

## *Luminous Fragrance Brand Identity*

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Luminous Fragrance wishes to launch a limited-edition candle series, called Escapist Embers, dedicated to promoting tourism in small countries affected by the recent pandemic and are in need of a limited-edition branding design, including: logo, labelling, business card, packaging, shopping bag and promotional post for a social media campaign. While reflecting the brand's modern, luxury characteristics, these designs needed immersive, imaginative and whimsical qualities to evoke the atmospheric experience Escapist Embers candles recreates and Art Deco elements to appreciate the grandeur of travelling, in chosen destinations of Morocco, Vanuatu and Cambodia, to visually captivate a wide audience.

An interview with Three Wishes' design manufacturer informed me of the importance of a logo's application, versatility and depiction of business philosophy. I was intrigued to incorporate their same design ideas of stylised serif typography and narrow horizontal shape in my logo to create a modern, formal outlook, further achieved with ordered symmetry, catered to suit a lively social marketing environment. Three Wishes' logomark challenged my creativity to include a simplified, geometric flame above the 'l' to feature a hidden candle, directly communicating the brand's product. The sophisticated ornamental typeface in my logo achieves the brand's mature, whimsical and unique tone, highly inspired by graphic designer Louise Fili. Enthralled with Italian culture, her designs encompass timeless authenticity in her hand-drawn typography and organic lines to create flow and classiness within her work. The majuscule thin serif, with subtle dented 'foots', and overlapping letterforms within negative spaces in my logo similarly achieves Louise's elegance, enhanced with contrasted smaller refined sans serif font 'fragrance' to establish a focal point to 'Luminous'. My final primary logo design filled with gold gradient promotes the brand's highest quality and stands out against variations of darker, rich colours and is functional in being manipulated into an 'LF' monogram and flame sub mark for optimum application.

Escapist Embers' evocative candles serve to escape their consumers to a different destination; fundamentally, I wanted to create landscape illustrations to suggest the imaginations conjured. Escapism art research led me to graphic illustrator Febin Raj. I aspire to implement his techniques of overlaying two-dimensional layers and contrasting monochromatic colours to create atmospheric immersion within his dynamic solace landscape illustrations. Through his practice of contrasting denser, dark foregrounds while negative space is celebrated in the lighter shade background I suggest a window-like composition and illusions of vastness and depth. The vivid, deep colour scheme was drawn from variations of Art Deco's graphic work of the 1930s and 40s. Art Deco artist Roger Broders' travel posters developed my personal aesthetic, a style renowned to give an impression of luxury travel. I incorporated his simplified (more geometric) imagery, bold line highlights, natural colours and block shapes to similarly create sophistication, attracting mature audiences. Through fusing escapist and Art Deco design elements and principles, my three landscapes uniquely depict the grandeur of Morocco's markets, Cambodia's temples and Vanuatu's beachside.

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The focal emphasis of my Escapist Embers brand identity was my landscapes, hence, illustrated within the same symmetrical composition with the sub mark featured in the central sun to create a focal point for added brand recognition. Manipulated for other designs, I extract the main colour scheme and illustrative elements to be applied for each corresponding candle packaging. Through monochromatic colours that allude to their scents, I distinctly identify each candle, also evident in my candle labels and promotional posts. To unify the design applications, I applied the logo variations, gold gradient and suggested formality through symmetrical compositions throughout, to portray the brand's luxury, highest quality characteristics. The contrast of colour, scale and typography establishes a clear hierarchy within my packaging, with the candle name's in a decorative, majuscule block typeface to connote Art Deco influences. I extend my landscape designs to the sides of my packaging which engages eye movement around the box that features additional information to captivate consumers, demonstrating a dynamic packaging design. Additionally, meets the brief requirements of unity through the candles' tinted glass colour and labels that emphasise the monogram to cohere with their corresponding packaging.

Louise Fili's creative works to mimic her designs and reflect the brief theme inspired my development of a shopping bag and business card to mimic a vintage suitcase and travel tag to extend the travel theme. Dark, rich brown contrast to emphasise the enlarged primary logo with an offset dash border that mimics a leather material and gold gradient for hardware, associating with quality and vintage authenticity. Minimalistic stamp imagery was manipulated from previous designs to engage eye movement from the logo to feature Escapist Embers below and around the neighbouring imagery stamps that are balanced in space and colour for consistent interest, promoting the limited-edition range. The design style was applied to my travel tag-shaped business cards to cohere with the shopping bag. The handwritten manuscript typography of the social contacts evokes a personal appeal in the audience to feel personalised, overall, engaging the audience to feel as though they are travelling which meets the brief to convey the experience Escapist Embers recreates.

My social media campaign designs continue to arouse escapism through the motion design of my landscape illustrations. Developed in Procreate, the frame-by-frame technique allowed realistic subtle movements that achieve the inspiration of Lofi animation's calming visuals. Transfixed into a loop, my GIF animation enthralls viewers and extends the visual communication from a graphic design to an interactive media, enhancing the escapist experience in the audience. Additionally, focal visuals through the enlarged scale of all products/designs introduce the limited-edition range. Candle promotional post composed with a darker border and colour contrasted, bold title connotes Justin Pedler's contemporary Art Deco travel poster inspirations to appeal to a large audience. Maintaining the colour scheme, my post designs are formally colour-ordered horizontally which creates an aesthetic visual that captivates viewers from another media post.

Luminous Fragrance pride itself on its luxurious, priceless products, so it was fundamental that the business achieves a favourable impression. Custom tissue paper and stickers are typically associated with high-end brands which reflect Luminous' quality and classiness. Heightened with my modern designs in my minimalistic illustrative patterned tissue paper (that compliments the Escapist Embers colourful packaging) and simplistic sub-mark sticker creates a stronger brand recognition, establishing a memorable 'unboxing' experience.

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Through my design work, I utilise various design elements and principles to maintain communication of Luminous' luxury and Escapist Embers' purpose to promote travelling by portraying its grandeur. Additionally, a flexible design to be manipulated for high functionality and replication for added branding. Escapist Embers' designs invite sensual engagement in evoking atmospheric immersion and conjured imaginations to escape the audience to different tourist destinations, which I learnt elevates a brand's visual appeal. In these ways, I fulfilled the brief to captivate the wide target audience while developing a unique and aesthetically pleasing design identity for Luminous Fragrance's limited-edition Escapist Embers.