



Cocolite Candle
— COMPANY —

Cocolite Candle Company:

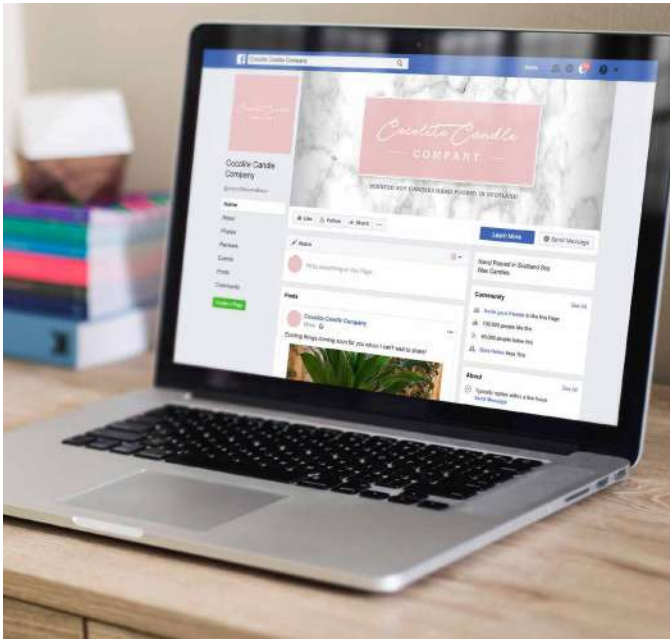
Chloe started Cocolite Candle Company during lockdown, selling hand poured soy candles. She started out making candles for herself but enjoyed it so much that it soon grew into a small business. Excited to have perfected her first three Summer scents she couldn't wait to share them!

She reached out with an idea in mind for her branding, using a very on trend blush pink paired with a classy white marble effect.



I created the branding for Cocolite Candle Company as well as the first label for Chloe's brand new Summer range, consisting of 'Wee Summer Treat', 'Cruise the Carribean' and 'Mojito and Me, Mint to Be'.

Social media assets including, covers and profile images were also created to jazz up her online presense and keep the brand nice and consistant as well as stickers to brand up her orders.



I feel the branding is quite simple but very sophisticated and modern, which fits well with the target audience Cocolite Candle Company appeals to and I was very happy with it, along with Chloe's response!

Variations of the branding were supplied, using the fun, fresh colour scheme of blush pink, white and a dark charcoal grey. All file types were supplied for both in print and online, including print ready files, JPEGs and PNGs.

Client Testimonial:

"I had an idea in my head for my branding and Lauren really brought it to life and added extra things I would never have thought about. She was very accommodating with any changes I wanted and would get back so quickly. Couldn't be happier!"

- Chloe, Cocolite Candle Company

