

BRANDING STUDY FOR A SCENTED CANDLE COMPANY

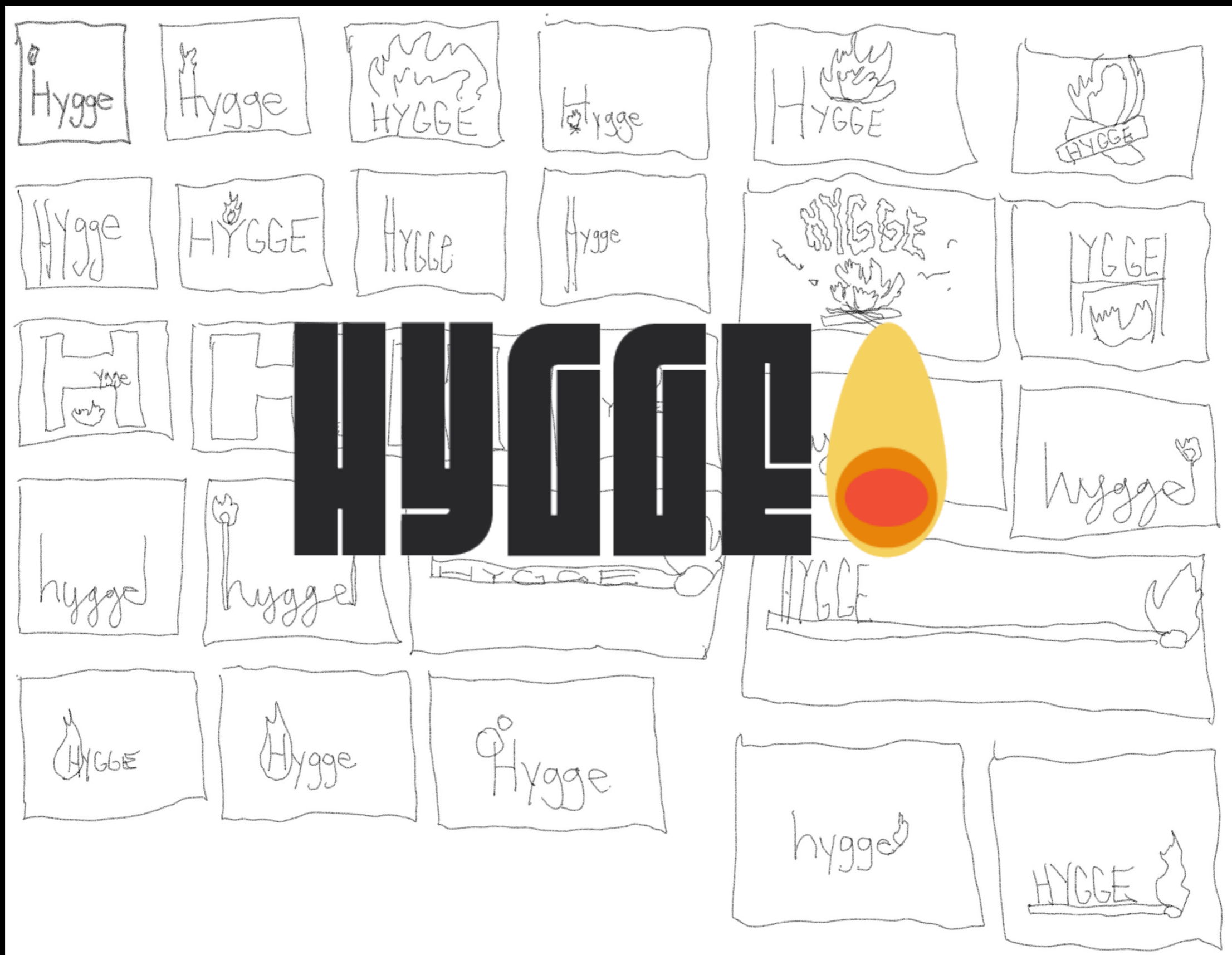


Scott A Schauer 2026

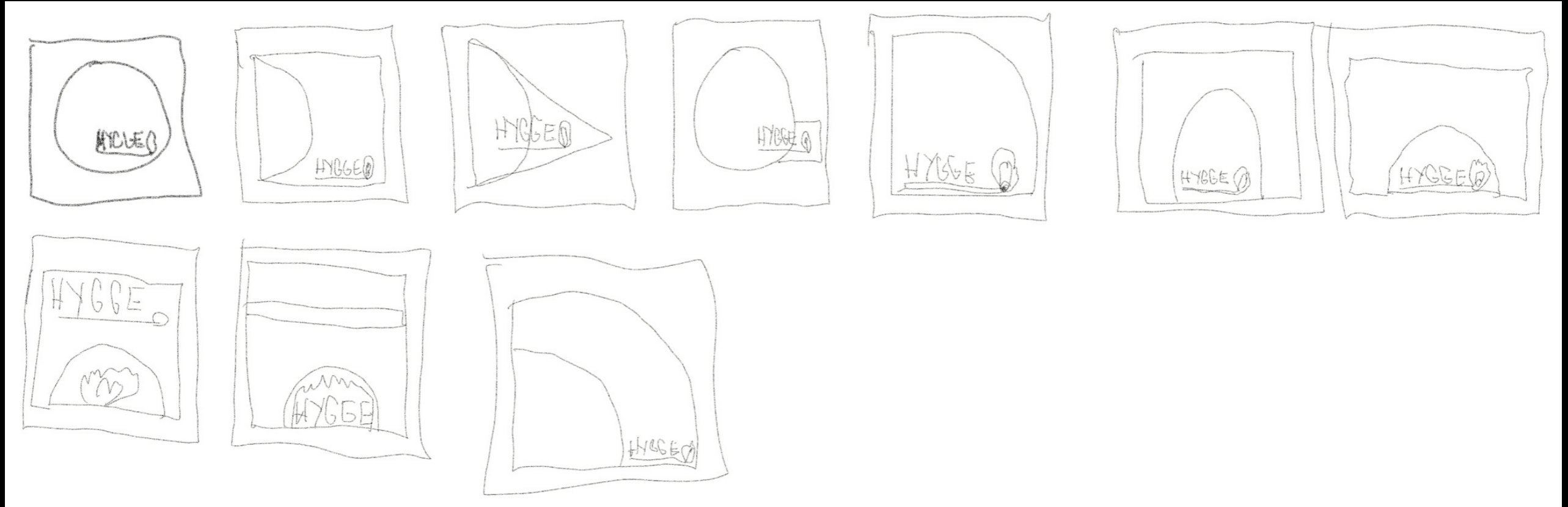
THE BEGINNING...

I met up with a couple of old coworker friends, one is now a retail Buyer, and one is a Planner, and we were discussing our mutual interest in creating a candle brand. We threw around a bunch of ideas, some serious and some not so much. My Buyer friend really liked the name Hygge, which is a danish term representing a quality of coziness, comfort, and, conviviality that fosters a sense of contentment and well-being. We agreed it shouldn't be as minimal and devoid of color as the Hygge style can sometimes lean towards, but still fit into the aesthetic. And from that conversation I started my branding journey for Hygge candles.

IDEATION SKETCHES FOR A LOGO



IDEATION SKETCHES FOR A LABEL



Working in Adobe Fresco I painted a sun and moon icon and then used Adobe Illustrator to lay out both day and night scent labels.



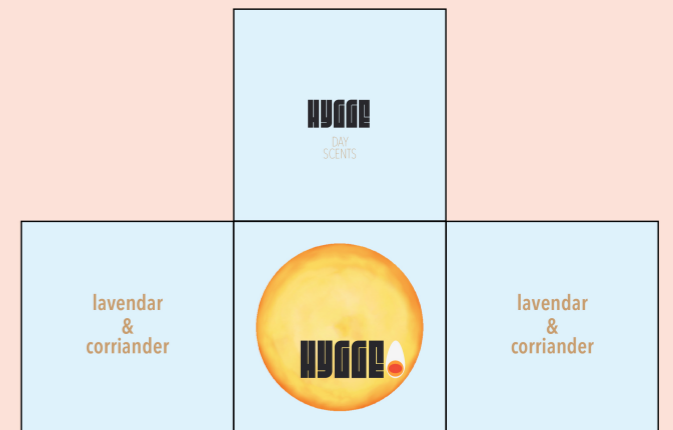
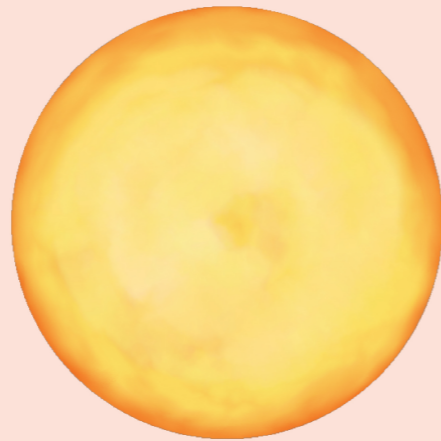
HYGGE BRAND BOARD



- 47405D
- FA5020
- C99E6F



- DEF2FC
- FA5020
- C99E6F



Avenir 28282B

AVENIR NEXT CONDENSED

Ultra Light
Demi Bold



**ADVERTISEMENT
FOR
DAY & NIGHT
SCENTS**





The shimmering candle flames
shining light into the darkest corners.



Hygge candles are crafted with organic perfume grade scented oils, a premium soy wax blend and an all natural cotton wick.



Bring the sunrise closer to me.
Pink skies, Orange clouds,
Red sun, Yellow world.



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IN CONCLUSION...

Wrapping this project up, I came up with a fully developed concept that I could present to my potential candle business partners, and something we could take to a manufacturer to work out details and final specs.

TAKEAWAYS

It was great experience getting to use the different Adobe Creative Suite programs, specifically Illustrator, Fresco, InDesign and Photoshop, and see how projects flow through each one, as well as work with AI to create some realistic images for advertisement.