EXAMPLE USE: PACKAGING

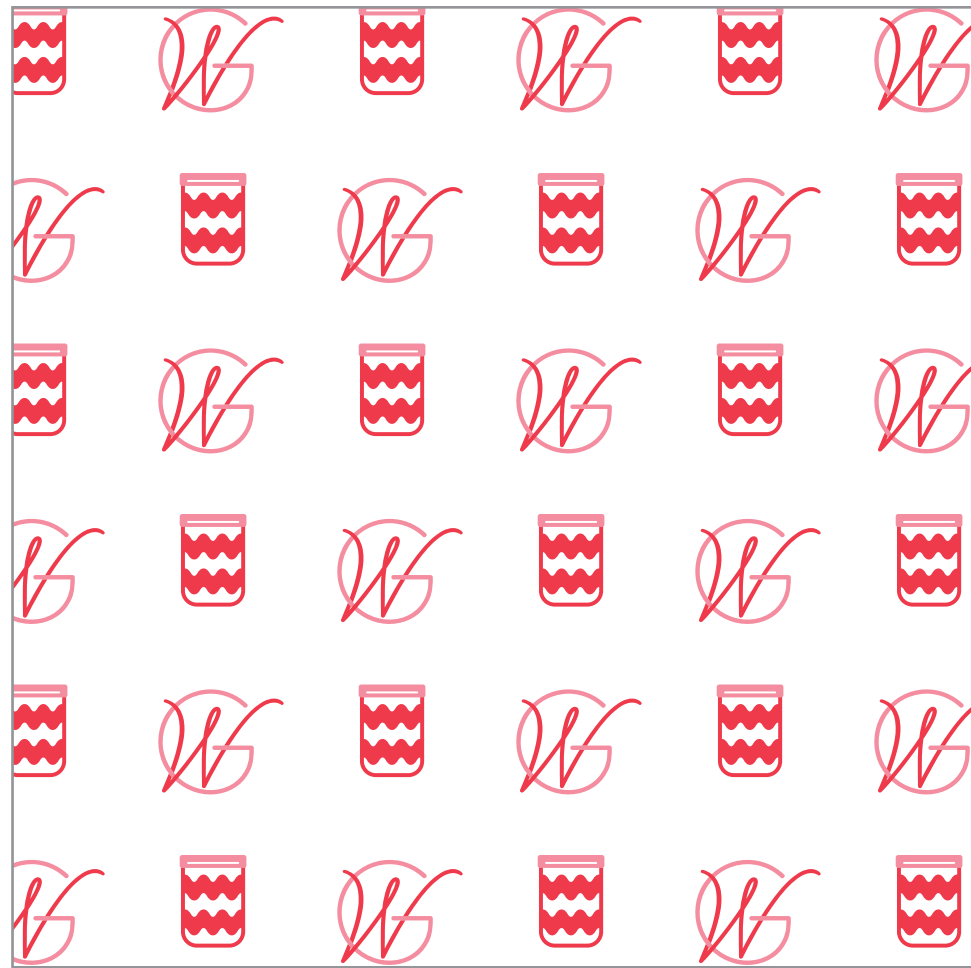


CUPCAKE IN A JAR



WAVE
EXAMPLE USE: MAILER LID

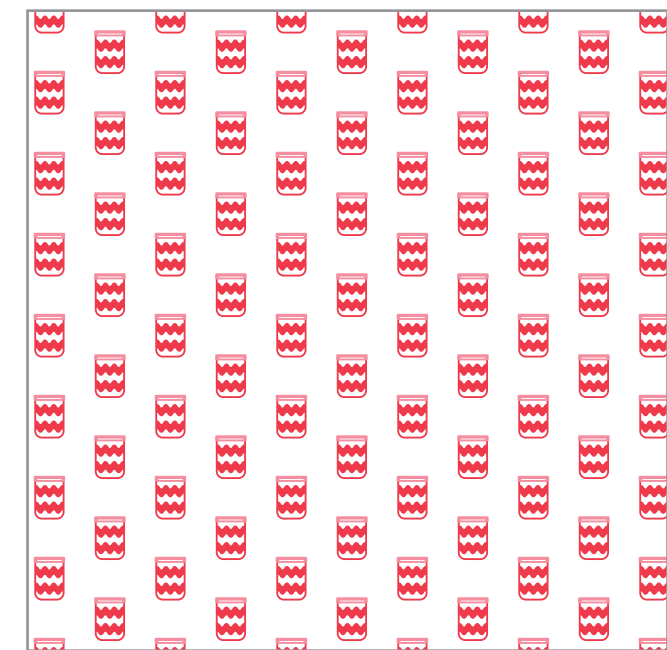
PATTERNS



MONOGRAM & JAR PATTERN
EXAMPLE USE: PACKAGING



MONOGRAM PATTERN



JAR PATTERN



FONTS

Beloved Script Bold

Used in logo & packaging
Limited use in marketing

SIDECAR SANS 4

Used in logo & packaging
Limited use in marketing

Montserrat

Used in logo tagline & packaging (regular)
Full font family approved for use in marketing

PACKAGING

JAR LABELS & LIDS

Each flavor has a unique color that is referential to the flavor, provides contrast with the cupcake, or is representational of the occasion or season. The bright color palette is fun and playful. The clear label substrate showcases the delicious layers of cake, frosting, and toppings. Lids are unique and coordinate with the label to provide differentiation and variety when viewed in the mailer.



WG PACKAGING

JAR LABELS & LIDS: GLUTEN-FREE

Labels for the six gluten free varieties will use the same colors as core flavor, but will reverse the placement of the colors. A gluten free callout is added to the label design, with the text held in a white bar for visibility. Lids are shared between the core flavor and gluten-free version.

Gluten-Free Flavors:

- Vanilla Sprinkle
- Chocolate Sprinkle
- Chocolate Ganache
- Chocolate Peanut Butter
- Cookies & Cream
- Salted Caramel



CORE FLAVOR



SHARED LID DESIGN



GLUTEN FREE VERSION

LABEL COLORS REVERSED FROM CORE FLAVOR

WHITE BAR WITH "GLUTEN FREE" CALLOUT

LOGO REDUCED SLIGHTLY TO ACCOMODATE GF CALLOUT



PACKAGING

JAR LABELS & LIDS: OCCASIONS

Lids for occasion (Holiday, Valentine's, Easter, Halloween) will be the same across flavors. Design will be a solid color and that color will be reflected in all said occasion labels as an accent color in the name bar section of the label.

Example: All Easter flavors could have the same occasion-appropriate pastel green lid and a matching pastel green as an accent color in the name bar on the labels.

Note: Seasonal flavors (spring, fall, etc.) would have their own lid that matches the label by individual flavor



ACCENT COLOR MATCHES LID



SHARED LID DESIGN



ACCENT COLOR MATCHES LID



PACKAGING

MAILER

Cupcakes arriving on your doorstep is a celebration and every step of the unboxing should reflect that.

The differentiated lids provide variety and color. Bright color pops and an inside pattern and messaging add to the fun.





PHOTOGRAPHY

Photography reflects the fun nature of cupcakes. Brightly colored sweeps and strong directional lighting with deep shadows provide a modern look and feel. Marble surfaces are also used for assets that may be mixed with images of other types of gifts. Unlabeled is preferred for editorial shots to show the delicious layers of cake, frosting, and toppings.



GIFTING STORIES

The cupcake gifting aesthetic tends to skew young & feminine, yet the gifting customers span a wide age range, mostly female.

Shelby Cupcake Gifting Stories:

- Birthdays
- Congratulations
 - Friends' milestones like work promotions
 - Graduation
- Thinking of You
 - Care or indulgence gifts for friends
 - Friends having a stressful time, going through a breakup, etc
- Galentine's Day

Kate Cupcake Gifting Stories:

- Kids' teams/groups at school
- Gifts for her clients at her job as a realtor
- Easy solve for a birthday party

PERSONAS



About Shelby

- Kate's younger sister (Kate is our brand muse)
- Is 30 years old
- Lives in the Louisville area (Germantown)
- Teaches middle school Language Arts
- Originally from Illinois, where her parents, older sister, and older brother still live
- Lives with her fiancé, Matt, in a two-bedroom starter home

About Matt

- 31 years old
- Works in IT Operations (Help Desk)
- Loves craft beer and BBQ
- Grills for friends and family every chance he gets
- Originally from Kentucky

Shelby's Interests & Tastes

- Loves to entertain at home, on the patio. Usually beer or wine and charcuterie, followed by BBQ
- Owns a rescue dog named Hops
- Loves snuggle up with Hops on the patio and read a good book and a glass of wine
- Stylistically likes to be cozy with touch of rustic chic, approachable and fun
- Loves getting dressed up with friends for Derby Party
- Shops at Target (Magnolia Home, Hearth & Hand), Trader Joe's, Home Goods, Ikea, At Home, Etsy, Madewell, Gap, Old Navy, Athleta, Anthropologie for a splurge.
- Will look for unique décor pieces for her home at craft fairs and farmers markets
- Active in her community
- Coaches volleyball through the school she works at
- Reads at her local public library
- Volunteers at the animal shelter where she and Matt adopted Hops
- Tutors during the summer

HF Brand Awareness:

- Has heard of Hickory Farms but isn't familiar with new branding or products

Shelby's Gifting Scenarios

- Housewarming gift for her college BFF who lives in Austin
- Will send an Easter gift to her out-of-state parents
- Congratulations gift for her sorority sister who just got a huge promotion
- Birthday gift for her brother who also loves beer, something with a unique koozie, bottle opener, etc.
- Sends Mother's Day gifts to both her sister Kate and their mom and grandma
- Valentine's Day gift for Matt, possibly featuring wine & cupcakes (with bacon)
- Will also send gifts for new baby, weddings, and thank you (ideally with wine)



PERSONAS



Meet Kate.
She exemplifies the person we're building our Hickory Farms for and is the person who inspires us. By speaking to Kate, we're able to catch our broader target consumer.

About Kate

- Hickory Farms' Brand Muse
- 39 years old, married with two children (1st & 3rd grade)
- She owns home in Naperville, IL (large suburb of Chicago)
- She's creative. Works as a realtor and loves interior design.
- She's mainstream adventurous regarding food
- She loves cooking and aspires to having a craft room

Kate's Interests & Tastes

Entertaining

- Easy but impressive; has to look good
- Loves to entertain
- Inspiration from peers, also from creative personalities like Joanna Gaines

Shopping

Target (Magnolia Home, Hearth & Hand), Crate & Barrel, Trader Joe's, Whole Foods, Home Goods, Madewell, J.Crew, Free People, Anthropologie, Pandora, Alex & Ani, David's Tea, Starbucks

Dining

- Great taste more than healthy
- Local bistros
- Has tried Blue Apron

HF Brand Awareness:

Familiar, has purchased holiday gifts and enjoys new assortment of charcuterie & wine.

Kate's Gifting Approach

- Loves gifting
- Multi-channel shopper
- Choiceful indulgence; thoughtful gifting
- Gives housewarming gifts/hostess gifts
- Not about recognition, about connecting with recipient
- Cares about quality/image/reviews
- Wants personal touch

CHANNEL EXAMPLES


SOCIAL

INSTAGRAM & TWITTER



Ready to meet the cupcake of your peanut butter-and-chocolate dreams? Introducing The Wicked Good! It's made with delicious peanut butter cake and chocolate chips baked to an almost cookie-like crumb, layered with peanut butter frosting and chocolate ganache. Shop this and more delicious Wicked Good Cupcakes here:

INSTAGRAM STORY




INSTAGRAM & TWITTER



Wicked Good Cupcakes is now part of the Hickory Farms family! The original cupcake-in-a-jar makes a great gift for any sweets lover on your list. Shop delicious cupcake packs featuring decadent flavors.

INSTAGRAM STORY



EMAIL

Wicked Good Cupcakes email
Email: 11/21 WGC
Deploys: 11/21

SL:
This just in: Holiday cupcakes have arrived!

PH:
Send a gourmet cupcake gift they'll love



HICKORY FARMS

Holiday cupcake flavors are here!

Send the sweetest holiday gift

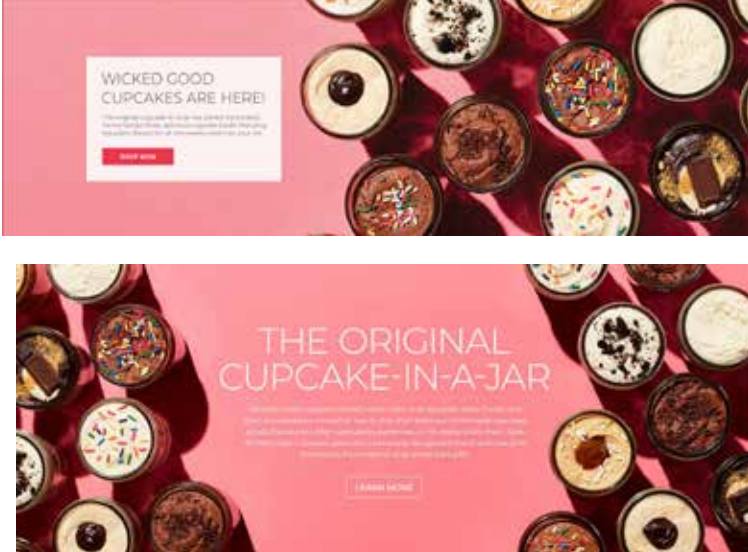
SHOP NOW

MORE CUPCAKES IN A JAR

Best Sellers Cupcake 4-Pack SHOP NOW	Holiday Classics Cupcake 2-Pack SHOP NOW	Chocolate Lovers Cupcake 4-Pack SHOP NOW
Best of Wicked Good Cupcake 12-Pack SHOP NOW	Taste of Everything Cupcake 32-Pack SHOP NOW	Variety Cupcake 6-Pack SHOP NOW

SHOP ALL SWEETS

WEB BANNERS



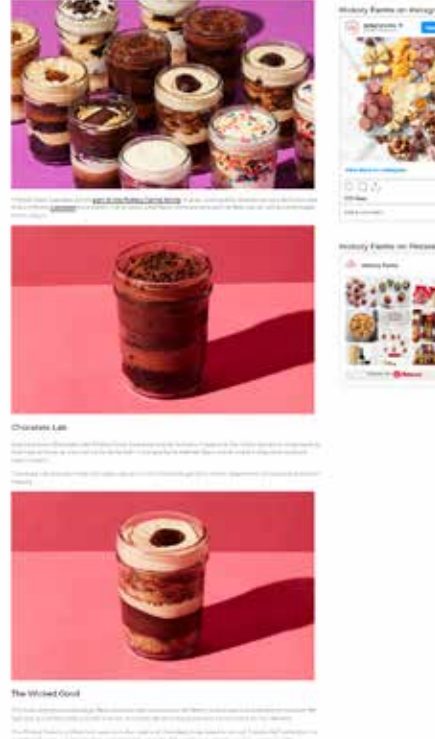
WICKED GOOD CUPCAKES ARE HERE!

THE ORIGINAL CUPCAKE-IN-A-JAR

SHOP NOW

BLOG

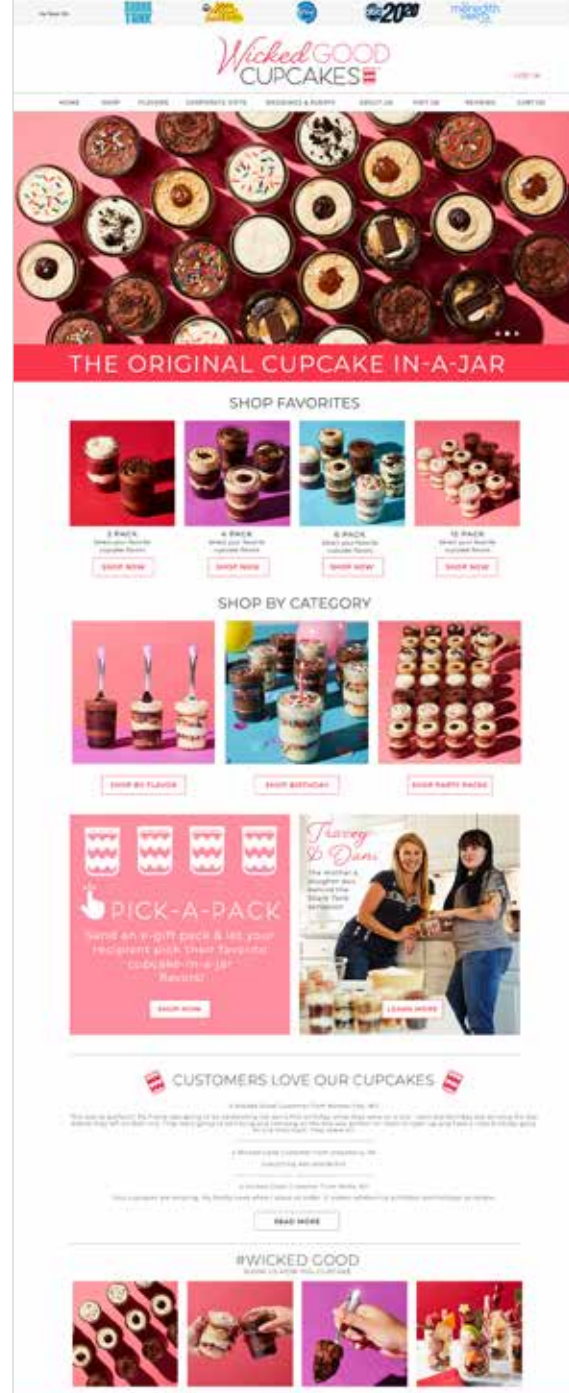
Meet the Wicked Good Cupcake Flavors



Chocolate Lovers

The Wicked Good

WEB HOMEPAGE



Wicked Good CUPCAKES

THE ORIGINAL CUPCAKE-IN-A-JAR

SHOP FAVORITES

SHOP BY CATEGORY

PICK-A-PACK

CUSTOMERS LOVE OUR CUPCAKES

#WICKEDGOOD