

**June 14, 2016 - Nashville, TN** After eleven years of company growth, 2016 has brought big changes to *Hester & Cook*. Our three brands—*CAKE Vintage*, *Kitchen Papers*, and *The Pencil Factory*—have been combined under our one unified name: *Hester & Cook*. The former brand names will no longer be referenced as individual entities.

Along with this change, we have unveiled an updated company logo. This logo reflects our long-standing commitment to quality and craftsmanship by rendering our name in a custom script, tailored exclusively by and for us. With both elegance and strength, delicacy and intention, our name is now visually synonymous with everything we represent as a company.

Wholesale customers will enjoy a streamlined ordering process, as products across all categories can now be combined onto the same order.

The unification of all brands under one name will help fortify marketing efforts, create stronger brand recognition, and solidify the identity of our company. Ultimately, this will result in a boon to our retailers, both domestic and international. We are excited to introduce these changes, and have included a brief overview of our new logo's origin.



PRIMARY LOGO

Our primary logo recalls the horizontal orientation of the original, while dropping “Design Group Inc.”, and updating the lettering to an elegant, timeless script. This refresh brings our logo up to par with the care and eye for detail that we have applied to all areas of our business from the beginning.

#### BRAND COLORS



BLACK



WHITE



SIGNATURE

Our brand colors evoke the timeless quality of our products and the classic approach with which we run our business. At *Hester & Cook*, we are committed to taking our time to produce quality goods, made with care and authenticity. Our brand colors represent this classic attitude of craftsmanship.



STACKED LOGO

Our stacked logo can be used as a secondary option when our primary horizontal logo is not the best suited choice. For example, this stacked logo works well in a square or circle format, while preserving the look and feel of our primary logo. Some packaging and advertising layouts will require the use of this stacked format, and this new flexibility allows our brand to look its best in all applications.



"H&C" MONOGRAM

As an alternate to our main mark, we have also unveiled a new "H&C" monogram-style mark for select uses. This mark brings the qualities of our main logo to small instances where space is limited, like social media account icons.