

Case Study

● Client - CupcakeMania

CupcakeMania is a new, local and rapidly expanding business that specialises in handcrafted cupcakes.

● Brief

CupcakeMania approached Hoggett Creative to design a logo and develop a brand for their business. Our brief was a few key words which they thought would portray their business and values. These were; Delicious, Luxury, Handcrafted and Lovingly Made. CupcakeMania were trading through Local Farmers' Markets and wanted the new material to promote special orders for weddings, parties & events, and now their Tea Room and local produce shop.

● Response

Hoggett started this project with designing the new logo. Along with a tag line, the look and feel for the brand and image were developed.

● Result

Logo/Brand Development – The logo was presented in three stages. Constant communication for feedback worked towards the final identity which was well received by the client. The final logo was supplied in print and screen-ready formats and was accompanied by guidelines to ensure the integrity of the logo was adhered to.



New logo for CupcakeMania



Product Photography



Promotional Flyer & Business Cards

Product Photography – We were supplied with a selection of cupcakes; this must have been the longest time a cake has been in our office and not devoured in two seconds flat. With our in-house studio facilities we were able to produce the photography in conjunction with the design and artwork. A slight tweak, an adjustment to the depth-of-field and the image could be placed into the artwork before any retouching was required, reducing studio costs and speeding up the process.

Flyer/Business Cards – Digitally printed flyers were designed as both promotional information and order forms. Stylish business cards were also produced.

Roller Banner – Hoggett was able to design and supply stylish roller banners which are used for advertising at events.

Shop Frontage – Hoggett designed and supplied the graphics for the high street shop front.



Shop front design concept