

Research & Identity— Revontulet

Candle branding

Jessica Ho

Candles

Object Project



Object

Candle

Jessica Ho



The colors changing in the flames



Jessica Ho



Candles

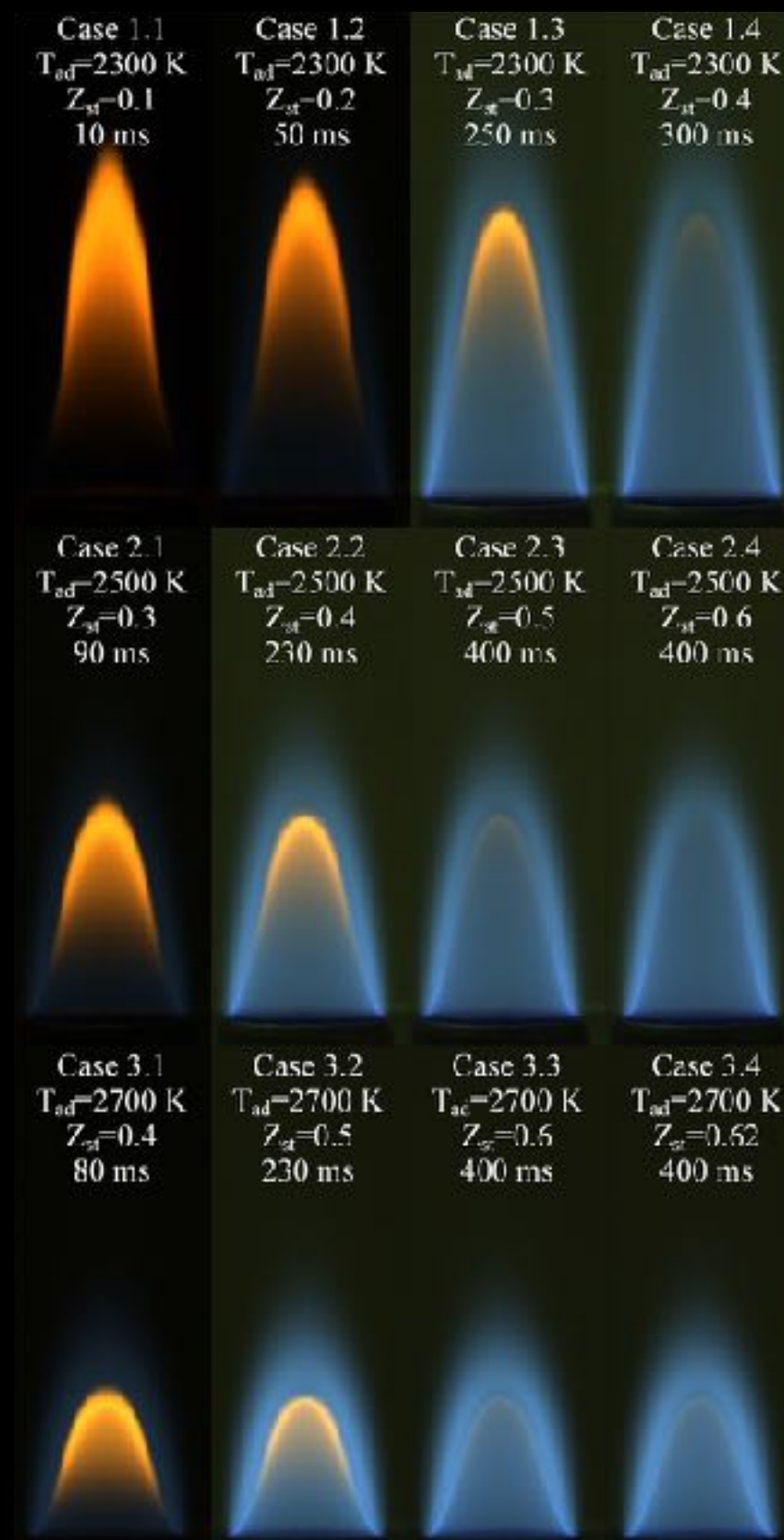
Object Project



Jessica Ho

Candles

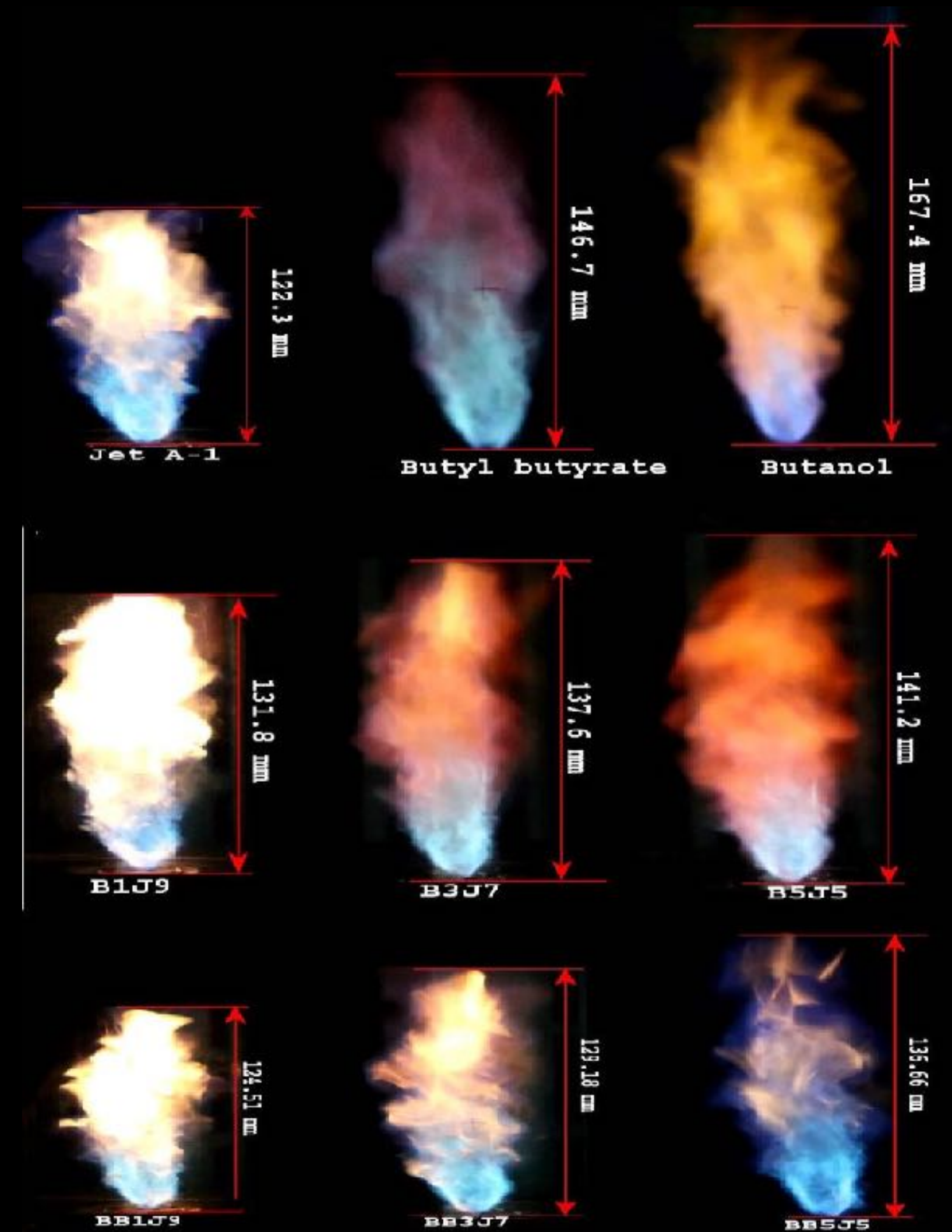
Object Project



Chemistry Lover's



Candles



Object Project



Northern Lights

Jessica Ho

Candles

Object Project

Revontulet

Revontulet is the name for the Northern Lights in Finland, which means firefox. The name originated from a myth of Artic Foxes running through the sky and setting the skies on fire with their tails and fur.



Wordmark and logo

Revontulet



Identity System— typeface

Primary typeface

Domaine Sans Display thin

ABCDEFGH
IJKLMNOP
QRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Secondary typeface

Acumin variable concept

ABCDEFGH
IJKLMNOPQ
RSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890()!@#\$\$%

Color Palette



Jessica Ho

Candles

Object Project

Art Direction

Clean
Simple
Interact with lights
Create warmth
Calming



Core component— Candles



Core component— Candle



Core component— Candle



Core component— Candle



Core component— Candle



Core component— Candle



Core component— Candle & Box package



Core component— Candle & Box package



Deliverables—tote bag



Deliverables—Posters



lumi
light bringer

The scent of summer: Linden creates a refreshing oasis. Containing sweet and comforting aromas that provide calmness and relaxation. A slight note of lavender from Provence enhances the luxurious soothingness.



kinos
a loose pile of snow

The woody scent of Birch, stretched swiftly across Jyväskylä, the southern part of Finland. The wind at dawn brings crisp, refreshing aspects of Birch and green. The hint of citrus brings joyous early morning excitement.



aviini
a small avalanche

Enjoy the aromatic Aspen that provides subtle serenity, blending with a slight hint of Hilly, blueberry from Lapland, Finland, that brings out the sophisticated, soft, and playful scent.



Deliverables—Microsite



Deliverables—Microsite



Deliverables—Microsite



viti
freshly fallen powdery snow

The blend of the ambience of the notes of the Finnish Pines with the refreshing notes of Oolong from Alishan, Taiwan, creates the perfect mixture of soothingness and serenity.

tuisku

+ viti

aviini

lumi

kinos



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a loose pile of snow

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