

Aroma Scented Candle



Consumer Behavior:

- Designed for individuals who love relaxation and natural fragrances.
- Ideal for those who want to create a calm atmosphere at home or use scented candles for meditation and rituals.
- Uses **Peripheral Route** by evoking emotions of serenity, luxury, and a connection to nature through colors and design.

Brand Identity:

Keywords: "Natural", "Premium", "Elegant", "Soothing"

Concept of the Brand Name:

 **Lumea**

- **Lume:** Derived from *Lumen*, meaning light.
- **A:** Inspired by *Aroma*, representing a soothing fragrance.
- When combined, "Lumea" conveys the idea of a glowing candle filling the space with an enchanting scent, creating a peaceful ambiance.

Symbol:

A minimalist line-art flame design that embodies tranquility and elegance while reinforcing the brand's uniqueness.

Color Palette:

- **Soft Ivory** – Represents purity, simplicity, and calmness.
- **Warm Gold** – Adds a luxurious and cozy touch.