

The background features abstract geometric shapes, primarily triangles, in a vibrant green and a light gray color. These shapes are layered and positioned diagonally across the frame, creating a modern, minimalist aesthetic. The green triangles are solid, while the gray ones are semi-transparent, allowing the white background to show through.

NEW BRAND

Making a brand for the Green siblings
and their scented candle company

CONTENTS

4: Company history &
background.

5: Branding presentation.

6: New company logo design.

7: Logo guidelines & context
placement.

8: Company & product
typography.

9: Brand colors & elements.

10: Mood board / Inspiration.

11: Mood board continuation.

HISTORY

What originally started as a small project by the Green siblings wanting to see if you could make candles with unusual scents has now over the years turned into the widely successful company we know today. All their products are designed to be experimental in one way or another, it can be an obscure and never before done scent, a common scent made with unusual ingredients and even candles that smell different depending on how long its been burning, anything is possible. In the beginning the products gained their popularity through word of mouth.

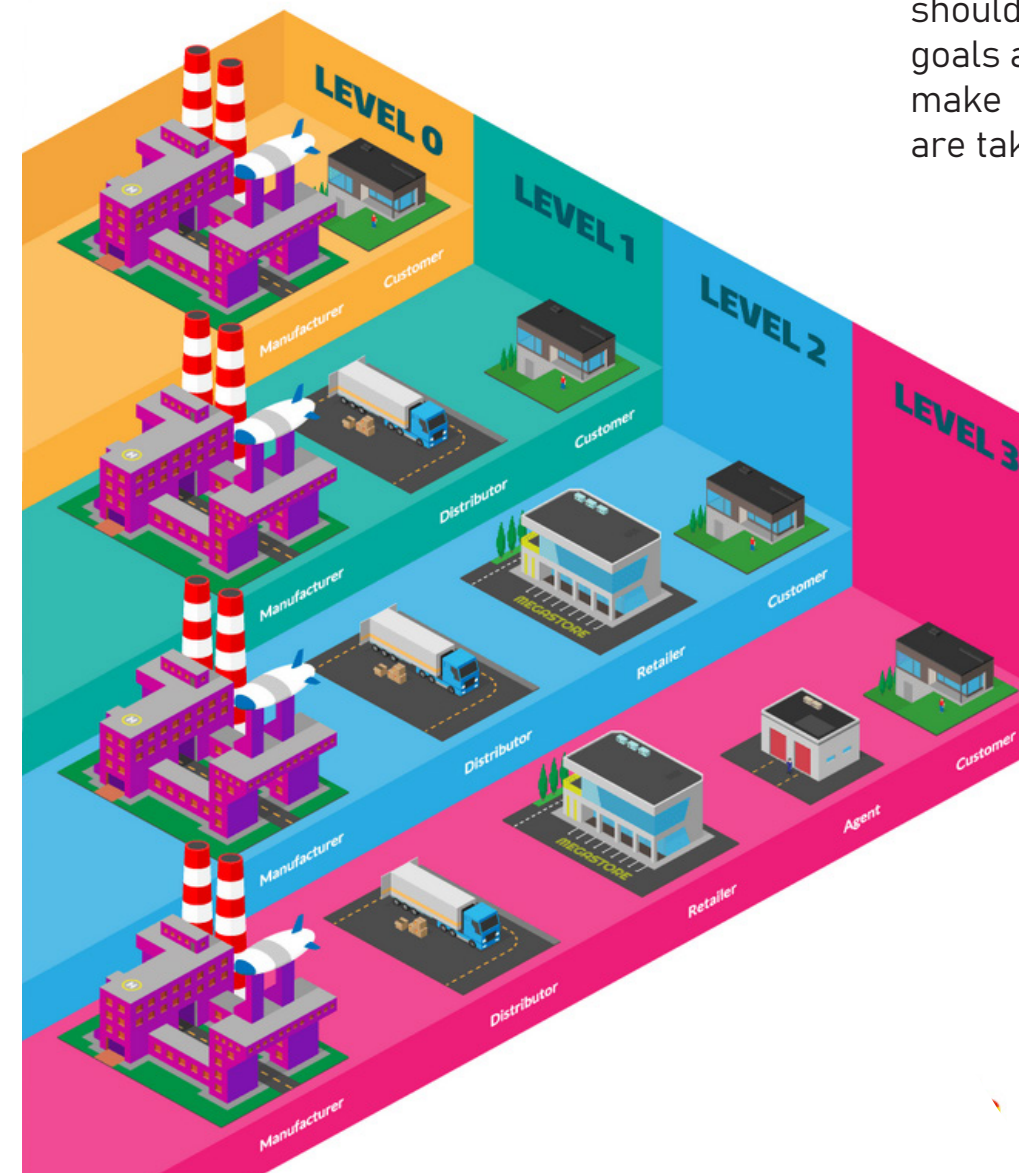


Both of the Green siblings have a passion for chemistry and science, they love to experiment. One of their inspirations for starting their project in the first place came from the ice cream company **Ben & Jerrys** who regularly release strange never before seen flavors.

BRANDING

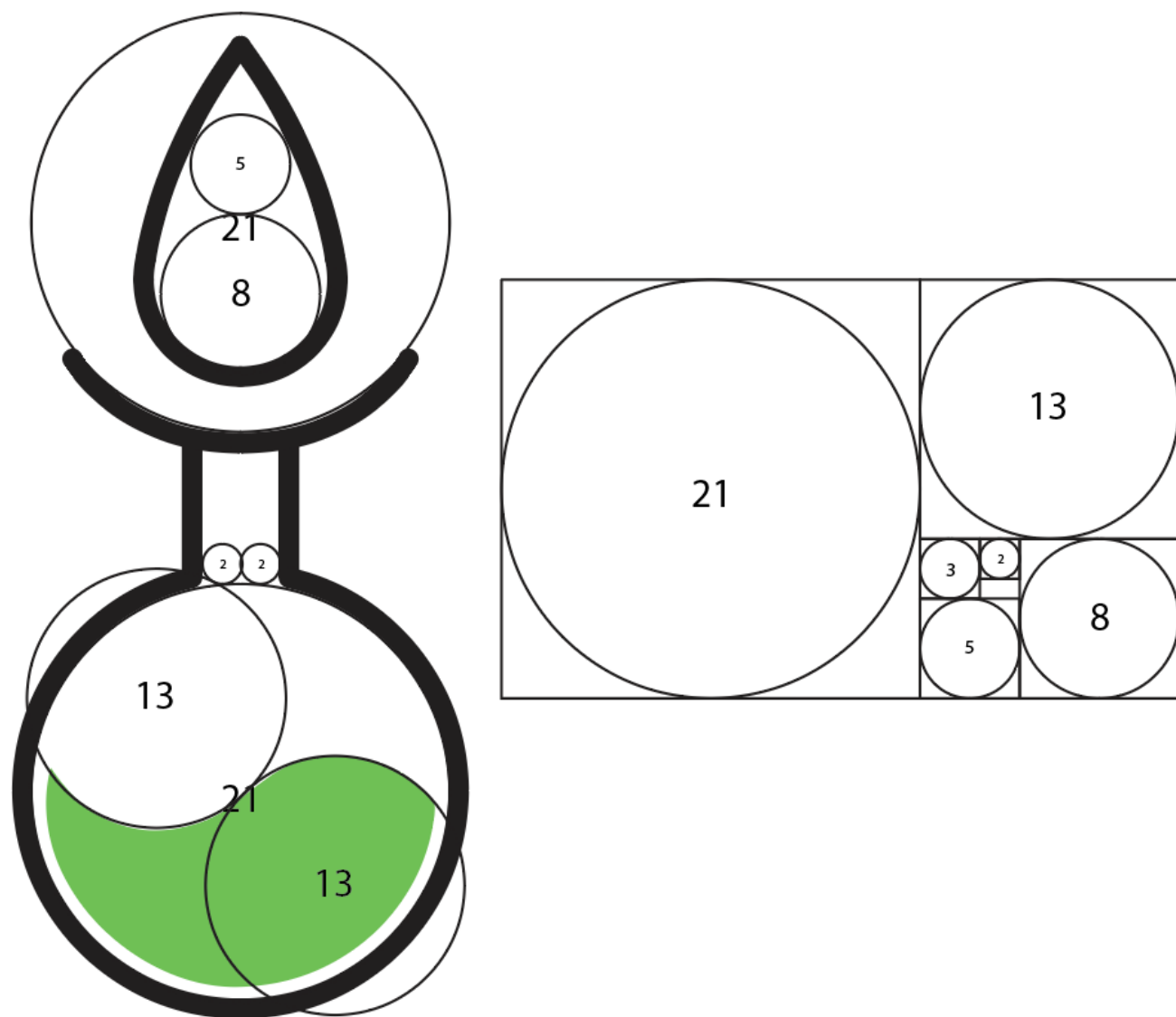
Due to the product's popularity the Green siblings are preparing for national distribution. To release a product nationwide it's important to establish a brand since its harder and less likely for products to spread by word of mouth. A brand attracts and builds a connection to customers so its important that the brand accurately portrays the company as well as it's products.

When creating a brand for the Green siblings and their company I wanted the consumer to be able to easily correlate the brand with experimentation and discovery, but while at the same time keeping it professional. The brand should stick to its previous goals and at the same time make sure the products are taken seriously.



COMPANY LOGO

I designed the logo with the golden ratio in mind. There are 3 different variations to the logo suited for different uses, all having a version with white lines and text to suit different backgrounds. The logo represents a lit candle but with a round-bottomed flask replacing the candle part. Inside the flask is a green liquid. I used the color green to reference the company's founders but it also builds upon the experimental side since its an uncommon color in the candle industry. I went for a minimalistic style to portray a sence of professionalism, less is more.



USAGE GUIDELINES

Horizontal Layout



Vertical Layout



Logomark / Icon



USAGE GUIDELINES

Horizontal Layout



Vertical Layout



Logomark / Icon



TYPOGRAPHY



ABCDEFGH
IJKLMNOP
QRSTUVW
XYZ

BILO MEDIUM

HEADLINE TYPOGRAPHY

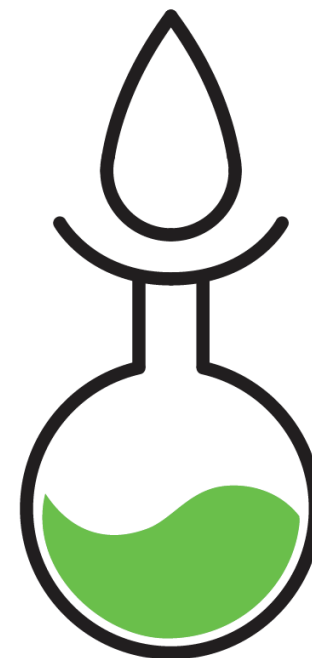
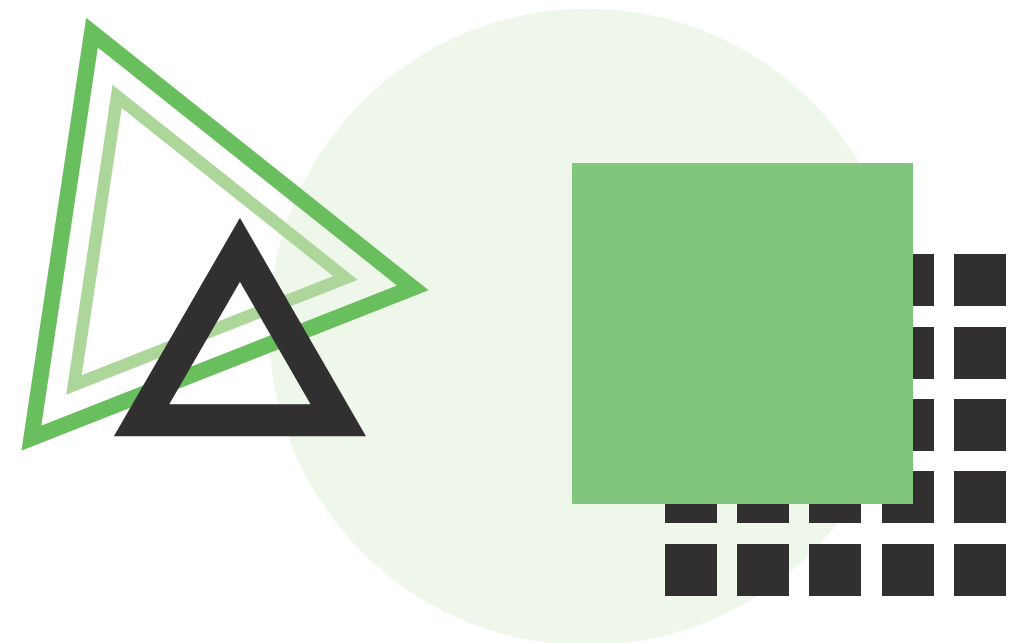
ABCDEFGH IJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bahnschrift Light

SECONDARY TYPEFACE

I chose the Bilo typeface for the logo because the company name fit very well into it, the G is very unique compared to other typefaces which amplifies the themes i want to convey. The typeface is also very slim and professional.

The logo uses thin meanwhile medium is used for headlines. I also chose to add a second typeface, Bahnschrift Light, for text. The reason i did this was because i did not want to overuse the font that the logo uses, it's good to have a font dedicated to small, readable text.



COLORS & ELEMENTS

I wanted a minimal amount of textures and patterns in the brand, the reasoning for this is because the goal is to stay minimal and professional, and those things would take away from that.

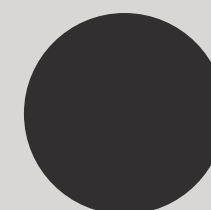
Lighter and darker shades of the brands green color which can be used in other areas of the brand.



Logo Colors:



White
CMYK: C0 M0 Y0 K0
RGB: R255 G255 B255
HEX: #FFFFFF



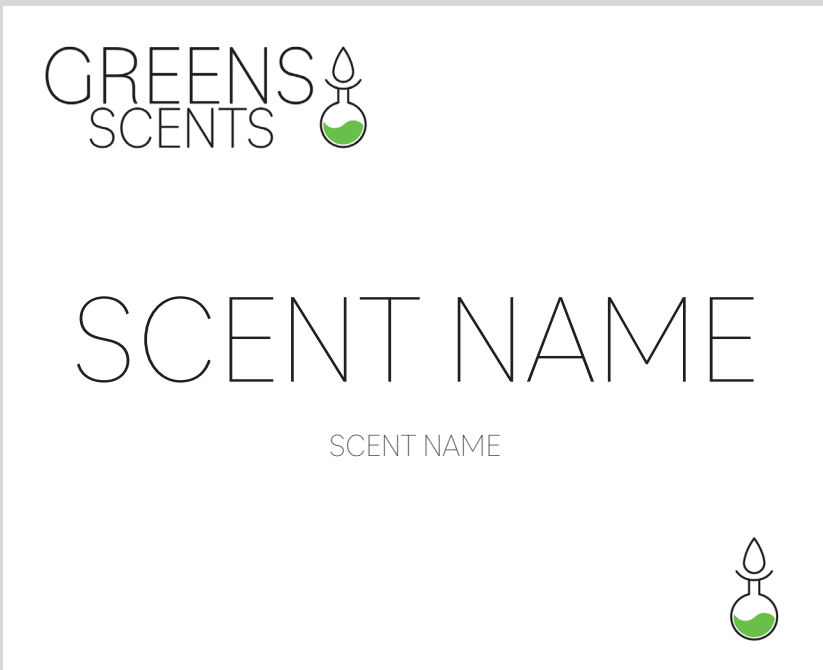
Black
CMYK: C0 M0 Y0 K95
RGB: R40 G39 B39
HEX: #272726



Warm Green
CMYK: C62 M0 Y85 K0
RGB: R111 G183 B77
HEX: #6fb74d

MOOD BOARD

Product labels



- Science
- Experimental
- Nature – Wild
- Discovery
- Witty



