

Final FILES - Team FIRE

Final Logo Design

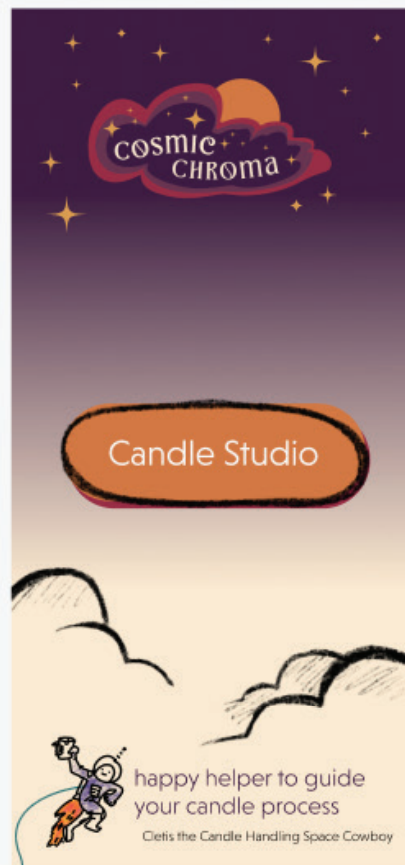


CANDLE STICKER LABELS

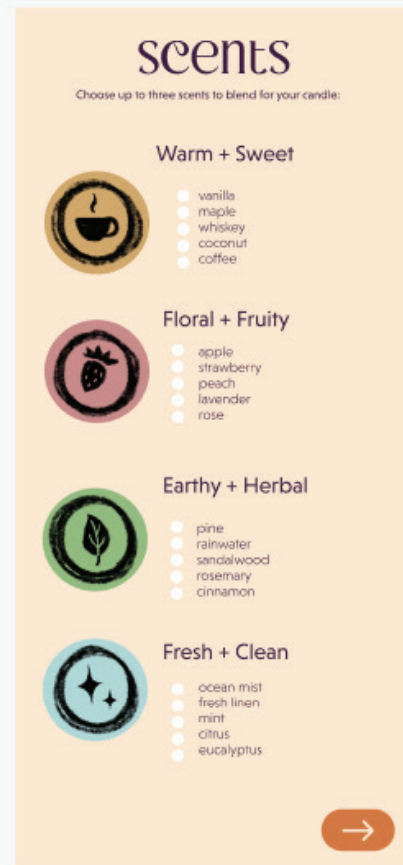




iPhone 14 Plus - 1



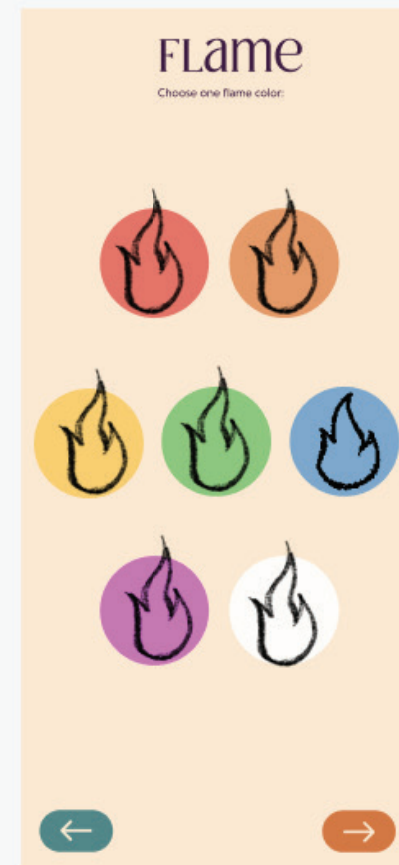
Scents - 2



Wax Colors - 3



Flame - 4



Label- 5



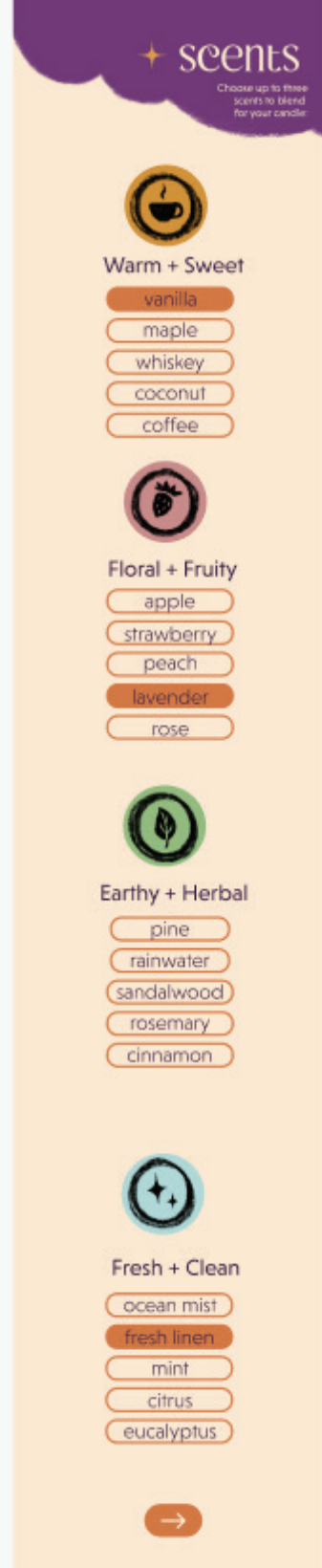
Congrats - 6



iPhone 14 Pi...

Scents - 3

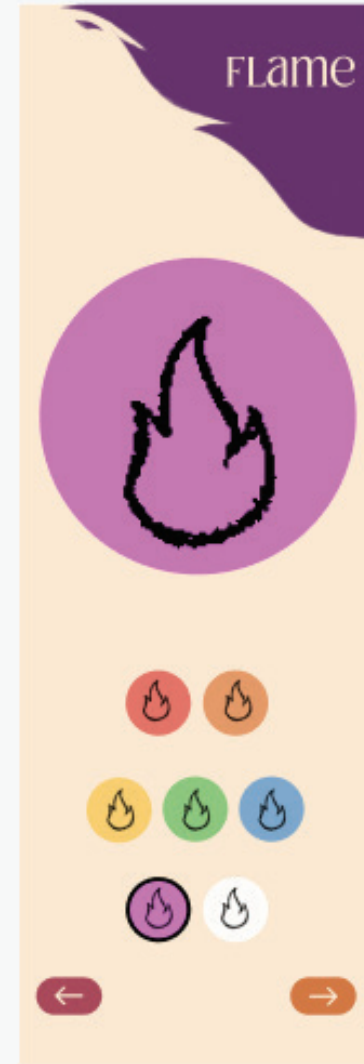
Wax Colors -...



Flame - 5

Label- 6

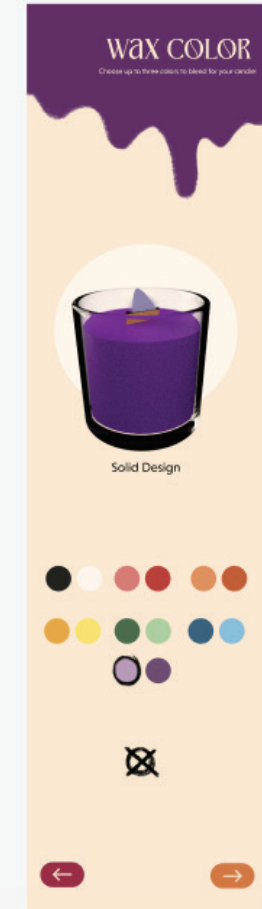
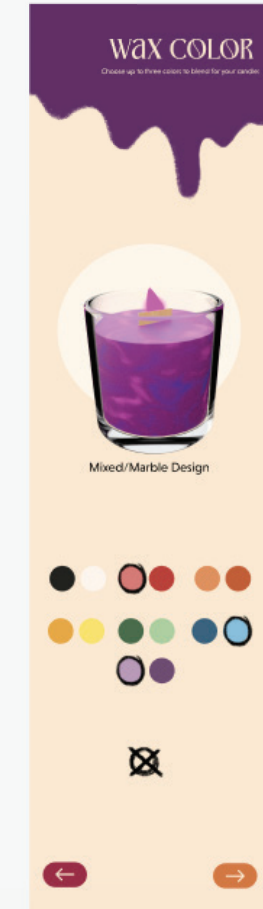
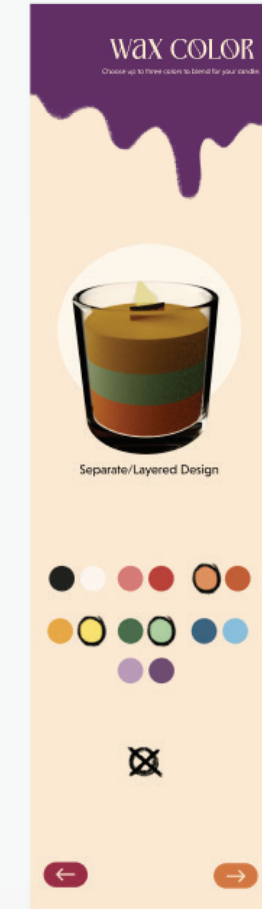
Congrats - 7



Wax Colors - 8

Wax Colors - 9

Wax Colors -...



FINAL FIGMA PROTOTYPE

LOGO EVOLUTION



NOTES

What you know abt these elements
 What do NOT know

FIRE



death - expensive
 brand
 all/market research

Existing market research on Fire

Appears to you abt FIRE

Fire is, energy gives off energy, gives off light

melts a lot of things provides heat/warmth | deadly
 element of destruction - deadly + give life causes damage
 easy reaction, can grow/shrink. Burns you gas(?) you cant
 constantly moving w/ oxygen different types sparklers? take it?

fireworks

eternal flame

Marketing →

fire protection, firefighters

Fire retardant, fire proofing

Global fire control

sprinklers

rockets
 space?

power

flame thrower

matches

lighters

Boilers
 hot water

coal fire machines
 steam?
 engines spark

9/18

Bees candle
 motony karnip from your moment

Service
 object

how do we sell the experience
 campaign e-service
 design website

advertising
 outlets

Notes

instr & bible refs

change here? Al. little visual capability

brand guidelines

income bracket

!!!

tagline

copywriting

cosmic Chermn

Space theme

UX

what it looks like

how do we offer it (mockup)

glass? what is our jar

mind boards

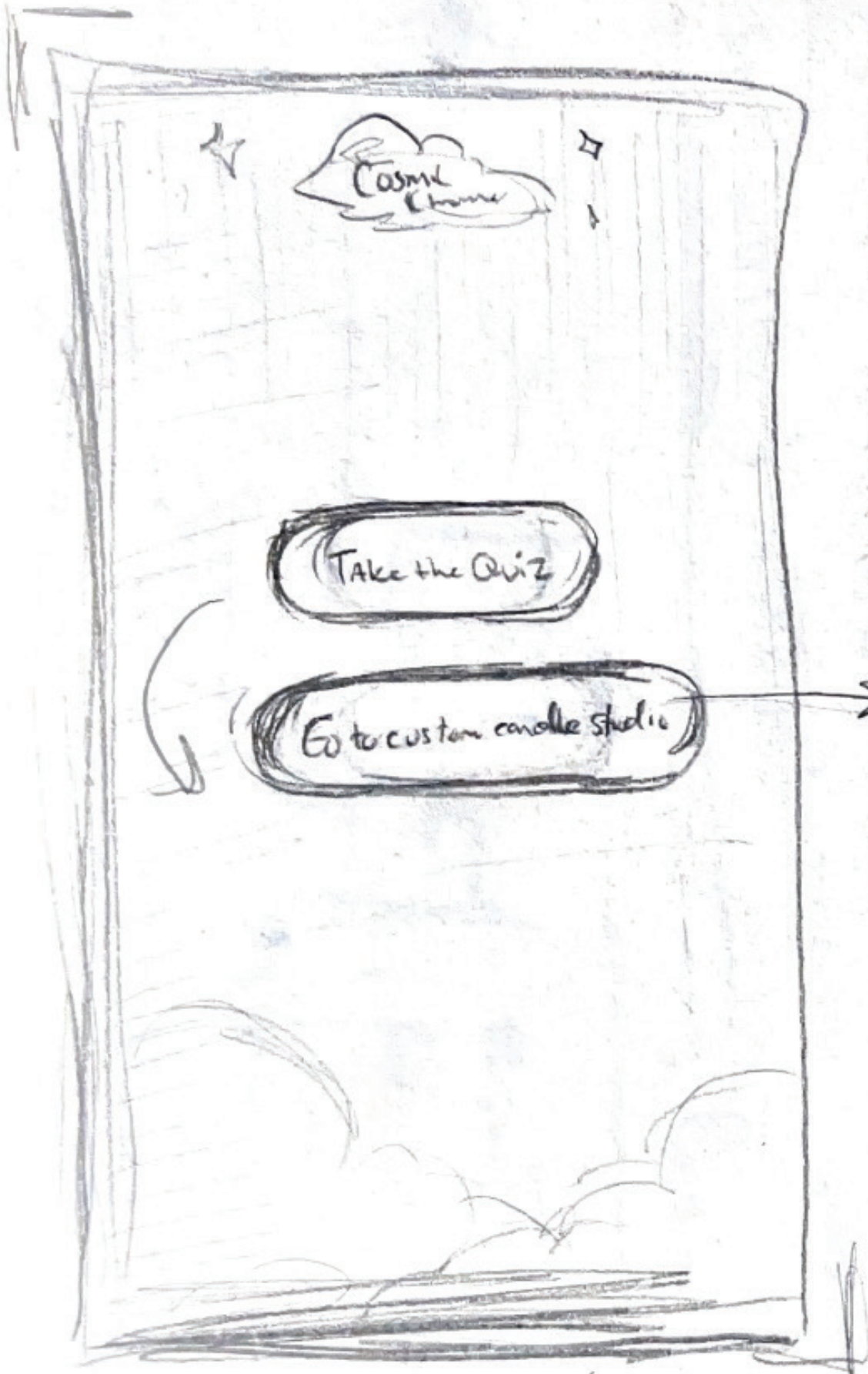
wednesday work day

typography, icons, patterns

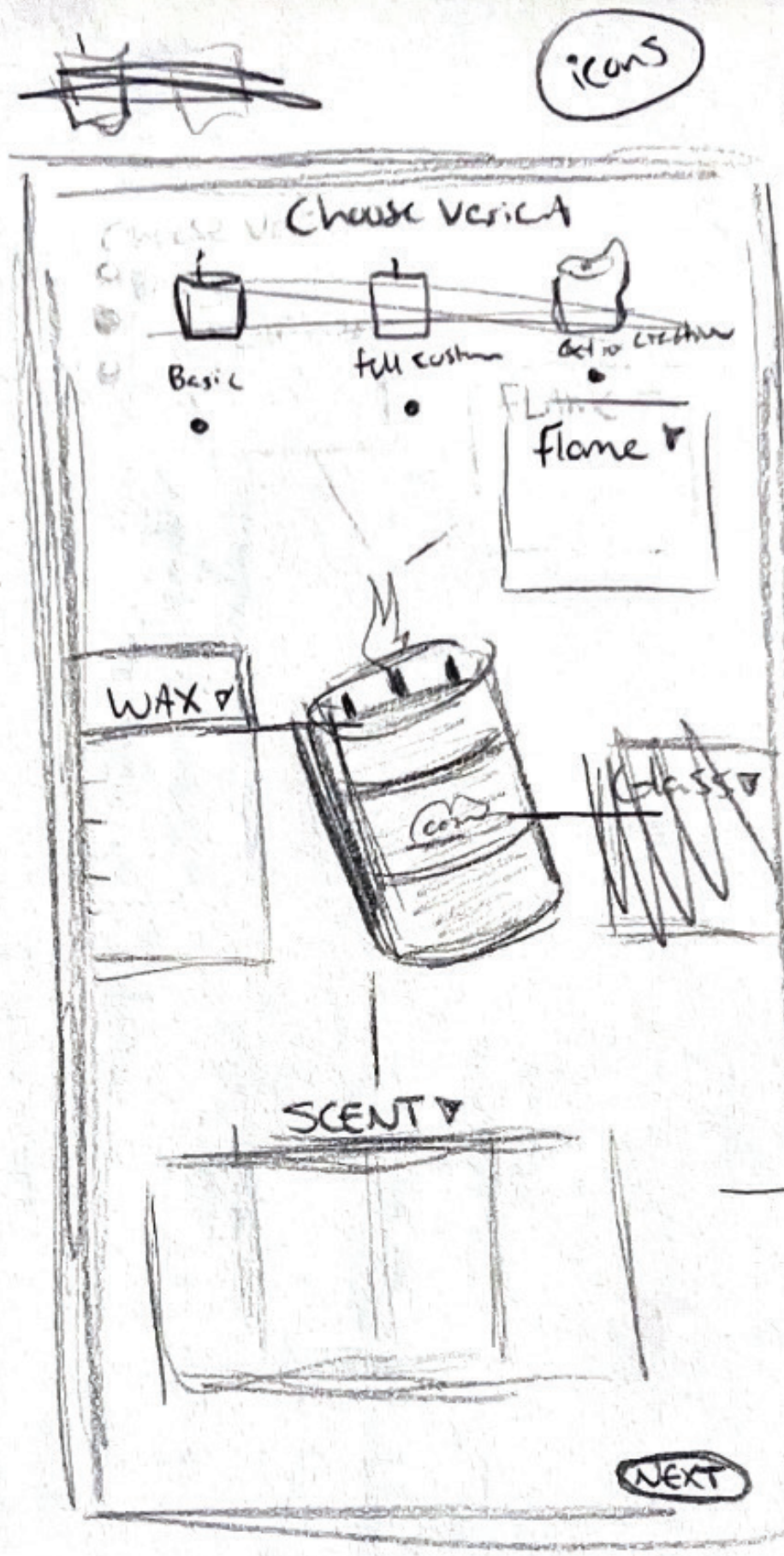
illustration

inspiration + influence how is it going to feel like

Next monday



2 box class / 1



icons

Diagram Model Approach

- Flame
- Wax
- ~~Class~~
- Scent
- Label

- 3 variants
- Basic
 - Full custom
 - Extra creative

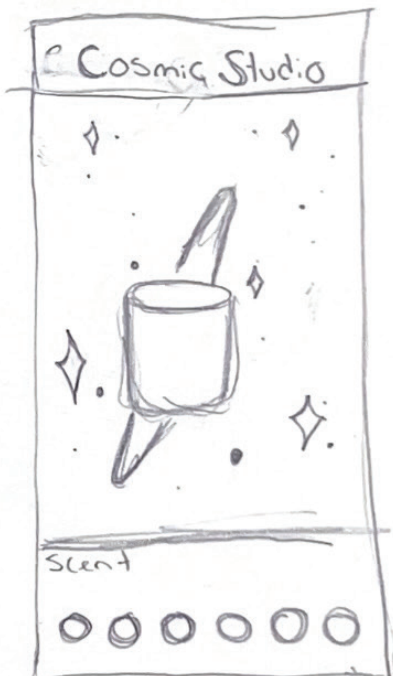
Choose up to 3 scents blended
 → edit own label

- class, 3 with code



(139)
 Save as >>77 photosho doc when it's in layers
 Maintain layers w/o compress
 Layers → [icon] → Flatten layers
 Image → Mode → CMYK File → background
 Save as a Tiff
 layered psd file + flattened tiff
 300 res
 (resample off)

crop → Image size
 → resample → make
 image smaller



he's changing
 the icons
 aint shit
 normal?
 where was
 the crescent
 moon from

Transitions → cleaner
 bullets on main
 character
 text storage



o vanilla &
 o apple
 o cinnamon
 ↓
 white/gray
 ↓
 yellow/mustard



MOON →
 reverse → SUN & MOON

scents to choose from - 12

- vanilla
- rose - flav
- citrus (
- pine -
- strawberry
- maple -
- peach
- lavender ~~flor.~~
- rainwater (
- whiskey -
- mint -
- rosemary - flav.

fruit,

- u
- v
- v
-

fresh
amber
floral

- 12 total
- ~~pick~~ choose u

taglines;

Selfcare taglines:

- o Making selfcare easier
- o Designed for selfcare
- o your headache needs your candles
- o

Can't find your match? create it

3 logo
fit { GreyScale
Black + white
color

- o personalize your self care
- o create your self care + create your perfect self care
- o created for self love
- o self care. create it. +
- o discover your self love with candles
- o design your self care
- o establish your self love
- o

* staff pick
candle *

- grey scale, colored, B&W only, ² ¹ ³ -> horizontal
- approach 3 diff. ways ->

- By Wednesday, Oct 12 - we need the product
-> combine paint palette & legend logo?

**“PRIORITIZE
YOURSELF, AND LIGHT
THE FIRE WITHIN”**

Scents :

vanilla -

rose -

Citrus -

pine -

Strawberry -

maple -

peach -

lavendar -

rainwater -

whiskey -

mint -

rosemary -

Warm & Sweet

Vanilla

maple

whiskey

Cinnamon

Coffee

floral & fruits

lavendar

rose

Citrus

peach

Strawberry

Earthy & Herbal

pine

rainwater

Mint

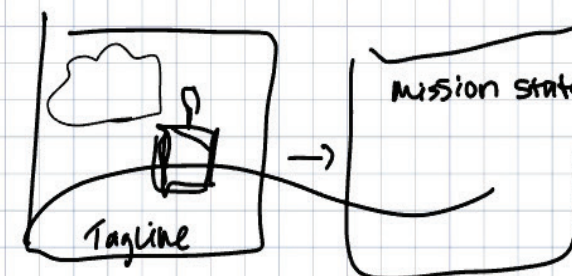
rosemary

eucalyptus

Export
Blender
as PNG

| | | |
|-------------------------------|------------------------------------|-----------------------------------|
| Installation video | Sale rae | Holiday Reel mt |
| photography lifestyle | feel (movie night) group | photo- graphy lifestyle |
| feel wind-down (shelby) | people shot life style | feel self-care (melody) |
| product diagram rae | reel christian | people shot lifestyle |
| Brand Mission Statement | blur video of Blender candle | Candle Creation video mt |

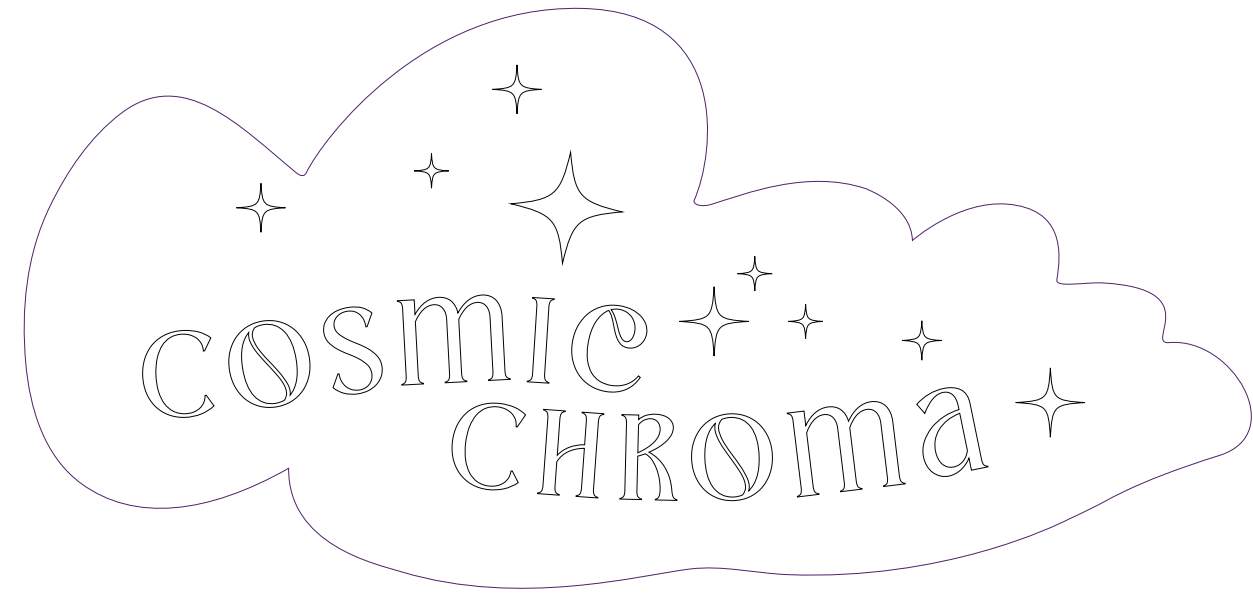
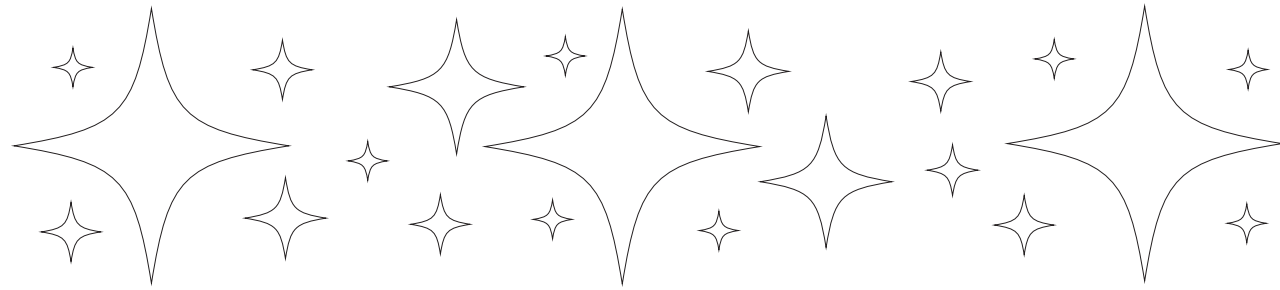
- organic
- color palette
- light room post
- carousel post



Brand
mission statement

Sneek
peek
of Candles
~+

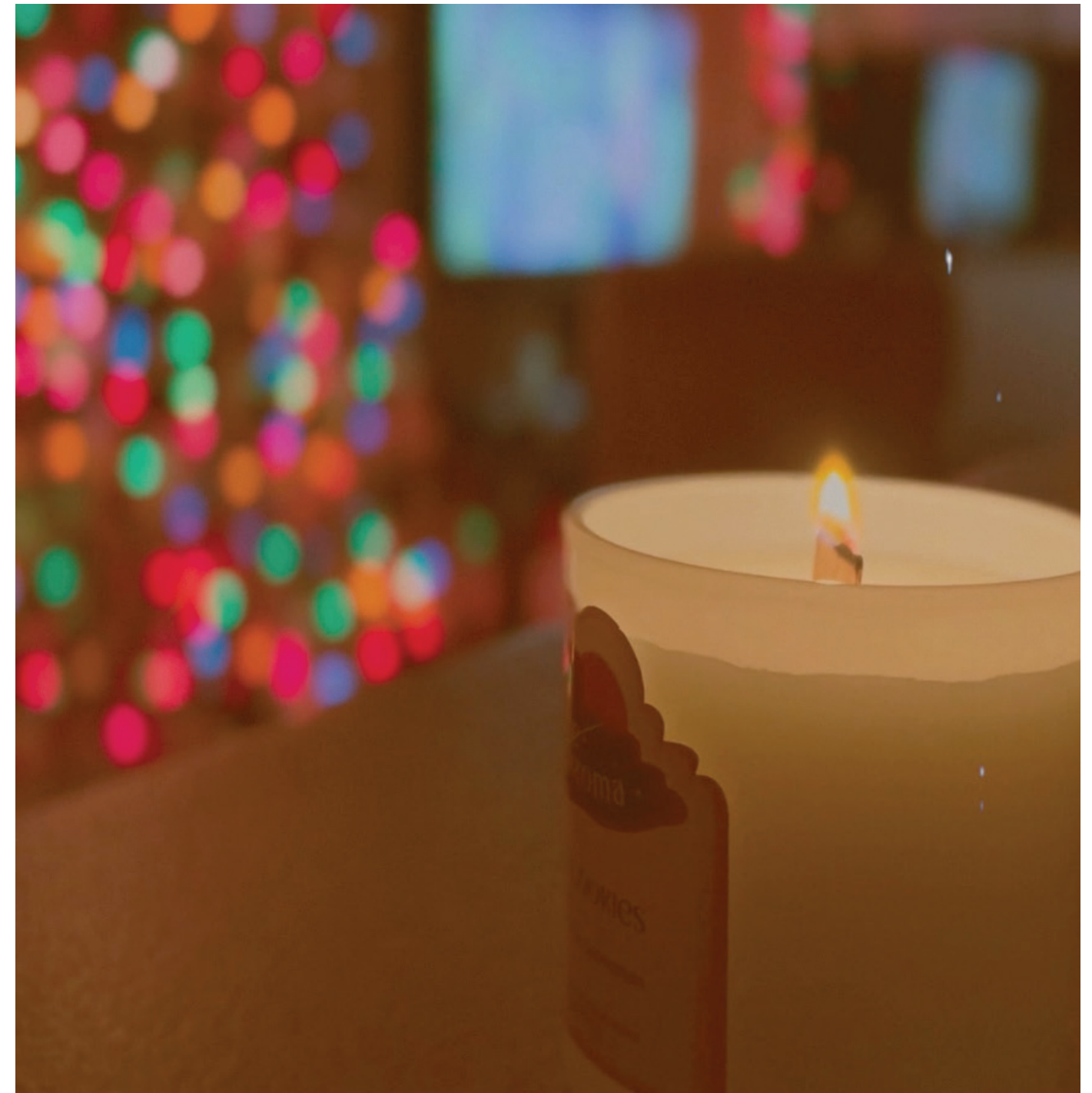
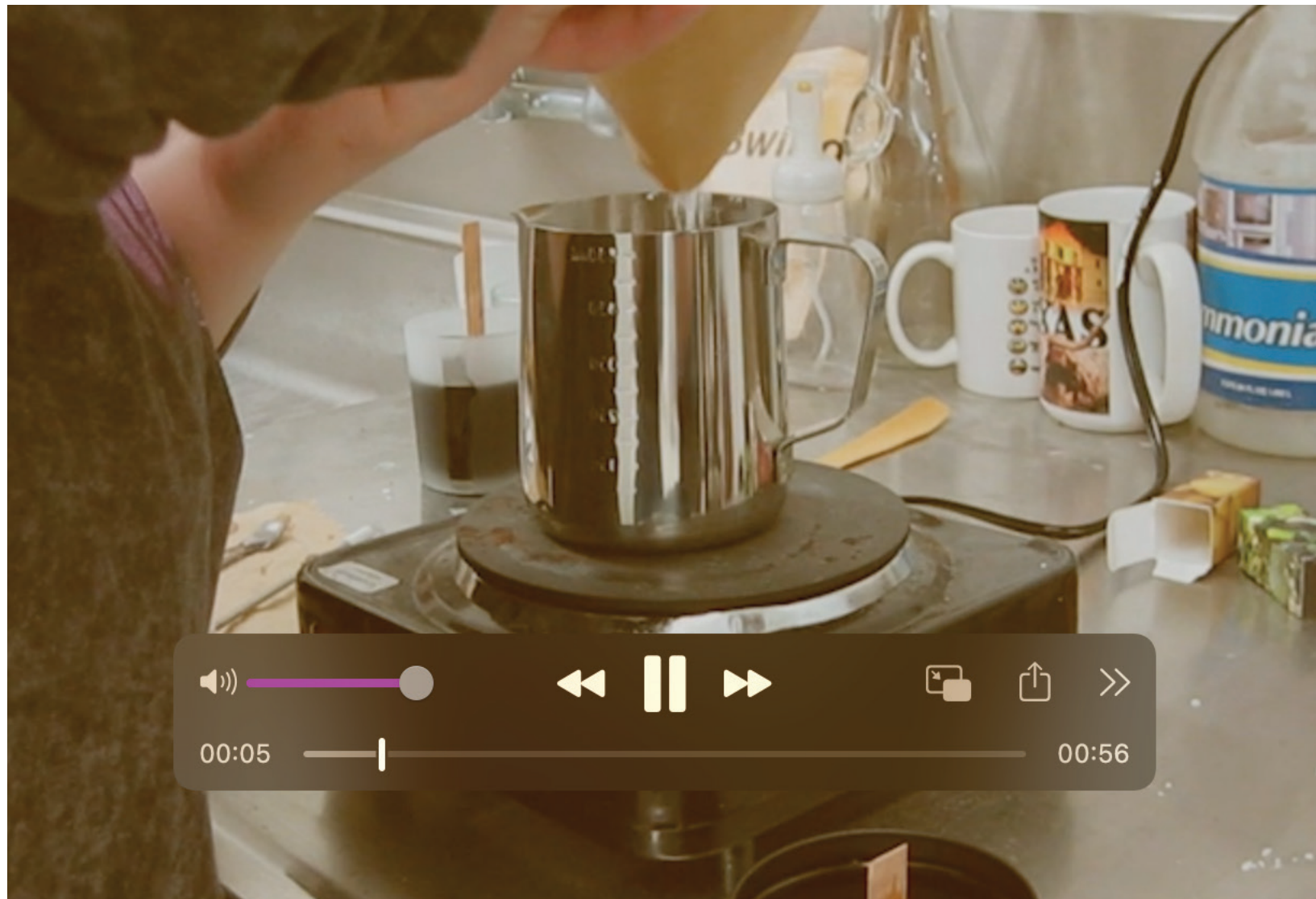
VINYL CUTOUT



BLENDER CANDLE RENDER



TIKTOK/REEL VIDEOS





Instagram - @cosmicchroma.co



Tiktok- cosmicchroma.co



INSTAGRAM POSTS

THE COSMIC CHROMA MISSION STATEMENT

At Cosmic Chroma, we look forward to lighting up your galaxy with the power of self care and self expression. Our mission is to give you the space to become an artist and curate a candle that allows you to express yourself by choosing your own colors, scents, flame color, and label that gives you that cozy warm feeling you're searching for. Providing our customer with a friendly website which is easy to navigate is important to us. Join us at Cosmic Chroma, where every click is a step towards creating your very own personalized candle that allows you to light the fire within.

BLACK FRIDAY

20% OFF
All candle studio creations

30% OFF
All premade picks



COSMIC CHROMA CANDLES

- Wood Wick
- Unique Choices of Flame Colors
- Blend Variety of Scents Together
- 100% Soy Wax Blend
- Three choices of wax design: solid, marble, and layered
- Clear Glass Jar



LIFESTYLE PHOTOS - Instagram





LABOR BREAKDOWN

Melody:

- Mission Statement
- Instagram bio
- Field of Research
- Logo sketches
- Taglines
- Sketch of website layout
- Sketches of logo
- Creation of candles
- Creation of ad
- Assited in Figma creation
- Assisted in logo creation
- Mall trip
- Instagram Captions
- Helped with the didactic

Mary Teresa

- Designed a start logo
- Group trip mall for research
- Typed value proposition
- Created color palette
- Found images for mood board
- collected research on advertising analytics
- Created analytics presentation
- aided in the final logo design
- Created logo presentation
- Blender renders of candles
- Filmed creation of physical candles
- Edited video of candle creation, holiday video, blur video of blender candle, group video, and final touches on Shelby's video
- Created Instagram layout
- Finalized and redesigned Figma website
- Aided in audio production
- Helped with the didactic

Christian

- Designed a start logo
- Group trip mall for research
- Mood Board Aid
- Field Research
- Fair Amount of Logo Conception and Finalization
- Canned Animation Concept Art
- Assisted in Refined Color Palette
- Filmed Creation of Physical Candles
- Made One of Two Hand Made Candles
- Running Chroma Instagram Account
- Posting Ads
- Made TikTok Ad (filmed edited scored)
- Chief of Scoring and Audio Production

LABOR BREAKDOWN

Shelby:

- Group trip to mall
- Designed a start logo
- Designed + Die cut label stickers for candles
- vinyl cut logo + stars for installation.
- Designed graphics and basic layout for figma site.
- Collected and organized photos on the advertising avenues presentation.
- Photographed candles with cyclorama and studio lights.
- Shot and edited video ad for tiktok.
- Exported/rendered MT's blender candles with transparent backgrounds to put in the figma site.
- Several instagram posts of the product diagram and organized the layout of the mission statement post
- Organized Final Files + Files for printout
- Helped with the didactic

Rachael:

- Typography (chose display and copy fonts)
- photoshopped all of the lifestyle photos
- edited the lifestyle photos
- aided in the candle making
- black friday sale ad poster
- chose the different scents for the figma website
- mall trip with group / research
- helped design logos
- helped print everything
- resident comedian