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DESIGN CHALLENGE



swipe for details



Brand Name: Luz

About The Brand: Luz is a candle company created to make your home and heart feel good. They launched in 2020 with a mission to become a household name and favorite but feel their current branding is holding them back from that mission.

Brand Descriptors: Cozy, minimalistic, classic, warm, contemporary,

Assignment: Your task is to refresh their brand identity design (seen next) and create a tagline for Luz that is reflective of the information provided above. You have full creative control over everything else.

Deliverables:

- Primary logo and alternates (secondary, submark)
- Color palette
- Mood board
- Tagline