EMBER LUX

BRAND VISUAL IDENTITY

TABLE OF CONTENTENTS

Background

Siblings Green is a company based in Sweden that specializes in manufacturing and selling scented candles. The company was founded in late 2020 by the two siblings Eva and Klas Behrnardsson.

Making candles had previously been a hobby that the family shared before the companys founding.

Both Eva and Klas lost their jobs at the peak of Covid-19 which led the siblings to focus more on candle manufacturing and eventually creating it into a business.

Expansion

The company has grown a lot since its birth and is now looking to expand to international markets instead of just domestic shipping.

Siblings Green are in need of a rebranding of their company to appeal better to a broader market. However, they don't want to lose what has made their brand special. Their experimental and witty candles is what makes their brand special and keeping that spice is a must.

Vision

Our design team has decided to rebrand the company with a classier and more polished logo and brand name to make the product appear more professional, while still maintaining its fun and quirky roots. The new brand name we have chosen is Ember Lux. Ember being another word for fire and Lux being latin for light.

We will put the main focus of the fun and humor aspects of the company in the scents for the different candle types.

Logo Guidelines

The logo comes in three different variations. The standard logo is the one most frequently used. It's usage is for everything from documents, web pages and products.

The horizontal variant is for more confined spaces and products with an oblong shape.

The symbol only logo is only used for very small sizes.

The three differnt logos may be combined so they can fill their intended use.

The logo and the logo font colour may be changed to fit the colour theme of a scented candle.
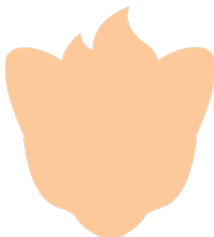
Standard

Horizontal

Symbol only

Monochromatic

Logotype Don'ts

Do NOT use logo without inner shilouette.

Do NOT use logo with only inner shilouette.

Do NOT use patterns and gradients.

Minimum size

Minimun print size **10 mm (0.4 Inch)** wide

Minimum digital size **45 pixels** wide

Typography

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
$?&%@!#*()=

Sans-Serif   Headlines

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
$?&%@!#*()=

Primary Typeface

Arial is a Sans-Serif font used for the companys logo as well as headlines. Short headlines and labels can be in all caps.

Avoid using all the weights for the text. Italic is not supposed to be used due to the typface being for headlines.

Arial Regular

Arial Bold

Arial Black

Secondary Typeface

Minion Variable Concept should be used for running body text in longer formats. For example in brochures and documents.

Avoid using smaller size than 8pt and other weights than regular and bold.

Minion Variable Concept Regular

Minion Variable Concept Bold

Minion Variable Concept Display

Minion Variable Concept Medium

Minion Variable concept

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
$?&%@!#*()=

Minion Variable concept

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
$?&%@!#*()=

Serif   Running Text

Source Serif Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
$?&%@!#*()=

Source Serif Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
$?&%@!#*()=

Serif   Backup Font

Backup Typeface

Use this typeface when the secondary typeface is not available. Use it with the same guidelines as Minion Variable Concept

Source Serif Pro Regular

Source Serif Pro Light

Source Serif Pro Bold

Source Serif Pro Semibold

Brand Colours

Primary Colours

PANTONE 7401C	PANTONE 712C	PANTONE 424C
CMYK 4/10/41/0	CMYK 0/24/41/0	CMYK 57/47/48/14
RGB 246/223/164	RGB 253/201/154	RGB 111/114/113
HEX F5E1A4	HEX FCC89B	HEX 707372

The primary colours for the brand, also used in the logo

Complementary Colours

PANTONE 271C	PANTONE 410C
CMYK 39/37/0/0	CMYK 50/49/48/12
RGB 156/153/203	RGB 127/116/115
HEX 9595D2	HEX 746661

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