



# VISUAL PROFILE

VANITÉ by Hancock

COLOR PALETTE 1

F1DAE0

F0CFD6

E9B0B7

DBC3C1

BCB3B4

48394C

315B4F

1B322C

COLOR PALETTE 2

#F7E8E8

#E8B0B8

#BF94A3

#47384D

#241A26

COLOR PALETTE 3

#FFF0F7

#FFD4E0

#FAB5BF

#E5366B

#9E053B



# TYPOGRAPHY

VANITÉ by Hancock

# FUTURA LIGHT

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The name Hancock has become a metaphor for signature, after John Hancock was the first to sign the United States Declaration of Independence.

## About us

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The name Hancock has become a metaphor for signature, after John Hancock was the first to sign the United States Declaration of Independence. A signature is unique and represents an identity.

The concept “Hancock” has become an established brand in the confectionery industry for customers who see the value in cake art, taste and design. Our vision is to create a concept inspired by the latest cake trends in New York, London and Australia. We want to create something that not only appeals to the senses of taste, but all the senses, regardless of age and gender.

We put our whole soul into creating unique products for our customers - and we look forward to delivering your edible artwork at the next opportunity.

We are a family-run bakery led by Master Baker with over 20 years baking experience at the highest level, Jessika. Everything is baked fresh and Jessika normally rises at 3am to bake on the day of delivery.

## Baking Days

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Due to Jessika’s recent accident, we will be baking on Wednesdays and Saturdays only.

The bakery is open from 9am to 2pm on baking days.

## Deliveries

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We also deliver in Wivenhoe and Colchester on Wednesdays and Saturdays. We deliver to particular areas:

Wednesdays – Currently not delivering due to Marks Tey Car Boot Sale. You can order in advance for pickups from here..

Thursdays – Currently not delivering until further notice.  
Saturdays – Rowhedge, Fingringhoe, Abberton and Layer de la Haye.

**VANITÉ BY HANCOCK**

n taste / **The ultimate in appearance**

**VANITÉ BY HANCOCK**

**The ultimate in taste** / The ultimate in

The image features three cupcakes on a white plate. The cupcake in the foreground is decorated with white frosting, pink and green layers, and topped with a swirl of white frosting, colorful sprinkles, and three small chocolate eggs (one yellow, one pink, one white). To its right is another cupcake with pink frosting, green layers, and a chocolate shavings topping with a pink egg and a white egg. In the background, a third cupcake has white frosting and pink layers. A white bunny figurine is positioned behind the foreground cupcake. The plate is scattered with colorful sprinkles and small chocolate eggs. The text 'VANITÉ' is overlaid in a large, dark, serif font, with 'by Hancock' in a smaller, dark, serif font below it.

**VANITÉ**  
by Hancock

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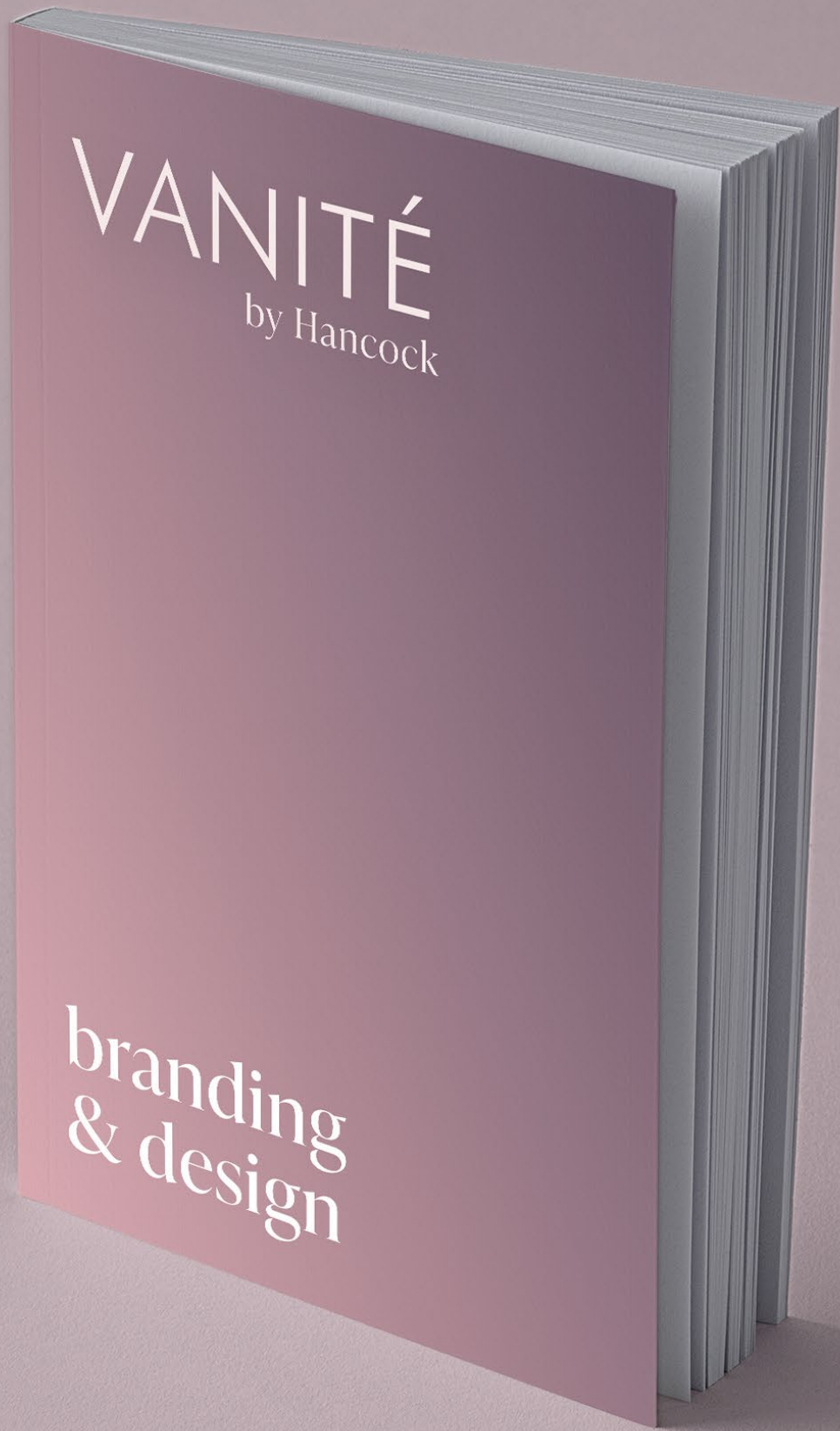


VANITÉ  
by Hancock

VANITÉ

Thomas Aas  
Digital Markedsjef

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thomas@rengroup.no  
www.rengroup.no



# VANITÉ

by Hancock

branding  
& design



**DATE**  
August 24th, 2017

**CONTACT INFO**  
Contact Name  
Company

**ADDRESS**  
127 Hudson St.  
New York, NY 10010

Dear Friend,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pari.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod oris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pari.

Best regards,

**John Doe**

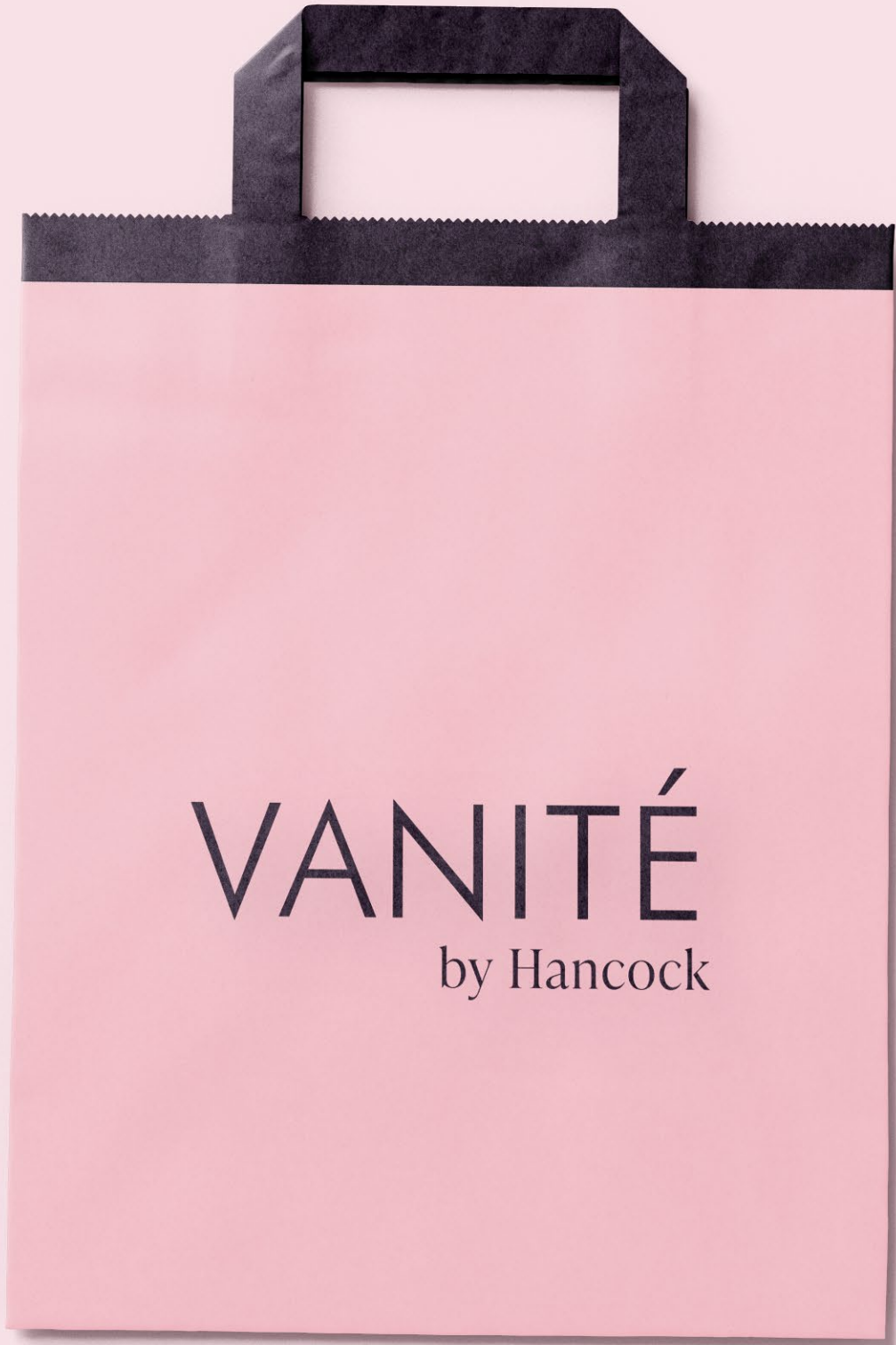


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VANITÉ

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