



f candles nuz

Lighting The Way To Warm & Cozy.

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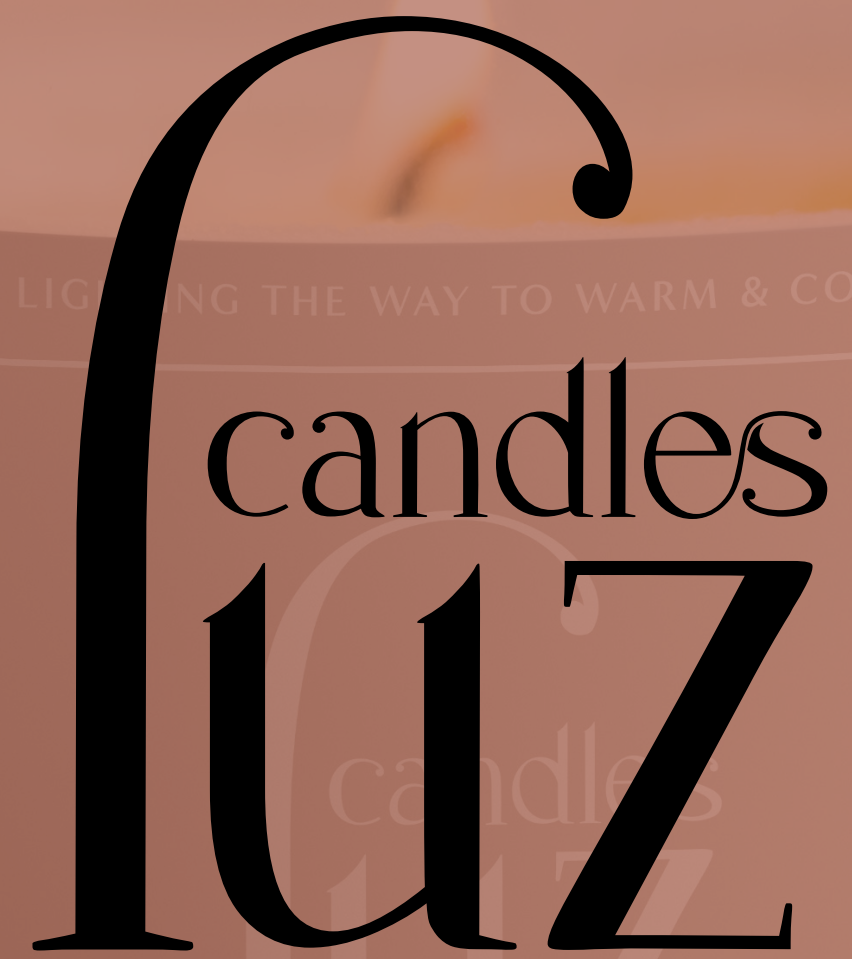
About the Brand

Luz is a candle company created to make your home and heart feel good. The brand launched in 2020 with a mission to become a household name and favorite. Luz plans to bring this warmth to your home by creating delicious scents that evoke those feelings.

The brand wants to refresh their brand identity design and create a new tagline that is reflective of who they are. Luz has given CoCreate full creative control!



Logo Identity

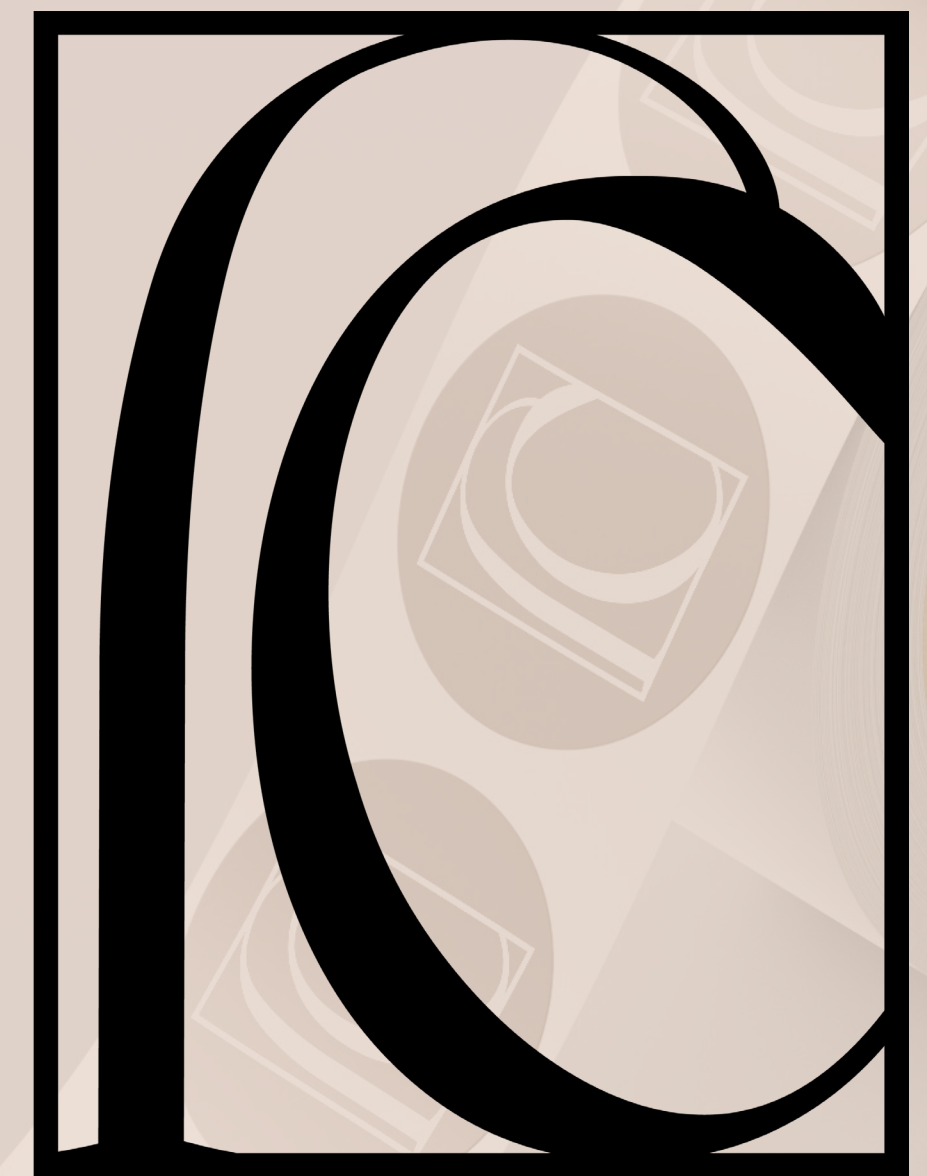
The primary logo is displayed on a candle jar. It features the word "candles" in a small, lowercase, serif font, positioned above the word "luz" in a large, bold, lowercase, serif font. The "l" in "luz" has a decorative flourish that extends upwards and to the left.

candles
luz

Primary Logo



Secondary Logo



Submark

Mood Board

The Concept

Luz Candles is a warm and cozy brand with the goal of making your home and heart feel good.

Photography Style:

Photography should be clean and minimalistic. Props should be minimal and compliment the products. All photos should be well lit with white or light colored backgrounds.

Typography:

A serif typeface has been chosen for the header and paired with a sans serif typeface for the body. The thin, long horizontal serifs, and clear-cut thick/thin transitions in the strokes can look very structured, elegant, and eye catching especially as headers. The thin sans serif typeface compliments the serif typeface by relaying information in a clear and concise, easy to read form in body text.

Textures:

To represent the warm and cozy feel the brand is trying to relay, textures should be fuzzy and feathery. This can be shown through photography by adding a fuzzy or thick blanket, for example.

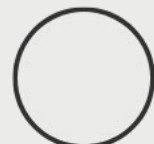
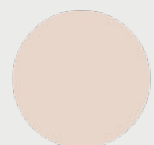
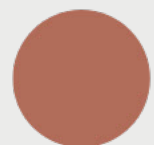
Color Palette:

The color palette compliments the photography/imagery in of the brand by adding warm colors but keeping it light to make sure the brand remains warm but inviting.

Vibe:

Imagery, colors, photography, etc. should make the customers feel like they are enjoying a nice relaxing evening in a high end spa resort. This feeling should be experienced whenever the customer interacts with the brand from the first introduction all the way to purchasing, unboxing and using the product.

Lighting The Way To Warm & Cozy.



Cozy | Minimalistic | Classic | Warm | Contemporary

Color Palette



#B16C59

R 177 G 108 B 89

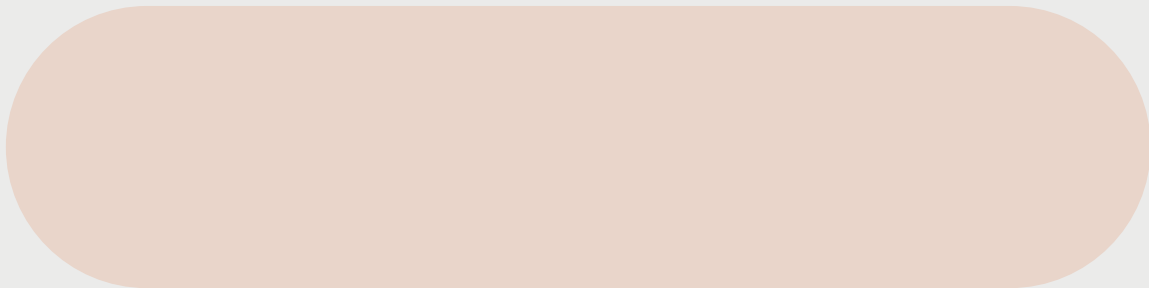
C 0% M 27% Y 35% K 31%



#B6A99F

R 182 G 169 B 159

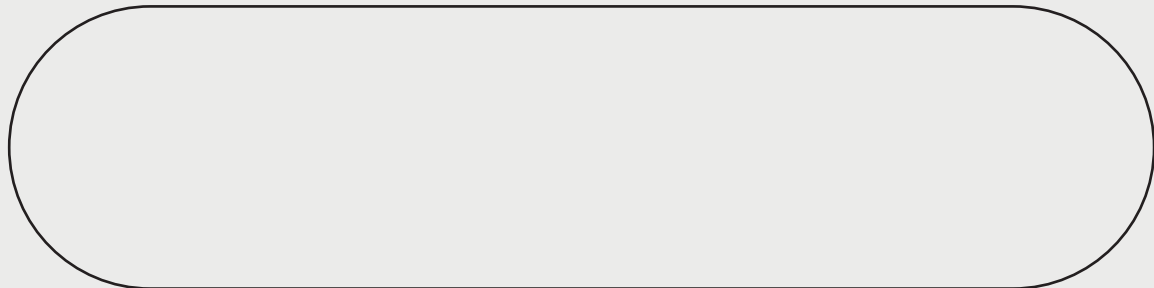
C 0% M 5% Y 9% K 29%



#E8D6CA

R 232 G 214 B 202

C 0% M 7% Y 12% K 9%



#EBEBE9

R 235 G 235 B 233

C 0% M 0% Y 1% K 8%

Typography

Headings, 45 - 60
Delvey Modern Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_./?;:'"[]\|+_- =

Body, 18 - 25
Avenir Next

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()<>_./?;:'"[]\|+_- =



OUR STORY

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candles
luz

VANILLA ESSENCE

8 FL OZ SOY CANDLE | 100% ESSENTIAL OILS

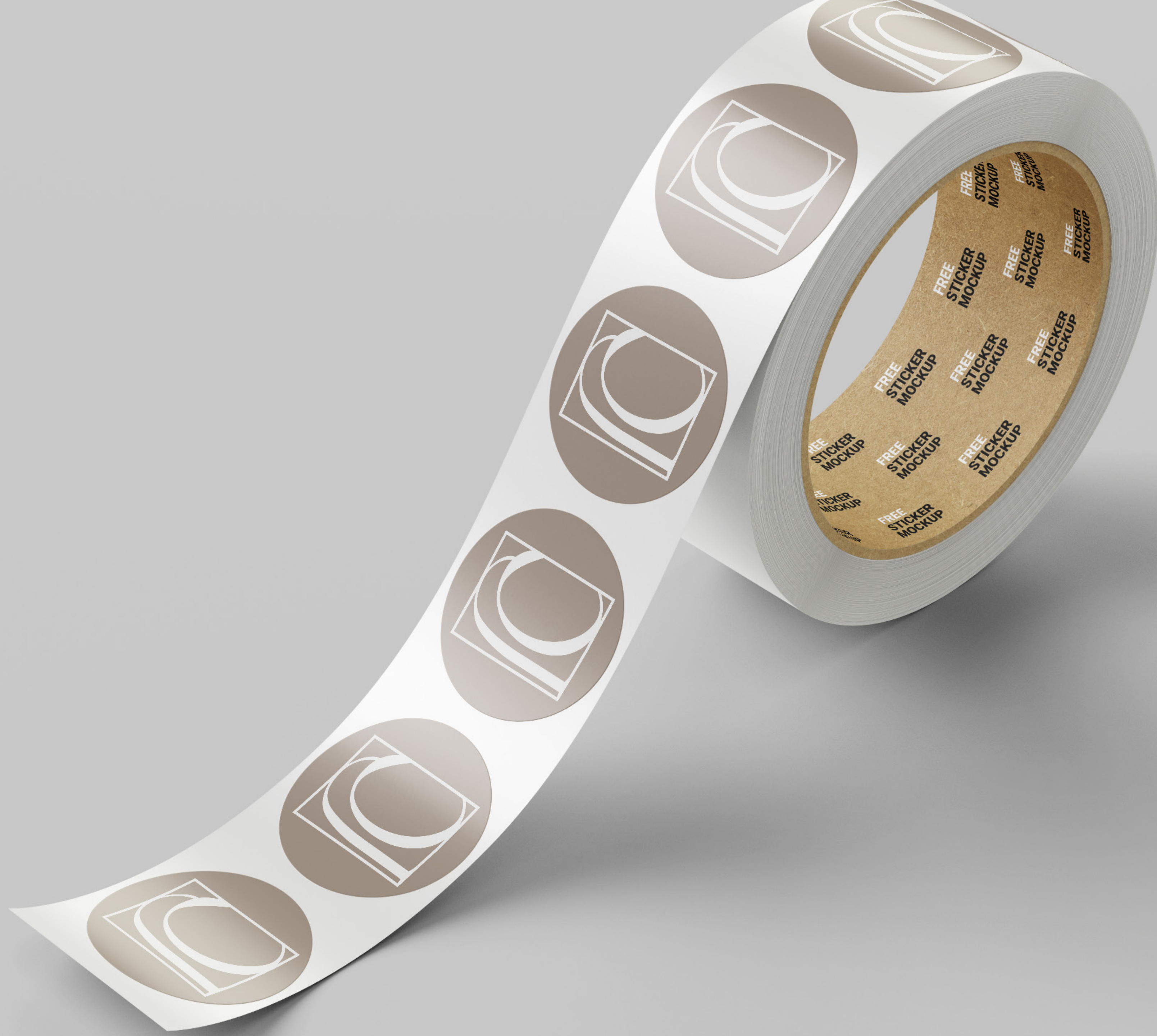


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LIGHTING THE WAY TO WARM
AND COZY.

EST. 2020



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